



PURPOSE, MISSION, AND GOALS

PURPOSE: The Wenatchee Valley College Foundation, hereinafter referred to as the Corporation, exists for the exclusive purpose of encouraging, promoting, and supporting education programs, scholarly programs, scholarly pursuits, athletics, alumni relations, and future development in connection with Wenatchee Valley College.

MISSION: Identify, cultivate, solicit, and steward friends of the college and alumni for the support of Wenatchee Valley College – student scholarships, program support and special projects through fundraising campaigns including, but not limited to, annual mail appeals, fundraising events, and capital campaigns (annual, major and planned giving activities).

Goals for the organization need to:

- Reflect the mission statement.
- Be visible and integrated in all that is done.
- Be measurable at the end of a period of time.

Enduring goals for WVC Foundation:

- Cultivate, solicit, and steward current and potential donors (build and maintain relationships).
- Fundraise for student scholarships, programs, and special initiatives and needs of the college as identified by WVC President, Cabinet Members, Trustees, and the WVC Foundation.

Board members of the WVC Foundation accept the mission statement and goals of the WVC Foundation. Each member buys into the goals and directs activities toward fulfilling them within their personal and professional capacity so the organization can measure the results at the end of a period of time.

Cultivate and Identify:

- Build relationships between trustees, college administration, community, and students.
- Invite friends, neighbors, clients, and relatives to annual fundraising events and other college activities.
- Identify personal and professional connections and share at each monthly board meeting.
- Speak positively about the college to groups and personal friends; share information and news from the college and foundation in an effort to educate and engage.
- Coordinate invitations for tours of campus, guest speaking, and introductions to faculty, college president, and others with the executive director or foundation support staff.
- Thank donors via personal phone calls or hand written thank you cards/ notes when there is a personal connection or request by foundation staff.