



Donor Impact Report

Fiscal Year 2021



**SAINT MICHAEL'S
COLLEGE** FOUNDED
1904

Office of Institutional Advancement

Fiscal Year 2021 Recap with Krystyna Davenport Brown, Vice President for Institutional Advancement

It speaks volumes about the Saint Michael's community that during the most difficult time in generations, FY21 was one of our most successful fundraising years, with \$10 million in gifts and pledges raised. We couldn't have achieved such an important goal without your ongoing support and generosity.

This year was filled with important milestones. It brought great joy to all of us on campus when students were able to return for the fall semester, but it was challenging managing COVID restrictions, quarantines, isolation, and remote learning. But there were bright spots: Despite fall sports being canceled, September's Purple Knight Challenge shattered previous totals and raised nearly \$200,000 from 1,339 donors, including alumni and families of current athletes. It was a huge financial and emotional boost to Saint Michael's athletic programs.

We kicked off an in-depth, year-long strategic planning process to focus on the next three years and beyond. Approximately 75 members of the community were divided into eight committees, which weighed in on our strengths and weaknesses, as well as our hopes and aspirations. The full report will be released in the coming months.

Students returned to campus after the Christmas break, and although classes continued remotely, we found new and clever ways to brighten the cold winter days, including an outdoor ice rink on the 300s field. Our fundraising continued to be strong, starting with January's Sustain St. Mike's

campaign. Donors who signed up as recurring monthly donors had their gift matched for 12 months by college Trustee Tim Ford '83.

Twenty of Saint Michael's finest women were honored on International Women's Day, March 5, which was tied to a greater celebration of the 50th year of women at Saint Michael's. Honoree Jenna Carroll '92 made a \$15,000 matching gift to the International Women's Day scholarship to support the education of current Saint Michael's students.

Just two weeks later, the Rugby Challenge set a new record of \$20,000, thanks to two anonymous donors from the class of '93 who matched \$10,000. There was a joyful and highly entertaining Zoom as coaches, current players, alumni, and founders of both the men's program and women's program joined the call from as far away as London.

April's Purple Knights Do More campaign was a push to remind people of the importance of alumni participation. Ben Mottola '90 made an initial gift of \$50,000, then offered an additional gift of \$30,000 if we reached 1,000 participants. His challenge worked—we reached 1,076 donors and raised more than \$311,000.

With the arrival of vaccines in the spring and the community effort put forth in Vermont to control COVID, graduating seniors were able to have a beautiful commencement ceremony on the library lawn on

May 13, a triumph for the seniors and a harbinger of normalcy for the rest of us.

The fact that so many of our alumni stepped forward with encouraging words, generous contributions, motivating challenges, and planned gifts proved just how much Saint Michael's means to Purple Knights around the world and how much they truly cared in this most challenging of years.

We plan to forge ahead with another lofty goal for FY22. We still face enormous difficulties, expenses, and challenges. But if FY21 is any indication, we will succeed, because the Saint Michael's community always persists in Doing Well and Doing Good.

Thank you.



Krystyna Davenport Brown
Vice President for Institutional Advancement



Fiscal Year 2021 by the Numbers

(July 1, 2020–June 30, 2021)

Total Giving



\$10,008,000

Total Raised in
Pledges and Gifts



5,170

Total Number
of Donors



\$1,681,596

Raised in
Unrestricted Funds

(does not include bequests)

The Highlights



\$207,313

Raised through Purple Knight
Challenge



\$311,674

Raised through Purple
Knights Do More



\$2,000,000

Health Science
Challenge Complete



3,285

Loyalty Circle
Members*



440

President's Medallion
Society Members**



122

Sustain St. Mike's
Members†



270

Connections Made
on SMC Connect



2,098

Virtual Event
Attendees



345

Prospective Students
Nominated by Alumni

* The Loyalty Circle recognizes donors who have given for three or more consecutive years.

** The President's Medallion Society recognizes donors who give \$1,000 or more annually.

† Sustain St. Mike's is our monthly recurring gift program

Kindness Repaid by Paying it Forward

Ed Mitchell '84

Ed Mitchell loves St. Mike's. You can hear it in his voice, the way he fondly remembers professors and mentors. The way he laughs when recalling friends and roommates, reunions and Rasputins. And the way he wants today's students to have the same great liberal arts education and college experience he had. Better, even.

After graduating from St. Mike's in 1984, Ed earned a master's degree in public administration from Suffolk University in 1986 and got a job offer in Florida. "I said I'd try Florida for a year, and 30-something years later I'm still here," he laughs. Ed's career in city administration, management, and vital resources has brought him great success over the years, but he's never forgotten where he came from and who helped him get where he is today.

"I started to give annually to St. Mike's when I graduated, in the \$250 range, then

built up to gifts of \$500, then \$1,000 or more. As I had more success in life, I was glad to have the opportunity to increase my giving," he says. Ed knew that he wanted to do something significant, so he worked with Institutional Advancement staff to create an endowed scholarship with an initial gift of \$50,000, and an additional \$50,000 through a stock transfer. "I wanted to set the parameters so that the scholarship would benefit a student from Worcester County, MA, where I grew up, or Barnstable County, where I own a house and loved spending summers as a kid."

As a member of the All in for St. Mike's capital campaign committee, Ed is an extraordinary example of generosity for other alumni. He enjoys coming back to campus, volunteering at events like the Career Symposium, and organizing class reunions. "St. Mike's has that personal touch to it, which is important. It's what sets it apart from other places," he explains.

Ed thinks back to his own student days and the friends, professors, and mentors who supported him along the way.

"You can be who you want to be at St. Mike's, yet they also help you be the person you want to become," he says. Now, it's Ed's time to be that positive influence in the lives of current students through the endowed \$100,000 Edward R. Mitchell Family Scholarship. "I'm fortunate enough to pay forward some of the kindness that I received along the way," he says. "I wouldn't trade my St. Mike's education for anything."

For a more in-depth profile of Ed Mitchell, please visit www.smcvt.edu/edmitchell.

\$1,678,000

Available in
Named Scholarships

231

Students Receiving
a Named Scholarship



6

New Scholarships
during Fiscal Year 2021

Grace Taerner Hoefig Term Scholarship
The Michele Poisson Kukla '82 Family Scholarship
Sharon Dowd Leahy and Wayne K. Leahy '71 Endowed Scholarship
The Emery and Bernice Roy Scholarship Fund
George J. Brady Memorial Term Scholarship
Margaret E. Ross Endowed Scholarship

"It is an honor to be chosen as a recipient

for the Edward R. Mitchell '84 Family Scholarship. In times like these, something as positive as a scholarship is greatly appreciated. I sincerely thank you for this generous donation and for supporting Saint Michael's students such as myself."

— **LAUREN TWIGG '24**

Secondary Education and English



Moving Forward

It wasn't easy kicking off a fundraising campaign in the midst of a pandemic, but that's exactly what we did with *All in for St. Mike's*.

The need was there before COVID began, with broad challenges throughout higher education; specifically, competing for a shrinking pool of high school students among competitor schools in New England and beyond. We had no choice but to move boldly ahead, enlisting alumni and friends of Saint Michael's to serve on a variety of committees, each dedicated to engaging a different group of vital supporters.

The emergence of constant Zoom calls may have actually worked in our favor, because committee members were very generous with their time and willing to jump onto meetings and share ideas across the country, from as far away as Puerto Rico.

Our initial goal of \$10 million was higher than any amount we'd raised in a single year, but truly a stepping-off point in the grand scheme and strategic plan for the College. We will continue the *All in for St. Mike's* campaign into FY22, and we ask you to play a part in its success going forward to benefit current and future Purple Knights. After all, our students are the heart of everything we do. They bring creativity and curiosity, excitement and enthusiasm to every corner of campus. At the end of their time here, when they embark on life's adventures, they are fully prepared to do well and do good. And that is what matters the most.

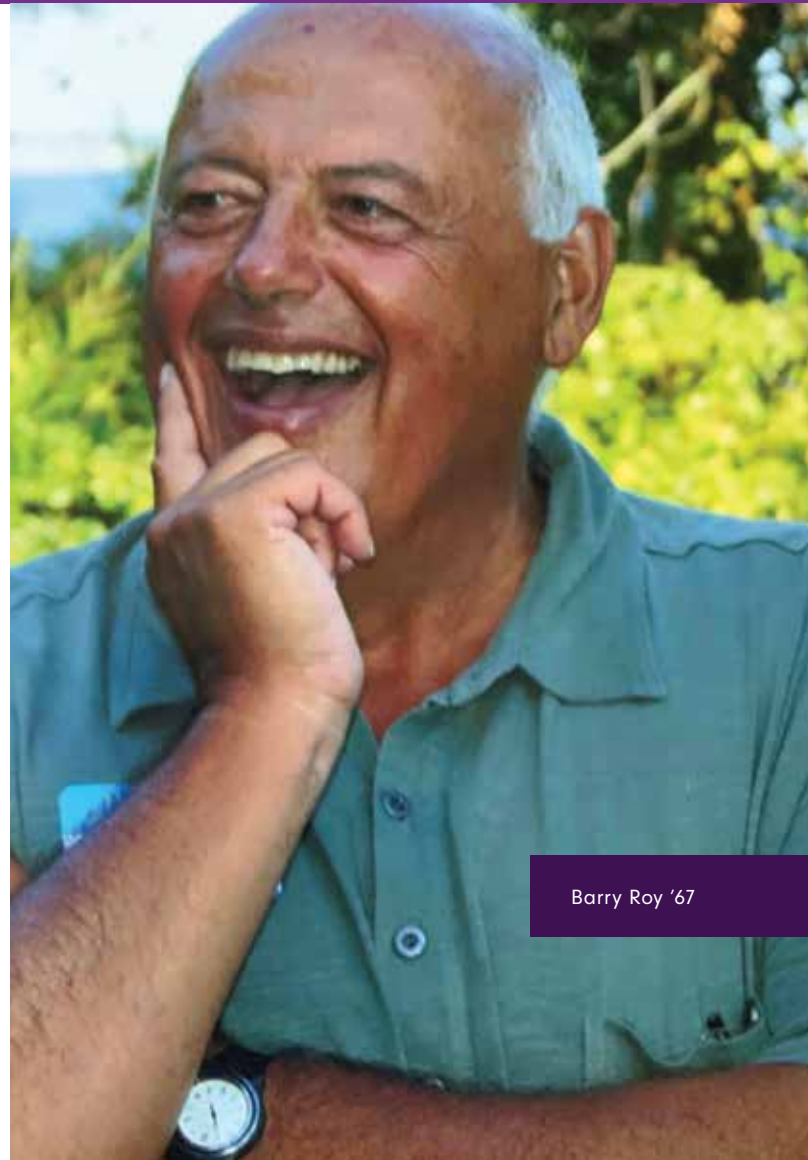
Are you *All in for St. Mike's*?



Planned Giving Legacy

A larger-than-life figure on campus and within New England philanthropic circles, Class of 1967 alumnus and longtime Trustee Barry Roy passed away on August 9, 2019, at the age of 73. Barry bequeathed approximately \$4 million to Saint Michael's through his estate, the largest single gift in school history.

“When I first met Barry, he immediately struck me as someone who had a giant heart of gold,” said Saint Michael's President Lorraine Sterritt. “That first impression was absolutely correct. We quickly became close friends. He was devoted, heart and soul, to the College. As someone who came from humble circumstances himself, he made it his mission to help students and to help the place that had equipped him so well for his career, a classic case of paying it forward.”



Barry Roy '67

Barry's gift includes:

- \$750,000 to the newly established Emery and Bernice Roy Endowed Scholarship Fund, to provide annual, need-based aid, with preferential consideration to underrepresented minority students and applicants
- Approximately \$1.2 million to the Class of 1967 Endowed Scholarship Fund, to provide need-based, unrestricted scholarship aid to Saint Michael's students
- Approximately \$2 million to the unrestricted Saint Michael's Fund, used by the president and Board of Trustees for strategic future investment

His generosity will continue to have a tremendous impact on Saint Michael's programs, students, and financial future.

“Barry strongly supported our programs in health-related fields, which are more vital now than ever,” explained Sterritt. “He understood the importance of both scholarships and unrestricted funds to ensure a bright future for the College that he loved so dearly. I remain deeply touched by his extraordinary generosity.”

Barry's posthumous gift brings his total giving to more than \$4.5 million. A central gathering place on campus, The Roy Event Room, was named for him in 2013.

3

New Documented
Planned Gifts

6

New Heritage Circle
Members

\$4,831,739

In Realized Bequests

Office of Institutional Advancement

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