

## 1. WHY IS GIVING BACK SO IMPORTANT TO HAMILTON?

Hamilton alumni have been supporting students on College Hill for generations. In fact, in each year of the past three decades, more than half of Hamilton alumni have made a gift to the Annual Fund. We are tremendously proud that only a handful of other colleges and universities in the nation can make that claim!

Gifts to the Annual Fund are especially critical because they allow Hamilton to address immediate priorities and enhance programs not covered by the endowment or other sources of income. These unrestricted gifts have a profound impact on student scholarships, attracting and retaining outstanding professors, maintaining exceptional facilities and sustaining the enrichment provided by extracurricular activities.

As a volunteer you play a vital role for Hamilton. Every new and renewed gift you solicit moves us toward this year's Annual Fund goal of \$6.2 million and 53 percent participation. More specifically, you help generate support for the College's new need-blind admission policy, ensuring that Hamilton remains a school of opportunity for the most promising students regardless of their financial circumstances.

Today's gifts to the Annual Fund repay the generosity of those who came before us and make a powerful statement about our commitment to the liberal arts. Our nearly 200-year tradition of giving back links generations of Hamiltonians in a cycle of philanthropy that honors Hamilton's past, sustains core traditions and advances the mission of the College. Simply said, **it's who we are.**

Thank you for helping our College continue its tradition of excellence by encouraging those you contact to give as generously as they can to the 2010-11 Annual Fund.