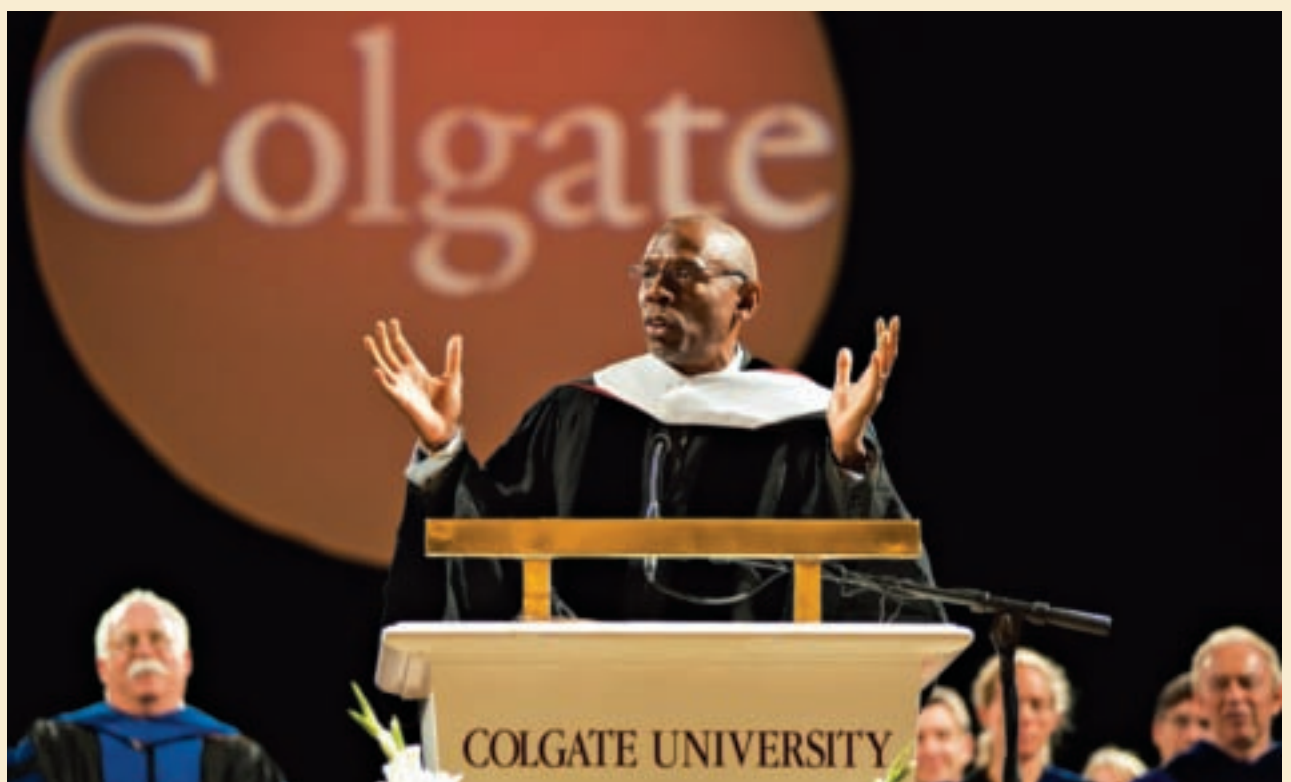


# PASSION FOR THE CLIMB



“And suddenly...I will see a most wondrous sight: **a group of warriors, stronger, smarter, braver.** And they will come charging down to meet the enemy. I will grab a few of those young warriors for justice and say, ‘Who are you? Where did you come from?’ And they will say, **‘We’re from Colgate University Class of 2009.’** And I’ll know that my time has passed and better men and women than me will continue our struggle.”

*Commencement speaker  
Geoffrey Canada, CEO  
and president of the Harlem  
Children’s Zone, stressed the  
importance of being actively  
engaged in the world.  
May 17, 2009*





Engagement with Colgate can be defined and experienced in a variety of ways, depending upon one's age, needs, interests, resources, and other factors. The process works best when the lines of communication are open.

“What Colgate offers is too important and too valuable to be taken as a single, four-year dose.”

— Chris Clifford '67, Chair, Board of Trustees

# Engaging Alumni



## Letter from Chris Clifford '67, Chair, Board of Trustees

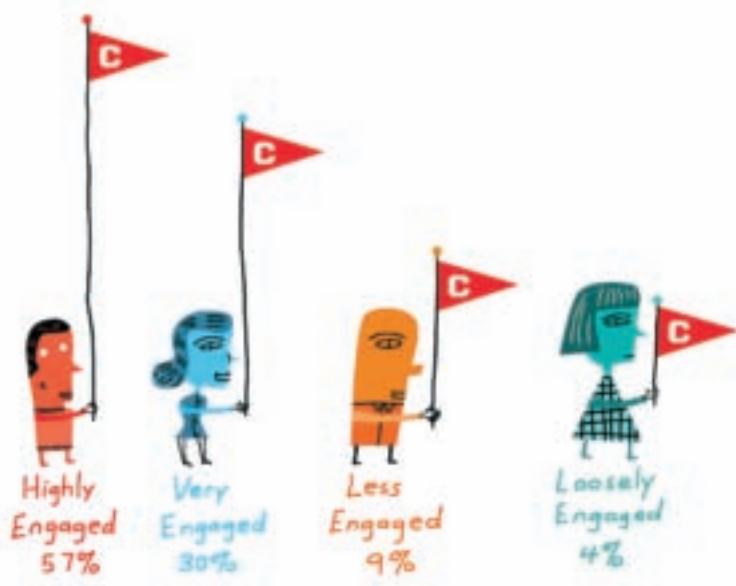
When I became chair of the Colgate Board of Trustees two years ago, I knew I would have a demanding but exciting term. However, I did not expect to be immersed in two particularly important and determinative challenges: the search for Colgate's 16th president and our response to the global economy's profound impact on higher education. These challenges give us a unique opportunity to revisit our core values and priorities. Fortunately, we are able to do so in a strategic manner, not in a crisis management mode. No doubt we will make changes reflective of new economic realities. We will forgo that which may be additive but not deemed essential to our mission. We will focus on our strengths and those attributes that differentiate Colgate in a compelling and valuable manner. I have every confidence that Colgate will emerge from this process even stronger.

Colgate alumni and friends are at the core of my confidence. Your support of *Passion for the Climb: The Campaign for Colgate* has been nothing short of spectacular. Your willingness to help young alumni entering the job market and managing their careers has been and continues to be of great importance; your

promoting of Colgate to gifted high school students continues to provide highly prized entering classes; and your individual, positive contributions in your communities remind our faculty and staff of the importance of our mission and boost morale.

One of my personal objectives in becoming board chair was to help foster meaningful engagement among alumni with Colgate. What Colgate offers is too important and too valuable to be taken as a single, four-year dose. Toward that end, we commissioned a survey of alumni by the Gallup Organization to better understand how alumni would like to engage and to monitor effectiveness. Online and in these pages, we share the results.

I sincerely appreciate all of your contributions and continued support.



## Alumni score high on engagement

In July 2008, the Gallup Organization surveyed 6,314 Colgate alumni to measure their levels of engagement with the university. Of the 30,589 alumni in the original sample, 24 percent responded: 5,902 to the web survey and 412 to telephone calls. For more information on the Gallup survey, visit [www.colgatealumni.org/gallup](http://www.colgatealumni.org/gallup).

# for Life

## Town Halls inspire dialogue

How will Colgate adapt to the economic climate? What qualities does the university seek in its president? How will America's changing demographics affect Colgate admissions, tuition, and financial aid? Colgate trustees, administrators, and faculty members addressed these and other questions at a series of Town Hall meetings held last year in Atlanta, Chicago, Denver, Los Angeles, and Philadelphia.

"The tone was quite positive but also candid in terms of challenging issues and the factors that affect progress," wrote Steven J. Sayer '74 in response to the follow-up survey. "I liked the discussion of the differences some alumni have with board governance issues. I found the [event] in Philadelphia fascinating and a way to feel more connected to Colgate."

Laura King '94 responded that the event in Los Angeles was her first connection with Colgate in nearly 10 years. "This Town Hall really rejuvenated my interest in and connection to Colgate, which had been approaching zero. I want that strong sense of connection again!"

And this from Steve LaBriola P'11, P'13 who attended the Atlanta Town Hall: "They fielded a number of questions. . . and provided excellent factual responses. They also asked for input on search criteria for the Presidential Search Committee, and were receptive to the many comments from the audience."

Based on such feedback, look for more Town Hall events to be held in 2009–2010.



Alumni engage with Colgate and each other in a variety of ways. From left: at a Town Hall meeting in Los Angeles; an Alumni of Color reception in New York; Family Weekend at Colgate; one of several CEO Conversations held across the country; the annual Presidents' Club Auction in New York; Real World; an alumni art exhibit on campus, and a Town Hall meeting in Philadelphia.

## Alumni clubs raise funds for scholarships

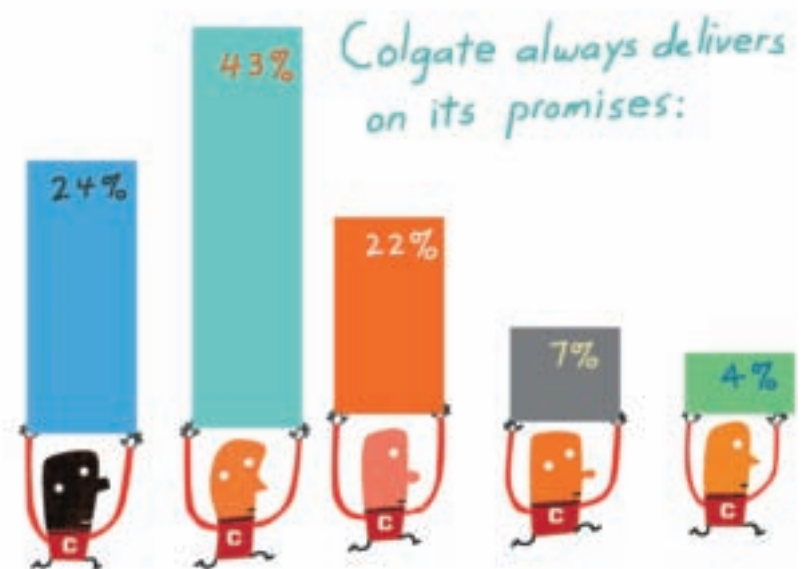
While more than 250 club-hosted events drew tried and true alumni crowds last year, the Colgate clubs of New York City, Chicago, and Boston tried something new: they added a fundraising twist. At all three events, 100 percent of attendees added an optional Annual Fund Scholarship gift to the entry fee. In all, more than 200 people contributed nearly \$10,000.

The casino night and silent auction in New York City drew 80 people and yielded \$7,500 for Colgate.

For the past three years, the New York club has made a collective contribution to Colgate for scholarships, but this year the club's leadership encouraged each individual to make a gift of any amount. "By attracting a large number of smaller gifts, we were able to increase participation during these frugal times," said Rob Gelbach '03, club co-president along with Joanna Allegretti '05 and Julia Gilbert '05. "Also, people knew exactly where their money was going."

The Chicago club hosted An Afternoon with Mark Murphy '77, and Boston held a Celebration of Sports Legends, with Mike Milbury '74.

With 94 percent of respondents to the Gallup Poll reporting that the need for financial contribution from alumni is about the same or greater than in the past, look for more partnership events between alumni clubs and the Colgate Annual Fund.



More than two-thirds of respondents said that they "strongly agree" or "agree" that "Colgate always delivers on its promises."

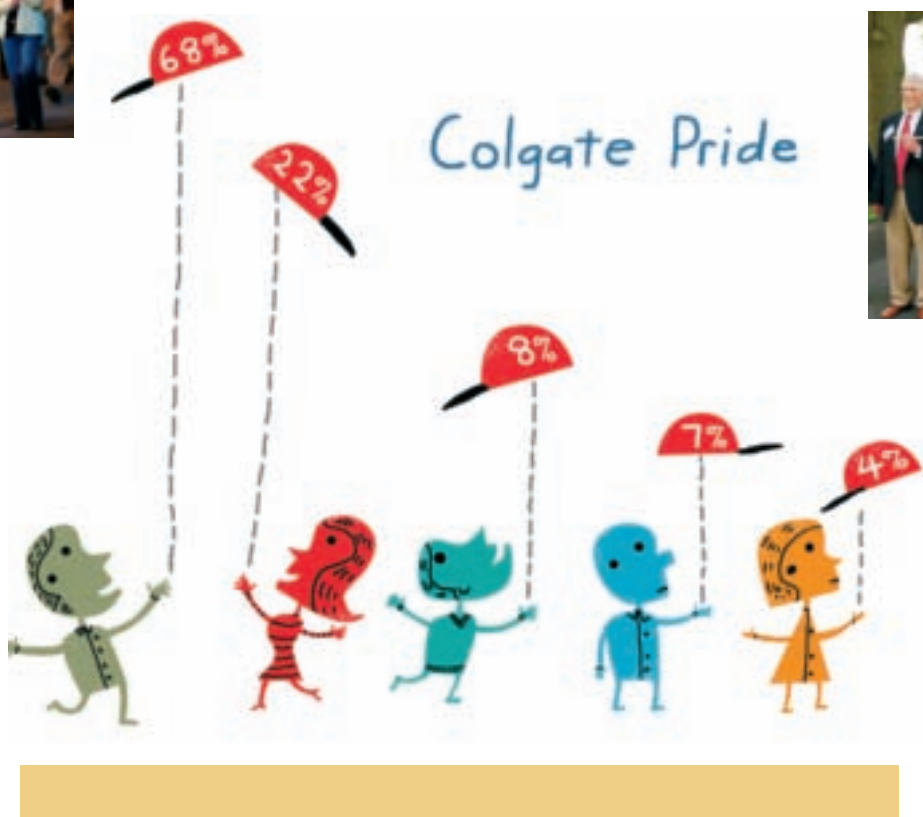
# Reunion brings alumni to campus

Despite the economic climate, Reunion 2009 drew a nearly record crowd of 1,400 alumni and 600 guests. The 25th and 50th classes (1984 and 1959) each attracted more attendees than in the past few years, and a remarkable 51 percent of the 5th-year class (2004) came back to campus.

# 2009

“Being back on campus made us truly reconnect with the people and the place that makes Colgate so special.”

— Travis '94 and Liza Gurall '94 Snell



90 percent of respondents said that they “strongly agree” or “agree” with the statement “I feel proud to be a Colgate University alum.”

# 65%

Sixty-five percent of respondents to the Colgate Gallup Poll reported having gone to campus once (28%), twice (16%), or three or more times (21%) in the past five years.



Don't miss exclusive e-mail invitations. Log on to [www.colgatealumni.org](http://www.colgatealumni.org) to update your information and create a profile. Once you have a Colgate profile, you can use Facebook Connect to link these two social networking sites.

# Lucky Class of 2013 continues the tradition

During the most recent recruiting cycle, admission counselors had a special message for prospective students: “It happens only once a century. It’s your chance to be part of something big.”

## How big?

“Number 13 is a very important number. It has mathematical significance (prime), it is superstitious (Friday the 13th), and it is astronomical (13 lunar cycles per year),” said Karl Fries ’10.

“When you come to Colgate, 13 automatically becomes your lucky number,” said Allison Bush ’09. “You never look at it the same way again!”

Regan Corr ’10 called the number 13 “an element of pride” for students and alumni. “I love that on Friday the 13th, everyone sports their Colgate attire. It’s very unifying and exciting to celebrate something that is so taboo to everyone else.”

## Alumni teach the ropes at an unusual send-off

During the six weeks from July 16 through August 23, about 1,500 students, parents, alumni, and friends gathered in more than 40 restaurants and private homes around the country to offer Colgate-style send-offs to local members of the Class of 2013.

But one club took the send-off concept to a new height.

Julie Bergamini Bergeron ’75 hosted the northern Vermont club’s event at Northern Lights Rock and Ice in Essex as a way to attract members of the local Colgate family whom she hadn’t seen in awhile.

Although not all guests opted for the thrill of the 450-foot zip line, the bonding and camaraderie spanned many decades. Joseph Boyd ’60, confined to a wheelchair, considered trying the fully accessible course sometime in the future, while alumni couple Alex ’00 and Anne Cudd ’00 Broussard supported their all-too-mobile toddler on the smallest of the facility’s several outdoor climbing walls.

Meanwhile, Katie Iadanza ’13, Alyssa Humphrey ’13, and Hannah Kinney ’13 swapped stories about roommates, their mutual interest in science, and their impressions of Colgate so far. High atop the ropes course, they buddied up with Bergeron and Bev Rosenblatt Rokes ’79, whose daughters Rachel, 13, and Alecia, 12, displayed the confidence and natural curiosity associated with the Colgate DNA.



*Excerpted from application essays  
of the Class of 2013*

### PASSION

**Zach Harris '13**

*On the pleasure of reading*

“Every book has a feel, an embrace it provides, a sense of the beauty of winter or the fading of fall...For this reason, there are certain books I have never had the heart to finish.”

### FORTITUDE

**Hunter Hanson '13**

*On recovering from a ski racing accident*

“[After] many surgeries and countless therapy sessions, I...have gained empathy for others through my misfortune. I appreciate the beauty and value of courage.”

### CONFIDENCE

**Anna Reddicliffe '13**

*On learning to pole vault and clearing 7 feet*

“I felt like I was floating. I had tried something new and I had succeeded. Who knows what my next adventure will be?”

### TRADITION

**Hallie Snyder '13**

*On making pierogis with her 93-year-old Babcia*

“We worked as a team pulling together the wayward dough’s edges. My grandmother’s advice taught me to always have a good center — my filling of core values and characteristics.”



More than 650 admission volunteers help attract top-notch first-year students to Colgate. To help staff a college night or share your Colgate story with prospective undergraduates in your area, contact the admission office at 315-228-6401, or [www.colgate.edu/aap](http://www.colgate.edu/aap).

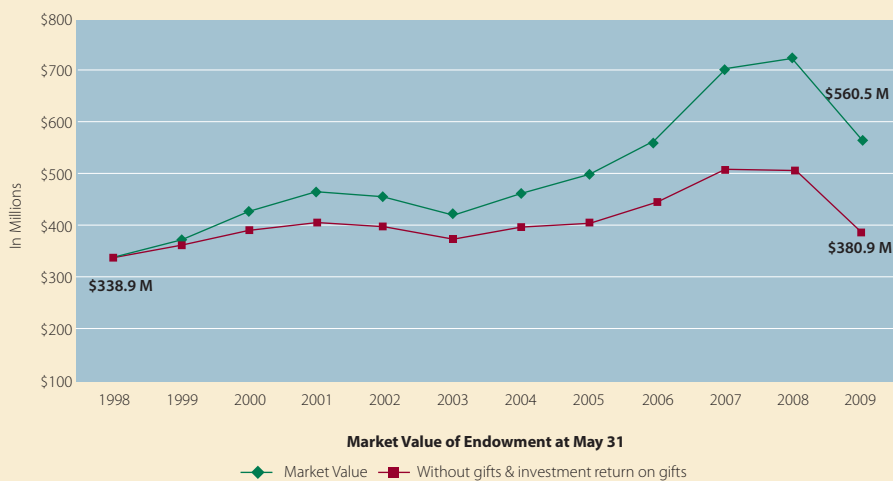
# Thank you one and all!

Fiscal Year 2009 brought significant challenges, but Colgate alumni, parents, and friends supported the university wholeheartedly. On behalf of our students and faculty, we are grateful for your support.

- ▲ During Fiscal Year 2009, 12,052 alumni — 55 more than last year — invested in Colgate.
- ▼ At \$6.6 million, we narrowly missed our \$7 million unrestricted goal by just 3%.
- ▬ At 46%, Colgate's alumni-giving rate held steady while many of our peer schools, including Amherst, Williams, Bates, and Mount Holyoke, experienced declines.
- ▲ 34% of alumni in our 10 most recent classes (1999–2009) contributed to Colgate — a 3% increase over last year.
- ▼ Compared to last year, Presidents' Club membership declined by 101 members, to 2,801.
- ▲ Planned Giving saw its second best year ever, making \$22 million available for Colgate's future use — up from \$20.2 million last year.
- ▲ Non-alumni parents contributed a record \$1.27 million in unrestricted gifts — a 55% increase over last year.
- ▬ 94% of the Class of 2009 contributed to the class gift, tying the record set by the Class of 2008.
- ▲ 24% of gifts were made via the web — up from 13% last year.

As a result of the steep decline of the global financial markets in 2008 and the first part of 2009, Colgate's endowment investment portfolio experienced a 17.6% investment loss for the 12 months ended June 30, 2009 (the standard endowment reporting period for higher education).

Performance of Colgate Endowment 1998–2009



## Spring challenges help Colgate meet fundraising goals

From February 13 through March 13, 2009, alumni from the classes of 1990–2008 engaged in the kind of spirited competition that makes every Raider a winner. Inspired by the challenge to make a gift of \$13 or more during the month-long period — and the reward of a new scholarship in the name of the winning class in each decade — 1,334 participants stepped forward, resulting in \$121,371 total dollars raised.

In the end, the crazy 8s stole the show — The Class of 2008 won first prize with 108 donors; the Class of 1998 had 78 donors.

Congratulations also to the Class of 1984, which came closest to reaching 113 donors between March 13 and April 30.

Thank you to everyone who participated!

### Highlights of Colgate Day Challenge

- 459 gifts received in the final five days
- \$91 average gift size
- 55% web transactions
- 30% phone-a-thon responses

## Student callers connect with alumni

One of the best ways to stay engaged with Colgate is to speak with a student caller. You'll not only learn firsthand how your Annual Fund gift makes an impact, you'll help shape a current student's future.

"It's comforting to personally relate to alumni because it makes me realize that my relationship with Colgate will endure even after graduation — which is coming way too soon," said Maddy MacNeil '10.

Last year, our 30 student callers connected with more than 10,000 alumni and parents, and raised nearly \$575,000 to support vital programs and initiatives.

Calling begins on September 20.



## Campaign Progress

\$400 million campaign goal

\$325 million to date

### SUMMARY OF GIFTS RECEIVED June 1, 2008 through May 31, 2009

ALUMNI 12,052 alumni donors gave:	Unrestricted	\$ 4,861,953	
	Restricted	<u>2,096,493</u>	
	The Annual Fund	\$ 6,958,446	
	Unrestricted Other	65,768	
	Capital Gifts	<u>11,505,057</u>	
	<b>Alumni Total</b>	<b>\$ 18,529,271</b>	
PARENTS 2,275 parents (current/former) gave:	Unrestricted	\$ 1,269,265	
	Restricted	<u>709,620</u>	
	The Annual Fund	\$ 1,978,885	
	Capital Gifts	<u>921,648</u>	
	<b>Parents Total</b>	<b>\$ 2,900,533</b>	
	FRIENDS 1,439 friends of Colgate gave:	Unrestricted	\$ 132,591
Restricted		<u>215,065</u>	
The Annual Fund		\$ 347,656	
Capital Gifts		<u>552,953</u>	
<b>Friends Total</b>		<b>\$ 900,609</b>	
CORPORATE MATCHING GIFTS 622 matching-gift companies gave:		Unrestricted	\$ 373,670
	Restricted	<u>131,209</u>	
	The Annual Fund	\$ 504,879	
	Capital Gifts	<u>203,823</u>	
	<b>Matching-gift Total</b>	<b>\$ 708,702</b>	
	CORPORATIONS 56 corporations gave:	Unrestricted	\$ 1,722
Restricted		<u>6,630</u>	
The Annual Fund		\$ 8,352	
Capital Gifts		<u>239,700</u>	
<b>Corporations Total</b>		<b>\$ 248,052</b>	
FOUNDATIONS 23 foundation gifts were received:		Unrestricted	\$ 5,050
	Restricted	<u>687,007</u>	
	The Annual Fund	\$ 692,057	
	Capital Gifts	<u>102,358</u>	
	<b>Foundations Total</b>	<b>\$ 794,415</b>	
	EDUCATION/GOVERNMENT	Unrestricted	\$ 0
Restricted		<u>22,034</u>	
The Annual Fund		\$ 22,034	
<b>Education/Government Total</b>		<b>\$ 22,034</b>	
TOTALS		Total Unrestricted	\$ 6,644,251
		Total Restricted	<u>3,868,058</u>
	Total Annual Fund	\$ 10,512,309	
	Total Unrestricted Other	\$ 65,768	
	Total Capital Gifts	<u>13,525,539</u>	
	<b>Grand Total</b>	<b>\$ 24,103,616</b>	

View Colgate's Report to Donors online at  
[www.colgate.edu/reporttodonors](http://www.colgate.edu/reporttodonors) (Password: 2009ColgateDonor)

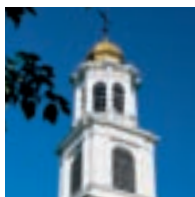
# PASSION FOR THE CLIMB

## The Campaign for Colgate

Colgate University  
13 Oak Drive  
Hamilton, New York  
13346

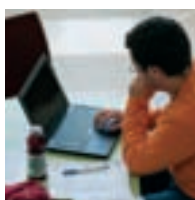
## Campaign News in Brief

### Presidential search continues



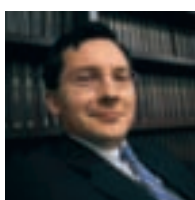
The search for Colgate's 16th president is proceeding, under the leadership of Peg Flanagan '80, vice chair of Colgate's Board of Trustees. After meeting with alumni, faculty, staff, and students, the search committee retained Storbeck/Pimentel & Associates, a leading firm in higher education. Send candidate suggestions and follow the public details of the search process at [www.colgate.edu/pressearch](http://www.colgate.edu/pressearch).

### Economic Environment Working Group reports progress



The campus task force charged with formulating possible responses to the adverse economic climate has nearly completed the first phase of its work. You can follow the group's progress at [www.colgate.edu/eeg](http://www.colgate.edu/eeg).

### Alumni Council fosters connectedness



Colgate's 34,142 living alumni are more diverse, more geographically dispersed, and busier in their personal lives than ever before. The 56-member Alumni Council is always looking for creative ways to foster connectedness. Visit [www.colgatealumni.org/alumnicouncil](http://www.colgatealumni.org/alumnicouncil) for meeting minutes and to learn how to get involved.

