



**EXECUTIVE COMMITTEE
JULY PACKET**

1) CONSENT AGENDA

- A. June 2020 Minutes
- B. Committee Reports

2) TREASURER REPORT

- A. Income Statement (Restricted and Non-Restricted)
- B. Balance Sheet
- C. Monthly Gift Report

3) REPORT FROM THE COLLEGE

4) EXECUTIVE DIRECTOR REPORT

- A. Spring Appeal
- B. Board Orientation
- C. Board Retreat

Upcoming Events:

Board Orientation – August 17
Board Retreat – September 21

Upcoming Meetings:

Full Board Meeting – September 21
Budget & Finance Committee – August 3
Events & Outreach Committee – September 14
Executive Committee – TBD



EXECUTIVE COMMITTEE

MINUTES

June 8, 2020

Via Zoom

MEMBERS PRESENT: Brenda Alcalá, Beverly Jagla, Ron Lodge, President Jim Richardson

MEMBERS ABSENT: Barbara Carrillo, Lise Louer, Robert Sandidge

STAFF PRESENT: Holly Bernard-Jones, Rachel Evey

Meeting called to order at 4:06 pm.

1) CONSENT AGENDA

- A. May 2020 minutes approved by consent.
- B. Committee Reports: Membership Committee has formally dissolved, and Executive Committee will oversee recruitment. Events & Outreach Committee reviewed draft 2020-21 work plan. Barbara Carrillo stepped down as chair. April Clayton will be events & outreach chair for 2020-21. Budget & Finance Committee reviewed updated draft budget.

2) TREASURER REPORT: Actuals are at deficit of \$50,000, a significantly less amount than budgeted deficit of \$140,000. Spring Appeal gifts are still coming in. Gifts, Grants, and Awards to the College will be distributed this month. Increase in temporarily restricted gifts due to Spring Appeal designations. Brenda working on Winter and Spring Quarter scholarship payouts. Outstanding pledges are for gym floor. Assets are at \$10 million; decrease due to market activity and using \$100,000 from Ted Zacher fund for campaign expenses. Payroll contributions included in gift report. Second chart on report 2019-2020 comparison without 2019 gala revenue.

3) OLD BUSINESS

- A. Board Retreat: Retreat is scheduled for Monday, September 21. Timeline is tentatively a half day starting with lunch and ending with social hour. Membership Committee recommended education and training focused with topics on fundraising, diversity inclusion equity, and legacy giving. Committee also recommended an ad-hoc committee to discuss mission statements. Retreat will be at Cordell, Neher & Co. or on Zoom.

4) NEW BUSINESS

- A. FY 2020-21 Budget: Updated budget reflects addition of event revenue and expenses. Proposed budget does include a significant deficit. Foundation has healthy reserves but needs to make strategic changes to be sustainable. Staffing is highest expense; changes to staff responsibilities have taken place in last year: executive assistant took on data management and alumni relations and foundation coordinator took on annual giving. Executive Committee agreed proposed budget can go onto full board for approval.

- B. Executive Committee At-Large Members: Committee reviewed slate of board members. Don Gurnard will join Executive Committee as at-large member. April Clayton will chair Events & Outreach Committee but is undecided on joining Executive Committee as at-large member. If not, another Events & Outreach Committee member will be asked so committee is represented. Ron Lodge to follow up. Executive Committee agreed proposed slate of board members can go on to full board for approval.
 - C. Board Development Procedure: Thank you to Membership Committee – Beverly Jagla, Sara Lippert, and Lise Louer – for all their hard work. Rachel Evey explained each section of the procedures. Ron Lodge okay to serve as president for another term; Michelle Green reviewed by-laws with Ron Lodge. Executive Committee agreed proposed board development procedures can go onto full board for approval.
- 5) **REPORT FROM THE COLLEGE**: Graduation is June 19 (Wenatchee) and 20 (Omak) by video on YouTube. Some tech and health programs are meeting on campus, following a 26-point COVID checklist. Chelan and Douglas County are still in phase 1 while Okanogan County is in phase 2. Construction on Wells Hall Replacement continues. Office of Financial Management requested colleges to submit a budget with 15% reduction in state funds; governor will review. College fiscal year starts July 1; state congress won't convene until fall. Higher education is in the section of the state budget that can be reduced.
- 6) **EXECUTIVE DIRECTOR REPORT**
- A. Spring Appeal: Revenue at \$6,000 with most gifts going to annual fund and Knights Care Fund. Rachel Evey is very proud of foundation staff for their work on spring appeal which has seen an increase in giving over prior years.
 - B. 2020-21 Work Plan: Committee reviewed draft 2020-21 work plan. Rachel Evey discussed each section, specifically touching on appeals and events.

Meeting adjourned at 4:55 pm.

Meeting minutes prepared by Holly Bernard-Jones.



COMMITTEE REPORTS

July 2020

Events and Outreach – *April Clayton*

- The committee has 2 new members: Jordan Jessup and Lyle Markhart.
- The committee discussed fall scholarship reception and agreed to hold it as a virtual event.
- The committee discussed fall scholarship appeal and decided on theme, promotions, donor recognition, and communications.

Budget and Finance – *Brenda Alcalá*

- The committee has 3 new members: Xavier Arinez, Barry Leahy, and Brett Peterson.
- The Arneil estate gift was received by the foundation on June 23. The gift is unrestricted so the board can choose how to designate. Options discussed were adding to operating reserves, apply to capital campaign, or establish an unrestricted endowment. The gift will be in a separate unrestricted fund until a decision is made.
- The foundation has engaged Goetz, Bailey, & Yale P.S. to begin audit preparations. The goal will be to have audited financials presented in September.

Wenatchee Valley College Foundation

Unrestricted Income Statement - Overview

Period Ending 05/31/2020

	FY 2019-20 Budget	Actuals	Variance
	Year-to-date	Year-to-date	Year-to-date
INCOME			
Annual Fund	\$111,416.66	\$58,060.89	\$53,355.77
Assessments/Investments	\$131,208.32	\$142,522.66	(\$11,314.34)
In-kinds	\$236,352.90	\$204,048.05	\$32,304.85
TOTAL INCOME	\$478,977.88	\$404,631.60	\$74,346.28
EXPENSE			
Administration	(\$271,545.80)	(\$234,302.18)	(\$37,243.62)
Programming	(\$20,750.00)	(\$14,425.19)	(\$6,324.81)
Events	(\$33,699.16)	(\$2,757.40)	(\$30,941.76)
Gifts, Grants, & Awards	(\$57,000.00)	\$0.00	(\$57,000.00)
In-kinds	(\$236,352.90)	(\$204,048.05)	(\$32,304.85)
TOTAL EXPENSE	(\$619,347.86)	(\$455,532.82)	(\$163,815.04)
NET SURPLUS/(DEFICIT)	(\$140,369.98)	(\$50,901.22)	(\$89,468.76)

Wenatchee Valley College Foundation

Unrestricted Income Statement - Detailed

Period Ending 05/31/2020

	FY 2019-20 Budget	Actuals	Variance
	Year-to-date	Year-to-date	Year-to-date
INCOME			
Annual Fund			
Employee Payroll Contributions	\$6,416.66	\$4,409.07	\$2,007.59
Contributions/Donations	\$80,000.00	\$51,651.82	\$28,348.18
Business Sponsorships	\$25,000.00	\$2,000.00	\$23,000.00
Total Annual Fund	\$111,416.66	\$58,060.89	\$53,355.77
Assessments/Investments			
Management Fees	\$100,833.33	\$117,856.52	(\$17,023.19)
Program Assessment	\$7,000.00	\$8,696.54	(\$1,696.54)
Investment Income - Dividends (CF)	\$22,916.66	\$8,703.40	\$14,213.26
Gain/Loss on Investments - Stifel	\$0.00	\$0.06	(\$0.06)
CVB Interest	\$458.33	\$339.71	\$118.62
Gain/Loss on Investments - CF	\$0.00	\$6,926.43	(\$6,926.43)
Total Assessments/Investments	\$131,208.32	\$142,522.66	(\$11,314.34)
In-kinds			
In-kind Contributions	\$0.00	\$34.50	(\$34.50)
In-kind Contributions-WVC	\$236,352.90	\$204,013.55	\$32,339.35
Total In-kinds	\$236,352.90	\$204,048.05	\$32,304.85
TOTAL INCOME	\$478,977.88	\$404,631.60	\$74,346.28
EXPENSE			
Administration			
CF Administrative Fees	\$18,333.33	\$10,534.06	\$7,799.27
Software	\$30,000.00	\$22,804.67	\$7,195.33
Merchant Service Fees	\$2,291.66	\$936.90	\$1,354.76
Bank Fees	\$137.50	\$27.80	\$109.70
Legal and Accounting	\$20,000.00	\$20,200.00	(\$200.00)

	FY 2019-20 Budget	Actuals	Variance
	Year-to-date	Year-to-date	Year-to-date
Dues, Memberships, & Sponsorships	\$4,500.00	\$4,491.08	\$8.92
Newsletters/Booklets	\$3,500.00	\$750.00	\$2,750.00
Mailings	\$650.00	\$489.46	\$160.54
Broker Investment Fees	\$4,125.00	\$1,977.94	\$2,147.06
Meals and Entertainment	\$1,833.33	\$322.37	\$1,510.96
Advertising	\$1,000.00	\$936.45	\$63.55
Board & Committee Expenses	\$3,666.66	\$1,477.68	\$2,188.98
Office Supplies	\$2,750.00	\$2,152.55	\$597.45
Mileage Reimbursement	\$916.66	\$68.08	\$848.58
Staff and Board Professional Development	\$9,166.66	\$6,624.42	\$2,542.24
Salaries and Wages	\$120,000.00	\$114,822.40	\$5,177.60
Payroll Taxes	\$9,625.00	\$8,574.93	\$1,050.07
Medical Benefits	\$23,500.00	\$23,489.65	\$10.35
Retirement Contributions	\$13,900.00	\$12,359.70	\$1,540.30
Wages and Benefits - Other	\$1,650.00	\$1,262.04	\$387.96
Total Administration	(\$271,545.80)	(\$234,302.18)	(\$37,243.62)
Programming			
Employee Campaign	\$500.00	\$191.25	\$308.75
Year End Appeal	\$5,500.00	\$3,013.82	\$2,486.18
Spring Appeal	\$2,000.00	\$2,386.72	(\$386.72)
Alumni Programming	\$2,000.00	\$632.50	\$1,367.50
Networking	\$2,750.00	\$814.90	\$1,935.10
Stewardship	\$5,000.00	\$4,413.30	\$586.70
Staff & Board Retreat	\$3,000.00	\$2,972.70	\$27.30
Total Programming	(\$20,750.00)	(\$14,425.19)	(\$6,324.81)
Events			
Community Appreciation Series	\$2,108.33	\$610.40	\$1,497.93
Donor Events	\$5,215.83	\$2,147.00	\$3,068.83
Alumni Events	\$1,375.00	\$0.00	\$1,375.00
Gala	\$25,000.00	\$0.00	\$25,000.00
Total Events	(\$33,699.16)	(\$2,757.40)	(\$30,941.76)
Gifts, Grants, & Awards			
Gifts Grants Awards to College	\$57,000.00	\$0.00	\$57,000.00

	FY 2019-20 Budget	Actuals	Variance
	Year-to-date	Year-to-date	Year-to-date
Total Gifts, Grants, & Awards	(\$57,000.00)	\$0.00	(\$57,000.00)
In-kinds			
In-Kind Gifts	\$0.00	\$34.50	(\$34.50)
In-Kind WVC Payroll	\$236,352.90	\$204,013.55	\$32,339.35
Total In-kinds	(\$236,352.90)	(\$204,048.05)	(\$32,304.85)
TOTAL EXPENSE	(\$619,347.86)	(\$455,532.82)	(\$163,815.04)
NET SURPLUS/(DEFICIT)	(\$140,369.98)	(\$50,901.22)	(\$89,468.76)

Wenatchee Valley College Foundation
Income Statement per Restrictions
 Period Ending 05/31/2020

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenues				
Employee Payroll Contributions	\$4,409.07	\$0.00	\$0.00	\$4,409.07
Contributions/Donations	\$51,651.82	\$0.00	\$0.00	\$51,651.82
Business Sponsorships	\$2,000.00	\$0.00	\$0.00	\$2,000.00
In-kind Contributions	\$34.50	\$0.00	\$0.00	\$34.50
In-kind Contributions-WVC	\$204,013.55	\$0.00	\$0.00	\$204,013.55
Management Fees	\$117,856.52	\$0.00	\$0.00	\$117,856.52
Program Assessment	\$8,696.54	\$0.00	\$0.00	\$8,696.54
Investment Income - Dividends (CF)	\$8,703.40	\$0.00	\$0.00	\$8,703.40
Gain/Loss on Investments - Stifel	\$0.06	\$0.00	\$0.00	\$0.06
CVB Interest	\$339.71	\$0.00	\$0.00	\$339.71
Gain/Loss on Investments - CF	\$6,926.43	\$0.00	\$0.00	\$6,926.43
Contributions/Donations	\$0.00	\$188,095.48	\$0.00	\$188,095.48
In-kind Contributions	\$0.00	\$215.00	\$0.00	\$215.00
Investment Income - Dividends (CF)	\$0.00	\$5,461.07	\$0.00	\$5,461.07
Gain/Loss on Investments - CF	\$0.00	\$3,940.09	\$0.00	\$3,940.09
Interest Earned on CD	\$0.00	\$8,679.52	\$0.00	\$8,679.52
Contributions/Donations	\$0.00	\$0.00	\$112,490.13	\$112,490.13
Scholarships	\$0.00	\$0.00	(\$3,000.00)	(\$3,000.00)
Investment Income - Dividends (CF)	\$0.00	\$0.00	\$147,073.01	\$147,073.01
Gain/Loss on Investments - CF	\$0.00	\$0.00	\$107,800.80	\$107,800.80
Total Revenues	\$404,631.60	\$206,391.16	\$364,363.94	\$975,386.70
Expenses				
CF Administrative Fees	\$10,534.06	\$0.00	\$0.00	\$10,534.06
Employee Campaign	\$191.25	\$0.00	\$0.00	\$191.25
Software	\$22,804.67	\$0.00	\$0.00	\$22,804.67
Community Appreciation Series	\$610.40	\$0.00	\$0.00	\$610.40

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Merchant Service Fees	\$936.90	\$0.00	\$0.00	\$936.90
Bank Fees	\$27.80	\$0.00	\$0.00	\$27.80
Donor Events	\$2,147.00	\$0.00	\$0.00	\$2,147.00
Legal and Accounting	\$20,200.00	\$0.00	\$0.00	\$20,200.00
Dues, Memberships, & Sponsorships	\$4,491.08	\$0.00	\$0.00	\$4,491.08
Insurance	\$3,200.00	\$0.00	\$0.00	\$3,200.00
Year End Appeal	\$3,013.82	\$0.00	\$0.00	\$3,013.82
Newsletters/Booklets	\$750.00	\$0.00	\$0.00	\$750.00
Spring Appeal	\$2,386.72	\$0.00	\$0.00	\$2,386.72
Mailings	\$489.46	\$0.00	\$0.00	\$489.46
Broker Investment Fees	\$1,977.94	\$0.00	\$0.00	\$1,977.94
Alumni Programming	\$632.50	\$0.00	\$0.00	\$632.50
Meals and Entertainment	\$322.37	\$0.00	\$0.00	\$322.37
Advertising	\$936.45	\$0.00	\$0.00	\$936.45
Board & Committee Expenses	\$1,477.68	\$0.00	\$0.00	\$1,477.68
Office Supplies	\$2,152.55	\$0.00	\$0.00	\$2,152.55
Networking	\$814.90	\$0.00	\$0.00	\$814.90
In-Kind Gifts	\$34.50	\$0.00	\$0.00	\$34.50
In-Kind WVC Payroll	\$204,013.55	\$0.00	\$0.00	\$204,013.55
Stewardship	\$4,413.30	\$0.00	\$0.00	\$4,413.30
Mileage Reimbursement	\$68.08	\$0.00	\$0.00	\$68.08
Staff & Board Retreat	\$2,972.70	\$0.00	\$0.00	\$2,972.70
Staff and Board Professional Development	\$6,624.42	\$0.00	\$0.00	\$6,624.42
Salaries and Wages	\$114,822.40	\$0.00	\$0.00	\$114,822.40
Payroll Taxes	\$8,574.93	\$0.00	\$0.00	\$8,574.93
Medical Benefits	\$23,489.65	\$0.00	\$0.00	\$23,489.65
Retirement Contributions	\$12,359.70	\$0.00	\$0.00	\$12,359.70
Wages and Benefits - Other	\$1,262.04	\$0.00	\$0.00	\$1,262.04
Program Expenses	\$0.00	\$127,685.31	\$0.00	\$127,685.31
CF Administrative Fees	\$0.00	\$6,667.12	\$0.00	\$6,667.12
Broker Investment Fees	\$0.00	\$1,253.52	\$0.00	\$1,253.52
Scholarships Awarded	\$0.00	\$22,536.41	\$0.00	\$22,536.41
Gifts Grants Awards to College	\$0.00	\$993,709.53	\$0.00	\$993,709.53
In-Kind Gifts	\$0.00	\$215.00	\$0.00	\$215.00
CF Administrative Fees	\$0.00	\$0.00	\$169,516.51	\$169,516.51
Broker Investment Fees	\$0.00	\$0.00	\$31,958.46	\$31,958.46
Scholarships Awarded	\$0.00	\$0.00	\$2,000.00	\$2,000.00

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Total Expenses	\$458,732.82	\$1,152,066.89	\$203,474.97	\$1,814,274.68
Transfers				
Project Transfers	\$62,208.98	\$0.00	\$0.00	\$62,208.98
Project Transfers	\$0.00	(\$67,008.98)	\$0.00	(\$67,008.98)
Project Transfers	\$0.00	\$0.00	\$4,800.00	\$4,800.00
Total Transfers	\$62,208.98	(\$67,008.98)	\$4,800.00	\$0.00
Gains				
Unrealized Gains and Losses	(\$6,617.37)	\$0.00	\$0.00	(\$6,617.37)
Unrealized Gains and Losses	\$0.00	(\$3,661.99)	\$0.00	(\$3,661.99)
Unrealized Gains and Losses	\$0.00	\$0.00	(\$120,323.82)	(\$120,323.82)
Total Gains	(\$6,617.37)	(\$3,661.99)	(\$120,323.82)	(\$130,603.18)
BEGINNING RETAINED EARNINGS	\$1,148,260.75	\$1,483,770.21	\$8,406,018.52	\$11,038,049.48
NET SURPLUS/(DEFICIT)	(\$122,927.57)	(\$882,328.74)	\$35,765.15	(\$969,491.16)
ENDING RETAINED EARNINGS	\$1,025,333.18	\$601,441.47	\$8,441,783.67	\$10,068,558.32

Wenatchee Valley College Foundation

Balance Sheet

As of 05/31/2020

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Assets				
CVB - Checking	\$56,837.87	\$0.00	\$0.00	\$56,837.87
CVB - Money Market	\$8,028.37	\$0.00	\$0.00	\$8,028.37
Investments - Stifel	\$109.33	\$0.00	\$0.00	\$109.33
Investments - CF	\$176,542.66	\$0.00	\$0.00	\$176,542.66
Fair Market Value Adjustment	\$291,929.00	\$0.00	\$0.00	\$291,929.00
Management Fees Receivable	\$10,069.93	\$0.00	\$0.00	\$10,069.93
Other Receivables	\$498,374.00	\$0.00	\$0.00	\$498,374.00
CVB - Checking	\$0.00	\$350,835.56	\$0.00	\$350,835.56
CVB - Money market	\$0.00	\$11,404.80	\$0.00	\$11,404.80
Investments - CF	\$0.00	\$126,997.66	\$0.00	\$126,997.66
Fair Market Value Adjustment	\$0.00	\$170,072.26	\$0.00	\$170,072.26
Pledges Receivable	\$0.00	\$26,000.00	\$0.00	\$26,000.00
Discounts on Pledges	\$0.00	(\$3,586.53)	\$0.00	(\$3,586.53)
Other Receivables	\$0.00	\$6,666.67	\$0.00	\$6,666.67
Tangible Assets	\$0.00	\$29,870.00	\$0.00	\$29,870.00
CVB - Checking	\$0.00	\$0.00	\$12,272.01	\$12,272.01
Investments - CF	\$0.00	\$0.00	\$6,572,341.66	\$6,572,341.66
Fair Market Value Adjustment	\$0.00	\$0.00	\$1,951,552.00	\$1,951,552.00
Total Assets	\$1,041,891.16	\$718,260.42	\$8,536,165.67	\$10,296,317.25

Liabilities and Retained Earnings

Liabilities

Payroll Liabilities	\$12,628.34	\$0.00	\$0.00	\$12,628.34
WVC Annual Funding - Awards Payable	\$3,929.64	\$0.00	\$0.00	\$3,929.64
Scholarships Payable	\$0.00	\$25,987.00	\$0.00	\$25,987.00
Nurses for Tomorrow - WVC	\$0.00	\$81,891.76	\$0.00	\$81,891.76

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Nurses for Tomorrow - Omak	\$0.00	\$8,940.19	\$0.00	\$8,940.19
Scholarships Payable	\$0.00	\$0.00	\$89,582.00	\$89,582.00
WVC Annual Funding - Awards Payable	\$0.00	\$0.00	\$4,800.00	\$4,800.00
Total Liabilities	\$16,557.98	\$116,818.95	\$94,382.00	\$227,758.93
Retained Earnings				
Unrestricted	\$1,025,333.18	\$0.00	\$0.00	\$1,025,333.18
Temporarily Restricted	\$0.00	\$601,441.47	\$0.00	\$601,441.47
Permanently Restricted	\$0.00	\$0.00	\$2,101,409.89	\$2,101,409.89
Return to Endowment	\$0.00	\$0.00	\$6,340,373.78	\$6,340,373.78
Total Retained Earnings	\$1,025,333.18	\$601,441.47	\$8,441,783.67	\$10,068,558.32
Total Liabilities and Retained Earnings	\$1,041,891.16	\$718,260.42	\$8,536,165.67	\$10,296,317.25

Wenatchee Valley College Foundation

June Gift Report

Susan Adkins	Don and Debbie Gurnard	Michael and Danielle Nicholson
Brenda Alcala	Rebecca Hargrove	Keith and Beth Nonemaker
Leanne Alexander	Claver Hategekimana	David and Patricia Notter
Karen and Russell Alman	Andrew and Maggie Hersh-Tudor	Barbara Oldham
Anonymous	Shawn Hunstock	Monte and Judy Olson
Kathleen Arneil	Zack Jacobson	Rudi Pauly
Karen Arnold	Beverly Jagla	Janet Petrie and Gregory Etchison
Betty Avery	Micky Jennings	Beverly Puterbaugh
Jerry Baird	James and Judy Jensen	Ric Richmond and Peggy Radewan
Connie Bean	Dennis and Sharron Johnson	Angela Russell
Andrew Behler	Greg and Lisa Jourdan	Charles and Joann Sears
Holly D. Bernard-Jones	Kerin Keys and Reuben Hart	Jolly Ann Seyster
Building Changes	Donald and Mardine Larsen	Libby and Eric Siebens
Jenny and Armando Capelo	Leavenworth Rotary Club	Leonard and Judy Singhose
Barbara Carrillo	Sara Lippert	Tria Skirko
Wilma Cartagena	Ron and Jeanne Lodge	Robert and Lorretta Smet
Mark and Elizabeth Chen	Lise and Jim Louer	Suzanne Sorom
Kathy Coffman	Suzanne MacPherson	Alexandria Steen
Pam and William Cronrath	Judy Marsalis and Bob Vorce	Terrance and Karen Stuller
Rachel and Matthew Evey	MDU Resources Foundation	Erin Tofte-Nordvik
Darlene Frack	Alice and Tim Meyer	Sharon and Stephen Wiest
Brenda Galvan	Edgar Meyer	Joshua Wood
Leo and Karen Garcia	John Murray and Susan Braun	James Yelland
Edward and Joan Grubb	Neil Neroutsos	

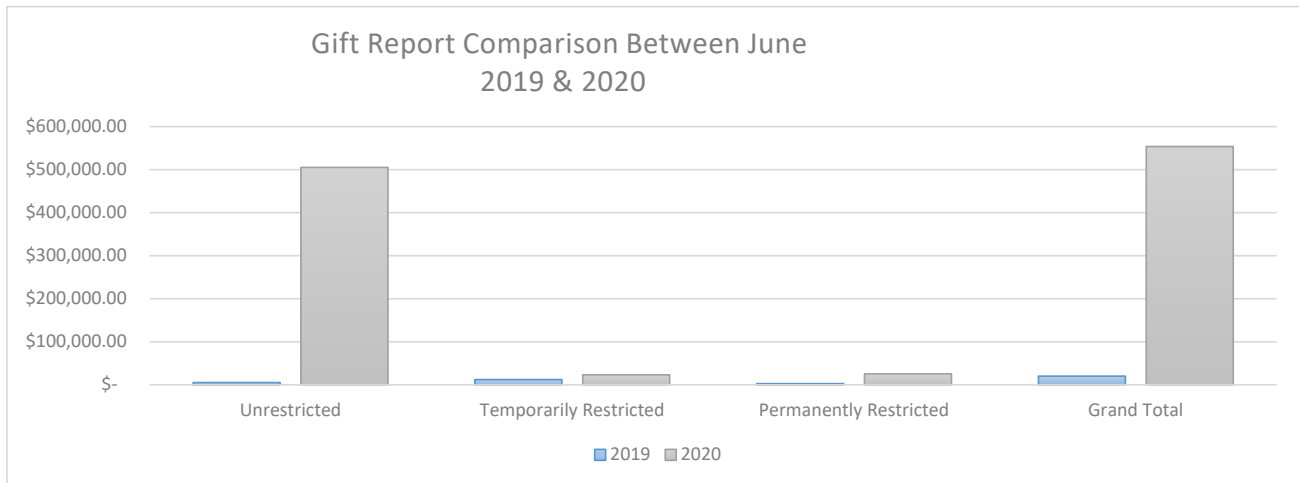
Unrestricted:	\$	505,164.06
Temporarily Restricted:	\$	23,183.00
Permanently Restricted:	\$	25,400.00
Grand Total:	\$	553,747.06

71 Donor(s)

[Turn to View Graph & Statistics](#)

Graph & Statistics

Restriction Classification	2019	2020
Unrestricted	\$ 5,173.13	\$ 505,164.06
Temporarily Restricted	\$ 12,210.00	\$ 23,183.00
Permanently Restricted	\$ 2,750.00	\$ 25,400.00
Grand Total	\$ 20,133.13	\$ 553,747.06
	62 Donor(s)	71 Donor(s)



Restriction Classification w/out Arneil Contribution	2019	2020
Unrestricted	\$ 5,173.13	\$ 7,415.00
Temporarily Restricted	\$ 12,210.00	\$ 23,183.00
Permanently Restricted	\$ 2,750.00	\$ 25,400.00
Grand Total	\$ 20,133.13	\$ 55,998.00
	62 Donor(s)	70 Donor(s)

Stats:

- 6 Recurring Gifts from Board Members
- 10 Recurring Gift from Donor
- 19 WVC Employee Contributions

President's Report

July 2020

- Slightly up in enrollment for summer. Not sure about fall as students are taking longer to decide what to do in fall.
- The NWAC has canceled all fall sports except golf and cross country (which WVC does not have). Fall sports are scheduled to start in winter and spring quarters.
- We will open with a hybrid model for fall. Almost all lecture classes will be online, with some having periodic face to face for small groups. Technical labs and medical labs will be on campus with proper social distancing and masks. Science labs hope to be on campus at least part time.
- All employees and students will be required to wear masks and social distance. Employees who are able to continue to work from home will be allowed to do so.
- There are many more detailed guidelines under the governor's plan to reopen higher education, but our main focus will continue to be the health and safety of our students and staff.

Executive Director Report

July 2020

Spring Appeal

This year's spring appeal had a multi-channel outreach to an expanded list of constituents. There were 3 mailed pieces to roughly 1,300 households. Households included recent donors, lapsed donors, potential donors, and retired WVC employees. Digital appeals included Facebook posts, Facebook videos, WVC All-District videos, and emails.

Data for past spring appeals is sparse. In the attached full report, the results of the 2020 spring appeal is compared to the 2019 year-end appeal. We saw a higher number of donors for the spring appeal than year-end, though a lower amount raised. The higher cost of the spring appeal was due to 1 additional mail piece (3 for spring, 2 for year-end).

Overall, the spring appeal was a great success.

Board Orientation

The board orientation is scheduled for August 17 via Zoom. The current agenda includes:

- I. Welcome and Introductions – Rachel Evey
- II. History of WVC – Ron Lodge
- III. WVC Now: 2018-2023 Strategic Plan – Jim Richardson
- IV. Core Theme Councils – Panel of WVC Cabinet
- V. Questions and Close – Rachel Evey

New board members have been individually invited to attend. The board as a whole will be invited in the Monday Minute on July 13.

Board Retreat

The annual board retreat is scheduled for September 21 via Zoom. Per the recommendation of the retired membership committee, the retreat will be education and training focused. Training topics will include fundraising, diversity equity inclusion, and legacy giving.



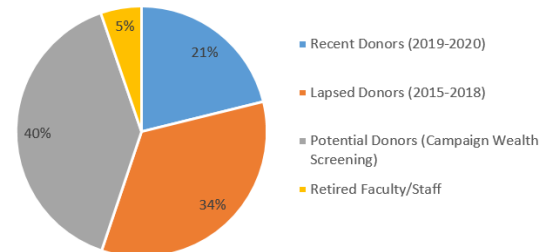
2020 Spring Appeal Report

	Amount Raised	Number of donors
Unrestricted gifts	\$6,455	31 donors
Designated gifts	\$4,065	24 donors
2020 TOTAL	\$10,520	55 donors
2019 Year End TOTAL	\$13,835	31 donors

Mail appeals:

	2020	2019 YEAR END
Pre-Appeal Letter	1,347	-
Panel Card	1,347	1,688
Postcard	1,306	1,688

Audience Type



Online appeals:

Facebook Posts	9	April 20 – June 18
Engagements	109	Likes, comments, shares
Impressions	2446	Number of times post is seen
Facebook Videos	9	April 20 – June 18
Engagements	421	Likes, comments, shares
Impressions	3921	Number of times post is seen
Emails	3	Approx. 3,700 recipients
Average Open Rate	15%	Percentage of people that open email
Average Click Rate	0.4%	Percentage of people that click a link

Expenses:

	2020	2019 YEAR END
Printing:	\$1,294.82	\$1,284.55
Postage & Handling:	\$1,956.49	\$1,348.27
TOTAL	\$3,251.31	\$2,632.82