



DEVELOPMENT COMMITTEE

AGENDA

Monday, September 13, 2021 - 12:00 pm-1:00 pm
Wenatchi Hall – President’s Conference Room (#2322A)

<https://wvc.zoom.us/j/4675301522>

CALL TO ORDER

1) CONSENT AGENDA

A. June 2021 Minutes

2) OLD BUSINESS

A. Awards Recognition for Sara Lippert & Tamara Dezellem

3) NEW BUSINESS

- A. Development Strategies
 - i. Appeals
 - ii. Events
 - iii. “Affinity” Groups
 - 1. Alumni Relations
 - iv. Marketing
- B. Board Retreat: September 20

4) OTHER BUSINESS

A. Report to the Full Board

ADJOURNMENT

Upcoming Events:

Mish ee twee Grand Opening- Sept. 14

Board Retreat- Sept. 20

Business After Hours- Sept. 30

Upcoming Meetings:

Executive Committee- Sept. 13

Board Retreat Session- Sept. 20

Scholarship Committee- Oct. 4

Budget & Fin. Committee- Oct. 4



EVENTS & OUTREACH COMMITTEE

MINUTES

June 14, 2021

Via Zoom

MEMBERS PRESENT: April Clayton, Kathy Coffman, Jordan Jessup, Neil Neroutsos

MEMBERS ABSENT: Marile Kunkel, Bryce Mackay, Lyle Markup

STAFF PRESENT: Rachel Evey, Nancy Barrett

Meeting was called to order at 12:04 pm.

1) **CONSENT AGENDA**

- A. April 2021 minutes approved by consent.

2) **OLD BUSINESS**

- A. Spring Appeal: The appeal is coming to an end with graduation this week and fiscal year-end on June 30.
- B. Virtual Fun Run Results: Recognition of Kathy Coffman, Jordan Jessup, Bryce Mackay, and Neil Neroutsos for their time on the fun run committee. Over \$2,300 was raised from the fun run, all funds will go to the Finish Line Scholarship. Event t-shirts will be paid through the alumni events account. Discussion regarding 2022: partnership with ASWVC again, addition of an in-person run on campus, recommendation to do a color run option.
- C. Awards Recognition: There are two remaining awards to present: Outstanding Friend of the College to Sara Lippert and the Harvey Award to Tamara Dezellem. Rachel Evey proposed having a VIP donor stewardship event in August to re-engage donors and recognize Sara and Tamara. Committee supported the proposal. April Clayton and Kathy Coffman volunteered to assist with planning and executing the event.

3) **NEW BUSINESS**

- A. Committee Name & Description: Discussion regarding the proposed committee name and description. Committee work will focus on fundraising (e.g. appeals, events, campaigns, etc.) and marketing. Group expressed support for update and new structure to include subcommittees, as-needed, to plan and execute specific activities.
- B. Committee Workplan: Group reviewed the committee workplan for 2021-22. Subcommittees to plan and execute certain activities will be needed, in order to effectively manage the committee's workload. Discussion regarding student volunteers and community volunteers on subcommittees. Discussion regarding student presence at events. Committee agreed a goal for 2021-22 should be to have students present at each event, whether as speakers or to interact with guests.

4) **OTHER BUSINESS**

- A. Summer Meeting: Committee agreed next meeting should be in September. Email updates will be provided to the committee and subcommittees will work on fall events.
- B. Report to the Full Board

- i. Spring appeal is wrapping up this week with graduation.
- ii. Virtual fun run raised over \$2,300 for Finish Line Scholarship.
- iii. Committee agreed to have a donor engagement event in August where Sara Lippert (Outstanding Friend) and Tamara Dezelle (Harvey Award) would be honored.
- iv. Committee agreed to new description and working structure.

Meeting adjourned at 12:40 pm.

Minutes prepared by Nancy Barrett.



NEWS RELEASE

August 30, 2021

Media Contact:

Rachel Evey, WVC Foundation executive director, 509-682-6415

WVC Foundation announces annual award recipients

The Wenatchee Valley College Foundation has announced the 2020 winners of The Outstanding Friend of the College award and The Harvey Award. Annual awards recognize the support and accomplishments of community members who champion WVC.

Outstand Friend of the College: Sara Lippert

Lippert and her late husband Lee began giving more than 20 years ago, and the Lee and Sara Lippert Scholarship Endowment was established after Lee's death as a permanent way to support WVC students. Sara served as a foundation board member, and during her tenure she was actively involved in events, fundraising, and recruiting new board members. This award recognizes an individual, couple, family, business, or organization that has contributed to WVC through financial support or service, or a combination of both.

"This institution provides a future for those who seek it, both monetarily and physically," said Lippert. "When I see donations come in, I know that they will make a significant impact in the life of someone who needs it. That is incredibly powerful."

The Harvey Award: Tamara Dezellem

This award is presented to a past WVC Foundation Board member who has given time, talent, and treasure in their service to the Foundation and who demonstrates a passion for the College, its faculty, programs, and future growth. Dezellem has served two terms on the Board and served in a leadership role while overseeing the budget and finance committee.

Both award recipients were nominated, and a committee of foundation board and community members made the final selections.

"A significant part of our success is made possible by a team of committed volunteers who donate their time, talents, and resources to provide equitable access to education and invest in student advancement," said Rachel Evey, executive director of the foundation. "These investments do not go unnoticed. The WVC Foundation is pleased to honor two long-time volunteers with these awards."

Jaime Ramirez, a teacher at Cascade Elementary School in East Wenatchee, was announced as the Distinguished Alumni of 2020 in February.

Those interested in supporting WVC students directly can donate to the WVC Foundation at wvc.edu/Give.

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The WVC Foundation was incorporated in 1971. It exists to build relationships between the community and the college and raise financial support for Wenatchee Valley College students, programs, faculty and staff, as well as special projects such as building campaigns like the Music and Art Center. For information on how to make a gift to the foundation, establish a scholarship or include the WVC Foundation in your estate plans, contact (509) 682-6410. Visit the WVC Foundation website at wvc.edu/Foundation.

Wenatchee Valley College is committed to a policy of equal opportunity in employment and student enrollment. All programs are free from discrimination and harassment against any person because of race, creed, color, national or ethnic origin, sex, sexual orientation, gender identity or expression, the presence of any sensory, mental, or physical disability, or the use of a service animal by a person with a disability, age, parental status or families with children, marital status, religion, genetic information, honorably discharged veteran or military status or any other prohibited basis per RCW 49.60.030, 040 and other federal and state laws and regulations, or participation in the complaint process. The following persons have been designated to handle inquiries regarding the non-discrimination policies and Title IX compliance for both the Wenatchee and Omak campuses:

- To report discrimination or harassment: Title IX Coordinator, Wenatchi Hall 2322M, (509) 682-6445, title9@wvc.edu.*
- To request disability accommodations: Student Access Director, Wenatchi Hall 2133, (509) 682-6854, TTY/TTD: dial 711, sas@wvc.edu.*

Development Strategies

This handout is to help the committee discuss development strategies for the upcoming year. The committee has two primary goals: fundraising and marketing. There are many different “tools” (e.g. appeals, community presentations, events, etc.) we can use to accomplish our goals.

The following list is some examples of what the foundation has done in the past.

Appeals

The foundation has two fundraising appeals each year. These are the cornerstones of our unrestricted revenue. One is at the calendar year-end, the other is during the spring at the academic year-end. Each appeal has multiple components such as mailed pieces, social media, email marketing, press releases, and more.

Events

Scholarship Reception

Stewardship event for scholarship donors, scholarship recipients, and VIPs to steward/cultivate donors and celebrate students. In 2020, the event was virtual.

Barbara Wilson Women’s Luncheon

The Barbara Wilson Women’s Luncheon began as an effort to recognize female philanthropists in the region. In the past, a “Women’s Philanthropy Award” was presented at the event. The program typically consists of a student speaker, a brief update on the foundation, and recognition of the award recipient.

In the past, it has been a stewardship event. There has been discussing about making it more fundraising focused and creating a women’s philanthropy group for WVC.

The namesake of the event, Barbara Wilson, was a long-time WVC Foundation board member and community volunteer. Barbara passed away in 2019.

Virtual Fun Run

A partnered event by ASWVC, ASWVC-O, and the foundation. Monies raised are for the Finish Line Scholarship which helps students with one quarter or fewer classes to graduate. The event was held for the first time in 2021. Ideas for the future include an in-person run on campus and having it be a color run.

Affinity Groups

“Affinity groups” are a fundraising term for groups of donors who share a particular interest. An example for the foundation would be scholarship donors. These donors have the scholarship reception, an annual statement about their specific giving, and tailored messaging about the impact of their philanthropy.

Other affinity groups the foundation could/should explore are alumni giving, women’s philanthropy, and possibly program areas if we can identify campus partners (e.g. Latinx giving, nursing, agriculture, etc.).

Marketing

The foundation's marketing presence is largely through social media (Facebook) and our monthly e-newsletter. We put out an annual report and press releases in partnership with the college for events and other significant news.

Community relations could be considered under marketing as well, such as the executive director's annual presentations to service clubs and hosting Business After Hours with the Chamber of Commerce.