



*The greatest gift you can give?  
Your participation.*

November 15, 2012

Dear Heather,

If you value your Mills education, there is something very simple you can do to recognize the College's excellence—and to help the world recognize it, too.

Mills offered so much to me: a place for me to explore my interests, learn, and grow, both as a student and as an individual. I also received scholarships from the College. Two years after graduation, I made my first gift to Mills. I remember feeling proud that I could make this gift. It was my way of saying "thank you" for my extraordinary experience.

**Now is your chance to make your gift to Mills College and demonstrate how much Mills means to you. I hope you will consider making a gift of \$150 to show your continued appreciation as an alumna of the College.**

As a Mills woman, your gift is important in a lot of ways. Donating helps Mills support students, faculty, and academic programs, of course. In addition, your gift—even a small gift—sends a message that your years at Mills are important to you and that you value your degree.

When enough alumnae give, we have a positive effect on Mills' rankings in publications like *U.S. News & World Report*, which uses participation in giving as an indicator of how satisfied alumnae are with their Mills education. The higher our participation, the more we can help improve Mills' ranking. A higher ranking enhances the College's national reputation, which increases the esteem of our own Mills degrees.

Last year, 25 percent of alumnae gave to Mills. Other women's colleges achieved higher rates of alumnae participation in the same period: 31 percent of Smith alumnae, 37 percent of Bryn Mawr alumnae, and 45 percent of Wellesley alumnae are donors.

Not only are alumnae of these colleges giving at a higher rate—so are Mills' own students! Did you know the Class of 2012 achieved 42 percent

Shannon Wolfe '96





participation in giving to their senior class gift? It would be wonderful if, as alumnae, we strived to raise our participation rate to 42 percent. All you need to do is make your gift to the College.

As a donor to the Mills College Annual Fund, you know that you can decide how and where your dollars are spent. I choose to designate my gifts to Mills' Greatest Need, because I like knowing that my gifts will have an immediate impact wherever the needs are most urgent. When you give, you can choose from a list of designations and see your dollars put to work. Besides Mills' Greatest Need, other popular designations are:

- Undergraduate Student Scholarships, so you can help keep Mills affordable for current students;
- Academic Programs, which funds the activities and tools that create an innovative, relevant, and engaging curriculum; and
- Faculty Support, which allows the College to attract and retain faculty who are leaders in their fields.

When making your gift to Mills, you choose the designation that speaks to you—check that box on your reply card when you send in your donation.

I understand how tough these economic times are, and we all get caught up in our day-to-day lives. Nonetheless, taking time to donate to Mills is an easy way to make a difference for the College and its students. It doesn't have to be an amount that hurts your wallet—small gifts to Mills, every year, speak volumes about the importance of the College to you.

I love traditions. One of my favorite Mills traditions is our alumnae clubs; in fact, I am working hard with a few other Mills women to re-start the San Francisco Mills Club. We are looking forward to creating new opportunities for San Francisco alumnae to participate in the life of the Mills community by coming together at events, networking, and raising funds for scholarships.

The tradition that resonates with me the most is that of alumnae giving back to the College through the decades. When we support Mills through the annual fund, our gifts help fund a student's education *this year*. The enclosed chart shows the costs of a Mills education and gives you an idea of how even small gifts can make a big difference for students.

Your giving will further the tradition of Mills' excellence as a women's college for the next generation of students—students like me and like you, for whom the College offers so much. Please show you're proud to be a Mills alumna by making your gift today. Your continued participation is fundamental to the continued strength of the College.

Sincerely,

  
Shannon Wolfe '96

P.S. Did you know that your 50th Reunion gift campaign is underway? Select "My 50th Reunion Gift Fund" on the enclosed reply card and your donation will count towards your class's gift fund. For more information about the fund, call Nikole Hilgeman Adams at 510.430.2229

MILLS

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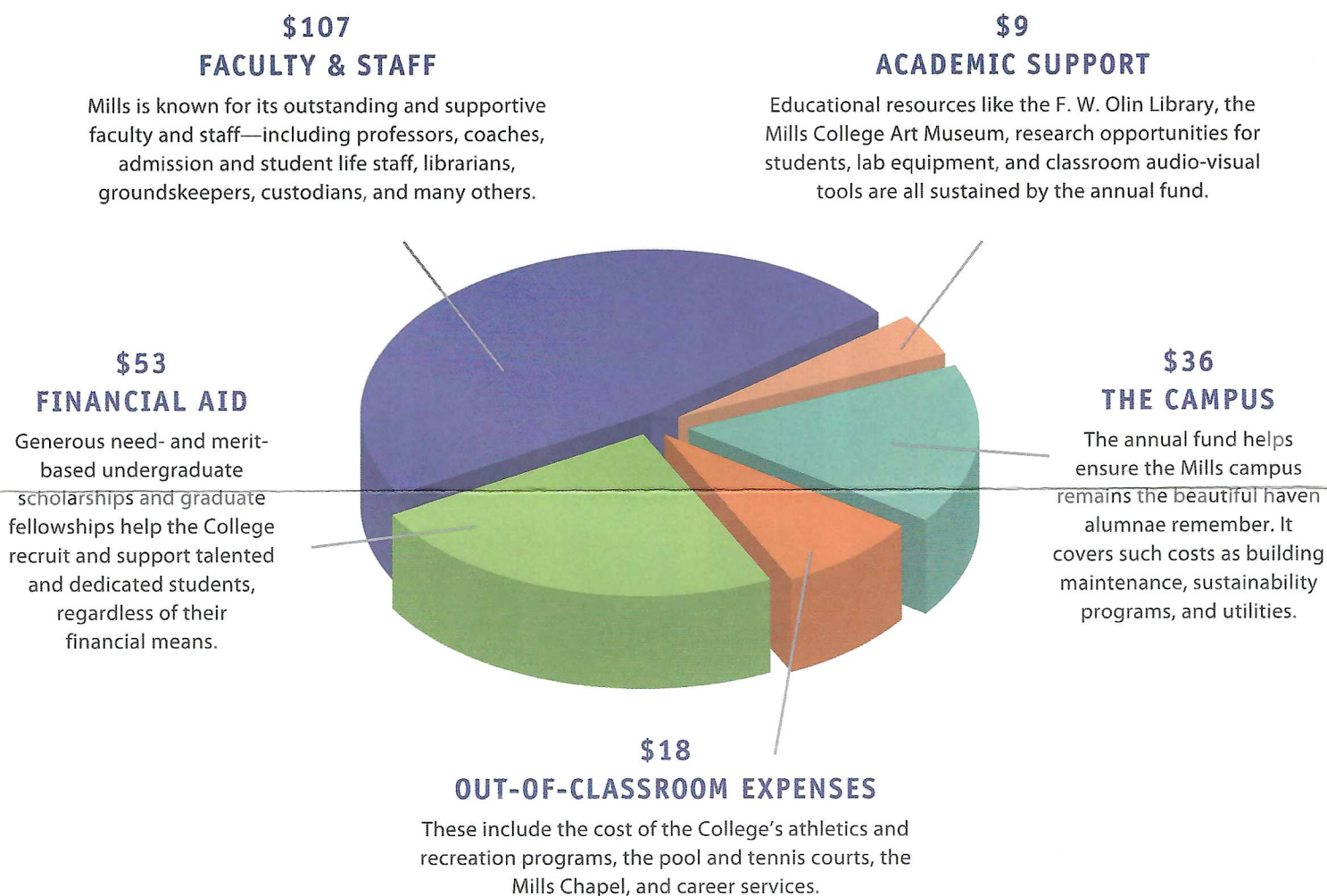




# Now your annual fund gift supports Mills students today

The greatest gift you can give Mills today is your participation in the Mills College Annual Fund. Gifts of all sizes help support the education of a student for a day, a month, or a year. The total cost per day of educating a Mills student is \$223, which includes all of the expenses shown in the chart below.

## THE TOTAL COST PER DAY OF EDUCATING A MILLS STUDENT IS \$223



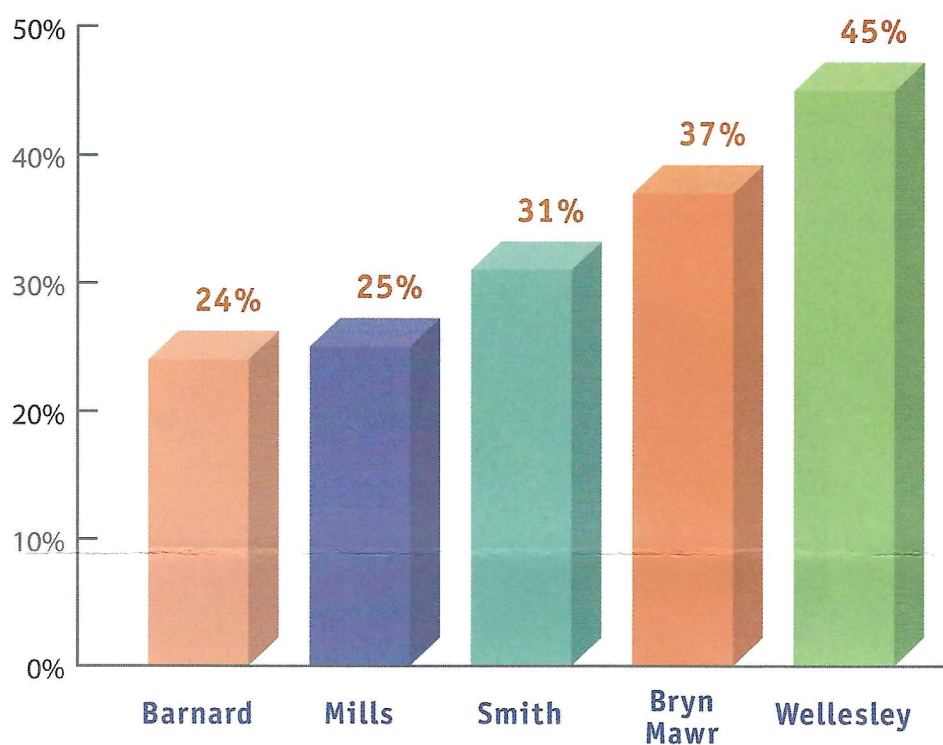
# MILLS

Give to the Mills College Annual Fund  
by returning the enclosed envelope or visiting [www.mills.edu/giving](http://www.mills.edu/giving).



# Now Mills' alumnae participation rate stacks up

Your gift to the Mills College Annual Fund enhances Mills' reputation as a leading women's college. Publications that rank colleges, like *U.S. News and World Report*, view the number of alumnae who participate in giving as the key indicator of graduates' satisfaction with their education. Greater alumnae participation can boost a college's rankings. It's easy for you to help raise Mills' participation rate: all alumnae gifts count, no matter the size!



PERCENT OF ALUMNAE WHO GAVE IN FISCAL YEAR 2011-12

MILLS

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