



WENATCHEE VALLEY  
COLLEGE  
—FOUNDATION—

**Full Board**

September 16, 2024

# Agenda

- ▶ Action Items
- ▶ WVCF Strategic Plan
- ▶ Board Engagement
- ▶ 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	\$1,500
<b>Total</b>	<b>\$63,800</b>

**DISCUSSION**

**WVCF Strategic Plan**

# Timeline

## August

- Full Board Retreat
- SWOT review and update

## Today

- Draft strategic goals
- Align board structure to goals

## October

- Committees review and adopt relevant performance indicators

## 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

## 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 audiences with custom marketing (e.g. prospect, new donor, recurring, alumni, etc.)
- ▶ Strengthen recurring donor program
- ▶ 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 Step

- ▶ Committees review and adopt relevant performance indicators
  - ▶ Four Strands Community Partners consultant Karen Francis-McWhite will help lead discussion

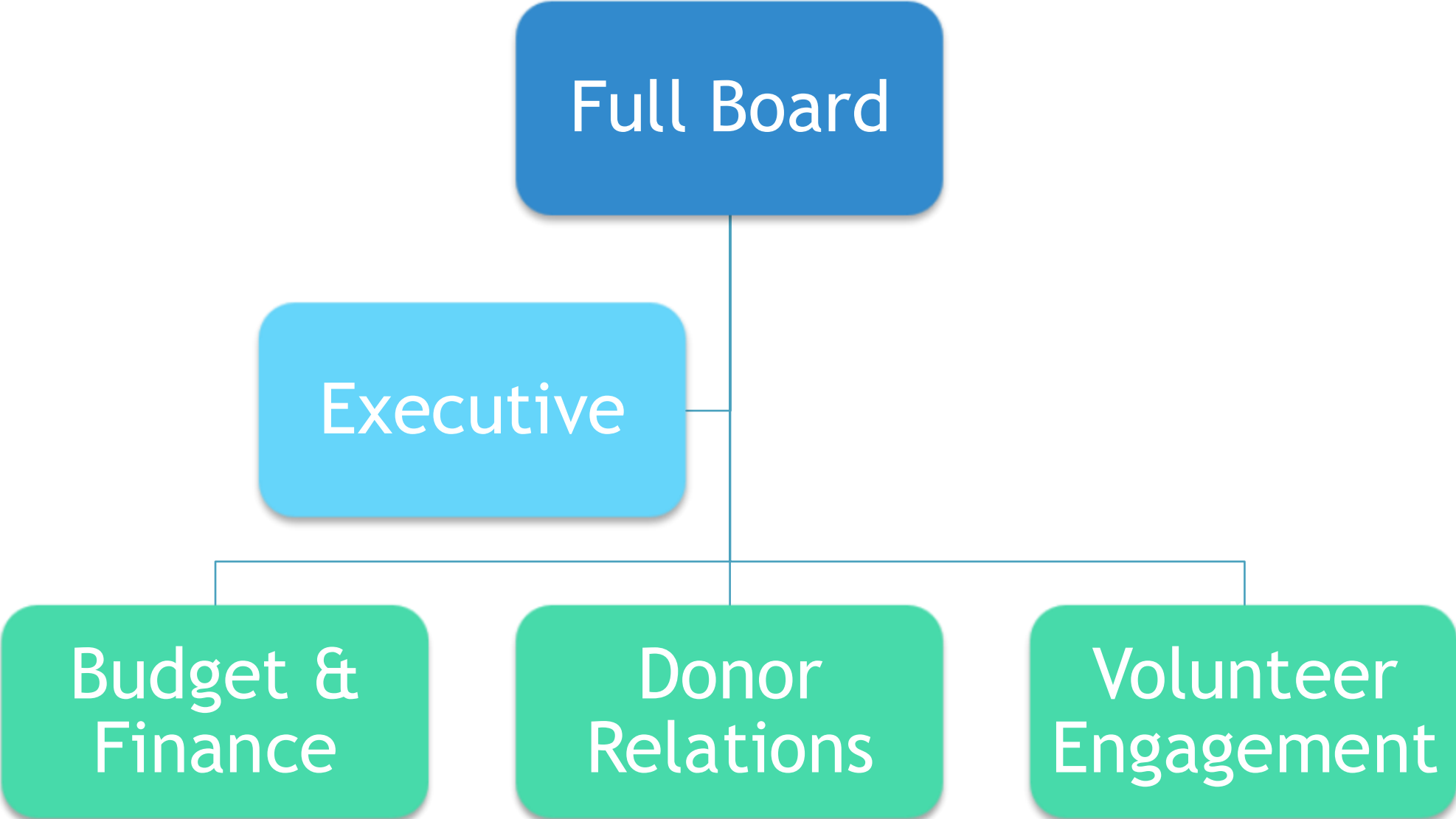


# DISCUSSION

## 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



Monthly

Full Board

Executive

Quarterly

Budget & Finance

Donor Relations

Volunteer Engagement



## Structure

- Quarterly meetings
- Monthly reports
- Maximum of 5 board members

## Purpose

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

# Budget & Finance 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

## 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

Full Board

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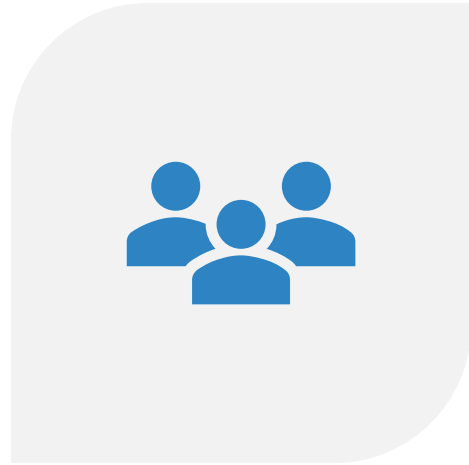
Business /  
Governance  
Meetings

Development  
Meetings

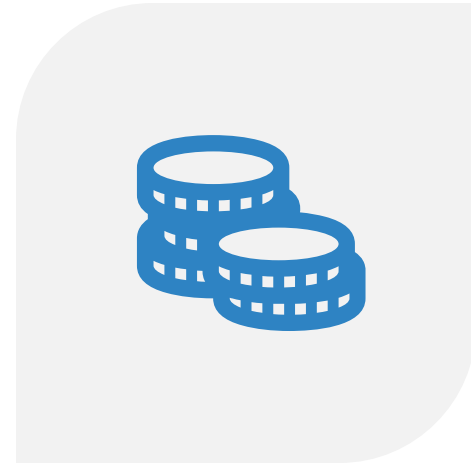
# Next Step

- ▶ New structure and meeting schedule launching next month
- ▶ [View the new 2024-25 calendar here](#)
- ▶ Board members should notify Mireya which committee they'd like to serve on

# Executive Director Update



**Staffing**



**FY 2023-24 Audit**

**Executive Director Update**

# Finance Dashboard

As of July 31, 2024



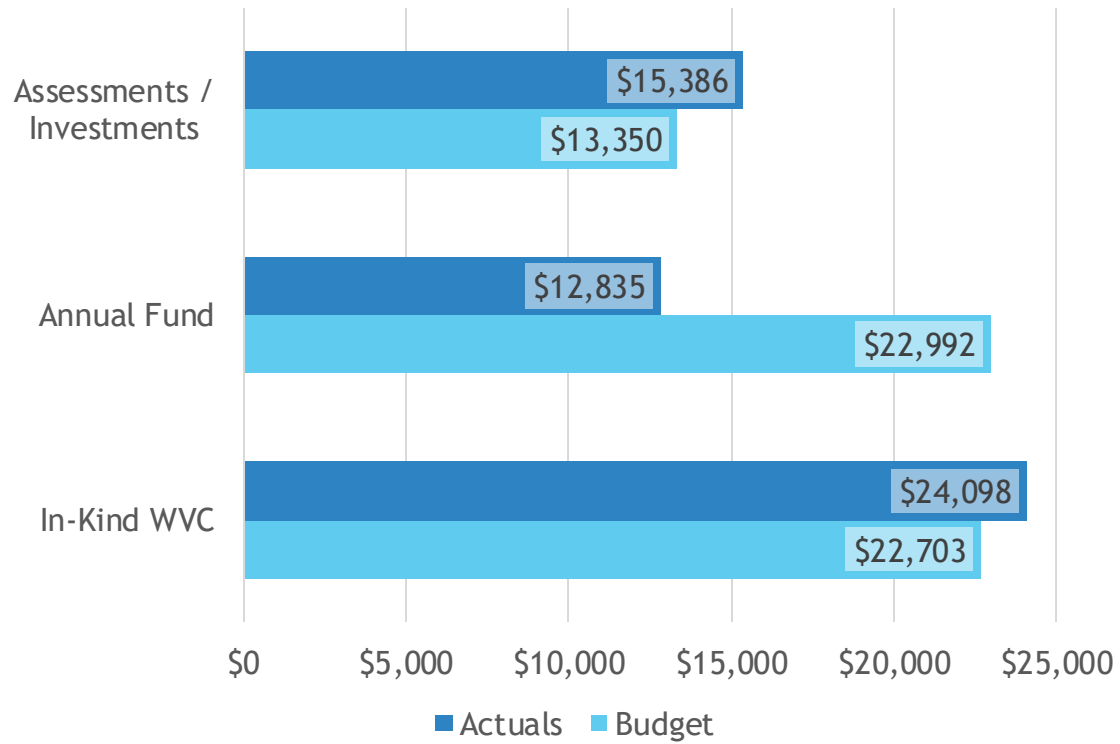
# Highlights

- ▶ 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.

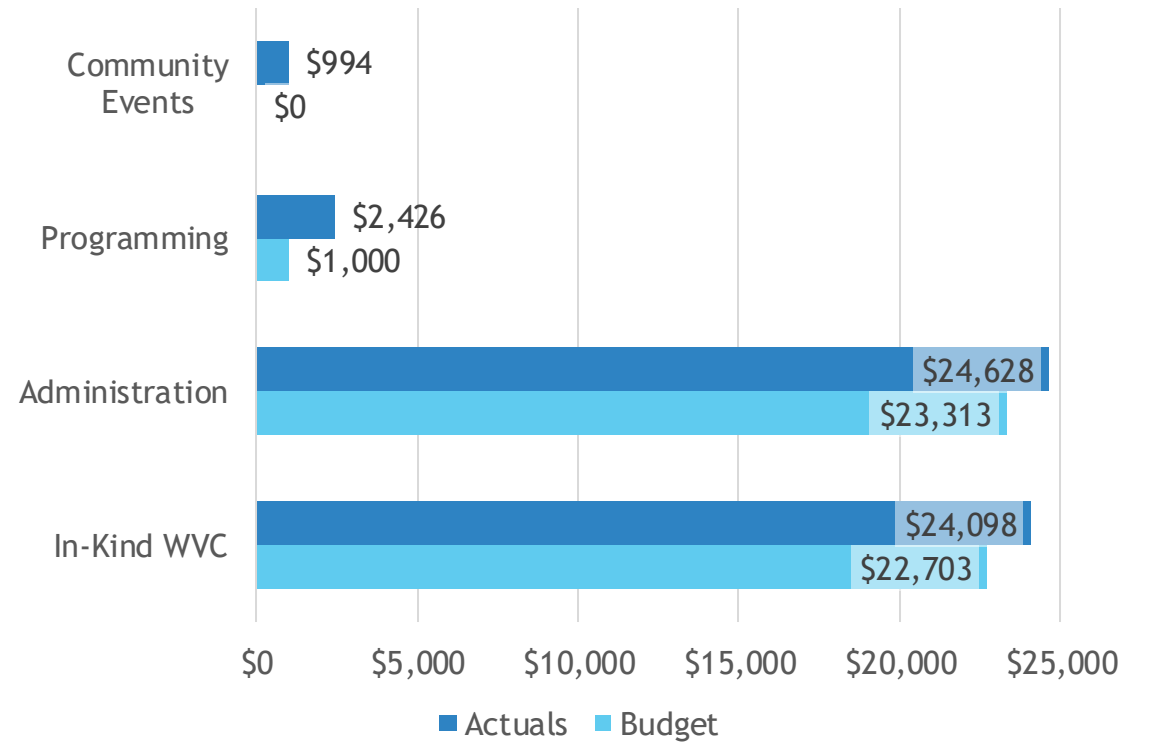
# Major Gifts (July-August)

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

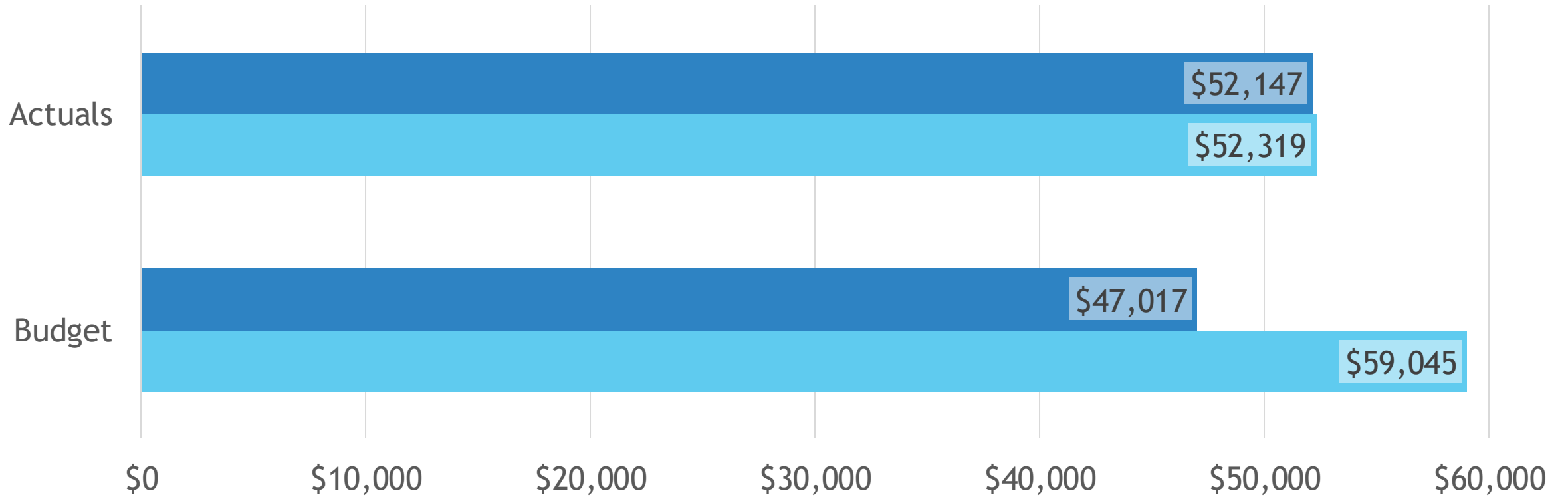


## Expense

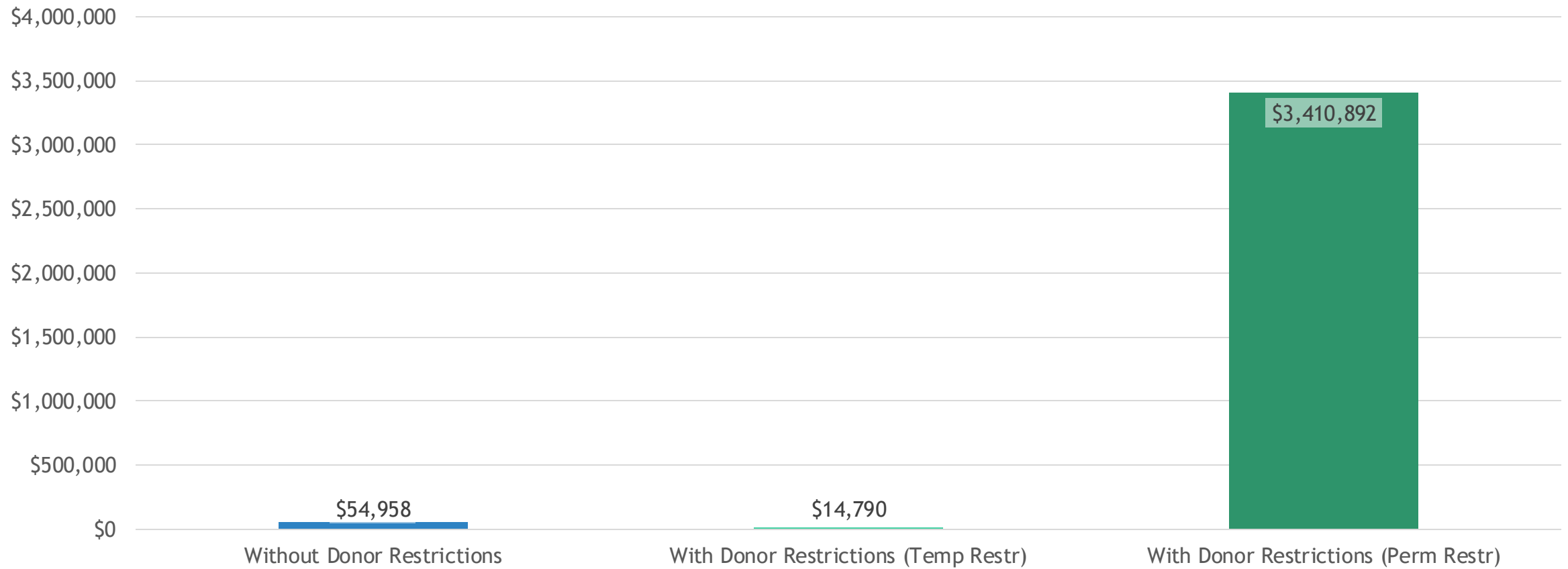


# Operating Income Statement YTD

■ 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](#)

▶ [2024-25 Board Calendar](#)

▶ [June 2024 financial reports](#)

▶ [July 2024 financial reports](#)

▶ [August Gift Report](#)