



OFFICE OF THE PRESIDENT

June 9, 2011

To Whom It May Concern:

I am writing to affirm the unique brand of work Dickinson students have completed in establishing the Idea Fund. The Idea Fund is an engagement opportunity that far exceeds normative, student-driven activity that is often focused on programming and events. This project was built as a financial engine to catalyze sustainability initiatives from the student base.

The President's Office supported this project early-on due to its strategic value, and the amazing, efficient planning of an organically-inspired group of 18 students. The confluence of their passion and pragmatism inspired our office to fund this initiative. This initial seed money—\$15,000—will be a cornerstone for their bank that will flourish with ideas and eventually tangible projects.

The Idea Fund has the potential to drive a new, entrepreneurial spirit on this campus, and I wholeheartedly support the Fund's goals as follows:

- Encourage innovative thinking on campus through projects
- Create an infrastructure for student/faculty/staff innovators to come together and collaborate
- Provide funds to projects that will educate and improve the community in regards to environmental sustainability and social justice
- Create a formidable structure that will enable a sustained promotion of creative thinking and projects on the Dickinson campus

Their first pilot project, a Bike Kitchen, will be a student-run bike shop to serve the Dickinson and Carlisle communities with spare parts and other, free services. This is an example of what the Idea Fund can and will finance. I highly recommend this project for the Innovation Credit due to its potential to greatly enhance the social and environmental well-being of our community.

Sincerely,

William Durden
President

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