

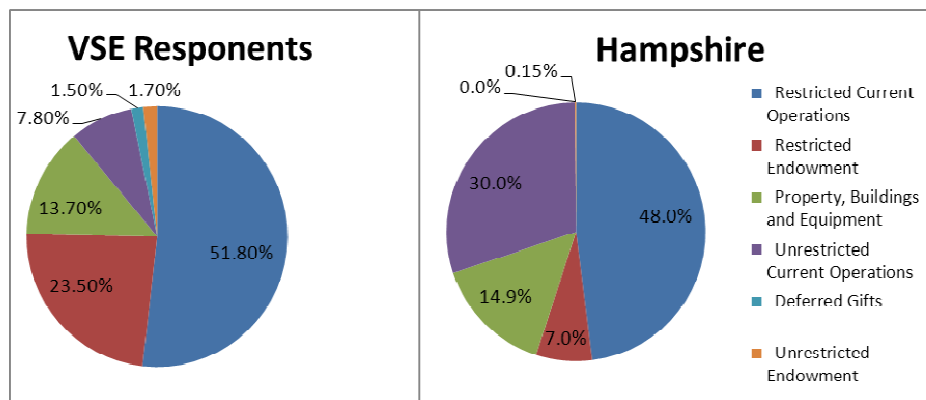


*Advancing Hampshire is produced quarterly by the Office of Institutional Advancement and is distributed to volunteers, trustees, faculty, and staff.*

## How Hampshire Fundraising Stacks Up

The Council for Aid to Education's "Voluntary Support of Education" (VSE) survey is the authoritative source of information on private giving to higher education. We would like to share with you some of the highlights of the 2010 survey results:

- Contributions to colleges and universities rose 0.5 percent to \$28 billion. This modest increase follows a decrease in 2009 of -11.9 percent.
- The report states: "Voluntary support is an important component of higher education funding, but it accounts for less than 10 percent of expenditures.... Also, a large part of voluntary support is earmarked by donors and is not used to offset annual expenditures directly. For annual operating expenses, institutions must look elsewhere for revenue." Nationally, giving represented 6.3 percent of expenditures, with giving to current operations representing 3.8 percent. At Hampshire, giving represented 10.3 percent of overall expenditures, and giving to current operations represented 3.1 percent of our \$48.9 million operating budget.
- For VSE respondents, donor gifts were allocated as follows:



- Nationally, graduate participation was 12.1 percent. For private baccalaureate schools participation averaged 25.1 percent. Hampshire's participation was 22.6 percent.
- Gifts from alumni represented 45.6 percent of private baccalaureate charitable gift receipts. At Hampshire, 17.5 percent of the cash received in 2010 came from alums.
- Parent giving for private baccalaureate schools averaged 4.6 percent of total dollars raised. For Hampshire it is 20.3 percent.

*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.*

## Upcoming Events

**June 10–12, 2011, on campus**

***Hampshire Forum 2011: A Division IV Program on Food, Farm, and Sustainability.***

This will be the first in a new annual series of intellectual, creative, and inspiring weekend programs in which alums, faculty, staff, families, and friends come together to learn from each other and explore new ideas on a particular Hampshire theme.

Some highlights include:

**Friday:** *Building the Future We Want: Responsible Buildings in an Irresponsible World*

**Pat Sapinsley 71F**, architect and venture partner of Good Energies Inc., and **Pamela Lippe 73F**, president and owner of e4Inc, will present on the process of putting together a sustainable building project, integrating all stakeholders and team members from the beginning.

**Saturday:** *Cheap Food is Neither:* Keynote Address by **Steven McDonnell 75F**, Founder and CEO of Applegate Farms.

**Sunday:** Off-campus Tours, departing at 1 p.m.: *Australis Aquaculture, The Kitchen Garden.*



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### Save The Date!

**September 1, 2011, 7–9 p.m., Courtyard Marriott, Hadley MA:** *Family Orientation Dessert Reception*

**October 14–16, 2011, on campus:** *Family, Alumni & Friends Weekend:* Panels, Farm Festival, exhibitions, screenings and more.

**For more information on these and other events, visit: [alumni.hampshire.edu](http://alumni.hampshire.edu)**

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## Hampshire Students Send Their Regards

For the past three years at Hampshire College, second and third year students who receive financial aid have written letters to donors of financial aid. Their letters are superb examples of scholarship, progress, and narrative accounts that capture where the students come from, how their lives have shaped their identities, and how they have grown from their Hampshire experience.



This year, over 40 students volunteered to write thank you letters to donors. The students who write these letters are passionate and able representatives of what is best about Hampshire. We cannot imagine a better way to make the case for support of financial aid.

Left: Hampshire Fund Scholar Annika Lenz La Fave 08F. Photo by Maya Tobi 08F.

## New Gifts and Grants

The **Graduates Gift Challenge** is closing in on 250 gifts to meet the \$100,000 challenge grant! As of Tuesday, May 17th, we had received 127 gifts. For the third year in a row, an anonymous donor has agreed to challenge graduating students. If successful, the Graduates Gift Challenge participation will have grown from 5% to 83% in only 5 years!

Right: Graduate Gift Challenge raffle winner Carl Elsaesser 07F (far right) and friends at Astronaut Pizza in Ware, MA.



Congratulations to Professor Jackie Hayden, who secured grants from Fundación Cuba Avant-Garde and the Christopher Reynolds Foundation, which will support a semester-long artist-in-residency program for Cuban artist Eduardo Hernández.

Left: Portrait of visiting artist Eduardo Hernández Santos. Photo by Jacqueline Hayden 2009.

**Henry W. Astor 88F** has pledged \$50,000 to establish an endowed Human Rights Fund to provide need-based financial aid awards to Div III students working in the human rights field.

Alex and Ann Frick, parents of **Juliana Frick 05F**, pledged \$50,000 to establish the Trillium Scholarship Fund, an endowed fund in support of the James Baldwin Scholars Program, and in support of the Hampshire Fund for Financial Aid.

The Ford Foundation awarded the Civil Liberties and Public Policy (CLPP) program a \$300,000 two-year grant for core support of CLPP's work to educate, mentor and inspire new generations of reproductive rights and health advocates, leaders, and supporters.

The Academy of Motion Picture Arts & Sciences awarded Hampshire a \$7,500 grant to support internships in the Entertainment Industry Internship Program.



Professor Madelaine Marquez secured a grant from the Allen Hilles Fund for \$3,000 in support of the James Baldwin Scholars Program, which places highly motivated students from underserved communities into a first-year program at Hampshire, where they are given the opportunity to gain the skills needed for successful matriculation at the College.

Left: Professor Madelaine Marquez with James Baldwin Scholars.

The Marion and Jasper Whiting Foundation awarded Associate Professor of Cell Biology Christopher Jarvis \$7,009 to support his research in fermentation biology, and the development of advanced courses in brewing biochemistry and microbiology.

Right: Associate Professor of Cell Biology Christopher Jarvis.



## **Hampshire Trustee Jonathan Scott 70F announces \$75,000 challenge to honor Marlene Gerber Fried.**

In recognition of Marlene Gerber Fried's dedication and service as Hampshire College's interim president, **Grace Scott 73S** and trustee **Jonathan Scott 70F** have pledged up to \$75,000 to the Community Scholars Fund as a dollar-for-dollar challenge.

The Community Scholars Fund for Educational Opportunity is an endowed fund that provides grants for tuition, room, and board to promising students with the greatest financial need. Priority will be given to highly motivated students for whom the opportunity of a Hampshire College education has the greatest potential to be life transforming, due to circumstances of poverty, community deprivation, family hardship, or other significant challenges.

**All contributions made to the Community Scholars Fund in honor of Marlene Gerber Fried will be matched dollar for dollar up to \$75,000.** Marlene will be notified of all gifts made in her honor.

*Help Hampshire College meet this challenge by making your gift by June 30, 2011.*

Giving online is easy at <http://donate.hampshire.edu>. In the "special instructions" box, type: Community Scholars Fund, in honor of Marlene Gerber Fried.

Checks, made out to "Trustees of Hampshire College," can be mailed to:

Office of Institutional Advancement  
Hampshire College  
893 West Street  
Amherst, MA 01002

Checks may also be sent through campus mail to Clay Ballantine, mail code DV.

If you have questions about making a gift to Hampshire College, or specifically to the Community Scholars Fund, please contact Clay Ballantine, chief advancement officer, at [cballantine@hampshire.edu](mailto:cballantine@hampshire.edu) or 413.559.5647.