

Western
Carolina
UNIVERSITY

Division of Advancement



Staff Update



Chancellor David Belcher addresses several hundred alumni at the Alumni Greensboro Grasshopper Event in June 2017, hosted by Wes Elingburg '78

Ben Pendry '07 – Executive Director, Advancement Services

Stephanie Drum '09 – Assistant Director, Annual Giving

2 searches underway:

- Director of Research & Reporting
- Director of Development – offer pending reference check

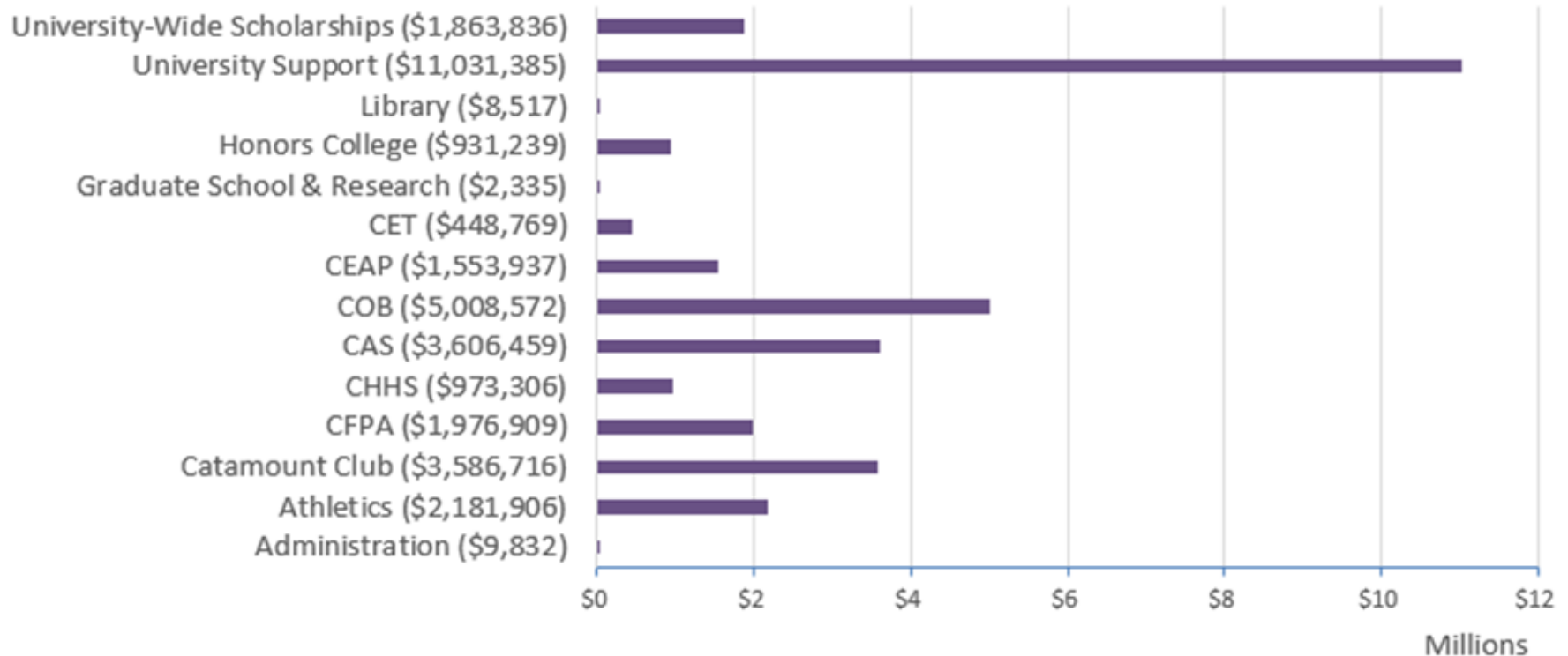
Lead the Way Campaign

- \$33,183,722 gifts and pledges from FY14-FY17 towards the campaign goal of \$50,000,000
- 66% goal attainment
- Top three areas of support:
 - University Support (\$11M)
 - College of Business (\$5M)
 - College of Arts and Sciences (\$3.6M)

Lead the Way Campaign

Campaign Gifts & Pledges by College/Area - Totaling \$33,183,722

*Colleges and Athletics include all support designated towards that area,
including scholarships restricted to that area.*



BROAD GOALS

- Annually document a minimum of 30 endowed scholarships
- By June 30, 2020 increase the number of undergraduate alumni donors from 2,390 in 2012 to 3,164 in 2020 (an average of 5% increase annually)
- By June 30, 2020 increase donor retention to 70%
- Increase the number of WCU alumni engaged in University activities through their philanthropy, service on volunteer boards, participating in alumni events, and interaction with students such as the Shadowing Day, internships, panel discussions, etc.

Fiscal Year Results

Total FY17 Gifts and Pledges = \$10,593,940.70

- Unaudited results indicate total gifts and pledges for FY17 are \$10,593,000, a 6% increase over total gifts and pledges in FY16.
- 88% of gifts and pledges received from the following
 - undergraduate alumni
 - foundations
 - friends

Fiscal Year Results

- \$4,100,000 in major gifts secured in FY17 (150% of initial goal)
- \$3,027,379 amount of documented planned gifts for future support (101% of initial goal)
- 2,850,911 annual giving dollars raised, an increase of 20.5% compared to FY16
- 39 new endowed scholarships created in FY17

Leading by Example

- Board of Trustees – 100% participation
- Foundation Board – 100% participation
- Board of Visitors – 79.3% participation
- Alumni Board of Directors – 100% participation
- Catamount Club – 100% participation



Social media image from students in the inaugural I Love WCU Campaign



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