

Advancement

Private support fuels excellence

Gifts from thousands of alumni, parents and friends provide the margin of difference that makes WWU one of the top public universities in the West.

Their support funds scholarships, buys equipment for research and instruction, and increases the availability of faculty and staff to enhance students' academic experience.

Strong year for scholarships from the annual fund and endowments ...

WWU Foundation had a successful year providing scholarships to students in the 2008-2009 fiscal year. The annual fund and endowed sources provided the largest amount for scholarships in Western's history – just over \$1.5 million dollars.

... But a difficult year for endowment investments

WWU Foundation, like foundations across the country, experienced a difficult year with endowment investments. Investment income funds scholarships, but investments actually lost 15.6% during the 2008-2009 fiscal year. As a result, market values on most endowments were “underwater,” worth less than the gifts that established them. Scholarship distributions for fiscal year

2009-2010 were in jeopardy. Faced with a significant decline in amounts available for scholarships, foundation staff and campus leaders embarked on an aggressive campaign to ask endowment donors, key university and advancement leaders and other constituents to bridge the gap. The campaign was successful in raising the level of available scholarship dollars to a point where the decline in awards between 2008-2009 and 2009-2010 should be less than 15%.

Shepard visits D.C. officials at Capitol reception

President Shepard attended a reception in Washington, D.C. in February in the U.S. Capitol Building. The reception, held in House Speaker Nancy Pelosi's dining room, was co-hosted by Congressman Rick Larsen, Senator Patty Murray, Senator Maria Cantwell and Daniel Beard, Chief Administrative Officer of the U.S. House of Representatives and WWU Class of '66.

Planning begins for a comprehensive fundraising campaign

Western Washington University has embarked upon the planning stage for a comprehensive campaign. Initial conversations with WWU leadership occurred late last spring and a retreat in September will begin the priority-setting process. The Foundation Board held a retreat focusing on the campaign and established a planning committee, comprised of foundation and alumni board members, that has been meeting and making initial decisions over the summer. A primary guiding principle of our campaign is that the funds raised and the process used to conduct the campaign will transform Western in many ways. More planning will take place quickly this next academic year, including a conclusion of priority-setting, a feasibility study, identification of lead gifts, campaign branding and a communications plan, and a scan of



Donor support through the WWU Foundation provides critical scholarship assistance for students to reach their full academic potential.

Photo by Sarah Balz

the economic and other conditions to help determine the launch date for this very important effort for Western.

Scholarships recruit future teachers

The second of two full-ride scholarships recruiting top Washington state high school students to Western to become teachers, will begin in fall 2009. Covering all tuition and fees, the scholarships are the first in the state aimed at recruiting top high school students into the teaching field. The Inspired for Teaching Excellence scholarships at Western's Woodring College of Education, are funded by Dennis Madsen, a member of Western's Board of Trustees and former president and chief executive officer of REI. Several relatives of Madsen have become teachers after studying at Woodring College of Education, including his sister and one daughter, and he hopes others will likewise be inspired to help fund scholarships for deserving high school students who desire careers as public school teachers.

Retired Seattle teacher's estate to help generations of new teachers

Woodring College of Education recently received a \$1 million scholarship endowment from the estate of Mildred Bain, a retired teacher. The endowment, which could fund up to 30 new scholarships per academic year, was the largest single gift to Woodring to date, said Michael Henniger, associate dean. Bain, who passed away in 2007, graduated from Western in 1942 and worked as an elementary and middle school teacher for more than 40 years, retiring from the Seattle Public School District. The Mildred M. Bain Scholarship will be awarded to students preparing to be teachers, based on need and academic performance.

Seattle Business Forum raises nearly \$100,000 for students

Governor Christine Gregoire was the keynote speaker of Western Washington University's 12th Annual Seattle Business Forum luncheon in April at the Westin Seattle Grand Ballroom, which raised almost \$100,000 for scholarships. "She is a firm supporter of higher education and a great friend of Western, so we truly appreciate her making the time to join us," said Stephanie Bowers, WWU's Vice President for University Advancement. "The Seattle business community has always been an incredible supporter for this forum." Moss Adams, Wells Fargo Bank and Oles Morrison Rinker & Baker were the title sponsors.

Parents support critical services

WWU families donated about \$109,000 in the 2008-2009 school year to the Parent Annual Fund, a critical source of financial support for the Career Services Center and other important student services that aren't covered by tuition. The Parent Annual Fund helps pay for many services at the Career Center that aren't covered by tuition, such as resume assistance, career fairs, workshops and outreach to employers of WWU graduates. The center helps students find internships to help boost their practical experience and provides assessment tools to help students figure out where their career interests lie. The fund also supports the Leadership Advantage program, which provides students a wide variety of ways to develop their leadership skills.

Microsoft Campaign updates campus software

A campaign with the Microsoft Corporation wrapped up in June, raising enough to equip every campus computer, more than 3,000 of them, with licenses of Office 2007. Each gift of \$5 from a Microsoft employee resulted in a license.

Foundation helps new WWU president meet the community

The WWU Foundation played a critical role in launching President Bruce Shepard and Cyndie Shepard in the community, state and nationwide. More than 200 individual meetings, receptions and dinners were scheduled over the course of the year, including:

- Summer 2008 cruises for alumni and parents in Spokane and Vancouver.
- Board events hosted by Jeff Smyth & Jerry Thon.
- Reception at the Bellingham home of Ron and Shelley Jepson.
- Board member Margaret Curtis and former board member Peggy Zoro launched a group to welcome Cyndie Shepard to the Bellingham community.
- Four holiday open houses were organized in the Shepards' home and in Seattle, with more than 500 people attending just these holiday events.

Bellingham Business Forum raises \$16,000 for scholarships

November's Bellingham Business Forum featured a keynote address with Brian Krieger, Chair of the Vancouver 2010 Commerce Center. The event sold out and raised \$16,000. Krieger discussed how Whatcom County businesses could make the most of the 2010 Olympic Games.