



July 3, 2020

Dear [Salutation]/[Salutation JOINT],

I hope that you and yours are staying safe and well during this time. These past months have been unlike any others our community has faced, and fortunately, hardships such as these are easier to navigate with support from friends like you.

Thank you so much for extending your support with a [MERGE LINE 1: most generous gift / gift] to Cambridge in America (CAm) earlier this fiscal year. We are immensely grateful for your continued [MERGE LINE 2: leadership / participation], and your commitment to Cambridge.

I write you today to share both important updates of the University's response to the pandemic and information from our New York office.

As you may know, the University sent students and staff home in the spring and is making provisions for those who stay while vital initiatives remain operational. To-date, a number of staff have returned to their posts and more progress is made each day. To learn about the University and Colleges response to the pandemic, as well as what efforts are being put forth to combat the virus and aid those directly affected, please visit www.cantab.org/COVID19.

While we are sensitive to how the current situation may have affected you and your family, we have heard from alumni and friends asking how they might help during this time.

The collective support from community members like you has a vast impact. To help illustrate the power behind your generosity, I have enclosed a brief summary of support from US-based alumni and friends, and details on various ways to become more involved.

Your dedication to academic excellence and achievement makes a real difference.

It is thanks to the steadfast support from alumni and friends like you that the University and Colleges of Cambridge continue to be such driving forces in the world; beacons of knowledge, discovery, and innovation that help to search for solutions and lead the way in times of global uncertainty. As such an active member of our community, I invite you to please consider increasing your support this particular year with an additional gift today.

Please turn over...

Whether you support students, your college(s), the University COVID Research fund, or anything in between -- every gift matters during critical moments such as these.

Your gifts to CAM toward [MERGE LINE 3: **College / the University**], or your other areas of interest, are also part of the ambitious £2 billion goal of the “Dear World... Yours, Cambridge” campaign for the University and Colleges of Cambridge.

Thank you again for already extending your support, and for your consideration to make an even bigger impact with another gift during this challenging year.

No matter how you choose to continue supporting Cambridge, whether it’s with a gift, attending an event in the future, or just checking in with your fellow Cantabs, we are so thankful that you are a part of our global family. Please take care and stay safe.

With warmth and gratitude,



Alexa Strautmanis
Associate Director, Strategic Engagement

P.S. To increase your support with an additional tax-efficient gift before CAM’s fiscal year ends on July 31, 2020, you can visit www.cantab.org/give. You may also note “COVID-19” on the gift form to support the current relief efforts.

Cambridge in America (CAm) FY19* at a glance:

2,565 supporters made gifts to Cambridge in America in FY19.

380 supporters made their first-ever gift to Cambridge in America in FY19.

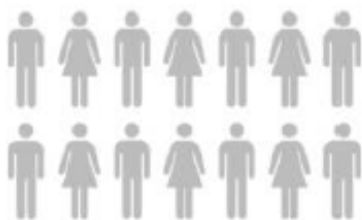
295 supporters choose to make gifts on a recurring basis to CAm, providing a steady stream of support over time.

288 supporters are members of the 1209 Society, which honors those in our community who have named Cambridge in America, as well as their College(s) and/or the University in their estate plans.

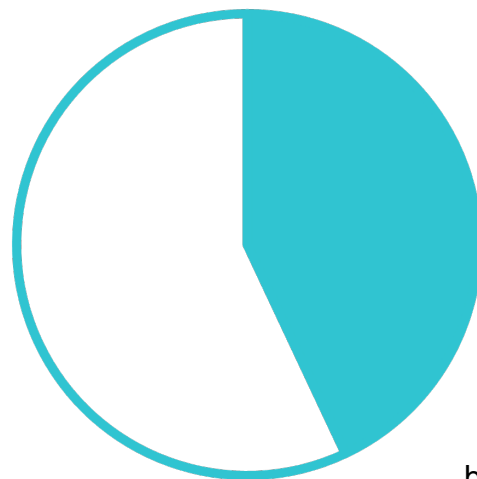
In FY19, **5,402** gifts were made to CAm



94% of all gifts came from alumni and friends!



43% of gifts to CAm in FY19 were recurring donations (gifts made on a monthly, quarterly, or annual basis)



80% of gifts to CAm in FY19 were between \$1 and \$499

7% of gifts were between \$500 and \$999

6% were between \$1,000 and \$1,999



*CAm's FY19 ran from August 1, 2018 – July 31, 2019

Campaign and CAm Supporters at a glance:

2,639 supporters made their first-ever gift to CAm during the campaign.

5,987 CAm supporters have contributed to the campaign.

31,571 gifts have been made to CAm in support of the campaign.

Every gift made to CAm makes an impact on the overall £2 billion target of the “Dear World... Yours, Cambridge” campaign for the University and Colleges of Cambridge which launched in 2015.

US States where most campaign supporters reside:

996 campaign supporters live in California

813 campaign supporters live in New York

468 campaign supporters live in Massachusetts

234 campaign supporters live in New Jersey

222 campaign supporters live in Pennsylvania



To increase your support and further contribute to the campaign today, fill out and return the enclosed form or visit www.cantab.org/give

Thank you so much for your support and for being a part of this amazing global community.

Participation from alumni and friends like you helps keep Cambridge at the forefront of academia, research, and discovery.



Thank you for your continued support! Please complete this form to make your gift.

Yes! I would like to support [MERGE LINE 3] with the following gift to CAM:

Amount: \$ _____ Monthly One-time Annual (please select gift frequency)

I recommend that CAM's Board of Directors designate my gift to the area(s) below* (please select/note all that apply):

- My College(s):
The University:
Other allocation:

(please specify area/note amounts if splitting between areas)

Gifts can be made online at www.cantab.org/give

Donor Details

Full name:
Matric. year: College:
Address:
Email: Phone:

Credit Card Information

- Visa MasterCard Amex Discover

Name on card:
Account #:
Zip code: Exp.: CVV#:

Check Instructions

- My check is enclosed made payable to "Cambridge in America," with my gift allocation(s) noted in the memo.

Cambridge in America is committed to protecting your personal information and being transparent about what information we hold. Your data is used by us for alumni and supporter relations, and for fundraising. We will always respect a request by you to stop processing your personal data. Please read our full data protection statement at: www.cantab.org/data-protection.

*Gifts to CAM are allocated at the discretion of its Board of Directors and qualify for US income tax deductions as allowed by law. If you have any questions, please contact our office by emailing giving@cantab.org.



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More ways to extend your support to CAM, both now and in the future.

We recognize that with the constantly changing COVID-19 situation around the world, this is an unprecedented time for everyone. Our hearts and thoughts go out to each and every one of you. Yet in times like these, we believe it is still important to provide you with useful information about how you can help ensure Cambridge's mission continues in the future. Along with gifts made directly by credit card or check, [here are some additional ways you can support Colleges and/or the University:](#)

1. Give through your Donor-Advised Fund (DAF)

If you have a DAF, you can recommend the fund directs a gift to CAM—it's simple and tax-effective!

2. Make a gift from your Individual Retirement Account (IRA)

If you are 70½ years old or older, you can make a Qualified Charitable Distribution (QCD) of up to \$100,000 per year from your IRA directly to CAM, without having to pay income taxes on the money.

Note: The Required Minimum Distribution requirement has been waived for 2020, per the CARES Act (Coronavirus Aid, Relief, and Economic Security Act) signed into law on March 27, 2020, however you can still make a QCD. Find out more about the CARES Act here: www.cantab.org/CARES

To learn more and use our online tool to simplify the QCD process please visit: www.cantab.org/QCD

3. Membership to The 1209 Society

We want to extend a sincere thank you to all members of CAM's legacy society, The 1209 Society. For those of you who are not yet members, we hope you will join the many people who have included CAM in their will, trust, or as a beneficiary of their retirement account or DAF. Beneficiary designations are a quick and simple way of leaving a planned gift, and can be done online, from home, and without having to update your will/trust. Additionally, making planned gifts can often have significant tax advantages.

To learn more about making a bequest please visit: www.cantab.org/plannedgiving

Contact Information

If you would like to learn more about any of the above, or if you have already included CAM, the University of Cambridge, and/or its constituent Colleges in your estate plans and have not yet informed us, or you wish to join The 1209 Society, please contact Maria Alonso at maria@cantab.org or by calling (212) 984-0962. Thank you for all of your support!