

CONVERSE ANNUAL FUND FACTS

Why is alumnae participation important to the Converse Annual Fund?

- It improves the college's ability to leverage major gifts from other alumnae.
- It improves the college's ability to secure grants from national foundations and corporations.
- It demonstrates:
 - success of Converse alumnae.
 - satisfaction with the quality of a Converse education.
 - alumnae pride in Converse College.
 - investment in the future of Converse and its students.

Why are increased gifts important to the Converse Annual Fund?

Gifts to the Converse Annual Fund provide a valuable source of income that allows Converse to address its most pressing needs and opportunities. To ensure that Converse maintains its competitive edge, we must provide scholarships to students, hire top faculty, and continually upgrade our college infrastructure. Your unrestricted gift to the Converse Annual Fund provides the resources necessary to finance these efforts.

What is our goal for the 2010 fiscal year?

The overall goal for FY 2010 is to increase alumnae participation to 30% and raise \$1.8 million in unrestricted donations. In order to meet this goal, Converse depends on continuing annual support from alumnae.

How are gifts to the Converse Annual Fund used?

Unrestricted Converse Annual Fund support accounts for approximately 10% of the college's yearly operating budget. The other major sources of income are student tuition (41%) and return on the investment of endowment funds (17%). The Converse Annual Fund provides scholarship assistance and supports the college's academic and extracurricular programs. The flexibility of *unrestricted annual fund gifts* is vital, so that any area of need may be addressed. Without financial support to the annual fund, tuition costs would be forced to a level that would exclude many qualified applicants. Currently, tuition only covers about two-thirds of the actual cost for a student to attend Converse.

How are capital gifts different from Converse Annual Fund gifts?

Capital gifts, usually larger than annual fund gifts, go towards either the school's endowment, named scholarships, or are used directly for the physical plant.

If I give to the Petrie School of Music, does that count toward the Converse Annual Fund?

No. Contributions to special funds are considered *restricted* gifts. Annual fund contributions must be unrestricted and can therefore be applied to any area of need in the college's budget. However, the donor will receive recognition for any gift and the gift will be counted in the overall alumnae participation rate for the college.