

Dear Goddard Community,

The poet Lucy Larcom wrote, “He who plants a tree, plants hope.” Launched in the 1930s amid times of financial uncertainty and the growth of fascism in the West, a small group of people in central Vermont chose not to respond with despair. Instead, they conjured the courage, vision, and hope to plant a tree. They named that tree Goddard College, a higher education community that would be unlike any other of its time.

This is a tree that many before us have watered and tended to for over eighty years, and it is now our chance to nurture its growth that has borne so much incredible fruit in the world. In fact, it is my conviction that some of our greatest experiments can be, with your partnership, in the future. Yes, we’ve experienced struggles in the past and most recently with finances and accreditation, but our roots are strong, capable of supporting so much more growth, beauty, and a harvest that can nourish people for years to come.

**Today we are launching the largest campaign in Goddard’s history, a bold challenge for us to raise \$4 million by June 30, 2020.** The funds that we raise prior to our April 20, 2020 accreditation visit will serve as a critical chapter in our story of a rapid turnaround, but this campaign is about more than that. This is about securing a vibrant future for Goddard College. This is an invitation to help establish Goddard as a leading voice and model of transformational learning.

Raising \$4 million will allow us to create 6-months of cash reserves for our annual budget. With this stable financial foundation, we can protect Goddard from present challenges, such as national declining enrollment trends, while we strengthen the educational experience we offer to students. We are not looking to rapidly grow the college to a level that is unsustainable. Instead, we plan to strengthen and improve what we do -- to revitalize our educational experiments, create strategic academic partnerships, and build a vibrant community through engaging learning events at our campuses. In conjunction with these new initiatives, Goddard will increase its collective work towards building a more diverse and equitable culture; and to expand educational access through increased scholarship funding - values that are essential to Goddard’s mission.

Yes, this is a bold campaign, but we have a bold vision for Goddard’s future and it will take a meaningful investment to realize it and ensure the future of the College. We are currently seeking lead donors who share this vision and want to join in creating a better, more hopeful, humane, and inspiring education system. We have a unique offering, a compelling alternative to the traditional college model that is more affordable and accessible any other college of its caliber, and have already received positive response from individuals excited to participate in this next phase of Goddard College.

Since its formation, Goddard College has served as a source of inspiration for learner-centered and progressive education, equipping each learner with a growing sense of voice, choice, ownership, and agency. It is no surprise that our alumni go on to serve as thought leaders; socially-minded entrepreneurs; revolutionary scholars; transformational educators; climate change activists and

champions of sustainability; healers; school founders; award-winning and trailblazing artists, authors, and actors; deeply engaged local and global citizens; as well as caring friends, family members, and partners.

During my time at Goddard, I've been moved by the stories of faculty, students, and alumni who share what this place means to them, and what it meant for their growth and formation. I've listened and been stirred to persistent action by these stories. The more that I learn, the more I believe that what happens at Goddard College is of critical importance. Our communities are enhanced and enriched by the type of deep and imaginative thinking, critical but hopeful analysis, and creative and positive action that comes from Goddard students and alumni.

**I ask for your partnership now, to join in securing Goddard's present and helping to ensure its positive impact in the world for years to come.**

You can help in the following ways:

- Refer a potential donor, contact, foundation, or suggestion for the campaign [here]
- Send a fundraising appeal letter to your contacts [sample appeal letter here]
- Join our Campaign media ambassador team. Email the Digital Media Coordinator at [ben.majchrzak@goddard.edu](mailto:ben.majchrzak@goddard.edu) if interested.
- Donate to the campaign at [www.goddard.edu/alumni/giving/](http://www.goddard.edu/alumni/giving/)

You can read more about the Together4Goddard campaign here:

<https://www.goddard.edu/together4goddard/>

We continue to be inspired by the compelling purpose and mission of Goddard College in the world, and by this community of students, alumni and friends who are moving us forward. We hope you will join together with us on the campaign. The funds that we raise from now until June are an expression of our shared belief in the importance of this deeply human and empowering approach to education.

With grit and gratitude,



Bernard Bull

President of Goddard College