As I finish out my last year as National Chair of the Holy Cross Fund I can’t help but admire the camaraderie, persistence, and passion of the Holy Cross community.

As you know, our second giving challenge, “I Love HC” took place this past Valentine’s Day. 6,111 alumni, parents, students, friends and others rallied to surpass the record for all liberal arts colleges for the number of donors to a 24-hour giving challenge. The $1.8 million raised on February 14 will be used for all aspects of life on campus, from financial aid and academic programs to faculty resources and athletics. This accomplishment is a direct result of your countless phone calls, social media posts, texts, and emails. I continue to be inspired by your commitment to Holy Cross and am truly grateful for the work you do as a volunteer. Congratulations and THANK YOU, SO MUCH!

However, we still have work to do! As you know, Holy Cross has never measured itself on one day of success alone. We are committed to achieving 50 percent+ alumni participation and to raising $9.8 million for the Holy Cross Fund. The “I Love HC” Challenge has helped, but we (you and I) have to remain focused on maintaining this momentum. Each year we get closer than the last, but we are determined to close the Fund on Friday, June 30 this year so we can celebrate the holiday weekend knowing we’ve achieved our goals. Please start your outreach as soon as possible; we can’t do this without you!

Thank you for serving your class, current and future students, and Holy Cross through your work as a Class Agent. Holy Cross is exceptional because of volunteers like you. As we approach the end of the fiscal year, please let me know if there is anything I can do to help.

Sincerely,

Shaun Mathews ’77
National Chair, Holy Cross Fund

On April 22, at the College’s inaugural Volunteer Summit, members of the Holy Cross Fund team introduced a new volunteer portal to Class Chairs and Class Agents. Their feedback on this exciting new tool was decidedly positive and I hope you will take advantage of it!

P.S.
HERE’S HOW IT WORKS

WHERE TO START
- If you haven’t already done so, please make your own gift to Holy Cross. Asking others to join you in supporting Holy Cross can be very persuasive.
- Establish a case for giving. We have provided a Case for Support section to use as a reference. Remember to share the reasons why you volunteer and support Holy Cross.
- Be prepared to answer questions about your alma mater. Read e-news emails or visit news.holycross.edu/ to sign up for news about Holy Cross. We have also provided a section regarding the Become More Campaign to help answer questions you may receive about the comprehensive campaign. www.holycross.edu/becomemore

CONTACTING CLASSMATES, ADVICE AND BEST PRACTICES
1. Check our our new Class Agent portal! All Agents will receive an email invitation to activate their account. Log in to: www.classagent.com (see Class Agent portal insert). There you will find your progress to date, and sample text for your outreach.
2. In May/June, please contact your assigned classmates on behalf of the 2017 Holy Cross Fund. You may wish to send an email text, place a phone call, or mail a letter to your classmates.
3. Please personally thank those classmates who have already made a gift to the College in 2017. All gifts are appreciated!
4. If we have your email address on file, you will receive weekly update emails every Sunday in June. The password for these reports is hc1843. At this time, please contact all 2017 non-donors a second time. A phone call is the preferred method for this follow-up contact — and don’t forget to let your classmates know that time is running out!

5. Throughout June, log into the new Class Agent portal to learn who on your list still hasn’t made a gift, or refer to your class’ Honor Roll of Donors: http://www.holycross.edu/alumni/fy17-honor-roll-donors. Then, please make one more attempt to make contact with those who have not made their gift. The 2017 Holy Cross Fund closes on Friday June 30, so all gifts must be received by or postmarked by this date.
6. Please notify the Holy Cross Fund Office with any classmate news or changes in address, phone number, or email address that you discover through your outreach. Also, if you are able to collect cell phone numbers and share those with us it is greatly appreciated. Please email changes and updates to mwalker@holycross.edu or call the Fund Office toll free at 877-433-1843.
7. Please let the Fund Office know once you’ve been successful in contacting your assigned classmates by emailing hcfund@holycross.edu or through the new Class Agent portal to learn who on your list is untouched by the support of donors to the Holy Cross Fund.

THANK YOU FOR YOUR CONTINUED EFFORTS ON BEHALF OF HOLY CROSS!

THE CASE FOR SUPPORT
WHY GIVE TO THE HOLY CROSS FUND?

Support for the Holy Cross Fund is the College’s highest priority. Unrestricted gifts are spent immediately as part of the College’s operating budget, making a direct and immediate difference in the lives of current students and faculty. Current-use unrestricted gifts enable Holy Cross to maintain a need blind/meets-full financial need admissions policy; provide exceptional opportunities for learning and discovery; and give flexibility to respond to opportunities and challenges.

Year after year, the Holy Cross Fund not only sustains the College, but helps it to prosper. By March of each year the revenue from tuition, room, board and auxiliary services is spent, and the College operates on the generosity of alumni, parents, and friends through the end of June. Your gifts count and help Holy Cross.

In order to have an immediate impact, we invite donors to consider making current-use gifts to the Holy Cross Fund. Current-use gifts may also be designated more specifically to support financial aid, academic excellence, or faith and service opportunities at the College.

Every dollar donated benefits students, faculty, and the Holy Cross Community.

Gifts to the Holy Cross Fund support an extraordinary learning environment, allowing the College to attract and retain the very best teacher-scholars who mentor, guide, and support our students. There is no area of Holy Cross that is untouched by the support of donors to the Holy Cross Fund.

A gift to the Holy Cross Fund demonstrates your gratitude for the education you received at Holy Cross.

Your annual gift is a way to pay it forward and honor those alumni who came before you and made gifts to help provide the quality education that you received at Holy Cross. Just as previous generations of alumni supported you when you were students, it is now your opportunity to make a difference for current and future Crusaders.
**Inspiring Creative Teaching and Learning = $95 million**

We are committed to providing our students with the broadest and deepest exposure to the liberal arts; to instilling the highest facility for communication; and to exploring and assessing the ethical dimensions of each discipline we offer. We hope to give our faculty the resources and support to create classes, labs, research opportunities and technological ventures that will allow our students to work at levels they never imagined possible in an undergraduate experience.

**Living Our Faith = $25 million**

To enhance the Catholic and Jesuit nature central to the mission of Holy Cross, we constructed a new Contemplative Center, which is home to The Spiritual Exercises and other retreat programs. This beautiful, cloister-like setting creates opportunities for student reflection and discernment. We will create new programs that promote leadership, service, and social justice — both across the globe and in our local community, and expand our many existing outreach programs.

**Enabling Access, Diversity, and Affordability = $65 million**

We will ensure our commitment to a needblind/meets-full-demonstrated need policy. Our need-blind commitment is one of the cornerstones of our mission and vision. We will increase enrollment of students with exceptional personal and intellectual characteristics. We will increase support for financial aid, keeping a Holy Cross education within the reach of all families.

**Advancing Success, Leadership, and Citizenship = $20 million**

We will enhance common discernment initiatives to continue to prepare students to be thoughtful leaders and responsible, global citizens. We will increase opportunities for experiential learning, allowing students to grapple with real-world situations and problems, using hands-on methods of gaining knowledge, developing new and complex skills, and examining values and ethics as they unfold beyond the classroom. We will increase support for internships, student summer research, student-designed projects, study abroad opportunities, and enhanced mentoring.

**Empowering Athletics, Health, and Wellness = $85 million**

We are building a new and improved Hart Center at the Luth Athletic Complex to service our 750 student-athletes, giving them the facilities they need to become champions in the years ahead and for decades to come. We will replace our aging Field House, creating a top-flight recreation facility for the entire student body, featuring basketball courts, exercise studios, weight training rooms, and areas for an assortment of health, wellness, and fitness programming.

We will create a renewed sense of pride on campus and in the alumni community.

**Sustaining Our Future, Our Mission, Our Vision = $110 million**

We will continue to increase support for the Holy Cross Fund. Current-use, unrestricted funds are essential to the future of the College — they enrich every aspect of the campus environment and academic enterprise and bolster all areas of the operating budget. We will work tirelessly to maintain our 50 percent (and higher) participation rate of alumni giving. The Holy Cross Fund supports every student, faculty member, and department on campus.
Participation matters — Holy Cross is one of few institutions able to boast a participation rate of more than 50 percent each year, and is consistently one of the top 10 colleges in alumni participation. Our goal is to have 50 percent of alumni give again this year, which would be our 11th consecutive year of achieving this significant milestone.

You can choose where you want to make your impact — A gift to any purpose makes you a donor to the College. Visit www.holycross.edu/give to see all giving opportunities and ways to support Holy Cross.

Because of you — Many of the transformative experiences you had at Holy Cross were made possible by the generosity of past alumni, parents, and friends. Your gift will allow future Crusaders to create their own lasting memories.

Holy Cross needs your support — Tuition, room, and board only cover part of the cost of the student experience at Holy Cross. Support from alumni, parents, and friends bridges the gap.

All gifts matter — 72 percent of our donors gave less than $250 last year for a total of $855,836. These gifts add up and are greatly appreciated!

Purple Pride — You wear purple with pride, talk to all people wearing Holy Cross apparel, attend Holy Cross events across the country, and still keep in touch with your college friends. Making a gift is a vote of confidence in the College and another way to show your support!

Class pride — Every class sets a participation goal, so your gift is important to your class as well as to the College. Help your class reach its participation goal!

Committed to providing access — Holy Cross is one of less than 40 schools with a need-blind/meets full need admissions policy. In fact, more than 60 percent of Holy Cross students receive some form of financial aid, which is financed in large part by the generosity of alumni, parents, and friends. If everyone who didn’t make a gift last year gave $25, it would be enough to give six (and a half) incoming students full financial aid for their first year.

Be a part of Holy Cross history — All gifts made to Holy Cross this year will be counted as part of Become More: Campaign for the Future of Holy Cross. http://www.holycross.edu/becomemore.

Join the Linden Lane Society — The Linden Lane Society recognizes alumni, parents, and friends who have given consecutively to Holy Cross for five years or more, and alumni out 1-4 years who have given each year since graduation. Your gift of any amount will count towards your membership.

WAYS TO GIVE

ONLINE
Visit www.holycross.edu/give to make your gift! All gifts must be received by midnight EST on Friday, June 30, to be counted for 2017.

CALL THE HOLY CROSS FUND DIRECTLY
To give by phone, please call 877-433-1843 during normal business hours, Monday – Friday 9 a.m. – 5 p.m. Starting June 19, the Holy Cross Fund Office stays open until 8:30 p.m. Monday – Thursday.

BY MAIL
Check should be made payable to College of the Holy Cross, and mailed to: The Holy Cross Fund PO Box Dev 1 College Street Worcester, MA 01610

REASONS TO MAKE A GIFT TO HOLY CROSS

APPRECIATED SECURITIES OR CHARITABLE GIFT FUNDS
To give appreciated stock or to wire cash transfers, please contact us at 877-433-1843. Please note all securities must be received by noon EST on Friday, June 30, to be counted for 2017.

IRA CHARITABLE ROLLOVER
For those 70 1/2 or older, the IRA Charitable Rollover is now permanent. If you want to make a qualifying transfer, contact your IRA administrator and instruct that person to transfer funds to the charity (ies) you designate. Then contact our office and we will answer your questions and provide instructions for completing your gift.

**Please note that there is no taxable income to report, therefore, there is not charitable deduction associated with this gift.**

MATCHING GIFTS
Double the impact of your support by having your gift matched! Find out if your employer supports matching gifts by contacting your employer’s Human Resources department. For instructions, go to www.holycross.edu/matchinggifts. Then complete and sign your matching gift form. Send the form, along with your gift, to:

The Holy Cross Fund
PO Box Dev
1 College Street
Worcester, MA 01610