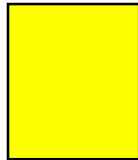


# Vision 2020 Update—Alumni Engagement and Philanthropic Giving

## 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 B:** Review and strengthen Foundation's policies related to gift acceptance, endowment management and reporting.

## Recent Key Accomplishments

During FY2014, Foundation updated its scholarship agreements and established a gift valuation and acceptance policy.

Standardized Comparative Gift Report and Campaign Report following substantial review of gifts and pledges.

## Upcoming Activities

Foundation will review investment and spending policies in conjunction with review of investment performance.

As knowledge of reporting software grows, reports will be further refined.

## Emerging Issues

Property received by the Foundation during FY 2014 is proving difficult to sell. Bequest of property was agreed to prior to adoption of gift valuation and acceptance policy.

## Solutions

Any future gifts of non-cash assets will be reviewed by Gift Policy and Executive Committees prior to acceptance.

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Review investment management and spending policies	6/30/15		0%	
Item. Refine financial reports	Ongoing		30%	