



Greetings Fellow Degans & Supporters:

Recently, Russell Holloway, President of TCNAA asked me to serve as Chairman of this year's Legacy Fund Campaign. With little hesitation, I accepted his offer, knowing all along, that it is quite difficult to get significant numbers of the College's former students and graduates to give back. Nevertheless, I decided to forge ahead because I learned from our initial Legacy Fund Campaign that Degans, by and large, are committed to the continued maintenance and development of the College.

Looking back, we have conducted two Legacy Fund Campaigns, raising \$160,885.64 (See <http://tcnaa.com/legacy-fund/>). While some would say that these campaigns were successful, I would argue that we can do better in making financial contributions to the institution that gave so much to us. Hence, here are three areas in which I will devote my fundraising efforts to achieve the envisioned success...**we need your support:**

1. **Expanding the base of our solicitations:** In other words, making appeals to corporate communities, foundations, children of Talladega College graduates (**Daughters and Sons of the Legacy**), and friends of the College.
2. **Working closely with the College's Alumni Relations Office:** Jointly contacting alumni members and supporters about the fundraising campaign, pinpointing specific College needs, updating our alumni mailing list, and publishing an annual Legacy Fund Campaign Report.
3. **Sustaining:** Ensuring that previous donors continue to contribute to the Legacy Fund Campaign.

Although we are nationally challenged in many ways, I hope that you would find it in your heart to support TCNAA's 2020 Legacy Fund Campaign. The students and staff will truly benefit from your generosity. I look forward to communicating with you in the near future as our campaign proceeds. Should you wish to contact me, I can be reached at 517.410.0560 or eugene Cain@mac.com..

Sincerely,

Eugene L. Cain, Ed.D.
Class of '65