



From the chief advancement officer: Clay Ballantine



Dear trustees, faculty, staff, and volunteers:

Fiscal year 2009 proved to be a very challenging environment in fundraising for higher education. The Council for Advancement and Support of Education surveyed chief advancement officers who reported an expected 1.7% decline in giving for the year ending June 30. For fiscal year 2010, a flat 0.3% growth is expected. Over the last 20 years, the average annual rate of growth in donations to education has been 7%. Many of my colleagues are indeed reporting declines in giving and a drop in the number of donors. A few increases were reported, principally due to large bequests.

Hampshire's overall fundraising results offer a mixed report. Major gifts to endowment and multi-year commitments were significantly down this year. Grants also went down, primarily due to the cyclical nature of grant making and the economic downturn. Early in 2009 as the market declined, we shifted our focus to building support for the Hampshire Fund.

As Hampshire's endowment felt the impact of the stock market, support for the Hampshire Fund and specifically for financial aid proved to be a positive giving opportunity for many of Hampshire's donors. Helping to support the increase in need among our students for financial aid certainly resonated with many Hampshire contributors. This year we will continue to emphasize the importance of supporting financial aid through the Hampshire Fund and gifts to endowment.

Our emphasis on giving to the Hampshire Fund last year yielded positive results:

- **\$1,418,089** total, a new Hampshire Fund record, with an increase of 6.8% or \$90,193 over last year.
- Total donors increased 22%, from 1,785 to 2,184.
- Parents' contributions increased by an amazing 57%, from 360 to 567.
- The number of alum graduate donors to all funds increased to 1,294 representing 18.4% participation.
- The six anniversary classes ('73, '78, '83, '88, '93, '98) increased their support of the Hampshire Fund by 6%.
- There were five successful challenges: Presidents Participation Challenge for \$65,000; Graduates Gift Challenge for \$150,000; two Parent Fund Challenges for \$50,000 each; and the Board of Trustees Challenge for \$50,000.
- The Graduates Gift Challenge proved to be an exceptional success with 120 graduating students giving \$2,831, and earning the full \$150,000 challenge from an anonymous alum donor. Forty percent of the graduating class gave. Special thanks to all the faculty who encouraged students to participate

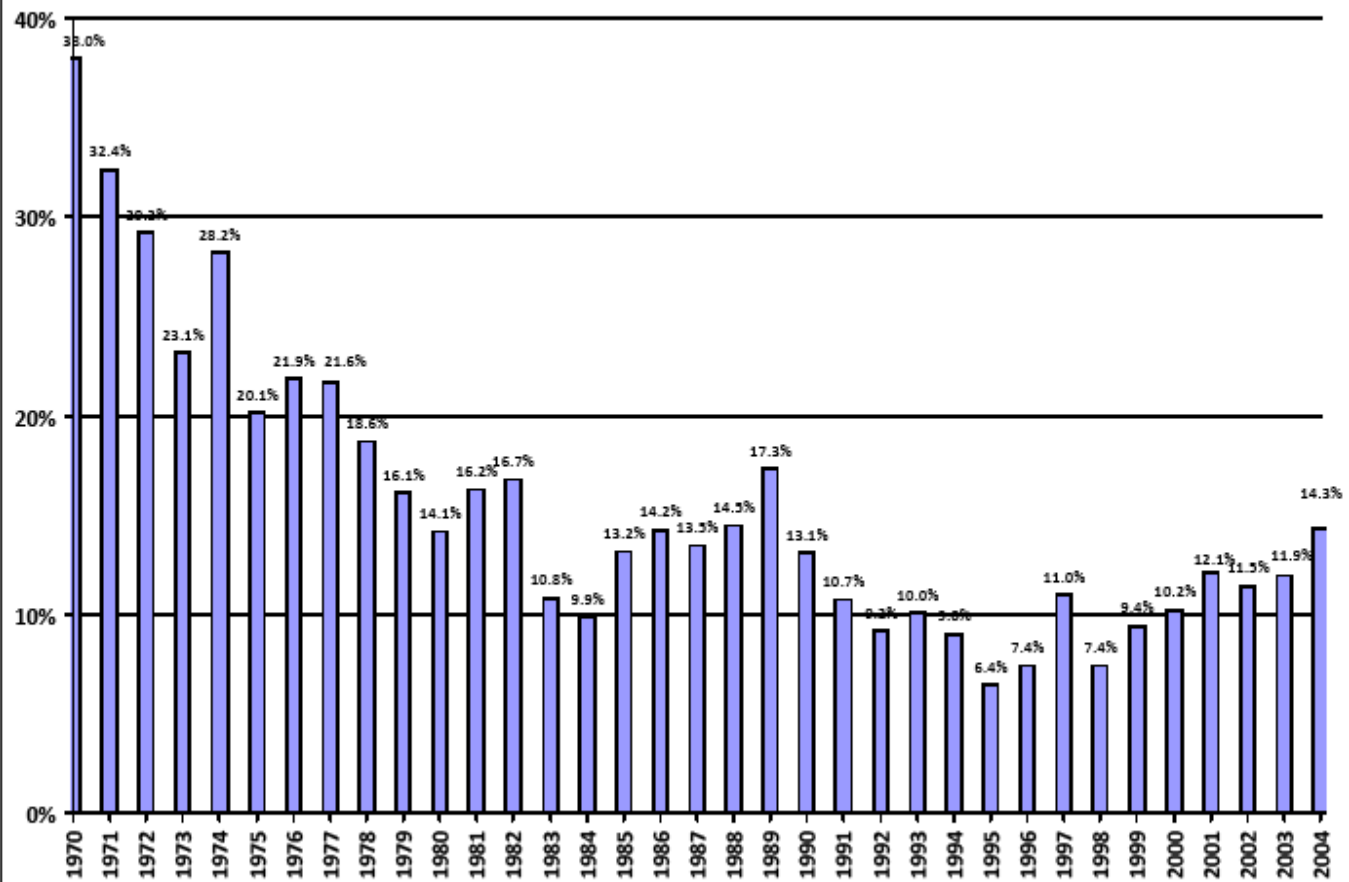
Goals for the Hampshire Fund for the 40th Anniversary Year include:

- **Financial aid** is the primary focus.
- **\$1,500,000** total goal, an increase of \$82,000 or 5.8%.
- 20% alumni participation, meaning an increase from 1,294 to 1,500 alumni donors to all funds.
- Focus on anniversary classes: '74, '79, '84, '89, '94, '99.
- Increase the number of volunteers.
- Create a Hampshire Fund Advisory Board.
- Generate challenge gifts for younger alums, all other alums, parents, grandparents, and graduating students.
- "Frontload" the Hampshire Fund with the objective of at least half of the goal (\$750,000) raised by 12/31/09.
- Expand recognition of leadership society donors and add new \$40,000 40th Anniversary Society.



Photo: Michael Medeiros

FY09 Class Participation to All Funds



Tuesday, August 04, 2009

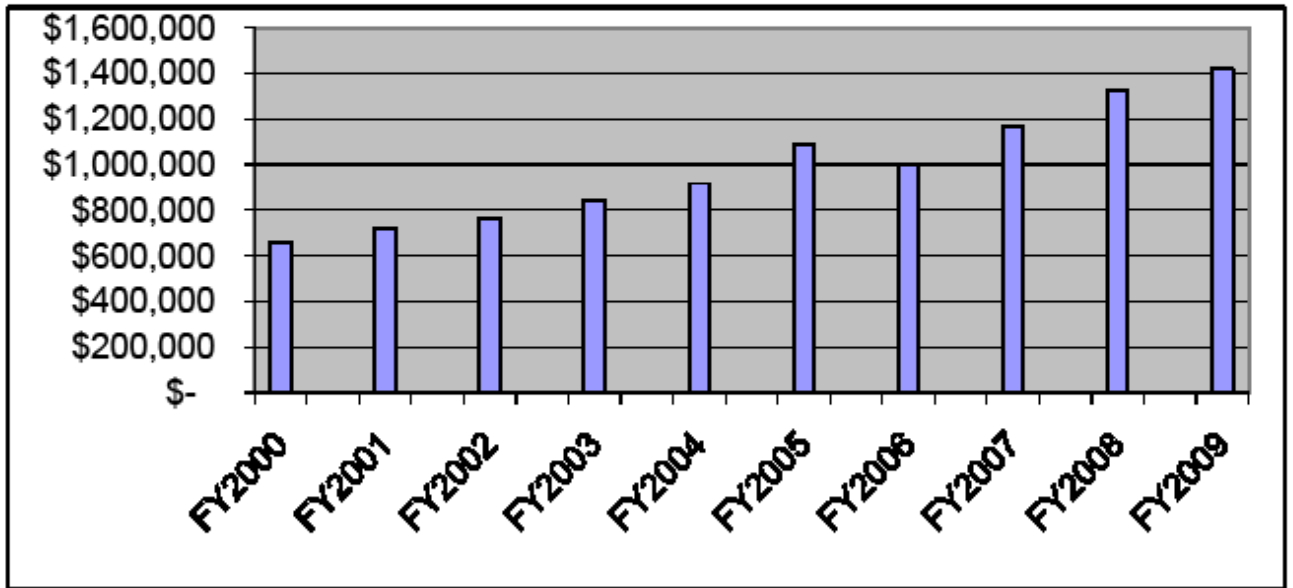
***This represents alumni participation,
by entering class year, to all funds,
including the Hampshire Fund
and endowment.***

ANNUAL FUND

July 1, 1999 to June 30, 2009

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Cash Received	\$ 659,772	\$ 721,140	\$ 764,423	\$ 844,533	\$ 917,016	\$ 1,088,660	\$ 996,255	\$ 1,166,279	\$ 1,327,896	\$ 1,418,089

10 Year Total: \$ 9,904,063



Daylilies and John Reid Memorial Sundial, Cole Science Center, Hampshire College

The Hampshire Fund blooms!

Because of your generosity, gifts to the Hampshire Fund in fiscal year 2009 totaled a record \$1.4 million, representing an increase of 6.8% over last year's total! Donors increased by 22%.

Hampshire Fund gifts support all areas of the operating budget, including library resources, academic programs, and, most importantly, *financial aid*.

Every gift counts. Every year. **Thank you!**
Henry Eberhardt, Bridget Leung-Ingram 94F,
Mollie Fox 99F, Kira Kmetz & Debby Nelson

<http://alumni.hampshire.edu/giving/hampshirefund>

Focus on Alumni and Gatherings

By Killara Burn, Sarah Hart, Matt Krefting 99F, Jessica Sokol & Lindsay Oliver-Rowe

As submissions for the Alumni Reel roll in, we look back on a great year of events. We have kicked off our **40 Nights on the Road to the 40th**, a series of events and gatherings in preparation for our celebration of **Hampshire's 40th anniversary**, to be held June 11-13, 2010 on campus. Save the date!

On May 15, 16, and 17, alumni gathered with faculty, staff, and graduating students for a wonderful **Reunion/Commencement Weekend**. Highlights included the opening of the Jerome Liebling Center for Film, Photography, and Video, an all-star alumni panel entitled *Media for Change*, a decades dinner on the Alumni House lawn, and the annual Div Free Dinner Dance Party.

On May 30, Dean of Faculty **Alan Goodman** led a tour for alumni and friends of the exhibition, *Race: Are We So Different?*, for which he is the key designer.

The first meeting of alums in the visual arts took place on June 17 at the gallery of **Cynthia Reeves 72F** in New York. Organized by alums **Jeff Bergman 96F**, **Arlen Margetson 03F**, and **Andrew Leonard 81F**, alums took in a gorgeous show by **Daniel Kohn 83F**, who was in conversation that night with Nobel Prize Recipient Harold Varmas. It was also the first night of our *40 Nights on the Road to the 40th*.



(L to R): Nathan Kensinger 97F, Cynthia Reeves 72F, Allison Hoornbeek 81F, Matt Krefting 99F, Arlen Margetson 03F, Jeff Bergman 96F, Daniel Kohn 83F, Catherine Spaeth 80F, Gwyneth Arnold-Starr 04F, and Daniel Epstein 76F.

A group of local alumni met for an evening of drinks and conversation at Packard's in Northampton on July 16.

There was a new student send-off party at the home of **Patricia and William Monroe**, parents of current student, **Gann Monroe 07F**, on August 23 in Atlanta, GA.

Upcoming Events

For details, please visit:
alumni.hampshire.edu/events

Friday, August 28

Hampshire Campus

Join alums, faculty, and staff at the Alumni House for a fun BBQ with live music from Rusty Belle (featuring **Matt Lorenz 00F**).

Friday, September 3 and Saturday, September 4

Hampshire Campus

Office of Student Life and Office of Alumni and Family Relations host **Opening Day and Family Orientation**.

Tuesday, September 8

Austin, TX

Joanne and Hamilton Richards, parents of **Ben Richards 94F** and parents-in-law of **Cristi Braun 94F**, will host alumni, parents, and friends at their home for the Hampshire community in the Austin area.

Thursday, September 17

Hampshire Campus

The dedication of the **Artemis A.W. Jukowsky III** Wing of the Jerome Liebling Center for Film, Photography, and Video includes a screening of Artemis Jukowsky's 81F film, *Journey to Freedom: The Story of Martha and Waitstill Sharp*.

Thursday–Sunday, October 15-18

Hampshire Campus

Family and Friends Weekend:
Sustaining Community, Building the Future

June 11-13, 2010

**40th Anniversary
Celebration**

That's Hampshire!

<http://anniversary.hampshire.edu>

Major Gifts & Gift Planning

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

The major gifts team is preparing for a busy year of outreach to build and sustain relationships with current and prospective donors. Our goal is 360 personal visits across the country to thank, engage, and, when the time is right, invite major gifts from alumni, parents and friends.

We will be talking a lot about Hampshire's 40th anniversary and the strategic planning process, helping to inspire these constituents to join in. We will be asking for "stretch" gifts of \$40,000 to the 40th Anniversary Society of the Hampshire Fund, and for special gifts for financial aid, faculty support, and facilities improvements that the college most needs at this milestone.

With the 2009 fiscal year officially closed, we look back on a year plagued by economic upheaval and shrinking philanthropic gifts. We are encouraged that, while fewer donors made multi-year commitments, most did support the Hampshire Fund and kept the door open for future approaches as the economy recovers.

Recent Gifts and Grants

- Five College Visiting Assistant Professor Hugh Crowl was awarded \$68,000 in telescope time from NASA for deep GALEX observations of stripped spiral galaxies in the Virgo cluster.
- A parent of a recent graduate made a generous gift of \$25,000 in response to the sharp increase in financial aid need; the gift is split between the Baldwin Endowment and the Hampshire Fund.
- Several new gifts from alumni have been received in honor of former faculty member Elaine Mayes and applied to the newly established Elaine Mayes Endowment Fund, which will support student work in film and photography.
- Three parents, who are impressed by the work their students are doing in the Lemelson Center, came forward with generous gifts of \$110,000, \$15,000, and \$10,000 to help sustain the program for FY2010. We are grateful for their help during this transition period for the program.
- A friend of Hampshire and admirer of President Hexter gave \$25,000 to support a course taught by Jim Wald on the history of anti-semitism.
- Hampshire was honored to receive a generous bequest of \$50,000 to establish the Joyce Anne Donnell Scholarship Fund. This will provide financial aid support to a deserving student.

Gift planning initiative:

The 40th anniversary is the perfect time to highlight how important it is to the college's future that Hampshire's supporters include the college in their estate plans.

About 45 alumni, parents, and friends have told us that Hampshire is in their will; our goal in this special anniversary year is 40 new bequest intentions.



Photo: Michael Medeiros

Bequests are already making a huge difference. We received three this year: one will establish an internship for a Baldwin student that honors and perpetuates the caring life of the donor; and the other two provide vital support for the college's operating budget and endowment.

We will be rolling out a fresh marketing plan with this message in the months ahead, including a new web page, postcard mailings, and informational pamphlets.

Please contact Cheri Butler if you have questions or comments about major gifts or gift planning.

cbutler@hampshire.edu or
413.559.5588

Hampshire Close to Gain from Energy and Water Appropriations Bill

Congressman John Olver announced that the House of Representatives has approved a funding bill that includes \$534,000 for Hampshire. The funding was secured in the FY10 Energy and Water Appropriations Bill, which the House passed on July 17, 2009. The Senate must still approve its appropriations bill and then both chambers will have to approve a reconciled bill before it goes to the president's desk to be signed into law.

The funding will support the structural renovation and installation of a new 36 KW solar photovoltaic array above of the Charles and Polly Longworth Arts Village. The solar canopy will produce at least 47 mwh of electricity annually and will promote two interrelated goals. First, it will support the college's goals for energy independence through sustainable and renewable resources. Second, the project will enhance the college's science curriculum by providing an interactive renewable energy system with public access to kiosks that measure energy savings in real-time from the solar canopy.

"The solar canopy will provide the college with energy, but perhaps more importantly, it will provide students and the public with an example of how green technologies work and how we can become energy independent."

-Congressman John Olver

In order for the solar canopy to be used as a project site for research as well as a site to help educate the general public, it will incorporate features not ordinarily associated with a solar electric facility. The panels will be easily accessible to all visitors, including those with disabilities, and the associated electronics (inverters and meters) will be identified with prominent and attractive visual displays. In addition, monitoring equipment will document the power production of the array,

presenting variables like instantaneous wattage, kilowatt-hour production over time, avoided atmospheric carbon, and PV production percentage of total electrical demand at the site. The data will be presented on an interactive touch-screen monitor incorporated in an attractive graphic display with explanatory materials on issues like petroleum depletion, global warming and national energy independence. For details, please contact: *Robert Riddles, Co-Director of Corporate, Foundation, and Government Relations at Hampshire College: 413.559.5703, riddles@hampshire.edu.*

Welcome, Janet Gross *By Susan Torrey*

Corporate, Foundation, and Government Relations welcomes Janet Gross, a Hampshire past parent and volunteer, to her volunteer role as mentor to Hampshire faculty who are seeking grants to advance their research. Janet brings a wealth of experience, having spent many years working in public and private higher education. In 2005, she retired from her position as Vice President of Academic Affairs at Keene State College in New Hampshire, and is looking forward to assisting our faculty in writing and editing grants.

Janet's ties to Hampshire are strong, as both her son and daughter are Hampshire graduates, David Gross 90F and Laura Gross 92F.

Janet received a Ph.D. in English and Latin from the University of North Carolina, Chapel Hill. She served in administrative and teaching positions at Chapel Hill and the University of Texas during the 1970's and 1980's, and was a Professor of Languages and Literature at the University of Delaware from 1986-89. Janet served as Dean of the College of Arts and Sciences at Lock Haven

University in Pennsylvania and in the same capacity at Shippensburg University, from 1990 to 2002.

Janet has volunteered as a grant writer at the Clarke School for the Deaf, and over the years has worked with many faculty members on writing and editing grants, as well as editing books and articles. In her extensive work at public institutions, Janet vigorously championed the pedagogies of the liberal arts.

Corporate, Foundation & Government Relations appreciates Janet's volunteer efforts at a time when grant funding is needed more than ever. She says, "I thoroughly enjoy writing and editing grants--the challenge of crafting persuasive prose and the 200 word summary. My husband and I are very grateful to Hampshire and its faculty for the powerful educational environment they create. Although my lottery winnings have been pledged to Hampshire, I've yet to buy a ticket--so the odds of my assisting a faculty member in gaining outside funding are clearly greater, and I'm thoroughly committed to doing so!" We welcome Janet with open arms back into the Hampshire family and are excited to have her contribution in the grants office. Faculty may contact her via email at jrgross@yahoo.com.