DEAR INTERLOCHEN ALUMNI, PARENTS AND FRIENDS:

In our first edition of CRESCENDO, Interlochen announced the launching of the Interlochen Development Fund, a 10-million-dollar, five-year fund drive for scholarship endowment and campus expansion. It was also announced that the W. Clement and Jessie V. Stone Foundation of Chicago granted Interlochen 25,000 shares of Combined Insurance Company stock, a net worth of $1,100,000 to kick off the campaign for much-needed funds.

A further survey of campus expansion and endowment needs was made, projected over a 10-year span. The entire fund-raising project then was expanded over a ten-year period for a total of $25 million.

AS YOU KNOW, BIG THINGS ARE HAPPENING AT INTERLOCHEN. The National Music Camp had its finest season in 1964. The Camp was host to Eugene Ormandy and the Philadelphia Orchestra, Van Cliburn, Luci Baines Johnson, Governor and Mrs. George Romney and William Warfield, to name a few. They came, I am sure, because National Music Camp had such a fine student body and faculty, which have over the years established Interlochen as America's summer capitol of the arts.

The Interlochen Arts Academy opened in September, 1962 with 130 students. The current enrollment is 260 students—a 100% increase in two years; and we have a fine academic and artist-teacher faculty of 66 persons, most of whom are "in residence." If the same ratio of increased enrollment continues, we can expect a minimum of 500 students in the fall of 1966—800 students in five years.

WHY THIS SUDDEN GROWTH? The need for an institution encompassing the philosophies which the National Music Camp has always practiced and on which the Academy was founded is vital to our nation's needs. It is a simple fact. The number of young people increases each year and the educational demands of our world grow fantastically each day. Both artistically and academically, the Interlochen Arts Academy has been recognized as a tremendous success. It was founded to fill a void in our nation's educational system and has already become a leading force in establishing new concepts in American education.

The success of the Academy is not surprising inasmuch as it is founded on the same educational principles which have spurred the successful growth of the National Music Camp. The Academy is an outgrowth on a year-round basis, with the addition of academic courses, of what campers and their parents have lauded as the "finest summer arts program in the world." In fact, half of the Academy students this year are former campers! Interlochen has come of age and is the permanent residence of an ever-increasing number of people.

A COSTLY PHILOSOPHY

From the outset, Dr. Maddy chose to operate the Academy at a financial loss, rather than limit the educational and artistic standards to the funds available from tuition income. It is projected that the Academy can never be entirely self-supporting from tuition alone because of the necessarily high per-student costs (cost per student for the 1964-65 year is estimated at between $1,000 and $1,200 over and above tuition income), true of most private and independent schools.
But now, the educational concepts of the Academy have been tried, proven and widely recognized. Interlochen now is in a position to seek financial support for this unique institution which is already a going concern.

Interlochen neither asks for nor receives any state, federal or other governmental aid. It must depend on the generosity of private individuals, foundations and alumni for its support. Few philanthropic foundations include support for secondary schools in their areas of interest for the reason that every student of high school age in the United States has an opportunity to attend high school in his own community without payment of tuition. Of course, these schools do not and cannot offer the specialized training in the performing arts, which is needed during the years of physical development.

Foundations are accustomed to assisting colleges and universities and have for years, but when we approach them for assistance for high school age student, it is often difficult for them to believe that their help should be offered to youth at this level. However, this is just the age when this help is most vital and can have the greatest, most beneficial effect.

("What profiteth a man to begin playing the violin at the age 18?" Second fiddle, for sure.) Physical co-ordination and muscular skills, particularly for ballet dancers and players of stringed instruments, is developed in the adolescent and pre-adolescent years. If America is ever to turn out its OWN great virtuoso performers, we must turn our sights to a program which will encourage and permit it. This is the ultimate aim of the program at Interlochen. It is not possible to do it anywhere else. We will endeavor to convince foundations of the uniqueness of the Interlochen program.

Unfortunately, a student's talent, ambition and ability do not go hand-in-hand with the parental ability to pay the general fee (approximately $3,000 per academic year) to attend the Interlochen Arts Academy. Therefore, the Academy granted scholarship assistance to insure a quality student body and balanced performing groups. This was financial assistance ($173,000 in 1964-65) for which we had very little endowment.

Likewise, nearly 300 of the campers at National Music Camp last summer were on partial scholarship. However, these monies came from rental of scholarship lodges and concert admissions ($86,524 in 1963) from support built on 37 years of experience and operation.

It is estimated that the total Interlochen scholarship budget will amount to $400,000 per year within five years, if Interlochen is to fulfill the educational needs of our young people.

INTERLOCHEN'S PHYSICAL NEEDS

The new complex of classroom facilities, connected by the 550-foot Giddings Concourse, has demonstrated to returning alumni and friends Interlochen's dramatic evolution from a Camp into a Campus. These physical facilities include the Liberal Arts Building, contributed by the Kresge Foundation and several other grants; the Dow Science Building, contributed by the Dow Foundation; the Jessie V. Stone Recreation Building and Maddy Administration Building Addition and the new FM Stereo Radio Station, contributed by the W. Clement and Jessie V. Stone Foundation; the new Kresge Auditorium, providing a six-sided roof over seating for an audience of nearly 4,000, contributed by the Kresge Foundation; the new Charles Stewart Mott Language Arts Center, a gift from the Charles S. Mott Foundation was recently completed and was dedicated Sunday, October 25.

Mr. Charles S. Mott, noted philanthropist and president of the Mott Foundation, Flint, Michigan, cuts the ribbon during ceremonies dedicating the Charles Stewart Mott Language Arts Center, Sunday, October 25. Interlochen Arts Academy 10th grader, Kimberly Crouter, from Flint, and Dr. Maddy assisted Mr. Mott. The Language Center is a gift to Interlochen from the Mott Foundation.
However, the inevitably increasing enrollment makes it necessary to begin construction of two new dormitories and a classroom building during the next 12 months. The second phase of the building program includes a reference library and fine arts center and another classroom building. Phase three—the Interlochen Performing Arts Center (estimated cost of nearly $5 million) is to be completed by June, 1967.

These physical facilities, like the scholarship endowment fund, are designed for use by both the National Music Camp and Academy.

WHAT'S THE PITCH?

Yes, there are very good reasons for relating all of this to you. Soon we will have the objectives of the Interlochen Development Program fully documented with facts for the scholar and pictures for the busy reader. But in the meantime, we are asking all alumni, parents and friends of Interlochen to help us open the doors, behind which money can be found. We feel certain that there are many acquaintances of our alumni, parents and friends who are financially able to help us in our campaign, either by giving directly from their personal wealth or by serving as an "in" for negotiations with industry and philanthropic foundations. We are not asking that you necessarily solicit these people personally. But, it would be very helpful to give your ideas and suggestions to Dr. Maddy, who, in turn, will work closely with you to find the most logical approach to make in each case. Call, write or visit your ideas to Dr. Maddy, Interlochen, Michigan.

OUR OWN SHARE IN INTERLOCHEN

Whenever the opportunity does arise when we speak with foundation people, they want to know, "What is your alumni doing to support the school?" We have been proud to list the wonderful effects of alumni help through the years—as an example, the Joseph E. Maddy Administration Building would never have been constructed as early as it was, had it not been for 2,000 dedicated alumni, parents and friends. We are proud and appreciative of the sizable amounts of money which have come to Interlochen each year.

When the fund drive was first conceived, we knew that alumni, parents and friends of Interlochen would want to be included. For this reason, the Alumni Fund Raising Committee set its goal at $250,000 a year for the next five years as the alumni portion of the $25 million fund-raising program. Dr. Maddy volunteered to serve as the Committee Chairman.

HOW MUCH SHOULD I PLEDGE?

This question of what a person's contribution should be—what is my fair share—is a perplexing one in every campaign. There is no clear formula for the simple reason that no two campaigns are identical and each person's financial condition changes daily.

Most independent and private schools like Interlochen Arts Academy have been operating for many decades. These schools can appeal to a large and older alumni, who frequently are highly successful and able to contribute in large amounts. The oldest Academy alumnus is presently a sophomore in college. Therefore, we must make our appeal to those who know us best—the parents of present and former Interlochen students.

We also recognize the fact that approximately 90% of our National Music Camp alumni, most of whom are music educators and teachers, are in the $6,000 to $12,000 annual income bracket; so we cannot possibly look for large gifts. We are fully mindful of the fact that some of us are 18 and some of us are 50, that some of us have 4 children and that some of us have none. We also are fully mindful that in the final analysis, each person must reach his own decision in the light of his own particular situation.

A TYPICAL SITUATION

Many of us have received financial aid to help us through school. I know I did. My mother was the sole support for me and my brother. She was a school teacher. The education I needed was expensive. When I thought I was forced into quitting school to take a job (I had already been working part-time), a friend gave me $700 to finish school. He did not want to be repaid. He simply said, "The cost of education is getting higher each year. The time will undoubtedly come when you will have an opportunity to help another young person in need."

Many of you, I am sure, received financial assistance when you needed it, just as I did. Perhaps you were even on scholarship to National Music Camp. We are not asking for a few large amounts of money in this drive. Rather, we feel that if everyone helped as much as he could, this goal can be achieved easily.
THE FIVE-YEAR PLEDGE

Most of us, by now, are very familiar with time-payment plans. The Alumni Fund Raising Committee feels that a pledge, budgeted over a 5-year period, would be of greater benefit to you than if you were asked to make a lump-sum gift this year. Enclosed is a contribution and pledge card with a stamped, return-addressed envelope for your use.

FINANCIAL FACTS OF LIFE

The first of these is the federal tax legislation which, through deductibility, strongly encourages gifts to schools such as National Music Camp and Interlochen Arts Academy. Gifts may be either in cash or securities. In the case of securities, a gift is not only deductible under the income tax laws, but any tax on capital gains is also eliminated. For more than ten years, our country has known unprecedented prosperity. Practically everyone who has acquired securities in recent years, purchased them at a cost below the present market.

In addition, gifts can be spread over a period of five years. Most of the substantial gifts made will probably be pledged over a five-year period.

THE PROBLEM . . . (IN TWO CONVERSATIONS)

The first conversation was held in my office at Interlochen this summer. It is typical of scores I have had in the past three years. A summer camper had come to see me about enrolling at Interlochen Arts Academy. This is what he said:

"Interlochen is a great school. I love it here and I want to come to the Academy to get the benefit of this unique program. But my parents and I need help, financial help. The tuition is beyond the reach of my family."

This young man is one among many. The cost of Academy instruction is necessarily high. So is the cost at National Music Camp. Further increases in tuition will significantly and substantially change the character of the Interlochen you and I know and love. We have only one answer. We must now seek and obtain outside support on an unprecedented scale.

The second conversation took place in a carpeted, plush-paneled office. I was with Dr. Maddy, talking to an industrial leader in this state, telling him the Interlochen Story, you and I are so proud to relate, asking him for financial support. What happened then has happened countless other times.

He listened to us and fired the first question: "HOW DO THOSE WHO KNOW YOU BEST, YOUR ALUMNI, SUPPORT YOU?"

"Last year 10% of our alumni contributed," Dr. Maddy replied.

"That’s interesting,” he shot back. “Come back and talk to me again when you can report a figure three or four times that high.”

Interlochen Alumni DO care! We find that many of you loyal, dedicated and successful alumni have not yet helped—simply, I am sure, because you just do not realize how absolutely vital your help is.

We have pledged that our talented young people will have the benefits of an Interlochen education. We have pledged that we will revisit that industrialist to tell him that we now are ready to talk with him.

With your help, we can do both these things and many more for Interlochen and its students.

WITHOUT YOUR HELP, WE ARE HELPLESS

Won’t you please return the pledge card—your token of appreciation of Interlochen and the great influence it can and will have in our world today—and tomorrow. Send your gift, your pledge and your confidence.

Interlochen has never needed you more.

Most sincerely,

[Signature]

Alumni Secretary

Secretary of Admissions,
Interlochen Arts Academy