



November 22, 2010

Classmates:

We take this opportunity to update you on the progress of our Class of 1964 50th Reunion Gift Project for the Naval Academy and to announce that one of our classmates has thrown down a challenge that can easily push us to and beyond our goal.

Many classmates have already committed their support to the 50th Reunion Gift Project by making an outright gift or a pledge to make gift payments over time. As of 12 November:

1. 184 of us have supported the Integritas Film Project, donating \$92,914 in cash and pledging an additional \$395,239, for a total of \$488,153.
2. 174 have supported the Foundation Prep-school Scholarship program, donating \$46,125 in cash and pledging \$323,104, for a total of \$369,229.
3. 204 have supported the Naval Academy Annual Fund with \$56,011 in cash gifts and \$125,758 in pledges, for a total of \$181,769.

All told, **we have raised \$1,039,153, or 53% of our \$1,964,000 overall goal.** Not bad for nearly a year of fundraising! Thanks to all who have participated so far. However, **the number of classmates who have participated to date is very disappointing-----Only 35%! The balance of 65% of our classmates needs to come on board to help us achieve our goal of 100% participation. Read on-----.**

One of our classmates, who wishes to remain anonymous, believes that we can reach our goal and wants to help. First, he has just donated \$500,000 to the 50th Reunion Gift Project, which will increase our contributions listed above. But, equally important, he will **match NEW gifts and pledges** and any corporate matching gifts received from 30 September 2010, until he has given another \$500,000 in gifts, or the end of our 50th Reunion fundraising period on 31 December 2014, whichever occurs first. Since he is trying to motivate additional giving, he will only **match NEW gifts and pledges** made starting September 30 2010. He will not match payments on pledges that were made before that date. So what does this mean in simple terms? Some examples will explain:

4. If you make a new gift of \$1,000 (meaning you stroke a check for \$1,000 and send it to the Foundation marked for the Class of 1964 50th Reunion Gift), our generous classmate will increase his gift to the project by \$1,000.
5. If you make a new pledge of \$2,500 per year for the next four years to the project, our classmate will increase his gift to the project by \$10,000 (\$2,500 X 4 for those of us who excelled in Bull).

6. If your employer (or in some cases, former employer) matches your new gifts or payments on new pledges, our classmate will increase his gift accordingly. Click on <http://www.matchinggifts.com/usna/> to see if your employer will match your gifts.

So, we have the potential to raise another \$1M if we all step up with \$500,000 in new gifts or pledges. This would push us way over the top of our goal, right where we would expect The Great Class of 1964 to be!

If you have not yet made a gift or pledge to support the 50th Reunion Gift Project, now would be the time, since, as a result of this very generous challenge, your new gift or pledge will be **doubled**! If you are one who believes you cannot participate in this effort, please consider that if each of us donates just \$2.00/day over the five (5) year period of our campaign, we will have exceeded our goal and made this truly A Class Act!

If you have already made a gift or registered your pledge, thank you! But I would also ask you to consider a new gift or pledge that will be **doubled** by this challenge.

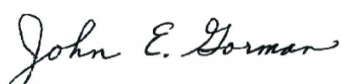
We are humbled by the support many of you have shown to the Naval Academy through our 50th Reunion Class Gift Project so far. We are deeply grateful to our most generous classmate who has enabled this challenge, believing that his classmates are equal to the task. Let's not let him down!

Attached, please find a gift pledge card for your use. Please use it now! If we can help you, please let us know.

Best regards, and BEAT ARMY and BEAT SAN DIEGO STATE in the Poinsettia Bowl!



Denny Connolly
Campaign Chair



John Gorman
Project Chair



Bill Natter
Class President