

Annual Fund closes fiscal year by surpassing \$3 million

The final results are still being tallied, but all signs point to another successful fiscal year for Macalester's Annual Fund, thanks to loyal support from the college's donor community. By late May, the Annual Fund had raised more than \$3 million, and a push led by staff and volunteers generated more online gifts in the last two days of May than in any other two-day window in Macalester's history. Alumni, parents and friends helped ongoing fundraising initiatives flourish and also rallied several classes to new participation records.

"Our volunteers were a huge part of our success this year," says Danielle Nelson '05, director of the Annual Fund. "Their energy was astounding and inspiring. Every donor and volunteer helps strengthen the student experience at Macalester immediately and into the future, and we're so grateful for their support."

Several classes led the pack by reaching new participation records:

- The Class of 1987 set its highest participation rate ever in honor of its 25-year Reunion, thanks in part to a challenge from a classmate who pledged an additional \$20,000 gift if the class reached its participation goal.
- The alumni community's newest members in the Class of 2012 set a participation record for their Senior Class Gift with 60 percent of the class supporting the fund, a full six percentage points higher than the previous record. That achievement earned the recent graduates a space named for their class in the newly renovated Janet Wallace building.
- The Class of 1962 surpassed its goal with an impressive 68 percent participation rate to commemorate its 50-year Reunion.

The Annual Fund's rapidly growing Sustainer program was another highlight. Since its launch in April 2011, more than 1,300 donors have signed up to make recurring gifts through the year in an amount and frequency of their choice, which reduces fundraising costs and sends more of each gift directly toward supporting Mac students. Each Annual Fund donor helps sustain fundamental elements of Macalester's education and experience, ranging from financial aid to faculty support to student programming.

June 1 2012

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