

# Forward From Here

*Stories, Updates, and Opportunities that Shape the Campaign for Bowdoin*



## Annual Giving Matters

*From Here: The Campaign for Bowdoin* is a comprehensive campaign, an effort that values annual giving right alongside capital contributions, and that urges the College community to pull together to support current and future Polar Bears.

Annual gifts—that is, gifts to the Alumni Fund, the Parents Fund, the Polar Bear Athletic Fund, and the Friends Fund—account for nearly one sixth of the campaign's \$500 million goal. They range from \$1 to \$200,000; some arrive once a year, some recur every month; some are for a specific purpose, and some are for general College use. All of these gifts, though, and the alumni, parents, families, and friends who make them, share one common feature: they matter.



**15.6 percent**

Annual giving  
accounts for \$78 million,  
or 15.6 percent, of  
the campaign's  
\$500 million goal.



## 6 percent

Annual gifts account for  
6 percent of the College's  
operating budget each year.

Annual gifts are vital, and their impact is immediate. They are plugged directly into Bowdoin's budget, allowing the College to address its most pressing needs quickly. Comprising 6 percent of the budget, these gifts provide critical, directly spendable support for every student activity on campus, every academic department, every team, every performance, lecture, and exhibition. They are integral to the functioning of the College; they make the student experience what it is.

## \$100

The median annual gift  
to the Alumni Fund is \$100.



Annual giving matters in other significant ways too. Bowdoin's high participation rate bolsters the College's reputation, which in turn attracts the most accomplished students and faculty to campus. It helps Bowdoin secure major research grants from foundations and corporations. Perhaps most importantly, on a fundamental level, it fosters a sense of community among all of the many people who care deeply about the College.

**WHY IT MATTERS TO ME:** *"Annual giving matters to me because it facilitates incredible opportunities for every qualified student, regardless of their ability to pay tuition. This has led to a much richer, more diverse experience than I had—at an even better Bowdoin. I am proud that the College is a leader in funding financial and comprehensive aid to make this happen."* —Shoshana Sicks '04, chair, Alumni Fund Directors



## 1/3

A third of the Parents Fund  
comes from parents of graduates  
who continue to stay involved  
with Bowdoin even when their  
student is no longer here.

**WHY IT MATTERS TO ME:** *"Since we have been part of the Bowdoin family, we continue to be impressed and inspired by the school. Bowdoin distinguishes itself through its approach to academics and the overall development of young adults. It makes it easy for us to support the Parents Fund and the mission of the College."* —Jorge and Debbie Juantorena P'24

*"The College is  
more generous  
to me than I  
to the College."*

—Beatrice Griswold W'22

After her first husband, Bill Littlefield '22, passed away, Beatrice gave to the Alumni Fund in his memory each year on his birthday, April 23. The gifts often reflected the age he would have been that year—on Bill's ninety-seventh birthday, for example, she gave \$9,700. Beatrice, a graduate of Smith College, said of Bill, "he always held Bowdoin in a special niche of regard—and has passed that regard along to me!" Bill's class sent Beatrice a Bowdoin chair as a thank you, as well as a stick pin that she cherished. After a visit from a Bowdoin representative to her home in Vermont, Beatrice remarked in a letter to Bill's classmate, "I am really overwhelmed, and feel the College is more generous to me than I to the College."

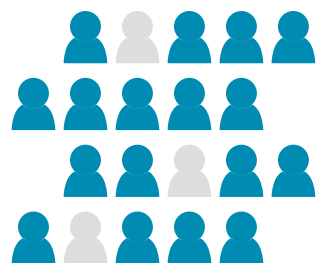
## A BOUNCE-BACK YEAR

When the pandemic hit in the spring of 2020, Bowdoin paused its fundraising efforts and, like many colleges, experienced a dip in alumni giving. In the following fiscal year, however, the College bounced back with a significant 6 percent gain in alumni participation, from 43 percent to 49 percent. That participation number placed Bowdoin second in the country for small liberal arts colleges. With the help of our many volunteers, we hope to surpass 50 percent participation again and keep rising.



# Volunteers Matter

It is a reflection of the deep connections among Polar Bears that Bowdoin boasts over a thousand alumni and parent volunteers. Volunteers serve the College in critical roles—as class agents, Alumni Fund directors, reunion committee members, Parents Executive Committee members, and many others—and they are a significant driver of Bowdoin's success. With an ambitious goal of 85 percent of the alumni community making an annual gift, volunteering, or registering for an event, *From Here: The Campaign for Bowdoin* recognizes the importance of alumni engagement with the College and elevates it as a core priority.



## 85 percent

Alumni engagement goal  
of the campaign.



## VOLUNTEER AWARD WINNERS

Congratulations to some of Bowdoin's standout volunteers for their recent awards. Winners include:

**Norman Cohen '56, Roderick Collette '56, Ronald Golz '56, Paul Kirby '56, Albert Marshall '56, and the Class of 1956:** the **Fund Directors' Trophy**. Led by Norman Cohen—the longest-standing class agent in Alumni Fund history—this team of volunteers did an outstanding job bringing the Class of 1956 together in honor of their 65th Reunion, and achieved 77 percent class participation in the Alumni Fund.

**Lance Conrad '91 and John Dougherty '91:** the **Robert M. Cross Award**, for their leadership and creativity in spearheading the Class of 1991's terrific virtual 30th Reunion celebration.

**John T. Daggett Jr. '51, Catherine W. Dempsey '88, Todd R. Herrmann '85, Richard A. Morrell '50, D. Bobbitt Noel '72, and Cecilia Xin Sun '10:** the **Polar Bear Award**, for their exemplary service to Bowdoin in a variety of ways, including serving as longtime class agents, hosting events, volunteering as panelists and mentors, and advocating for the College.

**Haliday Douglas '05 and Sarah Hoenig Lovely '02:** the **Class of 1976 Trophy**, for their creative, energetic, and compassionate ways of reaching out to classmates and bringing them together, particularly during difficult times.

**Albert E. "Ted" Gibbons Jr. '58, P'96:** the **Alumni Service Award**, for his more than sixty years as an active member of the Bowdoin alumni community, giving back to the College at every opportunity and at every level of service.

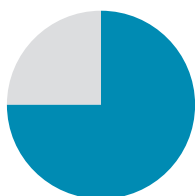
**Dominique D. Johnson '11:** the **Foot Soldier of Bowdoin Award**, for her strong partnership with Career Exploration and Development as an invaluable resource for students entering the professional world.

**Madeleine W. Livingston '16:** the **Young Alumni Service Award**, for the variety of ways she has given back to the College, including serving as a tireless BRAVO volunteer and providing a warm welcome to prospective members of the Bowdoin community.

**Charles A. Whitmore '07:** the **Alumni Footprints Award**, for his work keeping the small-but-mighty Bowdoin community in Nashville connected by organizing in-person and virtual opportunities for alumni, parents, families, and students to engage with each other and the College.

# Give Your Way

The Alumni Fund's eight designations allow you to choose your impact. What matters to you? What part of the campus experience do you want to support?



75 PERCENT OF  
ALUMNI FUND  
GIFTS ARE  
DESIGNATED FOR  
**BOWDOIN'S  
GREATEST NEED**

## Bowdoin's Greatest Need

As the last few years have underscored, Bowdoin's needs change—sometimes dramatically—from year to year. Gifts to this designation are forward-looking: they provide the College with the flexibility to meet new needs as they arise, and they offer a vote of confidence in the College's direction.

**WHY IT MATTERS TO ME:** *"Having spent six years at Bowdoin, as both a student and a member of the annual giving staff, I have really come to understand and appreciate the care and attention with which the College uses unrestricted Alumni Fund contributions. I give unrestricted gifts to the Alumni Fund because I know that my contributions will be allocated to the greatest needs of the institution and will go a long way to ensure that current and future Polar Bears will have the same high-quality education and experience that I did."* —Alain Mathieu '12

## Academics

Gifts to this designation support the core of the Bowdoin experience: the rigorous and highly personal education that make the College exceptional. These gifts support teaching, faculty scholarship, student research, classroom technology, and the libraries—and they promote the connection between devoted faculty and talented students that is Bowdoin's hallmark.

2 PERCENT OF  
ALUMNI FUND  
GIFTS ARE  
DESIGNATED FOR  
**ACADEMICS**

## Arts and Culture

Gifts to this designation support the Bowdoin College Museum of Art and the Peary-MacMillan Arctic Museum, as well as the many theater and dance performances, concerts, student exhibitions, and lectures on campus. These gifts provide vibrancy and culture to the Bowdoin community and offer students the opportunity to express themselves creatively and to appreciate the arts.

2 PERCENT OF  
ALUMNI FUND  
GIFTS ARE  
DESIGNATED FOR  
**ARTS AND CULTURE**

## Comprehensive Aid

A critical campaign priority, comprehensive aid ensures that all students have access to the full range of the College's academic and student life offerings. Gifts to this designation provide academic technology such as laptops and iPads, course materials, internships and fellowships, and support Bowdoin Outing Club trips, study abroad, and other activities. Some students may struggle to afford a new pair of glasses or a warm coat or winter boots; gifts designated for comprehensive aid remove these economic barriers to fully participating in campus life.

0.3 PERCENT OF  
ALUMNI FUND  
GIFTS ARE  
DESIGNATED FOR  
**COMPREHENSIVE AID**



*The Sunflower Quilting Bee at Arles, 1996,*  
lithograph by Faith Ringgold, American,  
born 1930. Gift of Julie L. McGee '82.

## THERE IS A WOMAN IN EVERY COLOR

In coordination with the yearlong celebration *Leaders in All Walks of Life: Fifty Years of Women at Bowdoin*, *There Is a Woman in Every Color: Black Women in Art* is currently on display at the Bowdoin College Museum of Art. Curated by Elizabeth Humphrey '14, the exhibition examines the representation of Black women over the last two centuries through works of art, books, and objects; highlights the presence of women of color in American art history; and challenges the narratives of their marginalization.

5 PERCENT OF  
ALUMNI FUND  
GIFTS ARE  
DESIGNATED FOR  
**DIVERSITY, EQUITY,  
AND INCLUSION**

## Diversity, Equity, and Inclusion Initiatives

Gifts to this designation affect every student, faculty member, and staff person at Bowdoin, and reach every corner of campus. They enable the Center for Multicultural Life to program inclusive student events and bring diverse speakers to campus. They move the campus forward through trainings such as A Groundwater Approach to Racial Equity, conducted by the Racial Equity Institute, and campus-wide initiatives, like DEI Partners, that promote introspection and collaboration.

2 PERCENT OF  
ALUMNI FUND  
GIFTS ARE  
DESIGNATED FOR  
**ENVIRONMENTAL  
STEWARDSHIP**

## Environmental Stewardship

Through their support for programming, green initiatives, and upgrades to campus facilities, gifts to this designation help Bowdoin toward its goals of maintaining carbon neutrality, promoting sustainability, and involving students in pro-environmental efforts. These gifts support waste reduction through initiatives that include the Composite and Food Waste Program, Zero Sort Recycling Program, and Give and Go Program, and make it possible for the College to prioritize energy-use reduction by incorporating the LEED or Passive House Design process into all new buildings.

12 PERCENT OF  
ALUMNI FUND  
GIFTS ARE  
DESIGNATED FOR  
**FINANCIAL AID**

## Financial Aid

Bowdoin's endowment, while impressive, only provides a portion of the funding required for financial aid. Annual gifts to this designation make it possible for Bowdoin to remain one of only twenty colleges in the US that admit students on a need-blind basis and offer no-loan aid that covers full demonstrated need. Student need and the percentage of students on aid at Bowdoin continue to increase—and with a recent change in policy that offers greater financial assistance, including aid to middle-income students, need will continue to increase. Annual gifts for financial aid are critically important to enable Bowdoin to keep this core promise of access to students and families.

**WHY IT MATTERS TO ME:** *"It's important to me to contribute what I can to help talented students have access to a Bowdoin education, regardless of financial circumstances. Economic limitations shouldn't be a barrier to the quality education and vibrant community Bowdoin provides."* —Nisha Ajmani '06



**\$54,350**

**Average Bowdoin  
grant for members  
of Class of 2025  
receiving aid.**



**\$0**

**Student fee to  
join the Bowdoin  
Outing Club.**

1 PERCENT OF  
ALUMNI FUND  
GIFTS ARE  
DESIGNATED FOR  
**STUDENT LIFE**

## Student Life

Gifts to this designation support the rich, varied, and life-changing cocurricular opportunities that define the Bowdoin student experience outside the classroom. These gifts provide for over 200 student clubs; many enriching activities such as lectures, intramural sports, and student performances; alternative break service trips and other programs of the McKeen Center for the Common Good; and campus hubs like the Sexuality, Women, and Gender Center (SWAG).

For more information about annual giving and designations, contact Christi Lumiere, director of annual giving, at [clumiere@bowdoin.edu](mailto:clumiere@bowdoin.edu) or **207-721-5089**.





## Leaders in All Walks of Life

Inspired by the kickoff of Leaders in All Walks of Life: Fifty Years of Women at Bowdoin, thirty alumnae collaborated on an Alumni Fund challenge to support financial aid for women students at Bowdoin. With 1,436 alumni contributing from October 18 to 24, the **Leaders in All Walks of Life Challenge** unlocked \$143,600 in matching funds from the thirty alumnae challenge donors.

Another small group of donors, led by Katy Longley '76 and including Callie Curtis '72, Randy Curtis '72, and Mary Herman, were inspired to create an endowed scholarship fund in honor of one of Bowdoin's most accomplished women, trustee Joan Benoit Samuelson '79, P'12. The **Joan Benoit Samuelson '79 P'12 Scholarship Fund** will provide financial aid to women students who are interested in the outdoors, the environment, or climate change.

*Clockwise from top left: Katy Longley '76; Randy '72 and Callie Curtis '72; Joan Benoit Samuelson '79, P'12; Mary Herman*



Lindsay McQuater '71

## Williams and McQuater Fund Honors Pioneering Mother and Brother

A loyal leadership donor to the Alumni Fund for the five decades since his graduation, Greg McQuater '72 recently honored the lives of his brother, Lindsay McQuater '71, and their mother, Margaret Williams P'71, P'72, by establishing an endowed scholarship fund in their names. The **Margaret J. Williams P'71, P'72 and Lindsay T. McQuater '71 Scholarship Fund** celebrates Margaret and Lindsay's profound impact on those around them. Margaret, who was the first in her generation to finish college and earned her bachelor's degree while raising her three children, served as a beloved, caring, and inspirational teacher and administrator in the Washington, DC, public school system for more than thirty years. Lindsay was a pioneering African American student, campus leader, and Bowdoin track team captain who went on to a successful career in information technology with AT&T and HCI Technologies, Inc., but he noted his proudest accomplishment was being the father of a kind and successful daughter, LaToya McQuater Sloan.



Margaret Williams P'71, P'72

## FIRST PROMISE CHALLENGE UPDATE

From its launch in September through December 1, the First Promise Challenge—which provides matching funds for up to fifty scholarship and comprehensive aid endowments—has matched each of thirty-five new endowed funds. With a \$100,000 gift for each new fund, the anonymous donor has now committed \$3,500,000 out of the total \$5,000,000 match. New endowments continue to be eligible, and beginning on January 1 the challenge opens to donors of existing scholarship and comprehensive aid endowed funds who make new gifts or pledges of \$100,000 or more.

## A Tribute to Athern Daggett '25, H'69

Jerry Rath '65 recently honored the faculty member who inspired and mentored him, Athern Daggett '25, H'69, with a \$1,000,000 gift to the Gerald F. Rath '65 Scholarship Fund, which Rath established in 2004. The gift is a tribute to Daggett, who was the William Nelson Cromwell Professor of Constitutional and International Law and Government, and also served as acting president of the College. Professor Daggett received an honorary degree from the College in 1969.



Linda Rath and Jerry Rath '65

## OTHER NEW ENDOWED FUNDS

Since September 15, 2021

**Burke Albers Family Fund**, provides support for internships for Bowdoin students in education, public health, or life sciences, as well as Bowdoin student scholarships, established by Alison Burke Albers '94 and Jeff Albers.

**Gregory '83 and Jennifer Baldwin Comprehensive Aid Fund**, provides comprehensive aid for needs of students beyond those covered by traditional financial aid, established by Greg Baldwin '83 and Jennifer Baldwin.

**John M. Campbell '52 Architecture and Urban Planning Fund**, provides support for the College's Urban Studies Program, established by John Campbell '52.

**Clifford C. Cavanaugh Memorial Scholarship Fund**, provides financial aid to Bowdoin students, established by Catherine M. Cavanaugh W'49 through her estate.

**Coyle Family Scholarship Endowment Fund**, provides financial aid to Bowdoin students, established by Chris Coyle P'23, Elise Coyle P'23, and Jackson Coyle '23.

**Brian '05 and Sanida Dunn '04 Comprehensive Aid Fund**, provides comprehensive aid for needs of students beyond those covered by traditional financial aid, established by Brian Dunn '05 and Sanida Dunn '04.

**Kate Roche Hope '93 Internship Fund**, provides support for internships for Bowdoin students, established by Kate Roche Hope '93.

**Kate Roche Hope '93 Scholarship Fund**, provides financial aid to Bowdoin students, established by Kate Roche Hope '93.

**Hupper Family Scholarship Fund**, provides financial aid to Bowdoin students, established by Mrs. John R. Hupper W'50, P'83.

**Robert F. Kingsbury '34 Scholarship Fund**, provides financial aid to Bowdoin students majoring in STEM (science, technology, engineering, and mathematics) fields, established by Martha K. Bate.

**The Drs. Ernest and Ellen Kornmehl Family Scholarship Fund**, provides financial aid to

Bowdoin students who are first-generation Americans and members of the first generation of their families to attend college, established by Ernest Kornmehl P'23 and Ellen Kornmehl P'23.

**Debi and Joe Marrow Visitation Support Fund**, provides aid for the families of students who receive financial aid to visit campus for Commencement or Family Weekend, established by Joe Marrow '86, P'21 and Debi Katz Marrow P'21.

**Jane H. and Delbert Nash '50 and John R. and Judith N. Smith '78 Scholarship Fund**, provides financial aid to female Bowdoin students studying natural sciences (biology, chemistry, or physics), established by Judy Nash Smith '78 and John Smith.

**Ouzounian Family Comprehensive Aid Fund**, provides comprehensive aid for needs of students beyond those covered by traditional financial aid, established by Carol Koobatian Ouzounian '87 and Souren Ouzounian.

**Quimby Family Fund**, provides comprehensive aid for needs of students beyond those covered by traditional financial aid, established by Laura Zug Quimby '87 and Peter Quimby '89.

**Richard Charles Roberts '55 Scholarship Fund**, provides financial aid to Bowdoin students from the Rockland, Maine, area, established by Dee Roberts W'55, P'90, Alex Roberts, and Andrew Roberts '90.

**Steve '70 and Paula Mae Schwartz Scholarship Fund**, provides financial aid to Bowdoin students, established by Steve Schwartz '70.

**David and Robin Small Family Scholarship Fund**, provides financial aid to Bowdoin students, established by David Small P'23 and Robin Small P'23.

**Stauber Family Scholarship Fund**, provides financial aid to Bowdoin students, established by Bill Stauber '84.

**Strauss Fund for Comprehensive Aid**, provides comprehensive aid for needs of students beyond those covered by traditional financial aid, established by Bill Strauss '68 and Andrea Strauss.

**Christopher Wolf '76 Fund for Public Service**, provides support for the Bowdoin Public Service Initiative including student internships, established by Chris Wolf '76.

For more information about *From Here: The Campaign for Bowdoin*, visit [bowdoin.edu/fromhere](http://bowdoin.edu/fromhere).

THE CAMPAIGN FOR BOWDOIN



From here.

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**Bowdoin**