



MEMORANDUM

To: University of Wyoming Board of Trustees

From: University of Wyoming Foundation

Re: Liaison Report for January 2025 meeting

Date: January 7, 2025

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 November 30, year-to-date private support to UW is \$32,864,523.

ADVANCEMENT SERVICES

The Prospect Development team is currently focused on developing the annual operating plan for the 2025 calendar year. This month, the team is prioritizing the completion of fundraiser metrics review sessions for the second quarter and publishing the prospect management dashboards, which offer Development teams real-time access to their portfolios, pipelines, and metrics.

The Gift Administration team is actively collaborating with donors to finalize new gift agreements.

Meanwhile, the Information Services team is implementing Monday.com as an enterprise-wide project management solution to enhance organizational efficiency.

The Donor Relations team is gearing up for the second annual Donor Appreciation Day, scheduled for February 14, by partnering with campus stakeholders to create engaging video and social media messages.

CAMPAIGN PLANNING

In early December, campaign consultant BWF visited campus to interview academic partners—including deans, directors, and the Provost—as well as members of the foundation’s leadership team. They also interviewed President Seidel and members of the UW Foundation Board leadership.

Meanwhile, BWF subject area experts have been conducting interviews with the foundation’s staff as part of their internal assessment. All interviews with partners and staff are expected to be completed mid-January.



The findings from these interviews will inform both an internal assessment of the foundation's organization as well as a full campaign prospectus, which will outline potential campaign priorities.

In addition, BWF has been collaborating with the foundation's Information Services team to collect and screen data.

The overall project is on schedule or even ahead of schedule. Immediate next steps include forming a task force of 10-12 internal and external partners to review the information BWF has compiled.

Expect more updates in the new year as the UW Foundation continues its work with BWF. There will also be an in-depth discussion on this project at the February Foundation Board meeting.

Considering a campaign offers UW "another opportunity to make a first impression" and advance its mission in transformative ways. A campaign serves as a powerful tool to increase private support and engagement, fostering deeper connections with alumni, donors, and the broader community. It also sharpens the university's messaging, amplifying awareness of UW's unique value propositions and increasing its "mindshare" among key stakeholders.

Beyond these organizational benefits, a campaign can enhance UW's overall impact, reputation, and visibility on regional and national stages. It represents a critical opportunity to elevate fundraising efforts to new levels, unlocking potential for growth and innovation across the institution.

Campaign planning is part of UW's Strategic Plan. It is a key execution strategy of Goal 5: Cultivate Financial Stability/Diversification.

DEVELOPMENT

The UW Foundation has successfully secured gifts and commitments to fulfill the \$10 million in matching funds appropriated by the Wyoming Legislature during the 2024 Legislative Session. The matching funds included \$5 million in matching funds for Student Success and \$5 million in matching funds for Faculty Excellence, both of which are university fundraising priorities. Faculty Excellence gifts recently secured benefit Mechanical Engineering, Chemical Engineering, History, Ecology, Economics, Mathematics, Business, Agriculture, Wyoming Outdoor Recreation Tourism and Hospitality, Physics, Debate, and Community Engagement. Student Success gifts include scholarships and student enrichment funds that benefit students in Business, Haub School, Pre-Medicine, Engineering, Honors, Visual Arts, Study Aboard, Student Success and Graduation, Native American Students, and Veteran students.

In conjunction with UW's Office of Research and Economic Development, the UW Foundation launched and has now fully staffed the Office of Industry and Strategic Partnerships. Its goal is to connect industry, government, agencies, and other organizations with UW to create meaningful partnerships. These partnerships are opportunities for industry and strategic partners to have mutually beneficial relationships through research, education, and outreach.



Moreover, the UW Foundation has launched its Legacy Match 2.0 program—a matching gift program that enables UW alumni and friends to have an immediate impact when they make planned gifts to support the university. Planned gifts include bequests in a will or living trust, retirement plan beneficiary designations, and more. Since its launch a few months ago the program has generated over \$3.7 million in new planned giving commitments and leveraged \$69,000 for immediate use by UW via donor-directed matching funds. The Legacy Match 2.0 is supported by the UW Foundation Board.

FINANCIAL SERVICES

The Financial Services team has been making steady progress on several critical initiatives. Our efforts on external reporting continue, with a focus on completing essential filings, including 1099s, 990s, and 5500s. Internally, we are actively revising our budgeting framework through a mid-year reforecast to ensure alignment with organizational goals.

We are also collaborating closely with auditors to address and update state financial reporting requests. As the calendar year draws to a close, we are preparing to wrap up the processing of year-end gifts received by the foundation. In parallel, we are initiating the budgeting process in collaboration with the university, laying the groundwork for the upcoming fiscal year.

Finally, we are pleased to welcome new members to the foundation team and are working diligently to ensure a smooth onboarding process for them. These efforts are integral to maintaining the momentum and efficiency of our operations as we transition into the new year.

INVESTMENT SERVICES

Markets in general were soft going into the holidays. This masked an otherwise great year for the S&P 500.

Anticipation of a new administration has provided optimism within the private equity allocation of the portfolio. Managers are hoping this change leads to market liquidity in the form of IPOs and merger consolidations. We have experienced a modest uptick in capital distributions in the Foundation Private Equity allocation.

Interest rates have added approximately 100 basis points since the first Fed rate cut. Combined with very low credit spreads, traditional fixed income returns remain lackluster.

The Investment team is optimistic for the upcoming year and expect to achieve traction across strategies implemented during the year just completed. There will be an updated endowment valuation at the end of January.