



Every Gift Counts:

Make a world of difference through your participation in the Lehigh Fund.

Participation is a calculation that represents the percentage of undergraduate alumni who make a gift in a fiscal year. The calculation is the number of undergraduate donors divided by the number of contactable undergraduate alumni (base).

The Lehigh experience equips students to make a difference in our world. Your support of the Lehigh Fund makes that experience possible by providing essential financial aid and the resources necessary to create a vibrant learning environment.

For years, Lehigh was ranked among those institutions with the highest rates of alumni annual giving in the nation, a particular point of pride. However, in reflection of a nationwide trend, alumni participation in the Lehigh Fund has been on a steady decline from highs in excess of 40 percent in previous decades.

THE IMPORTANCE OF PARTICIPATION

Why are participation rates so important? Annual alumni giving helps ensure the continued excellence of the Lehigh experience. Plus, participation indicates alumni satisfaction and sends a message to the world about the quality of the Lehigh degree and our alumni success. An annual gift is an ongoing “vote of support” for Lehigh and the value of your degree.

Alumni participation impacts:

- **Value of a Lehigh degree.** Parents and prospective students look at national rankings and alumni participation rates as indications of how satisfied alumni are with the school and the quality of the degree.
- **National rankings.** External evaluators like *U.S. News and World Report* use participation rates when calculating rankings. Right now, Lehigh’s overall alumni giving rate lags behind that of other national universities like Dartmouth, Duke, and Rice.
- **Financial strength.** Annual giving is an essential resource for the university. Corporations and foundations also require alumni participation rates in proposal requests because they believe their philanthropic or sponsored-research dollars

should go to an institution with proven results. Alumni satisfaction is a key measure.

WHERE DOES LEHIGH RANK?

There is a direct correlation between our ranking and our alumni participation rate, as the following chart of top-ranked institutions indicates.

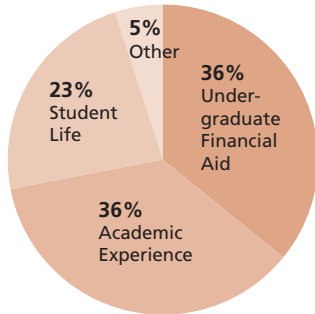
2011 U.S. News Rankings and Participation Rates—Top 25

2011 U.S. News Rank/ School (* = Public)	2009 Average Alumni Giving Rate
1. Harvard University (MA)	37%
2. Princeton University (NJ)	60%
3. Yale University (CT)	38%
4. Columbia University (NY)	34%
5. Stanford University (CA)	34%
5. University of Pennsylvania	37%
7. California Institute of Technology	35%
7. Massachusetts Inst. of Technology	36%
9. Dartmouth College (NH)	49%
9. Duke University (NC)	38%
9. University of Chicago	32%
12. Northwestern University (IL)	31%
13. Johns Hopkins University (MD)	33%
13. Washington University in St. Louis	31%
15. Brown University (RI)	37%
15. Cornell University (NY)	31%
17. Rice University (TX)	33%
17. Vanderbilt University (TN)	24%
19. University of Notre Dame (IN)	44%
20. Emory University (GA)	36%
21. Georgetown University (DC)	27%
22. University of California—Berkeley*	13%
23. Carnegie Mellon University (PA)	18%
23. University of Southern California	43%
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37. Lehigh University (PA)	22%

WHERE DO THE DOLLARS GO?

Your annual gift to the Lehigh Fund helps provide an essential bridge between endowment and tuition revenue and the university's operating budget. Lehigh's top priority is providing financial aid, but you can direct your gift to the program or project of your choice. Last year, more than 400 academic and student programs received alumni-directed support through the Lehigh Fund.

Where Do the Dollars Go?



Financial Aid

Due to the country's recent economic decline, financial aid needs of students are greater than ever, even as the university's income from endowment has decreased. Undergraduate financial aid ensures students of the highest caliber are able to attend Lehigh regardless of their financial circumstances.

While more than 50 percent of all students continue to receive financial aid, the typical Lehigh financial aid package has increased from \$13,668 to \$25,370 over the past 10 years. Today's package covers about half the total cost of a Lehigh education.

Last year, more than \$6 million—almost half of all Lehigh Fund dollars—went directly to financial aid to bridge the gap between endowed funding for financial aid and total student need.

THE POWER AND THE OPPORTUNITY

Backed by a tradition of generosity and pride in their alma mater, Lehigh alumni like you have the power and opportunity to increase the university participation rate.

Consistency Is Key

More than 70 percent of undergraduate alumni have made a gift to Lehigh at some time, demonstrating satisfaction and belief in the value of a Lehigh degree. Dramatic increases in participation are also common for alumni who have had a chance to reconnect with Lehigh during a reunion year. If just a quarter of all alumni who made a gift in the past five years were to contribute every year, Lehigh's participation rate would jump immediately to over 40 percent.

The Power of Young Alumni

Tremendous potential lies in the hands of young alumni, the fastest growing segment of the alumni population. With participation rates among graduates of the past 15 years hovering around 10 percent, young alumni can make a great impact on Lehigh's participation rate by the simple act of making a \$10, \$25, or \$100 annual gift.

Every Gift Counts

Participation is determined according to the number of alumni who give, rather than the amount of their contribution. That means a \$10 gift moves the needle just as much as a \$10,000 contribution. Just 450 alumni gifts increase Lehigh's participation rate by 1 percent.

Gifts of all sizes quickly add up. Last year, close to 17,000 donors collectively gave more than \$13.7 million to the Lehigh Fund. It would take close to \$300 million in endowment to generate that same level of funding for Lehigh students and programs in a single year.

YOUR PARTICIPATION MATTERS

Your participation in the Lehigh Fund is among the most impactful commitments you can make at Lehigh. Alumni participation matters on so many levels. In addition to the power of annual dollars for today's students, participation is a critical indicator of alumni engagement. The shared tradition of generations of alumni sustains the culture of philanthropy and excellence that has been Lehigh's hallmark for almost 150 years.

**Make a world of difference
a place that made a difference
to you.**

Please make your gift online at mylehigh.lehigh.edu/giving or call (866) 517-1552.

THE LEHIGH FUND
LEHIGH UNIVERSITY

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