Special Report on The Campaign for RIT
Hello to the RIT Community!

It cannot be said enough – gifts to RIT touch the lives of people for years. Over $51 million in total gifts received last year from more than 12,000 supporters will impact students, alumni, faculty, staff and the entire RIT community. Your gift may keep a student in school who would otherwise have to stop her studies purely due to tuition costs. Or, it may support a faculty member who is breaking new scholarly ground, bringing him to national prominence in his field. All gifts keep RIT on the leading edge of education, raising the university’s stature around the world and making our alumni’s degrees that much more valuable.

This year, we are in the last leg of Powered by the Future: The Campaign for RIT. This $300 million fundraising campaign has already changed the face of RIT – just make a visit to campus and you can see that. But it has also changed the hearts of the RIT community, engaging alumni and other individuals as never before. We are now a university that supports its alumni and students, or as President Simone says, “alumni in training.” Tiger pride is visible on campus and around the country at regional events and “send-offs” for new RIT students. Of all the accomplishments of this campaign, we believe that creating this culture of giving and a spirit of pride in the university are the most important.

I want to thank the alumni, parents and friends of RIT who have supported the university this year, and in the previous years of the campaign. As we come down to the wire for this effort, I look forward to celebrating with you all when we reach – or dare I say, surpass – our goal of $300 million. Sincerely,

Lisa A. Cauda
Interim Vice President, Development & Alumni Relations

What does The Campaign for RIT mean to alumni?

Many alumni have become reconnected with the university during The Campaign for RIT and have found an outstanding resource for career and industry information and networking. They’ve also found that the university is much different than they remember – greater national and international status, more advanced programs and an expanded, dynamic campus.

The campaign has enabled RIT to create degree programs, advanced laboratories, and outstanding academic and recreational facilities. This attracts the best students and faculty, which ultimately raises the university’s status. RIT was named in this year’s U.S. News & World Report issue on college rankings as one of America’s best colleges. This helps alumni because it makes their degrees more recognizable in the job market. Alumni are truly the future of this university. Their involvement with their alma mater helps RIT in many ways. RIT is creating a plan to focus university-wide attention on alumni relations, creating a mutually beneficial relationship and finding ways to involve alumni at every level of the university, across the entire campus and around the globe.
The Tojo Kimono
The Tojo Memorial Garden stands on the Kodak Quad as a tribute to Yasuji Tojo, an RIT photography student who lost his life in an automobile accident in 1964 while studying at RIT. The focal point of the garden is a hand-carved granite lantern, a gift of Yasuji’s parents. At their request, the garden was dedicated as a “living memorial to eternal youth.”

Earlier this year, Tojo’s ceremonial kimono was given to RIT by Joyce Collins, a great supporter to many Japanese students studying at Rochester area universities and a good friend of the Tojo family in Japan.

Wallace and Bethyne Wagner
Wallace Wagner has great knowledge of Rochester’s history and an appreciation for the institutions that have had a positive impact on the area. Wallace Wagner served as the City of Rochester assessor for many years, and has been in the real estate and appraisal profession his whole life. He earned a business diploma in 1940 from the McKechnie-Lunger School of Commerce, a predecessor to the current RIT College of Business, and also took architectural classes at the Mechanics Institute. Both of the Wagners are impressed with RIT and the change in the university’s stature since that time. Says Bethyne, “I am terribly impressed with this wonderful university and its growth. It has made a marvelous transition.”

The Wagners have found planned giving options a great way to invest in RIT. They have funded multiple charitable annuities, and have been particularly interested in supporting the work of the National Technical Institute for the Deaf.

McAfee Inc.
McAfee Inc., the pioneer and worldwide leader of intrusion prevention solutions, has formed a partnership with RIT as the university launches a master’s program in computer security and information assurance. McAfee made a major commitment of next-generation intrusion prevention technology to the Golisano College, and joined RIT in May for McAfee Day, a celebration of the new partnership.

The event featured a keynote address by Stuart McClure, senior vice president at McAfee and a leading authority in information security; an exhibit showcasing McAfee’s latest technologies, and career opportunity talks with McAfee representatives. The highlight of the day was the Defend Your Digital Fortress contest pitting teams of RIT students against McAfee experts in building and defending secure computer network systems.

Neil Bourcy – 41 years of philanthropy
RIT alumnus Neil Bourcy ’63 (electrical engineering), has supported his alma mater every year since he graduated. That’s 41 consecutive years of making his annual gift to The Fund for RIT! Why? He appreciates the quality education he acquired from RIT that led to a long and successful career at Niagara Mohawk. He also gives to RIT in recognition of its quality 2+2 program that allowed him to transfer into the university with a two-year technical degree from a community college. There were few colleges that would accept all of his 2-year credits.

Bourcy has fond memories of classmates and is very impressed with the growth of the school over the past four decades. His steadfast support of RIT through the annual alumni giving effort over time has added up to a substantial record of giving. It’s said time and time again that it’s not the size of the gift that counts, but that you give each year, and Bourcy proves that.
Building the foundation for a great future

What impact is the Campaign for RIT having on the university? How does this important effort benefit students and alumni? As the campaign enters its final months, The University Magazine asked President Albert J. Simone, Board of Trustees Chairman Michael P. Morley ’69 (business administration) and Campaign Chair and former Board Chairman William A. Buckingham ’64 (business) to reflect on the accomplishments to date and future goals.

Here are highlights of the discussion:

**UMag: What’s the status of the campaign?**

**Buckingham:** We’re in the final phase of the campaign. It’s the largest campaign that has been conducted at RIT in its history. We’ve had over 30,000 donors and volunteers who’ve contributed to the effort so far. Our current status is $237 million of our $300 million goal.

Three of our campaign priorities have been fully funded – reinventing the campus, supporting applied research and learning, and the fund for the future. Our focus now will be on raising funds for student scholarships as well as the endowment of faculty chairs.

**UMag: What do you see as the major accomplishments of this campaign?**

**Simone:** I think this campaign has given all of us – faculty, staff, students, especially administration – an opportunity to think about where we’ve been, where we are, what we’ve achieved and what we can be. Aside from the money raised, and aside from the buildings and the scholarships that will be possible – this campaign has raised our image and increased university spirit. I don’t know how you put a price on that.

**UMag: What does this campaign mean to RIT’s alumni, specifically?**

**Buckingham:** It’s proven the impact that alumni can have on RIT. We have almost 100,000 alumni, and we’ve engaged more of them and begun establishing, if you will, the culture of giving among our alumni population. In turn, RIT has been enriched in terms of its physical facilities and the quality of its programs by this campaign, and that enhances the value of the degree that alumni earned. To me, that’s a big deal.

From left: New Board of Trustees Chairman Michael P. Morley ’69 (business administration), RIT President Albert J. Simone, and former Board Chairman and Campaign Chair William A. Buckingham ’64 (business), discuss the impact of the Campaign for RIT.
Morley: As an alum of RIT, I think of RIT as my university. I want our university to make changes in the future, continue to improve and continue to enhance its status, and that’s what the campaign is allowing us to do. Alumni can look at the university and say, “My university is improving beyond what it was when I was here.” The degree that we received is valued more and more each year.

UMag: How does RIT’s endowment size compare with our peer schools?

Morley: Our peer schools have endowments that are significantly greater than RIT. That means those universities have a much higher level of flexibility than we do. We’re operating on an endowment that does not allow us to take advantage of new opportunities and do the things that we might like to do to meet our strategic objectives for the future, like providing more scholarships and student aid than what we currently can do.

Simone: RIT’s endowment is now close to $500 million. We do win/loss ratios of students that apply to RIT and apply to other schools like Carnegie-Mellon, Cornell, Boston University, Villanova, MIT, RPI, Clarkson. And we’re competitive. There are many students that are accepted by all of these universities who pick RIT. Now, the point I want to make is, we are the underdogs, because all of these universities have endowments at least double and sometimes approaching 10 times what we have.

The income that comes from endowment makes a tremendous difference. Endowments are the difference between outstanding and being one-of-a-kind. And we have been able to make progress against these peer universities. That’s why we have this campaign underway.

UMag: What would you say to parents and alumni who see RIT’s $500 million endowment and think “That’s a big number, and they’re charging $20,000 for tuition. They don’t need my money.”

Simone: Well first, they’re probably not looking at our competitors’ endowments. But also, if you were to break down the expenditures that are made on behalf of the student body and compare the sources of revenue, you’d find out that tuition accounts for something like 50 percent of the total cost of educating the student. The cost of education for a student is supported by tuition, but is underwritten by interest return, dividend return on the endowment, annual giving each year, and the overhead return on research grants. Add it all together, and you see that no student pays the full cost of their education, even if they pay 100 percent of their tuition bill.

About 80 percent of our students receive some form of financial aid, and 65 percent receive direct scholarship support from RIT, amounting to over $50 million.

Right now, endowment earnings – the money we spend – represents only 5 percent of our operating expenses. That makes RIT very dependent on tuition income. If our endowment grows, we have more money available without going to other sources like higher tuition.

UMag: What will the successful completion of this campaign mean for future fund-raising efforts?

Buckingham: We’re evolving a giving base that had been historically corporate and foundation-related and, to a great extent, regionally based, and moving it to one that is now nationally based with important constituencies who have a real, long-term stake in RIT: alumni, parents, and friends.

Another important point is that more than 60 percent of our faculty and staff have participated in a very meaningful way. In our peer group of universities, if you compare the faculty and staff participation that percentage level of support would stand out well in excess of many in our peer schools.

Morley: Personally, if I’m investing or contributing to an organization, I want to see what happens to my dollars. Well, come on the campus and see. The dollars that were donated built the Gordon Field House, which in one year has had hundreds of thousands of people come through the doors. Look at the creation of the Golisano College of Computing and Information Sciences, RIT’s eighth college. You can see all kinds of things that have happened out of this campaign.

UMag: A recent RIT alumni survey indicated that some alumni feel that there’s too much focus on fundraising.

Simone: I’m sure it’s hard to understand, because our enrollment is strong and our tuition does increase a little each year. We’re competing against other universities that can provide significant scholarship help, tuition aid and other kinds of assistant to students. You have to be in a position to compete with that, and today, given our endow-
ment, that’s very difficult to do.

The endowment acts as a reserve for extreme measures. What you want to do is to see it grow – and that’s why we have this campaign underway: To increase our endowment and to support projects and programs that would not be possible otherwise.

**Buckingham:** And, by the way, RIT’s $20,000 tuition figure may seem like a lot of money. But if you look at how our tuition is compared to our peer group over the last 10 years, you will find that we’re in the lower half in terms of what we charged our students. The difference fundraising makes is that it keeps us from those upper tuition levels.

**Morley:** When I think about contributing to RIT, to this university, I think of it as an investment. I’m investing in an organization that really is carrying forward with the things that are important to me as I think about the future. And so, it is an investment on my part to contribute to RIT.

**UMag:** Mike, you are the third consecutive alumus installed as chairman of the Board of Trustees. Bill was the first, followed by Bruce James ’64 (printing). What do alumni in leadership roles on campus bring to RIT and the campaign effort?

**Morley:** Let me take one piece of this, and that is the Board of Trustees. When I was a student here, I’m not sure that there were any alumni on the board. Today, 22 of our trustees are RIT alumni.

Those people are chosen to be on the board because of the value they can bring to RIT. They’re not chosen because they’re alumni, they’re chosen because of the experience, the capability they can bring to help the university be successful. Having said that, it is wonderful that we have so many alumni on the board.

**Simone:** Another point about alumni is that we have roughly 3,000 faculty and staff at RIT, and more than 1,200 of them are RIT alumni. And they care. They are, I think, a group that makes a huge difference. In recent years, the last three or four years in particular, I’ve had parents come during the opening week of classes and say, “Our son or daughter was accepted at MIT or Carnegie-Mellon or Cal-Tech, at an Ivy League school, but they chose RIT because when we came on campus for our visit and our campus interviews, we were greeted with so much warmth, caring and commitment, from everybody we met, we just felt that we were welcome, we felt that we were entering a new family.” Our alumni on campus are a big part of establishing that warmth and family spirit.

William A. Buckingham has been a member of the RIT Board of Trustees since 1979. He was the first RIT alumnus to serve as chairman, serving two terms from 1997 to 2002.

Michael P. Morley became the chairman of RIT’s Board of Trustees in November 2005. He has been a member of the board since 1996, serving most recently as chair of the student life committee.

“Going forward, I know the university plans to continue to increase alumni relations programming and staffing so they can provide more and better support to the alumni, and they’re going to start seeing and feeling the difference.”

William A. Buckingham ’64, Chairman, The Campaign for RIT
**“Alumni can look at the university and say, ‘My university is improving beyond what it was when I was here.’ The degree that we received is valued more and more each year.”**

Michael P. Morley ’69, Chairman, Board of Trustees

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**Buckingham:** RIT has also significantly increased and enhanced the quality of alumni programs and services, and our trustee alumni and campus alumni have played a role in making us aware of the need to do that. We have done a lot of comparisons with our peer group of universities to understand what they are providing to their alumni. Going forward, I know RIT plans to increase alumni relations programming and staffing even more, so they can provide better support to our alumni around the world. Alumni are going to start seeing and feeling the difference.

**UMag:** RIT recently completed its new 2005-2015 Strategic Plan. What does the university need going forward to reach the new goals?

**Simone:** To be the university we want to be 10 years from now, every student that graduates has to have a close and warm relationship with at least one faculty member or staff member from RIT – an advisor, mentor, advocate, friend – that person is their connection with RIT for life. Now, how do we get to that? With enough resources to provide students the time to interact with our faculty and staff. And that’s where the campaign comes in: Endowments to provide support for students, endowments to provide support for faculty so they can, with the proper mindset and the proper vision and goal, have the ability to spend the time to form the relationship.

**Morley:** In addition to what Dr. Simone says, we need resources to provide the flexibility to do the things we have to do now in order to realize our strategic plan – create new academic programs, bring in new faculty leaders and scholars, and invest in our facilities and technologies.

**UMag:** What are some of the ways alumni, parents and other friends can help RIT’s efforts?

**Buckingham:** More than anything else, more alumni should get involved in RIT. Come to Brick City Homecoming. Come to concerts. Come to functions and speeches and symposiums that we have at RIT. Get involved in this university. Host an event in your city that might enrich the university. You can get involved in student recruitment. You can make a gift, no matter how small. Contribute to the Fund for RIT, as well as the campaign in its last eight months. How much you give matters less than that you actually give each year.

Another way to get involved is with your company. RIT has some of the finest management training programs in the region. My recollection is that there are over 400 companies for which we do training. There are also advisory boards in all our colleges that connect alumni in industry to the degree programs that impact that industry. Give suggestions and direction to the faculty on curriculum, or connect the university to others in your field who can serve as speakers and subject-matter experts.

**Simone:** Long-term, if we can establish that kind of a relationship between our alumni and students, who are alumni in training, then a lot of the spirit and participation that we need to have successful campaigns, and most importantly, an outstanding university, will be in place.

**Buckingham:** I’d personally like to thank all those who have given to RIT to date. Thanks to your help, we are confident that The Campaign for RIT will close successfully.

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Albert J. Simone became RIT’s eighth president in September 1992. Under his leadership, RIT has navigated a period of tremendous growth including the establishment of the university’s eighth college, the Golisano College of Computing and Information Sciences, extensive campus renovation and expansion, and construction of the Gordon Field House and Activities Center.
**The Campaign for RIT**

**Selected achievements of the $300 million campaign**

(All figures in millions)

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<th>Recruiting &amp; Retaining Top Faculty</th>
<th>Supporting Applied Research &amp; Learning</th>
<th>Reinventing the Campus</th>
<th>Fund for the Future</th>
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<tr>
<td>Goal: $75 M</td>
<td>Goal: $50 M</td>
<td>Goal: $75 M</td>
<td>Goal: $70 M</td>
<td>Goal: $30 M</td>
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<td>Attained: $37.3 M</td>
<td>Attained: $19.7 M</td>
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<td>Attained: $33.2 M</td>
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<td>Level: 50% of goal</td>
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<td>Level: 118% of goal</td>
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<th>Significant Accomplishments</th>
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<td>145 NEW SCHOLARSHIPS CREATED</td>
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<td>7 NEW ENDOWED PROFESSORSHIPS ESTABLISHED</td>
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<td>GORDON FIELD HOUSE &amp; ACTIVITIES CENTER COMPLETE</td>
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[www.campaign.rit.edu](http://www.campaign.rit.edu)

**Investing in Students**
- More than $37 million in scholarship fund
- College of Imaging Arts & Sciences: $4.9 million
- College of Business: $1.7 million
- College of Applied Science & Technology: $3.2 million
- College of Liberal Arts: $481 thousand
- Golisano College of Computing & Information Sciences: $385 thousand
- National Technical Institute for the Deaf: $3.1 million
- Kate Gleason College of Engineering: $3.3 million
- College of Science: $3.2 million

**Recruiting & Retaining Top Faculty**
- Completion of the Madelon & Richard Rosett Professorship
- Dean C. Zutes Fellowship
- Eastman Kodak Endowed Chair in Computing & Information Sciences
- Gleason Endowed Professorship in Mechanical Engineering
- Bausch and Lomb Endowed Professorship in Microsystems Engineering
- Brinkman Endowed Professorship
- Vignelli Endowed Professorship in Design
- Weidman Endowed Professorship in Imaging Science
- Conable Endowed Chair in International Studies

**Supporting Applied Research & Learning**
- Integrated Microsystems Laboratory
- Completion of the IT Collaboratory & Gleason Building expansion
- McAfee technology gift to support bachelor’s and master’s programs in security
- Center for Bioscience Education & Training – College of Science

**Reinventing the Campus**
- Vignelli Study Center in Design – CIAS
- NTID Student Development Center
- Goff Sunday 2000 Web Press – CIAS
- Paley sculpture “The Sentinel”
- Golisano College of Computing and Information Sciences Building
- New Engineering Technology Building
- Dyer Arts Center

**Fund for the Future**
- Endowed Fund for the Performing Arts
- Dyer Arts Center Endowment
- $30 million added to RIT’s general endowment fund
Why Giving Matters

The Campaign for RIT has been a remarkable effort, marked by successes in many areas that will enable the university to grow as never before. RIT will become a "Category of One" university, and a successful close to **Powered by the Future: The Campaign for RIT** will be the catalyst for that achievement.

We get closer to our goal of $300 million every day. However, we need the help of every alumnus and friend of RIT to succeed.

Join us now in this final year of The Campaign for RIT – your gift, no matter how large, will help us move RIT forward into the future.

**Sources of Campaign Gifts**

- **Private Foundations**: 20.45%
- **Corporate Foundations**: 52%
- **Other Organizations**: 8%
- **Endowments**: 17.83%
- **Tuition & Fees**: 56.2%
- **Other Individuals**: 7.52%
- **Corporations**: 36.09%
- **Parents**: 1%
- **Faculty/Staff**: 8.31%
- **Alumni**: 6.57%

**Sources of Funding for RIT Operations**

- **NTIO**: 14.4%
- **Auxiliary Enterprises**: 11.5%
- **Tuition & Fees**: 56.2%
- **Sponsored, Restricted Research Projects**: 29.9%
- **Student Aid**: 4.1%
- **Other Sources**: 9.9%

1. Includes areas of operations that are fully costed and expected to generate revenues to cover those costs such as Food Service, Housing Operations, Campus Connections, Live Rink, Margaret's House Daycare, and Ben & Jerry's.
2. Reflects the amount of financial assistance provided to our students through Federal Programs (FELP and SEOG), Endowment and Restricted gifts, and state and corporate support.
3. Includes revenues received from short term investment income, overhead recovery, parking fines and fees, and other special programs and activities.

**Donor Designation of Campaign Gifts**

- **Colleges/Academic Programs**: 45%
- **Unrestricted Gifts**: 15%
- **Scholarships**: 9%
- **Student Life and Campus Enrichment Programs**: 4%
- **Athletics**: 3%
- **Other Programs**: 4%

**Campaign Attainment by Year**

**Goal!**

- **The Future is Now! $300 million goal is in sight.**
  
To support the campaign, please make your gift online, give through the Fund for RIT, or help by volunteering to support the university through the campaign.

Call the Office of Development at 800-477-0376 for information on how you can help power RIT's future.

800-477-0376  www.campaign.rit.edu