**Vision 2020 Update—Alumni Engagement and Philanthropic Giving**

**Overall Status**

**Goal IV:** Cultivate life-long philanthropy in support of WVSU through programs that educate students, alumni and friends about the importance of philanthropy and provide giving opportunities appropriate for each stage of life.

**Strategy D:** Increase the Foundation’s endowment to $8 million by 2020.

**Recent Key Accomplishments**

Increased endowment from $4,000,000 in FY 2013 to $5,008,414 in FY 2014.

**Upcoming Activities**

Continuing to seek commitments to the endowment through current and planned gifts.

**Emerging Issues**

The great need for cash for current projects and programs makes it difficult to emphasize endowment in conversations about major gift commitments.

**Solutions**

Planned gifts are an excellent vehicle for increasing the endowment over time.

**Upcoming Deliverables/Milestones**

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item. Increase Foundation Endowment to $5,500,000</td>
<td>6/30/15</td>
<td>100%</td>
<td>Endowment as of 11/11/2014 was $5,589,198</td>
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Submitted by: Patricia Schumann 12/17/14