June 22, 1949

My dear Fellow Alumni:

This is a form letter, being sent to approximately 1,500 senior and junior college graduates of Anderson College and to more than 100 graduates of the Preparatory Department. During the twenty-two years that I have been President of Anderson College, I have sent out many alumni letters and cards, both at Founders Day Celebrations and at Commencement seasons. This letter is different from all the others, and I beg you not to cast it aside carelessly, but to give careful consideration to what I am asking.

The greatest source of joy which I have in Anderson College and the one source which will abide forever is the realization of loyalty and devotion which I know exists among Anderson College girls and boys everywhere the world over. You have a pride in the fact that you are known not only as sons and daughters of your parents, but also as sons and daughters of your Alma Mater—Anderson College.

Now, I am coming to the real point of this letter. The time has come when the college must modernize the recreational part of its program or else face a decline both in prestige and in patronage. We all want to see Anderson College do more than merely survive; we want to see our Alma Mater advance. To that end the Anderson Chamber of Commerce is sponsoring a campaign to raise $100,000.00 for a Recreational Building for the college. I am sure that you have dreamed that we would some day have a gymnasium where our Anderson College students could carry on a good recreational program throughout the college year.

Some of the friends of Anderson College have given and will give large gifts toward this building, but the goal in the campaign will be reached only if and when we receive many, many small gifts. I reiterate that we have about 1,500 graduates of the school. In addition there are several thousand students who spent one, two, or three years at Anderson College. Let us suppose that 500 of us would pledge $50.00, or 1,000 of us would pledge $25.00 toward this building fund. That would mean $25,000.00 toward our goal. And it would help us to realize a sense of unity which working together in a worthwhile cause always gives.

The receiving of the $100,000.00 depends solely upon friends of Anderson College. It depends upon those who contribute $5.00 or $10.00 as much as it does upon those who will contribute $5,000.00. It depends upon you and me, however big or small the part we may assume. We want you to have the joy of having a part in building a gymnasium for Anderson College, and so we are sending you a pledge card. You may pay one-half of your pledge this year on October 1, and one-half next year in October 1950. This building is certainly worth praying for and working for. I am relying upon your help in this matter.

With best wishes to you, I am

Sincerely yours,

Annie D. Denmark,
President