

50th Class Gift Fundraising Status though May 4, 2014

Classmates:

We have made great progress on our 50th Reunion Gift fundraising efforts. Of our original goal of \$1,964,000, established based upon our perception of our classmates ability to raise money for midshipmen programs, we have raised \$2,695,508 (137% of goal) through a combination of pledges and donations. The following are key statistics for our individual Class Gift projects:

Integritas		A&S Scholarships/ Athletic Excellence		Annual Fund		Total	Honor/Memorial Gifts
Receipts	Pledge Due	Receipts	Pledge Due	Receipts	Pledge Due		
1,306,542	96,783	583,707	38,373	594,309	75,795	2,695,508	10,075

411 classmates (contributing grads, non-grads and widows) have contributed to this Class Project. However, all pledges have not been fulfilled as discussed below.

The A&SP Scholarship Project. We have exceeded our goal through pledges and donations to this project. We have provided three need-based scholarships to honor scholars and athletes needing a year of prep school to better prepare them for the Academy, in the name of the Class of 1964. The fourth is scheduled to be awarded in 2014.

The Annual Fund Project. Classmate pledges and donations to this fund have exceeded our goal.

Integritas: Although we have exceeded our initial fundraising goal for this project, additional donations are needed to: repay a loan from our Center of Ethical Leadership; replace unfulfilled pledges; and to cover expenses incurred beyond Integritas production costs.

Great progress has been made on the Integritas videos: 7 of 11 have been completed and filming of the last 4 is done. The film spot, "Faces of America" is scheduled to be shown at graduation this month. Thereafter, we will be able to access the project directly by going to: www.integritasproject.com. The publicly accessible site will host viewings of "Faces of America" and three plebe teaser spots: "Something More", "Can I Be More?" and "Remember". These spots will be presented to the plebes during their summer training with the remainder of the spots rolling out at strategically timed points throughout the academic year. Our donations and \$115,000 loaned from our Ethics fund have enabled this work to be paid for to date.

The Foundation still needs a bit over \$202,000 to complete editing of the last 4 videos and pay back the loan. \$91,000 due from many of us in outstanding pledge payments added to the \$181,000 cash on hand will cover this—but only if we make our remaining pledge payments. And there are great ideas for more videos that could be pursued should additional donations be received. If you are still paying on your Integritas pledges, I encourage you to continue to do so. If you like what you see so far and believe, as I do, that we should increase our legacy gift to the Academy by funding additional videos, please make an additional gift or pledge. Donations and pledges can be made through December 31, 2014. Pledge can be fulfilled over a three year period.

Classmate Participation. As stated above, 411 classmates (contributing grads, non-grads and widows) have contributed to this Class Project to date. Our goal is to reach 100% participation. All can give a gift commensurate with our means. Our "company participation campaign" was initiated in the fall of 2012. Look for a report on your company performance soon. Work through your company rep to make a new donation today to make this project truly a "Class Project"!

Very best regards to all,
Bill Natter
Pres. USNA Class of 1964