

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
April 2021**

1. Advancement Report Overview
2. Alumni Relations Report
3. Development Report
4. Office of Corporate and Community Engagement (OCCE) Report
5. Fundraising Report

Advancement Report Overview

April 2021

We continue to be pleased number of donors who are partnering with us. We remain on track for having more donors in this fiscal year than last year.

On another positive note, with more people being vaccinated, we are seeing more of a return to normal and donors have been much more open to engage in gift conversations in recent weeks. We have some exciting gifts in the works which will hopefully be reflected in future reports, including nearly \$1 million in estate gifts commitments that are in the process of being wrapped up and just waiting on some paperwork from the donors.

Additionally, we also received a gift of photographs to add to the collection of the Stein Gallery. These photos, some of which are iconic and easily recognizable, are a welcome addition to the Fine Arts program and a great teaching tool for students. The collection of photographs is valued at over \$4 million.

Alumni Relations Report April 2021

Marketing/Communications

The Spring 2021 issue of the *Wright State Magazine* will hit mailboxes at the end of April. The content includes:

FEATURE #1: Lindsay Aitchison, NASA space suit designer

FEATURE #2: Cody Commander, mental health officer for the U.S. Olympic team

FEATURE #3: The Guardian: Past, present and future

FEATURE #4: The Minnie Project, alumna renovates historic Dayton home

COVER STORY: The Change Makers: Interviews with Black alumni who are working to create change in their communities, are fighting racial injustice, or are working toward dismantling systemic racism in their careers, and building up Black communities stronger.

Dr. Michael Robertson, racial disparities in healthcare

Sierra Leone, Dayton poet

Robert "Bo" Chilton, IMPACT Community Action, Columbus

Dr. Andre Harris, only Black OB/GYN in Dayton: maternal mortality rates of Black women

Kenneth Bryant, Asst. Professor, Political Science, UT at Tyler

Dorian Buford, President of BSU

WSU Equity Task Force, Q&A

Nicole Carter, will write an article on POC safe spaces

Shirley Tucker, Dayton artist and youth probation officer

Joyce Beatty, U.S. Congresswoman from Ohio

Libraries: anti-racism Library book recommendations

Nan Whaley, mayor of Dayton, declares racism a public health emergency

New scholarship stories: George Floyd and Retain the 9

STUDENT PROFILE: Carmen Asman, Biomedical Engineering, Senior

ALUMNI PROFILE: Mohamed Al-Hamdani, immigration lawyer

The next issue of the alumni magazine will be in Fall 2021.

Networks and Societies

- Veteran and Military Alumni Society has a Golf Outing in August they are planning
- LGBTQ+ Alumni society are working on potential events this month- leadership interest virtual trivia get together and for Pride Month in June
- Fraternity and Sorority Alumni Society - Supporting Sexual Assault Awareness Month with a speaker for current Greek students and alumni in partnership with the Greene County Prosecutors Office
- Lake Campus Network meeting next week to discuss some initiatives to start back up

Volunteer Opportunities

- The annual postcard writing project will be beginning in April. We invite alumni to sign up to write postcards to admitted students encouraging them to choose Wright State. A script and all supplies are mailed to the alumnus along with a list of ten admitted students. We hope to send out 600 postcards to admitted students by the end of May. For more information, contact Bing Bingham at emily.bingham@wright.edu

Past Events:

We have been holding a series of virtual events including:

- Virtual Beer Tasting and Game Watch Feb. 12 had 95 attendees
- We also held a series of Horizon League Tournament Pep Rallies and Watch Parties for the men's and women's basketball teams
- Raider on the Rocks: Virtual Mixology Classes (RTR)
 - Awesome turn out for our St. Patricks Day RTR
 - Working on a Cinco De Mayo RTR - Date TBD
- Alumni Speaker Series – Taking July/August off and Starting back up in September
 - January- Joey Monda
 - February- Tykiah Wright
 - March - Rear Admiral Deborah Loewer
 - April- Dr. Michael Robertson
 - June - Joshua Stuckey

UPCOMING EVENTS:

4/8/21	Alumni Speaker Series with Dr. Michael Robertson
4/22/21	Alumni Grad Fest
6/6/21	Wright State Day at Kings Island
6/10/21	Alumni Legacy Scholarship Golf Outing
6/17/21	Alumni Speaker Series with Joshua Stuckey
9/25/21	Festival of Flight
10/1/21	Wright Day to Give <ul style="list-style-type: none">• Working on Multiple initiatives for this including how to celebrate our 50th Anniversary of the Alumni Association• Also working on strategic plan to revitalize Alumni Grove
10/1/21	Homecoming Weekend
10/16/21	Amigos Latinos Gala

See more details at WrightStateAlumni.com

Development Report April 2021

Planned Giving Update

FY21 Year-to-Date Planned Giving Results:

- Five bequest intentions have been secured so far totaling \$525,327.
- We have two realized planned gifts this fiscal year totaling a nearly \$21,000.
- We have six gift expectancies in process with two added since the last report. The total value of these estates is in excess of \$2,100,000.
- We are in conversation with 10 donors as they finalize their estate plans. The estimated known value for these bequest intentions is over \$12,000,000. Three of the conversations (totaling \$950,00) are very close to completion and just waiting on the donors to complete some needed documentation. Additionally, we have thirty-six individuals currently identified with active planned giving interests, but no bequest value has been determined yet.

Annual Giving Update

Annual gift solicitation (gifts of up to \$10,000), building off the momentum of the Rise. Shine. Campaign, engaging more and more donors with Wright State, increasing current individual giving levels, and identifying new major gift prospects.

Fall Direct Mail Appeal

The annual fall direct mail appeal dropped November 24, featured President Edward's, this was the second appeal of its kind in calendar year 2020 where we didn't feature a student. Rather, with the continued COVID-19 environment, we shifted our appeal to focus on our student emergency needs and funds.

Strategies

- Continued to personalize, including suggested giving amounts based on historical giving

- Continued to solicit our most engaged alumni/friends utilizing our Wright State engagement scores in addition to utilizing our updated Wright State annual giving likelihood scores

Fall Appeal Results

90-day results FY21	\$158,651	668 gifts
90-day results FY20	\$107,874	378 gifts
90-day results FY19	\$98,384	442 gifts
90-day results FY18	\$86,876	474 gifts
90-day results FY17	\$95,165	489 gifts
90-day results FY16	\$83,530	386 gifts

2021 CSIC – Campus Scholarship and Innovation Campaign

The 2021 faculty, staff, retiree campaign kicked off on March 8 and will conclude on April 30. With the continued COVID-19 situation, the CSIC campaign once again is a digital campaign. All gifts are calculated on a calendar year.

CSIC Results:

2020	\$888,036	31%
2019	\$443,028	43%
2018	\$474,994	49%
2017	\$579,043	46%
2016	\$736,428	50%

Office of Corporate and Community Engagement Update

FY21 Funding as of February

\$1,792,414.20 in corporate/foundation commitments representing 54.1% of all FY 21 commitments to Wright State as of February

- Corporate = \$1,202,806.31 (36.3% of total giving)
- Foundation = \$589,607.89 (17.8% of total giving)

Select Office Activities

- **Corporate Scholarships**

Activities in the first quarter have focused heavily on securing and renewing corporate scholarships for Wright State students.

In calendar year 2020, 59 corporations committed \$1,976,460.88 in scholarship support, which represents 56 percent of all scholarship gift commitments.

- **Quarterly E-News to Corporate and Community Members**

Quarterly stewardship messages are emailed to Wright State corporate/foundation/community partners as an engagement tool, which is particularly critical during the pandemic. The contents include a “thank you” for their support of the university and provide news about current university activities.

- The February message was sent to 266 corporate and community members with an open rate of 36%!
 - Featured information/articles included: highlights of Wright State’s national rankings and top research stories of 2020. The most popular articles were:

Two Alumni Appointed National Trustees
<https://webapp2.wright.edu/web1/newsroom/2020/12/17/two-alumni-appointed-national-trustees-for-wright-state/>

Princeton Review Ranks Wright State as One of the Top US Schools for Aspiring Entrepreneurs
<https://webapp2.wright.edu/web1/newsroom/2020/11/23/princeton-review-ranks-wright-state-as-one-of-the-top-u-s-schools-for-aspiring-entrepreneurs/>

Wright State Ranks No. 3 in the Nation for its Wheelchair Friendly Features
<https://webapp2.wright.edu/web1/newsroom/2020/12/01/magazine-ranks-wright-state-no-3-in-the-nation-for-its-wheelchair-friendly-features/>
- The next issue is set to go out in May.

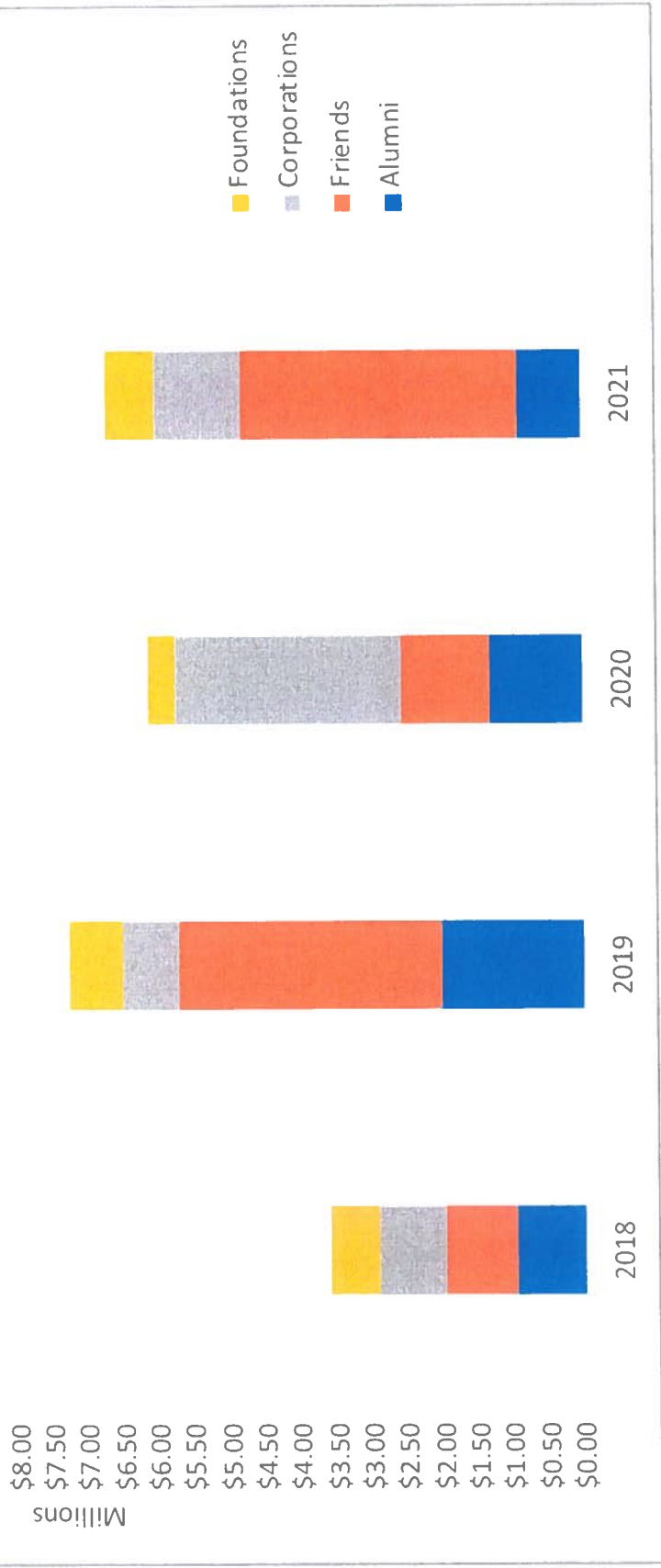


FOUNDATION

Commitments per Fiscal Year by Source: Dollars FYTD Comparison July 1, 2017 - March 31, 2021

FYTD Jul-Mar	Alumni	Friends	Corporations	Foundations	Grand Total
2018	\$1,001,592.99	\$1,004,787.07	\$938,914.53	\$706,866.76	\$3,652,161.35
2019	\$2,024,235.67	\$3,719,930.49	\$801,310.80	\$743,735.61	\$7,289,212.57
2020	\$1,330,273.54	\$1,250,983.24	\$3,179,913.66	\$389,320.58	\$6,150,491.02
2021	\$905,951.59	\$3,916,457.07	\$1,226,241.31	\$680,715.89	\$6,729,365.86

Fiscal Year July to March Comparison: Amount Given



This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.

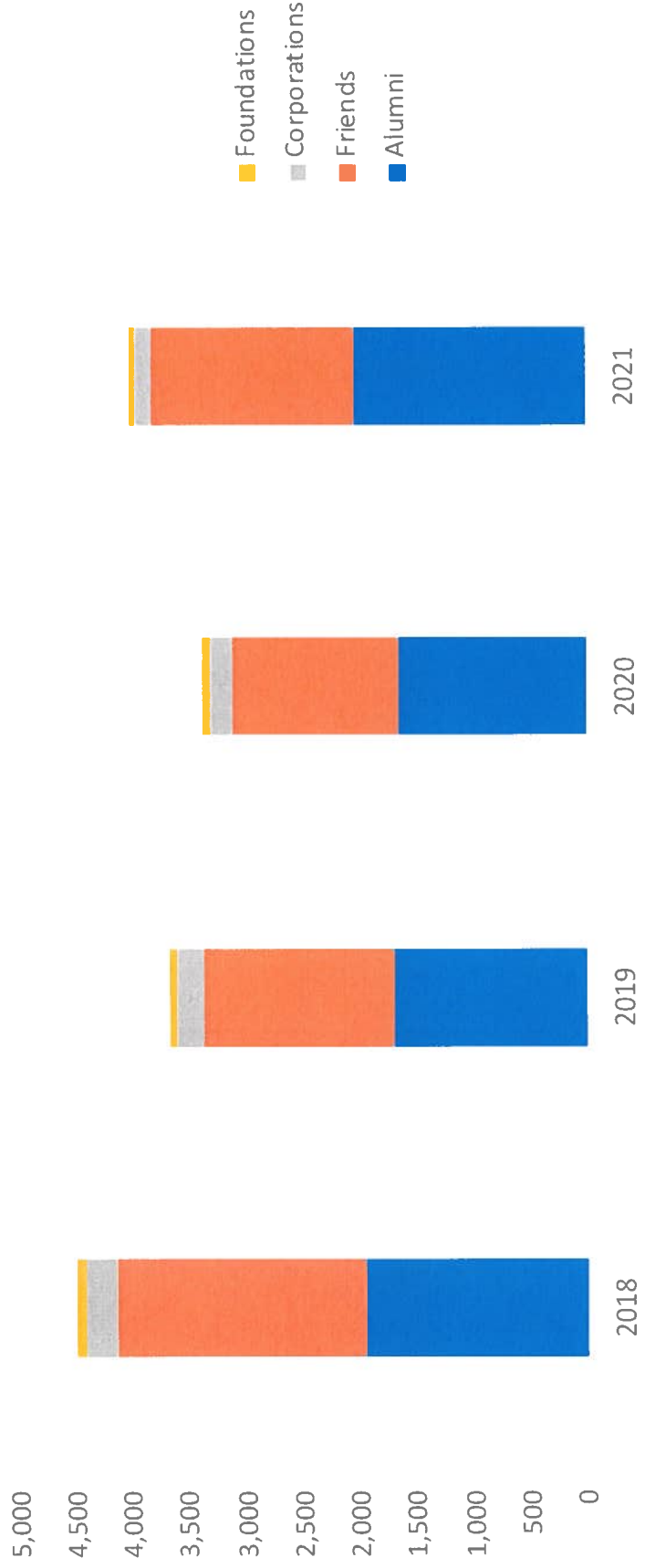


FOUNDATION

Commitments per Fiscal Year by Source: Donors FYTD Comparison July 1, 2017 - March 31, 2021

FYTD Jul-Mar	Alumni	Friends	Corporations	Foundations	Grand Total
2018	1,959	2,207	280	85	4,531
2019	1,697	1,690	223	73	3,683
2020	1,656	1,462	204	61	3,383
2021	2,039	1,797	141	53	4,030

Fiscal Year July to March Comparison: Number of Donors



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