As the National Chair of the Holy Cross Fund, I want to take this opportunity to send a heartfelt thank you.

Your commitment and care for the institution is felt in everything you do as a volunteer. I am inspired each and every time I hear about volunteers who give of their time and talent to benefit Holy Cross. By reaching out to your classmates to invite them to support the College, you are helping to enhance the quality of the educational experience for 2,900 students each year.

At this point in the school year, the revenue from tuition, room, board and auxiliary services has been spent and the College is operating on the generosity of alumni, parents and friends through the end of June. The phone calls you make, the emails and letters that you send to your classmates, make a difference in generating this critical support.

Last year, 50.5 percent of all Holy Cross alumni made gifts, which is a strikingly better participation rate than the national average of 22 percent for private baccalaureate institutions. Even more impressive, for alumni who are assigned to an agent like you, the Holy Cross participation rate is 61 percent! Your work matters and helps us to keep our participation rate above 50 percent.

Thank you for serving your class, current and future students, and Holy Cross through your work as a Class Agent. Holy Cross would not be what it is without volunteers like you. Every phone call, email and letter you send helps ensure that today’s Crusaders have a tremendous experience on Mount St. James, just as we did.

Please let me know if there is anything I can do to help.

Sincerely,

Shaun Mathews ’77
National Chair, Holy Cross Fund
For more information or resources, go to: http://alumni.holycross.edu/ClassAgentKit.

Please let us know once you've been successful in contacting your assigned classmates. If you haven't been able to contact a classmate by June 30, please make one more attempt to make contact. The 2015 Holy Cross Fund closes on June 30, so all gifts must be received by or post-marked by this date.

In April/May, please contact your assigned classmates on behalf of the 2015 Holy Cross Fund. You may wish to send an email, place a phone call, or mail a letter to your classmates. Please start by contacting your classmates who did not make a gift last year and then expand your calls to everyone else.

We ask that you personally thank those classmates who have already made a gift to the College. All gifts are appreciated!

In early June, you will receive a Class Agent progress report. And, if we have an email address for you, you will also receive weekly update emails. The password for these reports is hC1843. At this time, please contact all 2015 non-donors a second time. A phone call is the preferred method for this follow-up contact — and don’t forget to let your classmates know that time is running out!

Throughout June, contact the Holy Cross Fund Office toll free at 877-433-1843 to learn who on your list still hasn’t made a gift, or refer to your class’s Honor Roll of Donors: www.alumni.holycross.edu/fy15donors. This list is updated every night, so it is an excellent resource to use throughout your outreach efforts. Then, please make one more attempt to make contact. The 2015 Holy Cross Fund closes on June 30, so all gifts must be received by or post-marked by this date.

Please notify the Holy Cross Fund Office with any classmate news or changes in address, phone number, or email address that you discover through your contact with classmates. You can email changes to cmelanso@holycross.edu, fax them to 508-793-3991, or call the Fund Office toll free at 877-433-1843.

Please let us know once you’ve been successful in contacting your assigned classmates by returning the enclosed purple card. To help us continue to improve the Holy Cross Fund program, we’d like to know what you hear about why alumni will or will not give this year.

For more information or resources, go to: http://alumni.holycross.edu/ClassAgentKit. There you will find information about this year’s fundraising priorities, progress to date, and sample text for your conversations with classmates.

Thank you for your continued efforts on behalf of Holy Cross!

Why give to the Holy Cross Fund?
Because it makes a difference! For generations Holy Cross has educated students who have become principled leaders in public and professional life in America and around the world.

Gifts designated for current purposes (Holy Cross Fund) are utilized immediately to support various opportunities for student development. Current-use gifts also help us provide financial aid to today’s students; fund faculty research; and meet the College’s current and growing needs. Holy Cross has reaffirmed our commitment to meeting the full demonstrated financial need of all accepted students. The College is also committed to attracting and retaining the very best faculty, so that our students can benefit from their expertise and guidance. Current-use gifts give the College flexibility to respond to immediate needs and opportunities.

In order to have an immediate impact, we invite donors to consider making current-use gifts to the Holy Cross Fund. Current-use gifts may also be targeted more specifically to underwrite financial aid or support academic excellence.

Every donation benefits students and faculty.

Gifts to the Holy Cross Fund support an extraordinary learning environment, allowing the College to attract and retain the very best teacher-scholars who mentor, guide and support our students. There is no area of Holy Cross that is untouched by the support of donors to the Holy Cross Fund.

A Holy Cross Fund gift reflects gratitude for the value and importance of a Holy Cross education.

Your gift demonstrates your appreciation of your own Holy Cross education.

It’s an investment in the future of Holy Cross.

Annual Fund gifts are a way to pay it forward and honor those alumni who came before you and did the same. Just as previous generations of alumni supported you when you were students, it is now an opportunity for you to make a difference for current Crusaders.
“Does Holy Cross really need my small gift? or I can’t afford to give this year.”

All gifts help maintain our proud tradition of strong alumni participation. Last year, 63.8 percent of donors gave gifts of $100 or less for a total of $561,109 — small gifts add up and have a great impact as seen in the illustrations below!

“May I make monthly payments?”

Signing up for recurring payments makes giving easier for many. This December, Holy Cross began a recurring gift payment plan. You can sign up for this plan by visiting www.holycross.edu/give. In the middle of the page, click on the box that says “I would like to make Scheduled Payments.” Here you can pick the option that works best for you.

“I don’t want to give because … (I lost my job. I have two kids in college, etc.)”

I understand. Small gifts drive much of what we do, and I hope you choose to give what you can.

“There are some policies at Holy Cross with which I don’t agree.”

I understand your concern. I will be happy to share your reactions with the College because Holy Cross values alumni input. I hope that you will continue to give to Holy Cross because you value your own experience.

“My child was not accepted.”

Listening is key here. The fact that the person is upset means that he or she cares about Holy Cross. One way to answer is: “That’s certainly disappointing. I know how competitive college admissions have become.” Try to ask for a participation gift by using clues you pick up during the conversation. For example, a favorite sport, faculty member, cocurricular activity, etc.

“I paid enough in tuition.”

I understand. One reason we need to ask for private support is because tuition only covers a portion of the cost to provide students with a myriad of educational opportunities.

“Can I restrict my gift?”

Absolutely. Any gift to Holy Cross counts toward participation.

“Why should I give to Holy Cross rather than another non-profit?”

Holy Cross educates thoughtful, imaginative, ethical leaders whom the world needs. Many of our graduates dedicate themselves to the non-profits that directly serve the disenfranchised in our world. By helping to educate Holy Cross students, you are investing in instilling both critical thought and empathy; faith and reason; radical creativity and unflinching discernment. The need for a Holy Cross liberal arts education — the kind that develops mind, body, spirit and community — has never been more essential.

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**OPERATING BUDGET ($000) FY 2015**

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>Expenses and Operating Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition and fees $132,679</td>
<td>Wages and benefits $102,278</td>
</tr>
<tr>
<td>Financial aid (48,899)</td>
<td>General operating exp. 37,538</td>
</tr>
<tr>
<td>Net tuition 83,780</td>
<td>Utilities 5,297</td>
</tr>
<tr>
<td>Residential and dining fees  30,318</td>
<td>Depreciation 13,409</td>
</tr>
<tr>
<td>Endowment Income 26,020</td>
<td>Cost of borrowing 6,308</td>
</tr>
<tr>
<td>Annual fund 9,000</td>
<td>Budget reserves 2,626</td>
</tr>
<tr>
<td>Auxiliary enterprises 11,093</td>
<td></td>
</tr>
<tr>
<td>All other 8,650</td>
<td>Total expenses $167,456</td>
</tr>
<tr>
<td>Total revenues $168,861</td>
<td>Operating margin $1,405</td>
</tr>
</tbody>
</table>

Endowment as a % of total revenues 15% Annual fund as a % of total revenues 5%

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**TYPICAL NEED-BASEDFINANCIAL AID PACKAGE (2014-2015)**

Based on student aid budget of $59,642

- Average need-based grant $32,207
- Loans $6,000
- Work study $1,800
- Expected family contribution $19,635

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**ENDOWMENT-PER- STUDENT ($000), FY 2013**

- Pomona $4,600
- Amherst $3,400
- Williams $3,200
- Wesleyan $3,000
- Bowdoin $2,900
- Middlebury $2,800
- Smith $2,800
- Colby $2,800
- Davidson $2,800
- Lafayette $2,800
- Mt. Holyoke $2,800
- Colgate $2,800
- Oberlin $2,800
- Wellesley $2,800
- Bucknell $2,700
- Bates $2,700
- Clark $2,700
- WPI $2,700

Source: NACUBO/Commonfund Study of Endowments (2013)

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**GRADUATING CLASS PROFILE (CLASS OF 2013)**

- Employed FT 54%
- Volunteer FT 3%
- Travel and other 5%
- Fellowships 1%
- Internships 1%
- Graduated school 15%
- Unknown 17%

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**# OF WORCESTER SCHOLARSHIPS**

28
It all adds up – If everyone who didn’t make a gift last year gave $25, it would be enough to sponsor seven incoming students to Holy Cross with full financial aid for their entire first year.

Participation matters – Holy Cross is one of a very few institutions able to boast a participation rate of more than 50 percent. In addition to high participation rates serving as an indicator of how satisfied alumni are with their Holy Cross experience, this statistic is often referred to by guidance counselors when they discuss the support and network of alumni and is highly thought of by prospective parents.

You can choose your impact – A gift to any designation makes you a donor. Visit holycross.edu/give to see giving opportunities and ways to support the College.

A way to give back – Remembering your time here, think of all the clubs, activities, and athletics events and academic programs that made your Holy Cross experience special. Many of those experiences were made possible through the generosity of alumni, parents and friends who came before you.

A vote of confidence – Fiscal responsibility is a priority at Holy Cross, and our core commitment to providing a superior liberal arts education in the Jesuit tradition remains firmly in place.

We need your support – Tuition, room and board only cover part of the cost of the student experience at Holy Cross. Support from alumni, parents and friends fills the gap.

All gifts matter – 63.8 percent of our donors gave $100 or less last year. We appreciate each and every gift!

You bleed purple – You wear purple with pride, attend Holy Cross events, and still keep in touch with your Crusader friends. Making a gift is just another way to show your support!

Class pride – Every alumni class sets a participation goal, so your gift is important to your class as well as to the College.

Committed to providing access – Holy Cross is among less than three percent of schools with a need-blind/meets full-need admissions policy. In fact, more than 60 percent of Holy Cross students receive some form of financial aid, which is financed in large part by the generosity of alumni, parents and friends.

WAYS TO GIVE

ONLINE
Visit www.holycross.edu/give to make your gift!

BY MAIL
Checks payable to College of the Holy Cross can be sent by mail to:
The Holy Cross Fund
PO Box DEV
1 College St.
Worcester, MA 01610

APPRECIATED SECURITIES OR CHARITABLE GIFT FUNDS
To give appreciated stock or to wire cash transfers, please contact us at 877-433-1843

MATCHING GIFTS
Double the impact of your support by having your gift matched! Find out if your employer supports Matching Gifts by contacting your employer’s Human Resources Department. For instructions go to www.holycross.edu/matchinggifts. Then complete and sign your matching gift form.

Send the form, along with your gift, to:
The Holy Cross Fund
PO Box DEV
1 College St.
Worcester, MA 01610