



Crimson Tomorrow

For nearly 150 years, The Harvard Crimson has set the gold standard for excellence in college journalism, sparking campus-wide and global discourse that dramatically enriches the Harvard experience. As a Crimson alum, you likely remember your hours spent at 14 Plympton Street as some of the most memorable and valuable of your college years – time that honed critical skills, and also made you part of something larger than yourself.

Preserving The Crimson for Another 150 Years

The Crimson has served as a critical training ground for some of our country's greatest journalists, thinkers and leaders: We count among our ranks U.S. Presidents, Members of Congress, and Cabinet Secretaries; entrepreneurs and titans of technology; professors and philanthropists; and 30 Pulitzer Prize-winning journalists and writers. But our beloved organization is more than a crash course in media and leadership. As a formative learning and social experience at Harvard, it has been for us a collective identity and purpose that shapes our personal growth, career decisions and countless other aspects of our post-college lives. Its impact can be felt globally as staff from The Crimson have gone on to leading outlets in the country and around the world.

The continuous and storied presence of The Crimson is a testament to the hard work

of its student staff and generations of alumni who have banded together at critical moments in the paper's history to ensure its continued success. Alumni aided in the 1915 purchase and construction of 14 Plympton and in the first major renovation in 1991. Crimson alumni also supported the launch of The Crimson's Financial Aid Program in 1998, and later invested in technology upgrades as part of the 2003 campaign.

As we approach our 150th anniversary we once again respectfully request the support of alumni and friends of The Crimson. It is with great excitement for The Crimson of tomorrow that we announce an unprecedented \$15 million campaign to ensure the newspaper's continued relevance and impact for generations to come. Thanks to the generosity of The Crimson community we have raised \$7 million toward that goal.





Innovation Goal: \$6M

With economic shifts in print journalism, The Crimson has faced increased financial pressure to adapt to and thrive in a continuously changing marketplace while maintaining its independence and journalistic integrity. Over the past decade, undergraduate students have routinely devised creative solutions to ensure the success of The Crimson, _____ **10** securing additional online advertising dollars in an attempt to remain sustainable. Looking to the future, however, projections show that revenue is expected to continue to decline, while expenses are expected to rise as The Crimson invests in the technology and storytelling infrastructure needed for the future.

Adapting to these changing financial realities demands that The Crimson, like other premier newspapers across the world, reinvents how we fund our daily operations.

30 A \$6 million Innovation Endowment will provide our organization with longterm financial strength and flexibility, freeing us from dependence on declining print advertising revenues

30 Crimson Alumni Pulitzer Prize Winners

“ We are reimagining our work to carry The Crimson's important role forward in a new age for journalism. I can't wait to see how future generations of students continue and build on The Crimson's legacy!

Raquel Coronell Uribe
President of The Harvard
Crimson, 149th Guard

which have historically funded our operations. This endowment will ensure a continuous stream of resources that will empower The Crimson to develop new and compelling ways to share information (for example, multi-media approaches). This ability to innovate nimbly and consistently will be key to our continued relevance and impact as a leader in college journalism and educator of the next generation of journalists and thought leaders.

350
Active Student
Crimson Staff

Financial Aid

Goal: \$6M

Launched in 1998, The Crimson's Financial Aid Program – the first of its kind in the nation – enables all Harvard students, regardless of economic circumstance, to make meaningful contributions to the paper. By eliminating financial barriers for students who would otherwise have to work outside jobs, the Crimson's Financial Aid Program has fostered the development of a staff that more closely reflects the Harvard undergraduate student body. Over the past 20 years, requests for financial assistance have increased significantly, with more than 160 students – nearly half of Crimson editors – on the program in 2021. The Crimson's Financial Aid Program fosters increased diversity in newsrooms beyond Harvard as well, with student editors

“When I found out about The Crimson's financial aid program, journalism suddenly became a viable option. The financial aid program allowed me to stop pouring coffee and know that I would not have to make an impossible choice between the work I loved to do and the work I needed to do.”

Abby Phillip
CNN Political Correspondent and
Weekend Anchor, 136th Guard

and reporters going on to join local and national media outlets.

In order to meet this growing demand, The Crimson seeks to endow and expand the Financial Aid Program not only to support more writers, editors, and compers, but also to increase

hourly rates and the compensated hours per week. An expanded Financial Aid Program will also potentially support the creation

of stipends for post-graduate fellowships and summer internships, allowing a more diverse group of students interested in journalism to pursue their passions regardless of their socioeconomic background. With a working goal of \$6 million, an expanded and endowed Crimson Financial Aid Program will increase diversity and empower more aspiring journalists and leaders in perpetuity, improving access to this formative Harvard learning experience.

\$1,227,189

Crimson Financial Aid
Dollars distributed
since 2008

1400+

Financial Aid Student
Scholarships to date

CURRENT PROGRAM SNAPSHOT

NUMBER OF AWARDS
(ANNUAL)

370

HOURLY RATE

\$14.25 /HOUR

ELIGIBLE
PARTICIPANTS

STAFF WRITERS, EDITORS

FUTURE PROGRAM GOALS (POST-CAMPAIGN)

400+

\$15/HOUR

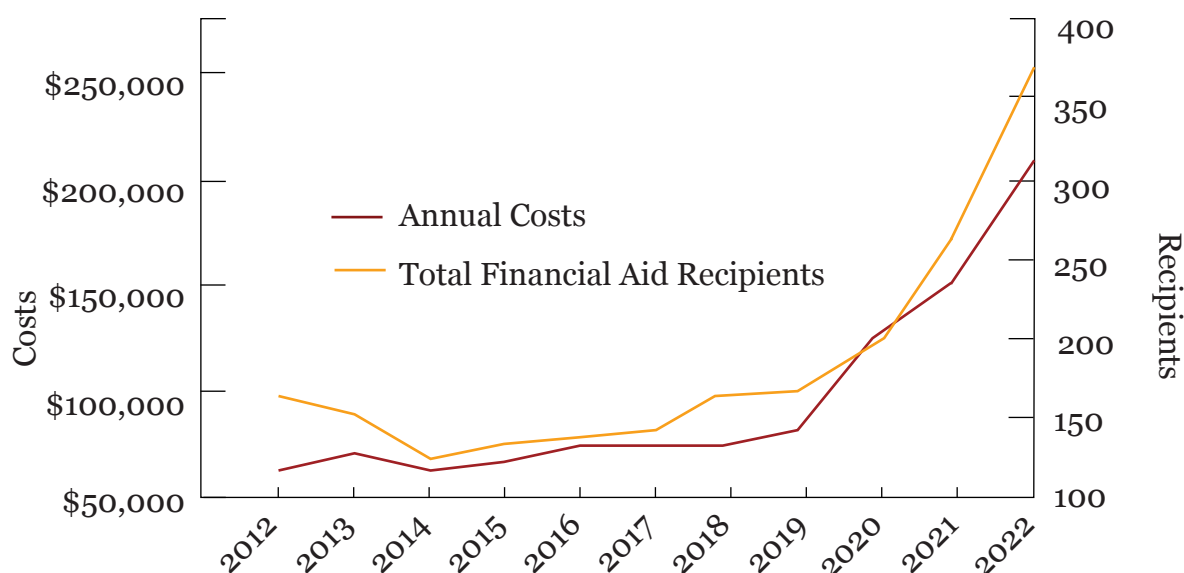
STAFF WRITERS, EDITORS, COMPERS



The Crimson's Financial Aid Program is an important recruiting tool to attract Harvard students regardless of socioeconomic background—and the significant growth in participation, particularly in recent years, demonstrates the success and importance of the program. In the past five years, participation in the Crimson's Financial Aid Program has grown significantly. The program has doubled in size – from serving approximately 75 students in 2016, to more than 160 in 2021. The staff of The Crimson is currently 67% female and 60% people of color.

As Harvard creates a more diverse undergraduate student body, with a greater percentage of students on financial aid, The Crimson must also increase financial aid opportunities to reflect the student body at large. In addition, and of particular importance, The Crimson must also have the resources to meet increased requests during financial downturns, when the number of requests goes up dramatically.

INCREASE IN DEMAND FOR FINANCIAL AID: 2012-2022 SNAPSHOT





Infrastructure Goal: \$3M

When 14 Plympton was last significantly renovated in the early 1990s, journalism and, more specifically, The Crimson, looked very different. The internet was in its infancy and smartphones and laptops were far in the future. Though journalism and The Crimson's staff have evolved, The Crimson's building has not. To maintain The Crimson's impact and relevance, critical technology and infrastructure updates at 14 Plympton Street are necessary.

For decades, The Crimson's output was text and photography, geared toward an evening print deadline. Today, however, The Crimson is a multi-media operation, with a website in need of frequent updates, an array of email newsletters, digital photography, and archives. To keep up with modern journalistic practices, The Crimson will need to invest in new platforms, such as

Over 3300

Articles published,
2021

video, podcasts, and social media and requires the hardware, software, and digital tools to make that possible.

The physical layout of the building is also in need of modernization.

In addition to updating HVAC systems and lighting, there are opportunities to transform the newsroom and offices into a more collaborative working environment.

By removing obsolete features such as fixed desks and photo offices and replacing them with conference rooms, pods, and multi-media studios, 14 Plympton would offer students a 21st century journalism experience at Harvard.

Our working goal of \$3 million will fund these critical capital improvements, strengthening both the learning and social experience of the Crimson's student writers, editors and compers.

12 M

Page views on
The Crimson website,
2021

Join Us

As we celebrate The Crimson's long legacy, we must take careful steps to ensure that future Harvard students are able to take part in the institution's rich traditions. We know the benefits of being on The Crimson are distinct from being part of the College. The Crimson gives us a sense of self, community, history and tradition that complements and enhances the Harvard experience.

To build on our remarkable history and preserve our legacy for the future, we will need the support of the entire Crimson alumni community. Your generosity will allow us to

reach our campaign goal to support the long-term financial health of The Crimson, to endow its important Financial Aid Program, and to preserve the historic 14 Plympton Street building.

The Crimson and future generations of student journalists depend on the generosity of alumni to meet the paper's needs at this critical moment. With the ongoing support of our alumni community, we can uphold our independence and legacy of excellence. We ask for your support in ensuring that The Crimson continues to thrive for the next 150 years.



To donate, you can make a tax-deductible gift on The Crimson's website or mail a donation to The Harvard Crimson Inc., P.O. Box 381295, Cambridge, MA 02238. To discuss a leadership gift, planned giving, or if you have any questions, email 150thcampaign@thecrimson.com

Keep the old sheet flying.