

PBHA Centennial Campaign for Endowment

Final Report

Dear Friends of PBHA,

I am pleased to present the final report of the *PBHA Centennial Campaign for Endowment*, conducted between 2000 and 2005 on behalf of the Phillips Brooks House Association Board of Trustees at Harvard College.

Following lengthy trustee discussion in the late 1990's, the endowment campaign formally began in the fall of 2000. Its goal, established after a feasibility study conducted by Raybin Associates, was to raise \$7.25 million to support executive salaries, innovative programming, and volunteer training. The Harvard College Fund allowed class credit for alumni gifts to the Campaign. Donors could also give directly to PBHA without receiving class credit.

The Campaign concluded on June 30, 2005, raising nearly \$7.6 million. Of that amount, \$1.2 million came from the estate of Margret Rey and more than \$1.7 million from the Class of 1955 to name the executive directorship.

The number of donors was 1,434 and the number of gifts, 1,807. Of the total amount raised, about \$400,000, together with the Rey bequest, was given directly to **PBHA's Endowment for Community Service**, which is supervised by an experienced alumni committee. Most alumni donors chose the class credit option. The \$6 million raised will fund the **PBHA Centennial Fund for Endowment**, a designated part of the Harvard College endowment.

About \$800,000 of the total has come from alumni who have made "planned gifts." This means that the income from their gifts goes to the giver/beneficiary during their lifetimes and will come to PBHA after their deaths. However, the principal of these gifts will continue to grow so that the amounts finally assigned to the PBHA endowment can be expected to be considerably larger than the initial gifts, if university investment policy is as successful in the future as it has been in the past.

There are so many students, staff and alumni to thank for this success that I dare not try. The combined efforts of hundreds of people made this achievement possible. As in all PBHA activities, student fundraisers participated in every aspect of Campaign planning and operations. I will give special mention to only one person, campaign coordinator Louise

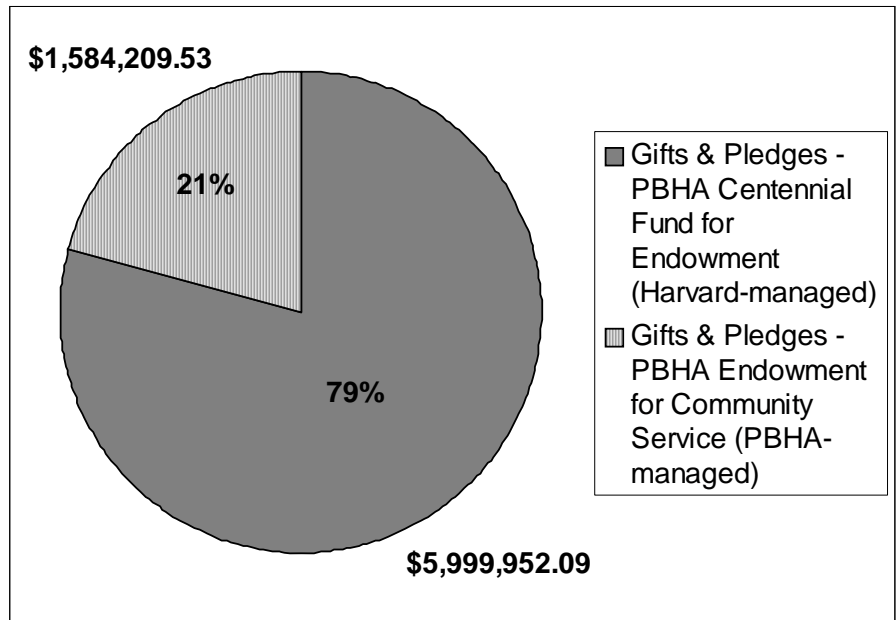


PBHA Officers, Class of 2005

Wills, whose creativity and diligence were omnipresent throughout.

The Campaign began with the strong encouragement and support of President Neil Rudenstine, Dean Jeremy Knowles, and Dean Harry Lewis. It concluded with the strong support of President Lawrence Summers, Dean William Kirby, and Dean Benedict Gross. Presidents Rudenstine and Bok chaired the honorary committee. Their understanding of and advocacy for undergraduate community service was essential to the success of the Campaign.

I am grateful for the opportunity to correspond and meet with Harvard alumni who value the mission and accomplishments of PBHA. What this Campaign has demonstrated is that there is an enormous reservoir of goodwill toward PBHA both within the Harvard community in Cambridge and among alumni worldwide. Due to what we have together achieved, we leave PBHA, that part of Harvard College where a lifetime of informed public service and voluntarism begins, stronger than ever.



Gifts & Pledges by PBHA Endowment Fund

Sincerely yours,

Francis H. Duehay '55
Co-chair, PBHA Centennial Campaign

105%

Campaign Goal: \$7,250,000
Total: \$7,584,161.62