

Dear [Preferred First Name],

Thank goodness it's finally 2021! We are happy to celebrate a new year and with the arrival of a COVID vaccine, we hope we will be able to see each other in person soon.

As alumnae of Sweet Briar College, we have much to be grateful for in this new year:

- Our campus community completed the fall semester with very few cases of COVID among students, faculty and staff. We're optimistic that the trend will continue in the spring semester, which began on January 11. Students were required to present negative test results before returning to campus.
- Sweet Briar was named one of the nation's Most Innovative Colleges by U.S. News & World Report for the second time in three years.
- Deposits for admission from new students are up significantly over this time last year.

Sweet Briar today is demonstrating to the world what we have always known: There is no place like our college. So, it is not surprising that last year, Sweet Briar had its highest alumnae participation rate since 2015 with 24.5 percent of alumnae giving back to our alma mater.

Of course, we know there's always room for more supporters—and every gift matters, regardless of the size! Your class participation rate in 2016 after the College was saved was xx percent; last fiscal year, you all finished with a participation rate of xx percent. This year, the College has set a goal to reach 30 percent participation from alumnae overall. As we know, there's nothing that Sweet Briar women cannot do, so please help us get it done!

You may not think that small gifts matter, particularly in light of the gravity of the challenges we all faced in 2020, but in fact, every gift makes a difference. Our participation rate in giving to Sweet Briar positively impacts the College's ranking in *U.S. News and World Report*, making Sweet Briar more attractive to prospective students and their families. Your gift can make Sweet Briar the college of choice for more young women today!

You can make a real difference to the College by making your best gift to Sweet Briar each and every year (not just in your Reunion years)! What do we mean by "best gift"? We mean the most significant gift you personally can make. In making your "best gift," you are demonstrating your confidence in and love for Sweet Briar — and investing in future generations of young women, ensuring they have their own unique Sweet Briar experience.

This year, the College has incurred additional expenses due to costs and lost revenue related to keeping our campus community safe during the COVID-19 pandemic. Between lost auxiliary revenue at the Elston Inn and Conference Center, room and board credits because of the lockdown in March,

the addition of a health center in the lower level of Memorial Chapel, and necessary investments in campus safety, housekeeping and technology, Sweet Briar has incurred costs and lost revenue totaling at least \$3 million. These needs are in addition to the budgeted Sweet Briar Fund goal of \$5 million and restricted needs totaling \$500,000.

That's why this year, even more than previous years, Sweet Briar needs you! According to our records, 92.7 percent of your class has yet to make a gift to Sweet Briar this year. **Please join us in making your gift during March Days of Giving this year, March 1-10, 2021. The College has three goals at this time: raising \$500,000 on March 1, raising another \$500,000 from March 2 through 10, and reaching 20% participation by the end of March.** No matter when you choose to make your gift (or gifts!) remember that your generosity truly makes a difference!

Give online at sbc.edu/give or use the enclosed envelope. If you have any questions about your previous gifts or additional ways to make a gift this year, please call the Office of Alumnae Relations and Development at 434-381-6131 or email alumnae@sbc.edu.

Please also reach out to the Office of Alumnae Relations and Development if you would like to join your team of class leaders to help encourage others to give.

One last thing: Be sure to stay up to date on all the latest news from Sweet Briar by bookmarking sbc.edu/news, saving the email address alumnae@sbc.edu in your contacts so you receive emails from the College, and be sure to talk about Sweet Briar with any high-school aged young women you know!

Thank you for supporting Sweet Briar!

With gratitude,



Mary Pope M. Hutson '83
Vice President for Alumnae Relations, Development, and Communications

P.S. There are so many ways you can empower future generations of Sweet Briar women. Go to <http://bit.ly/sbcestateplan> and create a legacy with a gift in your estate plan.