December 2020

Dear «Preferred_First_Name»,

I am excited to write to you for the first time as Chair of The Bryn Mawr Fund. It is an honor to be a part of this critical work for the College and to connect with you in support of one of its most dynamic tools: your Bryn Mawr Fund. Working in philanthropy professionally, I see first-hand the benefit of supporting an organization now and setting up your giving for the future as well. I often hear “I don’t have enough money to make a gift that has an impact.” I always challenge that because every gift has an impact, especially now.

This year, your gift will also unlock a generous donor’s offer to personally match all new and increased support to The Bryn Mawr Fund up to $500,000. This “Match for a Million” will make your new or increased gift have twice the impact.

Today, I am asking you to consider a gift to The Bryn Mawr Fund to support this match that will provide so much more for today’s students. I also encourage you to join me in making a multi-year commitment, if you are able, so the College knows it can count on you now and into the future. One of the reasons we extended the successful Defy Expectation Campaign to focus on The Bryn Mawr Fund this year is because we care so much about this community, and we want to do the most we can to harness the incredible philanthropic energy generated by the Campaign at a time when our community needs it most.

Our collective annual giving has a wide-ranging impact on the community. We saw it at work in an emergency funding capacity, taking extra measures last March to help students return home and providing added resources for those who needed to remain on campus; and we see it today enabling the College to provide everything from increased technology support and safety resources, to funding greater financial aid.

I also recognize you may prefer to direct your giving to a specific purpose. Since last summer, alumnae/i and volunteers have rallied to find ways to support our BIPOC students. Established in 2008 by Black alumnae/i and relaunched with leadership from volunteers in 2020, the Black Alumnae/i Fund supports students who share a cultural background or identify with the African Diaspora in their personal and professional growth. I invite you to visit www.brynmawr.edu/alumnae/black-alumnaei-fund to learn more. Whatever your personal philanthropic focus, know that your contribution to Bryn Mawr will have an impact.

My hope for Bryn Mawr is that it continues to thrive and be a place that strives to be responsive to the needs of each individual and our community. Whether those are academic or social needs, this institution can step up with your help and continue nurturing people who are going to change the world. We all know that being a part of Bryn Mawr gives you a power that you will not find anywhere else.

Over, please
Anassa Kata!

Erica Seaborne ’09
Chair, The Bryn Mawr Fund

P.S. If you are celebrating a Reunion this year, please save the date for May 28-30, 2021 and consider a special gift to The Bryn Mawr Fund to take advantage of the match and honor the anniversary of your graduation. Visit www.brynmawr.edu/makeagift.