



August 30, 2013

Ms. Eugenie Maine
368 Gooseberry Road
Snug Harbor
Wakefield, RI 02879

Dear Eugenie,

I am pleased that you are thinking of supporting St. Lawrence University and appreciate that you contacted me. I have been in touch with our financial aid office some more and am ready to present this idea to you in writing.

As you know, currently there is a loan fund at St. Lawrence that was set up to honor Harold Lauenders and your mother Alice Webb, called the Hal Lauenders—Alice Lauenders Webb Loan Fund, and it has a value of approximately \$100,000. The world of financing college educations has changed, and today students receive loans from the federal government, states, and through private loan agencies; colleges and universities like St. Lawrence then provide additional financial aid to students in the form of merit and grant aid. St. Lawrence does use the Lauenders/Webb Loan Fund for international students, but it is not a fund we wish to increase at this time.

Therefore, I would like to make the following proposal to you to consider taking to the Ruth and Hal Lauenders Charitable Trust for funding. I think you will find this scholarship proposal unique and a difference maker for supporting scholarships. Not only does it help deserving students, it provides a mechanism to help teach the student recipients about philanthropy and giving back, just as Harold and Ruth Lauenders did with their philanthropy.

The Pay it Forward Scholarship:

It is expensive to attend college today, but it is important to make sure we provide access to all students who meet our admission standards. At St. Lawrence University, an alumna recently started the Laurentian Pay It Forward Scholarship as a way to help others and teach philanthropy. Here is how it works: The scholarship focuses on students from middle income families who need help bridging the expected family contributions for college costs with their true ability to pay those costs. The students actually apply for this scholarship, and if accepted, they must sign a non-binding agreement that promises that when they are able (at their own discretion) they will pay back the money provided in order to pay forward someone else's opportunity.

Ms. Eugenie Maine
August 30, 2013
Page 2

To make the scholarship worthwhile, we propose shifting over the loan fund to this scholarship and make a new gift commitment of \$100,000, so we have \$200,000 available in a new endowment fund. I would propose naming the scholarship the Harold Launder and Alice Webb Pay It Forward Scholarship at St. Lawrence University.

You may wish to know that our endowment performed very well last year, with a return of 12.5%. This compares favorably to the policy benchmark of 10.7%, and we have an endowment of \$251 million as of June 30. Our historic endowment returns for the past five years have been:

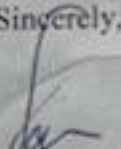
FY 13 12.5%
FY 12 -1.3%
FY 11 20.4%
FY 10 14.7%
FY 09 -18.5%

Endowments provide about 5% of their value in spendable income each year. So, with an endowment of \$200,000, this fund could provide approximately \$10,000. With increases in our endowment value each year, the annual income would increase.

I look forward to hearing back from you so I can shape this proposal to fit your needs. If necessary, I can put it in the framework of the official proposal request that we have used in the past.

Thanks again.

Sincerely,


Thomas R. Pynchon
Director of Principal Gifts
and International Philanthropy

I also sent this to you in an email.
Tom