November 2017

Dear «Preferred_First_Name»,

As a class fundraiser and now Chair of The Bryn Mawr Fund, I am often asked why I do this. My response is simple: *I have the unique opportunity of forging meaningful and lasting connections with women who make amazing contributions to the world as a result of their time at Bryn Mawr.* These bonds inspire me to shine a light on the positive impact our loyal and collective support has today.

Our contributions make possible powerful educational opportunities both within and outside classroom walls. Consider the stories of two remarkable young women who are benefiting from our support:

LILAC (The Leadership, Innovation, and Liberal Arts Center) which is funded in part by donations to The Bryn Mawr Fund, connects alumnae/i and students for career-shaping experiences and helps students chart a path toward their current interests, while illuminating new possibilities. Anisha Kannambadi ’18, who would like to explore the field of veterinary medicine, benefited from LILAC’s offerings and arranged a powerful and unique internship this past summer in Swords, Ireland.

> “I applied for this internship because I wanted to experience working with animals in a country outside of the U.S. As a pet owner myself, interaction with clients and understanding their situation while helping them with their pets was very important to me. I also wanted to gain more life experience living in a country which was out of my comfort zone. As the weeks passed by, I realized that, while different, it was all so interesting and fun!”

Similarly, the Pensby Center, promoting diversity, inclusion, and community development, provides extraordinary avenues for research and exploration through annually funded fellowships. One of this year’s Pensby fellows, Yeidaly Mejia ’19, is using her funding to research support systems for first generation students. Yeidaly’s work will contribute to the development of an institutionalized program for first generation students at Bryn Mawr called “Breaking Barriers.”
Anisha and Yeidaly represent just two examples of all students whose Bryn Mawr educations are flourishing as a result of our collective and consistent support.

In September 2016, the College publicly launched the *Defy Expectation* Campaign, enabling today’s students and future generations to defy the expectations of our complex world. Year after year, Bryn Mawr prepares hundreds of young women to take on the challenges of the day. *Defy Expectation* is a campaign to ensure the College will continue to meet the evolving needs of our students, faculty, and campus, and uphold our place as a leader in liberal arts education.

A primary goal of this Campaign is to grow alumnae/i participation in giving so that Bryn Mawr can deepen and expand support for the kinds of rich opportunities that Anisha and Yeidaly experienced. Currently, our alumnae/i participation rate is 34%. As I speak with alumnae/i around the country, I hear the passion for Bryn Mawr in our voices. Let’s work together to demonstrate our pride and raise participation, which has a direct effect on the College’s rankings and its ability to secure grants. Our gifts, large and small, have great impact. Together, we can play a big part in this Campaign’s success.

Bryn Mawr is an institution like none other and our support cultivates high academic achievements and gives many young women the opportunity to defy expectations. Being a loyal annual donor is a great way of expressing gratitude for all that Bryn Mawr has given us. Please join me in support of our students today. The College’s fiscal year runs June 1 to May 31.

Thank you for your consideration and Anassa Kata!

Linda Friedrich ’89
Chair, The Bryn Mawr Fund