September 2019

Dear «Preferred_First_Name»,

Under President Kim Cassidy’s leadership and through your generosity, the College is thriving and matching the strength of a traditional liberal arts education with the power of innovative pedagogy and curriculum. Application numbers continue to increase, a record number of students are making Bryn Mawr their first choice with Early Decision applications, and our admissions are the most selective since the College started keeping records over 50 years ago.

We see the College’s momentum and energy every day through our work with Bryn Mawr’s landmark Defy Expectation Campaign, and we hope you can feel it too, whether through visiting campus, attending a regional event, or reading about the College’s progress in the Bulletin. To date, more than 15,000 donors have made more than 94,000 individual gifts as part of Defy Expectation. As one of the four Campaign priorities, The Bryn Mawr Fund alone has raised nearly $48 million to support the immediate needs of our extraordinary students and dedicated faculty.

Gifts of all sizes to The Bryn Mawr Fund, collected together and made consistently each year, are the largest contributor to the Campaign. These gifts are indispensable to the College. Entering our final year of Defy Expectation, we truly appreciate the love and enthusiasm for Bryn Mawr demonstrated by loyal donors. Your support makes a meaningful difference – for the student experience, in our physical plant, and on our ability to innovate. You sustain Bryn Mawr’s excellence for the next generation.

From the beginning of the Defy Expectation Campaign, we have talked about $250 million being our minimum goal. This is because when we reach that goal, we will not yet have reached our full potential. We are asking you to join us this year – for the first time, for the second time, or annually – to shatter our minimum goal in support of Bryn Mawr.

(Over, please)
As dedicated alumnae/i, parents, and friends, you personify why the Bryn Mawr community is so exceptional. Our collective giving is just one example and makes a tangible difference in the lives of students, so they can thrive and change the world. Together, we are about to do something historic. Together, we defy expectation.

Warmly,

Denise Hurley ’82, P’17
Board of Trustees Vice Chair
*Defy Expectation* Campaign Chair

Robert A. Miller
Chief Alumnae/i Relations & Development Officer