The Bryn Mawr Fund 2021-2022 Case Statement

This is your Bryn Mawr Fund:
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. In the coming years, The Bryn Mawr Fund remains an important priority helping the College thrive as we continue to navigate the pandemic and beyond; build a more inclusive and equitable community; and sustain initiatives created during the Defy Expectation Campaign, while having the flexibility to use this support where it is needed most throughout the year.

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:**
Unanticipated needs affecting the College have ranged from severe snowstorms and facility malfunctions to stock market volatility and a global pandemic. The Bryn Mawr Fund helps the College remain nimble and adjust 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 $128 million (approximately) in the endowment (based on $6.4 million Bryn Mawr Fund).

This is your impact:
- When the *Defy Expectation* Campaign began, The Bryn Mawr Fund was raising just over $5.2 million. At the end of the Campaign in May 2021, it reached $8,028,005. Since the first year in FY12, the money raised increased 53%.
- During *Defy Expectation*, donors contributed more than $100 million of the Campaign’s total directly to our budgetary needs, with almost $65 million of that through annual support of The Bryn Mawr Fund. These dollars helped increase our financial aid budget by nearly 50%.
- Last year, donors understood how essential their support was – and continues to be – and came through. The Match for a Million launched on GivingTuesday, December 1, 2020 and was met and surpassed on February 3, 2021. A total of 766 donors participated generating $618,594.94 in new or increased support.
The Bryn Mawr Fund has stood as a pillar of the *Defy Expectation* Campaign from the beginning and will carry us forward now. The Campaign 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 importance in 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, we have the greatest impact, today and every day. This is your impact. 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:** Unrestricted dollars go right to work to support the everyday life of the College and our students. 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. The Bryn Mawr Fund enables us to provide for our students without interruption when unanticipated circumstances arise. What we went through – and are still going through – with the pandemic is one example.

**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 in order 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 $128 million in the endowment to cover the dollars raised each year.

**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:** A Qualified Charitable Distribution (QCD) from an IRA, Donor-Advised Fund (DAF) grants, multi-year pledges and challenge opportunities are great ways to inspire classmates to make a larger Bryn Mawr Fund gift and inspire others.