

Dear Ms. Sample,

September 10, 2009

Higher education has always been considered a door to opportunity.

But when a child is first in a family to go to college, that door may seem especially hard to pry open. That was the case for Calvin Luo (BA '06, MBA '08).

In addition to the normal challenges of being the first in his family hoping to attend college, Calvin's father Jiang Sheng Luo and his mother Shirley Yang struggled with several additional disadvantages.

They grew up in China under the rule of Chairman Mao Zedong. During Mao's *Great Leap Forward*, they were denied the chance for even a childhood education. They were forced to leave school and work on a collective farm.

So by 1988 Jiang Sheng Luo felt doomed to a life in the lower middle class. The annual per capita income in China was \$350 in 1988--just \$29 per month. That was when Jiang Sheng and his wife Shirley Yang decided that for their son to have an opportunity for a better life, radical action was required.

So Jiang Sheng took the bold step to immigrate to America. Upon arrival he immediately went to work in New York's garment district. After nine years of separation from his family, in 1997 he was able to then bring them to America.

The Luo family's focus was on providing their son with the opportunities for an education that they'd been denied. Calvin attended high school in New York. Then upon graduation, he was admitted to SUNY New Paltz. However, acceptance was only part of the challenge. The family couldn't afford the cost.

But Calvin found at New Paltz help that made his family's dreams come true--scholarship support, a nurturing and diverse academic environment, faculty mentors and internship opportunities that led to his job at PricewaterhouseCoopers. He earned his BA with a 3.87 average and his MBA maintaining a 3.94 average.

Your gift to the Fund for New Paltz will not only help create the strong academic and cultural programs that attract students, but also provide critical scholarship assistance. Please help us offer a helping hand to our students.

Be sure to read the enclosed story about the Luo family. It will inspire you. And please make a gift to help pry open the door to higher education for those young men and women who otherwise would not be able to attend New Paltz.

Sincerely

*Barbara Caldwell*

Barbara Caldwell, Annual Giving Director

7,320

*Ms. Sample*

*Thanks for any help you can give to support the programs that attract students like Calvin to New Paltz, and then help them achieve their dreams.*