



CAMPAIGN REPORT

2016 - 2021



EVERY CARL

FOR CARLETON

EVERY CARL MATTERS

The Carleton community raised \$491,849,906
to support students and faculty members.

By Cathy Paglia '74, P '18,
Trustee and Chair of the
Every Carl for Carleton campaign



When we launched

the bold and ambitious *Every*

Carl for Carleton campaign in fiscal year 2016, I had high hopes. I believed we would be successful because every Carleton alumnus, parent, and student whom I spoke with was so fully committed to achieving our goals for financial aid, life and careers, teaching and learning, and the Annual Fund. Everyone truly believed in these four pillars of the campaign, and, more importantly, they were all willing to help.

Members of our community eagerly stepped forward to volunteer, to talk with other alumni about the campaign, to host an event, and to give generously. The *Every Carl for Carleton* campaign fully lived up to its name because everyone understood how the benefits of raising \$400 million would accrue to all of us—especially the students today and in the years to come.

I THINK IT'S in every Carl's DNA to understand that even if they didn't receive financial aid, many of their friends on campus did, and their experience wouldn't have been nearly as rich as it was if Carleton hadn't been accessible to people from so many walks of life. The level of commitment to financial aid at Carleton is just incredible.

Similarly, Carls appreciate and take pride in the fact that our college is celebrated for its superior teaching and learning. All the alumni I worked with over the past six years understood the importance of securing new facilities for science, even if they weren't science majors when they were here. (I'm part of this group, too, having been an English major.) So much of what we hope to do at Carleton is teach students to go on and make the world a better place, and scientific research in areas such as climate change and healthcare is an important step in that direction.

The same was true for the Music and Performance Commons addition to the Weitz Center for Creativity and Kracum Performance Hall. Such a big percentage of Carleton students—even if they're not majoring in the arts—are involved in the arts in some way, and our community understands the importance of having space to practice, perform, and come together to share feelings of joy and awe.

And when we think about life and careers, helping all students access opportunities to gain firsthand experience and prepare to launch themselves into meaningful lives is hardwired into who we are. Providing support for internships and research experiences means leveling the playing field for all students to be successful, regardless of their ability to forfeit a summer income.

Last—but certainly not least—the Carleton community understands how important it is to have reliable funding for the operating budget every year. Because of this, alumni, parents, and friends of the college stepped forward. We can all be proud that for the first time, the Annual Fund surpassed \$10.6 million this fiscal year.

As it turned out, my high hopes for the campaign were absolutely justified as we not only met our goal but far exceeded it—reaching an astounding \$491.8 million, adding \$294.7 million to the endowment, with 62 percent of alumni participating in giving.

The ingredients for success were in place right from the start, as the priorities of financial aid, teaching and learning, life and careers, and the Annual Fund echoed the college's mission of the past 155 years. And we had thousands of essential volunteers willing to share that message. They were the heart and soul of this campaign.

We also had strong institutional support. President Poskanzer was a transformative president for Carleton for more than a decade, and his dedication to the campaign was critical.

As we transition to President Byerly's leadership, I am very excited to watch her get to know our community and guide the college to even further growth and improvement. I feel confident that financial aid will continue to be a priority—we have made great strides toward increased diversity that will make Carleton a richer place for all students, but we can't stand still. And knowing Carls, we won't.

So while we celebrate our great success, we also look to the future and the impact this campaign will have. Now is our chance—and our privilege—to welcome, challenge, and support every Carl. ■

Every Carl for Carleton

\$491,849,906

Campaign total

\$154.3 million

Enroll the Best Students total

\$256.6 million

Teaching and Learning total

\$24 million

Life and Careers total

\$56.8 million

Bolster the Annual Fund total

“The endowment secures the future of the institution. If we can draw more resources from the endowment, those dollars allow us to provide aid in ways that we couldn't before the campaign. When you really value things—like access—you have to invest to support them. The endowment is a commitment to protecting that value over the long haul.

—Trustee Justin Wender '91,
Campaign Core
Committee Member

Enroll the Best Students

OUR DEFINING VALUE

The *Every Carl for Carleton* campaign met—and far exceeded—many of its goals, including the total raised for scholarships and grants.



Among the many achievements of the historic *Every Carl for Carleton* campaign, the total raised for financial aid—\$154,315,694—is perhaps the most significant. From far and wide, Carls everywhere gave generously, responded eagerly to giving challenges, and ultimately, helped the college cruise past its goal of \$150 million.

“WHILE I HAD a strong sense from many meetings with alumni, parents, and friends of the college over the years that our community would step forward boldly to support scholarships for need-based financial aid, it was nevertheless exciting and humbling to see the way in which this special focus of the campaign generated whole new levels of generosity and magnanimity,” says Steve Poskanzer P ’15, professor of political science and president emeritus. “If there’s one thing I

take away from this historic campaign, it is how powerfully student access resonates across our community. The notion of our having a collective responsibility to keep Carleton affordable and within reach of all talented students plucks at the heartstrings—it simply feels so *right*.”

Having more resources to award as part of financial aid packages will allow Carleton to stay within reach of lower- and middle-class students, and while the full effect of the campaign won’t be

realized for a couple of years, progress is already apparent. In 2015—just as the campaign was being put into place—the college awarded \$35.2 million in financial aid; last year, it awarded \$47.5 million. The majority of the brand-new Class of 2025—55 percent—qualifies for need-based financial aid, and percentages of middle-income, Pell-eligible, first-generation, and BIPOC students have all increased.

“I hear from alumni all the time that Carleton made a tremendous difference in their lives,” says Art Rodriguez ’96, vice president and dean of admissions and financial aid. “The college helped them not only explore and appreciate their academic discipline but also themselves and their views of the world. That’s a component Carleton really strives for.”

Additionally, the successful drive for financial aid will also make a major difference to the college itself. “At its absolute core, what makes Carleton so special and so successful is the quality of our students,” Poskanzer says. “When we can enroll the best students—regardless of their financial circumstances—the curiosity and enthusiasm they bring to their studies inspire and enable our faculty to take their already-strong pedagogical game to new heights. Professors can be even more creative and demanding with great students who are eager to learn. And there’s another critical way in which having more endowed scholarships improves the quality of a Carleton education. Financial aid allows us to assemble student cohorts that bring new and cherished levels of diversity to discussions both in and outside of the classroom. Being with and listening to fellow students of different racial, gender, socioeconomic, and geographic

backgrounds, who have wildly varied intellectual interests, perspectives, and views, adds immeasurably to one’s learning and preparation for careers and life.”

That range of experiences is something Rodriguez and his team actively try to cultivate when admitting students—and now, Rodriguez says, they are better equipped to do so. “We have benchmarks for areas we want to support. And especially for numbers of BIPOC, first-generation, and low-income students, that’s where we will really start to see continued growth.” ■

“If there’s one thing I take away from this historic campaign, it is how powerfully student access resonates across our community.”

—President Emeritus Steve Poskanzer P ’15



“Carleton transformed me—a rural kid from Kentucky—into the person I am today. I hope it still has the power to do that for kids far into the future.”

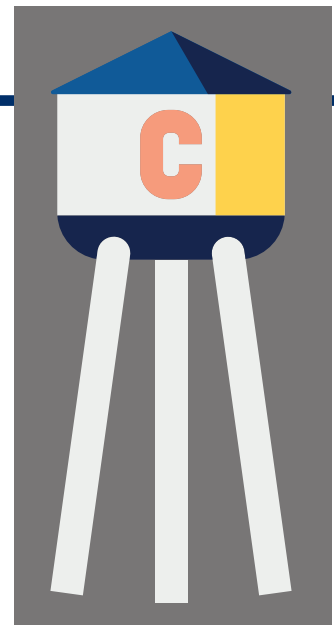
—Trustee Trace McCreary '89, P '24

“The *Every Carl* campaign spurred the largest dedication to financial aid in the college's history. This overwhelming response is due to our shared community value of high-quality education for all, along with a sense of excitement to take advantage of several giving challenges, such as the 1866 Scholarship Match, the Ignat Challenge, and the Every Carl for Access Challenge. These challenges allowed donors to double the impact of their generosity, helping twice the number of students into perpetuity.”

—Board of Trustees
Chair Wally Weitz '70,
P '96, P '99, P '02,
Campaign Core
Committee Member

“Many students with modest backgrounds have the ability to succeed at Carleton but walk away because they believe the cost is not attainable. The *Every Carl* campaign is an important step toward correcting that.”

—Trustee Herb Fritch '73



Enroll the Best Students

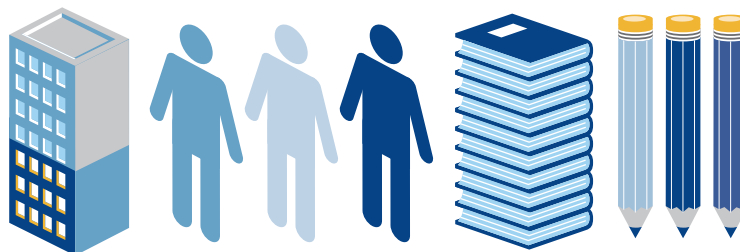
\$154.3 million
Total raised for financial aid

\$35.2 million
Total amount of
Carleton-funded
aid in 2015

\$47.5 million
Total amount of
Carleton-funded
aid in 2021

121
Number of new
scholarship funds created
in the campaign

86
Number of existing
scholarships that were
added to during
the campaign



“Almost every college and university has realized it has to do a better job with diversity, equity, and inclusion. That’s kind of our mantra at Carleton, too. We want to make sure that we have socioeconomic, geographic, ethnic, and racial diversity on our campus. Financial aid has to be a huge priority for us at Carleton, probably forever, because that’s where our values lie.”

—Trustee Pamela Kiecker Royall '80,
Campaign Core Committee Member

SCIENCE COMPLEX

The new center—which includes the brand-new Evelyn M. Anderson Hall and renovated Olin and Hulings halls—streamlines classroom discussion and hands-on research. It creates a welcoming atmosphere, more space for collaboration, and greater integration between disciplines. Largely funded by Cathy Paglia '74, P '18, Anderson Hall honors one of Carleton's pioneering scientists from the Class of 1921.

SPACES TO GROW



HASENSTAB HALL

A new home for political science will expand possibilities for new activities with space for informal gathering, research, and seminars. As the department moves to a newly renovated Old Music Hall, faculty members anticipate opportunities for interdisciplinary collaboration. Hasenstab Hall is funded by Michael Hasenstab '95 and Mary Ann Hasenstab.



“Superb teaching is the foundation of Carleton’s reputation, and the best teaching evolves to meet changing needs. The new facilities will equip our faculty with cutting-edge technology, flexible classrooms, and communal environments to create dynamic learning experiences far into the future.”

—President Alison Byerly P ’15



KRACUM PERFORMANCE HALL

The centerpiece of the Music and Performance Commons, Kracum Performance Hall seats 400 and can be adapted for orchestras and theater and dance productions, as well as lectures and chamber performances. A recording studio allows students to capture and mix live performances while LED houselights cast the perfect ambience for each show. Kracum Performance Hall is funded by Richard Kracum ’76, P ’07 and Laura Kracum ’76, P ’07.

MUSIC AND PERFORMANCE COMMONS

More than one-third of Carleton students are involved in musical activities at Carleton, and the new Music and Performance Commons provides a much-needed update to music facilities. It also brings most of the college’s artistic disciplines together, sparking creative partnerships.

Teaching and Learning

\$256.6 million

Total raised for teaching and learning

\$80 million

Total raised for the science complex

\$25 million

Total amount raised for the Music and Performance Commons addition to the Weitz Center for Creativity

\$10 million

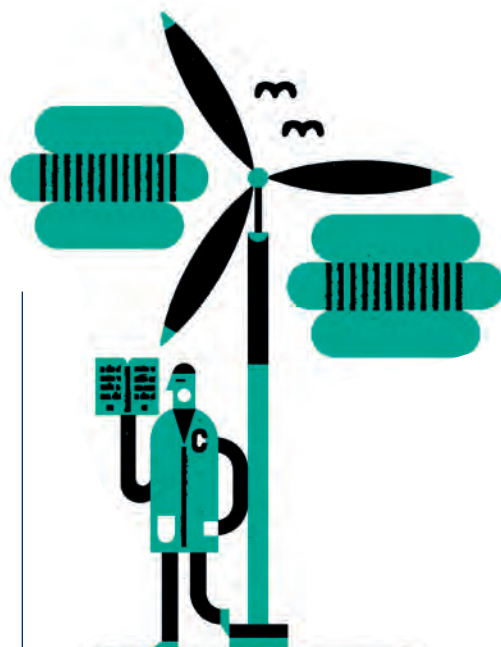
Total amount raised for Hasenstab Hall, a new home for the Department of Political Science

\$141.6 million

Total amount raised for current and future endowment support

“Part of the reason Carleton has always delivered a superior liberal arts education has been our focus on individualized, collaborative, and investigative or exploratory learning. The *Every Carl* campaign reinforced this with new facilities that both support these pedagogical approaches and enable future innovation.”

—Dean of the College Gretchen Hofmeister '85



“The *Every Carl* for Carleton campaign is making it possible for Carleton to train the next generation of intellectual researchers and scientists who will tackle the world’s biggest challenges: everything from healthcare to climate change to accessible clean water for everyone.”

—Trustee Lise Revers '85

“It was time for Carleton to put in place modern facilities to allow teachers to partner on integrative and collaborative work of all kinds. My family and I love Carleton and want to see it continue to be strong in the sciences. And thanks to this campaign, it will for generations to come.”

—Trustee Candace Williams '73, P '06, P '11,
Campaign Core Committee Member

“Music is wonderful for students’ development. It allows them to work with people of varying backgrounds with differences in style—but they find common ground in a love for music.”



— Trustee Richard Kracum '76, P '07,
Campaign Core
Committee Member



Life and Careers

POST-GRADUATION PREP



Over the past decade, firsthand experience has become essential to securing a job or acceptance to graduate school, and the Carleton community strongly responded to this need with resources for externships, internships, and research positions. Much of the success in raising funds for life and career exploration opportunities came in response to the **2020 Internship Match**, which doubled the impact of donors' generosity.

“Throughout the campaign, the Parents Advisory Council and the Career Center have worked together to expand the network of externship opportunities unique to Carleton students. *Every Carl for Carleton* affords all Carleton students, including low-income and first-generation students, access to these vital experiences.”

—Parents Advisory Council Cochairs
Karen Handelman P '20, P '23
and Marc Hirshman P '20, P '23

Life and Careers

\$24 million

Total raised for
life and careers

\$222,027

Amount of aid awarded
by the Career Center
in 2015

\$541,987

Amount of aid awarded
by the Career Center
in 2021

101

Number of externships
completed by students
in 2015

232

Number of externships
completed by students
in 2020

97

Percent of seniors
who interacted with
the Career Center
in 2019–2020

“Supporting internships and externships at Carleton is an extension of accessibility and equity— all students deserve these opportunities, not only those who can afford to forgo summer wages. We need to make sure that everyone who leaves Carleton is fully prepared to do something that’s meaningful and that will contribute to the world.”

—Barbara Weitz '70, P '96, P '99, P '02,
Campaign Core Committee Member

Bolster the Annual Fund

EVERY VOICE



During the campaign, Carleton added a new designation to the Annual Fund. Now donors can choose to direct their support toward inclusion, diversity, and equity to help create an anti-racist, equitable environment for all students. Other areas of support still include financial aid, learning and teaching, life and career, the Multicultural Alumni Network Fellows Program, the Carleton Athletics Initiative, or the area of greatest need.

Bolster the Annual Fund

\$56.8 million

Total raised for
the Annual Fund

91,411

Number of gifts under \$100

20,963

Number of alumni, parents,
and friends who gave
to the Annual Fund
throughout the campaign

“That the majority of alumni contributed to the *Every Carl* campaign represents something much more than a financial statistic. It is a statement of our values. For most people who come to Carleton, the magic of the place is not simply

about four years on campus. It is a lifetime of friendships, ideals, concerns, and commitments to the enduring promise of Carleton.”



—Trustee John Harris '85,
Campaign Core Committee Member

“Carleton has a constant, tremendous opportunity: to generate new futures for young people and to advance excellence in teaching across a wide range of disciplines. With this great opportunity comes a constant demand for support. The Annual Fund is our necessary wellspring.”

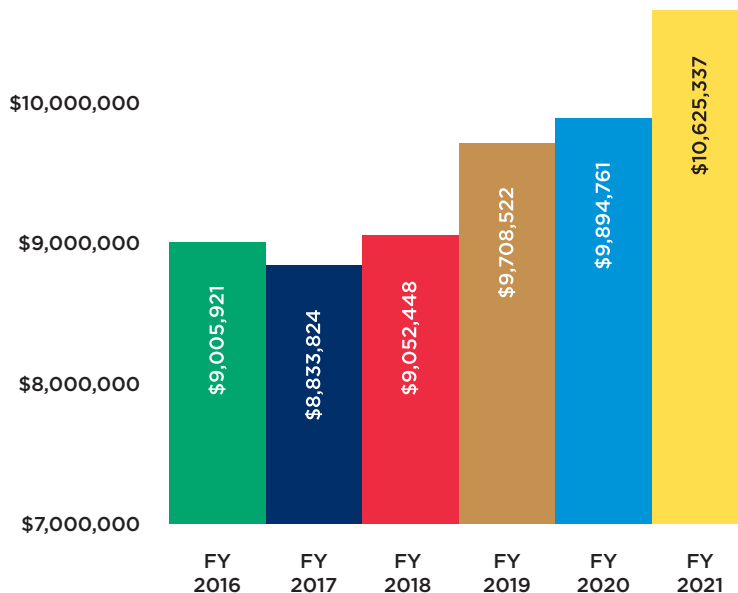


—Trustee Carol Barnett '86, Campaign Core Committee Member

“The Alumni Annual Fund supports the world-class education that Carleton provides—including research, faculty development, athletics, financial aid, and an unwavering commitment to the liberal arts. And it’s immediate, helping out wherever it’s most needed for Carls today. As an alumnus, I’m not on campus day-to-day, but I’ll forever be a Carl and am excited to contribute to continuing and improving the education and experience on campus in Northfield.”

—Alumni Annual Fund
Board Chair
Austin Lau '05

Total Annual Fund Growth FY16–FY21



EVERY CLASS FOR CARLETON



Learning at Carleton—across all disciplines—takes a very hands-on approach. With this in mind, the Class of 1969 directed their class gift toward the Class of 1969 Makerspace, which features high-tech tools such as laser cutters, drilling machines, soldering irons, and microprocessors—as well as useful supplies such as Legos, fabric, and glue guns.



Giving back is almost a rite of passage for Carls as they celebrate five decades of friendships formed on campus. They're eager to help keep Carleton as special as it was for them for students 50 years from now—and beyond. To do so, every milestone reunion class throughout the campaign made a significant gift to the Alumni Annual Fund as well as a legacy gift to support *Every Carl* priorities.

50th Reunion

\$153.2 million

Total amount raised by
50th reunion classes

31

Percent of campaign
total raised by
50th reunion classes

“Carleton alumni feel incredible pride in their alma mater and in their classmates who have contributed so much to society. The 50th reunion class gift is an important way to show that pride, celebrate our many years of friendship, and give back to the college that gave us so much.”

—Peg Sweitzer '71, P '02, P '06,
50th Reunion Committee Cochair

CLASS GIFT DESIGNATIONS

Class of 1966

\$25 MILLION

The Class of 1966 created the **Class of 1966 Endowed Scholarship**, supporting the priority of enrolling the best students, and the **Class of 1966 Endowed Fund for Academic Civic Engagement**, designed to enhance learning and prepare students for life after graduation through social entrepreneurship and civic engagement experiences.

Class of 1967

\$15.4 MILLION

The Class of 1967 established the **Class of 1967 Endowed Scholarship** to make a Carleton education more accessible to students from low- and middle-income families.

Class of 1968

\$16.3 MILLION

To celebrate their milestone 50th reunion, the Class of 1968 substantially added to their **class endowed scholarship**, which they had established during their 25th reunion.

Class of 1969

\$11.6 MILLION

Responding to the college's strategic objectives to enhance teaching and learning, as well as emphasizing the importance of creativity, collaboration, and entrepreneurship to a liberal arts education, the Class of 1969 named the **makerspace** in Carleton's new Evelyn M. Anderson Hall.

Class of 1970

\$64.2 MILLION

The Class of 1970 answered the *Every Carl* call to help prepare students for life and careers by creating the **Class of 1970 Endowed Internship Fund**.

Class of 1971

\$20.5 MILLION

Members of the Class of 1971 founded the **Class of 1971 Endowed Scholarship for Change** to support first-generation or low-income students from underrepresented backgrounds. They also endowed the **Class of 1971 Agents of Change Fund** to inspire new initiatives for inclusion, diversity, and equity.

\$100,000+ Donors

WITH GRATITUDE

Thank you to everyone who participated in the *Every Carl for Carleton* campaign, including donors of \$100,000 and more.

| | | | |
|--|---|--|--|
| Robert D. Aby '67 and Anne Jansen Aby '67 (dec.) | Michael Baum '65 and Catherine Snow | Naomi Brill '79 and Gary L. Showalter | Leslie Bingham Connelly '86 and Michael C. Connelly '83 |
| Richard B. Adams '71 and Ross M. Kylo | Stephen C. Bayne '68 and Sharon K. Grayden | Paul W. Brindle '71 and Kathleen A. Brindle | Mary M. Conway '66 |
| Dwight S. Alexander '84 (P) | Beacon Fund | Dorothy H. Broom '66 | M. Stephen Cook '60 and Arlyne G. Cook |
| Robert J. Alexander '83 and Becky A. Stemper | Sean T. Beeny '67 and Ann E. Medinger '67 (P) | Gretchan Broom (dec.) and Leonard Broom (dec.) (P) | John S. Cooke '68 |
| Charles and Ellora Alliss Educational Foundation | Peter G. Bell '70 | William N. Buffett '55 and Susan E. Kennedy | Foy R. Cooley and Kenneth W. Cooley '50 (dec.) |
| Ernest W. Andberg '65 and Marcia McGarraugh Andberg '66 | Charles H. Benoit '70 and Joyce K. Benoit (P) | Nancy Burns '70 and D. Scott Harrison '65 | Fred Cooper '58 (dec.) |
| Craig H. Anderson and Nancy Wilkie (dec.) | Pearl Lam Bergad '66 and Robert D. Bergad | Seth P. Calvin '20 | William C. Craine '70 and Jackie Craine (P) |
| Annexstad Family Foundation | Judith A. Berling '67 | Donald A. Camp '70 and Elizabeth Camp | Susan Cushman '72 and Charles R. Quimby '71 |
| Mark S. Applebaum '89 and Joan Friedman | Helen D. Berwald (dec.) and Jean E. Phillips (dec.) | Michael S. Canmann and Susan Canmann | Robert B. Daugherty Foundation |
| Ellen Debbink Arneson '73 and Wallace A. Arneson Jr. '70 (P) | Bill & Melinda Gates Foundation Matching Gift Program | Carleton Ultimate Fund | Mary E. Davie (dec.) |
| Yoshiko Asaka Takayama '78 and John I. Takayama | Mary Oltman Bishop '73 | Daniel C. Carlsen '80 and Susan M. Gerstner '81 (P) | The Arthur Vining Davis Foundations |
| H. Jack Aslanian '67 and Mary M. Aslanian | Ricki A. Blau and William T. Reeves (P) | Eric D. Carlson '66 and Marilyn Garbisch Carlson '66 (P) | Stephen J. Davis '88 and Jill W. Davis |
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| Timothy Gerrodette '68 and Pamela Page | Michael J. Hasenstab '95 and Mary Ann Luan Hasenstab | Andrea Grove Iseminger '59 and Gary H. Iseminger (P) | Susan Bailey Koehler '72 and James F. Koehler '73 (dec.) |
| Albert J. Gobel and Susan E. Gobel (P) | J. Mark Haugland '72 and Margo Struthers '72 | Patricia Labarre Ismail '91 and Tarek Ismail '91 (P) | Mary Kolderie '63 (dec.) |
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