



FOR THE BOLD: THE CAMPAIGN FOR WILLIAM & MARY New York City Area Highlights



NEARLY

13,000

William & Mary alumni, parents & friends of the university live in the NYC metro area



405

current W&M students from the area



4,164

total donors (alumni, parents & friends)

17,328

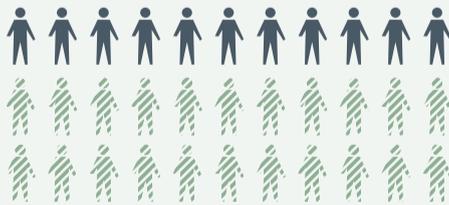
gifts & commitments



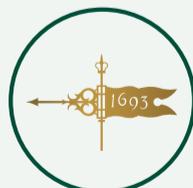
MORE THAN \$52 Million

RAISED SINCE THE START OF THE CAMPAIGN

Road to 40% alumni participation: inspire more than 1,200 undergraduate alumni to give in 2017



CAMPAIGN GOALS



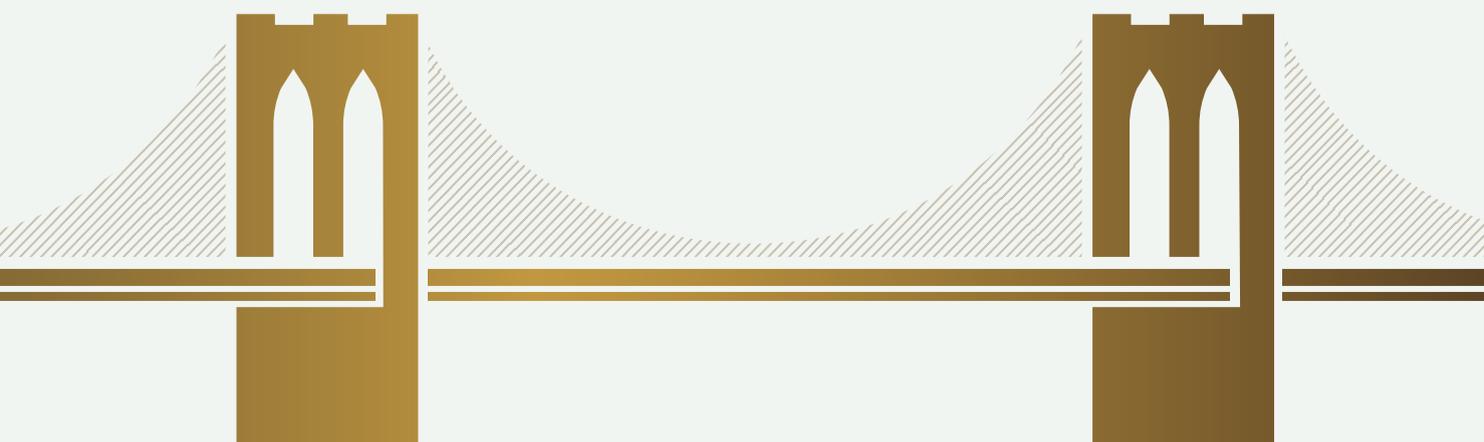
STRENGTHEN ALUMNI ENGAGEMENT



ACHIEVE 40% ALUMNI PARTICIPATION



RAISE \$1 BILLION



For the Bold

THE CAMPAIGN FOR WILLIAM & MARY