



WENATCHEE VALLEY
COLLEGE
—FOUNDATION—

Executive Committee

November 12, 2024

Agenda

Topic	Time
Consent Agenda <i>Josh Wood</i>	4:00 p.m.
WVC Update <i>President Faimous Harrison</i>	4:05 p.m.
Committee Reports <i>Various</i>	4:15 p.m.
Discuss: Board Engagement Goals	4:25 p.m.
Executive Director Report <i>Rachel Evey</i>	5:00 p.m.

Consent Agenda

- ▶ October 2024 minutes will be available for review at the December meeting.
- ▶ Recap Reports
 - [Lunch & Learn: Estate Plans - Oct. 22, 2024](#)
 - [Piatigorsky Foundation Concert - Oct. 29, 2024](#)

WVC Update

President Faimous Harrison, PhD

Committee Reports

The background features a dark blue gradient on the left side, transitioning into a complex, abstract geometric pattern on the right. This pattern consists of overlapping, semi-transparent shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a sense of depth and movement. A thin, light blue line runs diagonally across the lower right portion of the image, intersecting the geometric shapes.

Budget & Finance

- Chair: Jennifer Faulconer
- Detailed fiscal oversight, fiscal policy & procedure, investment strategy

Donor Relations

- Co-chairs: Brett Peterson & Jessica Gilmore
- Leadership for fundraising, design activities for full board development meetings, input and guidance for philanthropic activities

Volunteer Engagement

- Chair: Jorden Jessup Bullock
- Active connection for volunteers, assist with execution of events and activities, pipeline for potential board members

DISCUSSION

Board Engagement Goals

August

- Full Board Retreat
- SWOT review and update

September

- Draft strategic goals
- Align board structure to goals

Today

- Discuss goals and identify key performance indicators

January

- Present KPI to full board

Ongoing

- Dashboard to track progress
- Review and update goals and indicators



Strengthen board
engagement and
governance



Grow donor base



Strategically expand
grants and awards



Increase community
awareness

Goals

Goal 1

Strengthen board
engagement and
governance



1.1. Restructure board to align with priorities

- ✓ New committee structure
- ✓ Full board development meetings focused on fundraising activities
- ❑ Strategic recruitment of new members
 - ❑ Identify representation gaps.
 - ❑ Board member involvement?
 - ❑ Timeline?

1.2. Define board member requirements and expectations

- ❑ ___% of board members fulfill their annual commitment by June 30, 2024.
- ❑ Committee description and expectations adopted by _____.
- ▶ Develop board-specific goals for events and activities.
- ▶ Board member job description and development procedure updated Fall 2023.

1.3. Increase board member involvement in fundraising activities

- ✓ Full board development meetings focused on fundraising activities
- ✓ Annual commitment form includes “fundraising support” and “appeal support” sections
- ✓ Appeal-specific and program-specific goals for board member involvement

1.4. Develop key performance indicators (KPI) to track progress of fundraising and programs

- ▶ Appeal-specific and program-specific KPI are in place
 - ▶ These will roll up into organizational KPI
- ▶ Board dashboard will be available through Virtuous (new CRM)



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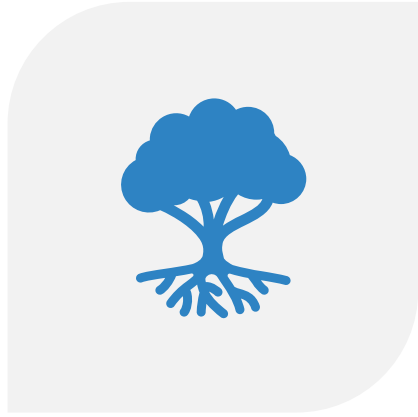
Goals

Next Steps

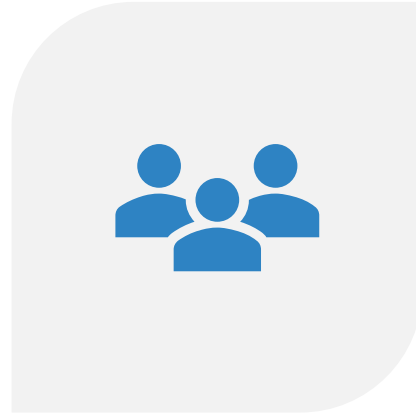
- ▶ Role of Karen Francis-McWhite (Four Strands Community Partners)
- ▶ Establish KPI for other goals

Executive Director Report





McArthur Estate Gift



Staffing



FY 2023-24 Audit

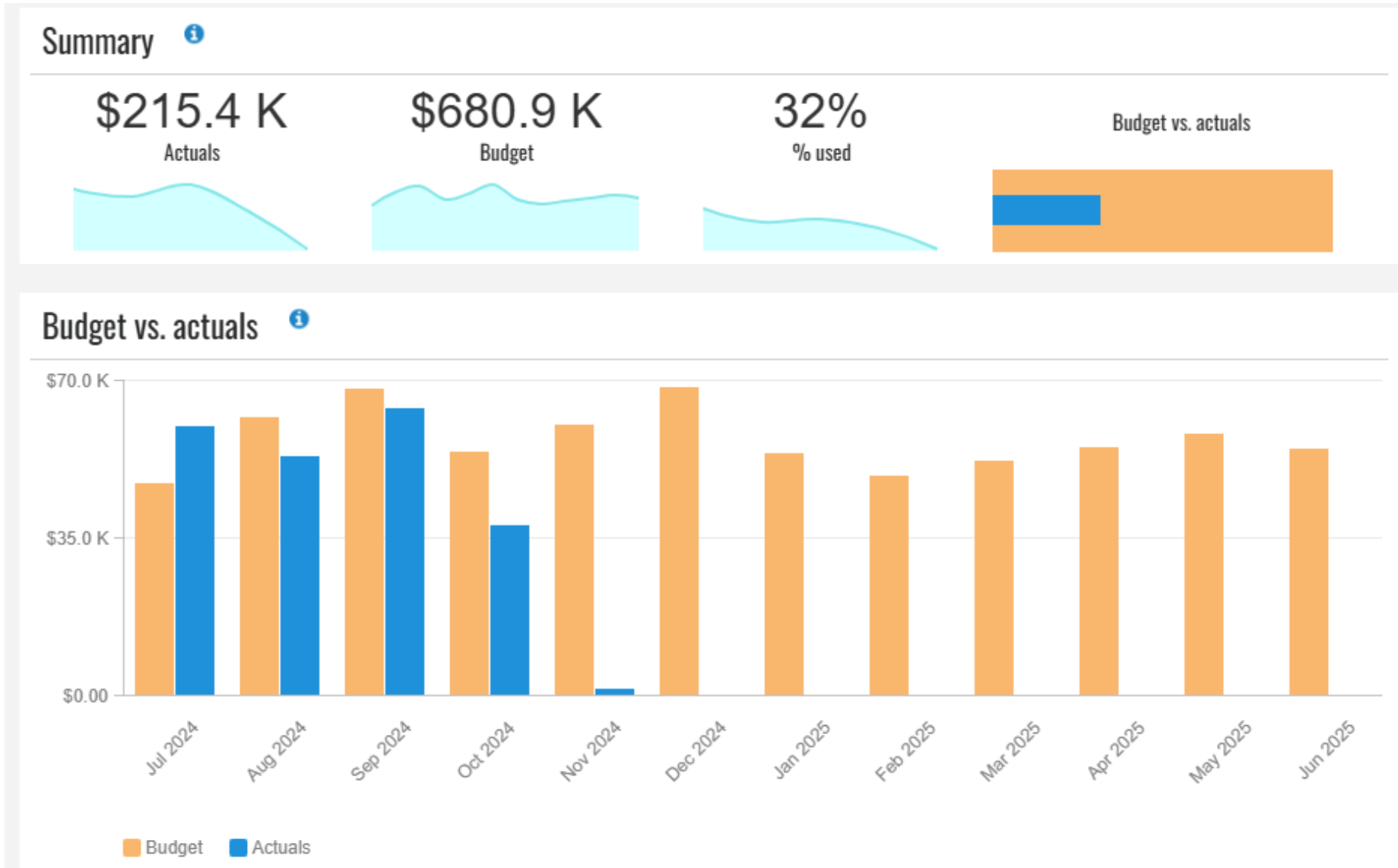
Executive Director Report

Finance Dashboard

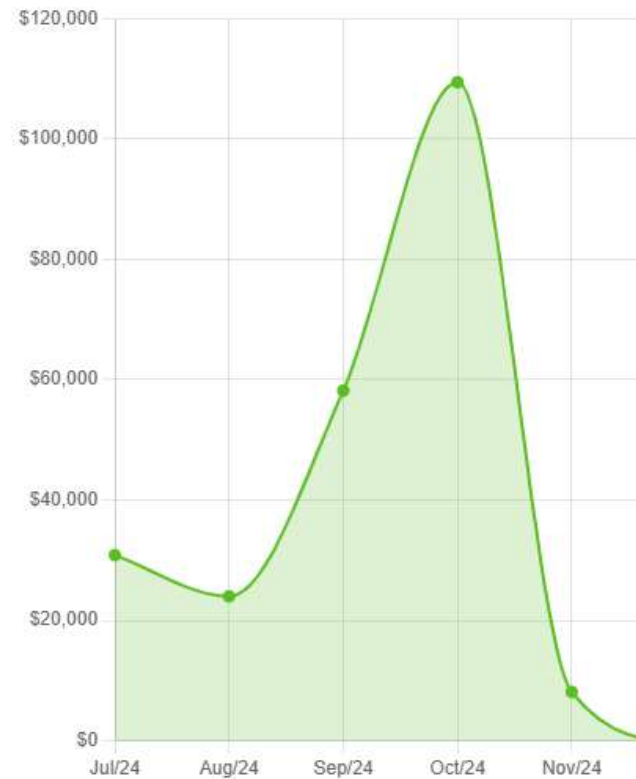
Highlights

- ▶ Reconciled financial statements are currently unavailable due to staff capacity.
 - ▶ The following slides are snapshots from Financial Edge and Network for Good. They do not constitute a comprehensive financial dashboard.
- ▶ A new scholarship was established by the Puget Sound Energy Foundation.

Operating Expenses



Contributions & Donations



\$230,524
Raised

\$649
Average

\$6,085
Recurring

133
Total Donors

Major Gifts (September)

Donor Name	Purpose
PacAero	PacAero Scholarship
The Salcido Connection	Salcido Family HVAC Opportunity Scholarship
Jim & Lynn Brown	Dr. James and Lynn Brown First in Family Scholarship
Paula Eismann	Unrestricted
Michael & Ann Hammer	General Scholarships
Walter Krueger	General Scholarships
ASHRAE	ESRT Program
Starplex Corporation (Gorge Concessions)	Volleyball
Various Donors (Vertical Raise)	Women's Soccer, Men's Soccer

Major Gifts (October)

Donor Name	Purpose
Bill and Ishrut Batjer	Jack and Irene Batjer Memorial Scholarship Endowment
Shawn Coopriider	Cheryl Ann Coopriider Memorial Schoalrship
Starplex Corporation (Gorge Concessions)	Women's Basketball, Men's Basketball, Women's Soccer, Baseball
Jerry Baird	Dream On Scholarship Endowment
Puget Sound Energy Foundation	New Scholarship
Various Donors (Vertical Raise)	Baseball, Softball, Men's Basketball, Women's Basketball

Appendix

Date	Type	Key Topic
November 18, 2024	Full Board	Business / Governance
December TBD	Budget & Finance Committee	Audit presentation
December 9, 2024	Executive Committee	
January 8, 2025	Donor Relations Committee	Year-End appeal wrap up Spring appeal activities
February TBD	Volunteer Engagement Committee	Spring quarter planning

Upcoming Meetings

Year-End Appeal Timeline

September

Recipient list pulled and segmented

October

Designs finalized & send to printer

Board members take home notecards to handwrite

November

Board members turn in handwritten notecards

Social media toolkit shared with board

Holiday greeting card sent

Giving catalog sent

Social media & email campaign begins

Give NCW begins

December

Giving Tuesday

Reminder postcard sent

Social media and email campaign ongoing

Phone calls to lapsed donors by staff

Give NCW ends

January

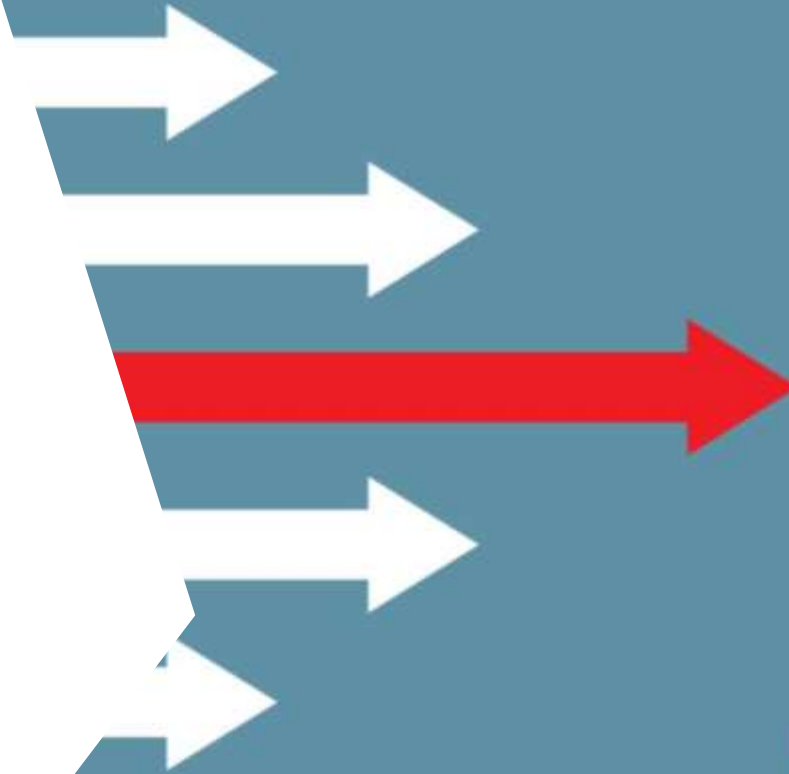
Review goal achievements with Donor Relations Committee

Year-end success shared with all constituents

Name	Date	Time	Location	Purpose	Audience
Jingle & Mingle	December 6	2 - 3pm	WVC Cafeteria	Stewardship	WVC payroll donors
Knight at the Wild	February 21	7 - 10pm	Town Toyota Center	Stewardship	WVC payroll donors
Headshot Day Omak	April TBD	TBD	WVC Omak	Cultivation	WVC students & employees
Headshot Day Wenatchee	April TBD	TBD	WVC Wenatchee	Cultivation	WVC students & employees
WVC Alumni Week	May 14 - 17	TBD	Wenatchee Valley College	Cultivation & engagement	WVC Alumni
Foundation Annual Celebration	June 5	TBD	WVC Wenatchee	Stewardship	Donors, volunteers, students

Upcoming Events

Active Goals



Business Sponsorship Goals

1. Board members make solicitations made by November 29.
2. 100% of board members (15 members) make an ask.
3. 50% of board members (7 members) secure a sponsorship.
4. \$35,000 secured in business sponsorships
 1. \$25,000 for Food Truck Knight
 1. \$5,000 secured by board members
 2. \$10,000 for WVC Alumni Week
 1. \$2,500 secured by board members

Year-End Appeal Goals

1. 8 board members record video testimonials for email marketing campaign.
2. Raise \$15,000 for the Annual Fund (unrestricted) by 12/31/24
3. Receive a donation from 15% of donors (58 donors) solicited through direct mail appeal
4. Gain 15 new donors (online or mail appeal)
5. Secure matching gifts
 1. Secure a \$1,000 matching gift from WVCF Board
 2. Secure a scholarship matching gift
 3. Secure an unrestricted matching gift