



## MEMORANDUM

To: University of Wyoming Board of Trustees

From: University of Wyoming Foundation

Re: Liaison Report for September 2024 meeting

Date: November 5, 2024

---

Thank you for this opportunity to update you on the activities of the University of Wyoming Foundation through our liaison officers, Trustees Bonner and Fall. Please see below.

### ***YTD PHILANTHROPY***

As reflected in the monthly giving report through September 30, year-to-date private support to UW is \$15,143,725.

### ***ADVANCEMENT SERVICES***

The Advancement Services team is continuing its work on addressing the findings from the recent cybersecurity audit, ensuring all necessary measures are being implemented to strengthen security.

The Gift Administration team is wrapping up work on the 2024 Endowment Challenge state matching funds, as well as working on 32 new or restated endowments, 13 new or restated non-endowed agreements, 10 new pledge agreements, three new planned gift agreements, and three new sponsorship agreements. Additionally, they are preparing to send pledge status updates to 230 donors with open pledges. Meanwhile, the Data Integrity team is updating and adding records for 11,202 donors who participated in Giving Day.

The Donor Relations team has been equally busy, hosting the first annual Stewardship Summit on November 4. This event brought together campus leaders such as deans, directors, department heads, and named faculty, with the support of John Stark, President Seidel, and featuring generous UW donors Mary Ellbogen Garland, Greg Dyekman, and Roy Shelmon.

In October, the Donor Relations team sent personalized financial reports for 237 non-endowed funds, and by mid-November, they will distribute financial reports and impact statements for over 1,900 individual endowed funds.

Since the summer, the Donor Relations team has also sent more than 1,000 student scholarship thank you letters, either digitally or physically, to donors. In addition, they are actively preparing the FY24 annual endowment report, which will be shared with donors to provide them with an update on the impact of their gifts.



### **CAMPAIGN READINESS**

In partnership with the University of Wyoming, the UW Foundation has engaged the consulting firm BWF ([www.bwf.com](http://www.bwf.com)) to conduct an internal assessment, identify philanthropic priorities, and evaluate external readiness for a potential comprehensive campaign. This work will help shape the campaign's strategic direction, goals, and messaging, with follow-up discussions to finalize a formal plan. The aim is to complete this process by mid-2025, when the findings will be presented to the UW Board of Trustees, who will then decide whether to move forward with launching a comprehensive campaign.

### **DEVELOPMENT**

The Development team is working diligently with donors and university partners to finish up the Endowment Challenge state matching funds for student success and faculty excellence. These matching funds have resulted in many new endowed funds supporting these two important university priorities.

New gifts include a major gift from an anonymous donor creating the Phil Roberts Faculty Fellowship in Wyoming History and the West, honoring Dr. Phil Roberts, a beloved professor emeritus and renowned expert on the state's history. This fellowship will ensure the study of Wyoming history endures for future generations of students.

Additional gifts include the Patrick Heasler Professorship in Mathematics and Statistics, the Harry C. Vaughan Faculty Fund in Physics and Astronomy, and the E.G. Meyer Family Chemical and Biomedical Engineering Department Head.

In addition, the UW Foundation is finalizing a major gift supporting the Wyoming Outdoor Recreation, Tourism and Hospitality Initiative and working with another donor on an additional deanship for UW. The University of Wyoming already features three deanships in the colleges of Education, Business, and Engineering and Physical Science.

### **FINANCIAL SERVICES**

The Financial Services team is finalizing work on the full-scope audit, which will be presented to the foundation's board of directors before being sent to the University of Wyoming for final review and integration into the Comprehensive Annual Financial Report (CAFR). They are also working on completing Form 990 and Form 5500 for the year. Additionally, efforts are underway to complete the National Association of College and University Business Officers (NACUBO) endowment reporting and to plan for scholarship reporting in collaboration with the university. The team is implementing a new reporting model for endowment reporting and managing the onboarding of new employees at the foundation.

### **GIVING DAY**

The University of Wyoming's 10th annual Giving Day set records with 11,202 donors who gave more than \$4.1 million, making it the most successful Giving Day in the university's history.



Since its inception, UW Giving Day has grown exponentially. The 2024 total of \$4,175,132 represents significant increases from 2023's results of 8,978 donors and \$3,605,192 raised and 2022's totals of 6,296 donors and \$4,107,408 raised. This year's success showcases how UW's network of alumni, students, faculty, staff and supporters continues to rally for the future of the university.

A key driver of Giving Day's success was the more than \$1.4 million from matching funds and challenges, which provided donors the opportunity to multiply their impact. Notably, the UW Foundation contributed \$360,000 in matching funds, while the UW Board of Trustees added \$250,000—helping to maximize gifts for student success. The McMurtry Foundation also provided a \$100,000 surprise match to ensure that Giving Day finished strong.

The success of this year's Giving Day was further bolstered by participation from every corner of the university, including more than 265 individual campaigns from academic colleges and units, athletic programs, and student clubs and organizations. This collaboration demonstrates the wide-reaching and diverse nature of support for UW.

### **INVESTMENT SERVICES**

The estimated endowment calendar year-to-date lagged performance through October 31, 2024 is 8.5%, while the endowment pool value as of October 31, 2024 is estimated to be \$863.5 million.

In October this year, the Investment Committee approved the following:

- A redemption in the DoubleLine Cape Strategy as part of a strategy redeployment.
- An investment in the Vanguard S&P 500 ETF.
- An opportunistic credit co-investment in a firm that specializes in medical receivables.

### **MARKETING AND COMMUNICATIONS**

The Council for Advancement and Support of Education (CASE) recently announced marketing and communications awards for District VI. District VI includes schools from Colorado, Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, and Wyoming.

The UW Foundation received multiple Best of District VI Awards. The winning entry title(s) are:

- Make My Day - Giving Day Campaign
- Marian H. Rochelle Gateway Center Displays
- Make My Day - Giving Day Air Freshener Self-Mailer
- A Win-Win/Doing Good Series - *UWyo* Magazine
- Endowing Excellence Video

The UW Foundation was one of dozens of CASE members in our district being recognized for extraordinary work this year. To see details, including the category name, visit the [winners gallery](#).