

Dear Fellow Strathmore and Kianda Alumni,

**JOIN STRATHMORE'S BOLD NEW INITIATIVE:  
THE STRATHMORE ANNUAL FUND 2006-07**

On behalf of Vice Chancellor John Odhiambo and the support of the entire Strathmore University team, we, the members of the Strathmore Alumni Leadership Committee, warmly invite you to become a **Founding Partner** of the **Strathmore Alumni Annual Fund**.

**What is an Annual Fund?**

The concept of an Annual Fund—sometimes called “annual giving”—is well established in other countries (for example, the Harvard Annual Fund has existed since 1922). An Annual Fund is a yearly appeal by a school for donations from alumni and friends to support its operations. The Annual Fund is not a once-off fundraising event, but an extended personal relationship of an institution with its alumni and friends over many years through annual appeals and donations.

An Annual Fund is the keystone of development and fundraising at most leading world-class private universities. It is the bedrock activity on which are based other critical efforts, such as corporate, institutional, governmental, and individual giving. This modern institutional practice is something new for sub-Saharan Africa. It is an opportunity for Kenya to adopt an important mode of self-reliance. In keeping with the Strathmore spirit, we desire that Strathmore be the first to introduce it.

**Why an Annual Fund?**

The cost of educating world-class students at world-class universities almost always exceeds the price. Tuition almost never fully covers a University's true cost per student. To do even more, great institutions thus seek supplemental funding. Annual Funds help keep tuitions affordable by providing extra support for general operations, basic needs and unexpected contingencies. To be a great institution in Kenya, Strathmore wishes to do the same.

Annual Funds are also barometers of the strength of an institution's support from those who know it best: its alumni and friends. The greater the percentage of alumni donating to an Annual Fund, the greater confidence that institution enjoys. This confidence is very important for all an institution's other fundraising. Corporations, foundations, and other potential benefactors always ask first how much support does the institution receive from its alumni and friends. Annual Fund participation establishes this. Good schools enjoy participation rates over 35%. Great schools enjoy rates over 50%. The best schools enjoy rates over 60%. We believe that Strathmore in time can and ought to be among the best. Nothing would say more to the world about the value we Kenyans place on building world-class higher education right here at home.

**How does it work?**

The present Annual Fund will last from September 2006 to the end of June 2007. Alumni and friends, to the extent they are able, will respond within that time with donations of whatever amount. Strathmore will receive, record and receipt the donations according to the highest standards of transparency and accountability. All Founder donations will be acknowledged and provided with a special certificate of appreciation.

(Please turn over...)

## How can you help? How much to give?

As a Founding Partner, we invite you to make a donation for this year (2006), and if possible also a pledge for the two subsequent years (2007 and 2008). The pledge will help demonstrate leadership to others of the kind of support we think Strathmore can generate. The power of annual giving lies in having as many alumni as possible participate regularly.

No donation is too small. Every donation is critical. Strathmore asks for your support in whatever amount you feel you can offer. If you can give more, please do. If you can give less, please do. We are asking our fellow alumni to donate generously, whatever they feel able to give. Strathmore will benefit greatly from your participation, whatever it is.

To help this important initiative, our Committee will be reaching out to all Strathmore and Kianda alumni and friends. We seek to build for Strathmore a strong alumni network of participants and volunteer leaders. To achieve participation of which we think Strathmore is both obliged and capable, we welcome all alumni volunteers. If you desire to serve Strathmore as an Annual Fund volunteer leader, please contact our office.


Donations to the Annual Fund received before 30 June 2007 will be directed to two basic needs, **scholarships** and **alumni organization and development**. Through the Annual Fund we can be sure of making a difference in the lives of Strathmore staff and students.

## What Does Kenya Need Strathmore To Be?

As it has since its beginning in 1961, Strathmore continues to make critical contributions to Kenya's development. There is so much more work to be done. The Strathmore Annual Fund marks a bold new path. Overseas we have already launched a related effort, to which Strathmore alumni and friends have been responding enthusiastically. Here, too, at home we hope that we can count on you, our fellow classmates and alumni, to help Strathmore continue to make a critical difference—for Kenya, Africa, and the world.

We welcome you to join with us in Strathmore's bold new initiative. Thank you for agreeing to be a **Founding Partner!** With best wishes on behalf of the Alumni Leadership Committee,

Sincerely,



Mr. Peter Muthoka MBS '61/62  
Managing Director  
Sasini Tea and Coffee Ltd.



Mr. Raphael Ng'ethe '66/67  
Ndungu Njoroge & Kwach  
Advocates (Partner)



Mrs. Eva Beuttah '65  
Registrar, Admissions  
Strathmore University

*The Strathmore Alumni Liaison Office (SALO) is an international alumni office in Kenya in support of the Strathmore University Foundation (Princeton, New Jersey, USA) to promote alumni linkages and activities worldwide. The Strathmore Alumni Leadership Committee was constituted from among those persons who attended the General Alumni Reunion held in October 2005.*

