

December 2003

Greetings 89ers!

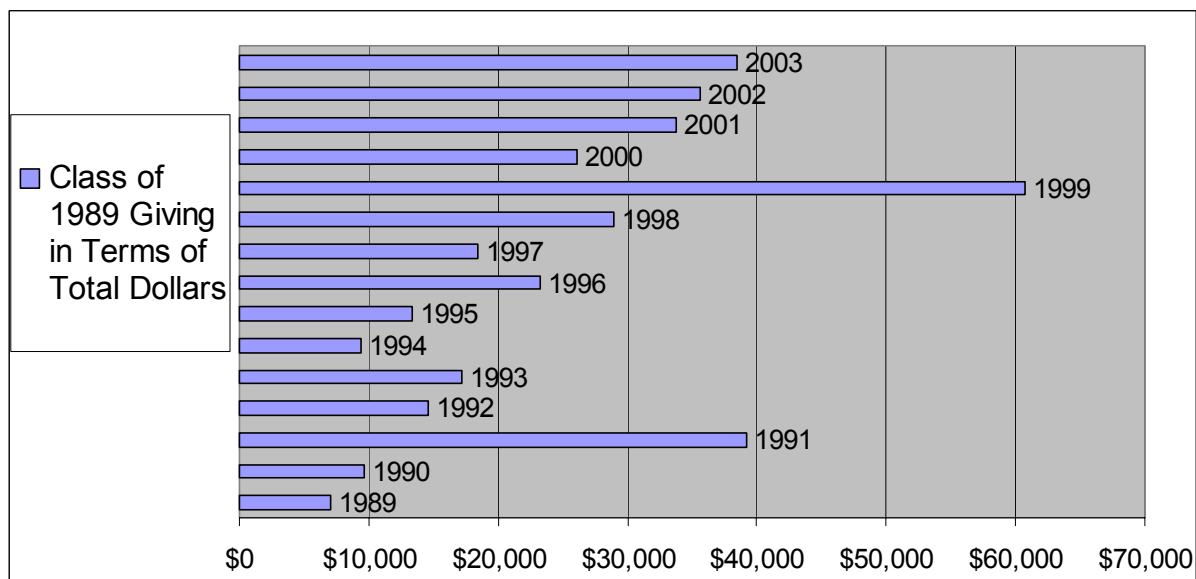
In June 2004, we will celebrate our 15th Wellesley College reunion. We believe many of you will agree that a LOT of living in all ways, forms and places has occurred since those halcyon days on campus.

In our capacity as Annual Giving Co-Representatives, we want to update you on our class giving, which Wellesley tracks using three primary metrics:

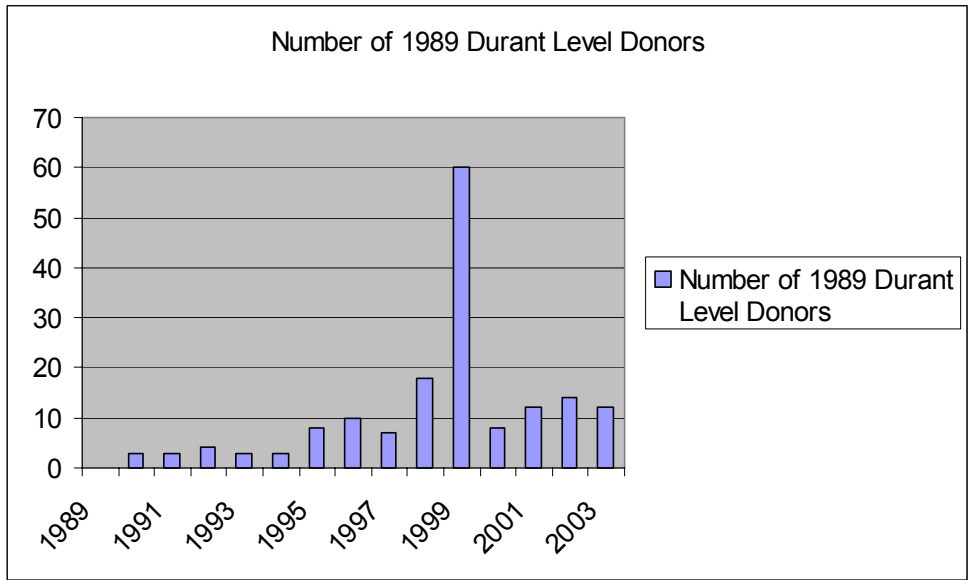
- √ Total dollars donated
- √ Percentage of Donor Participation and
- √ Number of Durant-level donors.

For those of you who enjoy seeing the numbers, here are some class statistics:

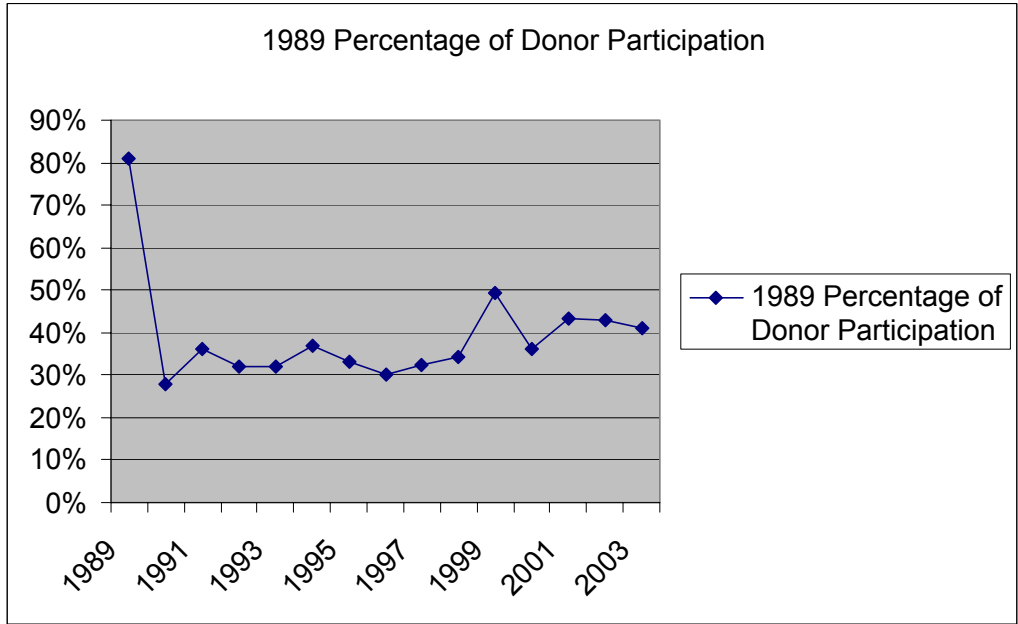
In terms of **total dollars donated**, the Class of 1989 experienced its highest donation level during our 10th reunion year. In 1999, our class gave \$60,737 to the College. Not surprisingly, we saw nearly a 50% drop the year after our 10th reunion. We ended the 2002-03 year at \$38,474, which was on the lower end of the giving curve when compared to other classes at the same point in the reunion cycle.



Also in 1999, 89ers broke the 10th Reunion college record for Durants when we achieved **60 Durant Society Members!** After the 10th reunion, the Durant minimum increases from \$500 to \$1,000, which partially contributed to the steep decline in Durant-level giving for the subsequent four years. The Class of 1989 ended 2002-03 with only **12** Durant-level donors, which was also on the low end of the curve when compared to other classes.



Lastly, the College tracks the percentage of **donor participation**. Of all the numbers, this is the most important because it has the most far reaching impact on the College. Foundations, large corporations and organizations base grant appropriations on this measure. Additionally, college reviewers, such as US News and World Reports, scrutinize donor participation rates when ranking the College amongst its peers. Our 2002-03 participation rate was 41.1%. Optimally, the College hopes to see a rate of between 50 and 55%. Clearly, this needs to be an area of focus and improvement for our class.



In speaking with the class officers, we have decided that our over-achieving personalities need a little competition to make things interesting. So we asked the College to provide us with the highest level of achievement in each of these categories for a 15th reunion. Here are the records to beat!

- √ The Class of 1967 gave the highest total dollar amount of **\$2,912,263** to Wellesley.
- √ The Class of 1984 had **62** 15th Reunion Durant-level Donors.
- √ The Class of 1949 showed the highest 15th Reunion Participation Rate of **69%**.

As you can see the goals for our class are lofty. The Class of 1967 has a record that will be tough to beat. However, the number of Durant donors and the reunion participation rate are within reach with a unified effort. A committee of nine 89ers will be writing and telephoning many of you soon to share with you the ways in which you can become a Durant level donor.

With respect to our class participation numbers, success begins today with each of you visiting the Wellesley Annual Giving Web site and making your gift to the College. ALL gifts made to the college from July 1, 2003 through June 30, 2004, count towards our class goals. As an incentive, it may interest you to know that our 10th Reunion Class Gift of a paid internship fund is yet to be funded. We are only \$3,000 shy of being able to complete the fund at \$50,000, which will then provide a stipend to a worthy student who would not otherwise be able to afford to participate in an unpaid internship. If you agree that this is a great cause, please specify that your donation be designated to the **1989 10th Reunion Internship Fund** so we can complete the work we started at our 10th reunion. We encourage each of you to not delay. Please click on the URL below and make your contribution to Wellesley in honor of our 15th reunion today.

<http://www.wellesley.edu/Resources/gift/index.html>

Remember the excitement at our 10th reunion dinner when it became clear that we had exceeded the College record for the number of Durant donors? We have a new opportunity to set the bar higher! Let's get to work.

Sincerely,

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P.S. If you are unable to make a financial contribution to the College, your class needs the contribution of your time. We need a few great 89ers, who want to keep in touch with their classmates, to contact us to fill openings as Assistant Class Representatives as well as assisting with reunion weekend. So please send one of us an email if you are interested in helping.