

The Alumni Annual Fund

Carleton College has been witness to important changes in function, goals, and results of the Alumni Annual Fund during the past 20 years. These changes began with a group of alumni who believed in the importance of annual giving and their roles as stewards of Carleton. They set out to increase the level of alumni support. In 1988, the alumni formed a Board of Directors and recruited volunteers from each class to coordinate fundraising efforts. In turn, Class Agents recruited Assistant Agents to help with personal solicitations. Peer solicitation is the focus of and key to the success of the Alumni Annual Fund. Volunteer involvement, initiative, and creativity are an institutional priority.

While most institutions depend to some degree on volunteer support, none boasts the level of ownership that Carleton's alumni volunteers—well over 600 strong—have assumed in raising unrestricted dollars for the Alumni Annual Fund.



Financial Highlights

Total Endowment (as of 6/30/08) : \$647 million

Endowment per Student: \$326,000

College's Budget for 2009: \$113 million

2008—2009 Fees

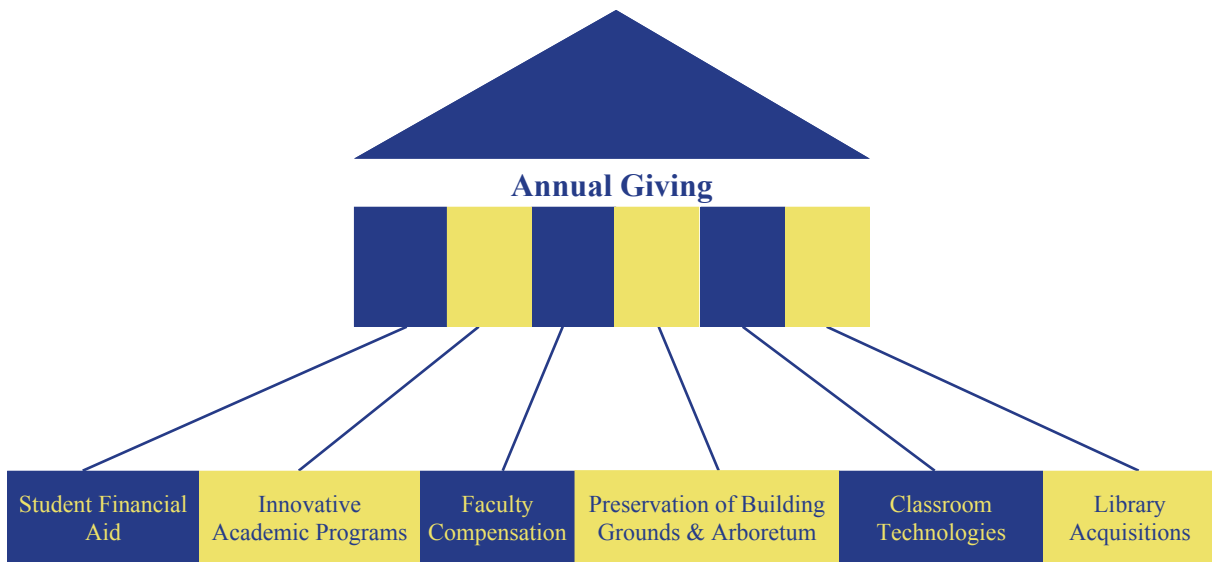
Tuition: \$37,845

Room: \$5,223

Board: \$4,770

Student Activity Fees: \$201

Total Comprehensive Fee: \$48,039



- The average need-based Carleton grant is \$25,608. Carleton met the full demonstrated financial need of all admitted students in the Class of 2012. 243 members of the class are receiving more than \$6.2 million in Carleton grants.
- More than **\$164 million** additional endowment dollars would be needed to generate the **\$7.4 million** of income provided this year by the Annual Fund.
- Carleton would have to increase tuition and fees per student by more than **\$4,000** to cover the dollars raised by the Annual Fund.
- Tuition and fees cover approximately 48% of the actual cost of educating a Carleton student. The remaining 52% is subsidized by the College, annual gifts and earnings from endowment gifts.
- For the 37th consecutive year, Carleton's budget was balanced.



Frequently Asked Questions

What is Annual Giving at Carleton College?

Annual giving is a broad term referring to contributions made every year to support on-going college operations. These gifts provide resources for financial aid, faculty salaries, library acquisitions, lab and classroom equipment, guest lectures, academic programs, and other immediate needs. Gifts to the Alumni Annual Fund limit increases in tuition and fees, and make the cost of a Carleton education more affordable.

What is an unrestricted gift, and why is it so important?

Unrestricted annual gifts are those given without any limitations on their use. Restricted gifts, on the other hand, are earmarked for specific purposes, such as a gift to a single academic department, athletic program and other long-term projects.

Alumni who make unrestricted gifts allow Carleton to place resources where they are immediately needed, providing vital funds that impact every area of the College, especially during periods of increased fiscal pressure and restraints.

Why should I give money to Carleton when there are so many other pressing needs in the world and in my own community?

Many organizations need and deserve our ongoing support. A gift to Carleton College will not feed the hungry, house the homeless, or find a cure for AIDS. But it will, with our support, graduate men and women who, with the strength of skill and character and a belief in individual and civic action, make a difference in families, communities, organizations, and throughout the world.

As alumni, we are heirs and beneficiaries of countless alumni who came before us. Those alumni made financial commitments to Carleton so that it could continue to be one of the best liberal arts colleges in the world. If we believe that institutions like Carleton are valuable and essential, then it is our privilege and responsibility to sustain our valued tradition of stewardship.

Why doesn't the College just tighten its belt?

Carleton controls its expenditures very carefully. Financing an educational enterprise is not the same as managing a business. Since each student's education is highly subsidized by the College, belt-tightening can only help at the margins. The College is a prudent manager of all its resources and is committed to keeping Carleton fiscally sound today and in the future without compromising its standards of excellence.

Case for Carleton

There are as many reasons to give to Carleton as there are alumni.

Charles M. Goodsell came to Northfield in 1859 with a dream to found a college, “a new Northwestern Oberlin.” That dream became a permanent reality in 1871 with William Carleton’s timely and seemingly miraculous \$50,000 gift to the struggling Northfield College.

Over the years, this College on the edge of the prairie has become a national treasure due to the strong tradition of giving by individuals interested in the long-term well being of the school. The Carleton campus didn’t just appear; it exists in its present form, in actual physical buildings and equipment, in spirit, and in name, because of the support of countless individuals.

This broad-based support continues to be an important part of Carleton today; gifts to the Alumni Annual Fund help sustain the tradition of excellence that distinguishes both the Carleton liberal arts experience and the Carleton student. Your classmates support Carleton each year for a variety of reasons. On the next page are a few ideas to help get you started on making your case for Carleton.



Commitment to the Liberal Arts – Carleton exists to provide a wide-ranging education in the humanities, arts & literature, the natural sciences, and the social sciences for young women and men who will become leaders in their communities, our country, and the world. Annual alumni support helps to provide the academic resources, cutting-edge technology and facilities, and talented and diverse faculty that are essential in accomplishing this mission.

Access – In the words of President Oden, “our obligation is to make a Carleton education available to all who are qualified.” Carleton is one of a handful of institutions in the country that continues to meet the full financial need of all accepted students. That policy is expensive and gets more so each year. Last year the College spent more than \$25 million on scholarships, more than half of which was “unfunded”, meaning that it was not covered by designated gifts or the endowment. The Alumni Annual Fund helps make up the difference between the cost of tuition and what a student can afford to pay.

Real Cost of a Carleton Education – Not a single one of us paid our way at Carleton. Even those who paid the full comprehensive fee paid less than half of the capital and operating costs of their Carleton education. Each of us would have to pay more than \$100,000 in today’s dollars to make up the difference between tuition and the real cost of a Carleton education. Annual support from alumni helps provide this “hidden scholarship” to all Carleton students.

Level the Playing Field – “Carleton plays in the big league without big league resources.”- Frank Wright ’50, Treasurer Emeritus. Although Carleton’s endowment is half the size of its peer schools, gifts from the Alumni Annual Fund help Carleton compete financially with wealthier schools. The Alumni Annual Fund is our “living” endowment – nearly \$164 million additional endowment dollars would be needed to generate the more than \$7.4 million of income provided by alumni, parents, and friends through the Annual Fund last year.

Every Gift Counts – At its essence, the Alumni Annual Fund is a collection of many gifts – last year, nearly 13,000 alumni contributed more than \$6.033 million to the Alumni Fund. This exceptional level of support would not have been possible without each and every gift. Participation is an important measure of alumni satisfaction and confidence in Carleton. Your gift, no matter the size, shows gratitude for the education you received, and support for the students and faculty who follow you. Only **you** can account for **your** participation.

Tradition – There is a rich tradition of alumni support at Carleton that enables the College to offer current students the outstanding learning environment and opportunities from which they benefit. Over the last five years, more than 17,000 alumni (71%) have contributed to the Alumni Annual Fund. Your participation in the Alumni Annual Fund connects you with the thousands of alumni who have helped create and maintain the institution that has given us all so much.

Operating Expenses – The unrestricted support provided by the Alumni Annual Fund each year allows Carleton to maintain its educational excellence by supporting day-to-day operating expenses that are not fully covered by other sources. Unrestricted annual gifts are particularly important because they allow Carleton to place resources where they are immediately needed, providing vital funds that impact every area of the College, especially during periods of increased fiscal pressure and restraints.

Noblesse Oblige – As Larry Gould reminded us in his memorable speech entitled “Noblesse Oblige” (from him to whom much is given much is expected), the privilege of being educated at Carleton includes several responsibilities, one of which is the obligation to support the College. Your education was made possible by the contributions of the thousands of alumni who came before you, and in turn, your contributions help to ensure that Carleton is able to offer the same educational experience to today’s students.

“You are a part of Carleton, and Carleton is a part of you.” – Larry Gould

Giving Options

Give Online

Go to Carleton's secure giving page at www.give.carleton.edu where you can make a one-time gift or set up installments. American Express, Discover, MasterCard, or Visa are accepted.

Give by Phone

Call the Alumni Annual Fund office at (800) 745-2275 with your credit card information.

Mail a check or money order

Carleton College
Gift Accounting Office
1-CENREC
One North College Street
Northfield, MN 55057-4070

Make a gift by international bank transfer

Contact the Gift Accounting office at giftaccounting@carleton.edu or (800)758-9441 for instructions.

Installment Giving

You can now give to the Alumni Annual Fund on your schedule. Go online or call the AAF to set up monthly, quarterly, or yearly installments for a few months, the entire fiscal year, or indefinitely! This is a great option for donors who would like to schedule a one-time gift for a future date, spread out their gift for the year, or give each year without having to resubmit their payment information.

Gift in Honor/in Memory

A number of classes have encouraged support through gifts made in memory or in honor of special people in their lives. The honored individual(s) do not necessarily need to be affiliated with the College. The honorees' name(s) are then printed in the College's fiscal-year-end report on donors, *Elements*, with the donor's name directly underneath. This is in addition to the usual listing with the class.

Matching Gifts

Many companies offer employees—even retirees and/or spouses—matching gift programs for charitable contributions. Matching gifts now count towards a donor's gift club level, and are included in the donor's class total. Classmates may be more motivated to give, knowing that their gift will be matched—essentially increasing its value.

Companies have various methods by which a matching gift request may be submitted: online forms, automated phone systems, or a paper form that is submitted to Carleton. *Donors must contact their employer for specific instructions.* To find out if someone works for a matching gift company, go to <http://www.matchinggifts.com/carleton>.

Leadership Giving

Gift club levels are used as a means of recognizing an individual's giving, capitalize on competition within the class to persuade donors to increase to the next level, and serve as an example to other classmates. Using this approach varies from class to class and may not work in every situation.

Alumni Annual Fund Gift Clubs

Founders Society	\$50,000 and above
Donald J. Cowling Society	\$25,000 — \$49,999
Charles M. Goodsell Society	\$10,000 — \$24,999
James W. Strong Society	\$5,000 — \$9,999
Laurence M. Gould Society	\$2,500 — \$4,999
William Carleton Society	\$1,000 — \$2,499
1866 Associates	\$500 — \$999
Presidents Club	\$250 — \$499
Willis Bell Club	\$100 — \$249
Maize and Blue Club	\$1 — \$99

Transfer of Securities

The College welcomes gifts of stock and mutual funds. To ensure prompt and accurate processing of these gifts, notify the College of your intentions by calling our Gift Accounting office at (800) 758-9441 or sending an email to giftaccounting@carleton.edu.

