

THE ASSOCIATES OF BENNINGTON COLLEGE

were organized in 1948 by a group of parents and others interested in helping meet the needs of the College. The Associates have greatly benefited the College by uniting its friends in an understanding support that has been more than financial.

Their help through annual unrestricted gifts gives the College a stability that older colleges receive from endowment income.

Moreover, the Associates are part of the Bennington "family." They are kept up to date on College developments and plans, and in this way are a body of informed supporters who disseminate accurate information about Bennington and its program. This help is as valuable as their financial contribution.

The Trustees of the College and a Committee of the Associates, facing present day needs, are now enlarging this group and asking that it take on further responsibilities in supporting the College.

BENNINGTON'S UNUSUAL SITUATION

Bennington College is in an unusual situation among colleges which strive for the highest quality in faculty and students. It is relatively young, it is small, it is essentially unendowed and few of its alumnae are yet able to make substantial contributions. This puts it at a financial disadvantage in relation to other colleges of high standing with which it competes for faculty and students.

In order to maintain a competitive faculty salary scale it must operate at a high tuition level. The tuition, therefore, is set at the cost of education, so far as it can be measured. In order to attract an able and varied student body, it must be prepared to adjust the tuition to the resources of the students and their families.

At Bennington one third of the present students have their tuition reduced. In the last analysis this load will be borne by the faculty, in inadequate salaries, unless the gap between the cost of education and what the reduced tuition students pay is met by gifts.

BENNINGTON'S NEED FOR ANNUAL GIFTS

Bennington holds its doors open to able students whatever their financial resources. With one third of the students receiving financial assistance, the need for more funds is great and growing.

Bennington College is competing for students and faculty with the finest colleges, but it lacks their endowment income and their substantial alumnae contributions. It is from this unusual financial situation that the need for Associates arises. The greatest continuing need is to fill the gap of over \$100,000 caused by reduced tuitions.

The other continuing need is for new facilities, new equipment, and funds for their maintenance. By efficient management and material sacrifices Bennington has succeeded in deploying a larger proportion of available funds in instruction and counseling than other colleges. A recent comparison showed that Bennington's per capita student educational expenditure exceeded that of a fine woman's college having an endowment of many millions.

It takes a thoughtful and well-informed supporter to respond to the appeal for equipment and maintenance funds, yet if these funds are not supplied problems are created that sap the vitality of educational programs.

In the past the Associates have helped substantially to meet both scholarship and maintenance costs, but more help is needed.

REORGANIZATION OF THE ASSOCIATES

The Committee of the Associates of Bennington College is striving to broaden the base of Associate support and to increase the size of contributions of present Associates. Three categories of memberships have been created, based on the total annual gift: Contributing, under \$100; Supporting, \$100 to \$1000; Sustaining, \$1000 and over.

The College believes that the Associates, who so willingly give, must be given in return. This the College will do. Throughout the year the Associates will be kept informed about the College and there are plans for other tangible ways of expressing gratitude.

You are asked to associate with Bennington College out of a realization of its problems, out of a sense of affection and respect and from a need for supporting excellence in education.

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