



MEMORANDUM

To: University of Wyoming Board of Trustees

From: University of Wyoming Foundation

Re: Liaison Report for November 2025 meeting

Date: November 4, 2025

Thank you for this opportunity to update you on the University of Wyoming Foundation through our liaison officers, Trustees Bonner and Fall. Please see below for a sampling of some of the activities undertaken since our last report.

YTD PHILANTHROPY

As reflected in the monthly giving report through September 30, official year-to-date private support to UW is \$22,687,883. This figure exceeds last year at the same time when year-to-date private support stood at \$16,228,347.

ADVANCEMENT SERVICES

The Prospect Management team held Planned Gift Pipeline strategy sessions to strengthen donor cultivation efforts, launched a new Research Project Request process and form, and continued Contact Report training in collaboration with Information Services.

The Gift Administration team provided pledge status updates and is onboarding a new employee to support operations.

In Donor Relations, work continues on endowment and non-endowed reports and scholarship letters, with planning underway for the Stewardship Summit. *See more information below under Stewardship Summit.*

For the Information Services team, the Docfinity (document imaging software) implementation is nearly complete, the Ellucian upgrade is progressing, and the team is focused on data privacy initiatives and Giving Day data requests.

CAMPAIGN PLANNING

The UW Foundation has initiated whiteboard sessions with academic partners to clarify the “why” of a future comprehensive campaign and to identify specific fundraising priorities within each college and unit. The following sessions have been completed, with more scheduled throughout November and December, with the goal of finishing by calendar year’s end.

- College of Agriculture, Life Sciences, and Natural Resources
- College of Arts and Sciences



- College of Business
- College of Education
- Haub School of Environment and Natural Resources
- UW Neltje Center for Creativity and the Arts
- Research and Economic Development Department
- School of Energy Resources
- Student Affairs

This work reflects guidance from BWF's Campaign Readiness Report. BWF recommended a seven-year comprehensive campaign following a year or more of planning. Both the UW Foundation Board and Board of Trustees emphasized clearly defining the campaign's purpose and priorities.

The whiteboard sessions are designed to meet those expectations. They bring academic partners into the conversation, help shape a more clearly defined vision, and ensure alignment around priorities that will resonate with donors.

DEVELOPMENT

Thanks to generous support, including the \$250,000 UW Trustee Student Success Match, Giving Day 2025 was a success. More than \$3.9 million was raised in support of UW and its students, with alumni and friends from every state contributing. *See more information below under Giving Day.*

Regarding overall fundraising, the UW Foundation has had a strong first quarter, with more than \$25.1 million (not including Giving Day) raised as of October 24, 2025, compared to more than \$21.2 million (including Giving Day) at the same time last year.

Recent notable gifts include:

- New professorship in Accounting (faculty excellence)
- Significant planned gift supporting students studying agriculture, with a preference for Wyoming students (student success)

FINANCIAL SERVICES

The Financial Services team is finalizing the full-scope audit after presenting to the UW Foundation Board of Directors and will submit it to UW for final review and inclusion in the CAFR (Comprehensive Annual Financial Report).

The team is also completing the Form 990 and Form 5500 for the year, preparing NACUBO (National Association of College and University Business Officers) endowment reporting, and coordinating with the university on scholarship reporting. Additional efforts include supporting the financial portion of endowment reporting and onboarding new foundation employees.

GIVING DAY

For UW's 11th annual Giving Day, a more than 9,000 donors seized the day, contributing \$3.9 million in support for UW colleges, programs, student organizations, and more. Prior to the day, donors provided more than \$1.68 million in matching and challenge funds that encouraged this



remarkable level of support. The 266 campaigns represented academic colleges and units, athletic programs, and student clubs and organizations.

UW Giving Day took place from noon Thursday, Oct. 23, to noon Friday, Oct. 24. Competition among the challenges was fierce for the award total of \$65,000. Western Thunder Marching Band claimed first place in the Big Giving Day Challenge with 719 donors who contributed \$166,064. The Nordic Ski Team came in second with 464 donors and \$47,550. In addition, the Nordic Ski Team totals placed them first for the Student Organizations Donor Challenge.

In the Athletics Donor Challenge, the UW Rodeo Team earned first place with 351 donors giving \$62,208, followed by Track and Field and Cross Country with 229 donors giving \$30,585. The Club Sports Donor Challenge was won far and away by the Men's Rugby Club with 384 donors and \$115,510.

On the College Leaderboard, the College of Arts and Sciences secured the top spot with 1,606 donors and \$472,027, outpacing the College of Agriculture, Life Sciences, and Natural Resources (911 donors, \$409,747) and the College of Health Sciences (812 donors, \$128,949).

The McMurtry Foundation, the UW Board of Trustees, and the UW Foundation Board provided significant matching funds this year.

MARKETING AND COMMUNICATIONS

The UW Foundation Marketing and Communications team has been recognized for their outstanding work on behalf of the UW Foundation in the CASE Best of District VI Awards.

This year, the team received honors for the following projects:

- Stories of Impact – our series of student stories highlighting student success.
- University of Wyoming License Plates – the new UWAA plates .
- The Power of 10 – Giving Day Campaign – a cross-channel campaign spanning print, email, social media, video, and experiential graphics. We also won a national CASE award for this campaign.
- Pop-Up Holiday Card – last year's creative card featuring a pop-up Steamboat design.

For context, CASE District VI includes colleges and universities across Colorado, Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, and Wyoming. The UW Foundation team was among just a dozen institutions recognized this year.

STEWARDSHIP SUMMIT

The UW Foundation hosted its annual Stewardship Summit on November 4 at the Wyoming Union Ballroom. The event, focused on advancing faculty stewardship, opened with remarks by John Stark, followed by a welcome from President Ed Seidel emphasizing the central role of stewardship in strengthening the university community. Presentations from the Gift Administration and the Donor Relations teams highlighted current stewardship trends and donor retention strategies.



A campus panel showcased successful stewardship practices from faculty members John Kaszuba and Jean Garrison, and John P. “Jack” Ellbogen Dean Jenna Shim. They shared insights into how endowed support fuels innovation and impact across disciplines. The event also featured a donor panel with Doug Stark, Dick Scarlett, and Frank Mendicino—distinguished UW alumni and long-time benefactors who have each established named faculty positions. Their discussion underscored the lasting value of meaningful engagement between donors and faculty.

Interim Provost Alexander closed the summit with a challenge encouraging attendees to personally connect with donors, supported by the Donor Relations team distributing note cards for outreach. The summit reinforced UW’s ongoing commitment to celebrating philanthropy, strengthening relationships, and fostering a culture of stewardship across campus.