



DIVISION OF ADVANCEMENT
Annual Report | Fiscal Year 2022

integrity donor-centric
engagement philanthropy



FROM THE DESK OF THE VICE CHANCELLOR | Jamie Raynor



Greetings colleagues, alumni and friends,

As we wrap up summer and enter the fall season synonymous with colorful transformations throughout these Appalachian Mountains, you should feel confident in knowing that Western Carolina University's Division of Advancement is making improvements to deepen your pride in the university.

We are building both on the successes our 82,000 alumni experienced while here at WCU along with our Fiscal Year 2022 (FY22) successes, which you'll read about in this report, to usher in a new generation of philanthropic priorities and measured engagement throughout the campus and our region.

We can celebrate FY22 with increases in our overall fundraising totals and increases in our donor count compared to FY21. Our four giving societies all saw increases in membership, and we completed our first cycle for 1889 Impact Grants and 1889 Scholarships for incoming freshmen. The vast majority of our new staff hires in FY22 were alumni of the institution. Challenges continued to persist as well in FY22 with staffing vacancies and flexibility needed to make adjustments in various stages of a persistent pandemic.

The most significant piece of our FY22 work included the feasibility study, budgeting, planning and introduction of a new comprehensive campaign, which began with an "Honoring Our Promise" tour with 14 stops where Chancellor Kelli R. Brown shared her philanthropic vision.

This campaign is slated to run through the 2025-2026 academic year and will focus on critical priorities such as academic excellence with an emphasis on programmatic support and outside the classroom experiential learning, as well as the full student experience that includes excellence in athletics through facilities support.

The Campaign Planning Committee began their work in FY22 and will conclude their work this fall with a goal recommendation for the WCU Foundation Board and the WCU Board of Trustees to adopt. We have entered the leadership phase of the campaign this year as we work towards the public phase of the campaign, which will broaden the donor base across all constituencies.

This campaign supports Western's promise, its mission, to be the very best comprehensive regional institution we can be. It continues our historic commitment to academic excellence, access, and affordability, while also providing a robust student experience that includes a winning athletics program supported by improved facilities for our student-athletes and the community who cheer them on.

Support from our alumni, friends, parents, corporations, organizations, faculty and staff is essential for this campaign to be successful. The campaign's impact reaches beyond the campus to our region and state. We need alumni and friends to be visionaries with us in this meaningful and worthy work for our students and programs. We wholeheartedly look forward to your support of this campaign.

On behalf of our hard working, dedicated and passionate Division of Advancement staff, I thank you for allowing us to share some highlights of FY22 with you.

With gratitude,

A handwritten signature in cursive script that reads "Jamie T. Raynor". The signature is written in a dark ink and is positioned at the bottom left of the page.

WCU DIVISION OF ADVANCEMENT | Offices

Office of the Vice Chancellor

The Office of the Vice Chancellor is responsible for the management of the Division of Advancement, philanthropic leadership boards, and campaigns. Activities and initiatives include:



WCU Foundation Board of Directors
Budgeting and Fund Management
Campaign Planning and Implementation
Campaign Planning Committee

Campaign Steering Committee
Advancement Events Management
Principal/Leadership Gifts

Office of Advancement Services

The Office of Advancement Services is responsible for supporting WCU's fundraising and alumni engagement efforts by administering the database system and providing positive communication and experiences for donors and alumni. The units in Advancement Services include database management, prospect management and research, gift processing, and accounting. The office recently led the migration to a new customer relationship management platform, Raiser's Edge NXT. Activities and initiatives include:



Raiser's Edge NXT Management and Training
Scholarship/Endowed Funds
Transfers of Funds
Financial Questions Around "9" Funds

Gift Processing
Gift Reporting
Gift Stewardship
Data Integrity

Office of Engagement

The Office of Engagement is responsible for developing and implementing a comprehensive program of activities designed to inform and engage alumni and strengthen lifelong relationships with WCU that will increase responsiveness to appeals for charitable support. Activities and initiatives include:



WCU Alumni Association Board of Directors
Annual Giving and the Fund for WCU
WCU Student and Young Alumni Engagement
College and Unit-Based Alumni Events

Alumni/Student Mentorship and Internships
Homecoming, Alumni Reunions
Affinity Alumni Clubs and Societies
Constituency Communications

Office of Development

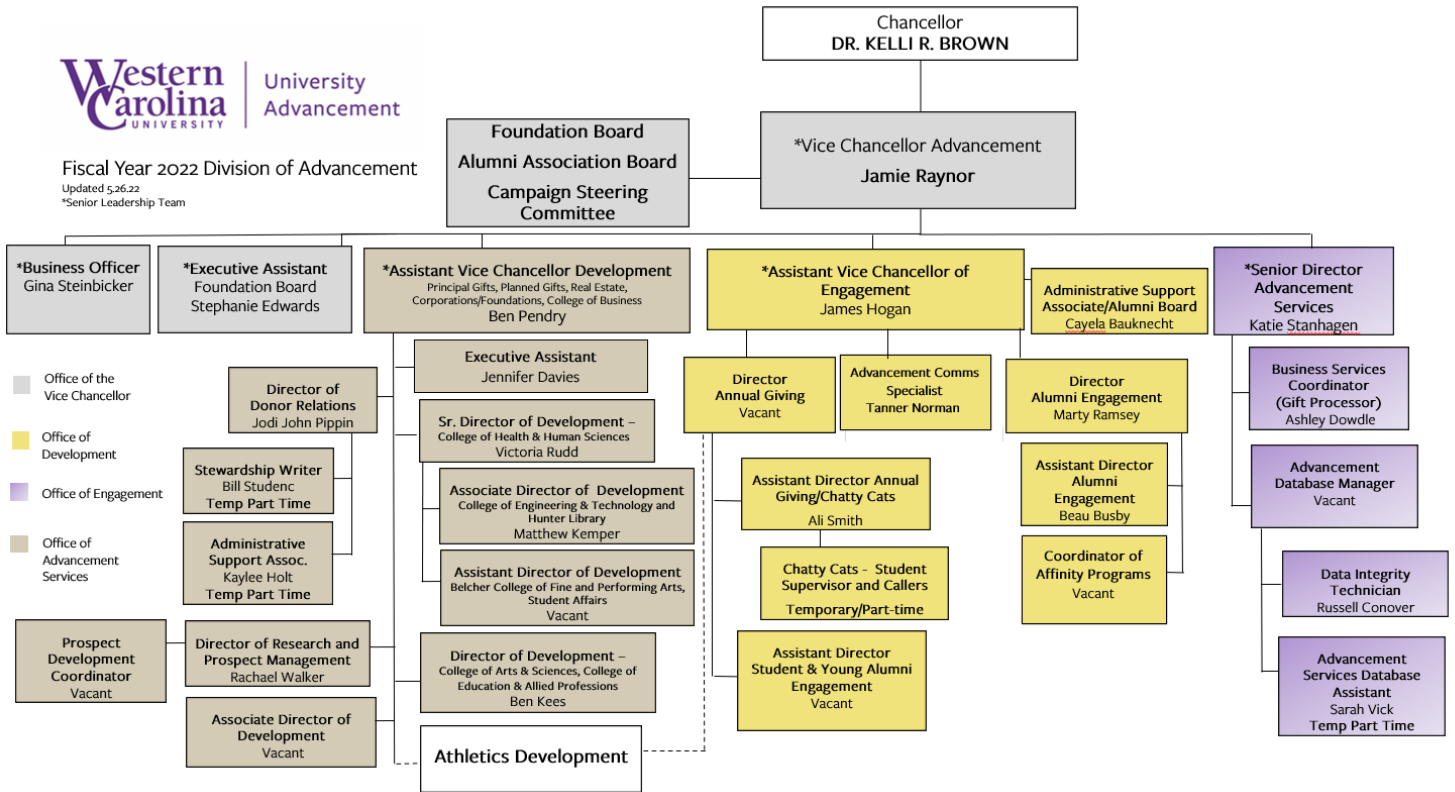
Development staff are responsible for the management and direction of the operations and programs of Western Carolina University's fundraising efforts, including the identification, cultivation, and solicitation of current donors and prospective donors for the fulfillment of WCU priorities. Development staff work with alumni, friends, corporations, and foundations to secure gifts, and each college has a development staff member assigned as their point of contact for philanthropy. The assistant vice chancellor for development supervises directors and assistant directors in annual and major giving. Activities and initiatives include:



Donor Relations and Stewardship
Prospect Management and Research
Corporate and Foundation Gifts
Gifts to Create Named Spaces or Funds
Scholarship and Program Endowment

Annual Gifts
Major Gifts
Planned Gifts
Donor Events
Donor Recognition

WCU DIVISION OF ADVANCEMENT | Organizational Chart



dedication teamwork

OFFICE OF THE VICE CHANCELLOR | Staff



Jamie Raynor
Vice Chancellor,
Advancement
828-227-3052 (office)
803-640-7932 (cell)
jtraynor@wcu.edu



Stephanie Edwards '09 MPM '21
Executive Assistant
828-227-3054
sdedwards@wcu.edu



Gina Steinbicker '84
Business Officer
828-227-3050
gmsteinbicker@wcu.edu

OFFICE OF ENGAGEMENT | Staff



James Hogan '03
Assistant Vice Chancellor for
Engagement
828-227-3037
jhogan@wcu.edu



Marty Ramsey '85
Director of Alumni Engagement
828-227-3048
mramsey@wcu.edu



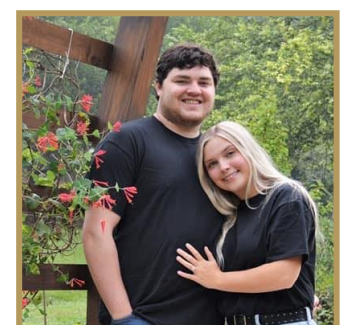
Beau Busby '03
Assistant Director
of Alumni Engagement
828-227-7155
bbusby@wcu.edu



Cayela Bauknecht '14
Administrative Support Associate
828-227-3035
cbauknecht@wcu.edu



Ali Smith '20
Assistant Director of Annual Giving
Chatty Cats
828-227-2863
alismith@wcu.edu



Tanner Norman '21
Advancement Communications
Specialist
828-227-3049
tnorman@wcu.edu

OFFICE OF DEVELOPMENT | Staff



Ben Pendry '07
Assistant Vice Chancellor
for Development
828-227-2558
bjpendry@wcu.edu



Jennifer Davies
Executive Assistant
828-227-3448
jdavies@wcu.edu



Rachael Walker
Director of Research and Reporting
828-227-2029
rdwalker@wcu.edu



Jodi John Pippin
Director of Donor Relations
828-227-3090
jjohnpippin@wcu.edu



Bill Studenc MPA '10
Advancement Stewardship Writer
828-400-8441
bstudenc@wcu.edu



Kaylee Holt
Donor Relations Assistant
828-227-7124
holtk@wcu.edu



Victoria Rudd
Sr. Director of Development,
College of Health and
Human Sciences
828-227-2040
vrudd@wcu.edu



Ben Kees
Director of Development,
College of Arts and Sciences and
College of Education and Allied
Professions
828-227-2867
bkees@wcu.edu



Matthew Kemper MPM '21
Associate Director of
Development,
College of Engineering and
Technology and Hunter Library
mkemper@wcu.edu

ADVANCEMENT SERVICES | Staff



Katie Stanhagen
Senior Director of
Advancement Services
828-227-2053
kstanhagen@wcu.edu



Russell Conover '07 MA '10
Advancement Records Specialist
828-227-3088
conoverr@wcu.edu



Ashley Dowdle
Business Services Coordinator /
Gifts Processor
828-227-3051
asdowdle@wcu.edu



Sara Vick
Advancement Services Specialist
svick@wcu.edu



NEW SCHOLARSHIP MARKS CENTURY OF FAMILY CONNECTIONS



A 1987 graduate of Western Carolina University who serves as chief operating officer for the Southeast’s largest accounting firm has established a scholarship fund in honor of his late father that also commemorates four generations of family connections to WCU dating to the early 1900s.

Buncombe County resident Michael A. Crawford, COO of Dixon Hughes Goodman (now Forvis, as of June 1, 2022) created the scholarship fund in December 2021 through gifts and pledges totaling \$425,000 after the passing of his father, Frank Moody Crawford Jr., a 1954 graduate of WCU.

After earning his degree in management at what was then Western Carolina Teachers College, Frank Crawford Jr. served with the U.S. Army from 1956 to 1958, worked at Dayco Corp. in Waynesville as an industrial engineer for more than 10 years and at Mead Corp. in Sylva as a cost accountant until 1976. He also was division accountant for the N.C. Department of Transportation before retiring in 1994. He was the son of Frank Moody Crawford Sr., who graduated in 1941 from what was then Cullowhee State Normal School with a degree in education, and Edith Sherrill Crawford.

Michael Crawford’s family ties to WCU include W.R. Sherrill, great-grandfather through his paternal grandmother, who graduated from the Cullowhee School in 1902, and brother Steve Crawford, a 1985 graduate of WCU with a degree in computer science.

The Crawford Sherrill Endowed Scholarship will provide assistance to students in WCU’s Brinson Honors College studying in the College of Education and Allied Professions or majoring in accounting in the College of Business. Preference will be given to students who graduated from Smoky Mountain High School in Sylva and who attained the rank of Eagle Scout.



“This new scholarship celebrates Frank Moody Crawford individually and recognizes the tremendous Western Carolina University legacy that exists within this family.”

— Jamie T. Raynor, *vice chancellor for advancement*

ALUMNUS APODACA HONORED AT RIBBON CUTTING CEREMONY



In September 2021, Western Carolina University dignitaries, alumni, students, staff, and faculty gathered to celebrate the grand opening of the new Apodaca Science Building, an architecturally stunning structure named after former state Sen. Tom Apodaca, a 1980 WCU alumnus. The WCU Board of Trustees voted to name the building after Apodaca to recognize his support for WCU and the region. Apodaca is a former board member and served in the North Carolina Legislature from 2002-2016. The Apodaca family has a legacy of alumni at WCU, including Apodaca's wife, Lisa '80, and their children, Tate '08 and Brandon '08.

The \$110.5 million state-of-the-art facility replaces the university's 1970s-era Natural Science Building and is the largest capital project that is part of the \$2-billion voter-approved Connect NC bond for infrastructure improvements. The multi-level building is 182,989 square feet and features five stories of laboratories, classrooms, assembly space, 150-person seat lecture hall, office space, and a collaborative space. There is also an additional rooftop plaza level for astronomy observations and a greenhouse. The facility is home to the Department of Biology, Department of Chemistry and Physics, and the interdisciplinary program in Forensic Science. David Kinner, dean of the College of Arts and Sciences, said the building offers students an extraordinary facility in which to learn about science.

"This Apodaca Science Building serves many of our WCU students as they study diverse topics—from the magnificence of our universe to the complexity of a human body," Kinner said. "Hopefully, students also begin to understand the scientific process, the steady and continued work of asking and answering questions, and comprehend the ability of science (and even student scientists) to provide important information and breakthroughs for society."

WCU Chancellor Kelli R. Brown told the crowd that bringing a project of this size to fruition is a team effort. "Thank you for your support, and the voters of North Carolina for approving Connect NC Bond and endorsing the state's commitment to public higher education," Brown said. "We also thank you for recognizing the importance of this 21st-century facility and its role of increasing hands-on learning and research efforts to teach the next generation of scientists."



"I want to see more students choosing to study science. We really need more doctors and nurses in Western North Carolina who can attain degrees that are based on chemistry and biology. I am excited about having an additional great facility here at Western for students to study in."

— Former Senator Tom Apodaca '80

FACULTY MEMBER CREATES ENDOWMENT TO REWARD SERVICE

There was a little something extra in the year-end award stipends for faculty and staff members in Western Carolina University's College of Education and Allied Professions who are recognized for their contributions of service to the university and the region.

The change was intended to provide a subtle, yet meaningful, reminder of the importance of service to the mission of institutions of higher education — especially regional comprehensive institutions such as WCU.

Teaching, research and service comprise the iconic three-legged stool of expectations for faculty members in higher education, but the service leg is typically out of balance compared to the overall focus on teaching and research, said Dale Carpenter, professor of special education in the School of Teaching and Learning. That's why Carpenter, former College of Education and Allied Professions dean, felt moved to help bring a bit of balance back to that three-legged stool — at least within the college where he has taught and served as an administrator for more than 30 years.



Thanks to gifts and pledges through 2025 totaling \$30,500, the stipend accompanying the CEAP's top awards for faculty and staff service will increase to the same level as the prize awarded to the recipient of its top college-level teaching honor, the Taft Botner Teaching Award — \$750.

It was equally important for Carpenter that the CEAP provide the same level of recognition for the service contributions of its staff members that it gives its faculty members, similar to the way the university presents equitable Paul A. Reid Distinguished Service Award stipends to its faculty and staff winners, he said.



“I think the service aspect embraces ‘the Western Way’ of folks going beyond the minimum, often without the expectation of extra compensation or recognition, to help others beyond oneself.”

— Dale Carpenter

HONORS COLLEGE BENEFACTOR REMEMBERED AS ROLE MODEL



When Judith Brinson died in July 2021 at age 77, the entrepreneur who split residency between Western North Carolina’s mountains and South Carolina’s Low County left behind a legacy of philanthropy, a loving husband who shared her passion for helping others, three beloved golden retrievers, and 325 children.

Only three among those 325 are her biological children; the other 322 are Western Carolina University students who have been helped in educational pursuits through scholarships established by Judy and husband Jack.

The number of WCU students who are unofficial members of the Brinson family tree will grow even larger with the establishment of two memorial scholarships — the \$500,000 Judy Brinson Annual Scholarship Fund created by Jack Brinson and the \$25,000 Judy Brinson Endowed Scholarship Fund, made possible by family friends Greg and Mary Thompson, of Atlanta.

Those funds are in addition to more than \$2 million in gifts and commitments from Judy and Jack Brinson since 2007, all toward a goal of providing assistance to students across campus, including Honors College students, Catamount student-athletes, and students with severe financial need.

That’s quite a legacy for a woman known affectionately as “Juju,” a former nontraditional college student who, not subscribing to cultural norms of her time, refused to choose between motherhood and a career outside the home and earned a degree in business while raising two young twin girls.

“Not only was Judy a philanthropic visionary, but she also served as a mentor to female leaders, including me,” said Jamie T. Raynor, WCU vice chancellor for advancement. “Her encouraging message was clear: you can indeed succeed at being a mother, professional, colleague, and friend, and be personally fulfilled in serving others. The Brinson family is special. I’m not sure we’ll ever have another Judy Brinson at WCU.”

Greg and Mary Thompson established the
Judy Brinson Endowed Scholarship
for North Carolina resident students studying
within the Brinson Honors College,
in memory of Judy Brinson.



NEW 1889 IMPACT GRANTS PROGRAM SUPPORTS WCU PROJECTS



Eleven projects ranging from a service-learning project involving Pride of the Mountains Marching Band members filling 4,000 bags with potatoes for distribution to food pantries at Thanksgiving to improvements of a Cherokee plant garden at Highlands Biological Station are underway at Western Carolina University, thanks to support from the recently launched 1889 Impact Grants Program.

The program was created in 2021 by the Division of Advancement to

provide a consistent source of funding for colleges and other units at WCU in support of initiatives that enhance the engagement of alumni and community stakeholders to the philanthropic activities of the university.

Funding for the program comes from contributions by members of the 1889 Club, which recognizes donors for gifts made on an annual basis to the Fund for WCU. The club, among four giving societies established by the Division of Advancement to celebrate the impact of philanthropy on the institution, is named in honor of the year of WCU's founding. The 1889 Club encompasses those who make annual gifts in amounts ranging from \$18.89 for current students and \$188.90 for alumni who have graduated within the last decade to \$1,889 for alumni who graduated more than 10 years ago.

A committee composed of members of the WCU Foundation Board of Directors reviewed applications from across the university, selecting 11 projects to receive a total of \$40,000 in funding as part of the 1889 Impact Grants Program's inaugural year, said Ben Pendry, assistant vice chancellor for development.

"We are quite pleased with the number and quality of projects seeking support through the 1889 Impact Grants Program," Pendry said. "While we could not provide funding for all the applicants, we encourage our campus partners to apply again next year, and we are looking forward to seeing the outcomes of this year's efforts."

In addition to the 1889 Impact Grants Program, the Fund for WCU provides first-year access scholarships to new incoming freshmen and supports ongoing stewardship efforts such as thank-you events, printing and mailing of donor materials, and video messaging.



connection **impact** community

ENGAGEMENT LAUNCHES WESTERN WEDNESDAYS PODCAST



In the early stages of the pandemic, when all in-person events had been canceled, the Office of Engagement introduced Western Wednesdays as a means of keeping alumni and friends connected to the university.

“Early on, it was essentially a Zoom meeting—complete with all the typical Zoom meeting issues, like folks forgetting to mute their microphones,” said Marty Ramsey ’85, alumni engagement director and the program’s host.

Western Wednesdays, which began as a Zoom meeting, has since evolved into an hour-long livestream presented on YouTube and Alumni Engagement’s social media channels. This spring, in partnership with University Communications and Marketing, the program was also repackaged into a podcast. “Now the program can reach even further

by reaching those who prefer to hear it,” Ramsey said.

The show features prominent alumni, university faculty, and other Catamount community members. Recent episodes featured Dr. David Dorondo’s insight into the war on Ukraine, Joey Blake ’12 recounting his work with the L.A. Rams, and the production team behind the WCU documentary *Bells in the Valley*.

You can find previous episodes of Western Wednesday online at stories.wcu.edu, archived on the university’s YouTube page, or by searching Apple Podcasts or Spotify.

WCU CHATTY CAT ENGAGEMENT OFFICER PROGRAM EVOLVES

Western Carolina University’s Chatty Cat engagement officers are the Advancement Division’s student callers who connect with alumni, parents, friends, and donors to earn their support of the institution. The Chatty Cat program continues to evolve, helping its engagement officers develop a deeper knowledge of Western Carolina University as well as communication, fundraising, and professional experience.

Over the second half of fiscal year 2022, Ali Smith ’20, the assistant director of annual giving and coordinator for the Chatty Cats, focused on educating engagement officers about the significance of philanthropy. In addition to outreach through phone calls, the Chatty Cats also

assisted with a variety of events planned by the Division of Advancement.

Expanding the activities of engagement officers provides students with the chance to meet and network with alumni, faculty, and staff. “Every young professional should learn the value of building relationships,” Smith said. “Through in-person and over-the-phone contacts, our Chatty Cats have the opportunity to connect with a wide range of Western constituents. Each one of them will take the skills they’ve developed working here into their careers after college.”

The Chatty Cats bring an important perspective to the job, too: their own student experiences. “Western alumni



love to hear from students,” noted Smith. “They want to hear all about what’s happening on campus, what their majors are, and what activities they’re involved in. The next time you see WCU on your caller ID screen,” she said with a laugh, “I hope you’ll answer the phone!”

CORPORATE SUPPORT HELPS STRENGTHEN PROGRAMS

America's Home Place Helps Build Foundation for Program



Annual corporate support from one of the largest custom home builders in the eastern United States is helping lay the foundation for future successes for graduates of Western Carolina University's Construction Management program.

America's Home Place, headquartered in Gainesville, Georgia, has contributed more than \$50,000 to WCU over the past five years, providing scholarship assistance to construction management students, additional programmatic support for faculty and administrators, and funding for Construction Management Club activities and educational opportunities.

The company, which has 46 custom home building centers across 12 states, also regularly holds faculty and staff events on campus to share real-world insight from its executives and employees about the residential construction industry.

America's Home Place, with two centers in Western North Carolina at Franklin and Asheville, provides as many as four paid internships annually to WCU construction management students and has hired about a dozen of the program's graduates over the past five years.

The relationship between the company and WCU

began in 2016, when leaders of the Construction Management program invited Stacy Buchanan, regional president of America's Home Place, to serve on the program's advisory board. That relationship has developed into one that is symbiotic in nature, Buchanan said.

"Partnerships between universities and the business community offer a clear benefit to both parties. Universities can enhance the learning opportunities they provide to students with additional resources, real-life experiences, improved learning environments, and a clear path to employment upon graduation," he said.

Duke Energy Foundation Supports Four WCU Programs

Since 1995, the Duke Energy Foundation has supported programs across WCU. In FY22, they expanded their impact areas across four programs including the Call Me MISTER program within the College of Education and Allied Professions, the Tuck River Cleanup for student and community service learning, the Highlands Biological Station for faculty support, and the continuation of the WCU Duke Energy Scholars, a scholarship initiative to grow and nurture innovative and talented engineers.

The Call Me MISTER (Mentors Instructing Students Toward Effective Role models) program at just wrapped up its inaugural year. The purpose of the program is to increase the pool of available teachers from diverse backgrounds in the Western Carolina region and across the state of North Carolina.

The WCU Duke Energy Scholars program has awarded over \$150,000 to hundreds of students since 2017. Most of the scholarship recipients increase diversity in the field of engineering.

Duke Energy's support of the Tuck River Cleanup helped secure float boats and rafts for almost a thousand students, faculty, staff, and community

members to assist in the clean up of our vital river.

Dr. Patrick Brannon, Outreach Education Specialist and Naturalist, was supported in his work at the Highlands Biological Station.

Lisa Leatherman, local government and communications manager for Duke Energy, serves as a WCU partner for these projects and on the College of Engineering Dean's Advisory Council.

Partnership will fund faculty position in nursing

Mission Health will fund a full-time nursing faculty position at Western Carolina University and two area community colleges to help each of the schools serve more students who want to become nurses.

The Mission Health partnership with WCU, Asheville-Buncombe Technical Community College, and Blue Ridge Community College starts this fall and is meant to help address nursing staffing shortages. The partnership with WCU will be in place for five years.

“We’re excited about this opportunity to work with a clinical partner to impact health care in the region,” said Lori Anderson, dean of the College of Health and Human Sciences at WCU. “It’s going to take all of us working together to overcome the area’s critical nursing shortage and Western Carolina University, as the region’s public comprehensive university, is glad to work with Mission Health and with other clinical partners to expand the pool of highly qualified nurses available to work and stay in Western North Carolina.”

The three nursing faculty positions that Mission Health is funding means 10 additional students will be able to enroll in nursing programs at each of the schools each year over the course of the partnership.

WCU will use the faculty position for its Accelerated Bachelor of Science in Nursing Program at the



Biltmore Park instructional site in Asheville, increasing the number of applicants it accepts each year from 45 students to 55 students. The accelerated program serves students who have a bachelor’s degree in another field and allows them to become registered nurses in as little as 16 months. The first additional nursing students accepted by WCU under this partnership could graduate and enter the workforce by December 2023.

Because of a shortage of faculty and budgetary constraints, WCU must often turn away one or two highly qualified applicants for every nursing student it accepts, said Terri Durbin, director of the School of Nursing. “A nursing faculty shortage is exacerbating the nursing shortage and we’re looking at lots of different avenues for increasing the number of faculty. Partnerships like this are a good example of that type of collaboration,” Durbin said.

“As we face the many challenges in health care staffing, we are looking for creative solutions to strengthen the partnership with our local schools,” Fran Paschall, the chief nursing executive at Mission Health, said in a statement announcing the agreement. “Funding a role at each of these schools is one of the steps we are taking to help relieve the nursing shortage and help qualified applicants to attend our local schools.”

For more information about corporate support of WCU students and programs, visit give.wcu.edu.

CELEBRATING AND REUNITING WITH OUR ALUMNI AND FRIENDS



Alumni Award Recipients



Class of 2020 Celebration



The African American Alumni and Friends Reunion



Triad Alumni Event at the Greensboro Grasshoppers Game



Western Wednesdays Podcast



Connecting with Scholarship Recipients

INAUGURAL SHETLAND SOCIETY DAY



During Homecoming Week 2021, members of the Shetland Society were treated to a campus gathering to celebrate faculty and staff donors. The inaugural Shetland Society Day revolved around a visit from Mimosa Hills Farm's Shetland ponies and their cart driver, Crosby Reed. Reed and Chancellor Kelli Brown led a stroll through the middle of

campus with the power of two ponies, Danny Boy and Mouse. The Shetland Society is named in honor of the cart and Shetland ponies that WCU and then Chancellor A.C. Reynolds purchased in 1912 to haul supplies, and celebrates the employees who work hard for WCU and deliver the goods to our student body.



"It is not always plain going in such mountain journeys....We traveled by railroads, in coaches, and in rough wagons, and light carts and buggies; riding divers horses and mules, and, when all other ways failed, taking the 'footpath way.'"

– Frances Goodrich, Pioneer of the WNC Craft Revival



ESTATE GIFT HELPS WCU SURPASS GIVING TUESDAY GOAL



Western Carolina University met its Giving Tuesday goal of raising a minimum of \$250,000 to broaden access to scholarship support for students, thanks to a six-figure bequest from a New Mexico teacher who wanted to recognize her late mother's love for WCU. The estate gift was among a total of 443 donors who contributed \$443,517 to the university on the national day of philanthropy Nov. 30, 2021.

Nearly half of the estate of Sarah E. Sharpton has been designated to establish an endowed scholarship fund to provide assistance to students at WCU in perpetuity and for immediate use for general support of student scholarships. The fund will be named the Monteith-Sharpton Family Endowed Scholarship in memory of Doris Monteith Sharpton, a Jackson County native who earned her bachelor's degree from WCU in 1956 before embarking upon a 25-year teaching career in North Carolina and Florida. When Sharpton died in October 2019 at the age of 94, she left her estate to

her daughter, Sarah, who died July 16, 2021.

Although Sarah Sharpton, also a teacher, had no direct connection to WCU, she was well aware of the role that the institution had played for her mother. Doris had included WCU as a beneficiary as a directive from her trust and Sarah was committed to honoring her mother's wishes, said Elizabeth Monteith Armijo, Sarah's cousin and co-trustee of the trust fund.

As a student, Doris often had to hitchhike to campus from her home in Glenville, sometimes with son Ken, who had cerebral palsy, in tow, Armijo said. "Aunt Doris would sometimes take him to class with her. It was amazing that her professors would allow and encourage her to do so, so that she could continue her education," she said.

Armijo characterized her aunt, who raised two children (often alone), as a strong, determined, intelligent woman. "She overcame many challenges to graduate from Western Carolina University in three years with high honors at the age of 31," she said. "She had the foresight to invest some of her earnings from her teaching career in government bonds, and now WCU is benefiting from that foresight."



"Aunt Doris talked a lot about the impact that Western Carolina had on her life and her career. She had her 'teacher of the year' award from 1979-1980 still on display, which told me how much teaching meant to her. While sorting through boxes of her belongings, I found numerous items and notes from the university, including alumni magazines, and that told me how much the university meant to her."

– Elizabeth Armijo, *co-trustee and family member*

\$411,646

total gifts made during Giving Tuesday from

373

unique donors

\$278,508

raised for General Scholarships and immediate use

Giving Tuesday By-the-Numbers

2020:

- \$148,602 raised
- 522 donors

2019:

- \$218,525 raised
- 255 donors

2018:

- \$14,985 raised
- 96 donors



SCHOLARSHIP CELEBRATION CONNECTS DONORS, STUDENTS

While much of the world came to a screeching halt over the past year because of the COVID-19 pandemic, benefactors of Western Carolina University did not allow a global health crisis to stand in the way of their ongoing philanthropic support of students in pursuit of higher education.

That was the theme as more than 250 supporters, scholarship recipients, and other friends of WCU came together Thursday, Oct. 28, for a celebration of the impact of philanthropy on the lives of students. The annual event, held in the Liston B. Ramsey Regional Activity Center, marked the first time since 2019 that benefactors were able to break bread with student recipients of scholarships established through their financial gifts.



Chancellor Kelli R. Brown, who often has shared how the financial support provided by scholarships helped enable her own educational pursuits, also had a request of donors in attendance, asking them to remember that the scholarship recipients at their tables represent the future.

“They will run businesses, design buildings, solve crimes, heal the sick, feed the poor, educate children, unlock mysteries of the past, and develop solutions for regional and community challenges. They will become leaders in our communities, our region, our state, our nation, and, yes, even our world,” Brown said. “Down the road, when they reflect on just how far they have come, they will remember this place — Western Carolina University. And they will remember you because of the impact that your generosity has had on their lives.”

“With the generosity and support of donors including Mike and Rebecca Schlosser, I’ve been able to focus on chasing my dream here at Western Carolina University. The support my fellow students and I have received from the donors reassures me that there are people out there who have faith in us, and see that we have a promising future to make this a better world.”

- Malcolm Skinner '22
Student Speaker

Directing remarks to scholarship recipients, Brown urged the students to think about their benefactors as people who truly understand the immense power of a university education. “These wonderful donors are so convinced that education has the power to change lives for the better that they have been inspired to give back to this university in the most significant and lasting way possible — through financial contributions to establish an endowed or annual scholarship,” she said.

1,400 recipients
of donor-supported scholarships

ANNUAL “I LOVE WCU MONTH” PARTNERS WITH TECH COMMONS



Western Carolina University held its sixth annual public (institution of higher education) display of affection known as “I Love WCU Month” in February, a one-12th-of-a-year celebration of the fondness that members of the campus community have for the university. Beginning Tuesday, Feb. 1, and continuing through Monday, Feb. 28, students, faculty, staff, alumni, and friends demonstrated their love for WCU through a series of special events, declarations of their feelings through messages on oversized heart-shaped cards and sentiments shared on social media, and financial contributions to help the university meet its mission to students and the surrounding region.

For the first time, this year the WCU Division of Advancement teamed up with the university’s Technology Commons, which launched a new initiative in February called #checkITout to promote its program allowing patrons to borrow technological equipment free of charge for personal or professional use. As part of #checkITout, Technology Commons held a contest in which people could check out equipment and use it to create something — such as a video, photograph, audio file, graphic, or something else — demonstrating why they love WCU. The user-generated content was posted on social media by Technology Commons and the university’s official social media sites by University Communications and Marketing. At the end of the month, Technology Commons selected three random participants to win tech-based items.

Because of the challenges of the COVID-19 pandemic, the Division of Advancement decided to focus the 2022 rendition of “I Love WCU Month” on activities beyond raising money.



“Behind every single gift that anyone makes to Western is a personal connection. Our campus is returning to a point where we can begin reconnecting folks, and that’s what we wanted to do: give our students, faculty, staff, alumni, and friends an opportunity to reconnect, to warm up a relationship that’s been challenged by distance and time, and to remember how important the people here at WCU truly are.”

— James Hogan ’03, *assistant vice chancellor for engagement*

SECOND ANNUAL PLANTING DAY: HELD JUNE 10, 2022



Nearly 100 alumni, friends, and supporters of Western Carolina University gathered along the banks of Cullowhee Creek on a picture-perfect late spring afternoon to celebrate the long-lasting impact of philanthropy on WCU and its students through native flora, symbolic of the institution's deep roots in the mountain region.

Now in its second year, the annual Planting Day event, hosted by the Division of Advancement and WCU Foundation, honors new and current members of the Madison Legacy Society and the Cullowhee Society. Both societies, established in 2020, acknowledge lifetime giving to WCU and the vital role that private philanthropy has in “making the transformative power of higher education”

possible for many, said Jamie T. Raynor, vice chancellor for advancement.

“I think Planting Day is a perfect way to honor members of these giving societies,” Raynor said. “Our students are, in a way, like seedlings. And your gifts help provide the nurturing, care, and cultivation to help them mature and flourish, to bear fruit as productive and successful members of society. Thank you for helping our garden grow.”

Bob Roberts, chair of the WCU Board of Trustees, provided an update on membership in the two giving societies, with 139 current members of the Madison Legacy Society and 237 members of the Cullowhee Society. “These 376 donors have given gifts totaling \$111, 535,709.21. Just think of the impact of that generosity,” Roberts said. “Last year, more than 1,400 students received scholarships supported by donors like you. That is 1,400 students whose lives have been forever changed for the better through the power of philanthropy.”



“The 376 members of the Madison Legacy Society and Cullowhee Society have given gifts totaling \$111, 535,709.21. Just think of the impact of that generosity!”

— Bob Robert, *chair of the Board of Trustees*



Chancellor Kelli Brown provided remarks and introduced Brandon Rice, a rising senior majoring in communication with a concentration in public relations and a minor in music who also is a member of WCU's Pride of the Mountains Marching Band.

Rice, who plays the front-and-center instrument of electric violin in the nearly 500-member marching band, is recipient of the PATH Scholarship and Patrick Lee Carmody Scholarship. Thanks to that support, he has gone from a struggling high school student conditionally admitted to WCU through the Academic Support Program to earning a 4.0 GPA in the

PLANTING DAY cont'd

program and ASP's Timothy M. Adams Award. That honor is presented "...in recognition of the dedication, achievement, and enthusiasm embodying true leadership and a pledge of continued commitment to make a positive difference on campus and in the world around you as demonstrated in the Academic Success Program at Western Carolina University," Rice said.

"Now, not only am I going into my fourth and final year playing electric violin in this amazing band, but I'm now a staff coordinator as well, the highest student leadership position in this band. Thanks to Pride of the Mountains, I've gotten shout-outs from my violin idols when they noticed my playing skills," he said.

During the ceremony, Donna Winbon, chair of the WCU Foundation Board, summarized the symbolism of Planting Day by sharing descriptions of each society's corresponding native plant, which are listed below.



Madison Legacy Society for Planned Giving
Fraser Magnolia

Cullowhee Society for Cumulative Giving of \$100,000+
Bluet Circle—Bluets

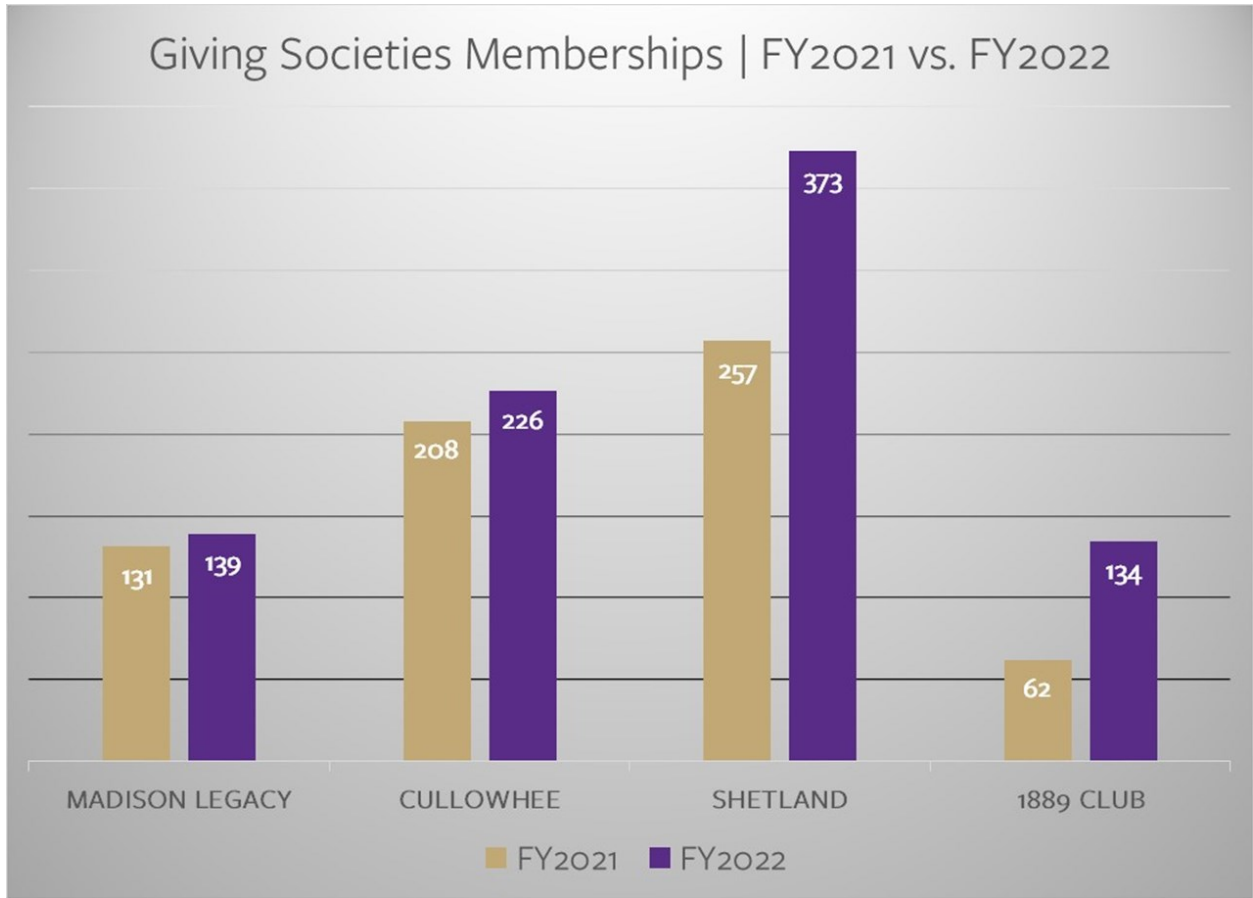
Oconee Bell Circle— Oconee Bells

Mountain Laurel Circle— Mountain Laurel

Crested Iris Circle—Dwarf Crested Iris



WCU GIVING SOCIETIES UPDATE



MADISON LEGACY

↑ 6.1%



CULLOWHEE

↑ 8.7%



SHETLAND

↑ 45.1%



1889 CLUB

↑ 116%



NEW FUNDS AND SCHOLARSHIPS CREATED IN FY22

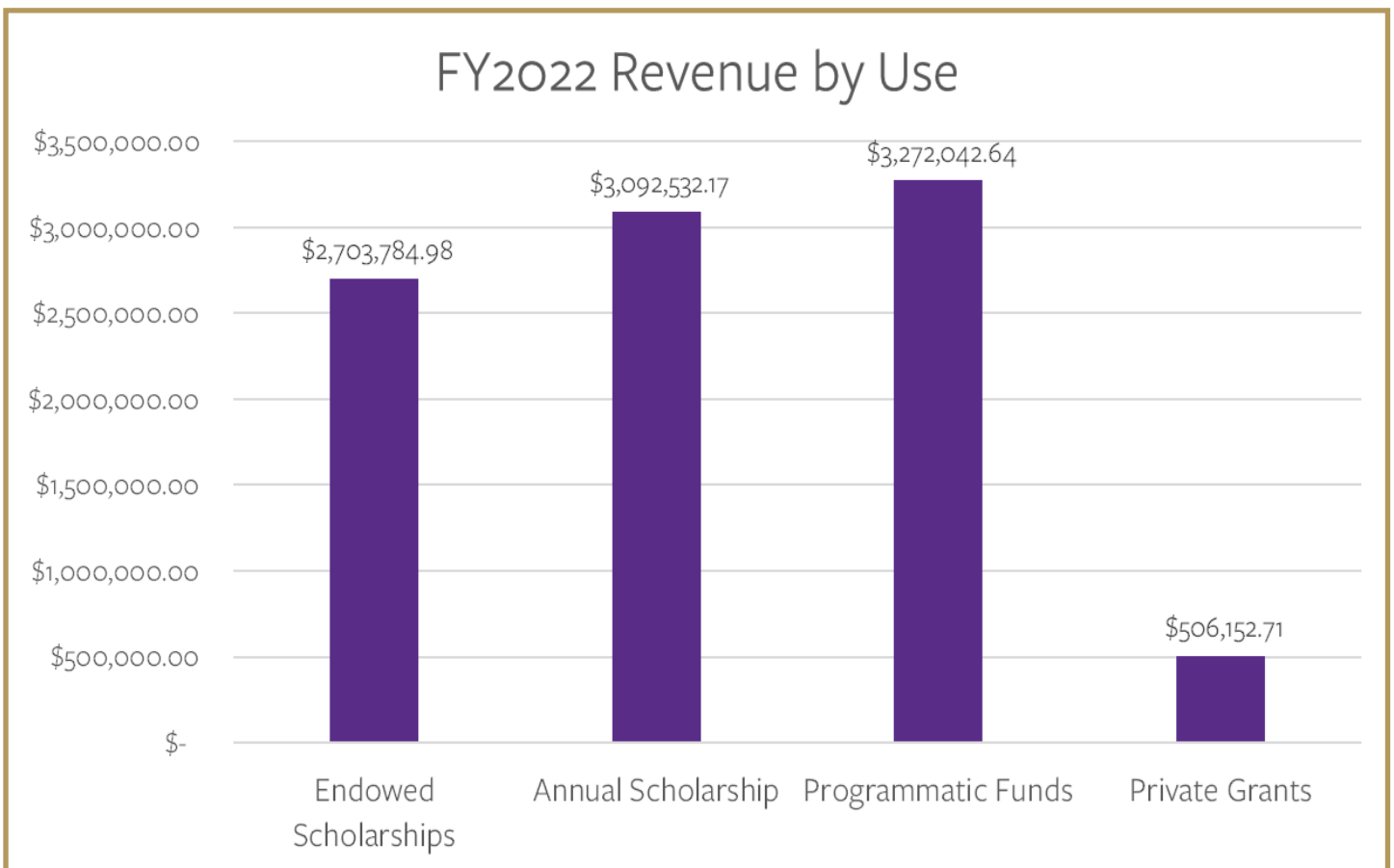
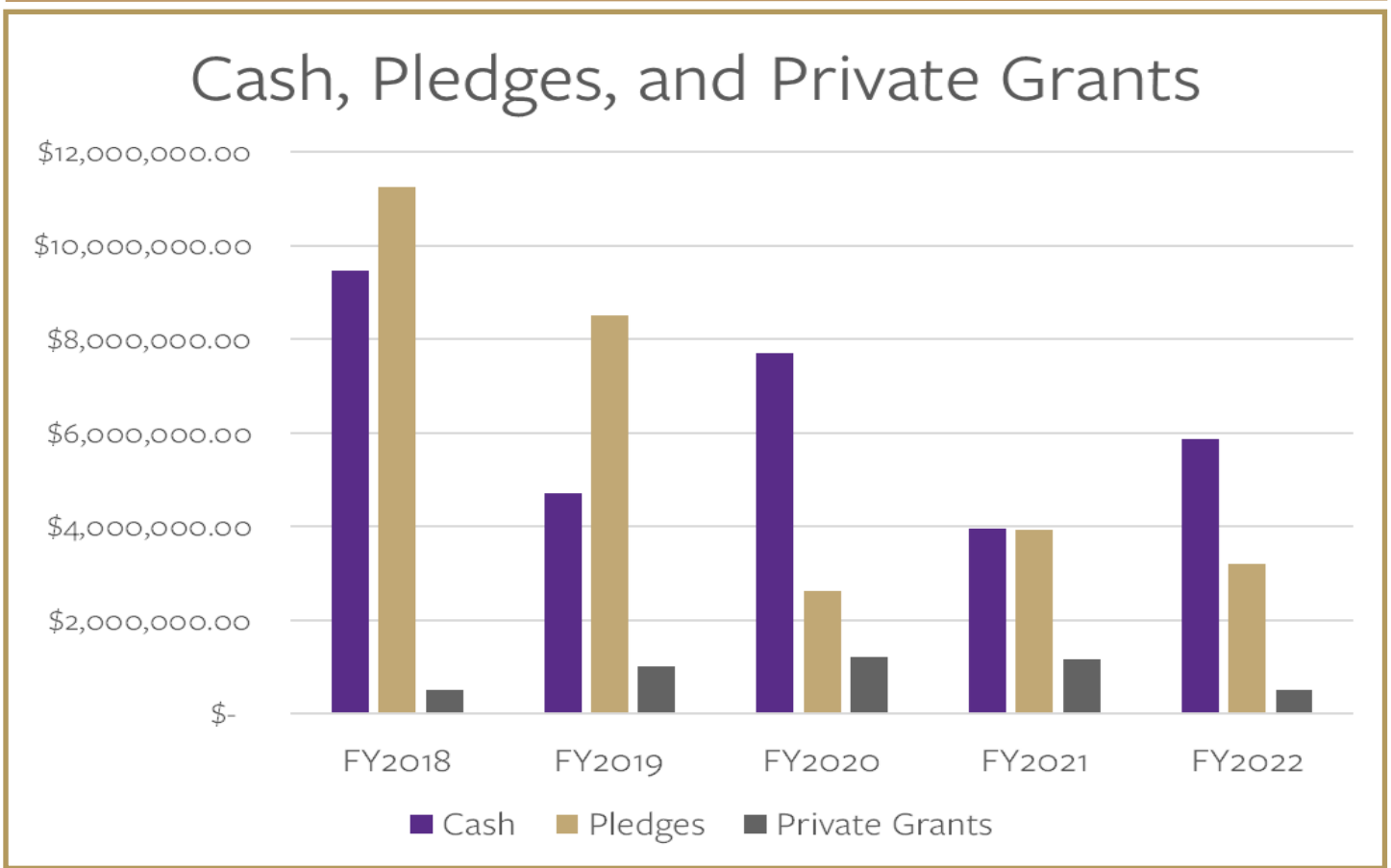
New Fund Type	Total Number
Program Endowments	13
Annual Scholarships	13
Endowed Scholarships	15
Totals	28 new scholarship funds 13 new program funds

21 donors

pledged or gave \$100,000 or more



FY2022 PHILANTHROPIC IMPACT



8,154

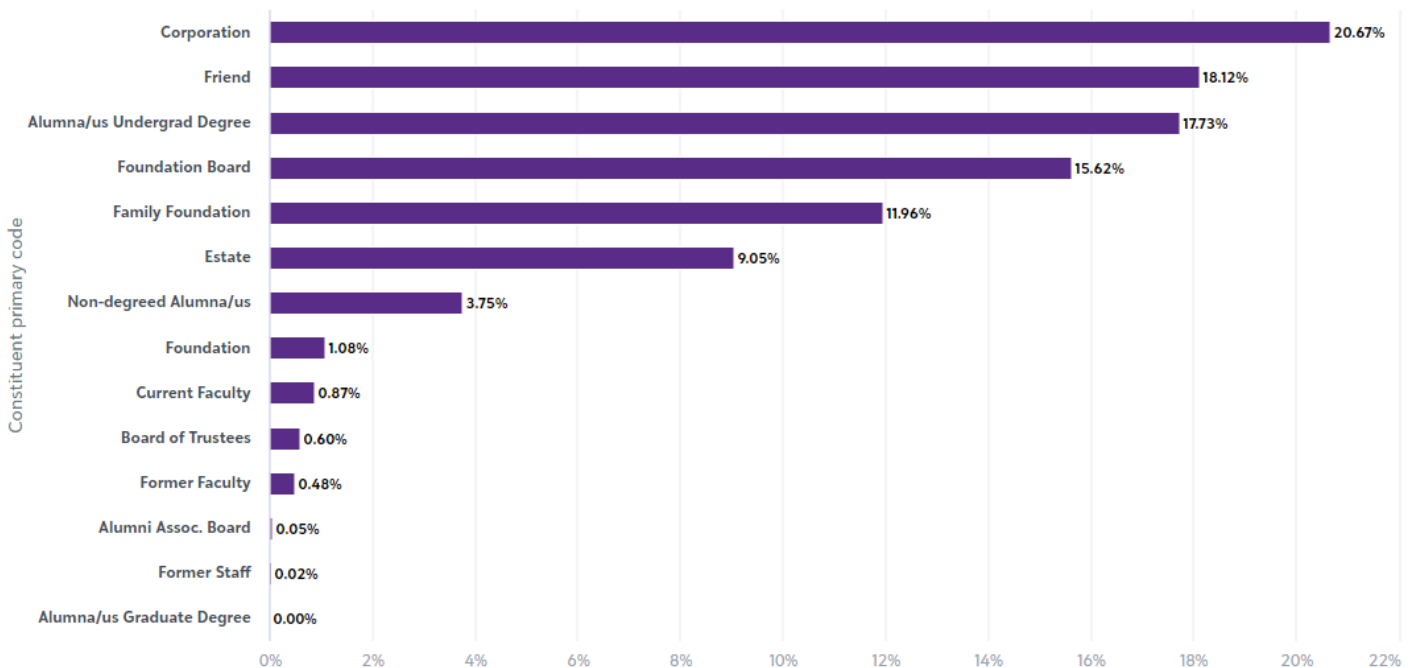
total gifts made during FY22

Development FY22	
Gifts	\$5,857,932.69
Pledges (Cash/Planned Gift Pledges)	\$3,213,477.85
Private Grants (Sponsored Research)	\$506,152.71
FY22 Total	\$9,577,563.25

8,154 gifts were received from 3,025 donors.

Gifts by Constituent Code

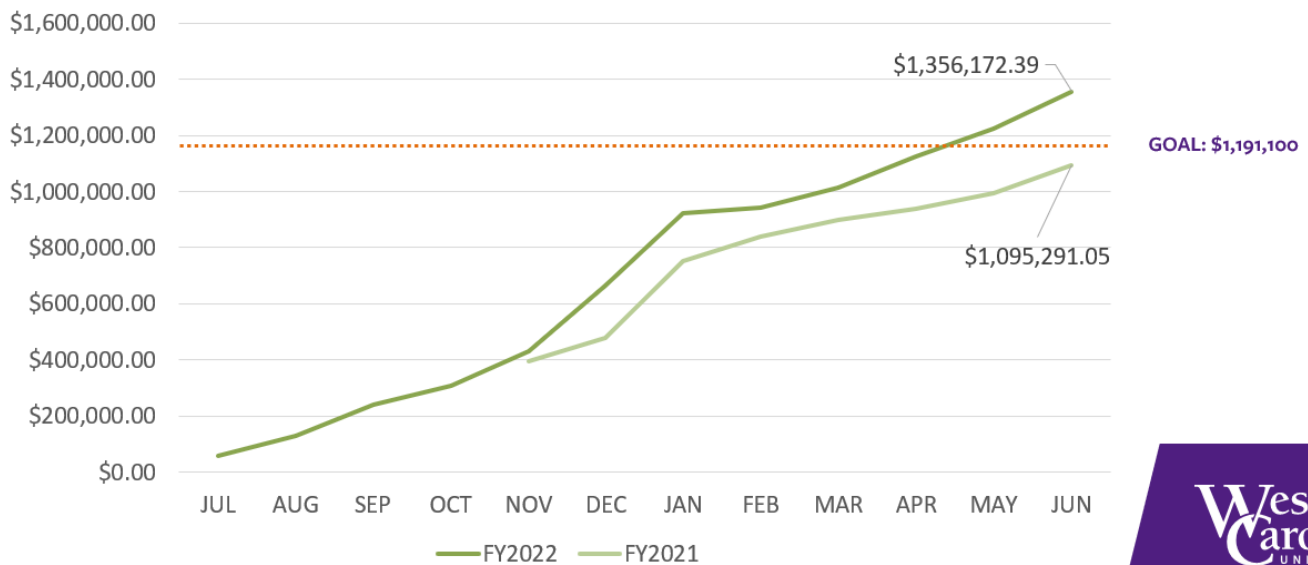
FY2022 Giving by Constituent Code



FY22 PHILANTHROPIC IMPACT, *continued*

Annual Giving FY22	
Advancement	\$1,325,567.89 from 1,602 donors
Athletics	\$1,438,990.11 from 1,392 donors
FY21 Total	\$2,764,558.00 from 2,800 unique donors

University Annual Giving (non athletic)



\$458

Average gift amount

\$50

Median gift amount

WCU FOUNDATION | Board of Directors

Doug Bailey '93
Ed Broadwell, Jr.
Bruce Clayton '71
Steve Couch '85
John Davis '87
Dennis Fox '71
Connie Haire '84
Ed Holland '75
Beth Lofquist '78 '79 '88
John Martin '90
Ken Martin '80
Jeanne McGuire
Bruce Moore '82
Larry Naylor '86
Robin Pate '97
Jo Ray MSHRD '01
Cambria Reinsborough
Bob Roberts
Brandon Robinson '05 '10
Debbie Sims
Ron Sink '79
Ann Summers
Randy White '89 '91
Donna Winbon '80
Charlie Worley
Debbie Wright '77



ALUMNI ASSOCIATION | Board of Directors

Neal Andrews '87
Gerald Austin '64 '69
Beverly Barr '72
Jim Beddingfield '67
Todd Blosser '94
Jim Buchanan '83
Bob Buckner '67
Eddie Burks '83
Gurney Chambers '61
Ed Cody, Jr. '79
John Connet '92
Jeff Dowswell '94
Keith Elliott, Sr. '69 '73
Vicky Faris '66

Bob Folsom '66 '68
Dick Freeman '83
Robert Gibson '87
Myra Grant '70
Jason Habbal '07
Darrin Hemphill '93
Monica Henson '84
Allison Hinson '02 '05
George Hudson, Jr. '88
Barbara Hyde '76
Heather Jones '06 '08
Alan Jordan '80
Barry Karesh '86
Frankie Koontz, Jr. '67 '69 '79

Beth Ludwig '92
Kam McDonald '01
Julia McManus '90
Phil McManus '88
Michael Naylor '82 '88
Kathryn Oelslager '06
Dominic Orlando '88
Doug Palmer '99
Terry Price '85
Darius Ramsey '16 '17
Mitch Treadaway '83
Tommy White '87
Michael Wilmoth '90



BOARD OF TRUSTEES

Haden Boliek '94
Bill Brawley
Becky Brown '71
Casey M. Cooper
Joe Crocker '74
Kathy Greeley '73 '83
Rebecca Hart '22
Tim Haskett '82
Kenneth Hughes '74

Bryant Kinney '82
Bob Roberts
Jake Robinson '10
Rebecca Schlosser '73



Honoring Our Promise | Campaign Planning Committee

Kelli R. Brown
Mike Byers
Jennifer Davies
John Davis '87
Stephanie Edwards '09 '21
Dennis Fox

Alex Gary
James Hogan '03
Travis Jordan
Pat Kaemmerling '71
Bryant Kinney '82
Beth Lofquist '78 '79 '88

Julie Miller
Ben Pendry '07
Jamie Raynor
Robert Thomas '70
Suzanne Thomas '70
Donna Winbon '80



DIVISION OF ADVANCEMENT

HF Robinson Administrative Building | Suite 201

1 University Drive

Cullowhee, NC 28723

828.227.7124

give.wcu.edu