The mission of University Advancement is to build relationships through meaningful engagements that foster pride, encourage advocacy, and promote private support for Western Washington University.
The Boards of the Foundation and Alumni Association have taken a proactive stance regarding their commitments to Diversity, Equity, and Inclusion (DEI). Board members decided to read a common book, and in the spirit of leadership community, have joined the board of trustees in reading How to Be an Antiracist by Ibram Kendi. They are planning a joint workshop that will take place during the December meeting agenda. And recruitment and retention of diverse board members is a priority for each organization. Additional DEI agenda items for the Foundation include raising and awarding funds for several scholarships that were initiated this past spring.

Leadership changes for the Foundation include welcoming Sydney Hunsdale as Chair, Andrea Sturm as Vice Chair, and Tony George as Secretary. Rick Anderson remains the Treasurer. Officers of the Alumni Association continue this fiscal year. The board recruitment process is ongoing for both the Foundation and the Alumni Association. The Foundation is pleased to have onboarded four new board members this month:

- **Christy Johnson (’01)**
  Founder and CEO, Artemis Connection

- **Mark Reis (’75)**
  Independent consultant, management advising; retired director of SEATAC airport

- **Vini Samuel (’94)**
  Attorney at Law; Mayor of Montesano, WA; former member of the Alumni Association Board

- **Chris Witherspoon (’94)**
  Founder and Chief Creative Officer, DNA Creative; former president of the Alumni Association

Advancement staff have been all-hands-on-deck to transition to a new Customer Relationship Management (CRM) system. The Ellucian cloud-based system went live in mid-July after a full two years of work and preparation. While transitions take time, and change can be challenging, the new system will significantly improve the advancement business process.

Engagement and fundraising work are detailed in this report; we are proud of the many ways our alumni, parents, friends, corporations, and foundations are involved with supporting Western.

Stephanie Bowers
Vice President of University Advancement
President & CEO of the Western Foundation
Project Budget: $68,000,000
The budget for design and construction of the new Advanced Technology Engineering and Computer Science building is $68 million. The university received $2 million for design-related expenses from the Washington State Legislature in FY20, and the Legislature has signaled its intention to fund $46 million for construction in the upcoming FY21-23 budget.

Campaign Goal: $20,000,000
In fall 2019, the Western Washington University Foundation announced a capital campaign to raise $20 million in gifts and pledges by the end of 2020. Led by staff and a committee of dedicated volunteers, the campaign is making excellent progress and is poised to achieve the goal.

Committed
Gifts and pledges currently total nearly $13 million and are increasing daily with the launch of the individual solicitation phase of the campaign. A video announcing this phase may be viewed on the campaign website: [wwu.edu/build](http://wwu.edu/build)

Pending
There are approximately $3.2 million in funding requests pending. These requests have been submitted through invited proposals and have a high probability of funding success.

Exploring
The Foundation is currently exploring the potential for funding beyond the original $20 million goal to support an exemplary net-zero energy design for the building. This design would make Kaiser-Borsari Hall the cornerstone of the university’s plan to become a carbon-neutral campus.
Prior to the arrival of COVID-19, Western’s Student Success campaign helped raise over $10M in student-focused financial support. Our initial funding priorities focused on admissions scholarships, research and creative activity, and study abroad opportunities.

Because the pandemic has currently impacted certain activities — including side-by-side research between students and faculty, and international educational experiences — Western is implementing a campaign refresh for Student Success.

We frequently talk about inclusive success at Western: Helping to ensure students have equal access to education, equal experiences while in school, and equal success in outcomes.

Western is committed to recruiting, supporting, and empowering an increasingly diverse student body while working to close the opportunity gaps that exist in higher education and our broader society. Western’s refreshed Student Success campaign will deliver our promise and provide solutions in three primary ways:

**Making college more affordable.** Scholarships have an enormous impact on recruitment, retainment, and ensuring students receive their degrees without the crippling burden of long-term debt. Scholarship gifts pay a lifetime of dividends to both student recipients and society.

**Ensuring excellence in both programming and experience.** Excellence is a hallmark of Western Washington University. Regardless of their educational backgrounds, we specialize in transforming students’ determination into academic excellence. We are also equipped to help the highest achievers learn and grow to even greater heights through our nationally recognized Honors Program.

**Providing comprehensive student support and safety nets.** Helping students succeed is an all-inclusive commitment at Western. In addition to helping provide an affordable, excellent education, we want them to thrive in their learning community. Western is committed to offering the right tools and services to our students to ensure success in the classroom and in life.
Confronting Systemic Racism Webinar

Identifying the systemic inequities that permeate our communities and our institutions is a vital first step toward rectifying injustice, but many are wondering how to confront these structures to create lasting change.

To explore this topic, the WWU Alumni Association presented a webinar conversation, titled “Confronting Systemic Racism,” with distinguished alumni of color on September 16. The panel discussion was moderated by KING-5 news anchor Joyce Taylor (’84), and featured Academy Award-winning filmmaker TJ Martin (’05), Vini Samuel (’94), the first Indian-American woman mayor in the U.S., Jesse Moore (’05), communications strategist and former speechwriter for President Obama, and Nathaniel Gaines (’20) a senior majoring in human services.

More than 350 participants registered to attend the powerful 90-minute webinar. The panelists shared their views and experiences as people of color. They urged participants to vote, to get curious about people with different points of view, to avoid cynicism, and to hold others accountable for their words and actions.

The webinar generated more than $3,000 in donations to the Western Stands for Racial Equity Fund which supports recruitment and retention scholarships for students of color in honor and in memory of those who have faced injustice for generations. The scholarships are an investment in young leaders poised to take action at the local and national levels.

These are critical conversations during this turbulent time, and we intend to continue this dialogue.

An audio recording of the webinar is available on the WWU Alumni Association website at: alumni.wwu.edu/event/confronting-systemic-racism-perspectives-wwu-alumni-color

Virtual 5K

The WWU Alumni Association’s virtual Viking 5K in August was a success! Participants raised $3,526 for the Alumni Scholarship Fund. The event offered fun for the whole family with Viking participants ranging in age from 10-75+. Many joined from across the country.

Paint B’ham Blue for WWU

Over 1,100 students registered for the fifth annual Paint B’ham Blue for WWU! Joined by alumni, faculty, staff, and donors, the virtual celebration took place on September 23. To view the 30-minute celebration video, please visit: alumni.wwu.edu/paintbhamblue
Fall Campaign
Western has weathered the economic downturn, decreased enrollment, and COVID-19 with a strong incoming class and a healthy outlook. Our students, programs, and departments still need support for research, creative opportunities, and scholarships. Learn more about the Fall Campaign this month and please join us in keeping Western strong. Stay tuned for more information about this campaign coming to your inbox and your mailbox. Every donation makes a difference in the lives of our students.

“This gift has allowed me to pursue my passion, and it has given me a foundation on which to build my future. I hope that I will be able to provide similar opportunities for students in the future. I cannot express how much it has meant to me. Thank you.”

Jackson Bard ('21)
Accounting, Management Information Systems

“This scholarship has made the dream and possibility of going for my Master's degree after graduating from Western a reality.”

Emmalene Madsen ('20)
East Asian Studies, Chinese

“This has been a reminder that there are opportunities available if you work hard and pursue them. It also serves to remind me that there are many people working to make the world a better place by helping others.”

Charlotte Abernathy ('21)
Politics, Philosophy and Economics

Socktober
During the month of October (“Socktober”), the WWU Alumni Association will launch its free membership program to Western students. Our new student members will receive a free pair of Viking socks. Members also receive invitations to special events, discounts, and more. Follow our social media platforms or visit alumni.wwu.edu/join.
College of Fine and Performing Arts: Anna Schwecke ’20
Major: Design

Recent graduate Anna Schwecke (’20) knows how to make the most of every opportunity. Living life to its fullest is her specialty.

The basketball star and design major jokes that she was born with a basketball in her hand. After transferring to Western as a sophomore, she played a leading role on the court, earning a basketball scholarship, and appearing in 89 games, making 86 starts, and scoring 978 points while averaging 11 points per game. But this Honorable Mention WBCA All-American isn’t just about sports.

A native of Evergreen, Colorado, Anna grew up hiking, running, kayaking, skiing, and camping – all of which informed her love for the outdoors and her taste for adventure. Last year, a travel scholarship, provided by generous Western donors like you, answered her dream of studying abroad in San Sebastian, Spain. The experience, and her immersion into Spanish culture, inspired new ideas and perspectives, and was, in her words, truly “amazing.”

Anna’s scholarships empowered her to focus on her education and to take advantage of the full Western experience. Over the past three years, she blossomed as an athlete and a talented illustrator and designer, so much so that she was named CFPA’s Outstanding Graduate in Design. She credits her donors, coaches, teammates, teachers, and classmates with her success.

Western’s sense of community served as a foundation for the senior. “I always loved working in the labs after school.... We would all be helping each other with our projects, and just stressing and venting about school and life. There is a unique kind of community within the design department that is really special,” said Anna.

As she embarks on the next chapter of her life, Anna hopes to combine her interests in art and nature by working for an outdoor company as a visual marketer.

Your gifts have given this exemplary young woman a solid foundation for a bright and creative future. Please join us in supporting hardworking, determined students like Anna.