1. Alumni Relations Report

2. Wright State Foundation Financial Report

3. Development Report

4. Comprehensive Campaign Report
Alumni Leader’s Conference Planned:
First Annual Alumni Leaders Conference will bring together leaders of Alumni Societies and Networks for a day of discussion, education, and collaboration. Topics to be discussed: Society/Network board (committee) development and succession planning, volunteer recruitment, social media best practices. The event will include updates from President Hopkins about Wright State and the Rise. Shine. Campaign.

Event and Social Media Totals for 2014:
- Our event attendance continues to grow with 8,141 attendees at our events in 2014. This compares to 7,672 in 2013 and 6,642 in 2012.
- Our social media presence has exploded, and Facebook followers increased over 300% this year:
  - Facebook 2014 – 8,392 2013 – 2,445 2012 – 2,024
  - Twitter 2014 – 1,280 2013 – 772 2012 – 385
  - Linked In 2014 – 6,900 2013 – 6,287 2012 – 5,335

Society Updates:
- Model UN Alumni Society Annual Alumni/Student Holiday gathering – Dec. 4 - The Annual MUN student/alumni gathering hosted 35 guests.
- CONH Alumni Society established a scholarship fund to support College of Nursing and Health students in the fall of 2014 and moved $1000 from their 2014 fundraising efforts into the fund at the end of December.

Regional Network Updates:
Many of the Alumni Networks have been busy planning events and providing many opportunities for alumni engagement throughout the state of Ohio and across the United States.

- In November, the Washington DC/Maryland Alumni Network and the Greater New York City Alumni Network hosted happy hours at local establishments. These events are great opportunities for alumni in these regions to reconnect with each other and to also learn about other opportunities in their region.
• The Washington DC Network and New York City Network are also working with the Alumni Relations Staff to identify current students who are participating in fellowships, internships, or co-ops in the two regions so that the alumni leaders can reach out to the students to provide support and assist with their transition to a new area. We are currently working with academic units across campus to help us identify students who are currently in these regions or plan to move to either NYC or DC over the spring and summer semesters. We believe that by assisting current students with their transition and inviting them to alumni events hosted in those regions, we will build a stronger relationship and level of engagement than trying to engage them for the first time after graduation.

• In Ohio, our Columbus, Cleveland, Dayton, Cincinnati, and Lake Campus Networks have been very busy hosting many events and long-term projects. For example, the Lake Campus Network has been working with community leaders to implement a discount program for students and alumni at local establishments in the Celina/Mercer County region. The Alumni Network has ordered window signs to go in local establishments to indicate what businesses are supporting this program. Over the next year, the network hopes this initiative is successful and grows.

• Like the Washington DC and NYC Networks, the Cincinnati Network is focused on connecting with current students and helping those who are interested in moving to the Cincinnati region post-graduation. Once again, initiatives such as this will take time, strong communication efforts, and collaboration with campus partners to be successful. The Cincinnati Network is also looking forward to sponsoring a Continual Education Credit (CEC) for local teachers and education professionals since many school districts require CEC’s throughout the academic year.

• The Dayton Alumni Network continues to support the strong alumni base in Dayton and Raider Country. In December, the network made a $200 donation to CHOICES, Inc., an organization that assists foster children as they transition out of the foster system at the age of 18. The Dayton Network is also hosting a theatre and wine event on January 31st that exposes alumni to our talented students in the theater department. This year, alumni attendees will enjoy the student performance of Pride and Prejudice.

• Wright State Men’s vs. OSU Basketball Event – Dec. 27 - The Columbus Alumni Network and the Alumni Association hosted a pre-game tailgate at Eddie George’s Bar and Grille on High Street two hours prior to tip-off. This event was very successful. The Alumni Association sold 120 tickets to the basketball game and over 150 attendees at the pre-game event at Eddie George’s.

Upcoming Wright State Alumni Events: (Find more information at wrightstatealumni.com)

• January 31 - Pride and Prejudice Wine Tasting and Play
• February 4 - Career Webinar: Proven Strategies to Build a Network That Works For You
- February 5 - Cincinnati Alumni Network Happy Hour at The Dingle House
- February 7 - Wright State vs. Cleveland State Men’s basketball tailgate and game
- February 12 - Raider Round up SAA and Student Government event
- February 19 - Greater Columbus Alumni Network Wine Tasting at the Wine Bistro
- February 21 - Gulf Coast Rise. Shine. Event
- February 27 - Dayton Alumni Network Happy Hour at Warped Wing Brewery
- February 28 - Alumni Leaders Conference
- February 28 - College Outstanding Alumni Awards
- February 28 - Rowdy Gras
- March 3 - 9 - Civil Rights Pilgrimage
- March 4 - Career Webinar: Stuff Your Resume With Keywords to Highlight Your Experience
- March 28 - ARTSGALA
- April 1 - Career Webinar: Use Your Strengths to Create a Rewarding and Satisfying Career
- April 9 – CONH Alumni Society Education Offering: Law Update
- April 7 - 18 - Kenya Unmatched Safari
- April 20 – 24 – Senior Week
- April 24 – Amigos Latinos Alumni and Friends Gala
Volatility in the financial markets that began in the first quarter of the fiscal year continued during the second. Our endowment portfolio suffered sizable losses in the final month of the quarter (as it did the previous quarter), ending the period with a market value of $78.2 million. On a relative basis, the portfolio outperformed its associated composite benchmark by 26 basis points. The total fiscal year-to-date return on the endowment portfolio was slightly positive at +0.08%. Equity returns were dragged down by negative earnings in the international equity space. Domestic equities returned 4.4% for the first six months of the year, but world equities lost 7.5%. Fixed income returns were barely positive, with core fixed income providing a positive 2.4% return and high yield and emerging markets debt investments both losing ground. Alternative investments were also down slightly; only our structured credit (distressed debt) investment reported positive earnings for the six-month period.

The Foundation’s budget was hit by some large (although anticipated) expenditures during the second quarter of the fiscal year. In October, we made a public declaration of our comprehensive campaign, known as Rise. Shine., at the Nutter Center. The costs of this event were totally underwritten by the Foundation. Expenses associated with the campaign continued to add up in anticipation of several mini-launches for the campaign which will be held throughout the country. To date, the campaign has raised more than $110 million towards its $150 million goal. The other significant expense during the second quarter involved payments made to vendors involved with the University’s branding initiative. The Foundation committed $1 million toward this effort for fiscal year 2015.

The Foundation’s current endowment target allocation, actual allocation, and market values as of December 31, 2014, are presented below:

<table>
<thead>
<tr>
<th>Asset Class</th>
<th>Target Allocation</th>
<th>Actual Allocation</th>
<th>Market Value December 31, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity</td>
<td>43%</td>
<td>51%</td>
<td>$39,756,429</td>
</tr>
<tr>
<td>Fixed income</td>
<td>32%</td>
<td>29%</td>
<td>22,888,078</td>
</tr>
<tr>
<td>Hedge funds</td>
<td>14%</td>
<td>13%</td>
<td>10,104,009</td>
</tr>
<tr>
<td>Private equity</td>
<td>8%</td>
<td>3%</td>
<td>2,608,744</td>
</tr>
<tr>
<td>Structured credit</td>
<td>3%</td>
<td>4%</td>
<td>2,819,371</td>
</tr>
<tr>
<td>Cash &amp; equivalents</td>
<td>0%</td>
<td>0%</td>
<td>-0-</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>100%</td>
<td>$78,176,631</td>
</tr>
</tbody>
</table>
Endowment Value

Endowment Portfolio Market Value

Actual Rate of Return vs. Index

*To December 31, 2014

Current index composed of Russell 1000 (20.2%), Barclays US Aggregate Index (15.0%), MCSI All Country World Ex US Index (13.5%), Barclays Capital 1-5 Yr US TIPS Index (14.1%), HFR FOF Diversified (14.1%), Russell 2000 (5.8%), 50% S&P 500/50% Barclays 10 Yr Trea BW (3.9%), BOFA ML US HY Master II Index (3.9%), JPM EMBI Global Diversified (2.9%), DJ Wilshire Resi (3.3%), SOF Structured Credit Fund (3.3%).
All Portfolios Value vs. Contributions

Wright State University Foundation, Inc.
Endowed, Restricted and Reserve Pooled Investments

WSUF Net Contributions
Market Value
<table>
<thead>
<tr>
<th>GIFT SOURCE</th>
<th>DEC 2014</th>
<th>DEC 2013</th>
<th>PCT. CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DONORS</td>
<td>DOLLARS</td>
<td>DONORS</td>
</tr>
<tr>
<td>Alumni</td>
<td>703</td>
<td>$245,488</td>
<td>772</td>
</tr>
<tr>
<td>Corporations</td>
<td>66</td>
<td>184,702</td>
<td>82</td>
</tr>
<tr>
<td>Foundations and Organizations</td>
<td>24</td>
<td>236,331</td>
<td>22</td>
</tr>
<tr>
<td>Friends</td>
<td>540</td>
<td>529,658</td>
<td>645</td>
</tr>
<tr>
<td><strong>SUBTOTAL CASH RECEIPTS</strong></td>
<td>1,333</td>
<td>$1,196,179</td>
<td>1,521</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>9</td>
<td>72,812</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL ALL RECEIPTS</strong></td>
<td>1,342</td>
<td>$1,268,991</td>
<td>1,526</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GIFT SOURCE</th>
<th>FY2015</th>
<th>FY2014</th>
<th>PCT. CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DONORS</td>
<td>DOLLARS</td>
<td>DONORS</td>
</tr>
<tr>
<td>Alumni</td>
<td>1,935</td>
<td>$560,618</td>
<td>2,210</td>
</tr>
<tr>
<td>Corporations</td>
<td>165</td>
<td>1,528,039</td>
<td>193</td>
</tr>
<tr>
<td>Foundations and Organizations</td>
<td>68</td>
<td>509,304</td>
<td>62</td>
</tr>
<tr>
<td>Friends</td>
<td>1,551</td>
<td>915,083</td>
<td>1,784</td>
</tr>
<tr>
<td><strong>SUBTOTAL CASH RECEIPTS</strong></td>
<td>3,719</td>
<td>$3,513,044</td>
<td>4,249</td>
</tr>
<tr>
<td>Gifts-in-kind</td>
<td>35</td>
<td>282,862</td>
<td>17</td>
</tr>
<tr>
<td><strong>TOTAL ALL RECEIPTS</strong></td>
<td>3,754</td>
<td>$3,795,906</td>
<td>4,266</td>
</tr>
</tbody>
</table>
## Report of Fundraising Totals By Source and Unit

### Fiscal Year-to-Date to December 31, 2014

*(including totals from prior fiscal year)*

### BY SOURCE

<table>
<thead>
<tr>
<th>SOURCE</th>
<th>CASH</th>
<th>PLEDGES¹</th>
<th>IRREVOCABLE DEFERRED GIFTS¹</th>
<th>REVOCABLE DEFERRED GIFTS¹</th>
<th>REVOCABLE DEFERRED GIFTS²</th>
<th>CURRENT FYTD TOTALS</th>
<th>PRIOR FYTD TOTALS</th>
<th>% CHANGE FROM PRIOR FISCAL YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>$368,402</td>
<td>$268,667</td>
<td>$1,227,583</td>
<td>$7,973</td>
<td>$130,000</td>
<td>$2,002,625</td>
<td>$2,607,605</td>
<td>-23.8%</td>
</tr>
<tr>
<td>Corporations</td>
<td>940,504</td>
<td>1,960,500</td>
<td>0</td>
<td>167,861</td>
<td>0</td>
<td>3,068,865</td>
<td>2,637,011</td>
<td>16.0%</td>
</tr>
<tr>
<td>Foundations and Organizations</td>
<td>485,304</td>
<td>70,000</td>
<td>0</td>
<td>59,867</td>
<td>0</td>
<td>615,171</td>
<td>919,681</td>
<td>-29.7%</td>
</tr>
<tr>
<td>Friends</td>
<td>476,884</td>
<td>254,866</td>
<td>0</td>
<td>47,161</td>
<td>195,000</td>
<td>973,911</td>
<td>5,445,237</td>
<td>-82.1%</td>
</tr>
</tbody>
</table>

### CURRENT FYTD TOTALS

- $2,271,094
- $2,554,033
- $1,227,583
- $282,862
- $325,000
- $6,660,572

### PRIOR FYTD TOTALS

- $2,231,333
- $598,150
- $50,000
- $2,309,273
- $6,420,778
- $11,609,534

### % CHANGE FROM PRIOR FISCAL YEAR

- 1.8%
- 327.0%
- 2355.2%
- -87.8%
- -94.9%
- -42.6%

¹ Cash, checks, credit cards, electronic transfers, matching gifts, insurance premiums, etc.
² Conditional, deferred, irrevocable and revocable pledges.
³ Charitable gift annuities, charitable lead trusts (CLTs), charitable remainder trusts (CRTs), life estates, pooled income funds, Foundation-owned insurance policies, etc.
⁴ Gifts-in-kind, real property (land and buildings), tangible personal property (vehicles, equipment, books, art, auction items, etc.), intangible personal property (patents, copyrights, etc.), etc.
⁵ Bequest intentions, donor-owned insurance policy beneficiary, donor-owned retirement asset beneficiary, etc.

### BY UNIT

<table>
<thead>
<tr>
<th>UNIT</th>
<th>CASH</th>
<th>PLEDGES¹</th>
<th>IRREVOCABLE DEFERRED GIFTS¹</th>
<th>REVOCABLE DEFERRED GIFTS¹</th>
<th>REVOCABLE DEFERRED GIFTS²</th>
<th>CURRENT FYTD TOTALS</th>
<th>PRIOR FYTD TOTALS</th>
<th>% CHANGE FROM PRIOR FISCAL YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boonshoft School of Medicine</td>
<td>$430,130</td>
<td>$656,725</td>
<td>$227,583</td>
<td>$0</td>
<td>$20,000</td>
<td>$1,334,438</td>
<td>$3,928,153</td>
<td>-66.4%</td>
</tr>
<tr>
<td>College of Education &amp; Human Services</td>
<td>15,836</td>
<td>13,914</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>29,750</td>
<td>94,783</td>
<td>-68.2%</td>
</tr>
<tr>
<td>College of Engineering &amp; Computer Science</td>
<td>127,331</td>
<td>4,626</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>131,957</td>
<td>192,743</td>
<td>-31.6%</td>
</tr>
<tr>
<td>College of Liberal Arts</td>
<td>230,422</td>
<td>74,883</td>
<td>0</td>
<td>24,364</td>
<td>190,000</td>
<td>519,669</td>
<td>686,231</td>
<td>-24.0%</td>
</tr>
<tr>
<td>College of Nursing &amp; Health</td>
<td>298,330</td>
<td>1,218,440</td>
<td>0</td>
<td>59,528</td>
<td>0</td>
<td>1,578,298</td>
<td>329,651</td>
<td>398.2%</td>
</tr>
<tr>
<td>College of Science &amp; Math</td>
<td>28,130</td>
<td>6,955</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>35,085</td>
<td>105,634</td>
<td>-65.2%</td>
</tr>
<tr>
<td>Curriculum &amp; Instruction</td>
<td>10,897</td>
<td>795</td>
<td>0</td>
<td>12,075</td>
<td>0</td>
<td>23,767</td>
<td>13,145</td>
<td>81.4%</td>
</tr>
<tr>
<td>Enrollment Management</td>
<td>35,446</td>
<td>2,390</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>57,836</td>
<td>32,108</td>
<td>86.5%</td>
</tr>
<tr>
<td>Intercollegiate Athletics</td>
<td>270,215</td>
<td>223,355</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>493,570</td>
<td>598,964</td>
<td>-17.7%</td>
</tr>
<tr>
<td>Lake Campus</td>
<td>118,046</td>
<td>1,455</td>
<td>0</td>
<td>26,969</td>
<td>0</td>
<td>140,470</td>
<td>121,094</td>
<td>15.2%</td>
</tr>
<tr>
<td>Other</td>
<td>516,584</td>
<td>58,282</td>
<td>1,000,000</td>
<td>128,530</td>
<td>65,000</td>
<td>1,769,396</td>
<td>5,226,003</td>
<td>-65.2%</td>
</tr>
<tr>
<td>Raj Soin College of Business</td>
<td>130,221</td>
<td>264,829</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>395,050</td>
<td>135,912</td>
<td>189.5%</td>
</tr>
<tr>
<td>School of Professional Psychology</td>
<td>12,175</td>
<td>400</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>12,575</td>
<td>4,135</td>
<td>206.7%</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>37,741</td>
<td>634</td>
<td>0</td>
<td>4,575</td>
<td>50,000</td>
<td>92,950</td>
<td>111,050</td>
<td>-16.2%</td>
</tr>
<tr>
<td>University College</td>
<td>530</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>530</td>
<td>165</td>
<td>- -66.6%</td>
</tr>
<tr>
<td>University Libraries</td>
<td>9,060</td>
<td>6,350</td>
<td>0</td>
<td>31,821</td>
<td>0</td>
<td>47,231</td>
<td>29,713</td>
<td>60.5%</td>
</tr>
</tbody>
</table>

### CURRENT FYTD TOTALS

- $2,271,094
- $2,554,033
- $1,227,583
- $282,862
- $325,000
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### % CHANGE FROM PRIOR FISCAL YEAR

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- 2355.2%
- -87.8%
- -94.9%
- -42.6%
Advancement Committee Report
Development Report
January 2015

Planned Giving Update

In the first six months of the fiscal year, six new and one re-characterized planned gifts were received. Their projected value is $1,552,583. Two of the gifts were new life insurance policies taken out by the Foundation, but donated by alumni. The remainder are bequests.

There are an additional 6 planned gifts in discussion with an estimated projected value of $4.3 million, and 30 planned gifts that are in early stage discussions with unknown projected values at this time.

Annual Giving Update

Annual gift solicitation (gifts of up to $10,000) will be more significant during the broad-base appeals made during the public phase of the Rise. Shine. Campaign. Besides enabling the broad constituency base to participate in the Campaign and build toward reaching its overall financial goal, this effort will build the platform for future fundraising efforts by engaging more donors, increasing current individual giving levels, and identifying new major gift prospects.

Fall Phonathon – September 6 through October 23

55 student callers raised $152,152, from 1,960 contributors.
During Phonathon, there was a strong emphasis put on pledge fulfillment.

➢ As a result, our percentage of credit card contributions increased.
➢ Phonathon manager enforced stronger pledge verifications to ensure a larger fulfillment rate.

Fall Fulfillment Rate: As of mid-January, it is 73% compared to all of FY14, which was approximately 63%.

Fall Direct Mail Appeal

The annual fall direct mail appeal began on October 24 following the end of the Fall Phonathon Campaign and public launch of the Campaign. It was customized with students in each academic area who received the appeal and the appeal was branded with the Campaign’s Rise. Shine. markings.
New initiatives included:
  - Suggested giving amounts
  - Encouraging donors to jump up to the next giving society
  - The Wright State University Alumni Association scholarship appeal

60-Day Results
  - $57,661 from 324 donors compared to 60-Day results FY14 $30,701 from 232 donors.

**Spring Phonathon – February 7 – April 2**
Student Callers will begin on Saturday February 7.

New initiatives include:
  - Rise. Shine. Campaign Messaging will be incorporated into all calling segments
  - Additional calling segments have been added compared to Spring 2014
    - Alumni Association membership
    - Increased alumni affinity – 13 affinities identified
    - Alumni non-donors who have attended at least one University event in the last five years
    - Alumni non-donors with an annual giving likelihood Blackbaud score of 600 or more

**CSIC 2015**
The annual faculty staff campaign will launch on Thursday, February 26th. 2014 CSIC results are calculated through December 31, 2014; official results are pending.

**Student Giving**
Increasing student understanding of philanthropy and student giving to Wright State will receive particular emphasis this academic year. A focus group to assist in understanding student perceptions of, and interests in, giving to the University attracted 21 students. Working with Student Affairs and Alumni Relations, we will be engaging major student organizations to develop a new plan for student giving. Annual Giving and Alumni Relations staff will work with, and through, the Student Philanthropy Council and Student Alumni Council in this effort.

The first touch point took place on #GivingTuesday, December 2. #GivingTuesday is a global day dedicated to giving back. #GivingTuesday brought in just over $6,193 from 62 donors.

The second touch point will take place in February. February is Student Engagement and Philanthropy Month (SEP) in partnership with CASE. Institutional members will organize events and activities throughout February to enhance awareness and engagement of students in higher education advancement.

Throughout the month of February, student organizations, as well as campus teams who sign up, will be fundraising all month long and competing with one another to see which team
can raise the most funds. All funds will support WSU Foundation funds. We will conclude with a student event, the Tunnel Takeover, a 5K walk for $5K on February 26th, which will conclude in the Student Union Atrium with a celebration, followed by the 2015 CSIC Campaign Kickoff for faculty, staff and students.
Advancement Committee Report
Rise. Shine. The Campaign for Wright State University
January 2015

Comprehensive Campaign Activity

- Gifts and pledges of $110,576,720 have been accepted as of 12/31/14

- Tracking of the four donor classifications includes these totals:

<table>
<thead>
<tr>
<th>Donor Classification</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>$23,480,996</td>
<td>21.2%</td>
</tr>
<tr>
<td>Friends</td>
<td>$31,951,003</td>
<td>28.9%</td>
</tr>
<tr>
<td>Corporations</td>
<td>$46,915,365</td>
<td>42.4%</td>
</tr>
<tr>
<td>Foundations</td>
<td>$  8,229,354</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

- Gifts have been committed in these three areas:

<table>
<thead>
<tr>
<th>Area</th>
<th>Total</th>
<th>Percentage of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>$37,722,666</td>
<td>75%</td>
</tr>
<tr>
<td>Environments</td>
<td>$38,852,572</td>
<td>78%</td>
</tr>
<tr>
<td>Innovations</td>
<td>$34,001,482</td>
<td>68%</td>
</tr>
</tbody>
</table>

Campaign Creative Platform
All campaign materials and products are now completed and available for use. The platform includes the following resources:

- University case statement
- Folders and proposal covers
- Mini university case statement for launch events
- 12 individual case documents for colleges/schools/Lake campus/units
- Campaign videos (mini launches and faculty/staff campaign)
- Tom Hanks commercials
- Social media channels
- Campaign website
- Annual fund appeals (3 versions)
- Campaign notecards, business cards

Mini-Launch Events
We will replicate the highly successful October 18th public launch event throughout 2015 with a series of mini-launches in specified geographies. The program will be duplicated and include remarks from Campaign Co-Chair Amanda Wright Lane, the campaign video, student Rise. and Alumni Shine. stories, Tom Hanks video, and President Hopkins’ call to action.

The first such event is scheduled for Saturday evening, February 21st, at the Salvador Dali Museum in St. Petersburg. Invitations have been extended to 1,400 Gulf Coast alumni and friends. The event has been planned by an area host committee, and will be co-hosted by the
members of the President’s Campaign Cabinet, the WSU Foundation Board of Trustees, University Deans, and Advancement staff.