

ADVANCING THE UNIVERSITY

AUGUST 2019



IMPACT STORIES



Associate Vice President for Development Tim Szymanowski receives a check from Kitsap Credit Union Senior Vice President and Chief Lending Officer Tony Bulleri.

Small Business Development Receives Support

The Small Business Development Center (SBDC) opened July 3, 2019 in Poulsbo, WA with support from the WWU Foundation, the Kitsap Credit Union (KCU), First Federal Bank, and the City of Poulsbo. Patterned after the SBDC in Whatcom County, the Kitsap SBDC will serve as an incubator for small businesses and will create economic opportunity for our area partners. The WWU Foundation has been instrumental in supporting this effort, including board member Tony George ('86), President and CEO of Kitsap Bank. Tony Bulleri of Kitsap Credit Union also offered KCU's support. Western raised enough money to receive federal matching dollars that allowed for establishment of the SBDC. Whatcom SBDC director CJ Seitz hired Kevin Hoult to serve as the inaugural certified business advisor. The Western Washington

University Center at Olympic College in Poulsbo will benefit from the SBDC, and the small businesses of Kitsap will thrive with the support of Western.

Grateful Student Receives Barbara Ellen Maguire Scholarship

In his own words, Bodi Van Roy says, "I've come a long way from just being a high school graduate from Spokane." A double major in biology and chemistry with minors in computer science, political science, and psychology, Bodi has been dreaming of becoming a doctor since eighth grade. With the support of the Barbara Ellen Maguire Scholarship, he will be closer to attending medical school than he ever dreamed.

Bodi is currently researching how single mutations affect protein with professor Filip Jagodzinski.

He will be working with another professor on a project that integrates computational methods with wet labs. Not only has he been a hardworking student, he also went to Olympia in the winter for Western Lobby Day to advocate for fully funding the State Need grant and to request funding for the new interdisciplinary science building.

Touched by the level of support he received, Bodi plans to give back when he is established in his career. "When I finally become a doctor, I plan on putting a significant portion of my income into education."

Double Major Scholars

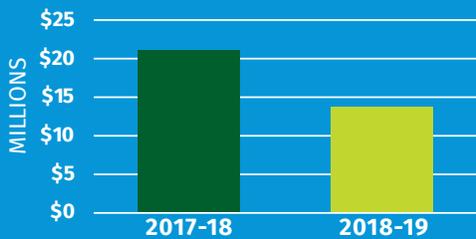
The Double Major: Death Cab for Cutie and ODESZA benefit concert raised \$34,147 for the WWU Alumni Scholarship Fund. Two Double Major scholars will each receive \$2,000. The scholars are:

Cosmos Cordova, a fourth-year student from Lopez Island majoring in urban planning and sustainable development. Cordova is also minoring in sustainable design and Spanish.

Avrey Scharwat, a freshman from Coupeville majoring in computer science and music.

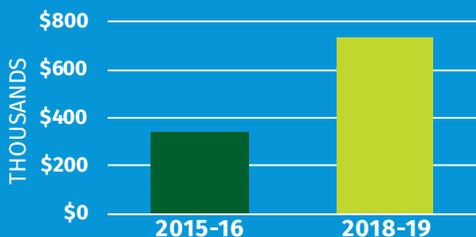
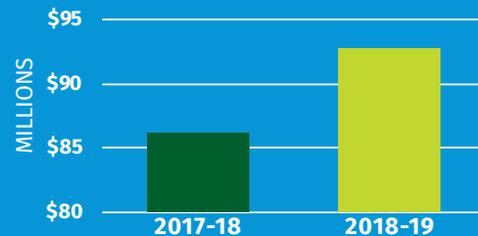
We are very grateful to Death Cab for Cutie and ODESZA for this generous gift to support deserving students.

WWU FOUNDATION HIGHLIGHTS 2018-19



Annual private giving (including cash, net changes to pledges, planned gifts, and gift-in-kind) for 2018-19 totaled **\$13.7 million**, compared to **\$21.0 million** in 2017-18. Recall that last year's number included a **\$12.0 million** gift in kind of art from the Washington Arts Consortium. This equates to being the second-highest fundraising year in our history.

The total endowment managed by the Foundation now stands at **\$92.7 million**, compared to **\$86.2 million** the previous year.



Western's 2019 Annual Give Day raised over **\$730,000** (including **\$181,749** in matching funds) from more than 2,100 donors. This represents a **24%** increase in the number of donors and a **14%** increase in donations over last year's Give Day. Students also participated, giving over **\$16,000** to the areas they wished to support. Over the past 4 years, Give Day giving has increased from **\$341,000** to **\$730,000**.

The RFP for a new outsourced investment manager brought us a change from Commonfund to Russell Investments. Of special note, students were actively engaged in the process, working collaboratively with our staff and committee over the past few years.

The largest gift this past year was **\$1.6 Million** in a realized bequest for the Mongolian Collection in Wilson Library. Dr. John Street was a professor at the University of Wisconsin in Madison, and he was referred by one of our current donors, a retired faculty member at Western. Jack gave us **\$750,000** while he was living, and enjoyed seeing the impact of his gifts through our good stewardship.

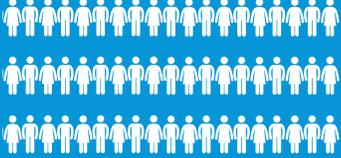
The first few 6-figure gifts came in to kickstart the Student Success Campaign: **\$350,000** from the Horn Foundation in Bellingham as they sunsetted their foundation, **\$250,000** from David Cole to a permanent endowment and **\$200,000** from John Warner for a term endowment. Each of these will support full tuition and a stipend for travel abroad.



Looking ahead, the Foundation will be focused on our **\$10 Million** Student Success Campaign and the **\$20 Million** capital campaign for the Electrical Engineering and Computer Science Building.

WWU ALUMNI HIGHLIGHTS 2018-19

4,600



ALUMNI ASSOCIATION MEMBERSHIPS

 Represents a **5.2%** increase year over year

 **137** Sapphire Life Members, a **200%** increase year over year

 **8.3%** of members made a gift during the year, a slight increase year over year.

8,667

ALUMNI EVENT ATTENDEES

237 donors made a gift at the time of event registration resulting in **\$8,048** total in gifts, a **76%** increase in dollars raised year over year.



Through Western Engaged (WE), **23** alumni reunions-networking events for five colleges



Alumni Website traffic increase is significant: **70%** over last year



Email open rates are **23.1%** - up **26%**

WWU Alumni Weekend's Concert Parking, Shuttle Service & Tailgate Facebook ad received **8,800** impressions, **207** conversions.



We partnered with UCOMM for WWU Give Day video ads on social media (Facebook and Youtube). Handcrank Films reported **8,038** link clicks, **701** conversions, and **12,278** interactions.



WWU Give Day website had **32,747** visitors (up **56%** from last year) with **2,550** social shares. Average time on the page was **2:14**.



Alumni Facebook Audience Growth **7,032** - up **15%**



Of our campaigns, the two largest were for WWU Alumni Weekend & Concert, and WWU Give Day. Our social media campaign with the Seattle Times for WWU Alumni Weekend received **218,383** impressions, **175** clicks and a conversion rate of **0.08%** with **352** engagements. Our WWU Give Day campaign received **202,006** impressions, **65** clicks, and a conversion rate of **0.03%**.



Foundation Facebook Audience Growth **729** - up **3%**



Alumni Twitter Audience Growth **3,337** - up **6%**



Foundation Twitter Audience Growth **361** - up **8%**

ENGAGEMENT

Art Walks Engage Community

May 3, 2019

June 7, 2019

Western City Center, Bellingham

May Art Walk is the annual Downtown Bellingham Children's Art Walk, and the WWU Alumni Association celebrated by showcasing beautiful artwork by the children of Advancement staff. For June Art Walk, Kathy Bastow shared her textured landscapes and semi-abstractions. Kathy draws her inspiration from found objects.



Nick Harmer ('98) (left) and Ben Gibbard ('98) (right) Of Death Cab for Cutie received the Young Alumni of the Year Award. Pictured here with Deborah DeWees (center) Assistant Vice President for Alumni, Annual Giving and Advancement Communications.

WWU Alumni Awards Celebration & Dinner

May 17, 2019

PAC and Wilson Library, WWU campus

Every year, the WWU Alumni Association recognizes the

considerable influence our Western alumni have in their professional communities and in the world at large. This year's recipients included inventors and scientists, environmental heroes and influencers, and even a couple of rock stars. The honorees spent the day immersed in campus life—they enjoyed lunch with scholarship recipients and President Randhawa, lectured in classes, met with faculty in the departments of their degree or areas of interest, met with student clubs, and reintroduced themselves to the campus community.

Fourth Annual WWU Give Day Exceeds Goals

May 30, 2019

Online

As told through the eyes of deserving scholarship recipients who were featured in our WWU Give Day videos—Mosiah Wilson, Naia Shedd, and Ethan Duvall—WWU Give Day is an opportunity for alumni and members of the Western community to come together for a single day of support. Generous donors supplied matching funds which helped us exceed our goals. With gifts big and small, we raised more than \$730,000 in the form of 4,538 gifts from 2,126 donors.



Fourth-year student Nathaniel Gaines (fourth from left) with family and friends at WWU Night at the Bellingham Bells.

Alumni Cheer Bellingham Bells to Victory

June 25, 2019

Joe Martin Field, Bellingham

Bells mascot Dinger, WWU mascot Victor E. Viking, and 339 excited Vikings gathered as the Bellingham Bells defeated the Highline Bears on a beautiful evening. Fans who wore WWU clothing won free blue sunglasses and the first 100 kids through the WWU gate won a free baseball. WWU Health and Human Services major Nathaniel Gaines sang the national anthem.

UPCOMING EVENTS

Bellingham President's Salmon Barbecue

August 20, 2019

Barnstar, Ferndale

Graduation Celebration

August 23 & 24, 2019

WWU campus, Bellingham

Seattle President's Salmon Barbecue

August 27, 2019

Skanson, Seattle

September Art Walk

September 6, 2019

Western City Center, Bellingham

Get Your Blue on Barbecue

September 16, 2019

WWU campus, Bellingham

Paint B'ham Blue for WWU

September 25, 2019

Bellingham

NEW STAFF

Alana Roozen, Administrative Assistant to the Associate Vice President for Alumni, Annual Giving and Advancement Communications

Alana Roozen recently joined our University Advancement team supporting Deborah DeWees, Assistant VP for Alumni, Annual Giving and Advancement Communications; Executive Director of the WWU Alumni Association. Alana comes to us from Amazon.com where she spent 4 years supporting their VP of Public Relations. Alana is a WSU grad and resides in Mount Vernon, WA with her husband, dog, and 8 chickens.

