

Fall 2012

Hello, Obies,

The Oberlin Alumni Weekend experience (Oberlin is always an experience, not just a place) was as expected—*peculiar and passionate* (to quote the newly released *Oberlin* book). I've come back home with renewed spirit, thrilled by the excellence and energy of our current students and proud to be part of the vision of the future.

Here are the 2013 goals for our Oberlin Annual Fund, which is used primarily for scholarships for current Obies:

- 62 percent participation for our class of 1965
- \$6.3 million for all classes
- 12,665 donors

For the next 5 years, you will hear a lot about the *Oberlin Illuminate* campaign, and I hope you will contribute to both, not by reducing your contribution to the Annual Fund, which actually is about 1/5 of the Illuminate campaign, but perhaps by extending a term gift or by adding an amount.

As you know, participation is the most important index for the college. Any amount contributed counts for both the 50th Reunion and the Oberlin Illuminate Campaign. This campaign will support the Annual Fund, scholarships, professorships, faculty research, Green Arts, and health & wellness. For a better understanding of each component, see the campaign website at campaign.oberlin.edu. Also take time to watch the video shown at the Gala dinner on Saturday evening, September 22. I know you will connect with it.

I hope you will join me in donating this fiscal year (June 2012 to July 2013). Donating early will free up staff time and will eliminate multiple solicitations.

We are recruiting and organizing for the 50th Reunion. Would you like to join our reunion committee? We need your help to continue achieving our class goals. If you would like to serve on the 50th Reunion Gift Committee contact me or Jamie Jurado at Jamie.jurado@oberlin.edu. We would love to have you participate.

It is not too early, so mark your calendar to save the date of **May 22-25, 2015** to be in Oberlin for the 50th Celebration.

All my best,

A handwritten signature in cursive script that reads "Betty L. Beer Franklin".

Betty L. Beer '65, Lead Class Agent

P.S. You can also make your gift online at www.oberlin.edu/giving/donate—it's an easy way to support Oberlin students.

Oberlin sends special thanks to those alumni who have given every fiscal year (July 1-June 30) for five or more years. Their names appear below. I invite others in the class to consider picking up this good habit to ensure that Oberlin's alumni giving participation percentage continues to grow.

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