Thousands of people support Colgate every year, and they all have their own compelling reasons. Whether to honor a classmate’s memory, or in remembrance of a favorite professor or academic program, giving back feels good. Why? It strengthens the Colgate bond over distance and time. It assures that the most memorable programs live on for future students. It keeps the Colgate family strong. On these pages, 13 alumni share their reasons for supporting Colgate. We invite you to get in touch with your inner reason. Tell us about it, online at www.colgatealumni.org/reasons_for_giving.

SUMMER 2008
Ben Franklin said it first: “An investment in knowledge always pays the best interest.”

This campaign is the opportunity for all of us to invest in building Colgate’s future. We all must be inspired to give because the result will be the betterment of our world, our country, our very special school, and, most important, our students. They will continue our tradition of having impact, success, and satisfaction in the world.
When Jennifer W. Johnson ’02 was a student, friends counted on her to boost their morale. Five years after a car accident in Wyoming took her life, she still is the reason they rally together. And yes, they even have fun. Their most recent annual gathering, held in Manhattan on January 26, drew more than 75 classmates from New York, Washington, Boston, and elsewhere. Maria and Worthy Johnson P’02 clearly enjoyed the party. “It’s an endearing relationship,” said Maria. “It’s inspiring to see kids who were 18 now have careers and are adults. Over the years, we’ve really gotten to know them.” Worthy added: “It’s not a one-way street. Friends of Jen keep us going.” To date, the Jennifer Johnson ’02 Memorial Scholarship Fund has received more than 240 gifts. “She was the most outgoing, positive person I’ve ever known in my life,” said John Finn ’02. “Just being around her made everyone feel better. She’d say hakuna matata—no worries—and suddenly things would be in perspective.” Finn, Lauren Nugent ’02, and Nehal Beltangady ’02 have organized the fundraising in Johnson’s honor. “The way it has all come together is a real tribute to Jen,” said Finn. “She’s brought us all closer together.” “Jen was such a luminous person,” Beltangady recalled. “After she passed away, we didn’t really know what to do with ourselves.” So they put their considerable energy into honoring Johnson’s memory. In time for their fifth reunion, the class raised more than enough money to pay for a memorial on campus, consisting of a bench, a plaque, and a fiery red maple reminiscent of Johnson’s distinctive hair color. With the balance of the funds, the group launched the memorial scholarship fund, which so far has assisted two Colgate students over the course of four years. To ensure that future students also will benefit, Nugent organized an auction at Reunion 2007 that generated more than $14,000. Today, more than 40 percent of the class contributes to Colgate. “I would give to Colgate anyway,” said Nugent, who was Johnson’s best friend and Kappa Kappa Gamma sister. “But this is the reason I’ve taken a few steps further. I suspect we all stretch a little bit further—because we want to and because we know where it’s going.”
The fall of 1994 was an exciting time to be an economics major. The European Union had 15 member countries and plans for the euro were gaining momentum. Colgate student Rahul Advani ’96 was grateful to have been accepted to the highly competitive London Economics Study Group. “I had developed an appreciation for the importance of academics,” he said, “but I still didn’t know the difference between an actuary and an accountant, or a banker and a financial consultant.” Today, those differences are clear.

After Colgate, Advani earned an MBA at Harvard Business School. Today he is a vice president for energy investments at Energy Capital Partners in Short Hills, N.J. He travels internationally and competes in Olympic-distance triathlons. “The London Economics Study Group was the most transformative experience I’ve had in my life,” said Advani. “It perfectly complemented the academic, athletic, and social experience I was having in Hamilton. As a young adult, I saw the world, accepted responsibility, and experienced education in a totally different way. It was kind of humbling.”

Advani still counts people he met on his study group among his best friends, and he credits the internship he received in London with opening his eyes to the wealth of career opportunities available in finance. “The internship was a really big stepping stone. I began to learn how the world’s economies move. I considered the vast array of skills that I would need to succeed in a particular job,” he said.

Why, then, does Advani invest in study groups? “The better endowed a study group is, the more unique experiences it can afford students who want to learn outside the classroom. I like the idea of contributing to those unique, once-in-a-lifetime experiences.” Advani dedicates his Annual Fund gift to support Colgate’s 22 study groups. He also supports swimming because, he said, his academic success came only after he learned discipline through training and competition.

BECAUSE MY STUDY GROUP OPENED MY EYES TO THE WORLD
— Rahul Advani ’96

BECAUSE COLGATE TAUGHT ME HOW TO LEAD
— Mark Murphy ’77

“My Colgate education was instrumental in helping me develop the skills needed to be an effective leader. “In the classroom, I learned how to think critically and to see issues from different perspectives. I also believe that my experience as a student-athlete at Colgate helped me develop leadership skills. Fred Dunlap ’50 [former Colgate athletic director and football coach] was a great role model and mentor to me when I served as captain of the football team.”

BECAUSE I MARRIED MY COLGATE SWEETHEART
— Carol Dosdall ’77, P’05, P’09

“I believe that we do support Colgate as a couple because we will always have that as our first connection to each other. We don’t need words to explain the Willow Path, the Greek system then and now, the Cornell rivalry in hockey, friends who met and married from Colgate, inside Colgate jokes, downtown then and now, common professors, etc. “We crossed the bridge into adulthood together at Colgate. It’s just like a marriage: you just love, you understand, and you give. Colgate gives us a chance to see how far we have come as individuals, and also as a couple.”
“Sure it’s interesting that eight of us Gillicks all chose to go to Colgate, and family had a lot to do with that. But what’s more important, I think, is that we all have our own personal relationship with the school.

“I recognized early on that my Colgate experience would be very different than my sister’s, who was 10 years ahead of me, or my cousins’, who were boys. That realization took away the roadmap but it also gave me the freedom to find my own Colgate.”

“Because You Asked”

— Oak Atkinson ’87

“Thank you for sharing Shae’s essay with us. It’s probably the best piece of mail that I’ve received from Colgate since I graduated 20 years ago. Shae is a very special student and her essay completely reconnects the reader back to Colgate. You certainly have my pledge to donate to Colgate this year!”

Atkinson, a greeting card designer, was one of many alumni who were inspired by a mailing in which geology professor Rich April shared an essay by first-year student Shae Frydenlund. That essay can be found online at www.colgate.edu/shae.
His email address begins with gate41@. His phone number ends with 1941. Every year since 1941, he has contributed to the Colgate Annual Fund.

This, one might say, is “Colgate love” taken to the extreme. But LeFevre doesn’t think so.

“I suspect my story is not one bit different from most other people who give, who have made and kept some lifelong friends,” he said. “You are connected to Colgate and you don’t shake it. Giving something back each year becomes an ongoing part of your life.”

After Colgate, LeFevre had a 40-year career with IBM. With his wife Marrian, a 1941 graduate of Syracuse University, he relocated his family several times. Everywhere they went, they renewed or continued Colgate friendships.

“When it came time to retire, I assumed we would go to Florida like most people did, but Marrian thought we should spend a few years in Hamilton first,” said LeFevre. From 1981 to 1994—13 years—LeFevre, 89, worked part-time in the Colgate admission office and as special assistant to then-president George Langdon. He said with a wink: “I kept my age a secret back then. If the kids ever knew how old I was, I’d have been completely discredited.”

Regis writes and produces news briefs for BET. Watch for him on the air as part of BET’s voter initiative called YOU(V)OTE!, which is designed to engage black youth in the election process. His style blog can be found on BET.com at http://blogs.bet.com/lifestyle/swagger/.

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“On the coldest day of the winter (I’ll never forget), a mentor/fellow Colgate alum, Karl Stewart, shot me an e-mail out of nowhere asking if I was interested in an assistant position at BET Networks, a division of Viacom, where I worked. I had met Karl at Real World, when he was on the arts and entertainment panel. We talked every three months or so after that, mostly me checking in with him about what I was doing, how I wanted to be an MTV VJ, and how he thought I should go about that goal. He suggested that I make a VJ tape, and move forward with an honors paper on the commercialization of the hip-hop subculture.

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“Both my wife and I got caught up with ice hockey, and Marrian started the Kappa Kappa Gamma sorority here. She was such a loyal supporter of women’s hockey, from club sport, to Division III, to Division I, that when she died in 2004, the first night back out on the ice every player on the team wore a jersey that said M. LeFevre, #14.” Today, an M. LeFevre jersey hangs in Starr Rink near one that commemorates her husband. The number on that one is, of course, 41.

BECAUSE IT’S IMPORTANT TO ME— YEAR AFTER YEAR
— John LeFevre ’41

WE’RE INVESTING IN COLGATE’S FUTURE
— Amy Hargrave Leo ’03 and Joseph Leo ’01

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As chairman of “Passion for the Climb: The Campaign for Colgate,” I am humbled by what I have seen so far. Colgate is, indeed, an institution in which people have great confidence.

It does take confidence to invest in a $400 million campaign—the largest in our history. It takes confidence in the university’s leadership and strategic plan; confidence in our students’ potential to be compassionate and intelligent global citizens; confidence that our finances are sound; and confidence that others will follow. As I travel the country meeting with alumni, parents, friends, and foundations, my belief is reaffirmed with each visit, at each event, that Colgate is headed in the right direction. That is proof that we will succeed in meeting the goals of this campaign.

The stories in this newsletter are a vivid reminder of the many reasons there are for supporting Colgate. Giving is personal and, for some people, giving is private. I, for one, am glad that so many people are willing to share their stories. Their financial investment, as well as their stories, will inspire others to remember the important part Colgate has played in shaping their lives.

Investing in Colgate is a wise decision. Thirteen men with 13 dollars and 13 prayers would scarcely believe the return on the investment they made.

James L. Elrod Jr. ’76, P’04, P’05, P’12
National Campaign Chair

I began supporting Colgate through the Annual Fund more than 25 years ago. While I didn’t have much to give, it was the best way for me to express my gratitude and have the most impact on the students who came after me.

Since taking on a leadership role with the Annual Fund, my understanding of it has increased tremendously. The Annual Fund really is the lifeblood of the university. It’s what allows Colgate to be not just excellent, but exceptional. The Annual Fund supports everything from financial aid to varsity sports, from club sports and intramurals to clubs, the arts, and study groups. The Annual Fund gives life to the Ho Science Center and the new Case Library and Geyer Center for Information Technology by providing proper maintenance, equipment, and technology.

I’d like to see everyone support the Colgate Annual Fund, and to do so year after year. Every single gift really does make a difference. By giving, you are committing to the Colgate you knew when you were a student, and you’re also investing in the Colgate of today.

I’m fortunate to spend a fair amount of time on campus these days, and this I know is true: the parts of Colgate that were essential and real 25 years ago, even 45 years ago—the character of the campus, the vibrant academic, social, and athletic life, what we’ve come to call the Colgate DNA—those things haven’t changed a bit.

Geoffrey Gold ’86
Annual Fund Executive Chair
The Campaign for Colgate

Campaign News in Brief

Systems Approach

At the nexus of biology and mathematics lies systems biology, a field that employs interdisciplinary approaches to address complex problems. Thanks to a $1.2 million grant from the Howard Hughes Medical Institute, students will study this nascent discipline in a new mathematical biology major.

Read more at http://www.colgate.edu/HHMigrant

Tax Men (and Women) Cometh

Thirty student volunteers helped 600 local families garner more than $1.2 million in refunds on their 2007 tax returns. The VITA program at Colgate, the first student-staffed initiative of its kind in New York, is funded by the university’s Upstate Institute.

Read more at http://www.colgate.edu/vita

“The Art of Happiness” Meets Passion for the Climb

On April 22, the Dalai Lama addressed a crowd of nearly 5,000 people as part of Colgate's Global Leaders Lecture Series, sponsored by the Parents’ and Grandparents’ Fund. While at Colgate, he also toured the university’s new science center with Robert H.N. Ho ’56, the man whose name is on the door.

Read more at http://www.colgate.edu/dalailama