



University Budget Committee – Advancement Budget FY22

Barb Richey, VP for University Advancement
March 2021



Advancement Mission

- [University Advancement](#), leads an integrated and collaborative effort to develop, communicate and enhance Eastern Washington University's image and academic reputation; build and nurture relationships with its constituents; and secure philanthropic investment in the university's strategic goals, its programs and students.
- Ultimately, advancing the mission of Eastern Washington University all while focused on donor intent in an ethical manner.



Advancement Overview

- Office of Alumni Relations (3 FTE)
- Office of Marketing, Web, Social Media, and Communications (12.5 FTE)
- Office of Philanthropy (10 FTE)
- Office of Advancement Services (7.5 FTE)
- Total unit compensation \$3,360,874
- Direct expenses/operating \$469,169
 - Total budget University support \$3,830,043



FY22 Proposed Budget Cut

			Total Reduction	FY 22 Target	FY 23 Target
University Advancement			391,529	234,917	156,612
ADV permanent reduction taken 7/1/2020				(125,032)	
Reduction in compensation taken 7/1/2021				(109,885)	
				-	





EWU Foundation



Volunteers

- EWU Foundation Board
- EWU Alumni Board
- EWU Young Professionals Board
- College Advisory Boards

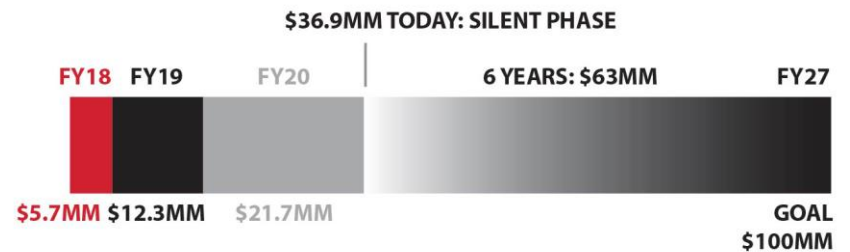
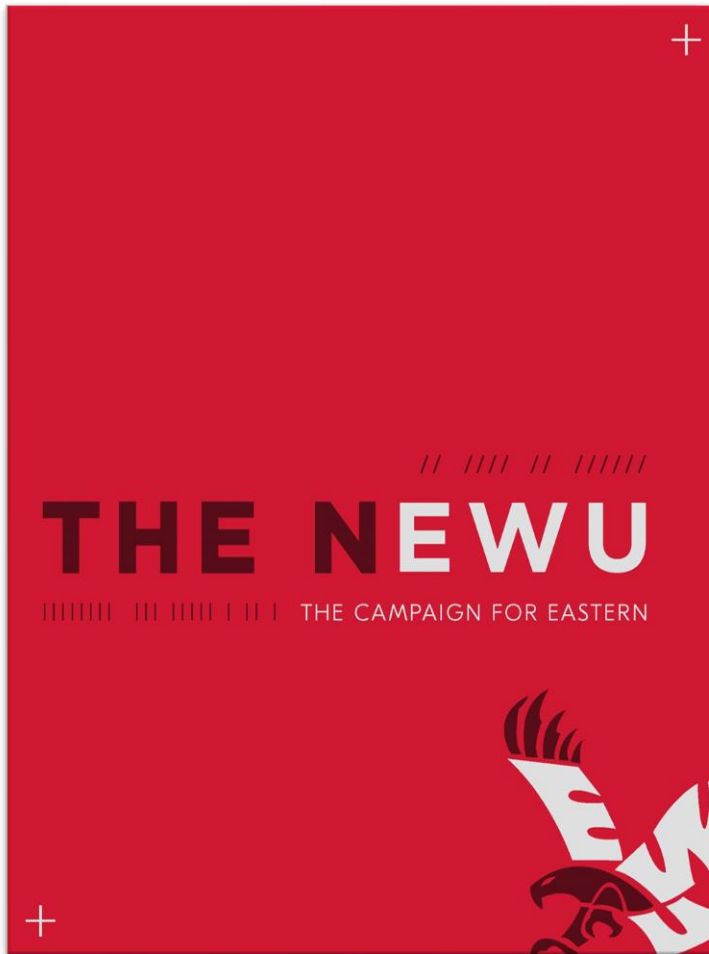


Our Priorities

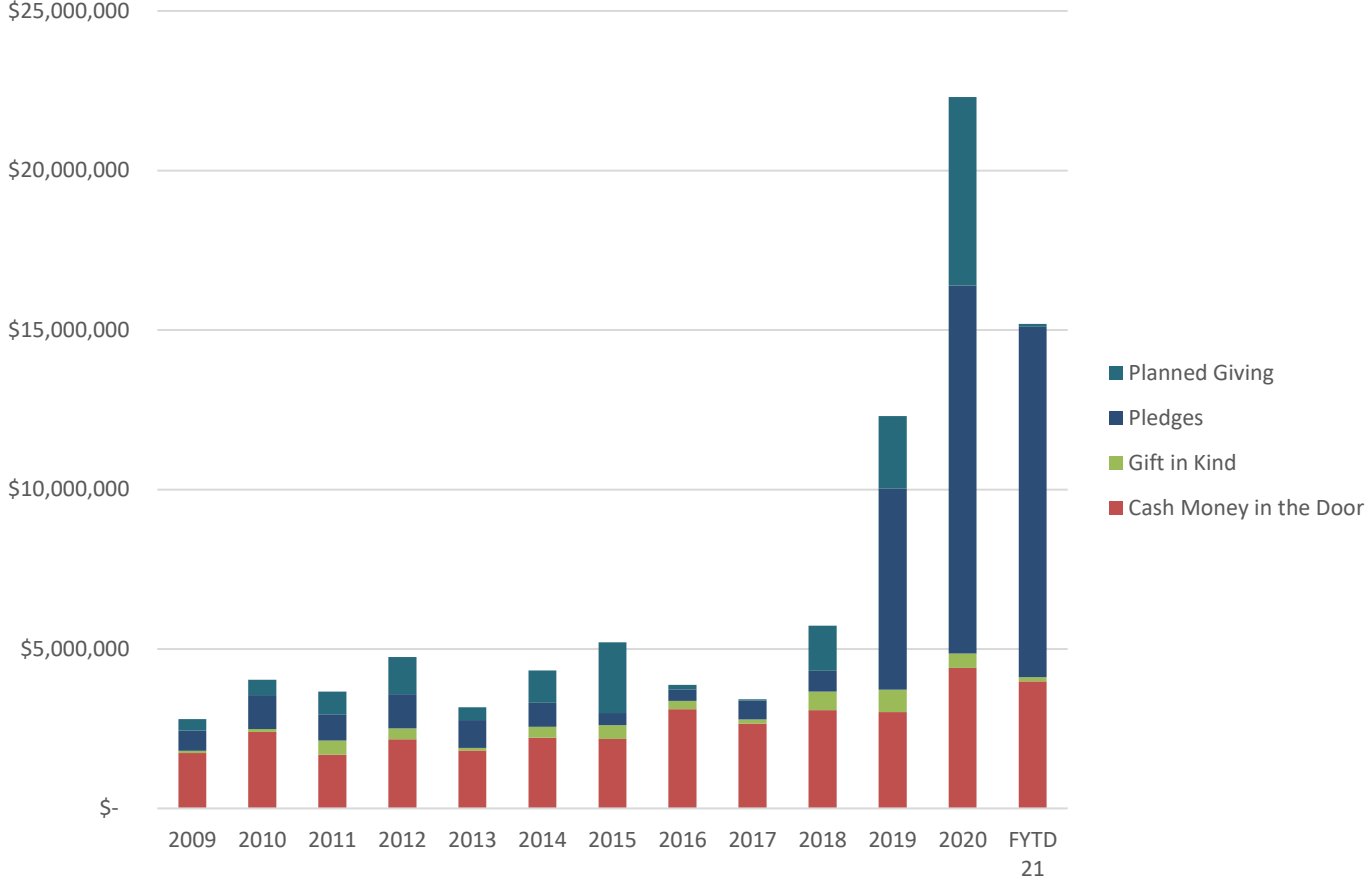
- During the COVID-19 pandemic, Eastern students needed our support more than ever.
 - **Student Emergency Fund**
 - Scholarships
- Now continuing to fundraise and move the silent phase of the comprehensive campaign forward



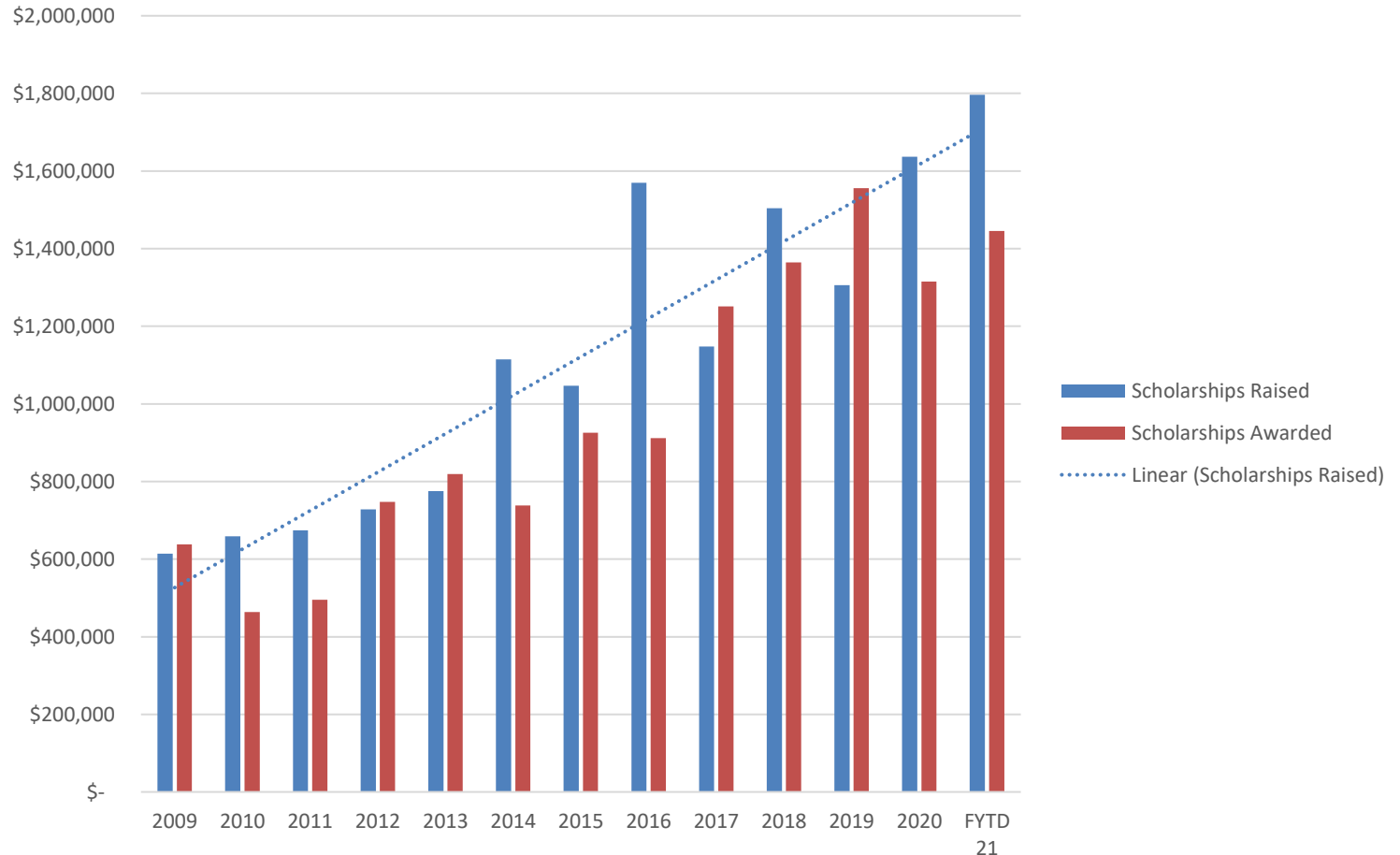
Comprehensive Campaign(s)



Fundraising Totals



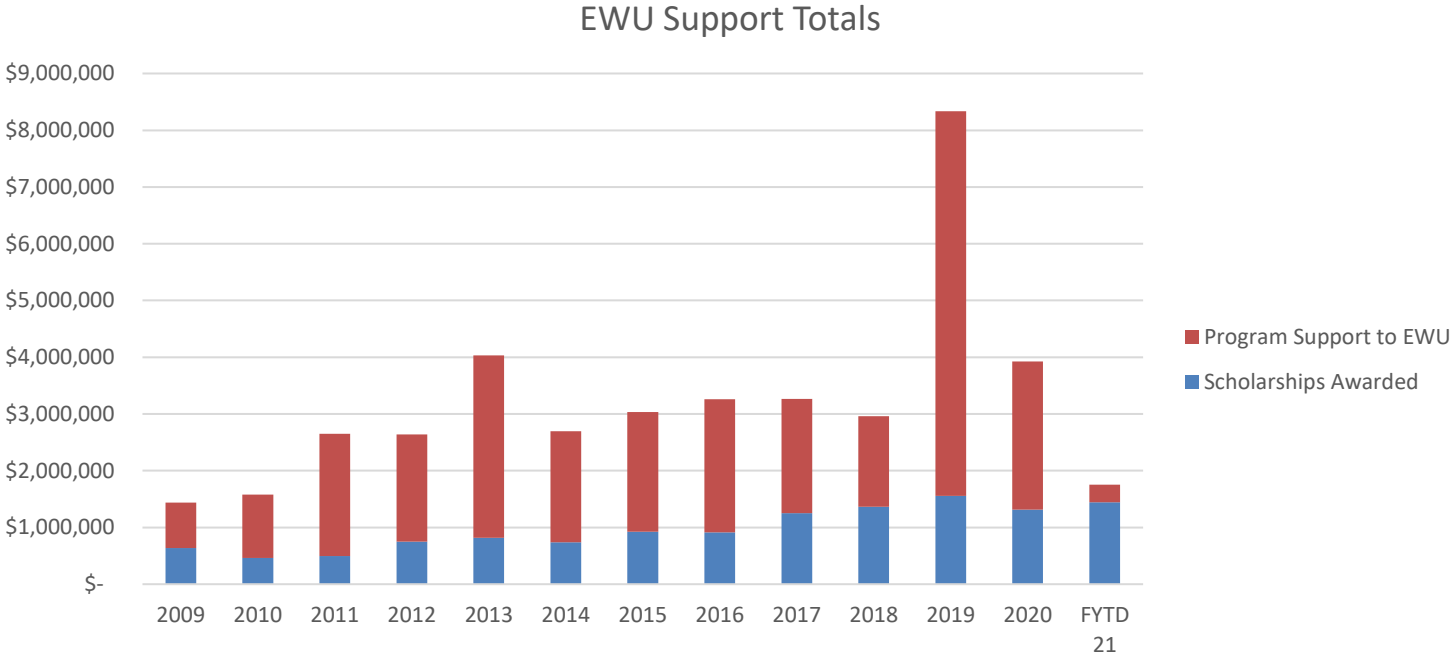
Foundation Mission: Support to Students



Due to timing differences in scholarship moves, fiscal year 2021 has scholarship support for fiscal year 2020. Fiscal year 2020 should have \$300k more in scholarships awarded \$1.6m.



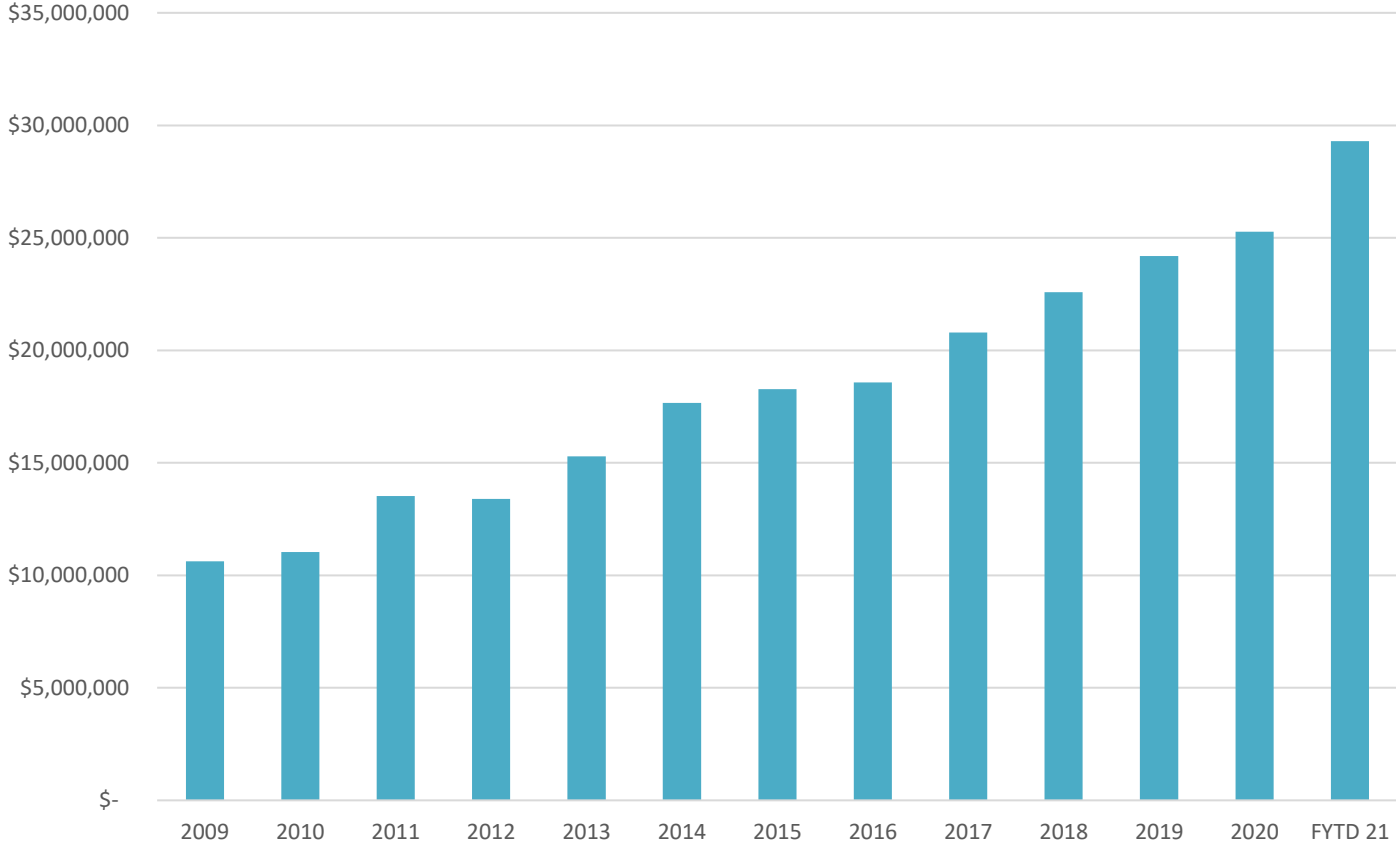
Foundation Mission: Support the University



FY 2019 \$5m support to EWU for Catalyst building



Endowment Market Value



What can you do or continue to do?

- Sign up for the Experts Directory
- Buy and wear your Eagle gear
- Share your Eagle story
- Engage in the Faculty and Staff Giving Campaign
- Give annually to your favorite scholarship or area
- Volunteer your time to go on donor or alumni visit(s) with one of us
- Sign up for Eagle Career Network
- Invest in an EWU Scholarship license plate
- Leave a legacy by putting EWU Foundation in your will
- Leave a legacy today by creating your own scholarship or program support fund





**QUESTIONS?
COMMENTS
DISCUSSION**

