



Full Board

June 16, 2025

Agenda

12:00 p.m.	Call to Order Consent Agenda	Joshua Wood
12:05 p.m.	Guest Presentation: WVC Professional Development Funds	Lisa Turner
12:15 p.m.	WVC Update	President Harrison
12:25 p.m.	ACTION ITEMS <ul style="list-style-type: none">• 2025 Board Slate• Gifts Grants and Awards• Board Resolutions	Joshua Wood
12:35	Discuss: Investment Services	
12:40 p.m.	Year in Review	Rachel Evey
12:55 p.m.	Discuss: Strategic Goals	
1:15 p.m.	Board Retreat	Jorden Jessup Bullock

Consent Agenda

- ▶ [April 2025 Minutes](#)
- ▶ [May 23, 2025 Electronic Vote](#)
- ▶ Recommended for approval by the Budget & Finance Committee:
 - ▶ [2025-26 Operating Budget](#)
 - ▶ [Updated Fiscal Procedures Manual](#)
- ▶ Recap Report
 - ▶ [WVC Alumni Week - May 14-17, 2025](#)
 - ▶ [Annual Foundation Celebration - June 5, 2025](#)

Guest Presentation: WVC Professional Development Funds

Lisa Turner, WVC Interim Executive Director of Human Resources

WVC Professional Development Funds

- ▶ Each year, the WVC Foundation allocates professional development funds for staff and faculty through three different allocations (one unrestricted, two endowments).
- ▶ WVC Human Resources leads two volunteer committees to review and award professional development funds.

WVC Professional Development Funds

- ▶ Classified & Exempt Staff
 - ▶ 6 committee members
 - ▶ 20 staff supported
 - ▶ \$14,766 awarded from WVC Foundation General Support Fund
- ▶ Faculty
 - ▶ 8 committee members
 - ▶ 12 faculty supported
 - ▶ \$8,355.29 awarded from the Allied Health & Science Exceptional Faculty Endowment
 - ▶ \$7,989.19 from the Rudolph M. Hemmerling Exceptional Faculty Endowment

WVC Update

President Faimous Harrison, PhD

Action Items

Joshua Wood, Board President

Action: 2025 Board Slate

- ▶ [View the full 2025 board slate here.](#)
- ▶ Executive Committee Members
 - ▶ President: Jorden Jessup Bullock, Term 2025-26
 - ▶ Vice President: Brenda Alcala, Term 2025-26
 - ▶ Secretary/Treasurer: Jennifer Faulconer, Term 2025-26
 - ▶ At-Large Member Renewal: Xavier Arinez, Term 2025-27
 - ▶ At-Large Member: Cathy Rixey, Term 2025-27
- ▶ Renewing Board Members (Term 2025-28)
 - ▶ Jennifer Faulconer, second term
 - ▶ Brenda Alcala, third term
 - ▶ Joshua Wood, third term

Action: Gifts Grants & Awards

- ▶ Recommendation from Executive Committee:
 - ▶ Designate 100% of the 2025-26 allocation from the unrestricted WVC Foundation Endowment (ID 3745) to Gifts Grant & Awards. Estimated amount: \$44,000.
 - ▶ The allocation will be held in a new temporarily restricted fund by the foundation.
 - ▶ The allocation will be then be distributed, based on the advice of President Harrison, to the WVC accounts of the following priorities:
 1. Gift to the College (aka President's Discretionary Fund)
 2. Year-End Awards for Employee Recognition
 3. Staff Professional Development

Action: Board Resolutions

- ▶ View the full resolutions and support documents [here](#).
- ▶ In accordance with paragraph 9 of the establishing agreements, resolutions for board approval are recommended to amend the criteria of the following scholarships due to Wenatchee Valley College's May 20, 2025, announcement of the suspension of the Music Direct Transfer Major Related Program (aka music program).
 - ▶ Bud Murdock Memorial Scholarship
 - ▶ Julie Miller Vocal Scholarship
 - ▶ Ladies Musical Club Scholarship

Investment Services

Investment Services

- ▶ 11 proposals were received in response to our RFP
- ▶ All proposals can be viewed on Google Drive (please use the link emailed to you)
- ▶ Next step: ready to take action or a special ad-hoc meeting to discuss further

Year in Review

Rachel Evey, Executive Director

Teamwork makes the dream work!

- ▶ 13 board members
- ▶ 3 staff
- ▶ 71 volunteers



Executive Committee



Budget & Finance Committee



Donor Relations Committee



Volunteer Engagement Committee



Foundation Staff

Rachel Evey
Executive Director
Began July 2017

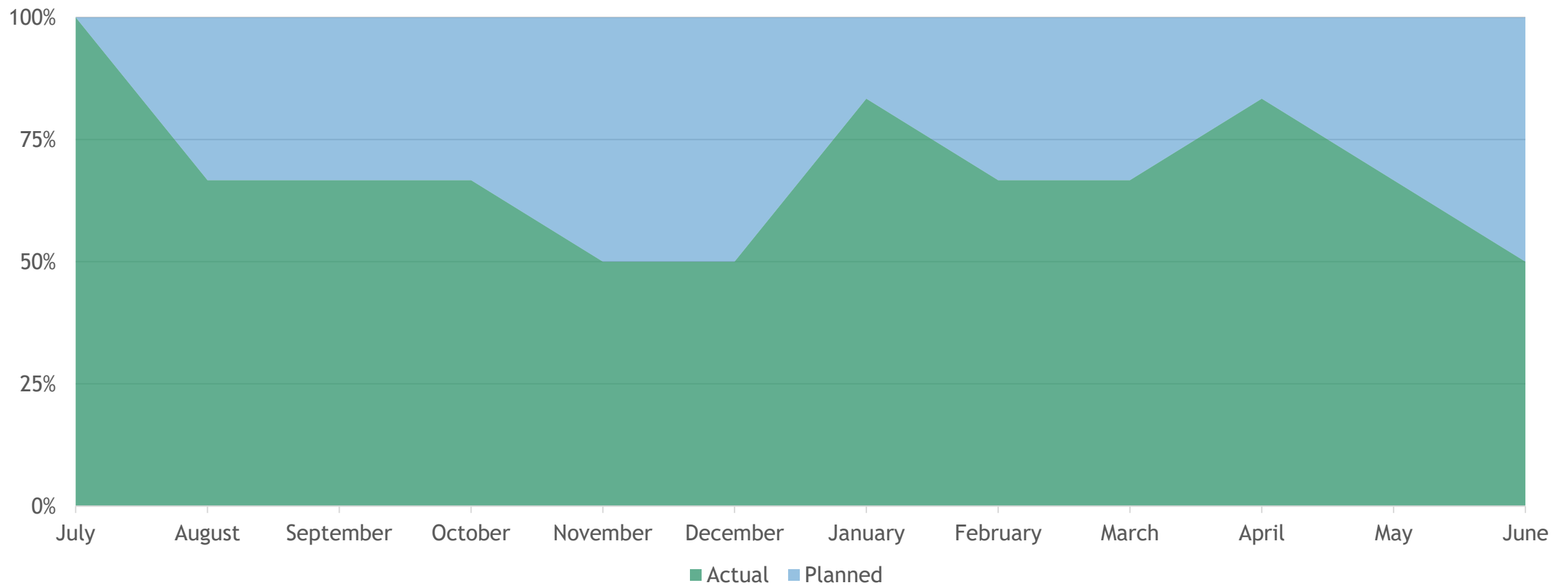


Lupe Brito
Development Director
Began October 2023



Emily Scovill
Program Manager
Began January 2024





Staff Capacity



► Activities

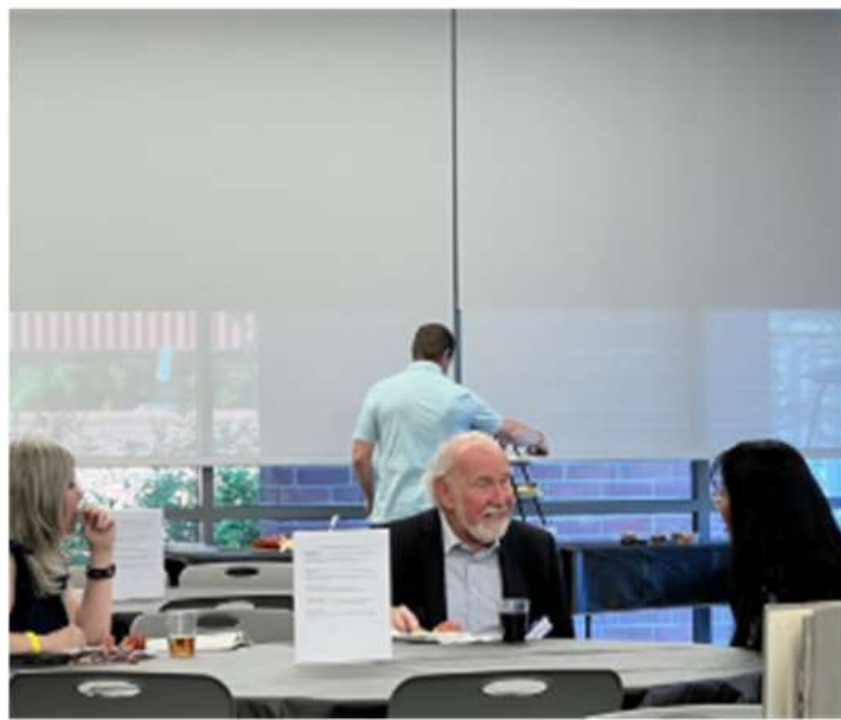










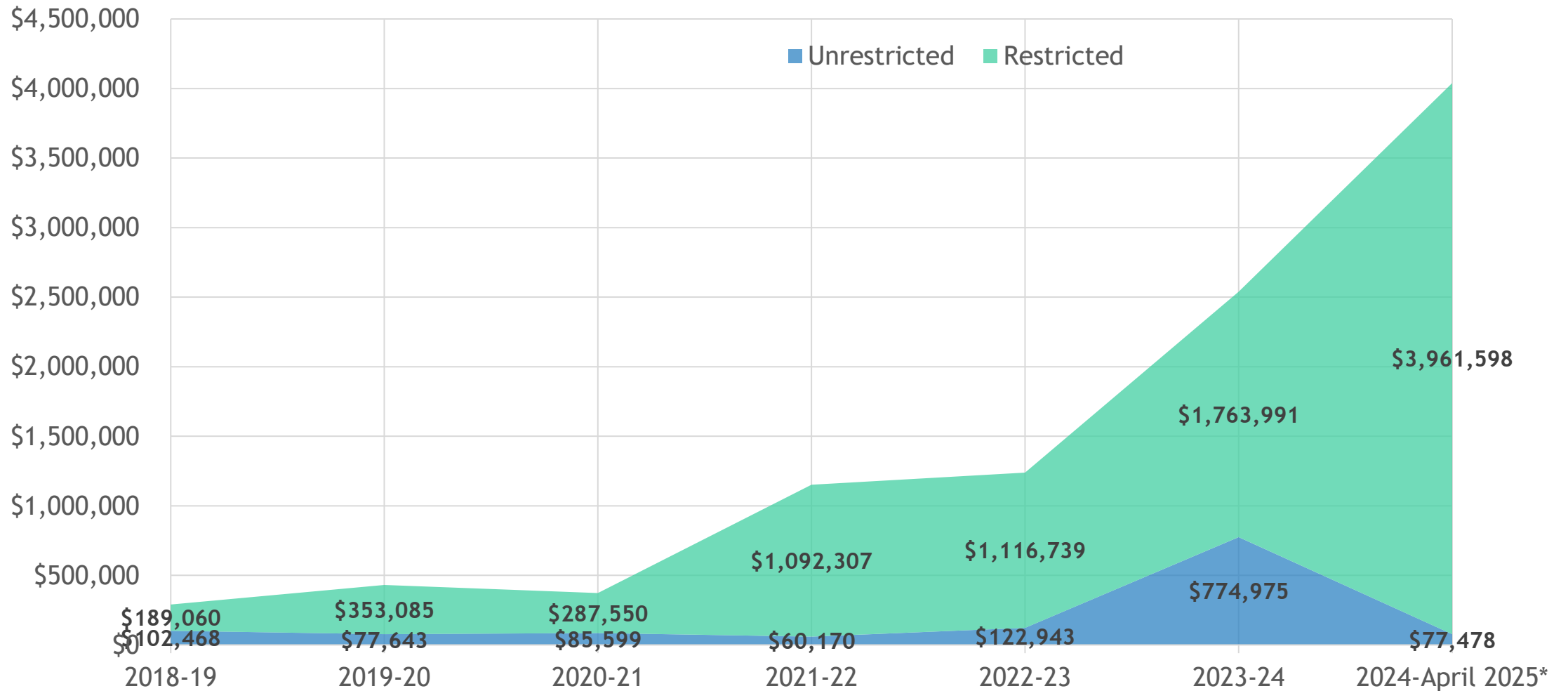






► Accomplishments

Gifts & Contributions









**KNIGHTS
COLLECTIVE**

Flexible volunteering, meaningful impact.

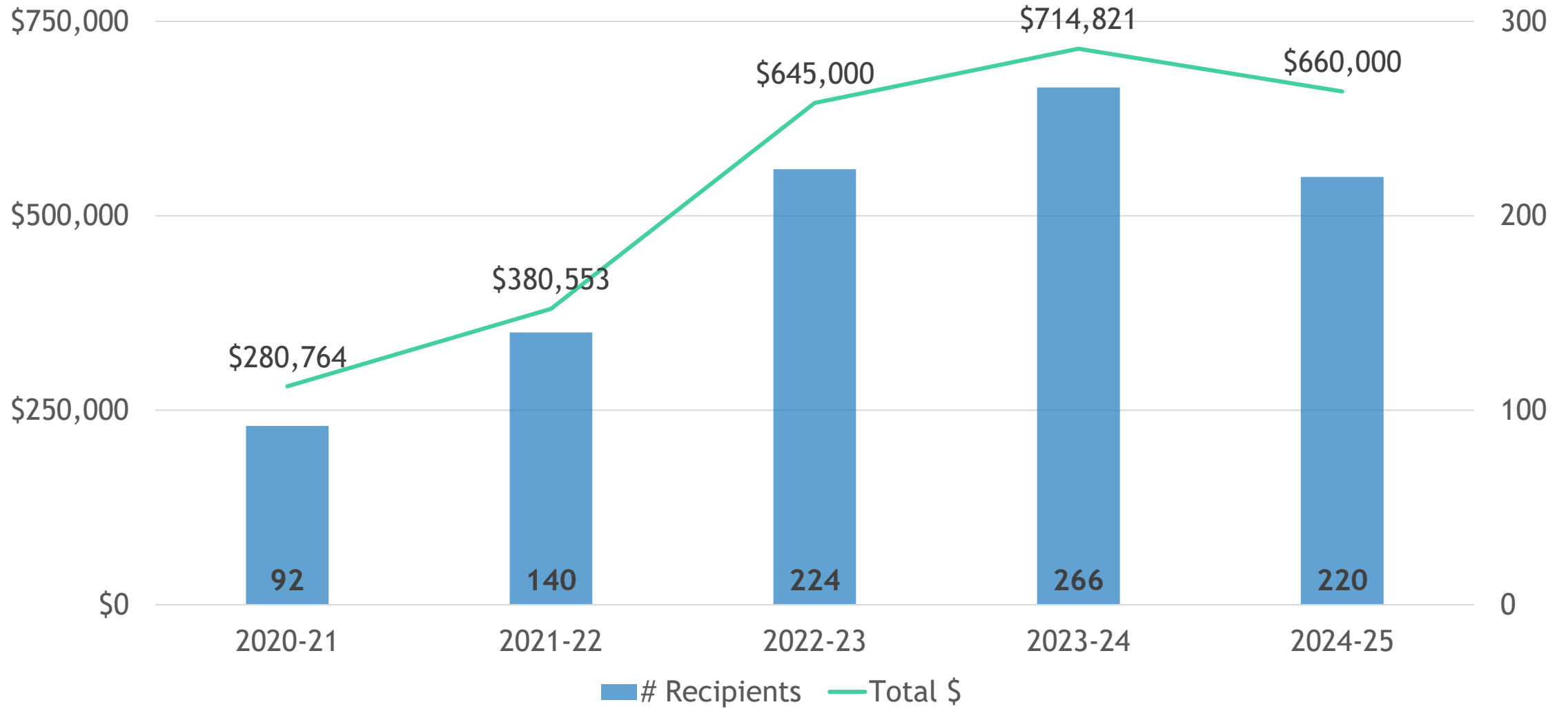
Join the Knights Collective Today!

- ▶ New volunteer group
- ▶ Launched January 2025
- ▶ Over 66 volunteer hours equivalent to \$2,783.48 in value

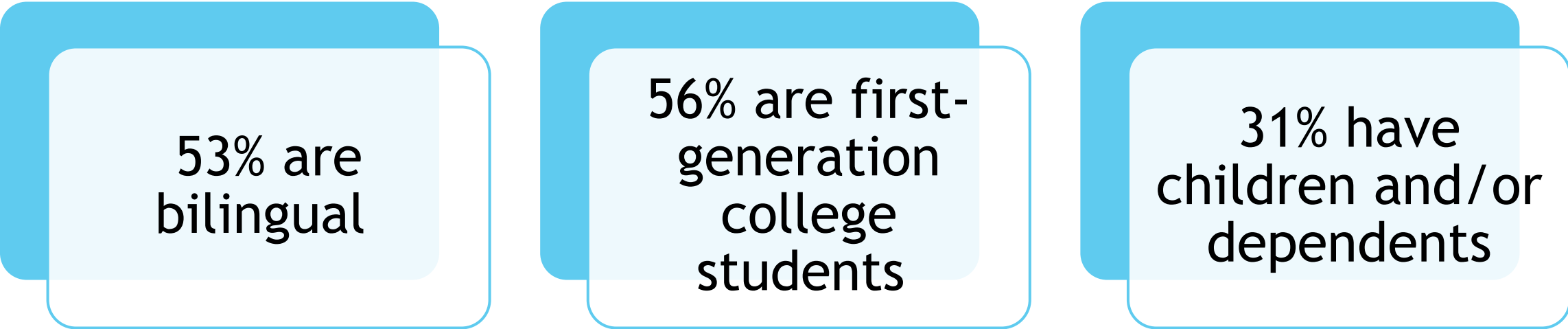


Scholarship Program

Scholarship Program Growth







53% are
bilingual

56% are first-
generation
college
students

31% have
children and/or
dependents

2024-25 Demographics

Volunteer Evaluators

Since 2020, we've had 125 volunteers giving their time to review our quarterly scholarship applications.

Multi-year Engagement

- ▶ 34% have reviewed at least two academic years
- ▶ 25% have reviewed three or more academic years

2024-25 Academic Year

- ▶ 52 scholarship reviewers
- ▶ Total volunteer time valued at \$20,642



Strategic Goals

Foundation Identity

Purpose

- Defined in Bylaws, last updated April 2018

Vision

- We envision an educated, inclusive, prosperous, healthy community. (Feb. 2020)

Mission

- We provide equitable access to education and invest in student success through philanthropy. (Oct. 2021)

SWOT Analysis Results

- ▶ Wenatchee Valley College Foundation has a compelling mission and a powerful strategy to share that mission with audiences.
- ▶ Staff and board members are skilled at building and maintaining relationships with donors and stakeholders.
- ▶ Cultivation of strategic partnerships, alumni engagement, and estate gifts should be a top priority to grow the organization.
- ▶ More resources should be allocated to marketing efforts to raise awareness of the foundation's role and importance to the region.
- ▶ The foundation can best support Wenatchee Valley College's enrollment efforts by allocating funds to recruitment and retention efforts already in place.

Timeline

August

- Full Board Retreat
- SWOT review and update

September

- Strategic goals adopted by board

October

- New committee and meeting schedule implemented

February

- Engagement check-in for Fall quarter

April

- Engagement check-in for Winter quarter

Today

- Review and modify for 2025-26



Strengthen board
engagement and
governance



Grow donor base



Strategically expand
grants and awards



Increase community
awareness

Strategic Goals

Objective	Progress
Restructure board to align with priorities	Committees moved to quarterly schedule
Define board member requirements and expectations	Quarterly engagement check-ins based on board member commitment
Increase board member involvement in fundraising activities	Board-related goals set for each event and appeal
Develop key performance indicators (KPI) to track progress of fundraising and programs	KPI set for events and appeals, no overarching KPI set for entire organization

Strengthen board engagement and governance

Objective	Progress
Target audiences with custom marketing (e.g. prospect, new donor, recurring, alumni, etc.)	Year-end appeal segmented by giving history. Custom automation possible in new CRM platform.
Strengthen recurring donor program	Switch in CRM platform caused delays.
Maintain or increase donor retention rate	Decrease in donors from 2024 to 2025
Expand estate giving pipeline	Hosted estate giving workshop for WVC employees. Included inquiry on appeal response form.

Grow donor base

Objective	Progress
Align grants and awards with foundation mission	Reduction in events or activities beyond mission scope
Increase number and amount of scholarship awards	Decrease from 2024 to 2025 due to decrease in endowment allocation
Collaborate with college leadership to identify granting opportunities	Stahler gift for new fluoroscopy machine

Strategically expand our grants and awards to WVC

Objective	Progress
Impact-forward messaging	Gift catalogue style appeal for year-end. Bi-monthly alumni spotlight interviews.
Grow membership in the Alumni Network	Hosted inaugural Alumni Week.
Physical location that is public-facing	Offices and hosting space in Knights Hall A

Increase community awareness

Discussion

- ▶ What went well this year?
- ▶ What can be improved?
- ▶ Did the new board governance structure work well?

Give your feedback!

- ▶ bit.ly/BODsurvey25
- ▶ Rate the performance of the board as a whole and your individual experience.
- ▶ Please respond by June 27.

Board Retreat

Jorden Jessup Bullock, Vice President

Mark your calendars!

- ▶ Thursday, August 21, 2025
- ▶ 10 a.m. to 5 p.m.
- ▶ Topics
 - ▶ Overview of WVC
 - ▶ Strategic Goals
 - ▶ Nonprofit Legislative Climate

Board Goals 2025-26

- ▶ The board of directors is highly engaged in governance, volunteer recruitment, and donor engagement.
- ▶ 2 primary goals for every member:
 - ▶ Active participation in full board and committee meetings
 - ▶ Support the foundation's signature events:
 - ▶ Food Truck Knight in September
 - ▶ Annual Celebration in June

Mark your calendars!

- ▶ The 2025-26 meeting and event schedule is now available [here](#) on the board portal.

Appendix

Executive Director Update

▶ Staffing

- ▶ A finalist has been identified for the communications specialist role.
- ▶ The office manager position (consolidation of accountant and admin assistant roles) was posted publicly on June 12.

▶ Spring Appeal

- ▶ The spring appeal is starting to wind down.
- ▶ As of June 9, 21 gifts have been received totaling \$4,210. This does not include the match gifts promised.
- ▶ All funds are designated for the Knights Care Fund.

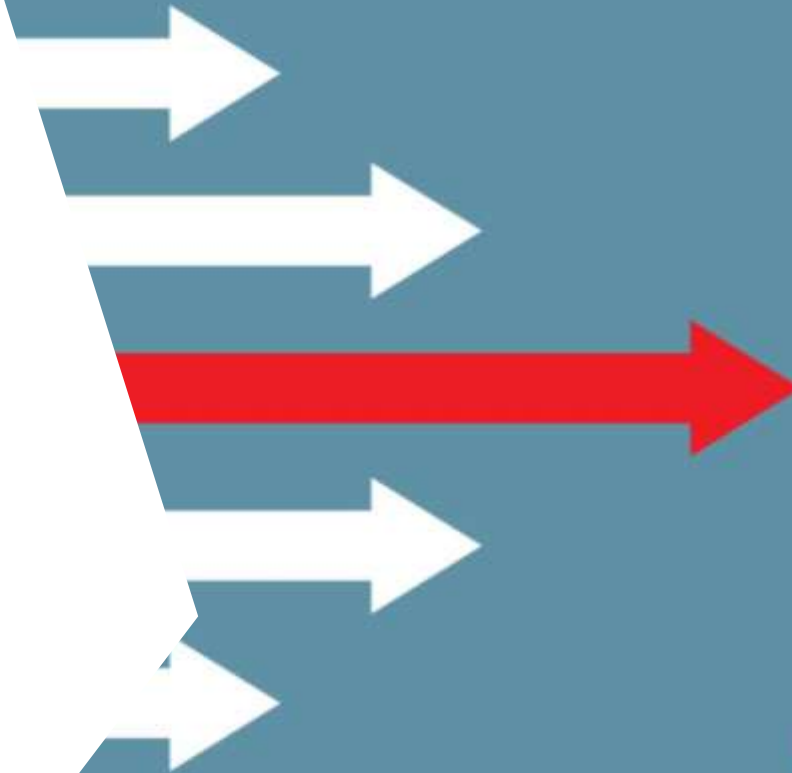
▶ 2025-26 Planning

- ▶ The foundation staff held our annual retreat in April.
- ▶ Due to budget uncertainty, the staff focused on core priorities.
- ▶ View the 2025-26 workplan [here](#).

Upcoming Events

Name	Date	Time	Location	Purpose
WVC Wenatchee Graduation	June 20	6:00 pm	Town Toyota Center	Celebrate!
WVC Omak Graduation	June 21	1:00pm	Omak Performing Arts Center	Celebrate!
Rotary Night at the AppleSox	July 8	6:35 pm	Paul Thomas Sr. Stadium	Visibility
Golden Hour	July 30	6:00 pm	Circle 5 Winery	Fundraiser
Food Truck Knight	September 19	3 - 8 pm	Wenatchee Valley College	Visibility

Active Goals



Business Sponsorship Goals

FOOD TRUCK KNIGHT - Sept. 19, 2025
Commitment Deadline: Aug. 15

	Goal	Raised to Date	Remaining to Goal
Total	\$25,000	\$15,000	\$10,000
Staff	\$20,000	\$11,500	\$8,500
Board	\$5,000	\$3,500	\$1,500

Spring Appeal Goals

1. Raise \$15,000 for the Knights Care Fund by June 30, 2025.
2. Receive a donation from 15% of unique total donors (online & offline).
3. Secure a matching gift of at least \$1,000.
4. Secure \$1,000 collective matching gift from the board of trustees.
5. Secure matching gifts from the remaining 3 foundation board members that committed during the annual retreat.
6. Secure students to write notes about why donors should give by May 9.
7. Outreach to 50 lapsed donors by June 30.
8. Get 7 testimonial videos from foundation board members (50% participation) by May 1.