

# **The Wellesley Fund: Funding Wellesley's Critical Needs**

Sandy Yeager '86, Wellesley Fund Chair

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# Meet The Wellesley Fund Staff



**Kimberly Hokanson**  
Director  
x2328



**Kristy Grinder**  
Assistant Director  
Friends Marketing  
x2872



**Kerry Steere**  
Associate Director  
x2329



**Rachael Lau '08**  
Assistant Director  
x3335



**Jessica Telemaque**  
Assistant Director  
x2383



**Courtney Greene**  
Associate Director  
x2233



**Laura Christian**  
Associate Director  
x3366



**Emily Randall '08**  
Assistant Director  
x2234



**Barbara Colonna**  
Administrative Assistant  
x2222



**Mimi Brinkhaus**  
Administrative Assistant  
x2228



**Nancy Brind**  
Administrative Assistant  
x2218



# **The Role of The Wellesley Fund in Keeping Wellesley Financially Strong**

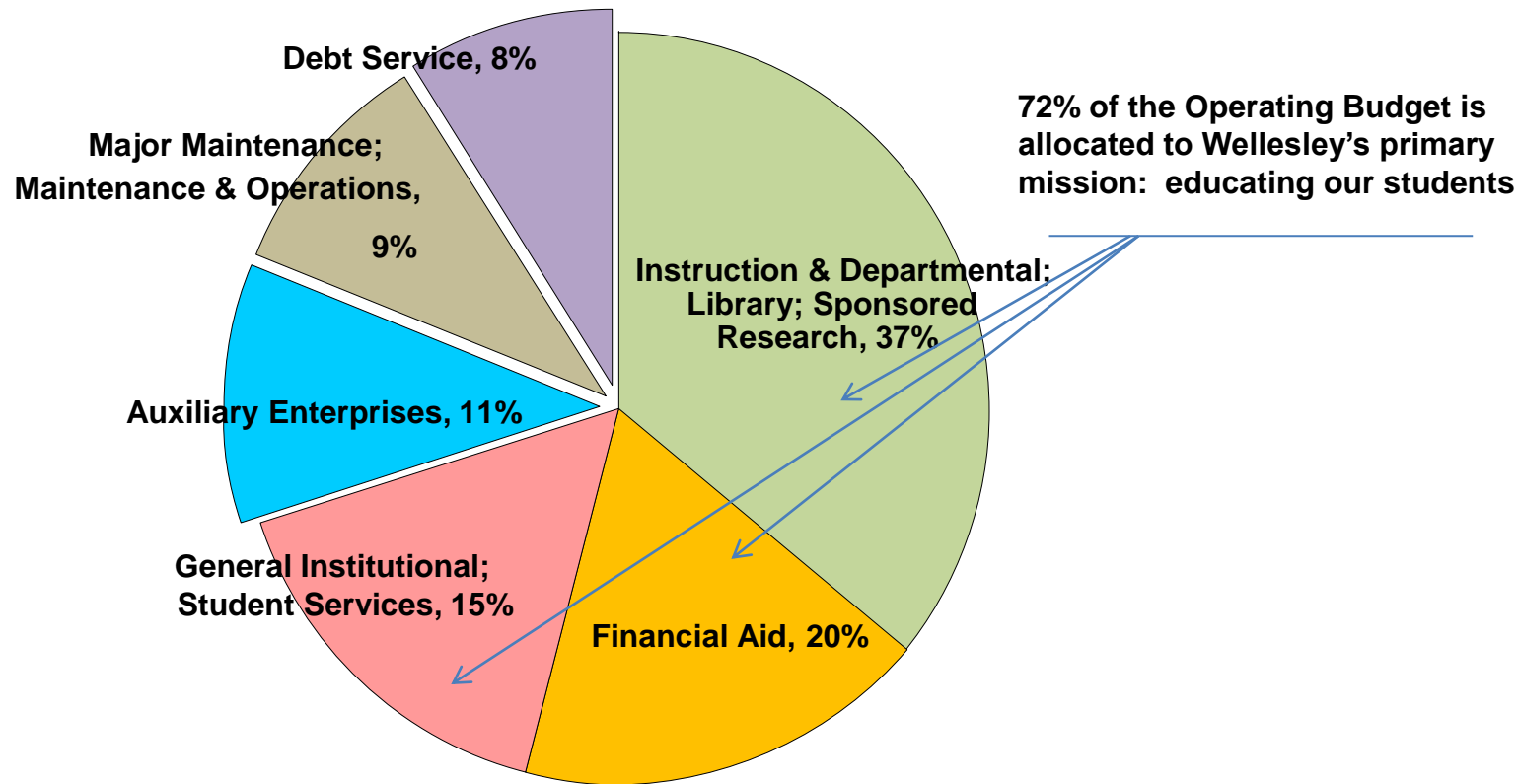


# 2010-11 Wellesley Fund Results

		Donors	% of total donors	Dollars	% of total \$
<b>Gift Range</b>					
\$250,000	<b>Durant Society Donors</b>	2		\$510,000	
\$100,000		8		\$891,669	
\$50,000		14		\$778,970	
\$25,000		39		\$1,100,611	
\$10,000		132		\$1,552,806	
\$5,000		209		\$1,142,278	
\$2,500		538		\$1,445,652	
<b>Subtotal</b>		<b>942</b>	<b>6%</b>	<b>\$7,421,986</b>	<b>73%</b>
\$1,000		864		\$1,040,069	
\$500		980		\$527,168	
\$250		1,203		\$343,032	
<b>Subtotal</b>		<b>3,047</b>	<b>21%</b>	<b>\$1,910,269</b>	<b>19%</b>
\$100		4,495		\$564,610	
Below \$100		6,094		\$203,495	
<b>Subtotal</b>		<b>10,589</b>	<b>73%</b>	<b>\$768,105</b>	<b>8%</b>
<b>TOTALS</b>		<b>14,562</b>	<b>46.6%</b>	<b>\$10,100,360</b>	



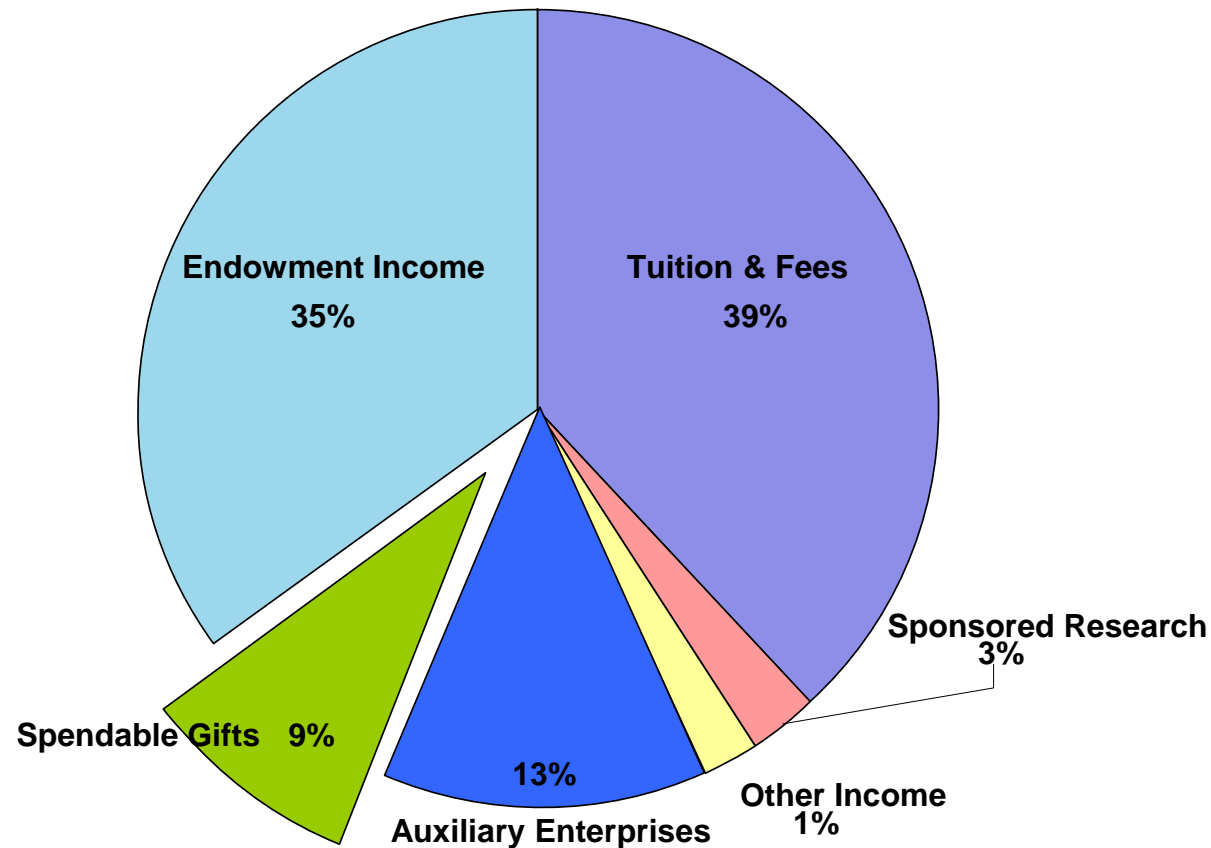
# FY10: Expenditures for Current Operations



FY10 Expenses: \$228,319,000



# FY10: Revenue Sources



**FY10 Total Revenue: \$235,248,000**

**FY10 Spendable (e.g. Current-Use) Gifts: \$21.2 million (*all gifts=\$29.9 million*)**



# How Were Wellesley Fund Gifts Spent?

## **The Wellesley Fund supports: Financial Aid**

- Last year, The Wellesley Fund provided partial support for 58% of students receiving financial aid.
- The average financial aid package was \$33,843.



# How Were Wellesley Fund Gifts Spent?

## **The Wellesley Fund supports Academic Excellence: Faculty**

- Last year, The Wellesley Fund helped compensate Wellesley's outstanding faculty members (59% of whom are women), allowing the College to maintain an 8:1 student to faculty ratio.





# How Were Wellesley Fund Gifts Spent?

## **The Wellesley Fund supports Academic Excellence: Students**

Last year, The Wellesley Fund supported student research on wide-ranging topics such as

- “All-in-one Multifunctional Nanovehicle for Cancer Therapy” and
- “Ancient Songs and Current Constructions: The Use of Music in the Ongoing Development of Lithuanian Identity.”



# How Were Wellesley Fund Gifts Spent?

## The Wellesley Fund supports Student Life

Last year, The Wellesley Fund helped support Wellesley's

- 13 Division III athletic teams,
- 160 student organizations, and
- Long-standing traditions such as Flower Sunday, Lake Day, and Hoop Rolling.



# FY12 Wellesley Fund Goals

- **Dollars:** \$10,800,000
- **Durants:** \$7.9 million from 1,000 Durant-level gifts
- **Participation:** 48% participation
- **Donors:** 15,021 (we need to HOLD ON to EVERY donor from FY11 and ADD 459 more!)



# **The Durant Society**



# Durant Society Levels

- \$50,000+ President's Circle Partner
- \$25,000 President's Circle Benefactor
- \$10,000 President's Circle
- \$5,000 Dean's Circle
- \$2,500 Durant Society Member
  - \$1,000 for '02-'06 graduates
  - \$500 for '07-'11 graduates



# Durant Society Results from FY11

## **Overall** (*gifts for all purposes*)

- 1,358 gifts
- \$18.6 million

## **Wellesley Fund** (*unrestricted, current-use financial aid*)

- 942 gifts (6% of all Wellesley Fund donors)
- \$7.4 million (73% of the Wellesley Fund total)



# Durant Society Benefits

## Member Benefits

- Invitation to attend the Durant Reception with President Bottomly during Reunion;
- Invitation to attend semi-annual conference calls to hear the latest campus news from Deans and other members of the Colleges's senior staff; and
- Regional events (\*new this year! NYC 11/17/11 is the first one).

## Dean's Circle & President's Circle Benefits

- Include all the above, plus invitations to the Ruhlman & Tanner Conferences; participation in the annual State of the College conference call with President Bottomly for President's Circle members; and more...

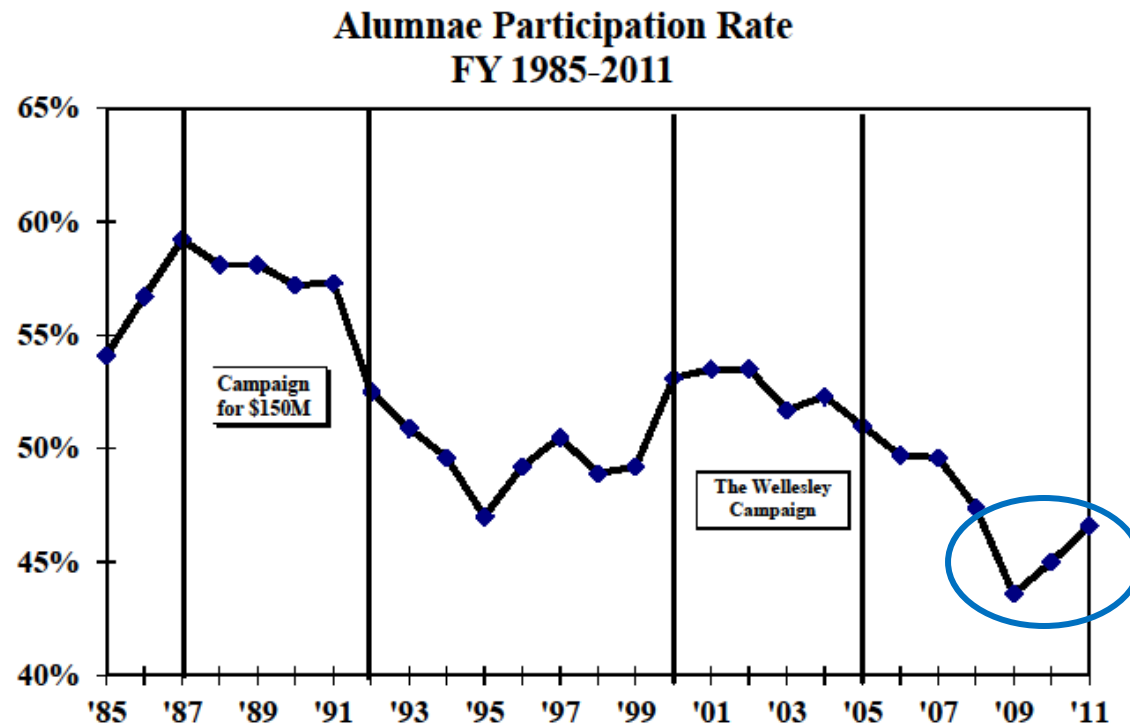


# Alumnae Participation





# Participation History



7/13/2011



# What's the Big Deal about Participation?



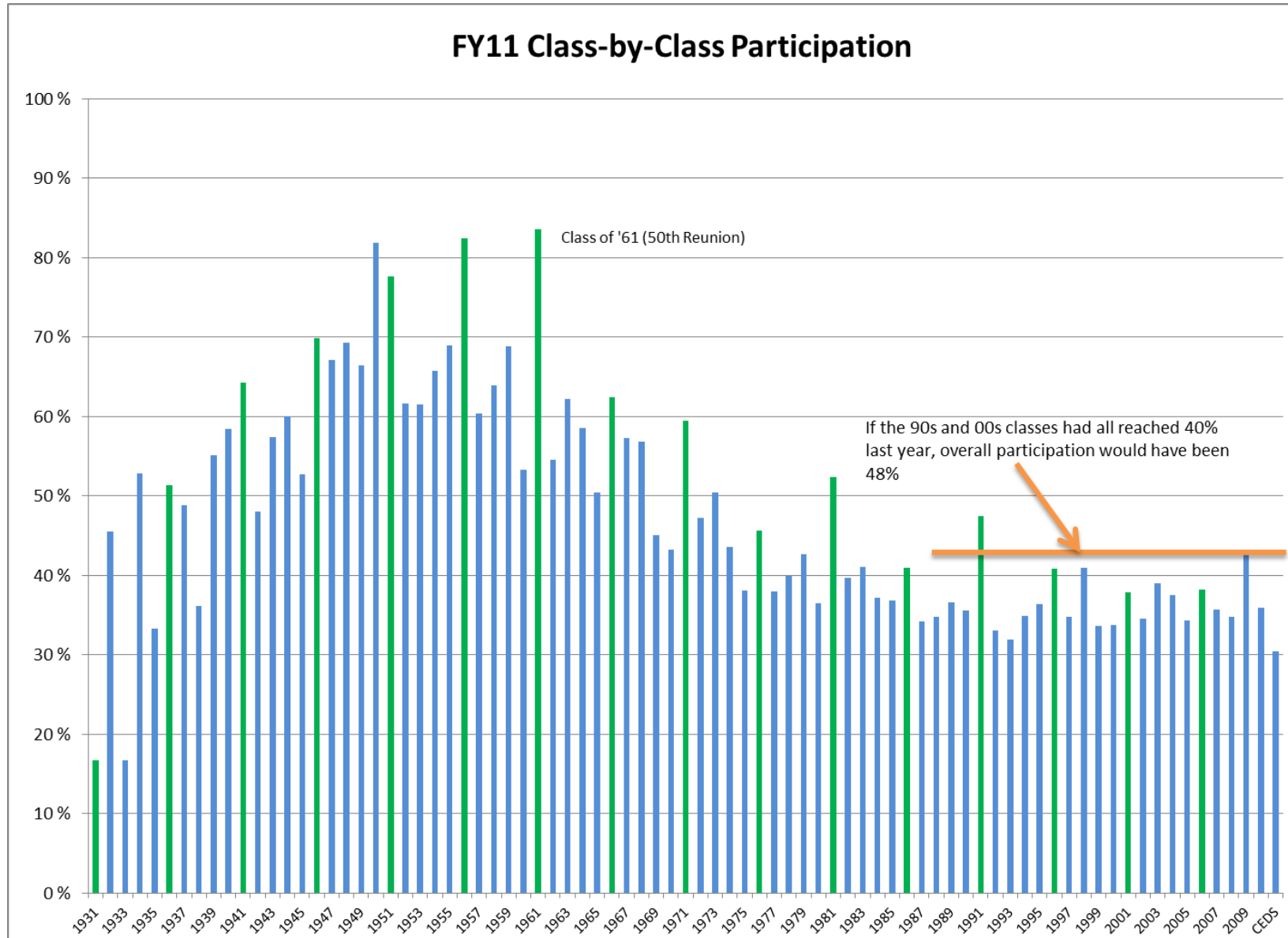
Ranking College (FY11 Participation)

#1	Williams (62%)
#2	Amherst (58%)
#3	Swarthmore (55.8%)
#4	Pomona (42%)
#5	Middlebury (57%)
#6	Bowdoin (56%)
#6	Carleton (52%)
#6	Wellesley (46.6%) ★
#9	Claremont McKenna (47%)
#10	Haverford (48%)

**Alumnae participation is 5% of ranking criteria,  
and a key area where The Wellesley Fund  
and our volunteers can have an impact!**



# How do the Classes Stack Up?



# Young Alumnae Participation Needs a Boost: Count Me In!



**WE'RE COUNTING ON YOU**

...for innovation, inspiration, determination—and participation. Stand up and be counted, Wellesley women!

As you continue to make an impact in politics, business, the arts, our communities—*everywhere*, the value of a Wellesley education has never been more apparent. See how your participation can make a difference at [www.wellesley.edu/CountMeIn](http://www.wellesley.edu/CountMeIn).

**WELLESLEY**

**WELLESLEY PARTICIPATION DRIVE**

**WED MAR 31**

[www.wellesley.edu/countmein](http://www.wellesley.edu/countmein)

Dear [name],

This year, it's more important than ever that you tell the world that Wellesley can count on you by contributing to our Participation Drive. And while we hope you will give generously, what really matters is not the size of your gift, but the message you send with your participation.

**Demonstrate your alumnae loyalty.**

Your participation in our annual giving Drive helps to cement our position among the nation's top colleges—and assures that Wellesley continues to attract the nation's brightest young women.

**Send a message with your gift today.**

By starting a habit of annual giving, you tell the world they can count on Wellesley for the leaders the world needs today—and tomorrow.

**We're counting on you!**

Will your class have the highest percentage of participants? Are blue classes more likely to give than yellow classes? **Contribute today and be counted!**

Thank you for participating.

Name  
Title

**W**

Magazine ad: released January

Home About the Drive Progress By Class GIVE NOW! FAQ Gallery Contact Us

**WELLESLEY PARTICIPATION DRIVE**

**We're counting on you!**

More than ever, your gift to Wellesley matters. And while we hope you will give generously, what really matters is not the size of your gift but the message you send with your participation.

Your participation in this Drive helps to cement our position among the nation's top colleges while demonstrating our alumnae loyalty. Send a message with your gift: Count on Wellesley for the leaders the world needs today—and tomorrow.

**W**

**GOAL 14,912 ALUMNAE**

**TOTAL SO FAR 11,066 ALUMNAE**

**NEED 3,846 ALUMNAE**

**TODAY\* 0 ALUMNAE**

\* Check back frequently — this figure is updated daily.

Online Site

Email

facebook

WELLESLEY PARTICIPATION DRIVE

Wellesley College Count Me In!

What's on your mind?

Attach

Wellesley College Count Me In! + Others

Since Wellesley's founding in 1881, we have graduated more successful women leaders than any other undergraduate institution. Yet to continue to attract the nation's brightest and most promising young women, Wellesley needs your participation.

Wellesley College Count Me In! is this how you want your class to be remembered:

Wellesley College Count Me In! visit: <http://www.wellesley.edu/CountMeIn> today!

Wellesley College Count Me In! The class of 2009 has fallen WAY behind the class of 2010. Band together 2009-ers. Step it up!

Facebook




# Count Me In: Middlebury Match-up

Wellesley Participation Drive - Mozilla Firefox  
http://www.wellesley.edu/countmein/index-mw.html

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**WELLESLEY**  
**PARTICIPATION**  
**DRIVE** 




**The Middlebury Match-Up!**

We interrupt our regularly scheduled programming with this participation update: Despite Wellesley's uptick in participation last year, inside sources have informed us that we were upstaged by none other than Middlebury College. Suffice it to say, we're not happy about being shown up by Middlebury. But rather than get down on ourselves, we're out to prove that we're up to the challenge—we're going up against Middlebury head-on!

The upshot: we're set on generating more participation among the Wellesley classes between 1995 and 2010 than the same Middlebury classes. This year, Wellesley's youngest alumnae intend to beat Middlebury's youngest alumni.

To do it, Wellesley needs your participation. What's most important is not the size of your gift but the act of giving. So please stand up and be counted today.

Stay up-to-date on the Middlebury Match-Up [here](#).  
And be sure to share the Drive with your friends.

Read locateandshare.com

**WELLESLEY ALUMNAE PARTICIPATION RATE** **37%** **CLASSES 1995–2010**

**MIDDLEBURY ALUMNI PARTICIPATION RATE** **50%** **CLASSES 1995–2010**

**TOTAL WELLESLEY PARTICIPANTS SO FAR** **3,240** **CLASSES 1995–2010** **BY CLASS**

**NUMBER OF PERCENTAGE POINTS MIDDLEBURY IS AHEAD\*** **13%** **CLASSES 1995–2010**

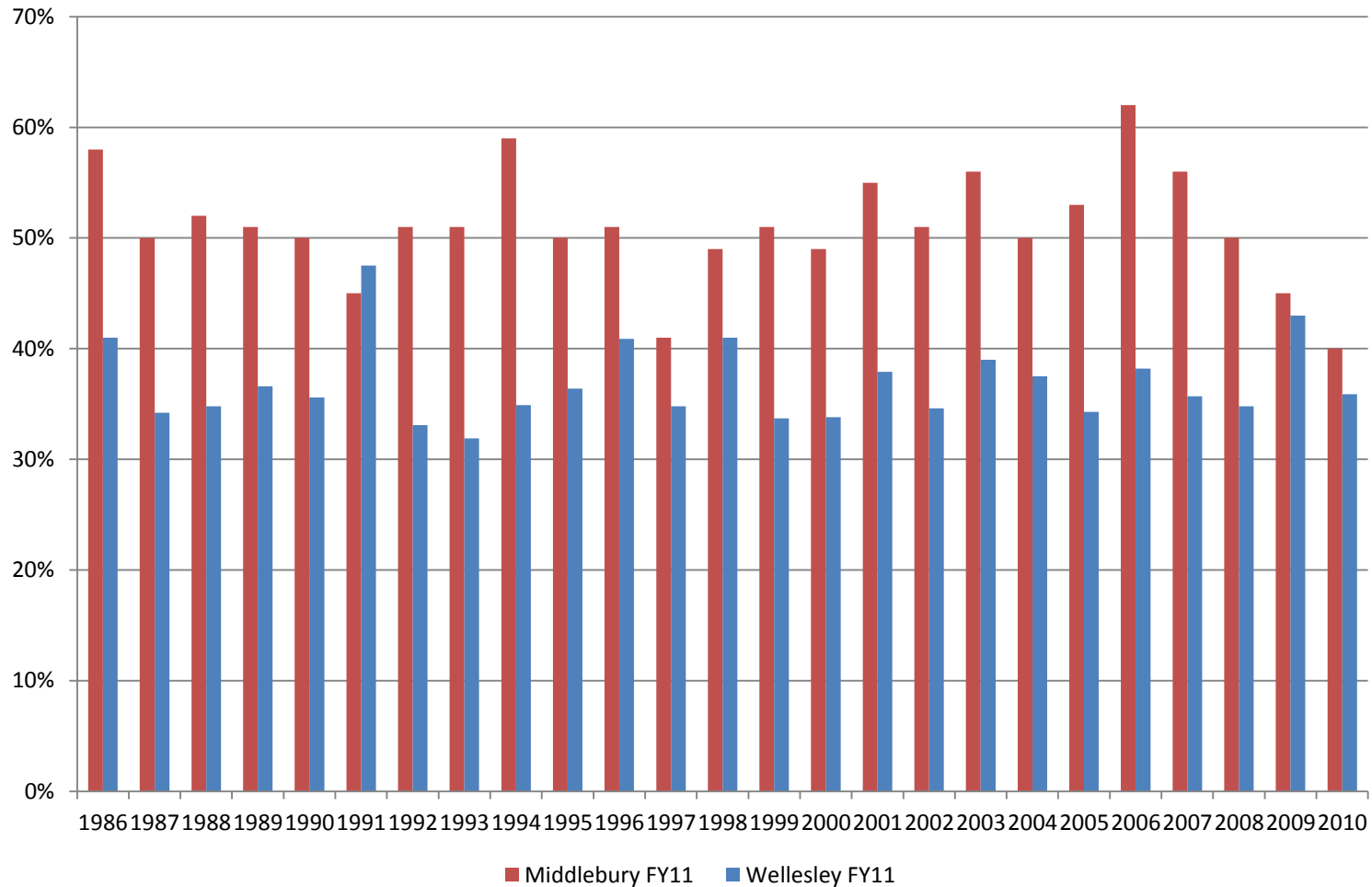
\* Check back in—these figures change weekly

[Not your class? You still count!](#)



# Count Me In: Middlebury Match-up

**Wellesley v. Middlebury Participation: Classes of 1986-2010**



# FY12 Wellesley Fund Goals

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# FY12 Wellesley Fund Goals





# Take-Aways

- Every gift counts
- We couldn't do it without you
- THANK YOU!



# Questions & Answers

