

ADVANCING THE UNIVERSITY

FEBRUARY 2018



“Endowments like this for Sculpture Woods create an enduring legacy, with sustainable support for the property and preservation of this rare and beautiful gift for future generations. These three donors had the foresight to protect this very special place, and Western is honored to be the steward of this visionary gift.”

**— Marjorie Hatter, Chair
Western Washington University Foundation**

ADVANCEMENT UPDATE

NOVEMBER 1 THROUGH DECEMBER 31

FAST FACTS



EVENT ATTENDANCE



ANNUAL GIVING PHONATHON



CONTACT
3,348



TOTAL PLEDGES
689



TOTAL PLEDGE AMOUNT
\$42,675

GROWING AWARENESS

NOVEMBER 1 THROUGH DECEMBER 31

SEATTLE TIMES SPONSORED CONTENT: THE USER EXPERIENCE

In previous reports, University Advancement and two campus partners—University Communications and Extended Education—have collaborated on a series of sponsored articles in the Seattle Times. Here, we depict the user's experience from reading the article to seeing ads to support Western on other web pages.

The user clicks on the article, they can also click on the ads to donate. The article click creates a cookie.

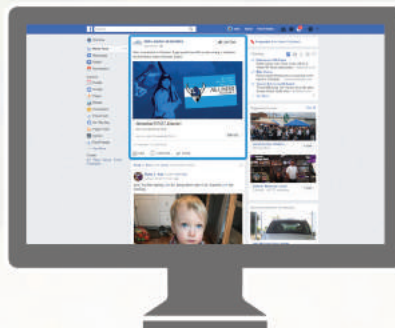


NOVEMBER CLICKS TO DONATE TO COMPASS 2 CAMPUS:
265



DECEMBER CLICKS TO DONATE TO VETERANS ADS:
327

When the user goes to another website after viewing the article, they are served one of four targeted WWU Alumni Membership ads.



When the user clicks on the ads next to the article, they are taken directly to WWU Alumni's membership page.

NOVEMBER CLICKS TO MEMBERSHIP:
343



DECEMBER CLICKS TO MEMBERSHIP:
476

ENGAGEMENT

CONTINUED



ZOOLIGHTS LIGHTS UP THE NIGHT FOR VIKINGS

On December 2, 98 WWU alumni, friends, and family gathered at Point Defiance Zoo and Aquarium for our annual Western at Zoolights event. Chilly Vikings warmed up with hearty snacks and bottomless cocoa.



HOLIDAY RECEPTION AND PLAY

On December 8, President Sabah Randhawa and 182 Western supporters gathered for a holiday celebration on campus. After mingling, the party moved to the Performing Arts Center for a performance of "1776."



HOLIDAY RECEPTION IN WOODINVILLE

President Sabah Randhawa and 93 guests gathered in lovely Woodinville, WA at Januik Winery for a festive holiday reception and winery tour on December 12.



SHOWING OUR DEDICATION: THE HALL OF FAME ROOM

The much-anticipated WWU Carver Hall of Fame Room was dedicated on January 4 at a gathering of 101 proud Vikings. President Randhawa's honored guests included Carol and David Robinson, who contributed 100 percent of the funds to build the room. Twenty Hall of Fame alumni also participated in the program.



WWU ALUMNI CHEER VIKINGS INTO VICTORY

Before our Vikings took the court to defeat CWU in men's basketball, 166 of our friends, family, and supporters gathered to enjoy a pregame meal and beverage. Alumni had a great time mixing and mingling throughout the game, and cheered hard as the Vikings won! Go Viks!

WHY WE DO WHAT WE DO...

IMPACT STORIES



Three donors—Jack ('54) and JoAnn Bowman, Anne Steele, and an anonymous donor—created the Sculpture Woods endowment to support the property, including Ann Morris's studio, in perpetuity.

SCULPTURE WOODS STEWARDSHIP FORMALIZED

On December 20, the Western Foundation established an endowment ensuring the proper stewardship of Sculpture Woods. Created by sculptor Ann Morris, Sculpture Woods is the newest addition to Western's cultural landscape. Three significant gifts totaling \$900,000 from Jack ('54) and JoAnn Bowman, Anne Steele, and an anonymous donor will provide for the ongoing maintenance of the 15-acre property, studio spaces, galleries, and sculptures. Sculpture Woods is home to Ann Morris's series "Figuration of the Human Spirit," a series of outdoor bronze human figures based on mythological themes that tie them to the natural sylvan setting. The gifts will support the proper administration of Ms. Morris's studio and gallery, a majestic space that will serve as a gathering place for artists, scholars, and guests of Western for retreats, artist residencies, concerts, and other appropriate functions. Morris will continue to work in her studio for the foreseeable future, and tours will continue as scheduled on the first Saturday of every month.

This endowment is an essential step in ensuring that Sculpture Woods is financially self-sustaining, preserving Ann's legacy, the land and her artwork for future generations. The Western Foundation is currently seeking additional funding for fully sustainable stewardship of this remarkable place.

ENGSTROM SCHOLARSHIP ESTABLISHED

Alumnus Mark Engstrom ('79) worked hard as an undergraduate at WWU, both academically and as a line cook in a restaurant. After many successful years in accounting, he became a partner at Deloitte, and now he has found a way to give back to Western, where his career began. He and his wife Marcia have signed the Mark and Marcia Engstrom Scholarship. The \$25,000 gift (plus matching funds) will go to a first-generation accounting student. The College of Business and Economics and the Accounting program will be able to award the scholarship immediately. Mark not only established this scholarship with his wife, he also maintains his connection with Western. He joined the Beta Alpha Psi student accounting group at their annual spring banquet in May 2017 and has also recruited talented Western students for opportunities at Deloitte.

UPCOMING EVENTS

FEBRUARY THROUGH APRIL 2018

- FEBRUARY 13** Scholarship Dinner, Bellingham
- FEBRUARY 17** Everett Silvertips vs. Seattle Thunderbirds, Everett
- MARCH 01** Scholarship Dinner, Bellingham
- MARCH 02** Art Walk, Western City Center, Bellingham
- MARCH 09** WWU at Scottsdale's Museum of the West, Scottsdale, AZ
- MARCH 24** Winter Commencement
- APRIL 06** Art Walk, Western City Center, Bellingham



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