Purpose

The purpose of The Bryn Mawr Fund has always been to provide a reliable source of revenue that offers stability for the College and its students. The Bryn Mawr Fund has stood as a pillar of the Defy Expectation Campaign from the beginning, generating over $6 million each year since the public phase of the Campaign began in September of 2016. Collectively, gifts to The Bryn Mawr Fund from loyal supporters represent the largest contribution to Defy Expectation to date.

Now more than ever, we need this vital funding to keep Bryn Mawr strong for current students and future generations of Mawrters. In addition to meeting the full cost of educating our students, The Bryn Mawr Fund also provides critical support for unanticipated expenses that arise. Given ongoing uncertainty, The Bryn Mawr Fund will play an even more important role going forward, helping the College with:

1. **Immediate use funding:**
   The Bryn Mawr Fund is unrestricted, which means it allows us to allocate money immediately where the College and our students need it most, including financial aid and scholarships.

2. **Unanticipated need mitigation:**
   In the past, unanticipated needs have been caused by severe snowstorms, facility malfunctions, and stock market volatility. Now, we are adjusting to a global pandemic and working to ensure that our faculty, students, and campus are safe and able to continue teaching, learning, and growing.

3. **Reliable and sustainable revenue:**
   The Bryn Mawr Fund is used for everything from funding student financial aid, to supporting faculty and academic programming, to keeping the lights on and maintaining our beautiful buildings and campus. It also helps to cover the increased costs absorbed by the College to educate and provide for our students. Without the $6 million we raise annually; the College would need an additional $118 million (approximately) in the endowment.

In the face of change, our faculty and staff are deeply committed to fulfilling our educational mission – a mission that donors to the Defy Expectation Campaign have helped to carry forward and The Bryn Mawr Fund will help to sustain. For this reason, we have decided to extend Defy Expectation for an additional year, with a focus on The Bryn Mawr Fund as the College’s most important funding priority. The Bryn Mawr Fund will allow us to harness the Campaign’s forward momentum on behalf of our students who need us more than ever.

Defy Expectation has always been about more than the dollar goal. It has been about the pride of the entire Bryn Mawr community – our alumnae/i, our students, our families, and our friends
– in the College and its impact on our lives. It has been about ensuring that the academic excellence and innovation of our faculty; the intellectual and experiential pursuit of our students, and the special sense of place that is our campus can continue to thrive.

Annual gifts of all sizes to The Bryn Mawr Fund are important because they collectively add up to provide an even greater foundation of support for our students and the College. When we come together as a community, we have the greatest impact, today and every day. This is your Bryn Mawr Fund. This is your Bryn Mawr.

Volunteer Talking Points

Share The Bryn Mawr Fund’s impact as an emergency fund:
Its de facto role as an emergency fund remains relevant because of the ever changing and evolving nature of our current circumstances, making its immediacy so critical right now. We have always talked about the role the Fund plays in unanticipated circumstances (like multiple snowstorms in one winter), but this moment is bigger than anything we ever imagined. The Bryn Mawr Fund is going to be critical as we face unprecedented budgetary needs, mushrooming financial aid requests, and volatile endowment swings.

What the BMF could specifically help to cover in FY21:
- Financial Aid for students whose families are facing increased financial difficulties.
- Costs associated with contact tracing and checks to ensure and control outbreaks of COVID-19 and properly quarantine and care for students who might become ill.
- Costs associated with safety measures and facility implementations to keep our students, faculty, and staff safe, such as purchasing additional cleaning supplies and plexiglass partitions, as well as restructuring classrooms and dorms to abide by social distancing guidelines.
- Costs associated with classes being a hybrid of in-person and remote for students and faculty who may not be able to be on campus. More equipment and technical support staff are needed to livestream these classes. Examples include Bluetooth mics and classroom kits with tripods and cameras, the hiring of an Assistant Technology Specialist, and creating possible work study opportunities for students around technology support.

Demonstrate The Bryn Mawr Fund’s importance in the budget:
The Bryn Mawr Fund is an actual line with the College’s annual operating budget. This budget line is what The Bryn Mawr Fund MUST generate to fully fund the annual cost of educating and providing for current students. Even for full paying students, tuition, room, and board does not fully cover the cost to educate and accommodate them. The average student pays roughly half of the sticker price of their tuition. Philanthropy subsidizes the rest. Without this support, the College would need an additional $118 million in the endowment to cover the dollars raised each year by The Bryn Mawr Fund.
Explain Leadership Giving: Each year, Slade Society leadership donors represent about 11% of our donors but contribute more than 76% of the dollars that sustain Bryn Mawr.

Encourage consistent and loyal giving: Multiyear giving can ensure that The Bryn Mawr Fund is secure in the future.

Remember Reunion Giving: Reunion is a rallying point around which alumnae/i can raise a generous class gift that contributes to The Bryn Mawr Fund.

Highlight Areas of Impact: People can direct their support to one of four designations: Students (financial aid), Faculty (research and funding), Campus Infrastructure (building and grounds), and Greatest Need.

Promote creative ways of giving: IRA gifts, multi-year pledges and challenge opportunities are great ways to inspire your classmates to make a larger Bryn Mawr Fund gift and inspire others to follow their lead.