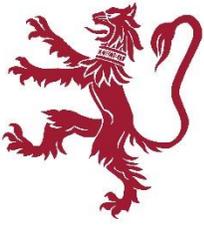


2016 – 2017 Exeter Fund



Class Agent Manual



Thank you for volunteering as a Class Agent!

Class agent goals

- Increase class participation
- Increase class dollars raised for The Exeter Fund
- Keep classmates connected to and engaged with the Academy

Class agent responsibilities

- BE A LEADER; make your own gift to The Exeter Fund before asking your classmates
- ASK classmates for gifts to The Exeter Fund
- THANK classmates who have given to The Exeter Fund
- SHARE Academy news with classmates and classmate news with PEA

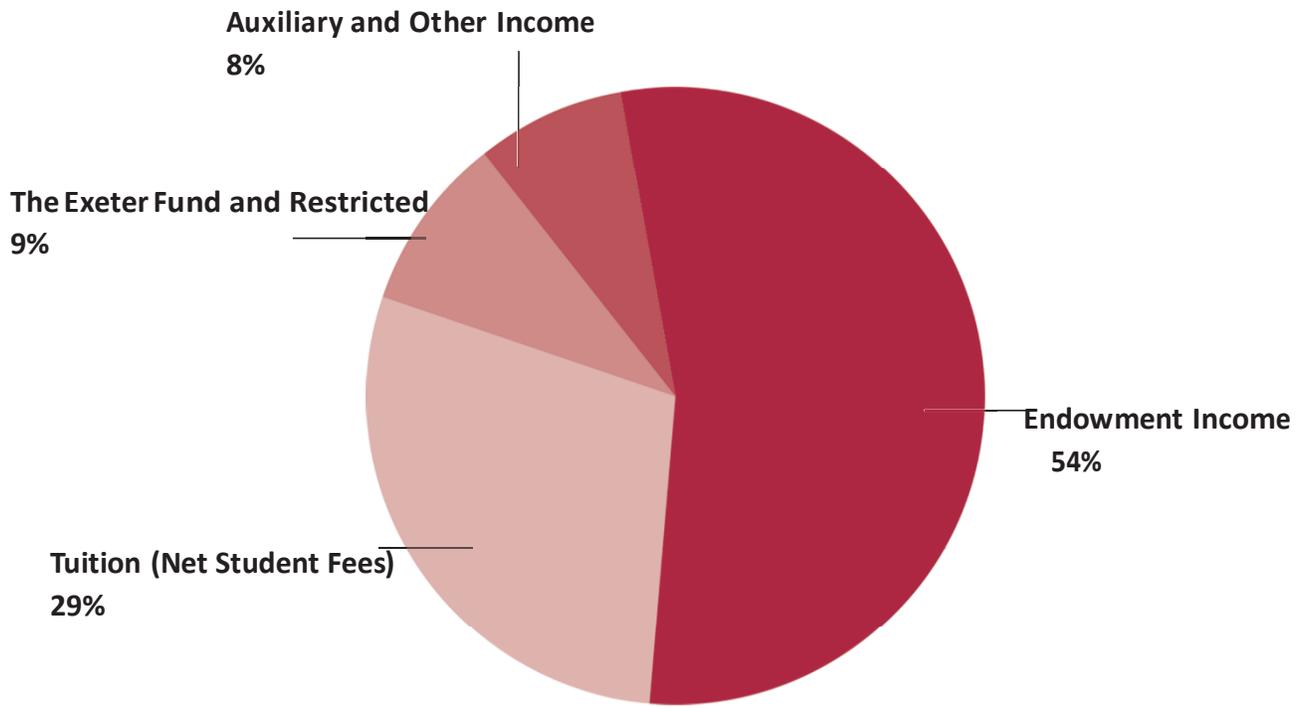
Important dates

- July 1, 2016 – June 30, 2017: Fiscal year, Exeter Fund 2016-2017
- September 23-24, 2016: Exeter Leadership Weekend
- November 14, 2016: NYC Phonathon
- November 28 – December 10, 2016: Contact your assigned classmates
- January 2017: Send thank you notes
- Spring Challenge TBD (your time will be needed for one week)
- June 1-10, 2017: Contact your assigned classmates
- July 2017: Send thank you notes

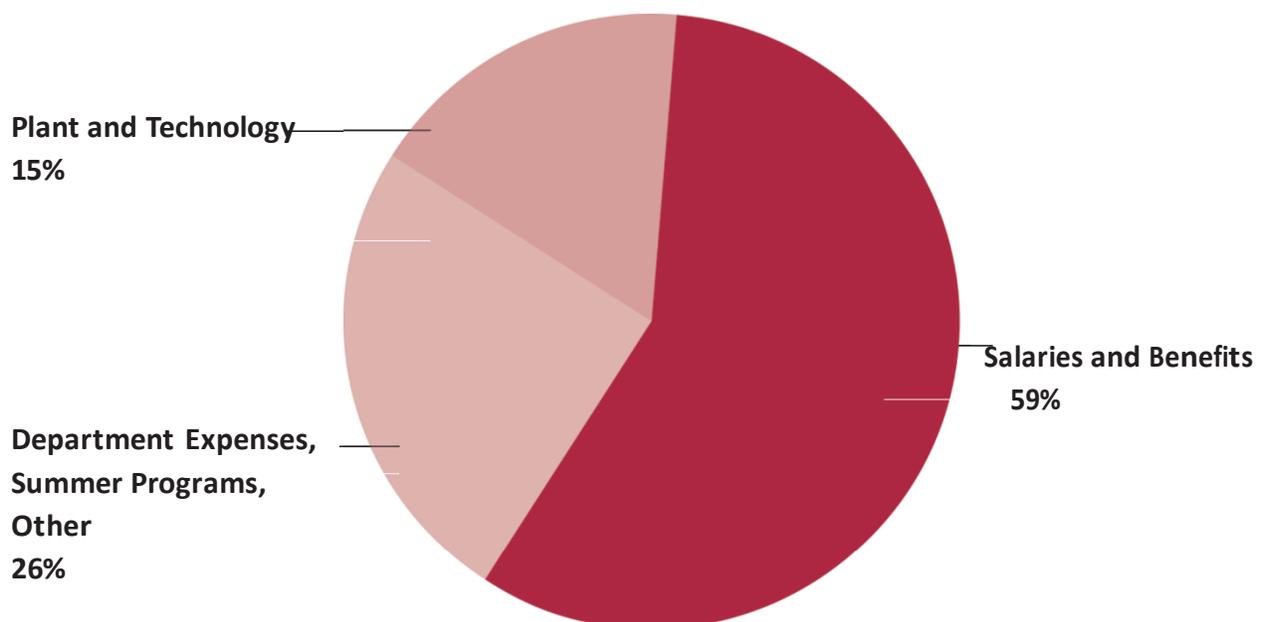
“Every day, I appreciate my Exeter education. It is where I discovered how to learn—to think critically, write effectively and communicate persuasively. It's very rewarding to serve as a Class Agent, knowing the work to support The Exeter Fund makes the Exeter experience available to so many talented students.”

- Ann Lockwood '81

Annual Budget 2016-17: Projected Income



Annual Budget 2016-17: Expenses



Did you know? Our Exeter Fund goal for the 2016-2017 year is to raise \$7,000,000 in cash and pledges.

Why does Exeter ask for gifts to the Exeter Fund?

The Financial Summary (estimates): 2016-17

The Academy

Total Operating Costs: \$98,900,000

Revenue:

Net tuition: \$27,600,000 (29%)

Endowment Income: \$54,700,000 (54%)

Exeter Fund and Restricted: \$8,750,000 (9%)

Auxiliary and Other Income: \$8,000,000 (8%)

Total Revenue: \$99,000,000

Financial Aid: \$20,750,000

Operating Costs: \$98,900,000

By Each Student

Annual cost of an Exeter education: \$90,825 per student

Tuition

Boarding students: \$47,800

Day students: \$37,125

Total number of students: 1079

Tuition covers *only 28%* of the cost of an Exeter education. Classes would end on **November 24th** if revenue depended on tuition alone. Exeter has one of the lowest tuitions of its peer schools.

The draw* from the endowment** covers 54% of the cost of an Exeter education.

The Exeter Fund helps fill the remaining gap – the school depends on The Exeter Fund to cover roughly 7% of the operating costs. Those donations go to work immediately for Exeter students.

*Exeter employs a formula – The Yale Formula – to calculate the draw from the endowment each year. The actual draw from the endowment may change from year to year, but the formula stays the same. The conservative stewardship of the endowment ensures that Exeter will remain strong – in good times and bad – and will last in perpetuity.

**The \$1.1 billion endowment is a collection of over 1400 funds (gifts to the Academy) that are mostly restricted to a specific use. The Academy cannot write a check off the endowment.

Interesting facts: 49.4% of Exeter students received need-based aid this year. Over 8,000 Exonians, parents, grandparents and friends coming together, with gifts of every size, is tremendous. It would take roughly \$135 million in endowment to generate equivalent income each year.

How to respond to commonly asked questions

Q: How are gifts to The Exeter Fund used?

A: To help meet the most immediate, annual needs of students and faculty through the operating budget of the Academy. Exeter Fund gifts are put to immediate use and the entire fund is spent each year, unlike the endowment, which must be saved and invested for the future. The great value of Exeter Fund gifts lies in their immediacy and their flexibility. Because these donations are unrestricted, they can help address any area of need. Exeter Fund gifts play a critical role in essentials such as keeping tuition increases in check and providing competitive faculty salaries.

Q: The endowment is huge – why can't it pay all of Exeter's expenses?

A: Most of the endowment is restricted for a specific purpose. Exeter is legally and morally bound to use each fund as the donor wished and only a small portion of the endowment can be spent in a year.

Q: Why does an Exeter education cost so much?

A: We are a people-intensive academy with a 12:1 student-teacher ratio at the Harkness table, dining hall workers serve three meals a day, seven days a week; custodial staff keep 25 dormitories running; reference librarians on staff; and coaches for sixty-three interscholastic teams across 22 different sports. Costs also grow because knowledge continually expands. When new fields of inquiry demand the addition of computer science, Arabic or genetics, the Academy does not discontinue Latin, calculus or beginning biology. Growth in teaching means growth in teachers, books, equipment, technology, training and even, over time, facilities. With discipline, Exeter's budget must grow, because the alternative is to stagnate and eventually lose relevance.

Leadership Giving

Donors in the 1781 Society, named for the year John Phillips founded the Academy, form the core leadership contingent of The Exeter Fund.

John Phillips Associate	\$100,000 and above
Daniel Webster Associate	\$50,000-99,999
Jeremiah Smith Associate	\$25,000-49,999
Lewis Perry Associate	\$10,000-24,999
William Saltonstall Associate	\$5,000-9,999
Hamilton Bissell Associate	\$1,781-4,999

Young alumni leadership giving levels:

Ty Tingley Associate	\$1,000-\$1,780 (for alumni within 15 years of graduation)
Jack Herney Associate	\$500-\$999 (for alumni within 10 years of graduation)
Rick Parris Associate	\$240-\$499 (for alumni within five years of graduation)

Remember: utilize AgentSphere – a secure web portal that allows volunteers to look up assigned classmates contact information, giving history and more!
www.agentsphere.net/exeter

Ways to Give

ONLINE: www.exeter.edu/give

TELEPHONE: 603-777-3473

MAIL:

Gift Recording Office
Phillips Exeter Academy
20 Main Street
Exeter, NH 03833-2460

STOCK or MUTUAL FUNDS: If classmates are considering a gift of appreciated stocks or mutual funds please have them email stockgift@exeter.edu or call 603-777-3473

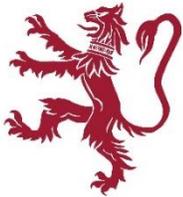
PLANNED GIFTS: Please direct classmates interested in discussing a planned gift to contact Phil Perham, Director of Planned Giving at 603-777-3594 or visit the website at www.exeter.planyourlegacy.org

Increasing the Impact

MATCHING GIFTS: Encourage your classmates to double—or even triple!—their gift to Exeter by having their employer match their donation. Utilize the following link to see if your classmates' employer matches gifts: matchinggifts.com/exeter

RECURRING GIFTS: Classmates can schedule an annual or monthly charge to their credit card. Encourage them to go online at www.exeter.edu/give and select “I would like to set up a recurring donation”.

As a four-year scholarship student in the early 1960's, I often wondered how I would ever be able to pay back Exeter for the gift of an exceptional education. Recently, on the occasion of my 50th reunion, I reflected back on the years I have spent as class agent and class president, and I realized again that continuous service to the school was the answer. Hammy Bissell had taught me that lesson early. The personal benefits have been extraordinary, especially the constant contact with my classmates and the Academy. But each year, as I interact with the current students, I realize why I do what I do. It is to ensure that these young men and women have the same opportunities the Academy gave me - to sit around that Harkness table and learn to read critically, write well, and think deeply about the issues that face them, “...but more especially to learn them the Great End and Real Business of Living.”
- Charlie McCormack '65



I volunteer as a class agent for two reasons:

1. I believe in the Exeter Fund. As a student, the cost of our education was subsidized by the alumni before us and I believe it is now our turn to pay that forward and give back to the current generation of Exonians. Exeter students are going to change the world and they deserve our philanthropic support.

*2. Serving as a class agent is a wonderful way to stay connected with the School and my classmates. I love working with the Alumni office and staying close to the happenings on campus and I love reaching out to my classmates. It's a wonderful chance to stay connected to the rest of 2003 and not just my best friends from the grade. - **Emily Stone '03***

*I am happy to volunteer to do my part in supporting our great school, of which I have always been outspokenly proud. Like many fellow Exonians, I feel a debt of gratitude toward the Academy and want to do what I can to keep it in the forefront of American secondary schools. As with most Exonians of my day (and probably since), I attribute much of my small modicum of success in life to my education at PEA. My instructors, men like Hatch, Adkins, and Bragdon, helped instill in me a certain intellectual curiosity; something that doesn't happen at all schools. In addition, I feel a certain loyalty to my Class of '49 and with it a duty to do my share to uphold the honor of the class. If my classmates were not such an outstanding group, I might not feel the same way. – **Dick Wright '49***

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Classes of 1993, 1996-2016