



From the chief advancement officer: Clay Ballantine

Dear faculty, staff, trustees, and volunteers:

In this issue of *Advancing Hampshire*, I am pleased to share with you the recent activities of the Office of Institutional Advancement for fiscal year 2008 and let you know about some of our priorities and initiatives for fiscal year 2009. This past year we witnessed some impressive milestones, including the groundbreaking of the Jerome Liebling Center, hosting Hampshire's first reunion celebration in eight years, and celebrating the conclusion of *The Campaign to Endow Hampshire's Future*, which raised \$52 million.

I would like to thank those who have offered wonderful feedback on the campaign report, *Return on Philanthropy* and case statement, *Refounding Hampshire College for the Twenty-first Century*. It is our hope that these documents provided all donors and the Hampshire community with a sense of accomplishment. I would also like to thank those who have provided important assistance this summer, including Ken Rosenthal, who joined our Development Committee and the Board of Trustees.

This summer, development staff spent time crafting a mission statement for the Office of Institutional Advancement, as well as a statement of values. We also established Key Performance Indicators (KPIs) to better evaluate our progress toward our goals. The mission of the Office of Institutional Advancement is "to build and sustain positive relationships across multiple constituencies and to engage robust philanthropic support from many different sources in order to fully realize the academic mission and potential of Hampshire College." For fiscal year 2008 over \$5.4 million was raised, including \$1,327,896 in unrestricted gifts to the Hampshire Fund. Over \$580,000 was raised in endowment, \$650,000 in capital construction and equipment, and \$3 million in program support. In 2009 we aim to achieve an overall fundraising goal of \$6 million. This includes a Hampshire Fund goal of \$1.5 million, \$1 million in support of capital, \$1.5 million in endowment, and \$2 million toward programs.

Several staffing transitions occurred this summer. Our office welcomes Julie Martel, formerly associate director of the Lemelson Assistive Technology Design Center, who was hired as Hampshire's first stewardship and donor relations officer. We are pleased to have promoted two staff members: Sarah Hart is now associate director of alumni relations and events, and Kira Kmetz is now assistant director of annual giving. We said farewell to major gifts officer Kim Klein, who was instrumental in moving the Liebling Center forward. Later this month we will welcome Sara Crawley as a new major gifts officer. We are also excited to collaborate with Michael Medeiros, Hampshire's new marketing writer. Michael works in the Communications office and will assist with development and admissions publications.

On behalf of the Office of Institutional Advancement, I look forward to our partnership in support of Hampshire College. Please send me your questions and comments at 413.559.5647; cballantine@hampshire.edu. We will distribute *Advancing Hampshire* quarterly, so look for the next issue in January. Best wishes for a healthy and happy fall.

Focus on Gatherings

Faculty, staff, and trustees are warmly invited to join us for all Hampshire alumni events. For more information about any of the events below, email: alumni@hampshire.edu or call 413.559.6638.

Recent events include an Alumni BBQ in July and the President's Annual Garden Party in August.



Photo: Melissa Incampo

Upcoming events include:
(check alumni.hampshire.edu for the latest information)

London, UK on October 2:

Hampshire alumni and friends will gather on Thursday, October 2 at The Piano and Pitcher in Trafalgar Square from 5:30 – 8:00 p.m.

Hampshire College on October 23 – 26:

Family and Friends Weekend 2008

New York, NY on November 19:

Hosted by Cynthia Reeves 72F at the Reeves Contemporary Gallery

Miami, FL on December 5:

Hosted by Luis Hernandez 70F during Art Basel Miami Beach. Art Basel is a prestigious art show in the U.S., combining an international selection of top galleries with an exciting program of special exhibitions, parties, and crossover events featuring music, film, architecture, and design.

Park City, UT on January 22:

Sundance Film Festival

Hampshire College 40th Reunion in June 2010!

Focus on the Hampshire Fund

By Henry Eberhardt, director of annual giving

New Dollar Record of \$1,327,896 for the Hampshire Fund

The Hampshire Fund serves the most immediate needs of the college including support for financial aid, facility maintenance, and a strong faculty. Many thanks to the 2,147 donors who helped achieve a record high \$1,327,896 for FY08, which represents a 57% increase in dollars from five years ago.

Fiscal Year 2008-2009 kicked off July 1, and our first solicitation is slated to be mailed on Monday, September 15th. Our objectives this year are:

- surpassing our \$1.5 million goal
- increasing leadership donors
- launching a Parents and Grandparents Fund
- increasing alumni donors
- increasing donors to the Graduates Gift Program

We are rolling out a new program for Hampshire Fund-donors at the \$1,970 level this year, known as the Faculty Research/Art Program. At the end of the school year, this Program stewards gifts by sending donors books from Hampshire Faculty with the author's inscription.

Highlights of the first half of the fiscal year include:

- the September mail solicitation to all alumni, parents, grandparents, and friends
- a student phonathon in October
- our tax-year-end appeal in November
- an e-mail solicitation in December

We have been actively recruiting head class agents and class agents for all Hampshire class years, as well as parents for a Parents Fund Committee. Full activation of volunteers will be our strategy for the second half of the fiscal year; they will be charged with writing solicitation letters to classmates, soliciting specific classmates or parents, and recruiting more volunteers. Our volunteers are our number one asset, working with Hampshire Fund chair Shepley Metcalf 72F!

Major Gifts & Gift Planning

By Cheri Butler, director of major gifts

The major gifts team is looking ahead to a successful and busy new fiscal year. Our goal is to raise \$2.5 million for faculty and campus endowment, facilities, and program support, plus \$750,000 for the Hampshire Fund. Because last year was one of much transition (Barbara Starr and Kim Klein departed), let me introduce our team: we are two major gifts officers (Lanette Fisher-Hertz and our newest officer, Sara Crawley, who is arriving on September 23 from a fundraising position at WGBY); director of major gifts (Cheri Butler), and two major gifts assistants (Jessica Usher and Alejandra Mendez-Rivera). Clay Ballantine, President Hexter, and Beth Ward also work with our top donors and are considered part of our team.

Some recent gifts:

We were delighted to work with Colin Twitchell of the Lemelson Assistive Technology Development Center when parents came forward recently with a substantial gift to that program. This donor also decided to give us hundreds of customized flash drives, now in the hands of first year students and for sale at the Hampstore to benefit Lemelson, and to match other gifts to Lemelson.

A trustee recently made a gift of \$60,000 to the Baldwin Scholars endowment. Fully endowing these scholarships is one of our highest fundraising priorities.

Planned giving:

The president hosted a very successful and enjoyable Garden Party in August. This annual event recognizes faculty and staff (both current and retired) with ten or more years of service to Hampshire, plus all members of the Harold Johnson Society (HJS). HJS members, including many faculty and staff, have included Hampshire in their will or other future gift plans.

Bequest received: When a generous check arrived from the estate of Paula Avenius, the parent of a Hampshire alum, Nancy Avenius 74F (also deceased), we were reminded of the great impact such gifts can have at Hampshire. We are honored and grateful that this family helped provide for the future of this young college.

Please contact Cheri Butler (cbutler@hampshire.edu or 413.559.5588) anytime if you have questions or comments about major gifts or gift planning.

Recent Grants

This summer the Andrew W. Mellon Foundation awarded Hampshire \$730,000 to transform the college into a “language learning community.” In keeping with *Making of the College 2.1* and the president’s emphasis on international horizons, the grant will lead to curricular revision and enhancement in the area of foreign language study. With support from faculty mentors and a new language coordinator, students will be motivated to incorporate world languages into their individualized studies and will be guided to resources on- and off-campus that will help them gain linguistic competence. Similarly, the new language coordinator will advise faculty on ways they might integrate language study into their coursework. The grant will also support post-doctoral fellows who will provide additional support to faculty.

The Foundation for Psychocultural Research has given Hampshire College \$1 million to support the work of its Culture, Brain, and Development (CBD) program. A signature, cross-disciplinary program, CBD facilitates student and faculty work at the intersection of neuroscience, anthropology, biology, psychology, philosophy, sociology, and related fields. Over the next five years, the foundation’s gift will enable Hampshire to expand the CBD curriculum, upgrade laboratory facilities, and develop and strengthen connections across the Five College academic community. Founded in 1999 by Hampshire alumnus Rob Lemelson 79F, the Foundation for Psychocultural Research supports programs and scholarly efforts that provide models of integrative cultural and neuroscientific research. This is their second grant of \$1 million to Hampshire; the first, in 2003, was used to establish the CBD program and to support its first five years of operation.

Congratulations to Barbara Yngvesson and the CBD Steering Committee on this exciting grant renewal.



Institutional Advancement Staff Profile: Julie Martel



Julie Martel has recently taken the post of **stewardship officer and donor relations**, a new position, which will steward the college's endowed funds and enhance donor relations at Hampshire College. In her capacity as associate director of the Lemelson Center she stewarded several endowed funds, coordinated events, tracked finances, and frequently communicated with students, alumni, and donors. She served as chair of the Staff Advisory Committee and worked with colleagues to submit proposals, which led to the addition of an ombudsperson, staff trustee to the board, and establishment of Staff Volunteer Day.

In her role as stewardship officer Julie will work with colleagues in the Office of Institutional Advancement to create individualized stewardship plans for donors, create systems to distribute, track, and report on endowed funds, and recognize alumni, colleagues, and donors with strong ties to the college. Additionally, she will develop events to increase meaningful contact and communication with alumni, colleagues, and donors.

Says Martel, *"I am proud to be part of this institution and am eager to convey our gratitude to the many donors who allow us to continue to promote inquiry-based learning and teaching, and constructive civic and social engagement. Hampshire College is based on these ideals and the financial support granted to this institution by its donors ensures that it will continue to achieve them."* Julie Martel lives in Shutesbury on Lake Wyola with her husband, one year old son, collie, and cats.

The mission of the Office of Institutional Advancement is to build and sustain positive relationships across multiple constituencies and to engage robust philanthropic support from many different sources in order to fully realize the academic mission and potential of Hampshire College.

Commitment to Enduring Relationships

We foster constructive, long-term relationships with all external constituents of Hampshire College, including alumni, parents, grandparents, trustees, friends, and donors. We treat all colleagues in the office and on campus, at every level, respectfully and with appreciation for what they bring to the college.

Commitment to Professionalism

We each behave in a manner that is consistently and strictly ethical and legal. We maintain optimal standards of quality and accountability in all we do. We foster an environment where every person has a voice, and where diverse voices are heard and appreciated.

Commitment to Excellence

We strive to hire and retain a diverse workforce, believing that we as individuals, our office together, and the college as a whole benefit tremendously and can better achieve excellence when we share a broad spectrum of backgrounds, experiences, and perspectives. We, individually and collectively, take responsibility for always improving the quality of our work.

Commitment to Best Practices

We identify the best practices in our professions – including but not limited to annual giving; major gifts; gift planning; corporate, foundation, and government relations; alumni relations; and advancement services – and adapt them to the Hampshire environment. We each master the technical skills necessary to perform our jobs in alignment with best practices, and we continuously develop those skills.

Commitment to Education

We know that our activities are informed by and are in support of the educational mission of Hampshire College, and that this is the greater good for which we all work. We are committed to the principle that every one of us is an educator and a learner. We model the key educational commitments of the college within our own context, in the realms of environmental stewardship, maintaining a global sensibility, fostering sustainability, and building and honoring diversity.