

January 22, 2007

Dear Fellow Penn Alumni,

I am writing to share some exciting news with you. As many of us have learned through our giving to The Penn Fund, participation and loyalty are the backbone of a successful annual giving program. Dedicated alumni who make a gift to The Penn Fund every year are the foundation of our efforts to support essential aspects of undergraduate education at the University. **Inspired by these individuals, The Penn Fund is proud to announce the launch of the *Ivy Stone Society* in 2007, a new giving society honoring our loyal donors.**

Every year, the Penn senior class honors The Ivy Day tradition by placing their class Ivy Stone on campus. By choosing the name Ivy Stone Society to recognize this special group, we honor and acknowledge the annual tradition and dedication Penn Fund donors demonstrate through their loyal support. Donors who have made consecutive gifts for three years or more will be welcomed into the Ivy Stone Society. Members will receive special recognition within The Penn Fund's Class Honor Roll, as well as an exclusive e-newsletter.

I encourage you to share the news about this new initiative with members of your class. This is an important step in The Penn Fund's plan to increase alumni giving participation. Loyal alumni giving is crucial to the success of the University. A website has been created to introduce and explain the society's development, membership, benefits and much more. Please visit www.alumni.upenn.edu/pennfund for more details. As always, if you have any questions, please feel free to contact me or any of The Penn Fund staff.

Sincerely,

A handwritten signature in cursive script that reads "Stacey Rosner Lane".

Stacey Rosner Lane, C'80
Chair, The Penn Fund Executive Board