

Office of Institutional Advancement and Optometric Center of New York

Ann Warwick, Vice President for Institutional Advancement, Executive Director, OCNY

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December 13, 2016



STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY

Institutional Goals: 2016-2017

- Integrate the newly filled position of Associate VP for Alumni Affairs and Governmental Relations into the Office of Institutional Advancement
- Expand annual giving and ultimately prepare the foundation for the College's 50th Anniversary Campaign in 2021
- Continue efforts to develop and implement a plan which integrates the alumni activities and services within the OCNYS foundation
- Achieve an annual fundraising total of \$1.5M and increase percentage of participation by alumni to 9%
- Develop and improve controls on event costs and the coordination of corporate supported activities
- Expand OCNYS board membership and diversity by adding four new trustees

OCNY and its governance

- OCNY is a 501(c) (3) foundation governed by a 19-member volunteer Board of Trustees who are drawn from the private sector
- The role of the OCNY is to build & maintain relationships with donors in order to encourage philanthropic investments in SUNY College of Optometry
- Trustees have fiduciary oversight of endowment.

Sources of gifts to OCNy

- Individuals
- Foundations
- Corporations
- Organizations

Significant donors (\$50,000-\$750,000)

- Alcon Laboratories
- Government of China
- Gaisman Foundation
- Lavelle Fund for the Blind
- New York Community Trust

Major projects funded by grants and gifts to OCNYS

- The Bowery Mission
- Homebound Programs
 - Manhattan, Bronx, Queens
- Indigent Patient Fund
- Scholarship Endowments

Funds to College from OCNYS

2016-2017

Education: \$ 166,000

Research : \$ 85,000

Patient Care: \$ 196,472

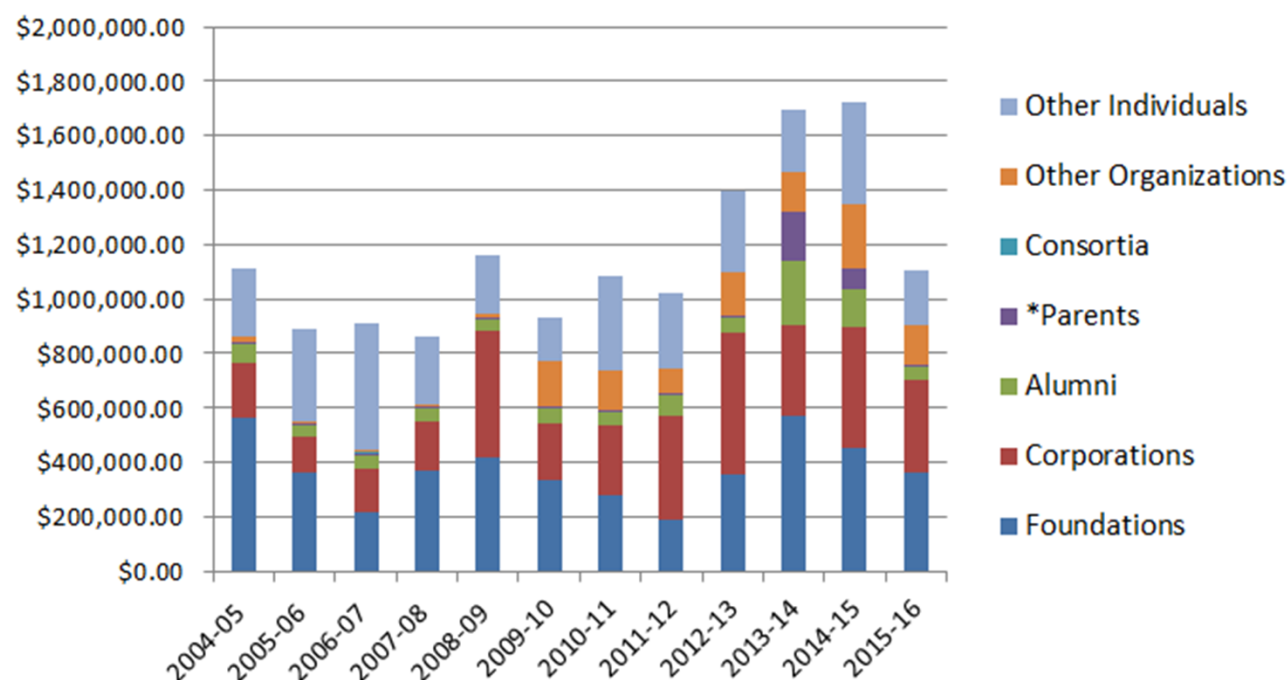
TOTAL: \$ 447, 472

New Initiative

Groundwork for 2021 Campaign

- Use the NYSUNY2020 \$1.5million award for the renovation of the new 10th floor Center for Excellence in Pediatric Vision Care as leverage for an additional \$1 million in private contributions.
- Develop a mini - campaign strategy, including naming opportunities, to reach the \$1 million goal for the purchase of new technology and equipment for the new Center
- Begin prospect research and identification of major donors for the mini-campaign to lay the groundwork for the silent phase of the 50th Anniversary Campaign in 2021.
- Conducted recent meeting with the Stavros Niarchos Foundation as a campaign prospect

Fundraising†



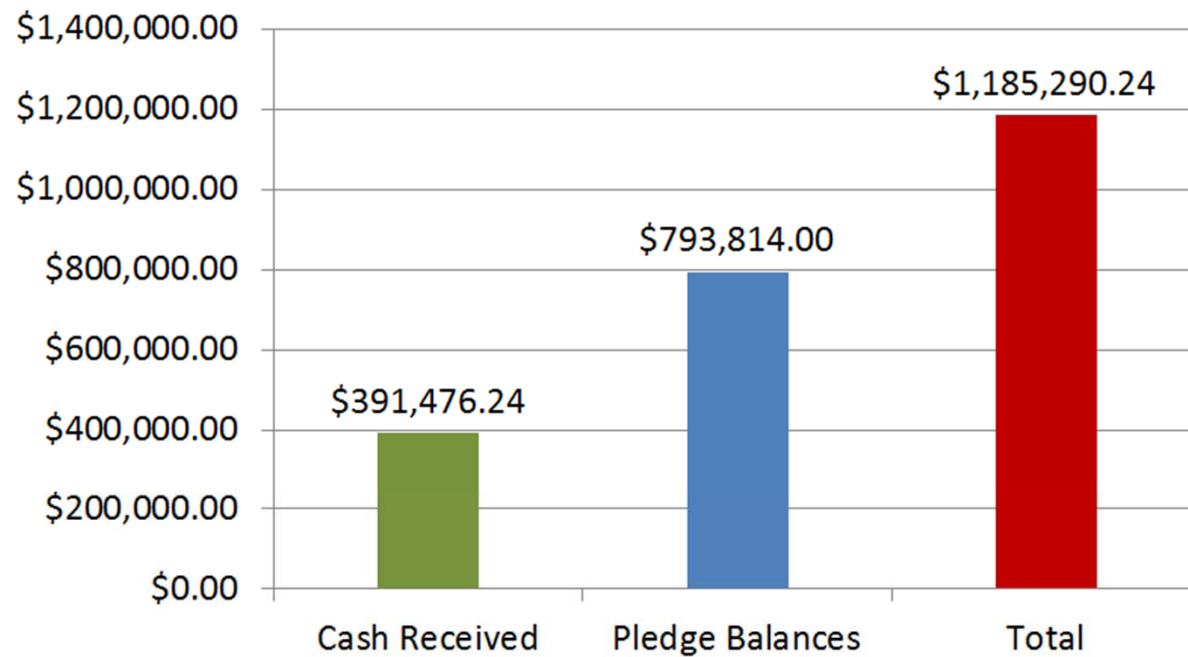
FiscalYear	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Foundations	\$564,306.00	\$360,350.00	\$213,600.00	\$367,000.00	\$415,900.00	\$336,030.68	\$276,800.00	\$185,830.00	\$355,650.00	\$573,040.00	\$455,145.00	\$358,850.00
Corporations	\$198,533.40	\$134,315.21	\$160,453.60	\$182,538.90	\$467,601.25	\$203,442.74	\$256,270.95	\$382,502.69	\$522,863.09	\$327,610.54	\$444,623.48	\$343,431.09
*Alumni	\$67,951.00	\$41,117.25	\$49,810.26	\$48,203.00	\$38,271.67	\$56,491.94	\$50,679.00	\$76,897.17	\$49,421.82	\$235,769.03	\$135,358.35	\$50,185.05
*Parents	\$9,200.00	\$7,194.00	\$10,268.00	\$4,818.00	\$6,321.72	\$9,080.00	\$4,280.00	\$5,580.00	\$9,550.00	\$183,025.97	\$78,765.00	\$5,017.00
Consortia	\$1,754.07	\$1,427.57	\$1,329.18	\$1,173.36	\$1,660.28	\$2,754.10	\$2,014.78	\$2,694.96	\$1,021.43	\$370.23	\$1,405.78	\$1,069.39
Other Organizations	\$18,327.84	\$6,875.00	\$8,910.00	\$7,301.00	\$13,000.00	\$164,075.00	\$143,551.99	\$89,500.00	\$158,351.00	\$143,875.00	\$230,101.32	\$143,310.00
Other Individuals	\$249,647.74	\$336,283.78	\$463,468.73	\$251,055.07	\$220,007.57	\$157,897.89	\$348,118.00	\$275,144.82	\$297,209.05	\$228,698.49	\$376,210.51	\$200,916.88
Total Raised	\$1,108,870.05	\$886,812.81	\$906,889.77	\$861,389.33	\$1,162,112.49	\$928,772.35	\$1,080,434.72	\$1,016,699.64	\$1,392,891.39	\$1,517,548.29	\$1,645,995.54	\$1,100,579.41

*Includes class gifts

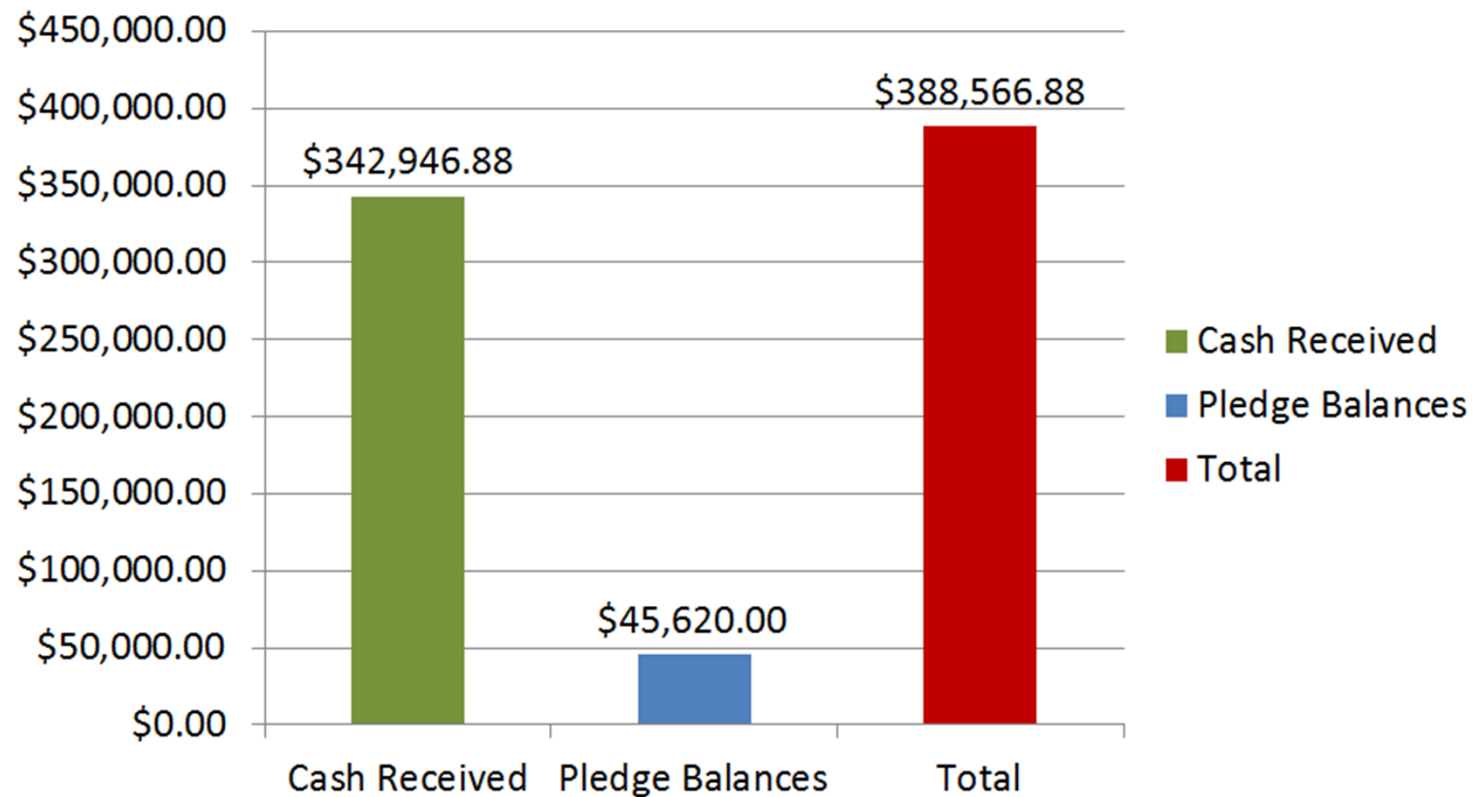
**Includes alumni who are also parents

†These values do not include pledges.

THE OPTOMETRIC CENTER OF NEW YORK
FY 2017
AS OF 12/7/16



THE OPTOMETRIC CENTER OF NEW YORK
FY 2016
7/1/15-12/7/15



Alumni Association

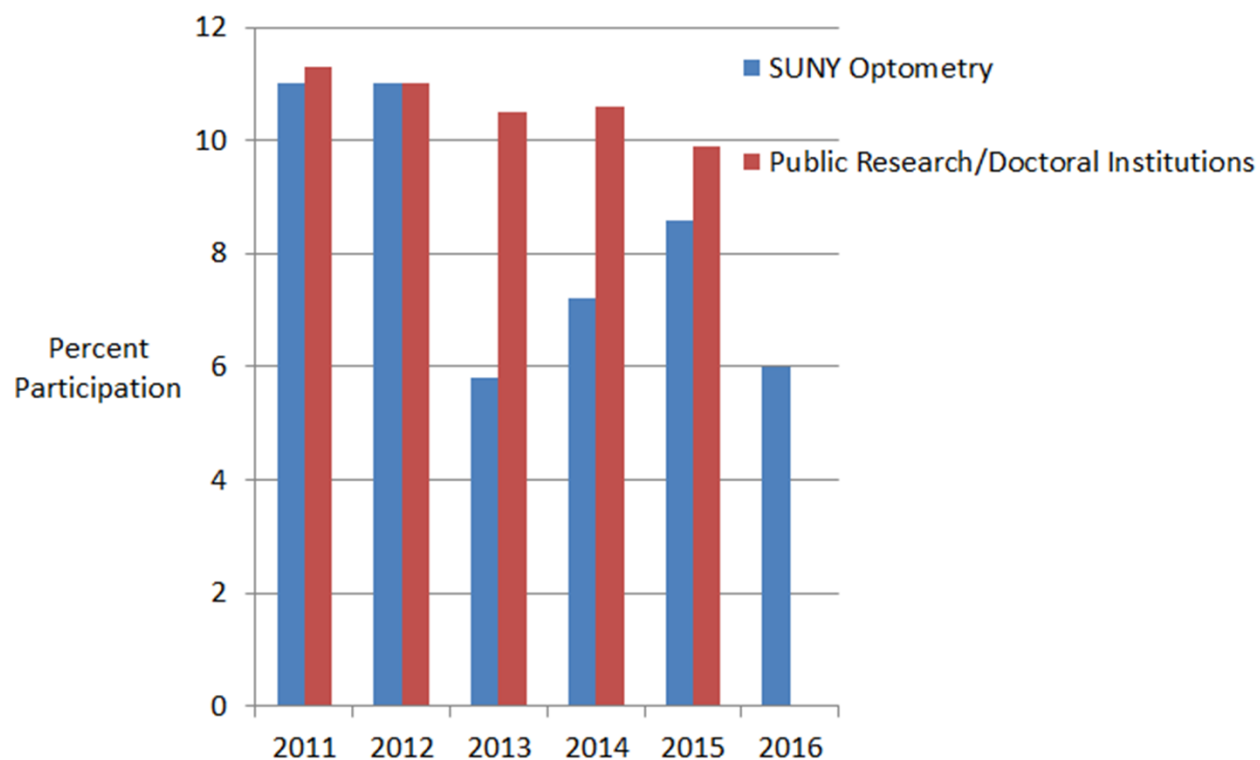
Alumni Association

- Jennifer Kelly Campbell, new Associate Vice President for Alumni and Government Relations, hired in August 2016 to re-organize and re-vitalize Alumni Association
 - Legal counsel has been retained by OCNYS to bring merger with Alumni Association to completion
- Plans include:
 - Create a 2017-2020 strategic plan for alumni and government relations

Alumni Association Goals

- Build long term relationships: Develop outreach strategies to connect with alumni and SUNY system, local, state, and federal government agencies
- Enhance alumni communications: Research and select a content management system and develop college wide policies to deliver scheduled, branded and measureable messages
- Expand awareness of and support for the alumni association: add two student members, young alumni and faculty committees to the board
- Identify and recognize alumni involvement: Code records of those who volunteer, attend events and participate in programs
- Assess impact: Establish pre and post event procedures to research attendees, collect data and report outcomes

Solicited Alumni Giving*



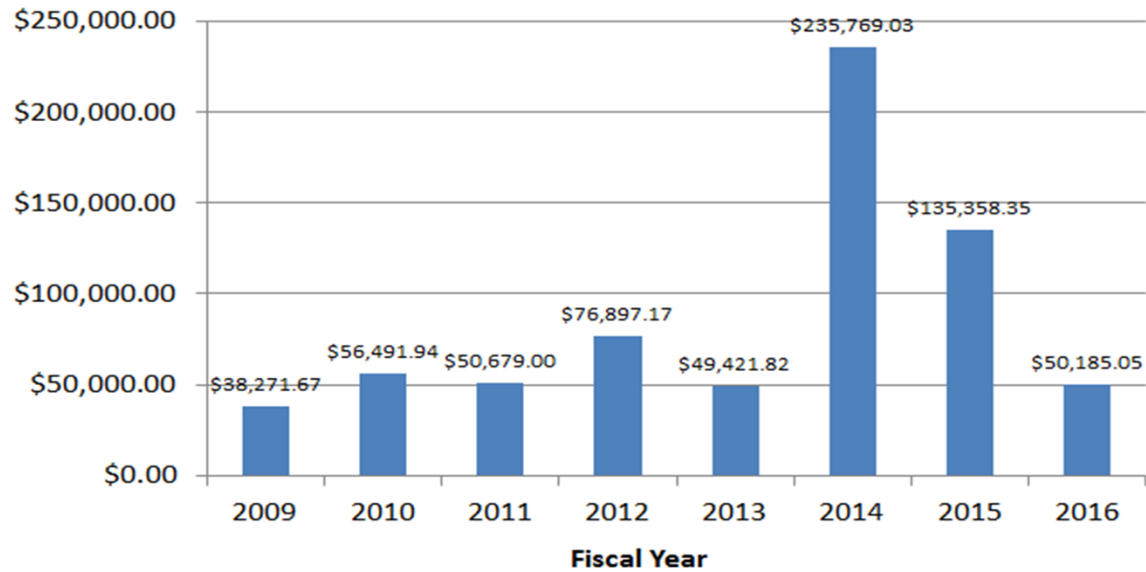
	SUNY Optometry	Public Research/Doctoral Institutions**
2011	11.0%	11.3%
2012	11.0%	11.0%
2013	5.8%	10.5%
2014	7.2%	10.6%
2015	8.6%	9.9%
2016	6.0%	Not available at this time

*Includes individual alumni (OD, MS, PhD, Residents, Fellowships) giving to the Alumni Association and OCNV (excludes class gifts).

**National comparison data from CASE

9/26/16

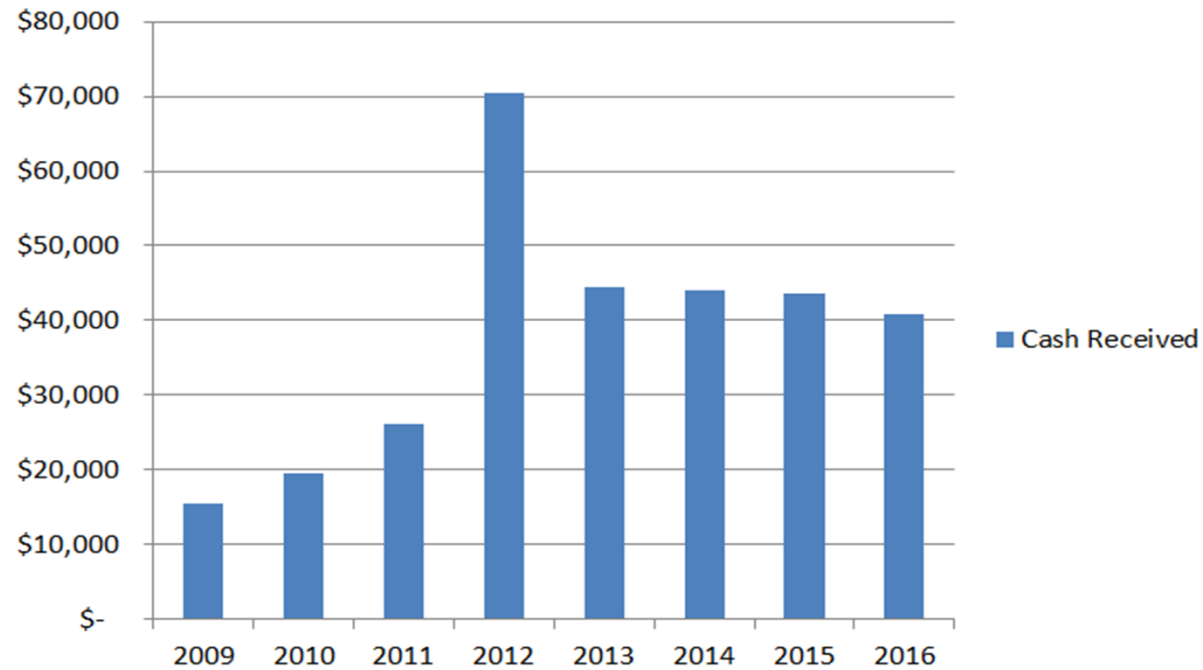
Alumni Giving*



Fiscal Year	Alumni Giving
2009	\$38,271.67
2010	\$56,491.94
2011	\$50,679.00
2012	\$76,897.17
2013	\$49,421.82
2014	\$235,769.03
2015	\$135,358.35
2016	\$50,185.05

*Includes alumni (OD, MS, PhD and Residents) and class gifts to the Alumni Association and OCNV. Contributions by faculty and staff who are alumni are included here as well as with faculty & staff data. These values do not include pledges.

Faculty and Staff Giving*



	Cash Received	Participation
2009	\$ 15,588	12%
2010	\$ 19,567	13%
2011	\$ 26,165	14%
2012	\$ 70,426	34%
2013	\$ 44,413	22%
2014	\$ 44,081	23%
2015	\$ 43,651	19%
2016	\$ 40,785	17%

*Contributions by faculty and staff who are alumni are included here as well as with alumni data.

**OCNY and Alumni:
ENABLING GREATNESS
at SUNY Optometry**

**Thank you
HAPPY NEW YEAR!**