

Office of Institutional Advancement and Optometric Center of New York

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STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY

Role of the OCNY and its governance

- The role of the OCNY Foundation is to build & maintain relationships with potential and existing donors in order to encourage philanthropic investment in SUNY College of Optometry
- OCNY is an independent foundation governed by a 18-member volunteer Board of Trustees who are drawn from the private sector

Sources of gifts to OCNy

- Individuals
- Foundations
- Corporations
- Organizations

Significant donors (\$50,000-\$249,999)

- July 1, 2014 – June 30, 2015
 - Alcon Laboratories
 - Essilor of America
 - Government of China
 - Lavelle Fund for the Blind
 - Marco Ophthalmics
 - Stavros Niarchos Foundation, USA

Major projects funded by grants and gifts to OCNY

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

Goals with college-wide impact

“A five-year , post-campaign strategic plan for Institutional Advancement will be developed and implementation begun.”

Goals with college-wide impact

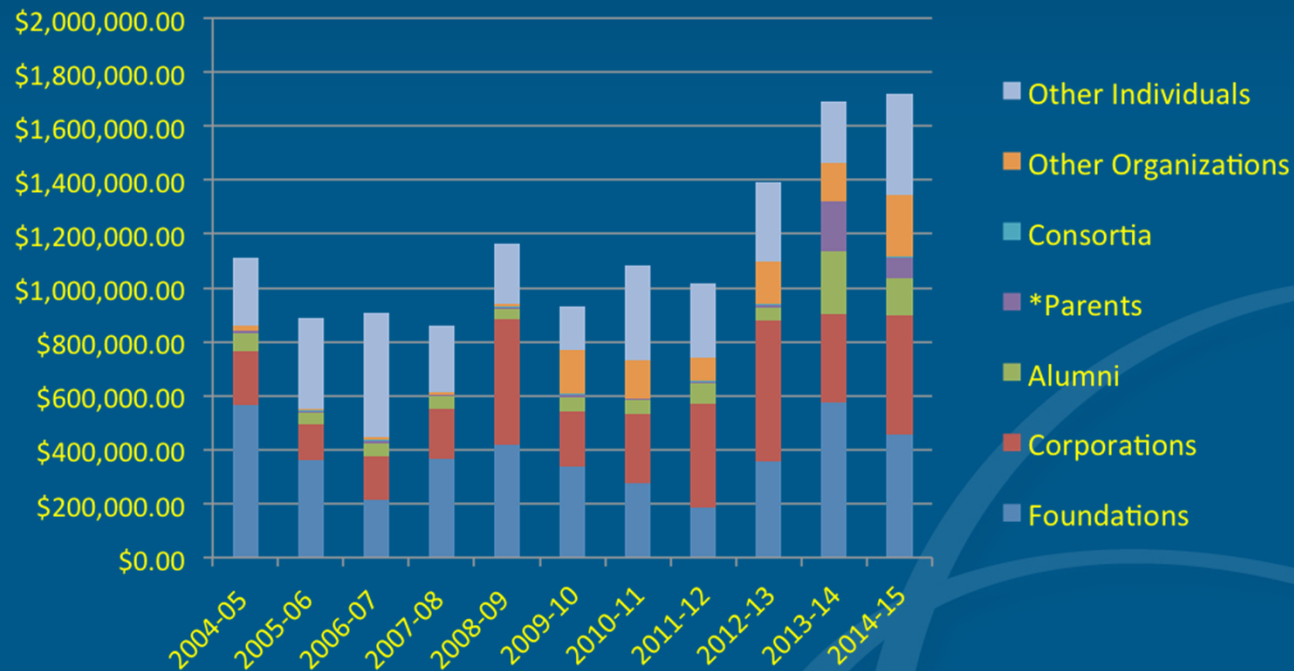
The plan includes:

- Staffing re-organization that will support expansion of annual fund and major gifts
- Preparing OCNY for the College's 50th Anniversary campaign in 2021 with a strategic plan involving all constituents
- Rewritten Alumni Assoc. by-laws to better reflect integration with OCNY
- “Memorandum of Understanding” between the Alumni Association and OCNY and working with SUNY legal counsel to bring merger to completion

OCNY Additional Goals

- “Achieve an annual fundraising total of \$1.5 million.”
 - Based on annual funds raised during the campaign, annual goal has been revised to \$1.7 million

Fundraising†



Fiscal Year	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
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
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
*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
**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
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
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
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
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

*Includes class gifts

**Includes alumni who are also parents

†These values do not include pledges.

OCNY Additional Goals

- To expand the base of support by increasing the number of OCNY Trustees by two
- To initiate and participate in fundraising ventures to raise funds to promote the missions of SUNY College of Optometry and the OCNY
- To provide funds to SUNY College of Optometry to allow it to undertake strategic projects

Funds to College from OCNYS

2014 - 2015

Education: \$ 166,000

Research : \$ 85,000

Patient Care: \$ 196,472

TOTAL: \$ 447, 472

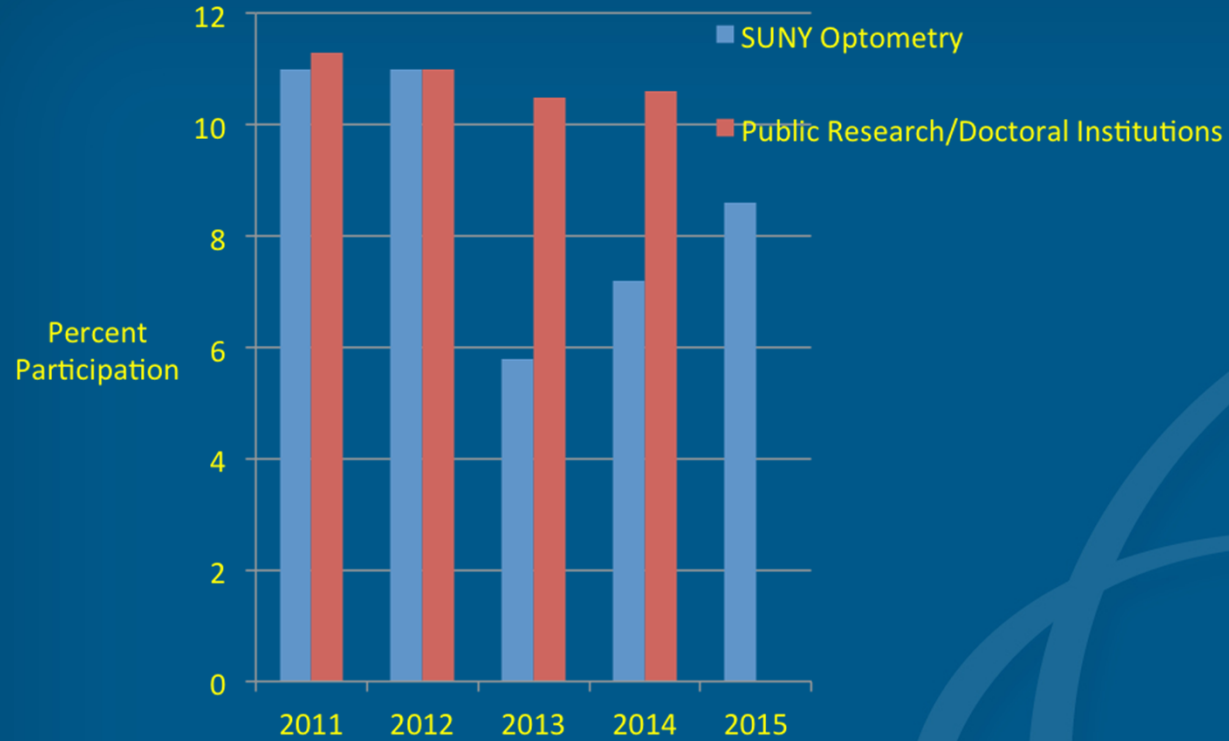
Additional Goals

- To support community outreach programs
- To establish endowed scholarships, professorships and chairs
- To build and strengthen partnerships with viable funding sources

Additional Goals

- To increase percentage of participation by alumni to 9%
- To re-vitalize the Alumni Association with new administrative direction
- To design programs which will better engage young alumni
- To offer financial planning workshops with Trusts and Estates Committee members
- To emphasize the benefits and new options of giving

Solicited Alumni Giving*

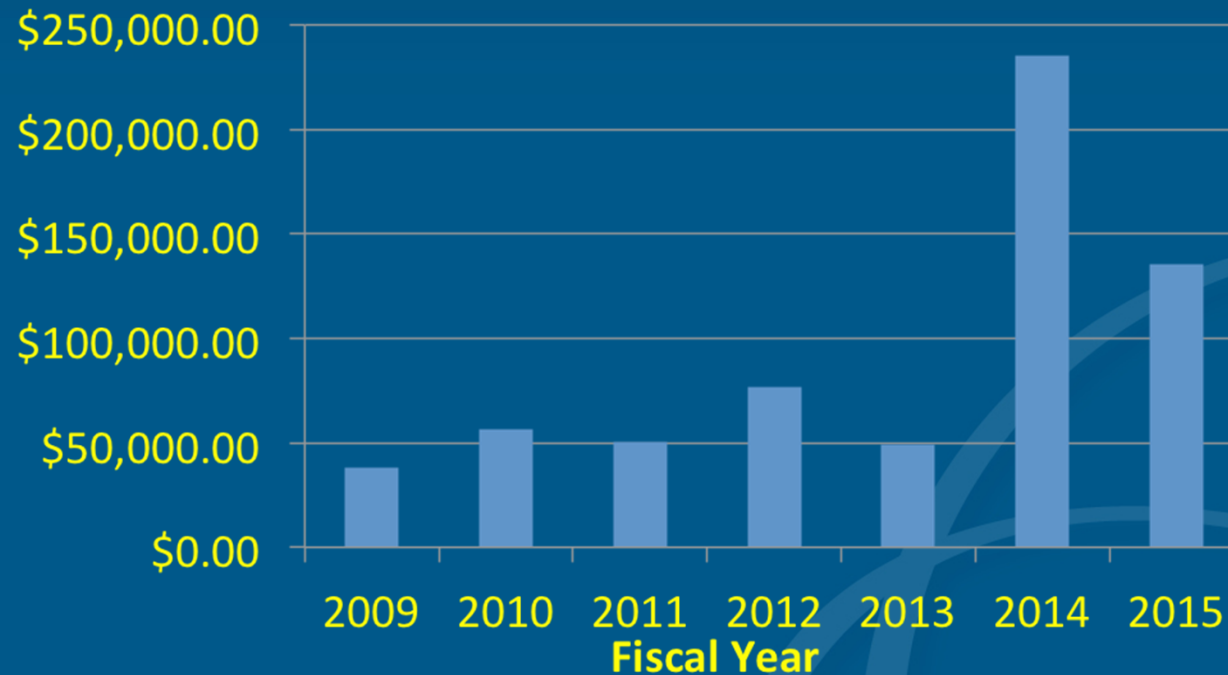


	SUNY Optometry	Public Research/Doctoral Institutions**
2011	11.0%	11.3%
2012	11.0%	11.0%
2013	5.8%	10.5%
2014	7.2%	10.6%
2015	8.6%	Not available at this time

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

**National comparison data from CASE

Alumni Giving*

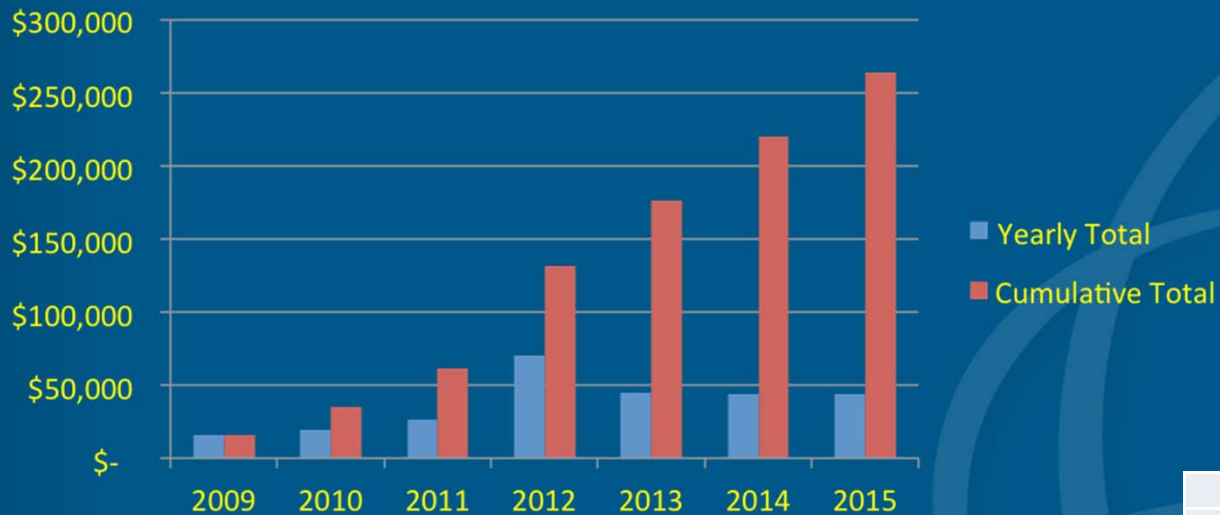


Fiscal Year	Alumni Giving
2009	\$38,271.67
2010	56,491.94
2011	50,679.00
2012	76,897.17
2013	49,421.82
2014	235,769.03
2015	135,358.35

*Includes alumni (OD, MS, PhD and residents) and class gifts to the Alumni Association and OCNYS. 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/STAFF GIVING

Faculty and Staff Giving*



	Yearly Total	Cumulative Total
2009	\$15,588	\$15,588
2010	19,567	35,155
2011	26,165	61,320
2012	70,426	131,746
2013	44,413	176,159
2014	44,081	220,240
2015	43,651	263,891

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

Thank you