



BOARD OF DIRECTORS AGENDA

Monday, January 22, 2024 - 12:00pm- 1:30pm ~ Maguire Conference Center-- [Zoom](#)

CALL TO ORDER

INTRODUCTION: Emily Scovill, WVC Foundation Communications Specialist

1) CONSENT AGENDA

- A. December 2023 Minutes

2) REPORT FROM THE COLLEGE - *President Harrison*

3) BOARD EDUCATION

WVC Alumni Network – *Lupe Brito*

4) TREASURER'S REPORT – *Rachel Evey*

- A. Operating Income Statement
- B. Income Statement Per Restrictions
- C. Balance Sheet
- D. Monthly Gift Report

5) OLD BUSINESS

- A. Year-End Appeal
- B. Scholarship Program

6) NEW BUSINESS

- A. Donor Appreciation Event

7) EXECUTIVE DIRECTOR REPORT – *Rachel Evey*

- A. Major Donor Activity
 - i. Pixieann Zacher Kalcic
 - ii. L. Martin and Virginia Mares
 - iii. Christopher Stahler
- B. Upcoming Events
 - i. Knight at the Wild- Feb. 9
 - ii. Business After Hours- Feb. 29
- C. Wenatchee Rotary Club
- D. Out of Office: March 4-22

ADJOURNMENT

Upcoming Events:

Knight at the Wild- 2/9

Upcoming Meetings:

Budget & Finance- 2/5

Development- 2/7

Executive- 2/12

Time

4pm

12pm

4pm

[Board Portal- click here](#)

[Zoom link- Join here](#)



BOARD OF DIRECTORS MINUTES

December 18, 2023

Members Present: Brenda Alcala, Xavier Arinez, Jennifer Babcock, April Clayton, Bianca Ebreo, Chelsea Ewer, Daryl Ferguson, Jessica Gilmore, Don Gurnard, Bárbara Guzmán, President Faimous Harrison, Beverly Jagla, Jordan Jessup, Barry Leahy, Ron Lodge, Bryce Mackay, Danielle Marchant, Lyle Markhart, Brett Peterson, Steven Wilkinson, Joshua Wood

Members Absent: Kathy Coffman, Cathy Rixey

Staff Present: Rachel Evey, Ellora La Shier, Jill Leonard, Mireya Sanchez

CALL TO ORDER 12:00pm

1) CONSENT AGENDA

- A. November 2023 Minutes- approved by consent without changes.
- B. Monthly Financial Reports- approved as part of the consent agenda without commentary.
- C. Committee Report- no questions or discussion.

2) BOARD EDUCATION

Strategic Enrollment & Community Partnerships – *Pedro Navarette*

- A. Pedro is WVC's associate vice president of strategic enrollment and community partnerships. This is a new position to the college. Overview presentation on enrollment and community partnership plans. Discussion of how enrollment shifts throughout the year, what impacts those numbers, and how the rural spread of our district area can affect enrollment. Partnerships with local K-12 districts, nonprofits, local government, and small businesses can help gauge what the community needs are and how the college can meet those industry needs. Commentary from President Harrison on the connections within the community and how the initiatives can be implemented to improve the K12-college pipeline. Slides from this presentation will be sent to all board members for review after the board meeting.

3) REPORT FROM THE COLLEGE – *President Harrison*

- A. A national search will take place to fill a campus administrator position at the Omak campus, to provide more clearly defined leadership in that area.

4) TREASURER'S REPORT – *Jennifer Babcock*

- A. **Action:** [FY22-23 Audited Financial Statements](#)- presented in detail at the Budget & Finance meeting earlier this year, with recommendation from that committee to approve the statements as presented.

Motion from Barry Leahy to approve the statements as presented. Second from Ron Lodge. Motion carries without dissent or abstention.

5) OLD BUSINESS

- A. Year-end Appeal- this is a “valley” year due to current federal tax laws that create incentives for most donors to give their large gifts every other year. Board members are reminded not to worry if our end of year giving is down this year. One factor that contributes to this year’s appeal numbers being low is issue with print shop delay.
 - i. Give NCW- numbers are currently down this year across the board for all organizations. We are about halfway to the goal for the “Give to All” feature that will put us in the running for an additional fund giveaway.
 - ii. Giving Tuesday- good results, we are updating our payment systems to make sure we remain eligible to participate in social media fundraising events.
 - iii. Employee Giving Campaign- we met our end of year goal at the end of November; there’s been a great turnout with our campus community giving and really participating in our social media campaigns.

6) NEW BUSINESS

- A. Scholarship Program Update- memo included in packet covers fall results. Projected to award \$650K for the entire academic year, with prioritization given to renewal awards.
 - i. Volunteer Recruitment- some community clubs and organizations will be approached by board members to continue recruiting volunteer reviewers. New training was selected for reviewers and will be rolled out with the winter quarter group. Discussion regarding allocation of scholarship awards and how donor designation impacts those awards.
- B. 2024 Sponsorship Opportunities- flyer included in packet as well as online. The flyer will go out today in the chamber mailer, tiered opportunities available for different events throughout next year.
- C. WVC Alumni Network- presentation put together by Lupe Brito and presented by Rachel Evey. Review of the Alumni Survey results, with most being interested in a loyalty program, a newsletter and networking events. We also had 22 show interest in volunteering, and those alumni were contacted by Ellora La Shier to propose scholarship application reviewing. As for social media, Facebook and Instagram were the top choices for use, with LinkedIn as a close third. The Foundation currently does not have a LinkedIn page but will explore it as an option based on the response. Other demographics discussed and outlined in the presentation.

7) EXECUTIVE DIRECTOR REPORT – Rachel Evey

- A. Upcoming Events
 - i. Knight at the Wild- Feb. 9- need board members to work the booth, including setup and breakdown. The private suite will be used as an alumni/WVC employee social. Student senate will choose who drops the puck, the intermission show, and the anthem singer; recruitment will also be managing tables in the concourse.
 - ii. Business After Hours- Feb. 29- hosted here on campus in the MAC. Student performance, alumni panel, remarks from President Harrison, Rachel Evey and Steve Wilkinson. Social time, appetizers and drinks.
- B. Staff Update- A Communications Specialist has been chosen, Emily Scovill will be starting anuary 2nd. She will be working actively with the development committee and focusing on marketing and content creation. This new position will not be as involved in event planning, as we have a Development Director now to assist with those activities.

ADJOURNMENT 1:13pm

Minutes taken by Mireya Sanchez

Wenatchee Valley College Foundation

Operating Income Statement - Overview

As of 11/30/2023

	FY 2023-24 Budget	Actuals	Variance
	Year-to-date	Year-to-date	Year-to-date
INCOME			
Annual Fund	\$55,449.97	\$45,503.36	\$9,946.61
Assessments/Investments	\$74,058.31	\$62,213.66	\$11,844.65
In-kinds	\$114,805.81	\$111,694.29	\$3,111.52
TOTAL INCOME	\$244,314.09	\$219,411.31	\$24,902.78
EXPENSE			
Administration	(\$127,455.76)	(\$106,411.21)	(\$21,044.55)
Programming	(\$10,200.00)	(\$5,718.88)	(\$4,481.12)
Events	(\$5,000.00)	(\$2,802.42)	(\$2,197.58)
Gifts, Grants, & Awards	(\$67,800.00)	(\$50,724.68)	(\$17,075.32)
In-kinds	(\$114,805.81)	(\$111,694.29)	(\$3,111.52)
TOTAL EXPENSE	(\$325,261.57)	(\$277,351.48)	(\$47,910.09)
NET SURPLUS/(DEFICIT)	(\$80,947.48)	(\$57,940.17)	(\$23,007.31)

Wenatchee Valley College Foundation

Income Statement per Restrictions

Period Ending 11/30/2023

	Without Donor Restrictions	With Donor Restrictions		Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	
Revenues	\$253,014.60	\$399,174.45	\$539,613.61	\$1,191,802.66
Expenses	\$284,950.68	\$303,045.98	\$95,640.85	\$683,637.51
Gains	(\$18,327.58)	(\$2,937.72)	(\$181,505.48)	(\$202,770.78)
BEGINNING RETAINED EARNINGS	\$924,654.60	\$1,189,340.56	\$9,429,050.69	\$11,543,045.85
NET SURPLUS/(DEFICIT)	(\$50,263.66)	\$93,190.75	\$262,467.28	\$305,394.37
ENDING RETAINED EARNINGS	\$874,390.94	\$1,282,531.31	\$9,691,517.97	\$11,848,440.22

Wenatchee Valley College Foundation

Balance Sheet

As of 11/30/2023

	Without Donor Restrictions	With Donor Restrictions		Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	
Assets	\$897,607.48	\$1,282,531.31	\$9,876,320.93	\$12,056,459.72
Liabilities and Retained Earnings				
Liabilities	\$23,216.54	\$0.00	\$184,802.96	\$208,019.50
Retained Earnings	\$874,390.94	\$1,282,531.31	\$9,691,517.97	\$11,848,440.22
Total Liabilities and Retained Earnings	\$897,607.48	\$1,282,531.31	\$9,876,320.93	\$12,056,459.72

<u>Date</u>	<u>First Name</u>	<u>Last Name</u>
12/11/2023	Mary	Adamski
12/11/2023	Susan	Adkins
12/29/2023	Ronald	Adolphi
12/16/2023	Brenda	Alcala
12/27/2023	Xavier	Arinez
12/20/2023	Jennifer	Babcock
12/6/2023	Mary	Bailey
12/6/2023	James	Bailey
12/19/2023	Ford	Barrett
12/13/2023	Connie	Bean
12/27/2023	Jeff	Beauvais
12/11/2023	Andrew	Behler
12/11/2023	Reagan	Bellamy
12/23/2023	Kate	Bratrude
12/11/2023	Guadalupe	Brito
12/11/2023	Roger	Bumps
12/11/2023	Nayeli	Cabrera
12/18/2023	Mark and Elizabeth	Chen
12/11/2023	Brigid	Chvilicek
12/14/2023	Kathy	Coffman
12/6/2023	Jim	Corcoran
12/20/2023	Elizabeth	Cunningham
12/28/2023	Cheryl	Dawes
12/14/2023	Leah	Deixler
12/26/2023	Arden	Detering
12/28/2023	Bianca	Ebreo
12/25/2023	Paula	Eismann
12/11/2023	Rachel	Evey
12/29/2023	Greg and Janet	Franz
12/11/2023	Jenny	Freese
12/11/2023	Rebecca	Hargrove
12/29/2023	Faimous	Harrison
12/31/2023	Claver	Hategekimana
12/11/2023	Andrew	Hersh-Tudor
12/11/2023	Michael	Hicks
12/11/2023	Shawn	Hunstock
12/11/2023	Maria and Ricardo	Iniguez
12/11/2023	Zack	Jacobson
12/11/2023	Micky	Jennings
1/3/2024	Charles and Katherine	Keagle
12/6/2023	Joel	Kelley

12/11/2023	Kerin	Keys
12/11/2023	Jill	Leonard
12/11/2023	Kristina	Li
12/7/2023	Ron and Jeanne	Lodge
12/8/2023	Annalise	Louer
12/20/2023	Peggy	Ludwick
12/13/2023	John and Anne	Ludwick
12/17/2023	Danielle and Jeff	Marchant
12/4/2023	Lyle	Markhart
12/11/2023	Hilary	Martinez
12/11/2023	Randy	Mitchell
12/18/2023	Elaine	Morgan
12/10/2023	Michael	Nicholson
12/11/2023	Gordon	Northrup
12/4/2023	David and Pat	Notter
12/11/2023	Barbara	Oldham
12/27/2023	Pamela	Pasquale
12/4/2023	Brett	Peterson
12/20/2023	Janet	Petrie
12/27/2023	David	Philips
1/3/2024	Craig	Rainwater
12/11/2023	Mario	Reyes
12/11/2023	Brett	Riley
12/11/2023	Angela	Russell
12/11/2023	Mireya	Sanchez
12/26/2023	Don and Cindy	Sangster
12/11/2023	Branwen	Schaub
12/11/2023	Gina	Shaw
12/11/2023	Tria	Skirko
12/25/2023	Edward	Smith
12/11/2023	Amy	Snively-Martinez
12/19/2023	Suzanne	Sorom
12/19/2023	Suzanne	Sorom
12/14/2023	Terrance	Stuller
12/27/2023	Janie	Surface
12/11/2023	Holly	Thorpe
12/17/2023	THANHVAN	TRAN
12/17/2023	THANHVAN	TRAN
12/11/2023	Tod	Treat
12/28/2023	James	Vaughn
12/11/2023	Laura	Villanueva
12/26/2023	Donald	Volkman

12/11/2023	Darryl	White
12/11/2023	Sharon	Wiest
12/9/2023	Josh	Wood
12/9/2023	Josh	Wood
12/13/2023	Kathy	Woods
1/3/2024	Steven	Zimmerman
12/27/2023	ALSC Architects	
12/27/2023	Foreman Hotchkiss Bauscher & Zimmerman PLLC	
12/21/2023	Estate of Pixieann Zacher Kalcic	
12/14/2023	Donald E and Colleen Breen Rev Trust	
12/13/2023	Community Foundation of North Central Washington	
12/12/2023	Schweitzer Engineering Laboratories	
12/6/2023	Munchen Haus	

\$100
Median

\$568,929

Raised

\$5,989

Average

\$1,115

Recurring

88

Total Donors

Year-End Appeal 2023

Components:

Mail Appeal

Mailed a 4-fold with attached envelope to NFG list of 894

Mailed a Postcard to NFG list of 984

Mailed Postcard to Tri-County List of 12,432

The mailing list consists of current, lapsed, and potential donors who received two postcards and one trifold appeal with a customized message per segment.

Digital content: 4-6 posts per week on Facebook and Instagram from November and December.

Give NCW: Directed all online giving to GiveNCW.org. Raised \$5,444.30 matching and shared funds. Most gifts are from returning donors, plus several DAF gifts.

Newsletters: 4-6 newsletters to current donors, alumni, and other newsletter subscribers during the Year-End Appeal timeframe

Expenses:

	2023	2021	2020
Printing:	\$3,003.31	\$1,280.82	\$1,102.23
Postage:	\$4,578.87	\$1,839.04	\$1,322.02
Design Work	n/a	\$800.00	n/a
Facebook Boosts		n/a	\$40.00
TOTAL	\$7,582.18	\$3,919.86	\$2,464.25

Improvements:

Printer issues delayed the four-fold mailer; consider alternate print sources.

Need to cultivate with the Three County Mailing list more than once per year to get a better response.