



STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY®

Institutional Advancement



Goal 9: Provide the financial foundation, administrative support, and environment to achieve the College's mission

- Promoted and boosted reach / views through social media, Google ads, and website
- Enhanced engagement on SUNY Eye Network with more than 1,000 members
- Secured naming level gift and completed the Barbara Saltzman Center for Pediatric Eye Care
- Approached approximately 10 new foundations for funding of scholarships, charitable care, and general operations as well as reached out to past supporters
- Increased overall fundraising support and engagement.



Giving

FY2020

- \$2,018,074 raised, 631 gifts (5/31/2020)
- Single major gift in December had deep impact on increase in numbers
- Fundraising began decreasing in March / April due to pandemic
- Stable number of alumni and employees donating, increased number of patients

FY2019

- \$1,331,371 raised, 643 gifts (5/31/19)
- Concluded Our Vision for Children Campaign on December 31

FY2018

- \$1,188,358 raised, 633 gifts (5/31/18)

Year over year performance

