



CAMPAIGN SCOPE

Background

The Wenatchee Valley College Foundation exists to raise financial support for the students, programs and faculty/staff of Wenatchee Valley College and shall assist the college in achieving its goals through cultivating friends and garnering financial support.

The Wenatchee Valley College is undertaking two capital projects in the near future to improve learning experiences in modern facilities. With the addition of 4-year degrees and more on the way, new facilities are the next step for higher education in North Central Washington. Through these projects, WVC is answering the demands of local industries and our region's growing economy.

To complete these projects, WVC will need support from the community through the WVC Foundation.

Campaign Scope

The foundation will raise \$5+ million for two capital projects: Wells Hall Replacement and the Center for Technical Education and Innovation. A set goal amount for the campaign has not been determined. The end date of the campaign is also not determined.

Upcoming Capital Projects

The first facility will be the **Wells Hall Replacement**, a 3-story building whose construction will take place from 2019-21. State funding of \$29.5 million has been secured by college leadership and will be distributed in the 2019 capital budget. An additional \$5 million in local funds is needed to complete the building.

The second facility will be the **Center for Technical Education and Innovation**. Design funds for the center are expected to be approved by the 2021 capital budget. While a local funding match is not required to construct the center, college administration anticipates needing additional funds for equipment in the finished building.

For more information on these facilities, refer to [page 3](#).

Local Funding

The foundation has compiled a list of over 385 prospects for a capital campaign. 89% of these campaign prospects have contributed to the WVC Foundation in the past, totaling \$3.3 million in gifts. Currently, this prospect list only includes individuals. The foundation is currently compiling a list of corporate prospects.

WVC administration has secured public funding from the Chelan County Emergency Operation Center (EOC) totaling \$1.2 million for facilities within the Wells Hall Replacement, which will provide experiential learning opportunities for WVC students and the general public.

Thanks to the diligence of prior foundation leadership, 2 major estate gifts have been secured that can be used towards capital projects totaling over \$1 million.

Due to the goal amount of a capital campaign, the prospect list will need to be grown. The foundation anticipates growing the list through wealth screening software and referrals from current donors and community partners.

Capital Campaign

1 - Planning

- a) Feasibility study: conduct confidential interviews with donors and community leaders.
- b) Set goal for the campaign, including dollar amount, deadline, and scope.
- c) Refine internal capacity and needs, including staff and volunteer requirements for the campaign.
- d) Work with the board to develop a budget and approval processes.
- e) Identify and recruit members for a campaign committee.
- f) Board, staff, and campaign committee education and training.

2 - Formation

- a) Set goals (gift pyramid).
- b) Identify donors.
- c) Develop a case statement.
- d) Develop fundraising strategy and timeline, including campaign events.
- e) Create individual donor packets, including recognition and naming opportunities.
- f) Design collateral materials for launch of the capital campaign.

3 - Implementation

- a) Focus on active cultivation and solicitation of major gift prospects.
- b) Host events to raise awareness and support.
- c) Grant writing and outreach to foundations and corporations.
- d) Donor stewardship.

4 - Follow Up

- a) Consistent gratitude and recognition of donors.
- b) Keep donors updated with progress of campaign and facility construction.
- c) Steward donors for continued support.

New Facilities

Wells Hall Replacement

Construction: 2019-21

State funding: \$29.5 million Local funds needed: \$5 million

Programs: Center for Entrepreneurship, Certified Nursing Assistant (CNA) lab, Continuing Education, philosophy, foreign languages, communications, drama, journalism, workforce grants (early achievers, opportunity grant, worker retraining), WriteLab (free tutoring)

Also includes a conference center hosting up to 150 people for college and community events



Center for Technical Education and Innovation

Design: 2019-21 (tentative)

Construction: 2021-23 (tentative)

State funding: TBD Local funds needed: TBD

Programs: Agriculture, Automotive, Criminal Justice, H-VAC, Industrial Technology, Machining, Refrigeration, Welding

