



From the chief advancement officer

Dear faculty, staff, trustees, and volunteers:

I write at the half-way point of the fiscal year. As you can imagine, it is difficult to raise money in these lean economic times, but Hampshire's donors are as loyal as always. Some have told us they have prioritized Hampshire over their other charitable giving because they believe that supporting a Hampshire education is more important now than ever. Others have said they cannot contribute now, but have expressed their firm commitment to Hampshire and have asked us to contact them again in a few months. In all cases, our priority is to maintain and build relationships, so that when the economy recovers, major donors are optimally positioned to give to Hampshire.

In the meantime, we are pushing especially hard to achieve our Hampshire Fund goal of \$1.5 million, since this has the most direct and immediate impact on the annual budget in terms of financial aid, faculty salaries, academic programs, and facilities maintenance. So far, we are tracking on a par with last year, although the goal is 13% higher, so there is much yet to achieve.

Of particular note, an anonymous donor—one of the college's early graduates—wants to help Hampshire students appreciate the importance of contributing to Hampshire, regardless of the amount they can give. The donor has issued a Graduate's Gift Challenge: for every \$20.09 donated by a graduating student to the Hampshire Fund, the donor will give an additional \$1,000, up to a total of \$150,000. Talk about loyalty!

In other areas, Institutional Advancement has been solidifying many core operations. We have developed policies in the areas of gift acceptance, gift counting, and endowment giving, in consultation with the Business Office and the Development Committee of the Board of Trustees. We have begun tracking a variety of performance indicators that will help us better benchmark our work, including number of visits with donors, number of proposals submitted, dollars raised as a result of visits and proposals, number and type of attendees at events, and much else.

Alumni Relations is working to develop a number of affinity groups, among them alumni in the fields of writing and publishing, medicine, law, and higher education; alumni of color; and LGBTQ alumni. The number and quality of events continues to grow, with Alumni Relations hosting five events around the country in the month of February alone. We are actively planning for the 40th Anniversary Celebration, being held June 12-13, 2010. Please save the date and share your ideas!

On behalf of the Office of Institutional Advancement, I look forward to continuing our partnership in support of Hampshire College. As always, I welcome your comments, questions, and ideas.

Wishing you all the best for 2009,

Focus on the Hampshire Fund

By Henry Eberhardt, Bridget Leung-Ingram,
Kira Kmetz, Mollie Fox & Debora Nelson

FY09 goals:

To raise \$1.5 million (increase of 13% over last year) and increase donors from 2,147 to 2,400.

Progress as of Jan 15:

We are 4% ahead in dollars from the same time last year. Donors are slightly ahead of last year. The Fall student phonathon produced a record \$64,000. Imaginative mail and e-appeals were sent in October and December to all alumni, parents, grandparents, and friends.

Graduates Gift (year four):

Innovative Math: \$20.09=\$1,020.09. For each \$20.09 a graduating student gives, an anonymous alum donor will contribute \$1,000, up to a total of \$150,000. Tobin Porter-Brown F05 is chairing a committee of graduating students who will be leading the Graduates Gift effort.

Hampshire Fund Scholars (year two):

Gifts of \$5,000 or more may be designated to support a student receiving financial aid. Donors and students have the opportunity to meet at an event on campus.

Presidents' Participation Challenge:

Four past Hampshire presidents have established a challenge fund to match 3 for 1 gifts from alums who didn't give last year.

Parents Leadership Challenge:

This challenge matches 1 for 1 gifts from parents of \$250 and up.

Parents and Grandparents Committee (year one):

A small committee will be asked to solicit other parents and grandparents.

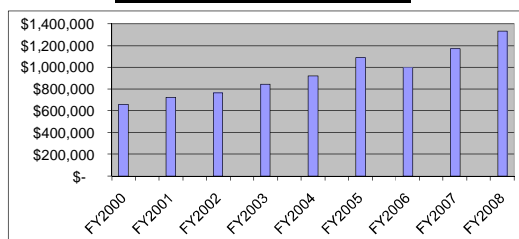
Anniversary Giving (year three):

Members of the classes of 1973, 1978, 1983, 1988, 1993, and 1998 are being asked for an increased gift in honor of the anniversary of the year they entered Hampshire.

Head Class Agents:

75% of alumni classes now have Head Class Agents who will be drafting the March appeal letter to their classmates and contacting selected classmates.

Annual Fund Contributions



Major Gifts & Gift Planning

By Cheri Butler, Sara Crawley, Lanette Fisher-Hertz,
Alejandra Mendez-Rivera & Jessica Usher

It has been a busy few months for the major gifts team. In September we welcomed Sara Crawley as our second major gifts officer. Sara brings seven years of experience in annual fund and leadership circle fundraising for WGBY public television, as well as a master's degree in higher ed administration. She is particularly inspired by Hampshire and in her first months has traveled as far as Texas and Florida to visit alumni and parents. MGO Lanette Fisher-Hertz has met with over 45 prospective donors in her regions of California and New York City, and has closed several gifts in the \$5,000-\$100,000 range.

We are working especially hard to identify and close final gifts for the Liebling Center for Film, Photography, and Video and are pleased to announce that one recent gift has allowed us to achieve Gold LEED certification. We are also working on special gifts to support the Lemelson Center for next year, as well as gifts to the 2009 Hampshire Fund.

Last month the team focused on calendar year-end gifts and we are pleased to report that major donors contributed over half a million dollars in the month of December. Although the subject of the economy (and too often the name Madoff) begins many of the conversations we are having with our donors, we are heartened that many are still keeping Hampshire generously in their giving. Many others ask us to wait and see what the spring brings.

Recent Gifts:

A 75F alum made a second gift this year of \$200,000 to help with the college's most pressing needs.

An 80S alum contributed \$40,000 to support the work of Rabbi Stephen Nathan and to establish the Kosher Kitchen at Hampshire. The student-run Kosher Kitchen is vital to ensuring a diverse and inviting environment on campus. There will be a dedication of the Kitchen on February 7.

A parent pledged \$80,000 to match gifts from other parents as a way of inspiring more parent support for the Hampshire Fund. Another parent pledged \$50,000.

Planned Giving:

As our alumni grow older and begin to consider their legacies, our gift planning program will help guarantee the college's future success. We are pleased to say that Hampshire has been working with a consultant and is close to having in place a full range of gift planning options and services for our donors, especially charitable trusts. We have received several inquiries already, and two gifts are in process that we may receive this year, totaling over \$100,000.

Focus on Gatherings

By Killara Burn, Sarah Hart, Matt Krefting & Jessica Sokol

With the appointment in September of Alumni Relations Officer Matt Krefting 99F, there is much more to enjoy on the alumni web site:

<http://alumni.hampshire.edu>

Matt is also working on the various on-line communities alumni use, including Facebook and LinkedIn.

Faculty, staff, and trustees are warmly invited to join us for all Hampshire alumni events.

For more information about any upcoming events, email: alumni@hampshire.edu or call 413.559.6638.

RECENT EVENTS:

Organized by alums Paul Morris 90F, Joanna Yas 91F, and Jeff Sharlet 90F, the first meeting of alums in writing and publishing took place on December 3 in New York. About 50 alums including literary agents, novelists, and poets as well as translators and interpreters, television producers, doctors, and musicians were there.

Next meeting: February 3.

At the Miami event on December 5, timed to coincide with Art Basel, host Luis Hernandez 70F welcomed alums, faculty, prospective students, and parents to his home. Professor of Art History Sura Levine spoke about arts education.



Julia Stutts 88F and her husband Jeff Schweiger with Professor Sura Levine.



Lorraine Bahrick 71F, Luis Hernandez 70F, and Trustee Roberto Tuchman 73F.

UPCOMING EVENTS:

Updated regularly at: alumni.Hampshire.edu/events

Hampshire College 40th Reunion: June 12-13 2010!

February 3 in New York: *Alumni in writing and publishing.*

February 5-6 on Hampshire campus: *Alumnae of color forum. In honor of retiring former Chair of the Board of Trustees, **Florence Ladd**.*

February 10 in Washington DC: *Hosted by trustees **Shelley Carey 72F** and **Sig Roos 73F** and featuring President Emeritus **Greg Prince**.*

February 24 in Chicago IL: *Past parents **Gaye Hill** and **Jeffrey Urbina** invite alums and friends to their home. **Kasia Paprocki 03F** will speak about Microcredit in Bangladesh. The evening is co-hosted by past parents **Mary Lee** and **John Calihan**.*

February 26 in New York and March 19 in Los Angeles: *Professor **Chris Perry** speaks on student filmmaking. **Screening of the 2008 Alumni Reel**.*

March 25 in Berkeley CA: *Alumni event at The Berkeley Faculty Club.*

More Hampshire News from Julie Martel

On **February 7, 2009** Hampshire College Trustees, administration, faculty, staff, students and honored guests will celebrate the dedication of the Kosher Kitchen.



The Kosher Kitchen is a small addition adjacent to the Merrill kitchen facilities, which has been renovated to allow students to engage in kosher food preparation, and has been made possible through a gift from the **Donna and David Reis (81F) Family Trust**.

The grand opening celebration of the Gold LEED certified Jerome Liebling Center for Film, Photography, and Video will be held on Saturday, **May 16, 2009** following commencement. **Ken Burns 71F** and **Jimmy Rudnick 73F** will lead a Film, Photography, and Video Alumni Panel Discussion at 3:00 p.m., and this will be followed by a ribbon-cutting ceremony and reception. The Gold LEED certification was funded in part through a gift from **John and Martha Watts**.