Why Is Fundraising So Vital?

WHY GIVING MATTERS
Your gift and all of the gifts made by your classmates in response to your outreach are vital to Middlebury and its students. They help the College to fulfill its mission of educating exceptional students from all backgrounds.

THE ANNUAL FUND
Year after year, the Annual Fund plays an important role in helping Middlebury to thrive, providing essential funding that supports every aspect of the Middlebury experience. Annual Fund gifts can be spent as they come in, making an immediate impact on the lives of students and faculty.

Gifts to the Annual Fund support many areas of the College. You may be asked for specifics on how those gifts are used and what the impact is. Here are some examples of what gifts to the Annual Fund helped accomplish in 2018:

- **Financial aid:** Middlebury provides financial support to nearly half the student body, with an average grant of $48,429 for the Class of 2022.

- **Faculty and academic programs:** The College attracted 47 new faculty members who make teaching and mentoring a priority.

- **Student-faculty collaboration on independent research:** Gifts from alumni and parents helped to fund research fellowships for 94 students.

- **Student internships and other opportunities to apply learning to real-world issues:** Alumni gifts enabled 320 students to explore their interests through internships and to jump-start their careers.

- **Student organizations and varsity, club, and intramural sports:** Annual Fund gifts helped to support 642 student-athletes and 31 varsity teams. Last year, 382 athletes earned NESCAC All-Academic selection, one of the highest numbers among conference participants.

WHAT DO YOU MEAN BY IMMEDIATE IMPACT?
Annual Fund gifts are an important complement to the endowment, which is invested for the long-term and provides a stable source of income for College programs. An Annual Fund gift of $5,000 has the same impact in any given year as a $100,000 endowment. That’s because the College can spend only 5 percent of the value of its endowment—or $5,000 in the case of a $100,000 endowment—whereas an Annual Fund gift can be spent in the year it is received.
FINANCIAL AID
Gifts to financial aid provide scholarships that allow Middlebury to enroll outstanding students, based on their potential to excel, not on their financial circumstances. More than 1,000 Middlebury undergraduates rely on institutional financial aid. All financial aid is need-based, and Middlebury promises to meet each student’s demonstrated financial need for all four years.

Gifts for financial aid bring different voices to our classrooms, residence halls, playing fields, and dining halls. No other investment pays greater dividends. Alumni gifts to financial aid help to educate thousands of talented young people with the ability and motivation to make a difference in their communities and in the world.

PARTICIPATION MATTERS: THE MULTIPLIER EFFECT
Some alumni wonder about the impact of smaller gifts and if their participation matters. In a typical fiscal year, gifts of $250 or less from alumni and parents total nearly $1 million. This year, that is enough to provide 20 students with Middlebury’s average financial aid grant of $48,429.

Giving participation is also seen as a measure for school pride and satisfaction with the College. Prospective students, parents, and faculty look at participation rates when choosing a college, while foundations and corporations often take alumni giving into account when considering awarding grant funding.