

WASHBURN UNIVERSITY
ALUMNI ASSOCIATION
AND FOUNDATION

2020-21 AT A GLANCE



Dear donors and friends,



I am so pleased to share with you this update on the success of the Washburn University Alumni Association and Foundation and the support we received from friends and donors like you for 2020-21.

As you probably heard, our fundraising year ended with a bang, as we received an incredible commitment of \$10.2 million from anonymous donors. This gift – the largest single gift in the university’s history – will be nothing short of transformational for Washburn, funding scholarships and kickstarting several important new capital projects that will set the course for the future of our campus for years to come.

That game-changing gift helped cement a record-breaking fundraising year. All told, despite a year that was full of challenges and uncertainties, nearly 5,000 alumni and donors came together in an incredible show of support for Washburn and our students, joining together to give \$26 million to Washburn. That money went to scholarships and support funds for our students, empowered our faculty and programs and helped fund new campus improvements. We also bookended the year with two major capital projects that our community of donors made possible – the dedication of our best-in-class Indoor Athletic Facility last November and breaking ground on our incredible new home for the Law School this June.

This At-A-Glance will give you a good look at the year-that-was. But as you read it, understand that these are more than just numbers. Every dollar provides opportunity, every donor is a partner with us in our ongoing commitment to excellence, every gift made is potentially a life changed. So I hope you get a sense not only of the momentum and support that your philanthropy helped us build this year, but also the impact on Washburn students of today, and for generations to come. This report is about you – what our incredible community of donors and friends were able to accomplish, and what that means for the future of Washburn, a future that, with your help, looks very bright indeed.

Thank you for all you do for Washburn. And here is to many more great years to come.

A handwritten signature in black ink that reads "Marshall Meek". The script is fluid and cursive.

Marshall Meek

President

Washburn University Alumni Association and Foundation

Governance

The Washburn University Foundation board of trustees comprises some of Washburn's most talented and respected alumni and friends. Trustees represent the University and Foundation to others by serving as ambassadors, building enthusiasm for the University and its programs, encouraging contributions and recruiting and electing new trustees and board members, advisers and supporters.

The Washburn University Foundation board of directors is responsible for the implementation of the strategic mission of the Foundation and Alumni Association and for the oversight and establishment of policies to carry the Foundation and Alumni Association into the future. Directors serve four-year terms upon being nominated and elected by the board of trustees to serve.

In addition to the trustees and directors, the Washburn University Alumni Association board consists of 16 alumni who serve four-year terms with a maximum tenure of eight years.

The three leadership groups demonstrate a strong belief and commitment to Washburn University's mission, goals and priorities and the Alumni Association and Foundation's mission. These individuals are enthusiastic advocates for the Alumni Association and Foundation and the University, including its schools, colleges and units.

Our Initiatives

The Washburn University Alumni Association and Foundation is committed to enhancing the relationship with alumni, friends and community partners, creating opportunities for involvement and promoting and supporting the University.

Throughout the year, we host regional in-person and virtual events – a forum for area alumni and friends to gather and reminisce, renew old friendships and cultivate new ones while learning about what is happening at the University.

We also work to build relationships with our alumni and community partners through stewardship and recognition activities, and we highlight University news and alumni accomplishments through communications like the alumni magazine.

Our fundraising initiatives focus on the needs of the University and the opportunities that can be provided to students to make their education more affordable and meaningful. We focus our efforts on four key areas – scholarships and opportunities for students, faculty support, enhancing programs and state-of-the-art spaces.

FY 2020-21 By the Numbers

FY 2020-21 TOTALS

\$26 Million

Total amount of gifts and pledges

\$14.76 Million

Funds made available to the University

\$234 Million

Total assets*

** Number reflects approximate private support*

1,483

Number of alumni and friends who participated in an event

646

Number of new donors

5,564

Number of alumni who made a gift (6.6% alumni participation in giving)

8,816 TOTAL NUMBER OF GIFTS

STUDENTS

\$4.4 Million

Total scholarship support from privately funded scholarships

1,799

Students receiving privately funded scholarships

\$2,492

Average size of scholarship in FY20*

\$5,109

Average size of a law school scholarship in FY20**

All numbers based on 2020-21 academic year unless otherwise noted

** Numbers reflect approximate private support*

*** Partially funded by donor support*

FACULTY & PROGRAMS

\$844,000

Made available for faculty support

\$3.4 Million

Made available to enhance programs

FY 2020-21 By the Numbers

FACULTY/STAFF CAMPAIGN

\$212,067
raised during 2020-21
Faculty/Staff Campaign

\$104,448
for scholarships
and student support

\$100,761
for faculty and
program support

\$6,858
for capital projects

ALUMNI

55,476 living Washburn alumni

19,567
out of state

17,273 in Kansas
except Shawnee County

18,636 in
Shawnee County

248

Number of new Alumni
Association members





Our Mission

The Washburn University Alumni Association and Foundation is the designated alumni relations, fundraising and gift-stewardship organization for Washburn University. Working collaboratively with the University, we are committed to leading and coordinating the efforts to expand the University's base of private financial support by:

- Enhancing the University's long-term relationships with alumni, friends and community partners,
- Connecting alumni and friends with the Washburn community of students, faculty and alumni to support key initiatives and enhance Washburn's reputation,
- Expanding the University's donor base by raising awareness of the substantive impact and value of private support,
- Recruiting and retaining high-quality, expert and committed volunteers and board members to work to advance the mission and vision of the University,
- Conducting University fundraising campaigns and programs focusing on key priority needs and goals,
- Investing and stewarding the endowment and all gift funds to best ensure a sustainable, growing level of support for the University,
- Maintaining high standards of donor stewardship for all donors to Washburn University, and
- Providing high-quality, centralized advancement support services necessary to create, coordinate and sustain a robust culture of engagement and philanthropy.

Our Core Values

Integrity: We are committed to integrity in all aspects of our business. We recognize the importance and value of demonstrating honesty to preserve confidence and credibility and adhere to the highest ethical standards. We seek to earn the trust of those we serve in all interactions and aspects of the services we provide.

Respect: We are committed to treating all individuals with respect by showing truthfulness, courtesy, openness, respect and professional regard in all interactions. We strive to set an example of service and leadership.

Accountability: We are committed to being held accountable for all activities in which we engage. We comply with all applicable laws and regulations and ensure open and transparent fiscal reporting in adherence with associated policy. We uphold the highest standards of accountability.

Stewardship: We are committed to careful and responsible management of all gifts and thoughtful and planned recognition and acknowledgment of donors who have entrusted us to administer their gifts for the betterment of the Washburn community. Our donors are partners in achieving common goals and, as such, each staff member adheres to the principles of the Donor Bill of Rights in all activities.

Responsiveness: We are committed to providing interactions and services that respond to the needs of those we serve and continually seek opportunities for enhancement. We respond to inquiries in an effective and timely manner. We depend upon and welcome suggestions and input from donors and volunteers to improve performance and strengthen partnerships.

Collaboration and Teamwork: We believe our organization is enhanced when we support each other and those we serve. We strive to be team players and believe collaborating with colleagues leads to superior solutions, enhanced creativity, improved coordination and ultimately enhanced performance and outcomes.

Continuous Improvement: We are committed to a continual focus on identifying opportunities to enhance our processes, activities and services internally and externally. We believe this approach results in increased customer satisfaction, improved performance, more efficient use of resources and higher quality of service.



Washburn University Alumni Association and Foundation is committed to building a community of support to continuously strengthen Washburn University and enhancing the educational opportunities and experiences of our students. We build lifelong partnerships with alumni and friends, and secure, invest and steward private financial support.

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