

YOU HOLD THE KEY...

Your support of the 2002-03 Annual Fund is essential to Mary Washington College, the new Alumni Executive Center and the MWC Kresge Challenge. Please make a gift today.

MARY WASHINGTON COLLEGE GIFT CLUBS

(Consider stepping up to a new gift club.)

PRESIDENT'S COUNCIL

1908 Society (cumulative)	\$100,000 +
Cornerstone Society	\$10,000 +
Brompton Society	\$5,000-\$9,999
Oak Tree Society	\$1,000-\$4,999

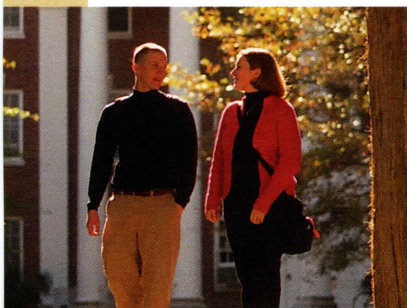
ASSOCIATES OF

MARYE'S HEIGHTS \$500-\$999

BLUE AND WHITE CLUB \$250-\$499

DEAN'S CIRCLE OF RECENT GRADUATES (past five classes) \$50 +

Remember, if your employer has a matching gift program, you can double your contribution and possibly join a new gift club at the same time.



MARY WASHINGTON COLLEGE FOUNDATION
P.O. Box 1908
Fredericksburg, VA 22402-1908
1-888-MWC-0004

YOU HOLD THE KEY



MARY WASHINGTON COLLEGE

2002-2003 Annual Fund

During a recent event at Mary Washington College, a visitor on a mission posed a question to campus guests. He approached an alumnus outside of Seacobeck, a group of parents near Woodard Campus Center and a professor in front of Monroe Hall. He asked each one if they knew who had the key to the College. No one knew the answer.

He continued quizzing everyone he met including a woman who said she owned a business in historic Fredericksburg, and a man who said he enjoyed the many cultural events at MWC. No one knew the answer.

That evening, all guests on campus assembled in Dodd Auditorium for a special program. After they were seated, each was handed a folded piece of paper.



As the curtain went up, the inquisitive visitor strode across the stage toward the podium. He introduced himself and casually began to relate the tale of his curious day on campus.

He then instructed members of the audience to unfold their pieces of paper and stand up if they found a picture of a key. Every single person in the auditorium stood up.

The man smiled knowingly and said, "That is the answer. Whether you are an alumnus, a parent, a member of the faculty and staff, a business owner or a friend in the community, you hold the key to Mary Washington College."

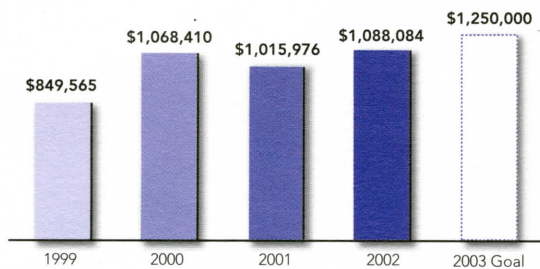


to Mary Washington College ... the new Alumni Center

Each year, the Annual Fund campaign at Mary Washington College relies on your gifts to help fund special programs, scholarships and areas of need that are not covered by the state budget.

During the 2001-02 KEY TO THE FUTURE campaign, alumni, parents, faculty, staff, businesses and friends of the College helped MWC surpass the \$1 million mark for the third year in a row with a remarkable \$1,088,084 in unrestricted gifts.

Unrestricted Annual Fund Giving History



Considering the severe state budget restrictions currently in place, and the additional cuts that are imminent, your support is more important now than ever.

The goal for the **You Hold the Key** Annual Fund campaign is \$1.25 million. Once the Annual Fund goal is achieved, all gifts exceeding that amount will go toward the **MWC Kresge Challenge** in support of the new Alumni Executive Center.



The new Alumni Executive Center at Tr...
to offer a functional and elegant pla...

How will the Center be used?

The new Alumni Executive Center will be a landmark hospitality facility featuring:

- a banquet hall for large-scale dinners
- a reception gallery
- an outdoor open-air courtyard
- a board room
- numerous meeting rooms
- space for the Offices of Alumni Relations and College Advancement
- and guest rooms for campus visitors.

It will be available for reunions, homecoming events, community events, corporate retreats and other special occasions.

The grand opening is scheduled for June 2004

Your gift can unlock the \$400,000 Kresge gran...

THE KEY ...

Executive Center ... and the MWC Kresge Challenge.



Hill will span more than 24,000 square feet
for College, alumni and community events.

Who is paying for the Center?

State funds are not available for this project, so all funds must come from private sources.

- *Since May 2000, members of the Alumni Executive Center campaign committee have been meeting with alumni, businesses and friends of the College to secure gifts and pledges.*
- *In March 2002, the Kresge Foundation announced that MWC has been chosen to receive a \$400,000 grant for the Alumni Executive Center.*
- *As of September 1, 2002, \$4.9 million has been raised toward the campaign goal of \$6 million (not counting the Kresge grant).*
- *The MWC Kresge Challenge encourages supporters to raise \$5.6 million for the Alumni Executive Center by June 30, 2003. At that time, the Kresge Foundation will award the \$400,000 grant to finalize the \$6 million campaign goal.*

Established in 1924, the Kresge Foundation is renowned for their support of institutions of higher education, health and human services, science, arts and humanities.

The College is fortunate to have been selected to receive a prestigious Kresge grant. However, your gifts and a high level of participation by all MWC supporters are critical to the success of this campaign.

From now through June 30, 2003, the **MWC Kresge Challenge** will unite all alumni, parents, faculty, staff, businesses and friends of the College to achieve a common goal through the 2002-03 **You Hold the Key** Annual Fund campaign.

All funds that exceed the initial \$1.25 million Annual Fund goal will be designated for the new Alumni Executive Center to meet the requirements of the **MWC Kresge Challenge**.

This year, when you give to the **You Hold the Key** Annual Fund campaign, you also add your support to the new Alumni Executive Center.

