

## 5. DEVELOPMENT

**Title:** Records of the Development Office

**Date:** 1948 – on-going

**Quantity:** approximately 1 cubic foot, 1.26 linear feet (3 document boxes)

**Collection Number:** 5

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### Restrictions

**Access:**

Access to the collection is unlimited. Researchers are allowed to view all pieces of the collection. The archive is open by appointment only. Call the Reference Librarian at (617) 879-2222 to make an appointment.

**Copyright:**

Requests to publish material from the collection should be submitted to the Library Director.

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### Administrative Information

**Acquisition:**

The collection was the donation of Wheelock alumnae, faculty, and staff.

**Processing Information:**

The collection was re-processed and updated by Abigail Blachly in 2004. The collection was initially organized by Theresa B. Davitt. The collection was rearranged based on archival principles. Accession correspondence as well as inquiries into information from the archives was removed from the collection. Acidic materials such as newsprint were photocopied onto acid-free paper and then discarded unless the original had some intrinsic value.

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### Historical Note

Lucy Wheelock founded Wheelock College in 1888 to educate teachers of young children. After the School's incorporation in 1939, Lucy Wheelock set up scholarship and building funds as well as contributing to the alumnae fund. In 1948 the College launched its first substantial appeal to foundations and the Alumnae Association merged its fund raising efforts with the College.

During the 75th anniversary campaign for a new auditorium complex, William A. R. Chapin was hired as Director of Development and in 1965 he proposed a unified development plan. In addition to the Annual Appeal, other campaigns included "Celebrate Wheelock" (1981), "Centennial Campaign" (1988), and the "Promise of Growth" (2000). The Development activities are currently overseen by the Vice President for Development and Institutional Advancement.

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## Scope and Content

Material is arranged chronologically within four series: I. Administration. II. Annual Fund. III. Capital Campaigns, Anniversary Funds, etc. IV. Grants Office.

The Records of the Development Office includes campaign publications prepared for building, endowment, capital, anniversary, and other fund drives from 1948 onward, as well as the Grants Office newsletter. The collection includes annual fund (gift) brochures as well as campaign annual reports, plans for organizing development activities, feasibility studies for launching appeals and fund raising event material for alumni and other groups. Additionally, correspondence for the 75th anniversary fund drive, "Celebrate Wheelock" and other events are in the collection. There is a photograph of the 75th anniversary student drive as well as slides and an audiocassette used in the "Celebrate Wheelock" campaign.

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## Cataloging Entries

The following catalog entries provide controlled subject access to the collection. All these entries are searchable in the Wheelock College Library's online catalog to find materials of related interest.

Wheelock College. Development Office.  
Wheelock College--History.  
Wheelock College. Board of Trustees.  
Wheelock College.--Alumni and alumnae.  
Universities and colleges--Massachusetts.  
Teachers colleges--Massachusetts.  
Educational fund raising--Massachusetts.  
Boston (Mass.)--Education.  
Davis, Saville R.  
Reed, Horace B.  
Chapin, William A. R.  
Hewitt, Colby, Jr.  
Bobp, Betty.  
Cooley, Charles.

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## Container List

### Box 1

#### Series I: Administration

- Wheelock College picture book mock-up by Mrs. Melvin, ca. 1948
- Director's Report. "Recommended Plans, Procedures, and Policies Affecting the Organization of a Wheelock College Development Program," 1965. (4 copies)
- Project proposal procedure, 1965
- "A Study of Fund-Raising Feasibility," 1976. (2 copies)
- "Ad Hoc Committee Comprehensive Plan for Capital Fund Raising," [1977],
- "Planning report on a Projected Capital Campaign for Wheelock College," 1985,
- Development staff
- Correspondence
- Interim Progress Report (N.E. Association of Schools and Colleges), January 15, 2007
- Facilities Framework Plan, June 9, 2006

#### Series II: Annual Fund

- Annual Fund Brochures, 1967-1971, 1978/79, 1983-1987, 1994/95
- Annual Fund Report, 1963, 1974/75 (2 copies), 1975/76
- Annual Fund Report, 1984/85-1986/87
- Annual Gift Report, 1987-1992
- Annual Gift Fund Report, 1992-1994, 20040

### Box 2

- Annual Fund, 1988/89
- Annual Fund, 1989/90
- Annual Fund, 1989. Georgia events
- Annual Fund, 1989, New York events
- Annual Fund, 1989/90, Pennsylvania events
- Annual Fund, 1990/91
- Annual Fund, 1990/91, Virginia & Washington events
- Annual Fund, 1991/92
- Annual Fund, 1991/92. Florida events
- Annual Fund, 1991/92, Connecticut. Events
- Annual Fund, 1992/93
- Annual Fund, 1992, Canada events
- Annual Fund, 1992, Georgia events
- Annual Fund, 1992, Illinois events
- Annual Fund, 1992, New Jersey events
- Annual Fund, 1992, Rhode Island events

- Annual Fund, 1992, International events
- Annual Fund, 1992/93, Hawaii events
- Annual Fund, 1992/93, New York events
- Annual Fund, 1992/93, Pennsylvania events
- Annual Fund, 1993, California events
- Commencement Luncheon, 1991
- Honorary Degree Luncheon, 1992
- Past President's Luncheon, 1992
- Trustee Dinner, n.d.

**Series III: Capital Campaigns, Anniversary Fund and Other Appeals**

- Building & Endowment Fund brochure, "Tomorrow's Teachers", ca. 1948. (6 copies)
- Building Fund Campaign brochure, "A New Outlook for Wheelock", ca. 1948. (3 copies)
- "Speaking to Corporations" brochure, 1954
- Development Committee brochures, 1954, 1955, 1956
- Pooled Income Fund appeal (no date)
- Planned Giving Fund appeal (no date)

**Box 3**

- 75th Anniversary Fund brochures, 1963 (3 copies)
- 75th Anniversary Fund correspondence, 1963-1965
- "Instant Wheelock" prepared for the Father-Daughter Weekend, March, 1965
- "Celebrate Wheelock. A Capital Campaign for Wheelock College," 1983
- Celebrate Wheelock steering committee, 1981-1982
- Celebrate Wheelock capital campaign materials, 1982
- "Celebrate Wheelock Capital Campaign Final Report," 1984
- Slides and audiotape for Wheelock Vision used by Gordon Marshall, the Development Office and Alumni Office during "Celebrate Wheelock" (flat box shelved with audio/visual materials)
- Centennial Campaign booklet, March 1988 (3 copies)
- Centennial Campaign brochures, 1986-1989
- Wheelock College Centennial Report, 1985-1990
- "Would you spend \$197,000..." brochures, 1992
- "Wheelock College 2000 Capital Campaign—The Promise of Growth"

**Series IV: Grants Office**

- Wheelock Grantnew\$, v.1, no.1, Oct. 1990, Oct. 1994
- Memoranda