Women for the World: The Campaign for Smith

will strengthen our generous financial aid program now and for the future, supporting continued academic excellence and diversity and making a Smith education accessible to any talented, qualified woman who seeks it.
For students today, one of the biggest barriers to pursuing higher education is cost. According to U.S. Census data, the median household income in the United States is just over $50,000, and about 90 percent of families earn less than $150,000 a year. Meanwhile, the cost of attending a top-tier liberal arts college like Smith hovers around $57,000 a year, with figures expected to rise an average of 4 percent annually, according to the College Board.

In the face of this, Smith has pledged to continue to meet the demonstrated need of all its students, in essence charging each student only what she and her family can reasonably afford. This is an expensive endeavor, especially as the college tries to control costs while continuing to develop programs that meet the expectations of students today.

The Women for the World campaign initiative to raise $200 million toward the financial aid endowment will add nearly $10 million a year to the college’s operating budget, freeing up funds to support other priorities across campus.

Here are five reasons to consider this important effort.
WITH YOUR SUPPORT, WE WILL

Make a Smith education more accessible

We want to extend the promise of a Smith education to any talented woman who seeks it, regardless of her ability to pay.

A gift to financial aid creates opportunities for amazing women to accomplish great things.

Most Economically Diverse Top-Ranked Liberal Arts Colleges
Percentage of Undergraduates Receiving Pell Grants

<table>
<thead>
<tr>
<th>College</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Smith College</td>
<td>25</td>
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<tr>
<td>Vassar College</td>
<td>23</td>
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<tr>
<td>Amherst College</td>
<td>22</td>
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<td>Bryn Mawr College</td>
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<td>Grinnell College</td>
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<td>Wellesley College</td>
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<td>Williams College</td>
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<td>Pomona College</td>
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<td>Wesleyan University</td>
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<td>Macalester College</td>
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The federal Pell Grant program provides need-based grants to help low- and moderate-income individuals pay for a college education. Of the top 25 ranked liberal arts colleges in the country, Smith has the highest percentage of students receiving federal Pell Grants.

- Nearly 20 percent of Smith students are the first in their families to go to college.
- Among the class of 2017, 94 women are the first in their families to attend college.

From data compiled by U.S. News & World Report, 2010–11
Support diversity in its many dimensions

Financial aid allows the college to attract a remarkably accomplished and diverse group of students, making each student’s learning experience richer and more rewarding.

A gift to financial aid is an investment in Smith’s sustained excellence.

Cost vs. Price of a Smith Education
2012–13

Every Smith student, regardless of her financial situation, receives a significant subsidy from the college toward the real cost of her education. Without funding from the college’s own resources, few students could afford a Smith education, regardless of their potential.

- More than 60 percent of Smith students receive need-based financial aid.
- The actual cost of educating each Smith student exceeds the comprehensive fee by more than 20 percent. Endowment earnings and generous philanthropic support make up the difference, providing a “hidden scholarship” of more than $16,000 for every student.
WITH YOUR SUPPORT, WE WILL

Be the college of choice for the world’s most promising women

Smith’s commitment to financial aid and access rivals any institution in higher education, yet less than 50 percent of our financial aid budget is endowed. We can do better.

A gift to financial aid will ensure that the best students will continue to choose Smith.

Undergraduate Discount Rate
Scholarships/Gross Comprehensive Fee Revenues, in percentages

After calculating a student’s financial need, the college determines how much of the comprehensive fee she should have to pay. The difference between her cost and the full comprehensive fee is the tuition discount. The total grant aid given to all students divided by the gross comprehensive fee (if all students paid the full price) is called the discount rate. The more aid granted, the higher the discount rate.

- Each year Smith returns more than 35 percent of its comprehensive fee in the form of financial aid.
- The average institutional aid award (tuition discount) in 2013 was $21,300.
Extend Smith’s global reach

In answering the call for women’s leadership worldwide, our students must come from everywhere. An investment in a Smith student benefits not just her, but all of those her life will affect in the future.

A gift to financial aid will resonate throughout the world.

Smith College Application Trends

Interest in Smith is growing globally. In each of the past seven years, Smith has received record numbers of applications. International applications have more than doubled in the past decade. These trends have allowed Smith to be a more selective and more diverse institution.

- The class of 2017 includes a record number of international students: 17 percent of students in the class come from other countries.
- For the past two years, Smith has had its lowest admit rate since 1969.
Strengthen Smith for the future

With a secure and consistent source of funding for financial aid, the college can make additional investments in the faculty, programs and physical campus to meet the evolving needs and interests of current and future students.

A gift to financial aid will make Smith a better institution.

From 2008 to 2012, the total amount of aid Smith granted annually grew by 25 percent, while the amount of aid supported by endowment grew by 16.5 percent.

Income from Smith’s endowment contributes less than half of the total amount of aid granted annually. The balance comes from other revenue sources including tuition and unrestricted funds.

An additional $200 million in endowment for financial aid will generate $9.5 million per year, the equivalent of 17 percent of a $55 million financial aid budget.
Giving Opportunities

NAMED ENDOWED FUNDS

**Full Scholarship Fund — $1 million or more**
A $1 million endowed gift generates approximately the income required to cover the cost of tuition for a student receiving full financial aid. Donors may specify certain broad preferences for the recipients of these funds, such as majors in a particular field of study, nontraditional-aged students, international students or other key demographics.

**Partial Scholarship Fund — $250,000 or more**
Donors may specify certain broad preferences for the recipients of these funds as explained above.

**Unrestricted Scholarship Fund — $150,000 or more**
An unrestricted scholarship fund supports students with demonstrated financial need as determined by the college.

CURRENT USE FUNDS

**Designated Core Support Fund**
A gift of $25,000 or more can be directed in support of Smith’s core financial aid priorities, including:
- General Financial Aid Fund
- Ada Comstock Scholars Financial Aid Fund
- International Students Financial Aid Fund

**The Smith Fund**
Providing unrestricted support for Smith’s top priorities, including financial aid and scholarships, Smith Fund donors qualify for recognition in the Sophia Smith Leadership Society at the following gift levels:
- President’s Circle Cum Laude ($100,000 or more)
- President’s Circle ($50,000–$99,999)
- Trustees’ Circle ($25,000–$49,999)
- Deans’ List ($10,000–$24,999)
- Paradise Club ($5,000–$9,999)
- Founders Society ($1,875–$4,999)

A complete list of giving opportunities is available at [www.smith.edu/campaign](http://www.smith.edu/campaign)
"I graduated as the first African-American valedictorian in my high school’s history. Financial aid is more than money—it is an opportunity to succeed in life.”

Mylasha Furlonge ’14
“Attending Smith empowers me by pushing my limits and showing me that all sorts of possibilities are out there for me.”

Yasmin Kamal ’14
“Getting accepted to Smith College was the best day of my life. I will use my degree to help other people just like me.”

Dawn M. Ginnetti AC ’14
“I am truly grateful for the opportunity to get an education at Smith College, where female leaders of the world are born.”

Lerato Maphanyane ’15