

My fellow alumnae and friends,

President Meredith Woo arrived in May 2017 with a clear vision in mind for Sweet Briar to remake itself into a college that is relevant and remarkable for the twenty-first century. Through her leadership and that of our faculty, the College has launched a leadership curriculum that is transforming the lives of women from all over the world and America—and one which is the envy of many. The leadership core curriculum, made up of ten courses designed for women of today, addresses the problems of this century that women are uniquely suited to solve.

As we all watched the events unfold in Afghanistan, one cannot help but think about the importance of women being educated and of a Sweet Briar education and our collective desire to be

able to offer this education—this experience—to all young women.

Our challenge as we approach the fall of 2021 is recruiting the next generation of women leaders. We know the place where they will thrive is Sweet Briar.

At Sweet Briar, the imperative is to recruit the next 4-5 classes of students who will secure the continued success of our college. As you all ease into the fall, I ask for your help in recruiting new students for the Sweet Briar experience. Join me in recruiting a student or becoming an admissions ambassador by emailing Heather Ewing at

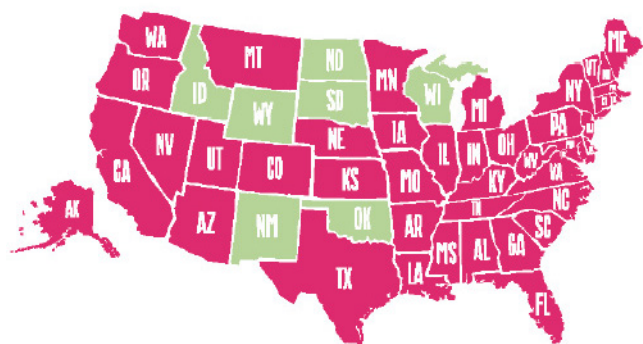
hewing@sbcc.edu.

Your leadership is needed now more than ever. Isn't it time that we all help pass it on? We're counting on you—the world is counting on you.

With gratitude,

Mary Pope M. Hutson '83

Senior Vice President for Alumnae Relations, Development, and Communications



Our students come from 41 states

and 16 countries: Australia, Bangladesh, Bahamas, Botswana, Belize, Brazil, China, Ethiopia, Germany, Hungary, India, Nepal, Rwanda, Saudi Arabia, Sierra Leone, Venezuela

Class of 2025*

- Average high school GPA, Presidential Scholars = **4.21**
- Average high school GPA = **3.69**
- Average SAT combined, Presidential Scholars = **1306**
- Average SAT combined = **1175**

Quick Facts*

~450

enrollment

20+

majors, minors
and certificates

55

faculty

13

average
class size

8:1

student-to-faculty ratio

14k+

alumnae living in 49
states and 63 countries

45%

of undergraduates
are from Virginia

30%

of the student body
identifies as a minority

Board of Directors of Sweet Briar College

Georgene M. Vairo '72, *Chair*

Dr. Meredith Woo,

President of the College

Andrew C. Benjamin

Michael Elliott

Marianne "Mimi" C. Fahs '71

Kelley Manderson Fitzpatrick '85

Carol McMurry Fowler '57

Sally Mott Freeman '76, *Secretary*

The Honorable Bob Goodlatte

Lendon Gray '71

Fred "Buzzy" Griffin, *Vice Chair*

Martha Holland '72

Karen Jackson

Keenan Colton Kelsey '66

Rick Myers

Gillian Munson

John L. Nau III

Michelle O'Neill '85

The Honorable Chap Petersen

Holly Prothro Philbin '95, *Executive
Committee Member at Large*

Mason Bennett Rummel '83

Stephen P. Smiley

Norma Bulls Valentine '93

Claude Becker Wasserstein '82

Alumnae Relations and Development Staff

Mary Pope M. Hutson '83,
*Senior Vice President for Alumnae
Relations, Development and
Communications*

Lea Sparks Bennett '83,
Advancement Services Coordinator

Pam Boydoh, *Executive Assistant*

Lee Anne MacKenzie Chaskes '83,
Director of the Sweet Briar Fund

Margaret McClellan Driscoll '92,
Director of Planned Giving

Paula Eanes, *Advancement Services
Manager*

Heather Colson Ewing '90,
Admissions Ambassadors Manager

Claire Dennison Griffith '80,
*Senior Director of Alumnae Relations
and Development*

Lea Harvey '90, *Director of
Strategic Initiatives, Corporate and
Foundation Relations*

Sarah Lewis, *Associate Director of
Stewardship, Systems and Major
Gifts*

Lisa Wray Longino '78, *Senior
Director of Major Gifts and
Stewardship*

Kathleen Placidi, *Faculty Grants
Officer*

Rachel Pietsch, *Assistant Director of
Alumnae Relations*

Emily Dodson Sadler '18, *Assistant
Director of the Sweet Briar Fund*

Clélie D. D. Steckel, *Director of
Data Analytics and Development
Communications*

Megan Sunwall, *Alumnae Relations
and Development Assistant*

Wanda Vest, *Data Entry Manager*

TURF FIELD UPDATE

Phase 1 fundraising for turf field project underway

Sweet Briar College is investing in a state-of-the-art turf field, which will replace the field located behind Babcock Hall. The new field will become the home for Sweet Briar field hockey and lacrosse and dramatically update the student and spectator experience for field sports.

In addition to installing a synthetic, water-based turf field, the project will include the addition of a scoreboard, a state-of-the-art LED field lighting system and improved access for athletes and spectators. Further, the adjacent natural grass soccer field will be reoriented to align with the turf field.

More than 30 percent of Sweet Briar students today participate in field sports and the new field will elevate Sweet Briar's athletic facilities, making the College more competitive with peer institutions. The water-based turf is the ideal surface for field hockey and will enable the Sweet Briar field hockey team to play and practice on campus, something they haven't been able to do for several years.

"The past few years have highlighted the eagerness to grow Sweet Briar field hockey," says player Ingrid Kalwitz Blanco '23. "Being equipped with a water turf will allow us to become a more competitive and winning team. I am grateful and thrilled for this advancement in our program. The team and our coaches deserve it."

Coach Hannah Lott is grateful for Sweet Briar's commitment to its athletes. "The College has committed to being excellent, not just the standard," she says. "The water turf project is a great way to start our next century of hockey!"

Upgrading our athletic facilities will enhance Sweet Briar's ability to recruit student athletes for all sports because the quality of athletic facilities figures prominently into a student's college choice. "The investment in this field is evidence of the College's support and

enthusiasm for athletics," observes Athletics Director Jodi Canfield. "We know that capital projects in the athletics department can help with recruiting and retention, not only of student athletes but also other students as well."

The addition of new lighting will enable the College to host and play games at night, enhancing the atmosphere of all athletic contests at Sweet Briar and positively impacting student life. Because the new turf field will be more durable than the grass field, Vixen Athletics will be able to offer club programs in ultimate frisbee, flag football and other sports. Throughout the year, including the summer, the College will also be able to bring outside users to campus and host events like high school playoff games, camps and clinics.

Sweet Briar's partner in this project is CHA Consulting, Inc., a national leader in the design of synthetic turf fields. CHA has designed and constructed more than 300 synthetic turf fields over the past 25 years, with a focus on the latest technology and athlete safety.

The project will cost about \$2.6 million and will be funded primarily by private gifts to the College, including a small number of lead donors as well as alumnae who are devoted to Sweet Briar athletics. Fundraising for the project to date totals \$1.9 million in gifts and pledges and the College has also committed \$600,000. To complete the project, Sweet Briar will need to raise approximately \$100,000 in further funding.

We welcome your support of this extraordinary project. By visiting alumnae.sbc.edu/give-to-turf, you will add your name to the long list of loyal donors. Use your smartphone or tablet to scan the QR code to make your gift online now.



SWEET BRIAR COLLEGE TURF FIELD

Project Need

- Improved playing surfaces
- Increased playing time on the fields
- Places fields in proper solar orientation
- Reduced field maintenance cost
- Updates and improvements to athlete and spectator support facilities

Phase 1:

- New synthetic turf (water based) field for field hockey and lacrosse
- New state of the art LED sports field lighting system
- New scoreboard
- Improved facility access for athletes and spectators
- Reorientation of the natural grass soccer field



CONTACT

Mary Pope M. Hutson '83
Vice President for Alumnae
Relations, Development, and
Communications
434.391.6131
mpmhutson@sbcc.edu



DOUBLE THE IMPACT OF YOUR GIFTS

Matching gifts can double the amount of your gifts with participation from your employer

Matching gifts are one type of gift that donors to nonprofits can easily forget about, but that can even double the amount of your giving to Sweet Briar. A matching gift program provided by an employer to its employees is a corporate giving opportunity that encourages employees to make charitable gifts to the causes they care about.

Many donors think of matching gift programs only being available at large corporations, but there's a good chance that your employer offers this opportunity to you even if you are not working for a large organization. Most companies match on a 1:1 ratio, but your company may offer a 2:1 or even 3:1 match for your charitable gifts.

While your company may not offer a matching gift program, you may also wish to look into their charitable contributions for volunteer hours. Many organizations will now make a charitable contribution to nonprofit organizations for which their employees volunteer. If you've already volunteered for Sweet Work Weeks this year, check with your company's human resources office to find out about such charitable contributions.

If you are unsure if your company provides matching gifts, Sweet Briar's website has an easy-to-use tool that you can use to find out if this is an option for you. Visit alumnae.sbc.edu/types-of-gifts and click on "Matching Gifts" to access this tool.

Charitable IRA Rollover distributions are a tax-free gift that can help your class meet its class giving goals

On December 18, 2015, the White House signed legislation indefinitely extending charitable Individual Retirement Account (IRA) rollover giving with no expiration date.

This special provision allows donors 70 1/2 and older to exclude certain transfers of IRA assets from taxable income and count toward their required minimum distribution (RMD). In 2020, the RMD was eliminated in favor of the qualified charitable distribution as a result of the COVID-19 pandemic. However, the IRA RMD is now back in effect in 2021.

A charitable IRA rollover makes it easier to use your IRA assets during your lifetime to make charitable gifts to the causes you care about. The amount a donor may exclude from taxable income is limited to \$100,000 per person; so if a married couple chooses to do so, each spouse may make a charitable IRA rollover contribution for a total of up to \$200,000.

While this type of gift is convenient for those who qualify, the greatest impact of your gift will be on our current and future students, who will benefit from all charitable gifts made to Sweet Briar each and every year, especially gifts to the Sweet Briar Fund.

It's also important to remember that if you are an alumna, your gifts count toward your total class giving for the year. If you are in an anniversary Reunion year, consider helping your class reach new heights in giving by striving for one of the Reunion giving awards, which you can read more about in the September and August issues of *The Briar Wire*.

How to get started with your charitable IRA rollover distribution:

1. Contact your IRA plan administrator to make a gift from your IRA to Sweet Briar College.
2. Your IRA funds will be transferred directly to Sweet Briar to help us continue our mission to education women making history.
3. Please contact us if you wish for your gift to be used for a specific purpose other than the Sweet Briar Fund.



Margaret McClellan Driscoll '92
Director of Planned Giving
mdriscoll@sb.edu

AGRICULTURAL ENTERPRISES

First commercial grape harvest at Sweet Briar



By the end of August, the grapes in our vineyards were ready for harvesting. Different grapes are picked at various times depending on their ripeness for their particular varietal. The first variety ready for picking were our beautiful merlot grapes! Next came the cabernet sauvignon, then our cabernet franc, and finally, our chardonnay. All of our grape stock was sold to Pippin Hill Farm and Vineyards in North Garden, Va., just south of Charlottesville.



ALUMNAE GIVING

Participation matters: How Sweet Briar compares

Since the 2015-2016 fiscal year, Sweet Briar has renewed its efforts to increase alumnae participation. As the College has taken on this initiative, we have encouraged our alumnae to participate due to the direct impact alumnae giving has on college rankings in publications as well as our appeals to prospective granting agencies.

However, there are different ways of calculating participation, which our alumnae should know and understand—especially class leaders!

In the chart below, the pink bars indicate Sweet Briar's participation rate according to our internal calculation method. This method includes all alumnae, regardless of their degreed status, meaning including those who did not graduate from Sweet Briar. We maintain that we should encourage all alumnae—even if they did not graduate—to give to the College. We take the total number of our alumnae donors and divide it by the total number of solicitable alumnae, where solicitable means that we are able to contact them and that they have not asked not to be solicited or contacted.

Both the green bars and blue bars in the chart below address the calculation method used by the Voluntary Support of Education (VSE), an agency that collects data from colleges and universities according to specific criteria. In order to compare all colleges and universities equally, the VSE only uses data related to degreed alumni of an institution.

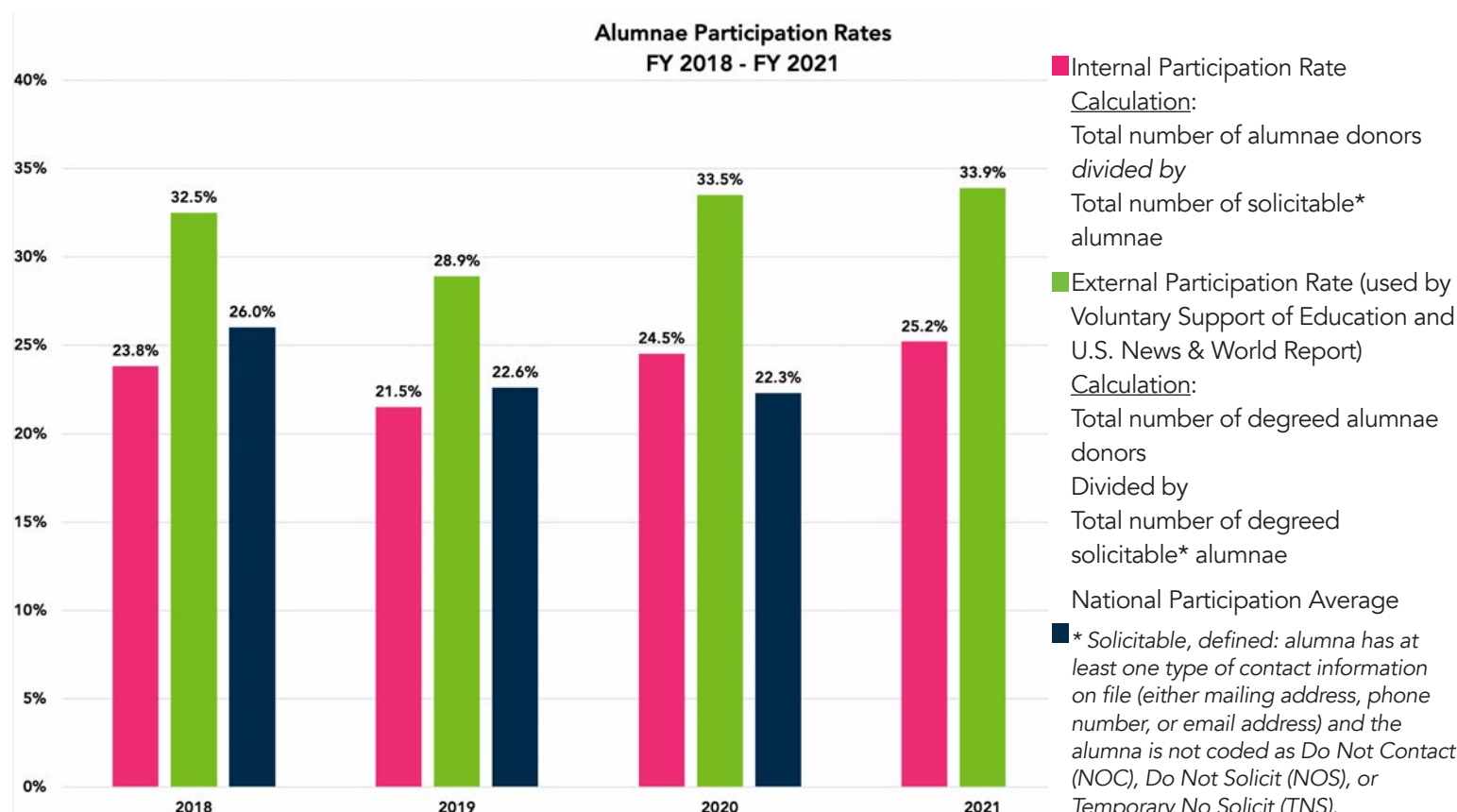
In the chart below, the blue bars represent the national averages for participation according to the VSE. The green bars show Sweet Briar's participation rate according to the VSE, which you will see is consistently higher than the national average.

So why do you need to know this?

The short answer is because these metrics are used by publications like U.S. News and World Report as the data point for alumni satisfaction with their institution. In other words, higher participation equals a higher ranking for Sweet Briar in these publications, making it more attractive to prospective students and their parents.

The longer answer is because an unrestricted gift to Sweet Briar is one of the greatest demonstrations of your commitment to Sweet Briar. By helping to meet the College's goals to support the greatest needs of the College, you are making a difference not just for students now, but for years to come. That annual gift to Sweet Briar has a tremendous impact, no matter the amount. If you haven't done so already this fiscal year beginning July 1, 2021, make your gift today at sbc.edu/give and ask a classmate to join you!

Save the Date for
#GIVINGTUESDAY
 November 30, 2021



STUDENTS AND COMMUNITY

Fall athletics kicked off with a tailgate



On Saturday, September 4, Vixen Athletics kicked the season off with a tailgate in the courtyard in front of Prothro. With games, giveaways, and a food truck, there was a lot of celebrating going on. And thanks to Sweet Briar field hockey's 9-1 win over Centenary (NJ), there was plenty to celebrate! Read the latest news on athletics at Sweet Briar at vixenathletics.com.



**Make your gift to the Sweet
Briar Fund today at
[sbc.edu/give!](https://sbc.edu/give)**

Nine Sweet Briar students to present at annual Mid- Atlantic Regional Conference of Undergraduate Scholarship (MARCUS)

As reported in issues of *The Briar Wire* from this summer, our Honors Summer Research Program students completed their projects this summer. With help from their faculty advisors, they embarked on a journey of original research in myriad topics and disciplines.

The annual culmination of these projects is attending the Mid-Atlantic Regional Conference of Undergraduate Scholarship (MARCUS), which was founded by Sweet Briar in 1999. This year, Randolph College in Lynchburg will host the event on October 23, 2021. There, students from across the mid-Atlantic region will present their work in the form of posters, oral presentations, or "elevator speeches."

This year, Sweet Briar students presenting on their topics are:

Mary Katherine Baker '22
Ruth De Souza '23
Elisa Garcia '22
Victoria Kaciuba '22
Ciara Kocik '23
Annika Kuleba '22
Emma Leaseburg '22
Sarah Mihelic '22
Veronica Nelson '22
Allison Wandling '23

For more information about MARCUS and Sweet Briar's Honors Program, visit sbc.edu/marcus.

Explore Weekends resume in the 2021-2022 academic year starting this month



Sweet Briar College's Explore is a series of pre-college, immersive residential events for high school sophomore, junior and senior girls. This October 29-30, participants will experience a campus tour, courses and group work, and will also present their projects to their peers and family members. For this experience, students will be creating their own mechatronic Halloween decorations.

Register now at sbc.edu/explore, as space is limited to sixteen participants. The fee for this event is \$65 and includes lodging, meals, course supplies, and a T-shirt.

For questions, please contact Erin Geiersbach '16, Engineering Program Outreach Coordinator, at egeiersbach@sbcc.edu or 434-381-6357.