

WASHBURN UNIVERSITY  
ALUMNI ASSOCIATION  
AND FOUNDATION

2017-18 AT A GLANCE



# Dear donors and friends,



Last year, thousands of Ichabods came together and said they wanted to continue being a part of Washburn University's story.

Through your generosity and engagement with Washburn, you are supporting the untold stories of current and future Ichabods. This report highlights our efforts this past fiscal year and the impact they have on Washburn University, our students, and our faculty and staff.

The generosity and dedication of our donors continues to amaze me. A record 6,380 individuals gave to Washburn last year donating a total of \$14.1 million. Donors gave a record \$6.5 million to spaces including \$2.6 million to the School of Law building campaign. The Indoor Athletics Facility also recently achieved its fundraising goal of \$6 million.

We documented 23 new planned gifts to Washburn University last year, meaning 23 individuals or couples made Washburn a part of their estate and their legacy, committing \$5.8 million in future gifts. Thanks to donors, 1,843 students received \$4.7 million in scholarships, making their dream of an education a more attainable goal.

Last year, we were honored to host Ichabods at more than 100 events where we gathered together to share stories and engage with other alumni and friends. On behalf of the entire staff of the Washburn University Alumni Association and Foundation, we are honored to meet with Ichabods like you and help you enhance your connection and engagement with Washburn University.

Thank you for all you do for Washburn.

A handwritten signature in black ink that reads "Marshall Meek". The signature is written in a cursive, slightly stylized font.

Marshall Meek

*President*

*Washburn University Alumni Association and Foundation*

# 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 events locally, regionally and nationally – 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 through our communication efforts on what is happening at the University and fellow alumni accomplishments.

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 2017-18 By the Numbers

## FY 2017-18 TOTALS

**\$14.1 Million**

Total amount of current and future gifts

**\$14.7 Million**

Funds made available to the University

**\$200 Million**

Total assets\*

*\* Number reflects approximate private support*

**4,544**

Number of alumni and friends who participated in at least one activity or event

**1,653**

Number of new donors

**4,647**

Number of alumni who made a gift (9.6% alumni participation in giving)

**6,380** RECORD TOTAL NUMBER OF DONORS

## STUDENTS

**\$4.7 Million**

Total scholarship support from privately funded scholarships

**1,843**

Students receiving privately funded scholarships

**\$2,561**

Average size of scholarship in FY17\*

**\$5,148**

Average size of a law school scholarship in FY16\*\*

*All numbers based on 2017-18 academic year unless otherwise noted*

*\* Numbers reflect approximate private support*

*\*\* Partially funded by donor support*

## FACULTY & PROGRAMS

**\$4.1 Million**

Made available for faculty and programs

Approximately

**545**

Sweet Sabbaticals have been awarded to faculty members

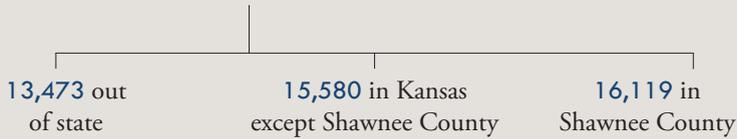
# FY 2017-18 By the Numbers

## FACULTY/STAFF CAMPAIGN



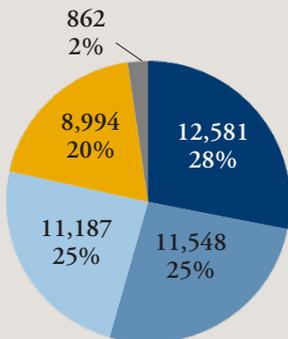
## ALUMNI

45,172 living Washburn alumni



**282**

Number of new Alumni Association members



### ALUMNI BY AGE

- 35 and younger
- 36 to 50
- 51 to 65
- 66 and older
- Unknown



## Highlights

The Washburn University Alumni Association and Foundation sponsors activities throughout the year to engage alumni across the country, increase financial support for the University and thank donors for their support. Here are some highlights of the past year's activities and accomplishments.

- Raised more than \$14.1 million to support the University
- Sponsoring more than 100 events on campus and around the country with more than 4,500 unique participants (many of whom attended multiple events)
- Sponsoring a fourth consecutive Washburn Day at the K in May with more than 450 people at the tailgate and more than 600 Ichabod fans at the game



# Highlights

- Hosting Movie Night on the Jumbotron in the spring, bringing hundreds of individuals from the community onto campus to enjoy a family movie at Moore Bowl at Yager Stadium
- Showcasing outstanding alumni through signature programs such as Wake Up with Washburn Breakfast Lecture Series, Alumni Fellows program and Alumni Awards Banquet
- Publishing *The Ichabod* magazine, the Ichabod Insider, Ichabod Athletics Spotlight, *The Washburn Lawyer* magazine and the Washburn University School of Law e-newsletter to keep alumni informed about their fellow classmates, campus updates, faculty, staff, students, athletics and more
- Supporting the alumni giving organizations such as Washburn Women's Venture Partners and the Washburn Women's Alliance
- Sponsoring international travel opportunities for alumni
- Providing stewardship information to deans, department chairs and directors, so they can send thank you letters to donors who support their programs
- Hosting monthly After Hour socials and home football tailgate parties
- Hosting a crowdfunding website for use by programs to raise money for opportunities and needs at the University
- Hosting an annual Giving Day that raised more than \$100,000 for programs and student scholarships last year
- Maintaining a robust, comprehensive alumni and donor database





## 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.



## 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.





*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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