

WESTERN ILLINOIS UNIVERSITY-QUAD CITIES DEVELOPMENT REPORT March 7, 2011

Trends that affect development provide some context for our work as we complete this fiscal year and look forward to FY '12:

- **Governments in crisis.** As of this date, the State of Illinois owes Western Illinois University more than \$50 million. This shortfall in revenues puts more emphasis on and demand for success in fundraising. Ongoing conflict in the state of Wisconsin, Rhode Island, and New Jersey over public employees' salaries, pensions, and benefits highlights the seriousness of the financial challenges.
- **A full-court press for small and medium-sized gifts.** Donors are deliberating longer before making gift commitments. Cash flow issues and uncertain markets for donors cause their hesitation. We have waited as long as two years for donors to make decisions about gifts. The average is three months or more from corporate and foundation donors. As a result, we must do "Stewardship after the ask:" h we make a request and then maintain and nurture the relationship with the donor until that donor makes a commitment.
- **Grim outlook for grants.** Foundations often use a three-year rolling average of investment earnings to calculate their grant budgets, which means that losses incurred in 2008 and 2009 in foundation earnings will affect grant making for the next two-to-three years to come.
- **Funding priorities change in hard economic times.** Corporate, foundation, and individual donors place greater priority on basic food, shelter, and medical aid types of assistance when economic times are hard. In addition, natural disasters in Haiti and Chile also attract donors' support.
- **Proving that charity works.** Elected officials, watchdog groups, and donors all expect efficient operations, with low administrative costs and maximum benefits to those served by charities. Donors also expect information about service outcomes in both the short and long terms.

ACCOMPLISHMENTS and PRIORITIES

Development efforts focused on fundraising efforts on the four areas of emphasis for the comprehensive campaign:

- Capital needs
- Student scholarships

- Faculty support
- Information and technologies

(Goal 1, Action 2, 4c; Goal 3, 3, a and b)

Fundraising results by categories:

- ❖ Capital:\$1,093,860
- ❖ WQPT:\$1,026,491
- ❖ Riverfront: \$576,140
- ❖ AT&T grant: \$379,000
- ❖ Scholarships: \$298,800
- ❖ Other: \$64,394
- ❖ Information & technology:\$56,650

TOTAL: \$3,495,335

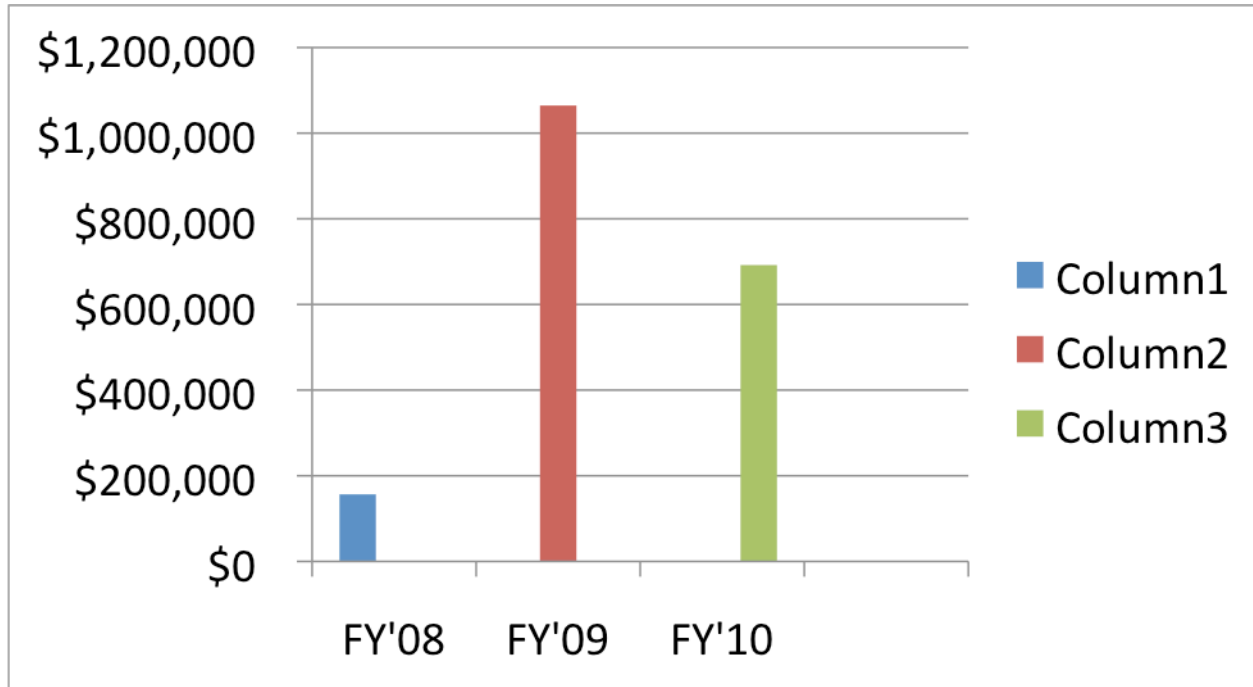
CAMPAIGN FUNDS RAISED TO DATE

\$3,495,335 \$8,000,000
February 28, 2011 June 30, 2013



Total raised to date: \$3,495,335 of the goal of \$8 million.

Fundraising results—Quad Cities Development Office



FY'08: \$156,650

FY'09: \$1,064,630

FY'10: \$692,014

WQPT: \$1,026,491

RESULTS TO DATE FOR FY'11

PRIORITY # 1: SUSTAIN COMPREHENSIVE CAMPAIGN EFFORTS:

Social Responsibility

Actions:

- Identification, cultivation, and solicitation of major gift prospects
- Focus on Development as the top priority.
- Recruitment, orientation, training, and engagement of a campaign leadership team that is equipped to cultivate and solicit prospective donors.
- Engage Leadership Team members as campaign solicitors.

Deadline: Ongoing

Measures of success:

Measure of success	Outcome
Total amount raised:	\$692,000 in FY'10 \$134,900 YTD in FY'11 \$948,000 in pending requests
Percentage of goal achieved—overall total	\$3,495,335 of the goal of \$8,000,000—43.7%
Percentage of goal achieved:	<ul style="list-style-type: none"> • Capital: \$1,670,000 of the goal of \$4,000,000—41.75% • Scholarships: \$298,800 of the goal of \$1,600,000—18.7% • Information and technologies: \$56,650 of the goal of \$1,200,000—4.7% • Other: \$1,469,885 (includes WQPT, AT&T grant, and unclassified gifts, such as for pre-school services)
Increase in numbers of donors in Foundation giving categories	Increased number of donors in recognized institutional giving levels from 2 to 23.

PRIORITY #2—FACULTY/STAFF CAMPAIGN

Social Responsibility

Actions:

- Enlist volunteer leadership
 - 3 faculty members
 - 3 staff members

With volunteer leadership, produce campaign materials and establish campaign timetable

- Conduct campaign
- Do campaign follow-up work

Deadline: October 31, 2010

Measure of success	Outcome
Percentage of participation	52.5%
Average gift size	\$402.16
Total amount raised	\$20,018

Priority # 3— BUILD A CULTURE OF PHILANTHROPY ON THE WIU-QUAD CITIES CAMPUS

Personal growth

Actions:

- Continued fundraising efforts with alumni, friends of the university, corporations, and foundations.
- Incorporate faculty, staff, and students as appropriate in Development efforts.
- Demonstrate positive outcomes of successful fundraising by building awareness:
 - Website
 - Public announcements
 - Campaign progress reports

Deadline: Ongoing

Measure of success	Outcome
Faculty and staff participation in Development activities	<ul style="list-style-type: none">• 52.5% participated in faculty-staff campaign• 75 persons attended the first annual scholarship breakfast
Work with Development in initiating Development activities—scholarships, projects	<ul style="list-style-type: none">• Faculty-staff referrals for potential gifts, e.g., LEJA scholarship, Leo Schubert gift, Emeric and Shirley Solymossy Merit Scholarship• Faculty-staff volunteers at ice Hockey games• Faculty-staff attendance at community outreach events, e.g., Quad Cities Chamber of Commerce, Greater Quad Cities Hispanic Chamber of Commerce, WQPT Brew Ha-Ha and Champagne on the Rocks, Big Brothers Big Sisters of the Mississippi Valley

Goals for FY'12

PRIORITY # 1: SUSTAIN COMPREHENSIVE CAMPAIGN EFFORTS:

Social Responsibility

Actions:

- Identification, cultivation, and solicitation of major gift prospects
- Focus on Development as the top priority.

- Recruitment, orientation, training, and engagement of a campaign leadership team that is equipped to cultivate and solicit prospective donors.
- Engage Leadership Team members as campaign solicitors.

Deadline: Ongoing

Measures of success:

- Total amount raised
- Percentage of goal achieved—overall total
- Percentage of goal achieved in campaign areas of emphasis:
 - Capital improvements
 - Student Scholarships and Fellowships
 - Information and technologies
 - Faculty support

Priority # 2— CONTINUE TO BUILD A CULTURE OF PHILANTHROPY ON THE WIU-QUAD CITIES CAMPUS

Personal growth

Actions:

- Continued fundraising efforts with alumni, friends of the university, corporations, and foundations.
- Incorporate faculty, staff, and students as appropriate in Development efforts.
- Lead or assist with university fundraising projects as appropriate; e.g., WQPT, program specific needs.
- Demonstrate positive outcomes of successful fundraising by building awareness:
 - Website
 - Public announcements
 - Campaign progress reports