IMAGINE THE POSSIBILITIES...

2012–2013 Stern Fund
As we begin a new academic year, we are invigorated by our successes and inspired by the opportunities that lie ahead. In welcoming a new class of students to campus, my thoughts turn to those who came before—to you, our valued alumni.

The possibilities for business to improve the world are endless. So are the possibilities for each of you to make a personal contribution to your alma mater. Alumni support is critical to the success of the School. We rely on your engagement in a number of meaningful ways, from attendance at receptions and conferences, connecting with students and faculty on campus, and of course, your support of the Stern Fund.

This is a truly transformative time in Stern’s history as we extend our global reach, expand our research footprint and elevate the student experience. I invite you to share in this pivotal transformation by contributing to your alma mater.

With all good wishes,

Peter Henry
Dean
ALUMNI SUPPORT IS CRITICAL TO OUR SUCCESS

*With just over 10% of our alumni population making a gift* each year to NYU Stern, we fall behind our peer schools in this key source of funding and support. Considering all that Stern has accomplished, imagine the possibilities for growth if you and each of your fellow alumni made a gift.

![Graph showing alumni participation rates for various business schools.](image)

**How Does NYU Stern’s Alumni Participation Rate Compare To Its Peer Schools?**

- Yale School of Management: 45%
- Darden School of Business (Virginia): 43%
- Stanford Graduate School of Business: 41%
- 27%
- 23%
- 21%
- 20%
- 17%
- 16%
- 10%
- 10%

*Data reported by CBSNews.com, compiled by Poets & Quants. †Estimate by Poets & Quants.

If every one of our alumni gave **$1,000**, we would have an annual fund worth more than **$100 million**.

*Data reported by CBSNews.com, compiled by Poets & Quants. †Estimate by Poets & Quants.*
Haskins Giving Society recognizes those alumni whose commitment to the School mirrors those of our founding dean, Charles Waldo Haskins. For more than 30 years, this Society has provided unique opportunities for its members to meet throughout the year to network, to celebrate their shared Stern heritage, and to share in the School’s many accomplishments.

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Minimum Contribution</th>
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<tbody>
<tr>
<td>Chairman’s Circle</td>
<td>$25,000+</td>
</tr>
<tr>
<td>Founder</td>
<td>$10,000</td>
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<tr>
<td>Benefactor</td>
<td>$5,000</td>
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<tr>
<td>Investor</td>
<td>$2,500</td>
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<tr>
<td>Haskins Fellow</td>
<td>$1,500 for graduate alumni (5–9 years out)</td>
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<td>$1,000 for graduate alumni (0–4 years out)</td>
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<tr>
<td>Young Haskins Associate</td>
<td>$500 for undergraduate college (UC) alumni (5–9 years out)</td>
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<tr>
<td></td>
<td>$250 for undergraduate college (UC) alumni (0–4 years out)</td>
</tr>
</tbody>
</table>

Help make possibilities realities for your alma mater with a gift to the Stern Fund. Every gift, regardless of size, makes an impact.
Haskins Investor—$2,500–$4,999
• Listing in the Annual Dean’s Report
• Complimentary admission to the Alumni Holiday Celebration—December 2012
• Invitation to the Annual Haskins Awards Dinner—Spring 2013
• Exclusive invitations to events for Haskins donors throughout the year

Haskins Benefactor—$5,000–$9,999 All Haskins Investor benefits, plus:
• Invitation to the Annual Haskins Award Dinner with a guest—Spring 2013
• Priority access and seating to Signature Events throughout the year, with special donor recognition

Haskins Founder—$10,000–$24,999 All Benefactor benefits, plus:
• Invitation to the NYU Alumni Awards Luncheon

Chairman’s Circle $25,000+ All Founder benefits, plus:
• Invitation to select premier industry and networking events throughout the year, featuring esteemed faculty and business thought-leaders.

Young Haskins Associate—$250 for UC Graduates from the last 0–4 years
$500 for UC Graduates from the last 5–9 years

Haskins Fellow—$1,000 for graduate alumni (0–4 years out)
$1,500 for graduate alumni (5–9 years out)
• Listing in the Annual Dean’s Report
• Membership in the NYU Young Alumni Leadership Circle (YALC)
• Complimentary admission to the Alumni Holiday Celebration—December 2012
• Invitation to the Annual Haskins Cocktail Reception—Spring 2013

TO MAKE YOUR GIFT:

ONLINE: Visit www.sternalumni.nyu.edu and choose “Support Stern”

ON THE PHONE: Call (212) 998-4161

BY MAIL: Send your check made payable to NYU Stern using the enclosed reply envelope or by mail to:
NYU Stern, 44 West 4th Street, Suite 10-160, NY, NY 10012.
THE STERN FUND

NYU Stern is on the forefront of business education—imparting 21st century skills for 21st century careers, and developing forward-thinking leaders prepared to shape the future of business. We have great pride in the accomplishments of the School, and to remain competitive, we must continue to push the boundaries of business education. But, we can’t do it alone; alumni support is critical to our success.

The Stern Fund—NYU Stern’s annual fund—propels us by supporting new ventures, programs, and projects vital to the growth of the School, including:

**SCHOLARSHIPS**
Attracting and supporting top caliber undergraduate and graduate students with generous scholarship awards, allowing Stern to remain competitive with peer schools for the world’s leading talent and give the gift of education to those in need.

**PEDAGOGICAL INNOVATION**
Challenging the status quo, with the development of a new MBA orientation model called “Launch” that inspires students to think broadly about business education and the opportunity to create real value in the world.

**FACULTY RECRUITMENT AND RESEARCH**
Empowering the cutting-edge work of our world-class faculty, including three Nobel Laureates: Rob Engle, Thomas Sargent, and Michael Spence, who analyze real problems in real time.

**FACILITY AND TECHNOLOGY UPGRADES**
Providing and maintaining a dynamic and collaborative learning environment that spans three buildings, 50+ classrooms, and nearly 500,000 square feet of learning and community space.
1st graduate degree at NYU Shanghai launched by Stern: an MS in Business Analytics

3: Nobel Prize winners active on the Stern faculty

5th in full-time MBA student selectivity

25: number of times Stern is in the news each day

95% undergraduate job placement rate six months after graduation

100%: undergraduates who have a global experience by the time they graduate

500+ CEOs in top firms worldwide

719 GMAT and 1457 SAT: average scores for incoming students

1,200 number of companies that annually recruit from Stern

HELP KEEP STERN ON THE ASCENT—MAKE YOUR GIFT TODAY
Visit the alumni events calendar online for an updated listing of events in your area:
www.sternalumni.nyu.edu

Save the Date for these upcoming signature alumni events:

**October 13, 2012**
- Reunion 2012: Celebrating the Classes of “2” and “7” (New York City)

**December 6, 2012**
- Alumni Holiday Celebration (New York City)

**January 10–11, 2013**
- NYU Stern India Business Forum (Mumbai)

**June 2013**
- Shanghai 2013: Global Alumni Conference

Connect with Stern: