

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Committee Report
August 2016**

1. Alumni Relations Report
2. Wright State Foundation Financial Report
3. Development Report
4. Comprehensive Campaign Report

Advancement Committee Report Alumni Relations Report August 2016

Updates:

Wright State Days at Cedar Point and Kings Island

- First annual Cedar Point Day - 147 attendees
- Kings Island Day – 249 attendees

Hire Southwest Ohio Alumni Only Job Fair

- 400 attendees comprised of regional employers and alumni job seekers from Wright State and other universities including Ohio State, Miami, and Cincinnati.

First meeting of the Dayton Alumni Council held August 15

- In an effort to engage more alumni in the Greater Dayton area, leaders from the Greater Dayton Alumni Network hosted the first meeting of the Dayton Alumni Council. The council is composed of local alumni society leadership. This group is currently serving as a “think tank” to share society and network best practices for programming, promote more collaborative alumni events in the area, and come up with new opportunities to elevate the Wright State Alumni Association in the Dayton region through programs.

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

Homecoming 2016, September 30 and Oct 1 www.wrightstatealumni.com/homecoming

Friday, September 30

5:30 p.m. Organizational Leadership alumni & student reception

6:00 p.m. Alumni Achievement Awards (by invitation only)

7:00 p.m. 3rd Annual College of Education and Human Services Trivia Night

8:00 p.m. Pub Science with the College of Science and Math

Saturday, October 1

2:00 p.m. LGBTQ and Ally Alumni Society open house and reception

Motion Pictures Alumni reunion

College of Liberal Arts open houses and receptions

Club Football vs. Loyola University Chicago

Campus Tours

4:00 p.m. Women's Volleyball vs. Youngstown State

4:30 p.m. HOMECOMING FESTIVAL

5:30 p.m. The Kate Hasting Band performs

7:00 p.m. Men's Soccer vs. Belmont

The Homecoming Festival, prior to the men's soccer game, features live music, Wright State's annual Chili Cook Off, beer tents, food trucks, and games the whole family can enjoy!

For the second year in a row, we are thrilled to welcome The Kate Hasting Band, named a 2016 Country Music Association (CMA) Emerging Artist!

<http://community.wrightstatealumni.com/HC2016>

Upcoming Wright State Alumni Events cont.:

- Aug. 23 – Amigos Latinos Alumni Happy Hour
- Aug. 29 – Legacy Scholarship Golf Outing, Walnut Grove Country Club
- Sept. 7 – Veteran & Military Center Alumni and Campus Open House
- Sept. 10 – Alumni College on the Road – St. Petersburg
- Sept. 14 – Social Work Alumni Society Beer and Wine Tasting
- Sept. 15 – MPA Alumni and Student meet and greet
- Sept. 17 – Graduates of the Last Decade Reds trip
- Sept. 21 – College of Nursing and Health Alumni: Scholarship Wine Tasting
- Sept 24 – 25 – Annual Bourbon Trip
- Sept. 30 – 2nd Annual Alumni Leader Conference
- Sept. 30 – Oct. 1 – Homecoming
- Oct. 29 – Graduates of the Last Decade and Fraternity/Sorority Alumni Society Beer Tour
- Nov. 8 – RENT! Featuring alumna Jasmine Easler '16
- Dec. 14 – Fraternity and Sorority Alumni: Wine and Chocolate fundraiser for scholarship

**Advancement Committee Report
Wright State University Foundation Report
August 2016**

Since the last report, financial markets rebounded, but still ended the year in negative territory. The endowment portfolio lost 2.45% for the fiscal year, the first year it's suffered a loss since FY2009. In addition to the poor absolute performance, the return also underperformed its benchmark by 328 basis points. The only good news appears to be that the markets turned a corner in July and August and returns thus far are in positive territory. Losses in FY2016 were produced mostly in the alternative investment space and specifically in our hedge fund investment, which lost 10.25% for the year. Also within that space, private equity investments continue to add positive returns to the portfolio and our energy debt fund also regained some of the losses experienced earlier in the year. Equities lost 1.79% for the year, with both large and small cap producing losses of 2.47% and 5.36% respectively. Our managed volatility investment did return a healthy +8.94% return for the year, which allowed our total U.S. equity position to earn a small bump up of 1.49%. World equity investments lost 5.06% for the year, dragging our total equity return into the red. Total fixed income investments provided a positive return of 3.41% for the year, led by core fixed income and emerging markets debt. Our endowment portfolio ended the year with a value of \$76.1 million, up \$3.2 million since the last report. Asset allocations remained stable during the period and within tolerances established by the Foundation's investment policy statement.

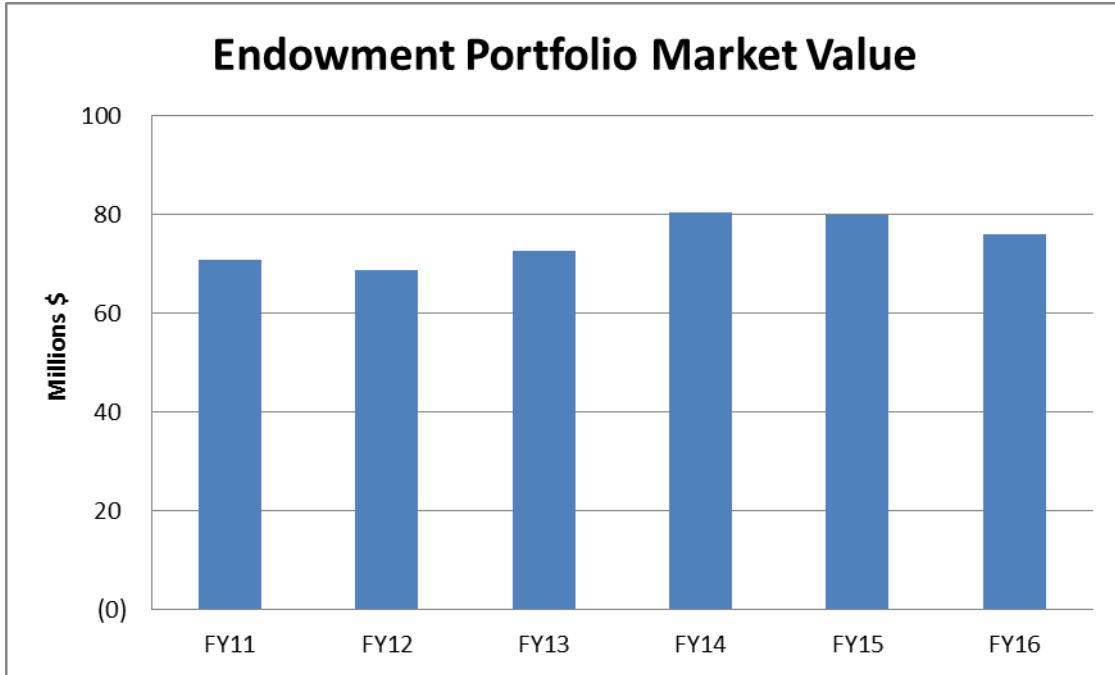
Investment losses experienced in FY2016 further reduced the Foundation's financial position and ability to react to strategic needs of the University. The Foundation's unrestricted net assets balance (which we use as proxy for our reserve) ended the year at \$5.2 million, a decline of 32% over the previous year. In addition to the investment losses described above, support for the University's fund-raising campaign, branding initiative, and special events have combined to significantly deplete our unrestricted net assets.

The Foundation's current endowment target allocation, actual allocation, and market values as of June 30, 2016, are presented below:

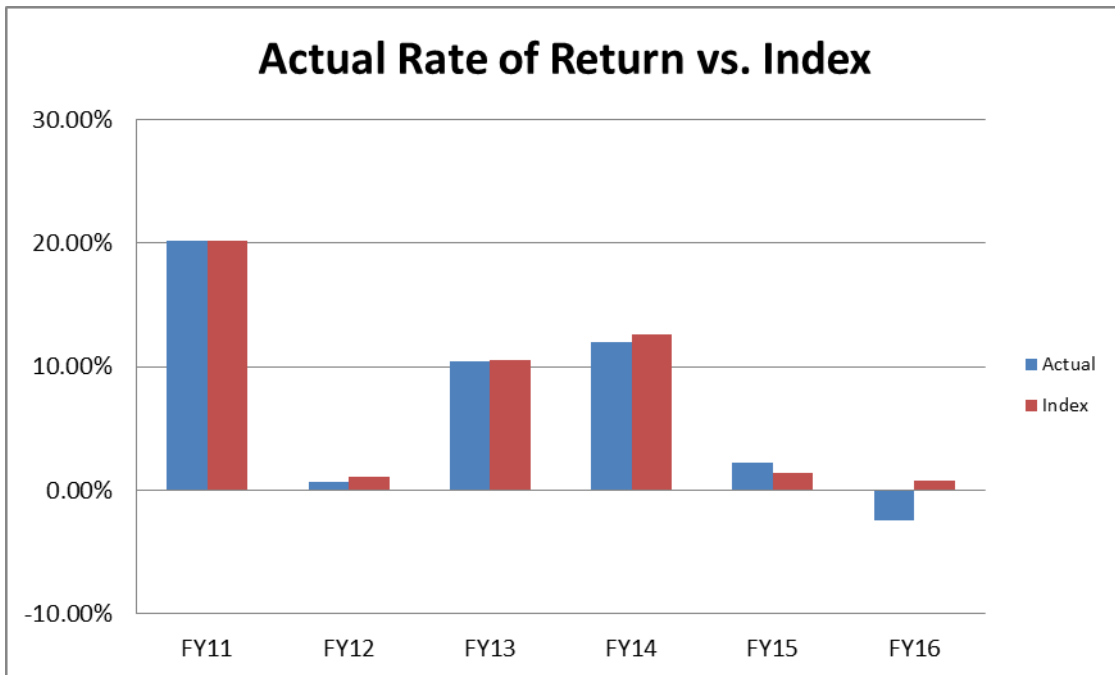
Endowment Portfolio Composition

Asset Class	Target Allocation	Actual Allocation	Market Value June 30, 2016
Equity	54%	53%	\$40,641,426
Fixed income	23%	29%	21,943,300
Hedge funds	8%	8%	5,734,139
Private equity	8%	5%	4,193,646
Energy Debt	4%	4%	2,933,527
Cash & equivalents	0%	1%	645,753
Totals	100%	100%	\$76,091,791

Endowment Value

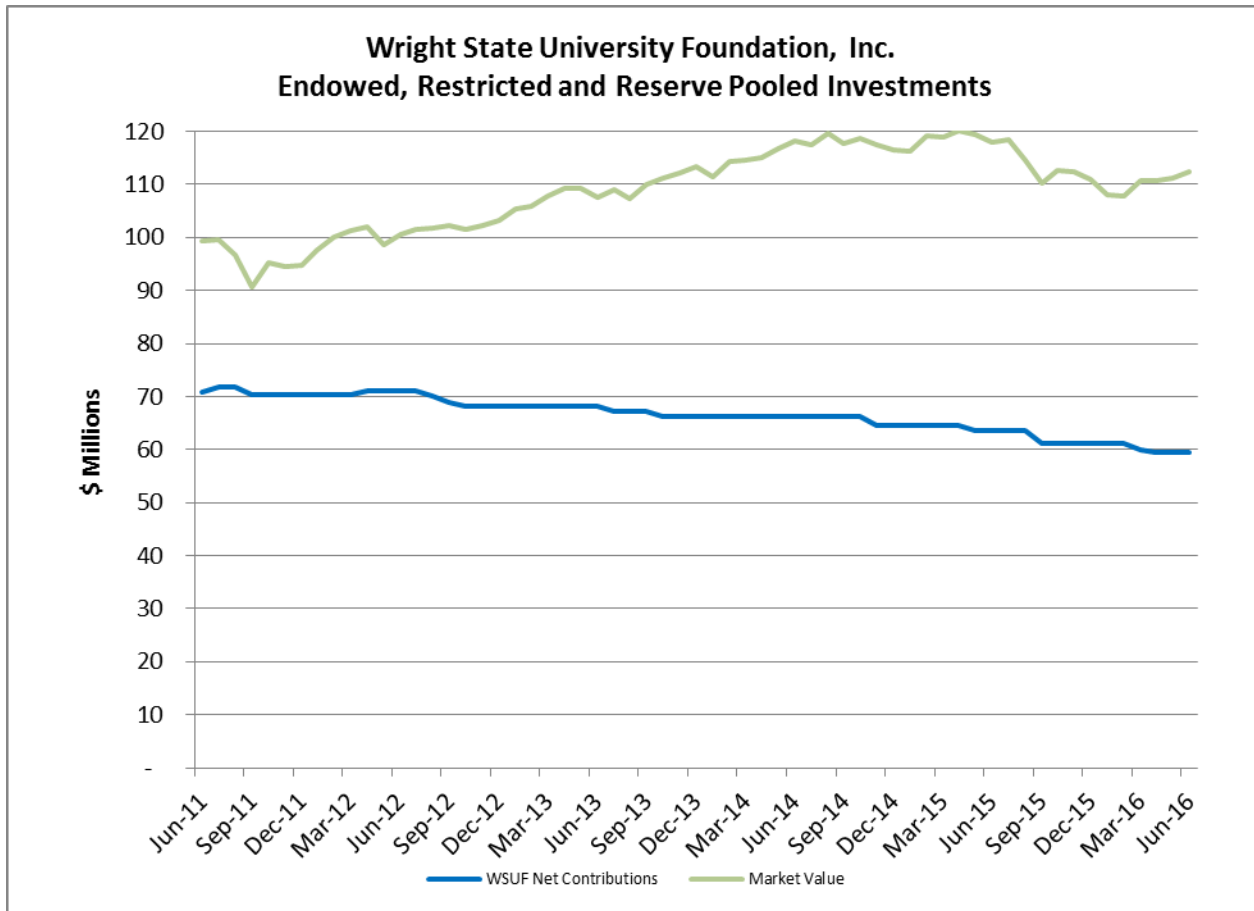


Endowment Historical Rates of Return



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.

**Report of Total Receipts: Cash and Gifts-in-Kind
For the Month Ended July 31, 2016 and 2015**

MONTH-TO-DATE

GIFT SOURCE	JUL 2016		JUL 2015		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	465	\$71,066	492	\$143,875	-5%	-51%
Corporations	23	37,849	29	169,174	-21%	-78%
Foundations and Organizations	8	54,524	4	44,744	100%	22%
Friends	485	55,417	549	78,552	-12%	-29%
SUBTOTAL CASH RECEIPTS	981	\$218,856	1,074	\$436,345	-9%	-50%
Gifts-in-kind	2	14,466	2	1,345,345	0%	-99%
TOTAL ALL RECEIPTS	983	\$233,322	1,076	\$1,781,690	-9%	-87%

FISCAL-YEAR-TO-DATE

GIFT SOURCE	FY2017		FY2016		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	465	\$71,066	492	\$143,875	-5%	-51%
Corporations	23	37,849	29	169,174	-21%	-78%
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TOTAL ALL RECEIPTS	983	\$233,322	1,076	\$1,781,690	-9%	-87%

WRIGHT STATE UNIVERSITY FOUNDATION, INC.

Report of Fundraising Totals By Source and Unit

Fiscal Year-to-Date to July 31, 2016

(including totals from prior fiscal year)

BY SOURCE

SOURCE	CASH ¹	PLEDGES ²	IRREVOCABLE	GIFTS OF	REVOCABLE	CURRENT FYTD	PRIOR FYTD
			DEFERRED	PROPERTY ⁴	DEFERRED		
			GIFTS ³		GIFTS ³	TOTALS	TOTALS
Alumni	\$44,818	\$0	\$0	\$0	\$0	\$44,818	\$135,115
Corporations	28,640	3,000	0	14,466	0	46,106	1,476,668
Foundations and Organizations	54,324	0	0	0	0	54,324	44,745
Friends	33,311	0	0	0	0	33,311	56,883
CURRENT FYTD TOTALS	\$161,093	\$3,000	\$0	\$14,466	\$0	\$178,559	
PRIOR FYTD TOTALS	\$266,466	\$101,600	\$0	\$1,345,345	\$0		\$1,713,411
% CHANGE FROM PRIOR FISCAL YEAR	-39.5%	-97.0%	N/A	-98.9%	N/A	-89.6%	

BY UNIT

UNIT	CASH ¹	PLEDGES ²	IRREVOCABLE	GIFTS OF	REVOCABLE	CURRENT FYTD	PRIOR FYTD
			DEFERRED	PROPERTY ⁴	DEFERRED		
			GIFTS ³		GIFTS ³	TOTALS	TOTALS
Boonshoft School of Medicine	\$27,195	\$0	\$0	\$0	\$0	\$27,195	\$102,452
College of Education & Human Services	810	0	0	0	0	810	1,550
College of Engineering & Computer Science	10,000	0	0	0	0	10,000	21,840
College of Liberal Arts	10,981	0	0	10,000	0	20,981	7,045
College of Nursing & Health	950	0	0	4,466	0	5,416	24,535
College of Science & Math	7,085	0	0	0	0	7,085	1,348,445
Curriculum & Instruction	25	0	0	0	0	25	1,108
Enrollment Management	6,675	0	0	0	0	6,675	1,467
Intercollegiate Athletics	838	0	0	0	0	838	25,639
Lake Campus	0	3,000	0	0	0	3,000	40,200
Other	54,347	0	0	0	0	54,347	91,661
Raj Soin College of Business	2,925	0	0	0	0	2,925	32,590
School of Professional Psychology	9,155	0	0	0	0	9,155	3,000
Student Affairs	24,727	0	0	0	0	24,727	9,904
University College	0	0	0	0	0	0	0
University Libraries	5,380	0	0	0	0	5,380	1,975
CURRENT FYTD TOTALS	\$161,093	\$3,000	\$0	\$14,466	\$0	\$178,559	
PRIOR FYTD TOTALS	\$266,466	\$101,600	\$0	\$1,345,345	\$0		\$1,713,411
% CHANGE FROM PRIOR FISCAL YEAR	-39.5%	-97.0%	N/A	-98.9%	N/A	-89.6%	

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.

**Advancement Committee Report
Development Report
August 2016**

Planned Giving Update

FY2016 Planned Gift Results:

- 20 new planned gift commitments with a recorded gift value of \$7,862,000 were recorded in FY16. All but one are bequest expectancies; one charitable gift annuity was written
 - Major gift officers or other university staff were instrumental in closing 11 of the new planned gifts
 - Three planned gifts of \$1 million+ were coupled with current gifts from the donors to initiate significant merit-based scholars programs for undergraduate students in the College of Science and Mathematics and the College of Engineering and Computer Science
- As of the end of the FY, there are 9 additional planned gifts in discussion with an estimated projected value of \$1,985,000
- There are currently another 31 potential planned gifts in early stage discussion

A promotional mail piece in early September promotes the option to make gifts directly from IRA accounts (IRA Rollover Gifts).

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.

Spring Phonathon – January 30 – April 6

- Spring 2016 results: \$181,209 2,216 pledges/credit card gifts
- Spring 2015 results: \$109,604 1,529 pledges/credit card gifts

New initiatives included:

- Continued our alumni affinity segments that we started in FY15, increased those affinities and identified new segments – 15 affinities
 - New: Veteran alumni, library alumni and political science

- Conducted a data append in December, which resulted in nearly 30,000 additional prospects
- Multi-Channel approach for our Wed-to-Wed segment. Mailed a non-solicitation postcard February 9 – 11, with Phonathon calls to this segment beginning on February 13 with very specific scripting related to the mail piece. This segment more than doubled compared to FY15

Spring FY16 Direct Mail Appeal

We mailed to previous year and current fiscal year donors; our lapsed and non-donors were mailed and emailed earlier in the spring with a simple postcard and email prior to the Campaign Celebration on April 19th.

- 90 day results FY16 \$68,871 490 gifts
- 90 day results FY15 \$53,902 372 gifts

2016 Faculty, Staff & Retiree Campaign

- 6/30/2016 Results \$508,903 48% participation among Full-time Staff & Faculty
- 6/30/2015 Results \$523,138 57% participation among Full-time Staff & Faculty

2016 results will be calculated through December 31, 2016.

- 2015 Final Results \$820,049 59% participation among Full-time Staff & Faculty

Fall Direct Mail Appeal

The annual fall direct mail appeal will begin on October 31. It will be customized with student features in each academic area. The primary audience for Fall Appeal is alumni, however without a traditional Phonathon in FY17, this appeal will also be sent to friends who are donors.

Strategies

- Continue to personalize, including suggested giving amounts based on historical giving
 - Provide current donor club, if applicable
- New strategy in FY17 – utilize our seven Student Development Officers in a multi-channel approach, which includes direct mail, video, email and personal approaches.

Advancement Committee Report
Rise. Shine. *The Campaign for Wright State University*
August 2016

Comprehensive Campaign Activity

- Gifts and pledges of \$159,123,395 have been recorded as of 7/31/2016
- Tracking of the four donor classifications includes these totals:

Alumni	\$31,357,245	19.7%
Friends	\$38,059,298	23.9%
Corporations	\$75,189,786	47.3%
Foundations	\$14,517,067	9.1%
- Gifts have been committed in these three areas:

Individuals	\$46,631,539	(students and their success)
Environments	\$66,780,466	(capital projects)
Innovations	\$45,711,390	(programmatic investments)
- Types of gifts:

Gifts of cash	\$35,172,383
5-year pledges	\$38,617,945
Planned gifts	\$36,213,391
Gifts in kind	\$49,119,676

Campaign Conclusion: December 2016

Campaign Impact to Date:

- 29,968 individual donors have made gifts to Rise. Shine. (also includes foundations & corporations)
- First-time gifts to Wright State were received from 16,545 donors
- Total number of donors who made gifts of \$10,000+ -- 982

Campaign Emphasis:

- Continuing to work on bringing gift commitments to a successful conclusion
- Refining strategic initiatives for continuation following formal close of *Rise. Shine.*
- Conducting a final approach to include prospective donors who haven't made a gift
- Preparing to share the transformative impact of *Rise. Shine.* by sharing donor and impact stories in the second half of calendar year 2016