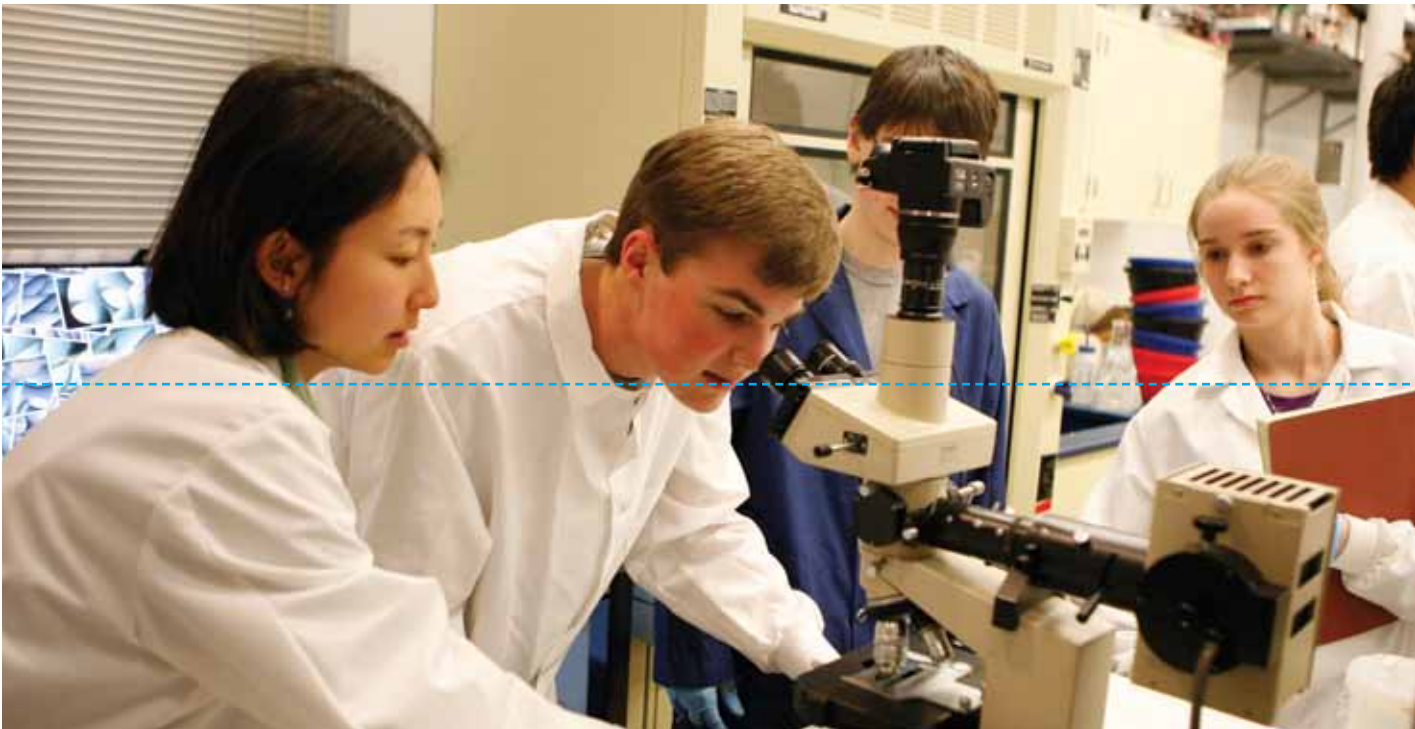


# OUR MODEL IS WORKING

In the world outside of Olin, engineering aspirants are dropping like flies - fewer than 50% of them actually receive a engineering degree! At Olin, it's 96%. And that's not all:

- Top employers such as Microsoft, Google, Athena Health, Boeing and others hire as many of our graduates as we can supply.
- 1/3 of Olin grads pursue advanced degrees at top schools such as (in order) MIT, Harvard, Carnegie Mellon, Stanford and Cornell. 8 have received Fulbright Scholarships. 30 have been awarded National Science Foundation Graduate Research Fellowships.
- Nearly 50% of Olin engineering graduates are women.



# AND IT'S SPREADING

Through our I2E2 program and other initiatives, we have hosted more than 100 institutions from around the globe in the last two years. We are proud to see leading schools develop Olin-inspired concepts such as:

- Design-based learning
- Entrepreneurial thinking
- Intrinsic motivation
- Project-based learning

"I would like to clone Olin a thousand times over ..."  
-Thomas Friedman

"We need people who are going to create the jobs that don't exist today."  
- Education Secretary Arne Duncan

"Olin is about innovation in how they teach"  
-Robert Atkinson,  
President Information Technology  
and Innovation Foundation



# SO SOON NEEDS US AMERICA

"I WILL PAY FORWARD  
THE GENEROSITY YOU HAVE SHOWN ME."

"You have helped to make it possible for me to attend what is in my opinion the most innovative institution of higher education in the United States, and I cannot thank you enough."

"If I hadn't received financial aid, I know without a doubt I wouldn't have been able to attend Olin. I wouldn't have made all these beautiful friends, or had all these amazing experiences."

"The scholarship is a huge blessing and truly relieves the financial burden of college."

*Some comments from Olin students and graduates about the value of the scholarship program.*

 Franklin W. Olin  
College of Engineering

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# OUR MISSION WILL HELP EVERYONE

It's right there in our Mission Statement: "To be an important and constant contributor to the advancement of engineering education in America and throughout the world and, through its graduates, to do good for humankind." In other words, let's change the world, both by educating engineers who do great things, and by inspiring a new vision of engineering education in other schools.



# THESE FOLKS NEED OUR HELP

Even with our current half-tuition merit scholarship, the cost of an Olin education places a substantial financial burden on many of our students. If we are to continue to fulfill our mission, we need to help our students pay their tuition. That's why we've instituted The President's Scholarship Initiative, and why we hope you will participate.





# IT'S GETTING TOUGH

*To build a bridge, you need steel. To transform engineering education, you need students. They are our raw material, and we will only succeed if we have the very best we can find. Since we compete against the top "brand name" schools, financial parity is crucial. We are committed to empowering every qualified student to attend, regardless of financial circumstances.*

# THEN THERE'S THE ECONOMY

*Like every other school, the economic downturn had a significant impact on our endowment - we can no longer rely on it to fund our scholarship program. We've already cut our full-tuition merit scholarship program in half. As a result, students need more help to attend than we can provide ... and with our mission, we need every qualified student, regardless of financial circumstances. It can only happen with additional support.*

# OUR ALUMNI ARE TRYING THEIR BEST

*We are proud of our alumni for many reasons, and one of the most gratifying is this - Olin graduates have the highest level of fundraising participation of ANY college in the country. And it's not close. Last year, our participation rate was nearly 80% - the second highest is 52%. Our graduates recognize the value of their experience, and support Olin enthusiastically.*



# BUT THEY NEED HELP

*As satisfying as alumni support is, there simply aren't enough of them to generate sufficient revenue for the financial aid packages needed to attract top students. We have only about 350 alumni! And all of them are early in their careers, not yet in a financial position to contribute as generously as they would like. They need your help.*

# YOUR SUPPORT MAKES A HUGE DIFFERENCE

*Every donor wants their contribution gift to matter. Well, with this Olin President's Scholarships Initiative, yours does. With so few students at Olin, every gift affects a high percentage of the college community. And with so few alumni to draw upon, every participant has an impact. When you support this initiative, your gift isn't one of thousands. It really does make a profound difference.*



# HERE'S HOW IT WORKS

*Perhaps you have experienced first-hand the effects of the Olin's innovative educational paradigm. For the President's Scholarship Initiative, we are asking for your help in extending that vision for current students.*

*Contributors to this initiative will be featured in a new philanthropic display in the Campus Center, as a testament to your generosity and support for the Olin vision.*

*We hope you will take this opportunity to make a lasting difference for Olin and its students.*