



Actively Investing in Our Vision to Become More

The Holy Cross Fund: The Campaign's First Priority



Campaign Goals for the Holy Cross Fund:

- **\$70 million by 2020**
(\$34.2 million raised to date)
- **\$9.8 million goal for FY17**
- Remain among the nation's **top 10 colleges** in alumni participation

Over the years Holy Cross has built a proud tradition of annual giving from thousands of alumni, parents, and friends. Increasing support for the Holy Cross Fund is the *Become More* campaign's first priority. Current-use, unrestricted funds are absolutely essential to the future of the College because they enrich every aspect of the campus environment and academic enterprise, provide financial aid, and bolster all areas of the operating budget.

Holy Cross provides our students with the academic skills, learning experiences, and faith opportunities that allow them to live productive, meaningful lives, and pursue successful careers. Our alumni are consistently among the most generous in the nation, with more than 50 percent giving to the College every year. **We seek your leadership gift to the Holy Cross Fund.**



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Holy Cross is regularly among the top 10 colleges each year in alumni participation.

Amherst College
Bowdoin College
Carleton College
Colgate University
College of the Holy Cross
Davidson College
Middlebury College
St. Thomas Aquinas College
Wellesley College
Williams College

Growing the Holy Cross Fund is critically important for a number of reasons:

- Because it directly supports our financial aid program, helping to bridge the gap between students' needs and the financial aid endowment.
- Because it allows the College to remain adaptable and competitive in today's rapidly changing higher education landscape.
- A national top 10 rate in participation elevates Holy Cross' overall national ranking and helps attract potential students because of the culture of alumni loyalty and connection to *alma mater*.
- An increased Holy Cross Fund preserves the College's unique combination of tradition and innovation, marking Holy Cross as the model of the liberal arts in the 21st Century.

The Holy Cross Fund supports every student, every faculty member, and every department on campus. Increasing the Holy Cross Fund is critical to the College's ability to achieve the goals of the strategic plan and to strengthen the operating budget. Whether someone is a \$5 donor or a \$1 million donor, all gifts count and are important in this Campaign and will count in Campaign totals.

The Holy Cross Fund Supports . . .

- Unrestricted
- Academic Excellence
- Faith and Service
- Financial Aid
- Athletic Excellence
- The Arts

Holy Cross Fund Scholars

The Holy Cross Fund Scholars Program offers donors a unique opportunity to have a positive impact on the life of a talented Holy Cross student. A gift of \$15,000 funds a Holy Cross Fund Scholar for one academic year. (There are no donor preferences for Holy Cross Fund Scholarships, which are one-year named scholarships awarded to students with financial need.) A corporate matching gift may be included to reach the \$15,000 total. Couples may support one scholar by making a joint gift.



PRESIDENT'S COUNCIL

The President's Council is a distinguished group of alumni, parents, and friends who step forward annually to provide consistent, generous support to the College. President's Council members enjoy opportunities to meet one another at events and receive priority communications from the President informing them of important developments on campus and emerging initiatives.

PC Membership Levels

Benefactors Circle: \$20,000

Regent: \$10,000

Distinguished: \$5,000

Patron: \$2,500

Patron, graduates out more than 50 years: \$1,500

Patron, graduates out 11–15 years: \$1,500

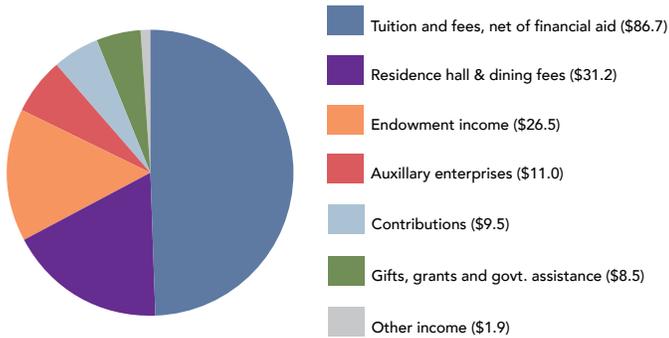
Patron, graduates out 6–10 years: \$1,000

Patron, graduates out 1–5 years: \$500

For more information on leadership giving to the Holy Cross Fund, please contact: Margaret Hayden Bramley '98, director of the Holy Cross Fund, mbramley@holycross.edu or 508-793-2333; Christene Riendeau, director of Reunion Giving & Class-based Fundraising, at criendea@holycross.edu or 508-793-2707; or Kelly Whalen, director of President's Council and Annual Giving Stewardship Programs, at 508-793-3027 or kwhalen@holycross.edu.

Financial Overview

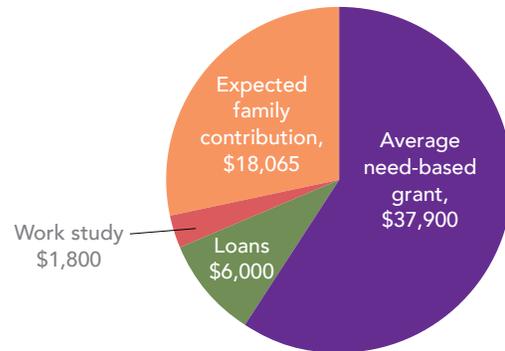
Revenue Sources, FY16



First-Year Students:

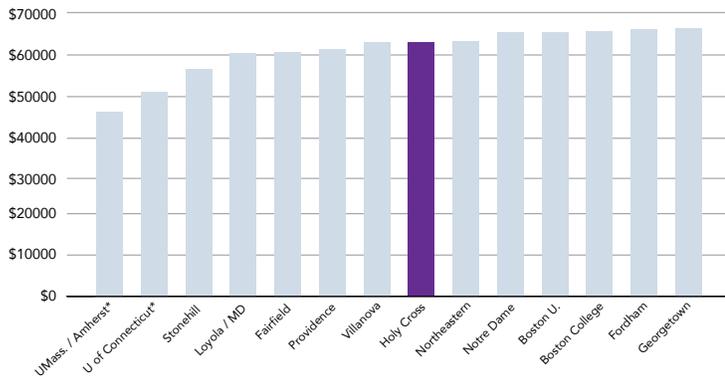
Typical Need-Based Financial Aid Package (2016–17)

based on total cost of attendance of \$63,765



Tuition, Room & Board (2016–17)

Admission overlap schools
*Out-of-state charges



Holy Cross Fund Gift Pyramid 2016

Gift Level	Number of Gifts	Total
\$100,000+	7	\$1,202,964
\$50,000 – \$99,999	15	\$868,237
\$25,000 – \$49,999	24	\$669,423
\$10,000 – \$24,999	100	\$1,295,251
\$5,000 – \$9,999	238	\$1,318,457
\$2,500 – \$4,999	426	\$1,211,645
\$1,000 – \$2,499	1036	\$1,335,840
\$500 – \$999	328	\$217,393
> \$500	14422	\$1,546,343
Total	16596	\$9,665,554

Endowment Per-Student (\$000), FY15

Source: NACUBO/
Commonfund Study of Endowments

