

Address 1
CSZ

DATE

Dear Classmate,

Here's a question you may not have considered in quite this way before: How much did you spend on books and movies in 2004? Would you have purchased the same things if they cost twenty times what you paid for them? Would you join me in making a gift to The Oberlin Fund today if you knew that every dollar you gave was worth nearly \$20 for the support of current students?

No Oberlin student – even those paying full tuition – bears the full cost of his or her education. The balance comes from gifts from Oberlin parents, friends and alumni like us, as well as grants and endowment income. Yet Oberlin's average endowment dollars per student remain less than half that of some of the colleges to which Oberlin compares itself. Oberlin's endowment would have to grow by \$78 million to generate income equal to the \$4 million given by alumni, family and friends to The Oberlin Fund each year. The Oberlin Fund represents a "living endowment" for the College and Conservatory.

If you spent just \$60 on books and movies last year, and you used that same amount this year to make a gift to The Oberlin Fund, it would be like growing the endowment by more than \$1100 – the amount necessary to provide \$60 in additional endowment income – but it would go to work immediately to benefit Oberlin students. Oberlin Fund gifts purchase scores for the Conservatory library, provide funds for student/faculty research projects, and provide essential scholarship support. More than 85 percent of Oberlin Fund gifts become scholarship dollars, ensuring that Oberlin can continue to meet 100 percent of demonstrated need for all students.

Our gifts enhance every part of the Oberlin experience; from the Chemistry lab to the playing field, we each help maintain the high quality of an Oberlin education. Every gift in any amount makes a tremendous difference for Oberlin students – including yours and mine. Please join me in making a gift to the Oberlin Fund today.

Sincerely,

Agent Name
Class Agent

P.S. Can you make a gift today online? Visit <http://www.oberlin.edu/oberlinfund> – it's an easy, fast and secure way to support the things you love about Oberlin.