



WENATCHEE VALLEY  
COLLEGE  
—FOUNDATION—

**Executive Committee**

September 9, 2024

# Agenda

- ▶ Action Items
- ▶ WVCF Strategic Plan
- ▶ Board Engagement
- ▶ Financial Sustainability
- ▶ Executive Director Update
- ▶ Finance Dashboard

# Action Items

# Unrestricted Allocation for *2024-25 Gifts Grants & Awards to the College*

Purpose	Amount
President's Discretionary Fund	\$30,000
College Readiness Bootcamp	\$15,000
Staff Professional Development	\$15,000
End of Year Awards	\$2,300
Occupation Exploration Sponsorship	\$15,000
<b>Total</b>	<b>\$63,800</b>



# DISCUSSION

## Strategic Plan



Strengthen board  
engagement and  
governance



Grow donor base



Strategically expand  
grants and awards



Increase community  
awareness

# Goals

## Strengthen board engagement and governance

- ▶ Restructure board to align with priorities
- ▶ Define board member requirements and expectations
- ▶ Increase board member involvement in fundraising activities
- ▶ Develop key performance indicators (KPI) to track progress of fundraising and programs



# Grow donor base

- ▶ Target key audiences with custom marketing and asks
- ▶ Implement a "small donor" fundraising plan
- ▶ Maintain or increase donor retention rate
- ▶ Expand estate giving pipeline





# Strategically expand grants and awards

- ▶ Align grants and awards with foundation mission
- ▶ Increase number and amount of scholarship awards
- ▶ Collaborate with college leadership to identify granting opportunities



# Increase community awareness

- ▶ Impact-forward messaging
- ▶ Grow membership in the Alumni Network
- ▶ Physical location that is public-facing



# Next Steps

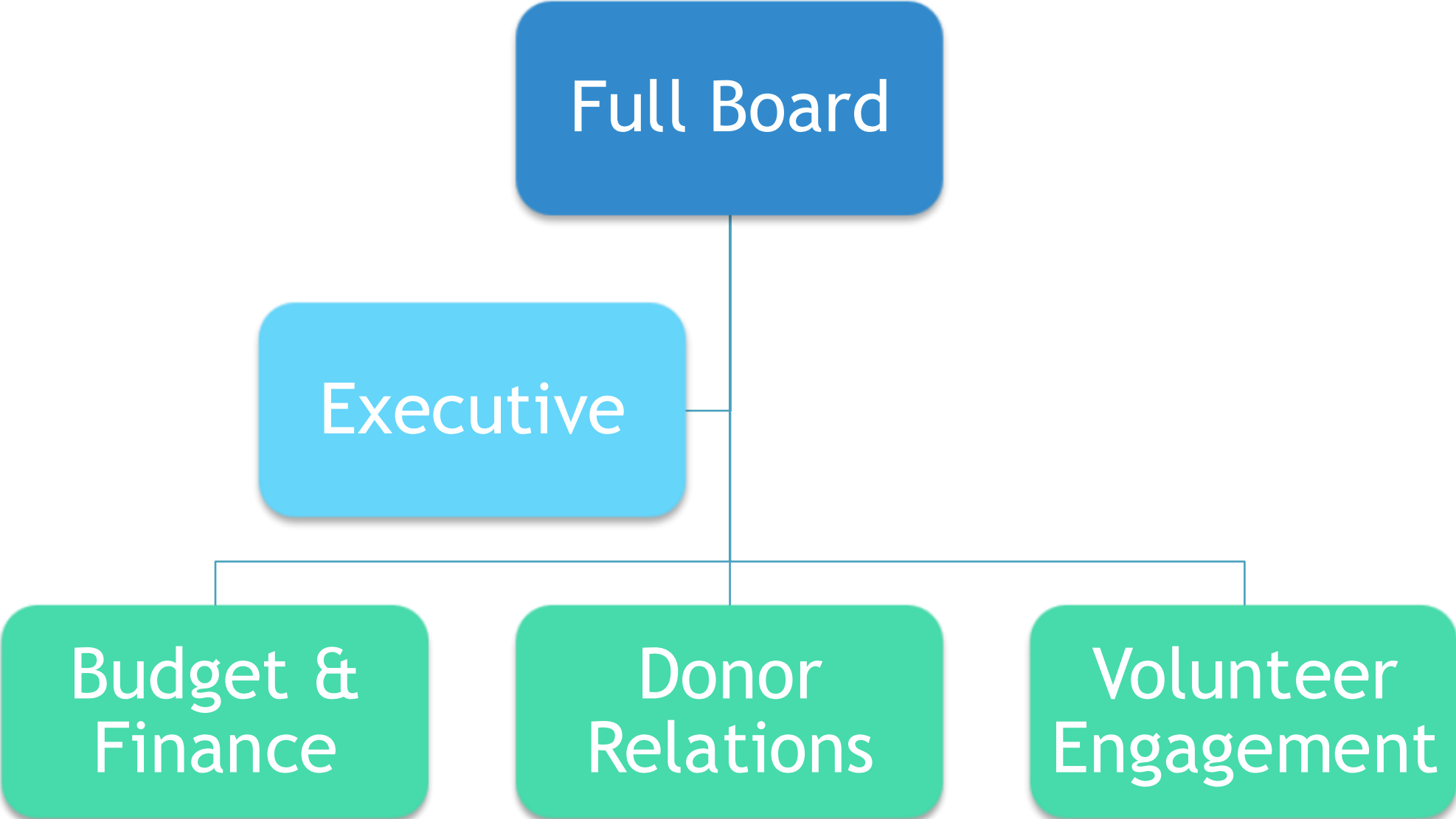


# DISCUSSION

## Board Engagement

# Recommendations

- ▶ Increase board capacity for development (aka fundraising activities) by restructuring meetings
- ▶ Establish a volunteer corps to assist with foundation events and activities



Full Board

```
graph LR; A[Full Board] --> B[Business Meetings]; A --> C[Development Meetings];
```

The diagram consists of three rounded rectangular boxes. On the left is a blue box containing the text 'Full Board'. Two green arrows originate from the right side of this box, pointing towards two stacked green boxes on the right. The top green box contains the text 'Business Meetings' and the bottom green box contains the text 'Development Meetings'.

Business Meetings

Development Meetings

## Structure

- Quarterly Meetings
- Monthly Reports

## Purpose

- Detailed Fiscal Oversight
- Fiscal Policy & Procedure
- Investment Strategy

# Budget & Finance Committee



## Structure

- Quarterly Meetings
- Monthly Reports

## Purpose

- Leadership for fundraising efforts
- Collaborates with staff to develop fundraising activities for board meetings
- Provide reasonable input and guidance for philanthropic activities

# Donor Relations Committee

## Structure

- Quarterly Meetings
- Includes non-board volunteers, led by 2-5 board members

## Purpose

- Assist with the execution of events and activities
- One-off opportunities (e.g. grad bags, hanging posters around town, scholarship review, etc.)
- Pipeline for potential board members
- Active connection for students, alumni, employees, and former board members

# Volunteer Engagement Committee

# Next Steps

**DISCUSSION**

**Financial Sustainability**

# Current Accounts



**Cashmere Valley Bank**  
*Checking Account*



**Stifel**  
*Stock Account*



**Community Foundation of NCW**  
*Endowments*

Operating Fund

Temporarily  
Restricted Donor-  
Designated Funds

Allocations from  
Permanently  
Restricted Funds

Cashmere Valley Bank  
*Checking Account*

Operating Reserve Fund

Rotating use:  
CD's, liquidating gifts  
of assets

Stifel  
*Stock Account*

Permanently Restricted  
Board-Designated Fund

Permanently Restricted  
Donor-Designated Funds

Community Foundation of NCW  
*Endowments*



# Relationship with CFNCW

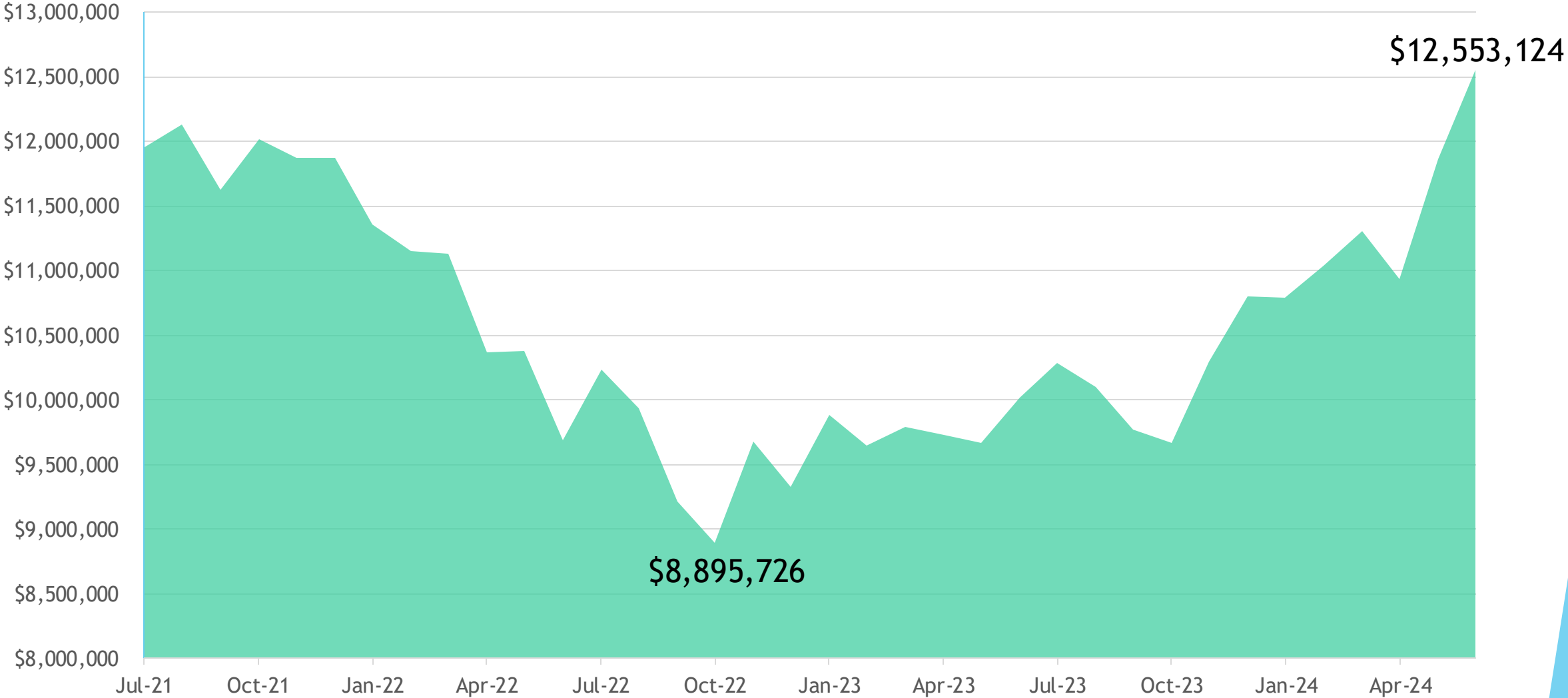
## *Benefits*

- ▶ Multi-fund financial reports (e.g. monthly columnar report, annual allocation spreadsheet)
- ▶ Pooled fund investment with CFNCW partners
- ▶ Fee is reinvested in local region through CFNCW programs
- ▶ Oversight by CFNCW Investment Committee (attendance is open to any partners)

## *Drawbacks*

- ▶ Only 1 investment option for funds (60% equity, 40% fixed)
- ▶ Fee includes investment broker fee and CFNCW management fee

# Balance at CFNCW



# CFNCW Fee

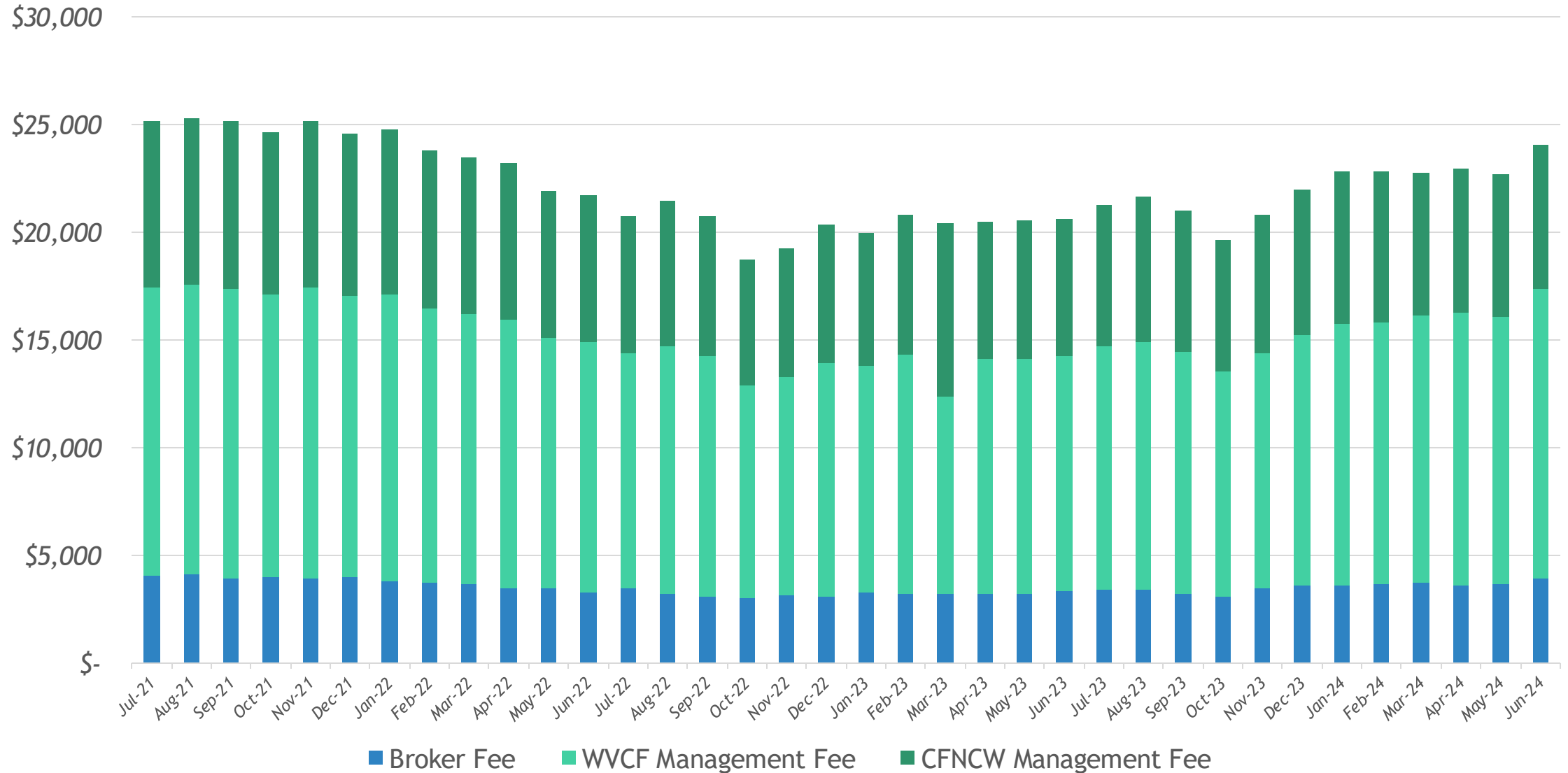
- ▶ The fee for our assets, currently comes out to about 0.631%
- ▶ Fee table does not include Verus Investment's fee of 0.4%

Balance	Fee %
\$0	1.00%
\$2,000,001	0.85%
\$4,000,001	0.70%
\$10,000,001	0.10%

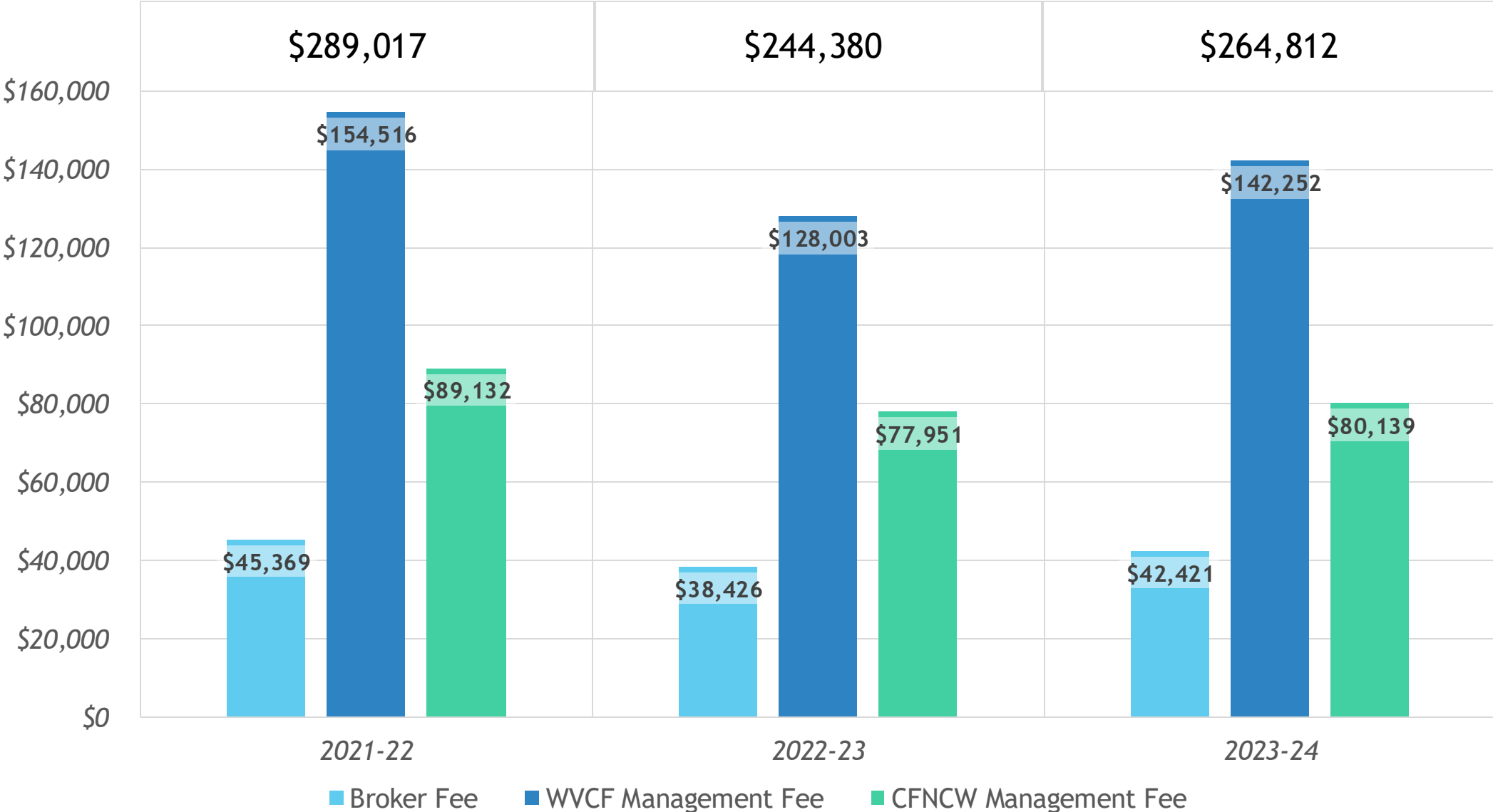
# Fee Structure



# Monthly Fees (All Restrictions)



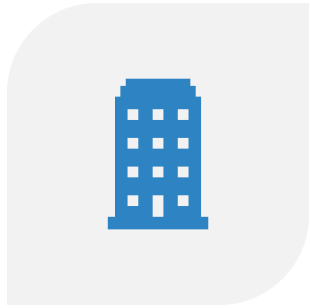
# Fees Annualized (All Restrictions)



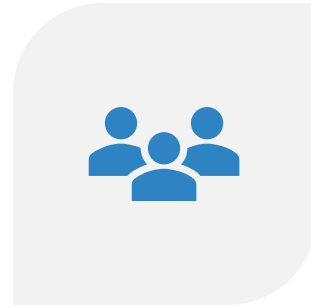
# Next Steps

# Executive Director Update

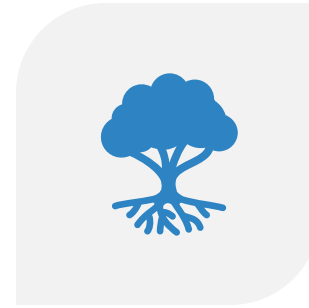




Office Space



Staffing



Donor  
Database



FY 2023-24  
Audit

# Executive Director Update

# Finance Dashboard

As of July 31, 2024

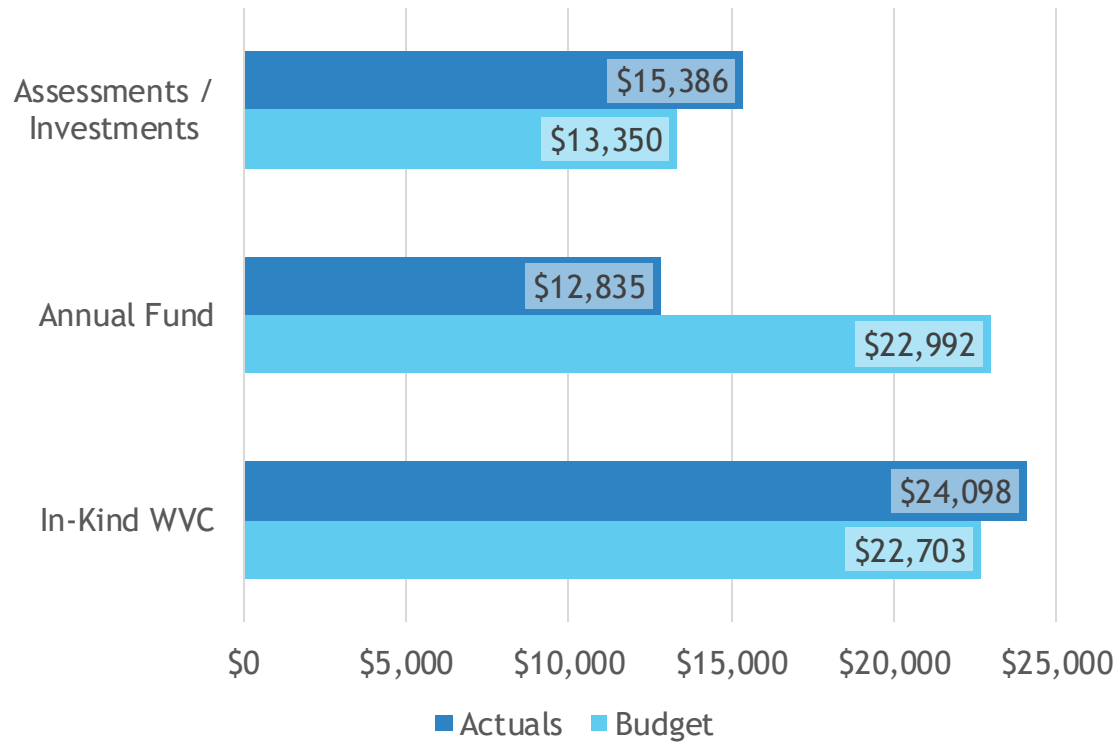
# Highlights

- ▶ The operating budget's actual income and expenses are nearly even.
- ▶ We were notified of a \$3.4 million estate gift, which has been recorded as a receivable (money not yet received).
- ▶ A new scholarship, the Cheryl Ann Coopriider Memorial Scholarship, was established.

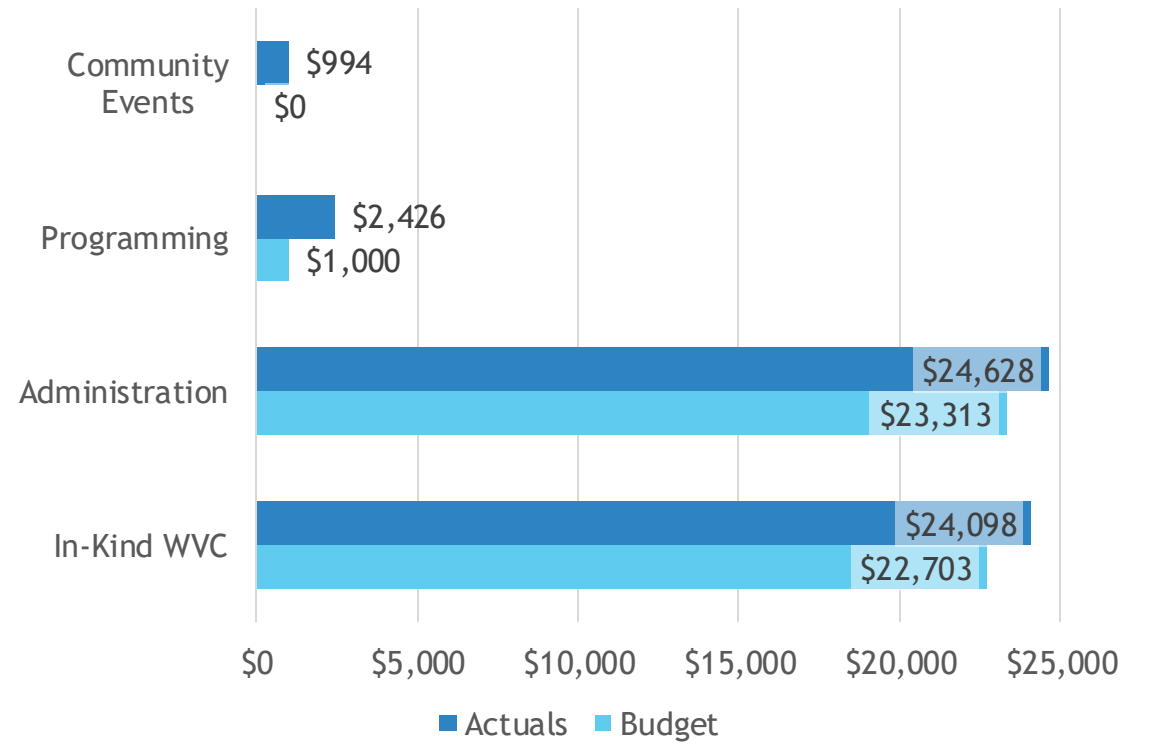
# Major Gifts (July-August)

Donor Name	Purpose
Beverly Puterbaugh	Annual Fund
Doug & Carl Hansen	General Scholarship
NCW Association of Realtors	Annual Scholarship Renewal
Peggy Ludwick	Annual Scholarship Renewal
Sandy Coopriider	New Annual Scholarship
Town Toyota Inc.	Annual Scholarship Renewal
Wenatchee Rotary Foundation	Annual Scholarship Renewal
Cashmere Valley Bank	Food Truck Knight Sponsor
Mountain View Women's Health	Food Truck Knight Sponsor
Anonymous	Spring Appeal Match
Various Donors (Vertical Raise)	Volleyball

## Income

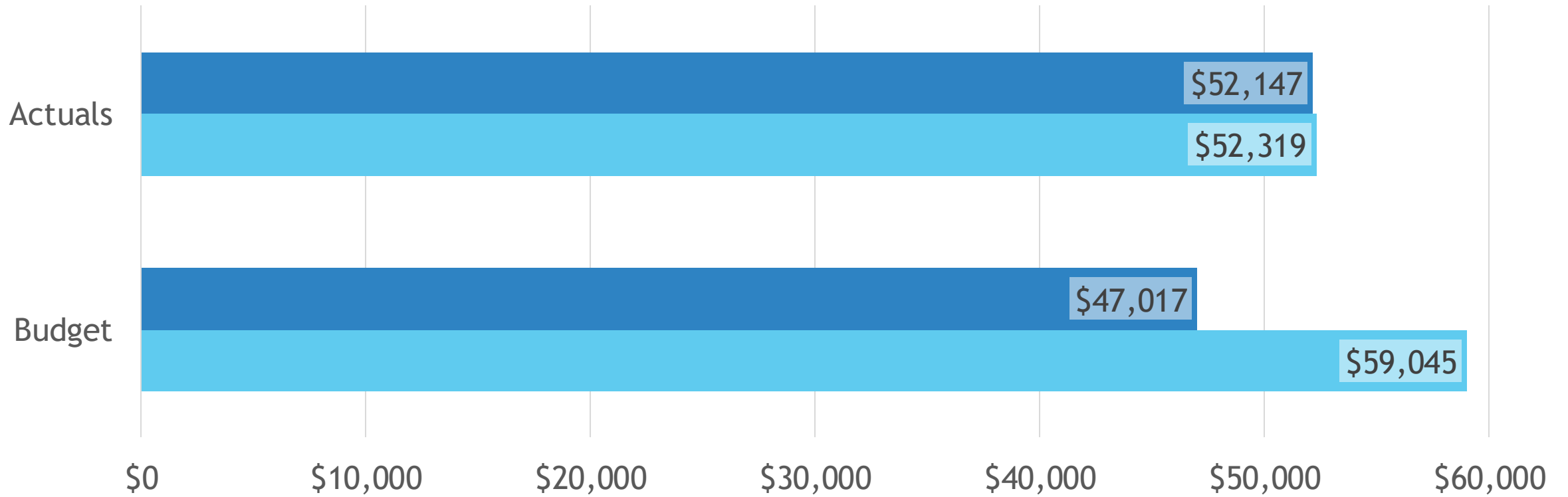


## Expense



# Operating Income Statement YTD

■ Expense ■ Income



# Operating Income Statement YTD



# Income Statement Per Restrictions



# Balance Sheet

Per Restrictions





# Balance Sheet

By Financial Institution

# Support Documents

Click on the links below for this meeting's support documents.

▶ [2024-25 Unrestricted Funding Request](#)

▶ [Proposed board calendar](#)

▶ [June 2024 financial reports](#)

▶ [July 2024 financial reports](#)