

**Dear Valued Alumni,**

I am writing to inform you of a situation that cannot come as a surprise. First, I assure you that we are confident that Greensboro College can weather the current economic downturn sweeping our nation.

However, we are not quite so confident that many of our students and their families will be able to do the same. That's why we have sent this special message to you.

As you likely know, Greensboro College uses the phrase "You Belong Here!" in our promotional and informational literature, as well as in College displays and even our advertising. Our in-depth market research of two years ago told us that these words accurately describe the feelings of our student body, our faculty, alumni and staff. There is a very strong sense of belonging at Greensboro College; it defines our school's personality and its commitment.

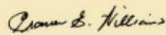
Now, many of our students face a shortage of funds needed to continue at Greensboro College. They belong here, of course, and we are doing everything possible to keep them here. If we don't take intervening steps soon, many of them will not be able to remain here, where they belong.

Our major policy shift is shifting our maximum level of financial assistance from meeting 60% of demonstrated need to 80%. This change could conceivably affect a majority of our students, since large numbers of Greensboro College students already receive financial aid.

Depending on how many students can demonstrate this increased need, our operating revenue may be dramatically reduced. And that is why we must turn to you.

You have been good to Greensboro College in the past and we are grateful for that. Please understand that any support we receive from you will go directly to keeping deserving young people here, on our campus, on your campus.

Most sincerely,



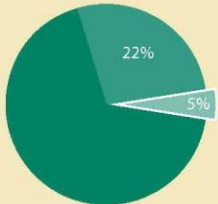
President

**It's not their fault. But it's our loss.**

They didn't cause it, but circumstances are forcing many students to drop out of college, including ours. Most are dedicated, hard-working youngsters who worked hard to get here and sacrificed to stay. They excel in our classrooms and on our playing fields. They sing in our choirs, they worship in our chapel, they perform on our stage. They knew, as we promised, that they belong here.

**We can help these students achieve their dreams at Greensboro College.**

We are taking every possible step to help students in financial trouble who may be forced to leave school. Currently the College uses 22% of its operating budget to support student financial aid. Our plan is to increase the amount of budget used for aid to 27%. This 5% increase represents nearly \$2 million of money that historically would be used for students in the form of academic support, social development and providing the best possible learning environment. And now we're asking for your help. With your financial support we can keep these students where they belong while enhancing their Greensboro College experience.



**Greensboro College  
Operating Budget**

