

October 2021

Dear «Preferred_First_Name»,

We did it! Thank you for your part in the record-breaking completion of the *Defy Expectation* Campaign. During the Campaign, more than 107,000 individual gifts contributed \$301.8 million, smashing our \$250 million minimum goal. As one of the four Campaign priorities, The Bryn Mawr Fund alone raised nearly \$65 million of that total, supporting the immediate needs of our extraordinary students and dedicated faculty.

Our collective giving has completely and materially changed the College and the opportunities that we can offer our students and our faculty:

- You supported students by making gifts that helped increase our financial aid budget by almost 50% during the Campaign and enabled us to continue meeting 100% demonstrated need with only modest tuition increases.
- You helped launch our THRIVE program that helps students transition to college life and a student assistance fund that provides emergency aid.
- You invested in our faculty by supporting curricular innovation, such as the undergraduate 360° Course Clusters, as well as at the graduate level including building a trauma-informed curriculum at the Graduate School of Social Work and Social Research.
- You propelled our campus forward with gifts that helped the College keep the lights on and maintain capital projects, such as the Park Science renovations and building a new dorm, as well as safely adapt to a hybrid learning environment for students on campus and remote throughout the spring of 2020 and the 2020-21 academic year.

We are especially grateful that you helped grow The Bryn Mawr Fund by contributing over \$6 million annually during the public phase of the Campaign and shattered records in the final year with a total of \$8,028,005. The Bryn Mawr Fund provides a reliable source of revenue that offers stability for the College and its students. In the coming years, The Bryn Mawr Fund will remain an important priority helping the College thrive as we continue to navigate the pandemic and its effects; 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 could not have anticipated when we began the Campaign how much would change in the world. What we did know is that we can always count on the Bryn Mawr community. The outpouring of love and support from alumnae/i, faculty, parents, staff, and students every year – and especially in the final year of the Campaign – shows how exceptional and powerful the Bryn

Mawr community is. Our collective giving is just one example of the way we continue to defy expectation, and it makes a tangible difference. Thank you.

Warmly,



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



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