1. **What is the Cornell Annual Fund?**

The Cornell Annual Fund is an essential source of unrestricted, current-use support for the university and its colleges, professional schools, and university-wide units such as the Cornell University Library. Throughout the year, the Annual Fund enables Cornell's leaders to seize important opportunities and meet a variety of pressing needs. Gifts of all sizes bolster the collective strength of the Annual Fund. Through your contribution, you can join other donors in increasing the power of the Annual Fund and making a significant and immediate difference for the Cornell University community.

2. **What makes the Annual Fund unique?**

All gifts to Cornell can be made on a yearly basis. However, there are different kinds of gifts serving different purposes. A restricted gift, for example, provides funding for a specific purpose chosen by the donor and cannot be used for anything else. Gifts to the endowment are another type of gift that is invested to benefit Cornell in perpetuity—however, only a portion of endowment earnings can be spent each year. In contrast to these two, gifts to the Annual Fund provide unrestricted support and are fully utilized each year.

3. **Can I designate my Annual Fund gifts to specific areas?**

We hope all of our alumni, parents, and friends will make a gift to Cornell each and every year—and we hope that this yearly giving will include support of the Cornell Annual Fund, as a whole or through its specific parts. You can direct your contribution to any of the areas listed on the Cornell Annual Fund giving card (see illustration). With a gift to one—or gifts to several—of the parts of the Annual Fund, you help provide flexible and immediately available resources for colleges, professional schools, and Cornell-wide units. Alternatively, you may choose to support the general University Annual Fund and allow your contribution to be utilized for any university priority. Whatever your preference may be, the Cornell Annual Fund ensures that the full value of your gift is spent during the year, when and where it is needed most.

4. **How much is raised each year through the Annual Fund, and how are these gifts used?**

Through the tremendous support of donors, the Cornell Annual Fund has reached record-highs in recent years. In 2012–2013 the Annual Fund reached $33.3 million from more than 34,000 donors—setting a new record that we aspire to sustain and even surpass year after year. With the power of the Annual Fund, the provost, deans, and unit directors are able to strategically place funds where they see the most urgent needs and the most important opportunities. Annual Fund dollars have made many things possible for Cornell, including bringing noted speakers to campus, providing stipends for postdoctoral students, purchasing library books, providing startup funds for new professorships, repairing lab equipment, providing critically needed financial aid for undergraduate students, and giving seed money to collaborative research projects between the Ithaca campus and Weill Cornell Medical College, among other campuses. The Cornell Annual Fund has a tremendous power that is both immediate and all-encompassing.

![ANNUAL FUND GIVING AREAS](chart)

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**MY ANNUAL FUND GIFT:**

- $ ___ Use my gift where the need is greatest at Cornell University
- $ ___ Agriculture and Life Sciences
- $ ___ Architecture, Art, and Planning
- $ ___ Arts and Sciences
- $ ___ Athletics and Physical Education
- $ ___ Computing and Information Science
- $ ___ Cornell Plantations
- $ ___ Cornell University Library
- $ ___ Engineering
- $ ___ Herbert F. Johnson Museum of Art
- $ ___ Hotel School
- $ ___ Human Ecology
- $ ___ Industrial and Labor Relations
- $ ___ Laboratory of Ornithology
- $ ___ Student Life
- $ ___ Undergraduate Scholarships

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**THE ANNUAL FUND DOLLAR AT WORK**

- 54% Faculty and program support
- 28% Student financial aid
- 18% Initiatives such as new courses, student projects and competitions, campus beautification, and facilities
5. **Why are gifts to the Annual Fund so important to Cornell?**

The Cornell Annual Fund has the unique power to support any student and any part of the university. Without the flexibility the Annual Fund provides, Cornell would not be as agile, responsive, and creative as it is today. When an extraordinary opportunity presents itself, the Annual Fund gives Cornell’s leaders the ability to respond swiftly and decisively. For example, Annual Fund dollars have gone toward helping Cornell recruit sought-after faculty at critical stages of their careers. The Annual Fund also plays a vital role in addressing recurring needs and supporting new initiatives. Additionally, Annual Fund dollars often have a multiplying effect when used to seed new projects and endeavors, which in turn secure more sources of significant funding.

6. **What is the impact of the Annual Fund on the university?**

Its impact is enormous. It would take more than $725 million of unrestricted endowment to generate the annual spending power of gifts to the Cornell Annual Fund.

7. **How does Cornell’s Annual Fund measure up against that of our peers?**

We have made great progress in recent years, but we believe we can do better! Thanks to the growth of our Annual Fund since 2006, we have moved from near the bottom to the middle of the curve when compared to the rest of the Ivy League, as well as Stanford and MIT. This disparity with the top schools, combined with a comparatively modest endowment, makes Cornell less able to provide financial support for the present and future needs of students, faculty, facilities, and programs. Cornell Annual Fund growth in recent years has narrowed the gap, and we hope to continue this trend so the university can meet a host of strategic priorities.

8. **How do Annual Fund gifts fit into the university-wide campaign?**

Strengthening the Annual Fund is a major priority of the campaign and a powerful way to contribute to the vitality of the university. At the start of the campaign, we announced a two-part goal: The first was to more than double the Annual Fund to reach $30 million per year; the second was to sustain this record growth and continue providing Cornell’s leaders with a robust and reliable funding source for the university. In 2010–2011, we celebrated our $30-million milestone, and we have sustained this growth year after year, reaching $33.3 million through the generosity of alumni, parents, and friends dedicated to strengthening the Annual Fund each and every year. Now, as the needs of the university continue to grow, we are not only committed to meeting our year goal, but also driven to further elevate the Annual Fund with an aspiration of reaching $40 million each year and ensuring Cornell’s continued success for generations to come.

Additionally, Annual Fund gifts count toward meeting the overall campaign goal. Even a portion of all donors’ yearly giving—when set aside for the Annual Fund—can provide cumulative, unrestricted power for Cornell. As you make special or designated gifts to different parts of the university, we hope you will consider giving to the Cornell Annual Fund as a complementary way of supporting the areas dear to you.

9. **Does my gift really matter?**

The Cornell Annual Fund relies on gifts at all levels to raise the funds that are needed. In fact, 75 percent of unrestricted gifts to Cornell are $250 or less—accounting for several million dollars in support each year. All gifts add up and your contribution, large or small, can make a difference!

10. **How can I give to the Cornell Annual Fund, and what else can I do to strengthen it?**

Supporting the Annual Fund is quick and simple. Just respond to our mailings or phonathon calls, give online at [www.giving.cornell.edu/give](http://www.giving.cornell.edu/give), or make your contribution through our toll-free phone number, **800-279-3099**.

You can also volunteer. The Cornell Annual Fund relies on more than 500 dedicated alumni, parents, students, and friends each year to encourage and recognize Annual Fund support. To find out more about volunteering, call **800-279-3099** or e-mail [cornell_fund@cornell.edu](mailto:cornell_fund@cornell.edu).
Supporting the Cornell Annual Fund

Show your support for Cornell by making a new gift or increasing your contributions to the Annual Fund while encouraging others to do the same.

* Volunteer to help us reach new supporters and recognize those who are already committed to unrestricted giving.

Contact the Cornell Annual Fund at 800-279-3099 or cornell_fund@cornell.edu.