



LYCOMING COLLEGE
WILLIAMSPORT, PA

OFFICE OF
THE PRESIDENT

February 22, 2007

Sal. First Last
Address
City, ST ZIP

Dear Sal. Last:

During Homecoming Weekend this past fall, the College publicly launched its *Campaign for a Brighter Future*, a comprehensive fund-raising effort to secure \$42 million dollars. I am writing to share with you the reasons why we believe the campaign's success is important to Lycoming's future.

As a member of the *1812 Society*, your support has enabled Lycoming College to develop into a nationally-recognized liberal arts college and to grow in strength in three interconnected areas: the academic program, physical plant and financial resources. The quality of instruction here and the many opportunities provided for our students inside and outside of the classroom have all come about because of the vision and hard work of many. Those successes have been made possible through your support and that of others.

Lycoming is one of only 107 colleges and universities to have earned an A rating or higher from Standard and Poor's, an indication not of the College's wealth but of its careful management of resources. The Carnegie Foundation's recent review of all institutions of higher learning placed Lycoming on a list with some of the strongest colleges in the nation and confirmed that Lycoming remains one of America's true liberal arts colleges. Lycoming differs, however, from many institutions on both lists because it grants financial aid to the overwhelming majority of its students. In so doing, Lycoming confirms its commitment to make a quality education available to all qualified, motivated students — a mission kept for now almost 200 years. Keeping that goal intact is made more difficult each year as private higher education continues to slip beyond the means of over 97% of American families. Each of you is helping in very important ways to keep Lycoming as an opportunity for so many young people.

Like other college presidents, I can respond to the question of rising expenses by noting that higher education is white-collar intensive, labor intensive, energy intensive, and technology intensive, factors which propel costs well beyond the general inflation rate. Making such points may win the argument on facts, but the bottom line remains: Few families can afford to send their children to college without financial aid. Lycoming receives no state grants to cover operational expenses and no state allocations to support building projects. Lycoming is on its own and independent...and we are grateful that you stand with us and in support of our students.

Lycoming can point out that it is a moderately priced private college, nationally recognized by Barron's as a "Best Buy," but being a "best buy" does not change the fact that few students can afford to attend. Generations of Lycoming alumni and other supporters have given our students a brighter future by leaving a part of their legacy here at Lycoming. You probably never met Mary Worthington, whose grandfather taught here a hundred years ago and whose estate she transferred to the College sixty years after his death to provide scholarships for needy students. Few of you knew Salvador Belsanti, a second career school teacher who never forgot the value of the education he received here. Salvador and his wife Mary created an endowment that has now grown to support the tuitions of 15 students each year. When those students receive their scholarships to attend Lycoming, they did not know the people whose names are on their scholarships, but they do know that someone cared about them and their futures. Our students, as is true of all of us, depend upon the kindness of strangers at various points in their lives.

This past year, donations to the College surpassed \$3.5 million dollars and the annual fund hit a record high. The College's total endowments passed the \$134 million mark by the beginning of 2007. Last year the College gave --- through your help and that of others --- our students \$14.5 million dollars in financial aid from the College's resources. Those students also borrowed to attend and many worked in the summers and during the school year as well. Without your membership in the *1812 Society* and without the commitment of our students and their parents, Lycoming would be unable to continue to brighten so many futures.

Lycoming College is in a better financial position than at any time in its history. The College's debt is relatively low, and its endowment growth is strong. Students graduate at a four year rate that exceeds the public sector by an astonishing 160% and the private rate by fully a third. Because of their work with our faculty, our graduates leave well-educated and well-prepared for their academic and professional futures. Our staff and our faculty work with them and guide them in ways that help them to become better and more thoughtful citizens. We believe that the fullness of each individual life grows from experiences in and out of the classroom, in places such as the residence halls, the gym, in the band and choir, on the theater's stage and in athletic competition.

Quite simply, every College's success mirrors the strength of its programs. Higher education is no exception to the rule that high quality is more expensive. Because the College and our student base are not wealthy, we must always manage our resources well. Just as in every successful organization, choices must be made and priorities must be set. At a time when fewer and fewer families can afford to send their children to college...particularly to a private college...a successful *Campaign for a Brighter Future* quite simply means that Lycoming will be more likely to continue to be able to address the financial and academic needs of our students.

The *Campaign for a Brighter Future* has five financial goals. Specifically, the College seeks to raise funds in the following areas:

- Student Support: \$13.5 million in new endowed scholarships to establish a higher permanent funding base for student financial aid.
- Academic Programs: \$4.5 million in endowment funds to support the activities of several academic programs including the Institute for Management Studies, the Clean Water Institute, the Symposium Program, the Visiting Scholars Program and the Creative Writing Program.

- Faculty Development: \$3.5 million for three new endowed faculty chairs (\$1 million each) and a \$500,000 endowment fund for faculty development.
- Annual Student and Academic Support: \$6 million in total Annual Fund support over the period of the Campaign to allow the College to strengthen and support the immediate scholarship and academic needs of the institution, unmet through endowment or other sources.
- Student and Academic Plant Projects: \$14.5 million to fund capital projects including the Recreation Center (\$8.5 million), the Mary Lindsay Welch Honors Hall (\$1.25 million), renovations and upgrades to the Library and Information Technology (\$500,000), a new apartment-style dormitory that will house 85 upperclass students (\$4 million) and needed improvements to the Planetarium (\$250,000).

During the silent phase of the Campaign, trustees and many others made \$28 million in commitments. As we approach the College's 200th anniversary in 2012, the successful completion of the *Campaign for a Brighter Future* will enable Lycoming to build on its nearly two hundred year foundation.

As members of the *1812 Society*, each of you has already played a special role in the success of the College. The \$800,000 in Annual Fund gifts each year produces the equivalent of the spendable return from a \$20 million dollar endowment. Through your gifts, you have joined our students, faculty, trustees, administrators and staff members in support of the values of Lycoming College. We are very proud of the accomplishments of our students, our alumni and of our faculty, and we are grateful for both your support and your gifts to Lycoming College. I thank you as members of the *1812 Society*, and ask your continued involvement in the *Campaign for a Brighter Future*.

Sincerely,

James E. Douthat
President