

R O A D T O W A L L S T R E E T

THE ROAD TO SUCCESS

Road to Wall Street has helped hundreds of Rutgers students sharpen their skills for the highly competitive world of finance. Through mentorship, seminars, and networking, Road to Wall Street sets undergraduates on a path toward obtaining internships during their junior-year summer and full-time positions after they graduate.

Thanks to Road to Wall Street, today's Rutgers graduates pursue front-office positions historically awarded to graduates of Ivy League schools and similar institutions, whose long-established alumni placement networks Rutgers now seeks to match.

Students in the Road to Wall Street program are proving they have what it takes to make it on Wall Street—and are just as capable as their Ivy League peers of leading in the industry. In 2018, 95 percent of Road to Wall Street participants were offered internships in their junior year or full-time positions on Wall Street after graduation.

A PATH FOR EXPANSION

Rutgers Business School has set ambitious goals for Road to Wall Street's growth and seeks endowed funding to fuel its ascent as the nation's premier business alumni placement program.

GOAL #1

Double student participation while increasing diversity

Road to Wall Street currently accepts about 50 students a year. As word of the program's success has spread among Rutgers students, applications have risen. More than 200 students applied for admission to the 2018–2019 program; 56 were selected, nine were from Rutgers University–Newark. The 2018–2019 cohort comprised 16 women and 40 men, four African-American students, and five Hispanic/Latinx students.

GOAL #2

Maintain a 95 percent or higher placement rate for internships and postgraduation jobs

To maintain the program's high placement rates, Road to Wall Street will implement several enhancements to prepare students for future opportunities in finance, including

- installing additional Bloomberg terminals;
- purchasing licenses for Capital IQ and other key market data products;
- placing greater focus on developing soft skills and offering more leadership-style assessments; and
- establishing an emergency fund to provide short-term aid for students in need of interview apparel and transportation.

GOAL #3

Create a strong alumni network culture on Wall Street

Road to Wall Street can support more student participants only if it can also attract and retain more alumni mentors and nonalumni supporters in the finance industry. To truly connect the program with Wall Street, its leaders will need to pave the way from school to job placement and beyond. Efforts will include raising awareness of Road to Wall Street among successful Rutgers alumni, strengthening the connection with current program members, and sustaining outreach with past members.

INVITATION TO INVEST

Rutgers seeks endowed funding totaling \$10 million to enable Road to Wall Street to compete with Ivy League schools.

The income generated by the endowment will provide the staffing and operational resources necessary to scale the program appropriately. Your investment will ensure that Road to Wall Street can compete with similar programs at Ivy League schools and prepare more Rutgers students to be tomorrow's leaders of the finance industry.

ROAD TO WALL STREET CIRCLE OF INVESTORS	PLATINUM \$1 MILLION	GOLD \$250,000	SILVER \$100,000	BRONZE* \$25,000
Featured on RBS Distinguished Alumni Wall in Dean's Suite	X			
Naming opportunity at RBS: oversized classroom (100 students)	X			
Feature story in biannual RBS impact report	X	X		
Naming opportunity at RBS: student lounge or classroom (60 students)	X	X		
Naming opportunity at RBS: classroom (30 students)	X	X	X	
Invitation to annual networking cocktail reception	X	X	X	X
Wall of Honor recognition at RBS	X	X	X	X
Road to Wall Street commemorative gift	X	X	X	X
Opportunity to guest lecture at Road to Wall Street course	X	X	X	X
Opportunity to mentor a Road to Wall Street student	X	X	X	X

*Rutgers undergraduate alumni from the 10 prior graduating classes can join at the Bronze Level by contributing \$10,000 or more.

- Donors will receive only one naming opportunity.
- Contribution level is payable over five years.

TO DISCUSS YOUR GIFT, CONTACT
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RUTGERS UNIVERSITY FOUNDATION
RAISES FUNDS TO SUPPORT RUTGERS,
THE STATE UNIVERSITY OF NEW JERSEY.

With your support, Road to Wall Street can help even more students achieve success in the finance industry.

ENDOWED
FUNDING WILL
ENABLE THE
PROGRAM TO
ACCEPT

65 STUDENTS
FOR 2019-2020

80 STUDENTS
FOR 2020-2021

100 STUDENTS
FOR 2021-2022



NEW LEADERSHIP FOR NEW GOALS

Ken Freeman, Road to Wall Street's full-time managing director, graduated summa cum laude from Rutgers Business School in 2003. He has ABV certification, is a CFA charterholder and member of the CFA Society of New York, and has both buy-side and sell-side experience. His Wall Street positions have included serving as an M&A investment banking analyst at Deutsche Bank Securities and as an associate at Value Architects Asset Management. He has been a lecturer at Rutgers Business School since 2012.



*Invest \$25,000 or more over five years and you will join the **Road to Wall Street Circle of Investors**. In recognition of your generosity, you will receive benefits that include student mentoring and guest lecturing opportunities, invitations to events, exclusive gifts, and naming opportunities.*