

WOU Foundation

APRIL 2020



Western Oregon
UNIVERSITY



OUR MISSION

The Western Oregon University Foundation exists to **strengthen** relationships and provide resources in order to **serve** and **support** the mission and vision of Western Oregon University.

WOU Foundation is the fundraising arm of Western Oregon University.



What else you should know....

- Formed in 1965
- Separate 501(c)3 organization
- Total assets \$20 million (in Dec., loss approx. 20%)
- A memo of understanding defines our relationship with WOU
- No employees
- 22 members of Board of Trustees (bylaws allow for 25)
- Four standing board committees
- Staff is located in The Cottage
- WOU Foundation owns/operates Historic Gentle House



Division of Advancement

Advancement

- Advancement is a Western Oregon University division
- Includes four main areas/departments:
 - Engagement (Alumni Relations)
 - Development
 - Operations & Finance
 - MarCom

WOU Foundation

- WOU Foundation is a separate legal entity with its own Board of Trustees with fiduciary responsibility
- 501(c)3 tax-exempt



How do we raise money?

- Program fundraising
- Student group fundraising
- Annual Giving campaigns
- Realized planned gifts
- Events
- Athletics development activities
- Development
- Donor Relations
- Employee Giving



What donors currently support...

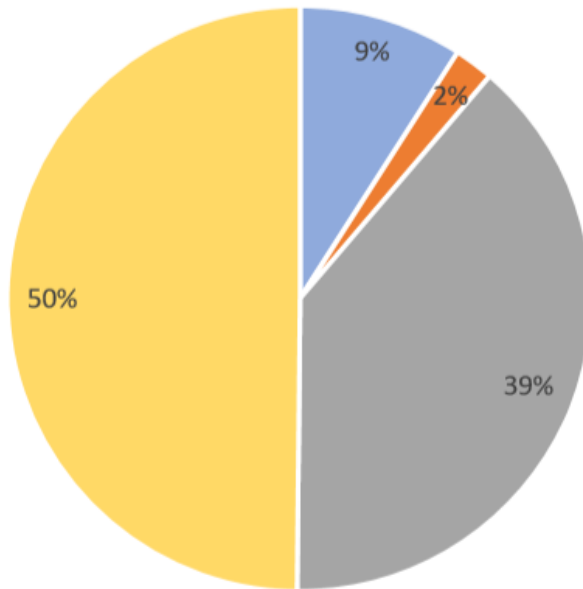
- Scholarships (Student Financial Aid) - majority of dollars raised
- Grow endowment
- Alternative Break trips
- Athletics – gear, facilities, etc.
- Research
- Programmatic/club support
- Annual Fund (general unrestricted)
- Academic divisions
- Smith Fine Arts Series
- Library
- Food Pantry, Emergency Student Aid
- And more



WOU Foundation Expenses Snapshot

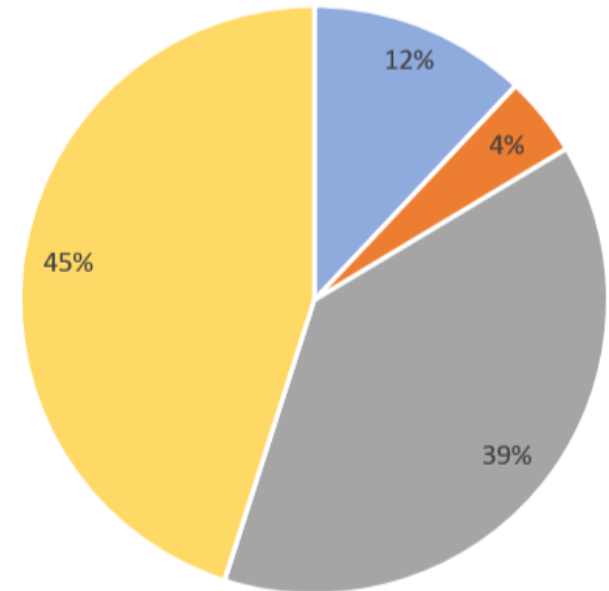
FY18

- Foundation Operations
- Fundraising
- Scholarships
- Univ Program Support



FY19

- Foundation Operations
- Fundraising
- Scholarships
- Univ Program Support



Comprehensive Campaign



Western Oregon
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VISION 2026

Ensure every student has the opportunity to have access to a quality educational experience that increases their ability to succeed in our ever-changing global economy and society.



Goals & draft funding initiatives

1. **Grow student scholarships:** Increase endowment including Student Success Scholarship endowment
2. **Increase aid for instructional innovation:** Academic Affairs/Dean's Funds for Excellence (endowment/current use)
3. **Enhance facilities and fields:** Four capital projects presented to HECC & other athletic/arts facility upgrades
4. **Reduce barriers to student success:** Food Pantry, Emergency Student Aid, Student Affairs endowment
5. **Enrich the student experience:** Internships, student research and conference travel, Alternative Break



Our focus now for future success

- Cultivate Major Donors
- Increase WOU profile and strengthen storytelling
- Enhance community networks
- Build strong business connections
- Create capacity for grant development
- Accelerate alumni participation



Basic Time Line & Actions

- FY20: Pre-silent
 - Foundation Board Campaign Steering Committee created
 - Hired database manager/ researcher
 - Actively building needs lists and cases for support
 - Actively asking for funds
 - Cultivating future donors and leadership
 - Building basic structure (eg: campaign policies)
 - Continuing all annual development programs



Basic Time Line

- FY21: Pre-silent
 - Build volunteer team
 - Hire campaign manager
 - Confirm roles & responsibilities and needed training
 - Finalize all campaign elements



Basic Time Line

- FY22-23: Silent phase
- FY24: Launch public, coincide with new strategic plan
- FY25: Public
- FY26: Celebrate 170th Anniversary and success



Actions You Can Take

Be a donor.

Be an advocate.

Keep an eye out.

Say thank you.





THANK YOU!



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