Three cheers for Birmingham-Southern College alumni. 'Southern reached a long-cherished milestone as 2002 came to a close and in so doing leveraged a major foundation grant to the Hilltop. BSC alumni supported the college’s 2002 Loyalty Fund in record numbers and in record dollars—$7.1 million by 4,709 alumni. That’s 321 donors and over $1 million more than a year ago, and during a time of great economic instability around the world. But maybe more importantly, for the first time Birmingham-Southern reached the magical 40 percent mark in alumni participation in the Loyalty Fund annual giving program. What’s so magical about 40 percent? Annual Loyalty Fund gifts support—among many other worthwhile programs and projects—scholarships for students who otherwise couldn’t attend Birmingham-Southern. Ranking organizations such as U.S. News & World Report use alumni giving percentage as a factor in their annual rankings of institutions of higher learning. And, foundations view colleges and universities with alumni giving of 40 percent or more as worth their investment. Thanks to the loyal support of more than 40 percent of our alumni, Birmingham-Southern College will receive a much-needed grant for $200,000 from the Arthur Vining Davis Foundation. Birmingham-Southern alumni are players in making their alma mater better and better, and they plan to stay there, and beyond. So be proud. Pat yourselves on the back. And get ready for Loyalty Fund 2003. The BSC student phoneathon callers (some pictured here) are already hard at work!