

It is an investment in a young man or woman who—when empowered with a CMC education—can change the world, create jobs, solve problems, enrich our culture, lead our government, build a business, heal the sick, or teach our children.

—LAURA (MAY) GRISOLANO '86

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NO ONE WATCHING the latest news from the presidential campaign trail could miss this truth: millions of small contributions have created power and possibility.

The fact is that most of us do not have the means to make an “eye opening” contribution. Even when we make a donation that is significant for us, it will not make front page news. But, fortunately, we have been reminded by the headlines this year that our smaller gifts *do* make a difference. They *are* important.

Your annual contribution to Claremont McKenna College funds scholarships for the best and the brightest of this generation. It is an investment in a young man or woman who—when empowered with a CMC education—can change the world, create jobs, solve problems, enrich our culture, lead our government, build a business, heal the sick, or teach our children.

On a more mundane—but no less essential—level, your gift provides a safety net for College operations when market fluctuations impact cash flow. Unrestricted gifts “make the trains run on time,” pay our faculty, groom our playing fields, maintain our IT connections, and keep the lights on.

Lastly, your gift sends a signal to the world. It tells college ranking boards and institutional funders that you value your CMC degree and that you are willing to personally invest in the future of our College. The alumni participation rate is as important an indicator of the future health of CMC as the total dollars we raise. That means *you* are important to our success. *Your individual gift* makes a big difference. Collectively, alumni gifts create power and possibility.

The Campaign for Claremont McKenna will make possible the continuation and betterment of this country’s finest liberal arts institution. We are the best because of our commitment to CMC’s core values and our unparalleled environment. Leadership, performance, pragmatism, excellence, a focus on athletic opportunities, diversity of thought, global vision, reaching beyond the norm—these are the values that are at the heart of our College’s mission, and they are unique within the world of higher education.

Moreover, students experience these values in a very special place. The intimacy of CMC—fostered by our sunny, residential campus and a faculty dedicated to teaching—offers a rare environment for young leaders to blossom and bond with classmates. It gives students a chance to try out new skills in practicums and extracurricular endeavors. It provides green spaces for Frisbee playing, studying, and intramural sports. Our dorms are sized to build community. Our classrooms reflect our fantastic teacher-to-student ratio.

But it is costly to be the best. We will only be able to continue the legacy of Claremont McKenna College if everyone participates. Your contribution, large or small, is critical to our success.

So, please, take a moment today to send in your gift to CMC. Be a part of something big. Be a part of the collective effort that will make possible an outstanding CMC education for the next generation of student leaders.

Thank you, and please keep in touch!

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To Write CMC

Address all correspondence to: *CMC Magazine*, 400 N. Claremont Blvd., Claremont, CA 91711-4015. Letters may also be faxed to 909-621-8100 or e-mailed to magazine@claremontmckenna.edu. All letters should include the author’s name, address, and daytime phone number, and may be edited for length, content, and style.

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