



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION

The CASE Asia-Pacific Distinguished Service Award recognises inspirational advancement professionals whose accomplishments have made a significant and lasting impact on institutional advancement and whose life and character have earned the respect and admiration of fellow colleagues. Overall, nominees must demonstrate leadership in their profession, embrace best practice and innovation in institutional advancement and volunteer their service to the CASE Asia-Pacific community of practice.

**Citation for 2020 CASE Asia-Pacific Distinguished Service Award Recipient
Dr. Imad B. Baalbaki, Vice President for Advancement and Business Development,
American University of Beirut**

Dr. Imad Baalbaki has worked in higher education for 30 years. Since 2016, he has led the advancement team at the American University of Beirut (AUB) and played a critical role in advancing the university. During the last five years, AUB has achieved record-breaking fundraising years, built alumni engagement, pioneered new initiatives, and expanded its prospect pool.

The American University of Beirut is widely respected in Lebanon, the Arab world, and beyond – not just because it stands for freedom of thought and expression, tolerance, and respect for diversity and dialogue, but also because of its professionalism. This is especially true when it comes to advancement. People throughout the region look to AUB for guidance on best practices. Dr. Baalbaki and his team at AUB have been generous in their support of other institutions in Lebanon and the region, helping to promote the profession of advancement at many other institutions in Lebanon and the Arab world.

Dr. Baalbaki has been a member of the AUB advancement team since 2001 when he became director of the Office of Development and External Affairs. Since 2016, he has led the team, in Beirut and North America. He played a key role in AUB's Campaign for Excellence (2002-07), which raised more than \$171 million. Under his leadership, AUB launched an online giving portal attracting a much larger number of local and international gifts to the university; expanded the volunteer group base in support of university priorities; and established several successful programs such as Fingerprints (an initiative to encourage graduating students to support scholarships), the HIP Retirees Fund (an appeal to help retirees pay their health insurance premiums), and the 1866 Society (stewarding consistent donors and inducting new members annually).

Since 2017, Dr. Baalbaki has spearheaded BOLDLY AUB: The Campaign to Lead, Innovate, and Serve, a \$650 million fundraising campaign that the university launched during its 150th anniversary. AUB has already raised more than 98 percent of the target of the BOLDLY campaign, which will end in January 2022.

AUB has had to weather many storms since 1866, but none so trying as those battering Lebanon in recent years. In the face of enormous challenges including political and social unrest, wars and conflicts, and collapsing economies in the region, AUB has achieved remarkable fundraising success, raising an average of \$70-80 million in each of the last four years.

These fundraising successes have been extraordinary, supporting university priorities and the communities AUB serves during a most challenging period, exacerbated by a severe economic crisis, the August 4, 2020 explosion in the Beirut port, and the protracted COVID-19 pandemic.

Through it all, Dr. Baalbaki has been the epitome of resilience, adaptability, and solution-oriented thinking. Instead of scaling back the operations during these difficult years, Dr. Baalbaki led the team to launch new initiatives and bring in a record number of donations and first-time donors. The AUB4Beirut Disaster Response, for example, attracted 2,946 donations from 2,611 donors in 44 countries including 1,880 first-time donors. More than 70 percent of donors were non-alumni demonstrating the high regard in which AUB is held not just by alumni, but by people who care about Lebanon and the Arab world.

Dr. Baalbaki is well respected by his team for his dedication to AUB and his work in advancement. He is a devoted, fair-minded, empathetic, and tireless leader who leads with integrity and vision, inspiring his team by example and encouraging them to innovate and achieve more.

One good example of this kind of encouragement for innovation was AUB Philanthropy Week as shared by Nadia Hassan, assistant director of development programs, in her nomination letter. She shares: after attending a CASE conference in Loughborough, England in 2017, she returned to campus with the idea to create an ambitious series of events to honor donors and nurture a culture of philanthropy among her home community, particularly the students. It was a mammoth endeavor but, Nadia reports, “Dr. Baalbaki instantly gave me the green light and granted me free rein to manage the project.” It was a great success and a most transformative and rewarding experience for Nadia.

In recognition of his inspiring leadership and the development of a strong culture of advancement at the American University of Beirut, the Council for Advancement and Support of Education proudly presents Dr. Imad Baalbaki with the CASE Asia-Pacific Distinguished Service Award.

CASE celebrates the distinguished achievements of Dr. Imad Baalbaki, which inspire our colleagues in advancement around the world to lead with integrity and vision, embrace best practices and innovation, and serve with distinction as a member of the CASE community of practice.

[Currency in USD.]