How did we do in 2014 – 2015?
Smith Fund donations *directly* impact Smith’s ability to provide financial assistance to all students.

### Smith Fund Facts

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Smith Fund Total Revenue</th>
<th>Participation Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 16</td>
<td>$12.75 million</td>
<td>37%</td>
</tr>
<tr>
<td>FY 15</td>
<td>$11.9 million</td>
<td>34%</td>
</tr>
<tr>
<td>FY 14</td>
<td>$12 million</td>
<td>30%</td>
</tr>
<tr>
<td>FY 13</td>
<td>$11.7 million</td>
<td>30%</td>
</tr>
<tr>
<td>FY 12</td>
<td>$10.7 million</td>
<td>31%</td>
</tr>
<tr>
<td>FY 11</td>
<td>$10.6 million</td>
<td>32%</td>
</tr>
</tbody>
</table>

*Every gift, no matter the size, has an impact! 1% = 400 donors. This sounds like a lot, but when we work together, it adds up. Each year, we raise nearly $500,000 from gifts $100 and under!*

How do donors that give only sometimes affect our participation?
- More than 22,000 alumnae have donated at least once in the past 6 years.
- If all these alumnae donated consistently each year, our participation would be over 50% and we could raise about $1.3 million dollars *more* per year.

### Financial Assistance & The Cost of Attending Smith

Meeting the financial need of Smith students is our top priority, and one we cannot successfully meet without alumnae support.

**How much did it cost to educate a Smithie in 2014?**

- $73,400: The total yearly cost to educate a Smithie.
- $16,000: The subsidy given to each student, each year, *made possible by Smith Fund gifts and our endowment.*
- $57,400: The “sticker price” of attending Smith for one year.

**Each year, more than 60% of Smith students receive need-based college aid.**

- $38,500: The average need-based grant students received from Smith in FY 14-15.
- 63%: The percent of Smith students receiving need-based aid in FY 14-15.
- $55 million: The amount Smith spent in FY 14-15 on financial aid.
How does my decade’s participation compare to other decades?
The chart on the right shows that younger alumnae are giving at lower rates post-graduation than older classes were on the same timeline. When the class of 1960 was 5 years out after graduation they were giving at 43% and continued to climb, whereas the class of 1990 was giving at only 37% and began to decline*. 

Help us reverse this trend with younger alumnae by reminding them that it's not the size of the gift that counts, but simply their participation!

How do we compare to our peers?
Annual alumnae giving directly affects rankings by publications like US News and World Report. Of course, we all want Smith to be ranked #1! Let your prospects know that their annual gift directly affects our ranking.