Go forward.
Attempt great things.
Accomplish great things.

MARY LYON
From the President

We Live Our Mission: The Case for Mount Holyoke

$300 Million Campaign

Endowment: $175 million

Annual Fund: $50 million

Facilities: $25 million

Projects and Programs: $50 million

Gift Opportunities

Campaign Volunteer Leadership

Why Now? Because We Must.

We must honor the College’s recent successes and future ambitions.

We must continue to deliver the resources necessary for the future. Necessary for us to continue to excel. We must build on our momentum—our legacy of leadership.

After all, Mount Holyoke’s proud history is rooted in bold moves!

Leslie Anne Miller ’73
Chair of the Board of Trustees
FROM THE PRESIDENT

From the time of our founding, Mount Holyoke has been dedicated to the complementary goals of excellence in the liberal arts and purposeful engagement in the world. Education here has never been a matter of pure intellectual inquiry for its own sake; rather, there has always been a pull toward employing that education for some larger public purpose. Mary Lyon might not recognize much of what she would see on her parcel of land in South Hadley today, but she would understand immediately that her dual legacy of education and outreach is alive and embodied in our mission statement, which continues to be at the heart of our planning.

Building on the remarkable progress of the institution under The Plan for Mount Holyoke 2003, we propose now to aspire higher. If The Plan for 2003 was the shoring-up plan, The Plan for Mount Holyoke 2010 is the soaring plan: at this moment of escalating change, the new Plan challenges Mount Holyoke to educate all students for global citizenship in the twenty-first century and to reassert its enduring role as a leader in the worldwide education of women. It is about reimagining and revitalizing liberal arts education for contemporary realities. In order to accomplish this ambitious work, trustees and College leadership will call upon our alumnae and friends. Quite simply, we need your support; we need to increase the College’s resources so that we can continue to attract and retain an outstanding faculty and a talented and diverse student body, supporting and sustaining the important initiatives and projects we have begun under The Plan for 2010.

The Campaign for Mount Holyoke

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Annual Fund $50 million  
Facilities $25 million  
Projects and Programs $50 million  

TOTAL $300 million

In May 2006, the Board of Trustees unanimously and enthusiastically endorsed The Campaign for Mount Holyoke, a $300 million, five-year, comprehensive fundraising effort. Increasing Mount Holyoke’s endowment, the lifeblood of the College, is the number one priority of this Campaign.

I invite you to join other members of the Mount Holyoke community in supporting the College as we “go forward, attempt great things, accomplish great things.” The Campaign is the engine that will get us there. We need your support. Please join us in making this crucial investment in the future of our College.

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MISSION: MOUNT HOLYOKE COLLEGE REAFFIRMS ITS COMMITMENT TO EDUCATING A DIVERSE RESIDENTIAL COMMUNITY OF WOMEN AT THE HIGHEST LEVEL OF ACADEMIC EXCELLENCE AND TO FOSTERING THE ALLIANCE OF LIBERAL ARTS EDUCATION WITH PURPOSEFUL ENGAGEMENT IN THE WORLD.
We live our mission.
The Case for Mount Holyoke

The grand idea of Mount Holyoke College continues to inspire and compel our best efforts. That grand idea, simply stated, is our mission, our dedication to embracing our long-standing legacy as a diverse and international community of women in which the liberal arts are powerfully linked to purposeful engagement in the world.

Under The Plan for Mount Holyoke 2010, the college is working to transform the twentieth-century liberal arts curriculum so that it can successfully meet twenty-first-century realities: the rapid advance of knowledge and the radical transformations brought on by technology and globalization. The Plan for 2010 builds upon the accomplishments of the past decade and calls for an ambitious effort to increase the College’s ability to support outstanding professors and the talented and determined students who learn and work alongside them. Advancing Mount Holyoke’s living tradition of excellence is the central purpose of The Plan for 2010 and this Campaign.

Mount Holyoke’s faculty are the heart of our mission. They are intellectually adventurous, pedagogically creative, exceptionally diverse, and genuinely collaborative and collegial, across disciplines and across generations. We must provide faculty with competitive salaries so that we continue to attract and retain the best and the brightest. We must provide them with the resources they need to launch and sustain their careers as outstanding teachers and scholars. We must support their efforts as they design curricula and programs that both renew and cut across traditional disciplines to provide students with the skills they will need to understand and navigate a changing world.

Approximately 65 percent of current students receive financial assistance from the College. Our financial aid is our most costly investment and among the very highest of our peers.

We must increase our scholarship funds to provide a top-notch liberal arts education to these gifted young women. In addition, we seek to enhance our students’ opportunities for purposeful engagement by increasing funding for study abroad, internships, and research experiences on and off campus.

Supporting our extraordinary faculty and students is expensive, but it is the most important investment a donor can make in Mount Holyoke.

**Comparative Endowments 2004–2005**

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Academic Excellence
Mount Holyoke’s living tradition of academic excellence is at the heart of The Plan for 2010. We will privilege academic priorities, and invest in the people and resources necessary for their realization.

Liberal Arts
We will reflect self-critically upon the shape of the curriculum and its relationships to what students need to know to live useful and meaningful lives in the twenty-first century.

Purposeful Engagement in the World
We will emphasize the links between leadership and the liberal arts, diversity and community at home and abroad, environmental education and social justice, technological innovation, and creative research and teaching.

Diverse Community
Diversity enhances the education of our students and also represents our commitment to social justice, and to thinking deeply about issues of difference, pluralism, and community. We will continue to embrace diversity as we build community.

Residential Learning
We will continue to enhance and renew the campus, recognizing how deeply a sense of space and place distinguishes this extraordinary college.

Women’s Education
We will reassert our leadership role in the education and advancement of women around the world.
Endowment is the foundation of the institution, ensuring its continued vitality and providing a substantial flow of funds to the annual operating budget that supports our entire enterprise. Mount Holyoke’s ability to excel is inextricably linked to the size, sound management, strong performance, and continuing growth of our endowment. Sustaining the College’s competitive position as one of the nation’s top undergraduate colleges requires that we increase our endowment, both for unrestricted use and to support specific programs and purposes, including faculty salaries and student financial aid.

The most recent comprehensive campaign, Advancing Our Legacy of Leadership, raised $257 million. Of that total, $135 million went to the College’s endowment. It is time now to build on that success. For while the current level of Mount Holyoke’s endowment—$521 million (May 2006)—is substantial by many standards, it is just half that of some of our closest peers.

An excellent liberal arts education is expensive and labor-intensive. We do not have the economies of scale of large universities, yet we must meet the accelerating costs of laboratory sciences, of new technologies, of facilities and infrastructure. Our greatest investments, however, are to support the people at the center of our enterprise: our faculty and students.

The Campaign will seek endowment gifts for four purposes: faculty and academic support, student financial aid, programmatic initiatives, and unrestricted endowment.
Faculty and Academic Support
Faculty and academic support, whether endowing a faculty chair, or contributing to a departmental fund, is highly valued. Mount Holyoke’s hallmark is world-class teaching and scholarship, and our faculty’s commitment to challenging and mentoring students is renowned. Donors contribute to and create funds that enable the faculty to do this important work. Associate Professor of Astronomy and Geology Darby Dyar brings her experience as a NASA researcher and the nation’s leading expert in Mössbauer spectroscopy of minerals into our classrooms and labs.

Student Financial Aid
Gifts to student financial aid support our historical commitment to attracting and providing access to the very best students. Approximately 65 percent receive some form of financial aid. The class of 2010—selected from the largest applicant pool in the College’s history—reflects the College’s commitment to recruiting talented, diverse, and engaged students.

Programmatic Initiatives
Programmatic initiatives add tremendous value to the Mount Holyoke educational experience. Gifts in support of these initiatives—which include the Weissman Center for Leadership and the Liberal Arts, the Center for the Environment, the Science Center, and the McCulloch Center for Global Initiatives—will enable continued growth to curricular and cocurricular excellence. Support from the McCulloch Center helped students travel to the Dominican Republic for a January Term immersion in the Spanish language while building housing for impoverished residents of Vallejuelo.

Unrestricted Endowment
Gifts to unrestricted endowment are the most lasting and powerful gifts a donor can make. These gifts give the College the flexibility to establish priorities and allocate funds in ways that respond to a rapidly changing world. Technological enhancements, such as installing wireless zones in the newly renovated Mead Hall, are among the critically important projects that enhance curricular and residential life.

The most important priority of The Campaign for Mount Holyoke is to raise $175 million in new gifts and pledges for endowment.
THE ANNUAL FUND GOAL FOR THIS CAMPAIGN IS TO RAISE $50 MILLION

BY 2011, AND TO INCREASE ALUMNAE PARTICIPATION TO 50 PERCENT.
Every gift to the **Annual Fund** is a gift to the Campaign.

The Mount Holyoke Annual Fund supports the College’s ongoing operating costs. Approximately 10 percent of the yearly budget comes from gifts to the fund, a standard percentage among peer institutions. Each year, alumnae, parents, and friends of the College are asked to make a gift to support the ongoing academic and cocurricular programs on campus. Many alumnae choose to make leadership gifts to the Cornerstone Program, a critical component of our Annual Fund effort. In FY06, gifts totalling $7.4 million were made to the Annual Fund. We hope to increase annual giving to $10 million a year by the end of this Campaign.

To accomplish this ambitious goal, gifts of all sizes are needed and the participation of all alumnae is crucial. *Every gift really does make a difference.* Reunion giving is a time-honored tradition and a major contributor to the Annual Fund. Gifts of $10,000 or more can now be directed to annual support for scholarship aid, study abroad, and other important student and faculty activities. Donors will receive reports on the specific uses of these gifts.

The Annual Fund has averaged 45 percent participation in recent years. Our goal is to achieve and maintain at least 50 percent participation. Involvement of young alumnae is especially important, as it represents the future of the fund and the College.

Contributing to the Annual Fund each year is the way alumnae, of all ages and financial abilities, can support the College and acknowledge its impact on their lives. Every gift to the Annual Fund is a gift to the Campaign.
Our students’ education is not confined to the classroom and laboratories but is woven through the fabric of daily life. Over the last decade, the College has undertaken the most extensive building and renovation program in its recent history. In order to remain competitive, we must continue this effort. Priorities for this Campaign are to raise $15 million for a new 175-bed residence hall and $10 million to update athletic facilities.
Boathouse
Crew has grown to one of the College’s largest varsity teams (80 students are on the roster in a typical fall; 50 compete in the spring). We need a boathouse to provide space for all these athletes, to increase indoor boat storage space for the entire fleet, and to help recruit top students to the program. Many secondary schools and most competitive college programs have modernized facilities. Photo: In the final race of the fall 2005 season, MHC won the Seven Sisters Regatta.

Kendall Sports and Dance Complex Renovations
Up-to-date athletic facilities are an increasingly important demand of all students and play a significant competitive role in recruiting applicants. To that end, we must update our fitness complex. Photo: champion cycling club member Metzi Anderson ’08

Updated Athletic Facilities: $10 million

Synthetic Multipurpose Turf Field with Lights
To remain competitive and be able to host NCAA and NEW-MAC competitions in several varsity sports, we need an artificial turf field that can be used for a longer season and in more inclement weather than a natural grass field. The addition of lights will make it possible to practice and play during the late afternoon and evening hours. Photo: spring 2006 track and field team practice

New Outdoor Track
The track and field program has produced four All-Americans and has sent hundreds of athletes to post-season competition. However, the team’s last home track and field meet was in 1996. We cannot host track and field events on the existing six-lane track, which was built in 1984 and has not been resurfaced since 1989. Photo: spring 2006 track and field team practice

There are currently 300 MHC varsity athletes and 170 competitive club athletes. In 2005-2006, MHC students, faculty, staff, and alumnae used Kendall 101,169 times.

New Residence Hall: $15 million
Residential living and learning continues to be a central element of the College’s mission and adds an important dimension to a student’s experience at Mount Holyoke.

Building a new residence hall will address three issues: It will provide today’s student body (2,100) with sufficient space; it will offer students a greater variety of attractive living and common spaces; and it will create “swing space” so that over the next two decades, we will be able to do more extensive renovations of existing residence halls than we are currently able to do during the summer months.

The new residence hall is being designed in harmony with traditional College buildings but also as an environmentally sustainable and energy-efficient “green” modern facility.

The S/L/A/M Collaborative of Glastonbury, Connecticut, has been selected as the building and landscape architects. (Pictured above: the east entrance; architect’s rendering of the atrium’s interior.)

House 175 students from all classes
Enliven the southeast corner of campus adjacent to Pratt Hall
Provide swing space to permit renovation of existing residence halls

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We will seek expendable funds to support innovative initiatives of *The Plan for Mount Holyoke 2010* including the following projects and programs:

- Dorothy R. and Norman E. McCulloch Center for Global Initiatives
- Harriet L. and Paul M. Weissman Center for Leadership and the Liberal Arts
- The Center for the Environment
  - Science Center
- First-year seminars and programs
- Summer research programs and internships
- Diverse community programs
- Art exhibitions and performances
- Co-curricular and residential programs
- Technology initiatives
- Greening projects
Projects & Programs

goal: $50 million

Top row, left to right: The Science Center, featuring Kendale Hall; Eva Paus, Carol Hoffmann Collins ’63 Center for Global Initiatives Director and professor of economics; students participating in the new partnership between Mount Holyoke and the Beijing Language and Culture University; Sean Decatur, Marilyn Dawson Sarles, M.D. Professor of Life Sciences, professor of chemistry, and associate dean of faculty for science

Middle row, left to right: Environmental studies major and student administrative fellow for the Center for the Environment Michelle Moon ’07; Sarah Bacon ’87, associate professor of biological sciences; students meeting on the Blanchard Campus Center patio

Bottom row, left to right: Associate Professors of Dance Charles and Rose Marie Flachs; the Information Commons in Dwight Hall; Katie Kraschel ’06, presenting on Of Mice and Men: Identifying Potent Inhibitors for CYPs in Rodent Microsomes for Use in Future In Vivo Studies at the 2006 Senior Symposium
THE CAMPAIGN FOR MOUNT HOLYOKE
GIFT OPPORTUNITIES

The Campaign for Mount Holyoke has specific opportunities for donors to consider in support of its broad goals. Intended as guidelines for donors, volunteers, and staff, these opportunities translate the highest priorities of the College into tangible academic and cocurricular activities. Please see a sample of available gift opportunities in the back cover pocket.

The Campaign offers a wide range of named opportunities at a variety of giving levels for each of its priorities. Each amount is based on a gift or pledge made over a period of five years or less.

For more information, please call 800-MHC-GIVE or email campaign@mtholyoke.edu.

Thank you!
I give to Mount Holyoke because it provides a supportive, encouraging, and provocative (in the best sense of the word) environment for young women to become uncommon women—prepared to take whatever the world offers up and transform it for the better, from the personal level to the policy level.

—Harriet Cone Baldwin ’88

Why do I give to Mount Holyoke? I owe everything to the foundation built there. It is clear and undeniable and I recognize it every day.

—Donna E. Beardsworth ’78

My four years at Mount Holyoke could never be boxed up and put on a shelf. The experience keeps coming back to me, whether it’s through alumnae contacts for a job interview, or in everyday life. I look forward to remaining a part of its fabric for many years to come.

—Alexandra B. Bishko ’00

The reason I support Mount Holyoke is simple: I believe in women’s education. My continued financial support of the College, however modest, is an expression of how much I appreciate the education I received, the confidence I gained to pursue my goals, the friendships I made, and the open-mindedness and sense of equality that I learned.

—Helen Mar Parkin ’69

I support MHC because it helped me gain the confidence and tools to take on the challenges that my life and career have thrown at me. I give because I believe that my gift will help other young women have this opportunity.

—Anne Hermandin Nemetz ’86

As a young college graduate, I donated to MHC out of a sense of duty. Then I gave out of a sense of my own self-pride: I was making a decent income and wanting to outwardly share my accomplishments. Now, I think my giving is more a sense of giving back to another generation of young women. It is a way of participating in a legacy that has true value to me.

—Mary Walker ’76
“It is not an overstatement to say that excellent and purposeful liberal arts education, of the kind you find at this college, is our civilization’s best hope, and no place does it better than Mount Holyoke.”

JOANNE V. CREIGHTON, PRESIDENT