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16 November 2009

Dear Friends and Colleagues:

I view SSR as a model scientific society; it promotes and disseminates outstanding science in the field of reproduction as well as nurturing, guiding, directing, and inspiring its members regardless of the stage of their career. In fact, it is these latter qualities that set SSR apart from other professional scientific societies. We have achieved this level of accomplishment through an unparalleled spirit of volunteerism that includes gifts of time, talent, and money. Thus, as you renew your membership and prepare to assume new responsibilities within the society, I urge you to also consider extending additional support by providing either new monetary gifts or increasing the level of your previous gifting.

While analysis of revenues and expenditures for the first six months of 2009 indicates that SSR is on track to meet the projections of the revised budget, it is important to bear in mind that the long-term objective of SSR is to have assets that cover two years of operating expenses, which is approximately \$4 million. Achieving this goal requires expanding our membership, increasing our publication revenues, and growing attendance at the annual meeting as these are the main sources of revenue that establish our operating budget.

Enlarging our endowment is another way of increasing our assets. Our goal for the endowment is \$1 million-plus; despite recent economic setbacks, we are more than half-way to that goal. Once our endowment reaches the \$1 million mark, the interest will be used to support the long-term educational objectives of SSR, particularly to maintain and enhance the excellent science that is the hallmark of our annual meeting.

We also established another fund known as the Legacy Fund. This Fund was created to support the digitization and indexing of all back issues of *Biology of Reproduction (BOR)* and to sustain the archive. The initial project was completed in 2005, and all issues of the journal—from its first issue published in 1969—are freely available and readily searchable online. Now, the Legacy Fund has another mission: to help sustain the excellence of *BOR* in the face of a new fiscal challenge. Traditionally, the journal has managed to sustain itself, largely from revenue derived from library subscriptions. Now this source of revenue is shrinking precipitously as a result of the shifting economic winds and the open access movement. The Legacy Fund must grow in order to meet these challenges. Your generosity in supporting this fund will be greatly appreciated.

Should this appeal strike a corresponding and sympathetic chord, there are several gift options to consider:

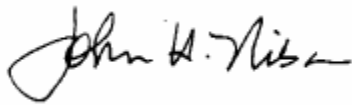
- General Endowment
- Legacy Fund
- SSR New Investigator Fund
- SSR Trainee-Mentoring Award

In short, all of your gifts, regardless of amount, will go a long way in helping your Society meet the twin goals of expanding our endowment and safeguarding the future of SSR and all that represents. I urge you to please take a few moments to fill out the enclosed donation form. You may choose from these categories of special recognition: **Platinum** (> \$5000), **Gold** (\$2500–\$4999), **Silver** (\$1000–\$2499), **Bronze** (\$250–\$999), or **Contributor** (\$1–\$249). You may also donate online on the SSR web site: <http://www.ssr.org/Donations.shtml>

Your generosity will help keep SSR fiscally sound. No gift is too small; all who contribute will be recognized in the SSR February Newsletter. Note that the Society for the Study of Reproduction is a 501(c)(3) corporation, which means that your contribution is fully tax deductible.

SSR and I thank you for your generosity in advance. All of your gifts, large and small, are greatly appreciated, especially if you have already contributed.

With my best wishes,

A handwritten signature in black ink, appearing to read "John H. Nilson". The signature is fluid and cursive, with the first name "John" being the most prominent.

John H. Nilson, Ph.D.
President