

The background of the cover is a photograph of a large, historic clock tower at sunset. The sky is a mix of orange, yellow, and dark blue. The tower is illuminated with warm lights, and its clock face is visible. The tower has a dark, domed top with a small spire. The building is made of brick and has several arched windows. The overall mood is serene and historic.

# ANNUAL

2017-2018 WEST VIRGINIA UNIVERSITY FOUNDATION


# REPORT





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 In February, Trevor Kiess of Elkins, W.Va., was named the 2018-19 Mountaineer Mascot. Kiess spent his senior year interning in the Foundation's finance department. He poses with School of Medicine graduate Dr. Roger Ray during this year's Belk Kickoff Classic.







## A Message from the Chair & President

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Dear Alumni and Friends of West Virginia University,

It is with sincere appreciation and immense pride that we share this Fiscal Year 2017-2018 summary of highlights for the West Virginia University Foundation. Because of the generosity and unwavering commitment of thousands of donors like you, we can celebrate a year of many firsts and historic accomplishments. Here are just a few:

- *A State of Minds: The Campaign for West Virginia's University* wrapped up December 31, 2017, with donations totaling more than \$1.2 billion – shattering the \$1 billion goal and putting WVU on a short list of public colleges and universities to successfully raise that amount of money.
- The Foundation recorded its second highest year ever at \$161 million in new gifts and pledges in FY'18. From July 1, 2017 – June 30, 2018, 46,056 gifts were made from 23,161 donors that helped support our students, faculty, programs and facilities.
- A record \$106 million in support was provided by the Foundation in FY'18 as requested by the University. This is the core of our mission.
- November 8, 2017, gave witness to the Foundation's first-ever WVU Day of Giving, exceeding 2,500 gifts within a 24-hour period and resulting in contributions totaling nearly \$3 million.
- As of June 30, 2018, total Foundation assets stood at a record \$1.78 billion, including long-term investments for the benefit of WVU and assets managed by the Foundation for other WVU-affiliated organizations.

Thank you for helping make FY 2017-2018 a very memorable year in the life of the WVU Foundation. Your support is making the WVU experience better for our students, faculty, researchers and patients as the stories reflect in this report.

Our work, of course, is not done. Instead, we will look to build on our accomplishments with higher goals and aspirations, meeting those needs and challenges head-on. What this past year has shown is that Mountaineer Nation has the power to transform with a big heart that just keeps on giving.

We are excited about what lies ahead and will be working together to move WVU and our state forward. It's what Mountaineers do.

Let's go.



Susan S. Brewer  
Chair of the Board



Cindi L. Roth  
President & CEO





# MAKING AN IMPACT

*Verl and Sandra Purdy*





## Verl and Sandra Purdy make \$5 million gift commitment to WVU

WVU graduate Verl O. Purdy attributes much of his success to the education and opportunities he received as a student at WVU in the 1960s.

The Poca, W.Va. native, who founded the largest agricultural data analysis and marketing company in the world, and his wife, Sandra, announced last November they are now giving back to WVU with a \$5 million donation. The gift will be split between the Statler College of Engineering and Mineral Resources, the College of Business and Economics and the Department of Intercollegiate Athletics.

Purdy graduated from WVU in 1964 with a degree in chemical engineering and later earned his MBA from University of North Carolina-Charlotte. This launched him on a career path that included leadership and management roles at B.F. Goodrich Chemicals, FMC, BASF and Rio Tinto Zinc Chemicals before he created AGDATA Inc. He sold AGDATA in 2010 and is currently president of Cadrillion Capital, a company that invests in and grows businesses in the healthcare information sector.

“West Virginia University gave me the opportunity to live the dream and journey from being a student in a one-room elementary school to a first-generation college graduate,” Purdy said. “My parents realized the value of higher education and made great personal sacrifices, provided continuous encouragement, and never lost faith in my journey to succeed. Sandra and I, along with my family, hope that our gift can make many dreams come true for the generations that follow in our path.”

The largest part of the gift, \$4 million, will go to the Statler College to fund endowed scholarships, faculty fellowships and an endowed faculty chair. The inaugural holder of the endowed chair, Brian Anderson, is the director of the WVU Energy Institute.

The remaining \$1 million will be split evenly between the College of Business and Economics and WVU Athletics to fund endowed scholarships and an endowed experiential opportunity fund at B&E and a golf program endowment at athletics.

## Businessman, entrepreneur Don Hoylman makes leadership gift commitment



*President Gee and Don Hoylman*

Don Hoylman attributes the success of his three children to the education and opportunities they received as students at WVU. He also credits WVU with being a positive driver for his vision and success in creating and growing his businesses.

The Harrison County native and longtime Marion County resident, who has enjoyed a very successful career in the mining, gas and oil business, is now giving back to WVU with a transformational leadership donation through his trust. The substantial gift will be split evenly between the College of Business and Economics and the WVU Cancer Institute.

Avid supporters of WVU, Hoylman and his late wife, Marcella, did not attend or graduate from the University. But combined, their three children have five degrees from WVU. Son Steven earned a

bachelor's degree in accounting; son Rod graduated with his bachelor's and master's degrees in business administration; and daughter, Donna Hoylman Peduto, earned both her bachelor's and master's degrees from the College of Human Resources and Education, now the College of Education and Human Services.

"I was fortunate throughout my career that my businesses were able to grow and serve our state through entrepreneurship and innovation," Hoylman said. "It is my wish that our family's contribution be nontraditional in that it enables the College of Business and Economics to provide the mentorship, education, resources and support to students in innovation, entrepreneurship and business start-ups. It is also this spirit of discovery, along with my own personal experience with cancer, that reflects our contribution to the WVU Cancer Institute. Our shared goal is to provide support for the creation of transformational advances and new treatments."

He added, "Marcella and I have always taken tremendous personal pride in the achievements of West Virginia University, as well as the outstanding education our three children were blessed with here. Our family continues to be impressed with the current leadership and amazing strides that have been taken to lead our state and nation in so many important areas."



## Hostetler donation establishes Family Resource Center at WVU Medicine Children's



Families who find themselves at WVU Medicine Children's, away from home and struggling to adjust to their new circumstances, can now find resources and support at the Jeff and Vicky Hostetler Family Resource Center.

Giving back is nothing new for the Hostetlers. In 1991, the year that Jeff led the New York Giants to victory in Super Bowl XXV, he and Vicky created the Hoss Foundation as a way to provide assistance to children and families facing hardships due to traumatic injury, illness, or financial crisis. Over the years, they have used their focus of family and faith to guide not only their lives but the Foundation as well.

As the parents of three sons – who, at various stages in their lives, have needed the care of a children's hospital – Jeff and Vicky understand firsthand what families and, more importantly, children go through during their stay at the hospital. This led them to become members of the WVU Medicine Children's Leadership Council, where they could advise and promote community involvement. This involvement and their children's experiences led the family to focus their time on creating the Family Resource Center.

"The Family Resource Center will serve as a valuable asset for children, parents, and caregivers in our community," Jeff said. "It will provide them with a place to learn about health conditions, find lodging, learn about community support, and will host special events."

WVU Medicine Children's officials say the Hostetlers' gift to create the Family Resource Center is especially important now, when more patients and families than ever before are choosing Children's for their healthcare needs.

## First rural practice scholarships awarded at College of Law

Nathan Bennett and Sarah Petitto are recipients of the first scholarship at the College of Law created to increase the number of lawyers practicing in the state's rural communities.

Established by the West Virginia State Bar, the Rural Practice Scholarship pays tuition and fees for three years of law school in exchange for the student's commitment to three years of post-graduate legal practice in a rural county.

Bennett and Petitto were chosen for their academic performance and strong commitment to practicing law in the state's under-served areas after they graduate in 2020. The inaugural Rural Practice Scholarship was offered only to members of the WVU College of Law's Class of 2020. Bennett is from Denver, Colorado. He earned a bachelor's degree in sociology with an emphasis in criminal justice in 2017 from Western State Colorado University.

Petitto, who is from West Milford, is excited to give back to a community like her hometown. She graduated from West Virginia Wesleyan College in 2017 with a bachelor's degree in biology.

In addition to their scholarships, Bennett and Petitto will receive guidance from the state bar's Rural Practice Scholarship Committee in finding summer jobs after their first and second years of law school. The committee will also help the students secure permanent positions after they graduate and pass the bar exam.



*Nathan Bennett and Sarah Petitto*





## Sangers give \$1 million to athletics

Alumnus Herb Sanger and his wife, Rita, gave a \$1 million gift to the Department of Intercollegiate Athletics for endowed scholarships to support the men's basketball team.

"We started this journey on the basis that there are 13 scholarships available for basketball, and we felt that was a manageable number for us and others to endow scholarships for the entire men's basketball program," Mr. Sanger explained.

Shane Lyons, WVU director of athletics, said, "Athletic scholarships are vital to the success of our athletic program. I want to thank Herb and Rita for another generous gift to our endowment fund. Not only are our student-athletes benefitting in competition from their athletic scholarships, but also in life after their careers have ended. You cannot put into words how many young men and women will get a head start on their careers thanks to the generosity of Herb and Rita."

This is the second major gift the Sangers have given to WVU Athletics in the last eight years.

"I would like to thank Herb and Rita Sanger for their continued support of WVU Athletics," said Ben Murray, senior associate athletic director/executive director of the Mountaineer Athletic Club. "Their support will have a lasting effect on our basketball program. WVU is truly blessed to have such wonderful supporters."

Herb Sanger, originally from Oak Hill, W.Va., graduated in 1961 from WVU's College of Law. He spent fall semesters in 1977 and 1978 as the Arthur B. Hodges Professor of Law at WVU. The Sangers reside in Knoxville, Tenn., but make frequent trips back to Morgantown to cheer on the Mountaineers.



*Rita and Herb Sanger*



## Antolines support WVU's Norma Mae Huggins Cancer Research Fund

Future cancer research at WVU will benefit from a generous estate gift from longtime WVU supporters Steve and Jamie Antoline.

The Antolines, from Mount Lookout, W.Va., have designated in their will that the donation be made to the Norma Mae Huggins Cancer Research Fund at WVU.

“Almost everyone has been affected by cancer in one way or another. Be it a family member, a brother or sister, or a close friend, we have all seen the devastation cancer can cause,” Steve Antoline said. “But many great institutions and universities, including WVU, have come a long way with early detection methods, and in many cases, treatment that can help a cancer patient live a long and productive life. How great it would be if, with the help of research dollars, the cure for cancer was found at WVU.”



*Jamie and Steve Antoline*

The endowment was established several years ago by WVU men's basketball coach Bob Huggins and his family in memory of Huggins' mother who died of cancer.

“The Steve Antoline family has had such a positive influence in not just WVU athletics but our great University as a whole,” Huggins said. “Their love for philanthropy and the University have enabled many programs to prosper. On behalf of my entire family, we would like to thank Steve and Jamie for their generous gift to help find a cure for this terrible disease. Let's find a cure for cancer.”

Steve Antoline and Bob Huggins became friends after Huggins returned to his alma mater to coach the Mountaineers. Antoline says the two began taking fishing trips together and became good friends, often talking about opportunities to make a difference.

“I am tremendously inspired by his work ethic and his role in giving back. He works tirelessly as WVU's head basketball coach and also to raise money for his mom's cancer research fund,” Antoline said of Huggins. “I'm also very impressed with the advances underway at the WVU Cancer Institute is doing, and I'm honored and proud to be a part of it.”

## Barnettes donate family farm

Longtime supporters of WVU, alumni Curtis H. “Hank” Barnette and his wife, Joanne Harner Barnette, are donating to the University the Harner-Barnette farm which includes 10 acres of land outside Morgantown, a house and related buildings on the property with furnishings, and farm implements.

WVU intends to use the property, long-term, to develop single-family housing to support the recruitment and retention of faculty and staff, while celebrating the property’s heritage and historical purpose. The property has significant meaning to the Barnettes as it was Harner-Barnette’s family homestead.

“I want to express our sincere appreciation to Hank and Joanne for their shared vision and continued generosity to our great University,” said WVU President Gordon Gee. “The Morgantown housing market for single families is limited from an availability and affordability standpoint, which impacts the University’s ability to recruit and retain its talent. This donation will help in providing us with solutions.”

The Barnettes said, “We are very pleased to contribute the Harner-Barnette farm to WVU, and we hope it will help assist in the future housing needs of the University.”



*Hank and Joanne Barnette*



## Gift to help fund new health promotion and wellness program

Recognizing the importance of overall health and wellness to academic, professional and personal success, WVU is creating a system-wide initiative to coordinate and improve efforts in those areas.

Supported by a substantial gift from Natalie and Wes Bush, the Bush Fund for Health Promotion and Wellness will be directed by Dean of Nursing Tara Hulseley, who will also continue in her current role while adding responsibilities as vice president of health sciences for health promotion and wellness.

“It’s our responsibility as an academic institution to help our students, staff and faculty not only excel in their educational and career pursuits but also engage and empower them to achieve mental and physical health,” Hulseley said. “Putting a focus on their wellbeing will have a far-reaching, positive affect in improving the individual as well as our neighborhoods, communities and the state of West Virginia.”

While the program will initially focus on WVU and its five campuses including those of WVU Medicine, some of the lessons learned may help determine how the University can help other communities, Hulseley said.



*Tara Hulseley*

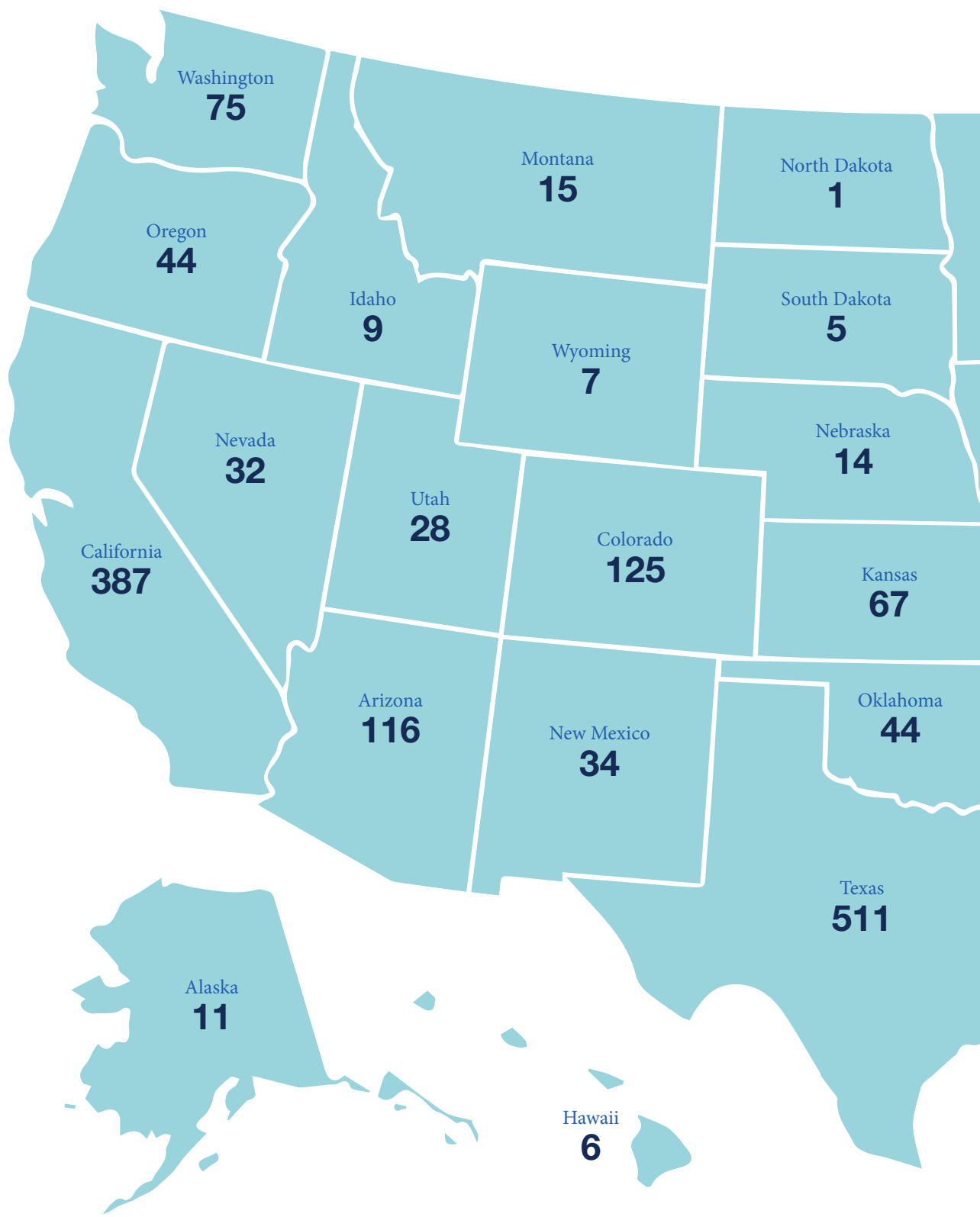


*Wes and Natalie Bush*

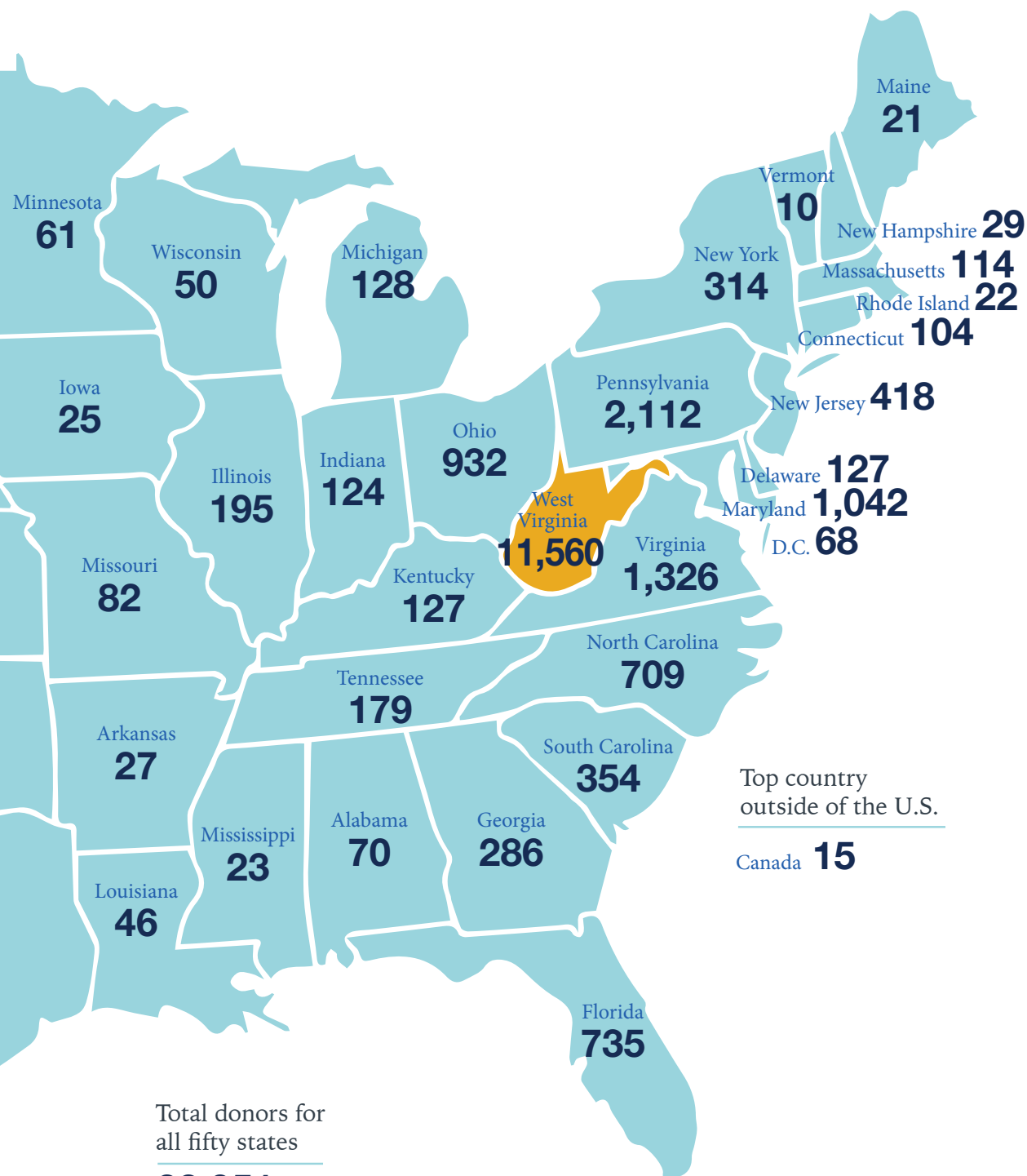
“Just as a flight attendant tells you to put on your own oxygen mask before helping others, it is crucial that the people we educate and employ be well if they are to help others,” President Gordon Gee said. “This is a perfect combination of our three pillars – education, improving health and building prosperity. Each is dependent on the other, and I believe Tara Hulseley is uniquely qualified to lead this effort.”

# Where the University's donors came from in FY'17-18

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Total donors for  
all fifty states

**22,951**

Top country  
outside of the U.S.

Canada **15**

# BY THE NUMBERS

## FY 2017-2018 Development, Finance, Investment Overview

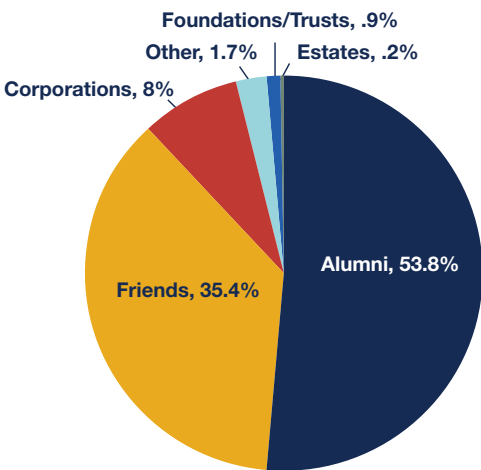
### Asset Management

Total Foundation assets were \$1.78 billion as of June 30, 2018. Included in total assets are endowed assets, non-endowed assets, and assets managed by the Foundation for WVU affiliated agencies including WVU Hospitals, WVU Research Corp., and other University affiliates.

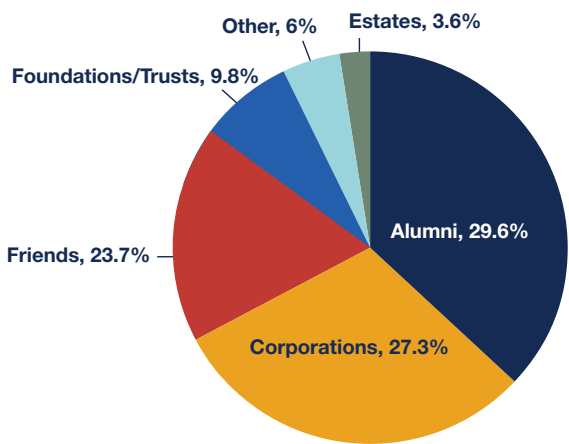
### New Gifts and Pledges

New gifts and pledges received for the fiscal year totaled \$161 million. The combined gifts were made by 23,161 donors in 46,056 transactions.

**FY 2018 GIFTS BY SOURCE  
DONORS**



**FY 2018 GIFTS BY SOURCE  
DOLLARS**



### Support

Donor gifts enabled the Foundation to disburse approximately \$106 million in funds on behalf of the University to support many purposes, including scholarships and fellowships; academic program development; chairs and professorships; faculty development and research; equipment and facilities; and libraries. Over the past five years, the Foundation has provided the University with \$391 million in direct support.

Of the \$106 million disbursed in fiscal year 2017-2018 to the University, \$22.9 million (or 22%) was directed toward student scholarship support, which made attendance at WVU a reality for many students by easing the financial burden. Another \$22.1 million (or 21%) was directed toward salaries and benefits, which enabled the University to attract and retain high caliber faculty for teaching, research and public service, and \$38.3 million (or 36%) was provided for capital projects and equipment.



# Operating Expenses

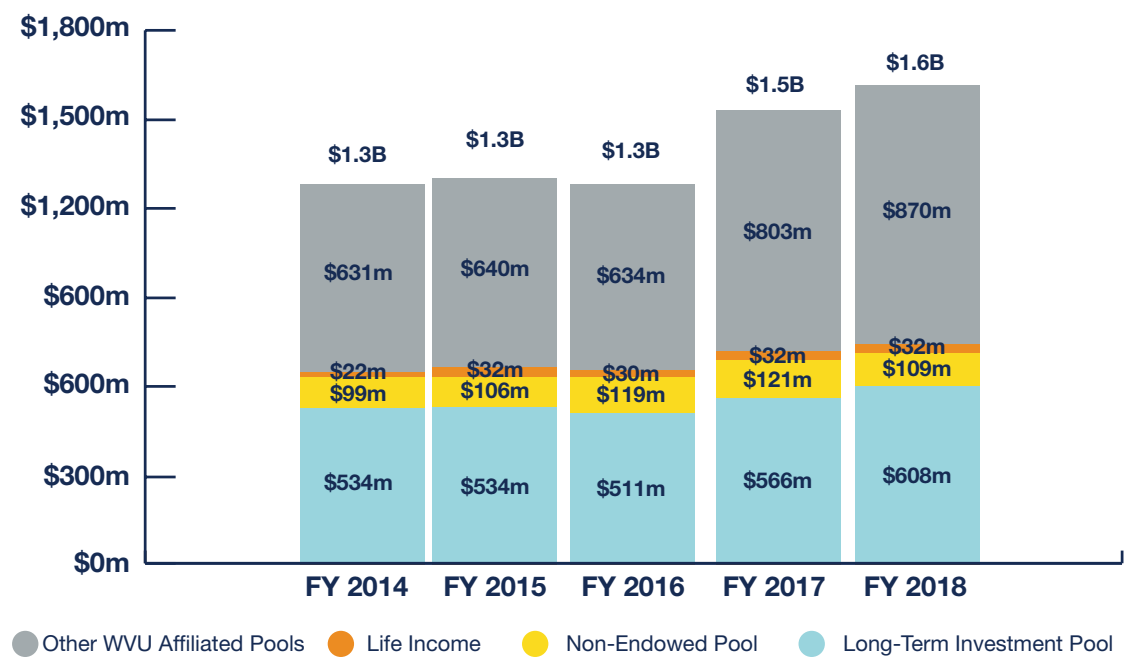
The Foundation’s annual operating expenses totaled \$14.7 million during the 2017-2018 fiscal year, representing less than 1% of total assets under management. Each donor’s gift is applied directly to the purpose for which it is given. No unrestricted gifts are used to fund Foundation operations.

Direct fundraising costs for the year were \$8.7 million. Fundraising costs compared to new gifts and pledges of \$161 million generated a revenue-to-expense ratio of 18 to 1.

# Investment Management

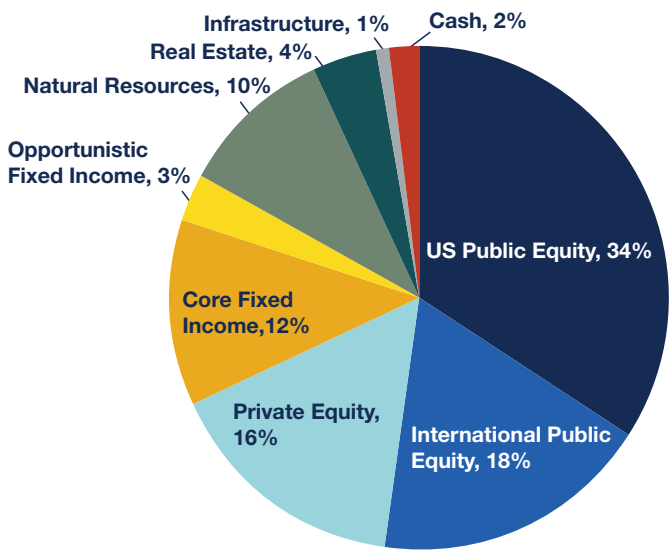
The WVU Foundation investment group manages \$1.6 billion in investment assets in eight different pools in support of WVU and its affiliates. These assets have grown over the last 5 years as noted below.

## WVUF INVESTMENT ASSETS UNDER MANAGEMENT



At June 30, 2018, the asset allocation of the Long-Term Investment Pool, which includes the endowment, was 68% equities, 15% fixed income, 15% real assets and 2% cash. The pie chart shown on the next page breaks down the allocation into further detail.

WVUF LONG-TERM INVESTMENT POOL ASSET ALLOCATION



The Long-Term Investment Pool was invested in 137 funds managed by 71 well respected asset managers at June 30, 2018. The value of the Foundation’s Long-Term Investment Pool increased to \$608 million after net transfers out of the pool totaled \$6 million for the fiscal year.

The net investment return for the Long-Term Investment Pool for fiscal year 2018 was 8.6%. The pool’s 3-year return was 6.7% and its 5-year return was 7.8%.

WVU Foundation employs the Charitable Asset Management Group of State Street Global Advisors for the life income accounts. These gifts are invested separately from the Long-Term Investment Pool in order to more closely match the needs and requirements of each individual donor. As of June 30, 2018, the value of the life income accounts totaled \$32.3 million.

Independent Auditor’s Opinion

The condensed financial statements on the following pages have been derived from audited financial statements of the Foundation. Dixon Hughes Goodman LLP issued an unmodified opinion on the Foundation’s statements of financial position as of June 30, 2018 and 2017, and the related statements of activity and cash flows for the years then ended. The audited financial statements and the report of independent auditors on such financial statements may be obtained from the Foundation’s website at [www.wvuf.org](http://www.wvuf.org).



## Condensed Statements of Financial Position

	2018	2017
<b>ASSETS</b>		
Cash and cash equivalents	\$ 47,755,283	\$ 46,053,434
Contributions receivable, net	45,230,571	49,003,102
Other receivables, net	4,819,856	4,486,951
Investments carried at fair value	1,623,128,584	1,525,875,077
Land, building, and equipment, net	17,596,360	18,610,188
Beneficial interest in external trusts at fair value	38,641,116	39,631,174
Other assets	6,173,454	7,285,797
Total assets	<u>\$ 1,783,345,224</u>	<u>\$ 1,690,945,723</u>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities:		
Notes payable, net	\$ 25,281,034	\$ 27,301,112
Accounts payable and accrued expenses	7,899,520	10,503,415
Accrued retirement benefits and deferred compensation	1,613,726	1,772,770
Annuities payable and unitrusts	15,559,749	15,964,148
Funds held in custody for others	851,668,284	780,467,343
Total liabilities	902,022,313	836,008,788
Net assets:		
Unrestricted	40,705,392	39,692,310
Net unrealized losses on donor restricted endowment assets below historical dollar value	(93,473)	(92,494)
Total unrestricted	40,611,919	39,599,816
Temporarily restricted	321,369,078	316,977,809
Permanently restricted	519,341,914	498,359,310
Total net assets	<u>881,322,911</u>	<u>854,936,935</u>
Total liabilities and net assets	<u>\$ 1,783,345,224</u>	<u>\$ 1,690,945,723</u>

## Condensed Statements of Activity

	2018	2017
Revenues and gains:		
Contributions	\$ 79,358,970	\$ 99,567,244
Investment earnings:		
Net interest and dividends	12,690,902	14,042,203
Net realized gains	19,681,307	24,055,025
Net unrealized gains	22,055,571	37,703,887
Investment earnings	54,427,780	75,801,115
Lease revenue	1,975,000	1,975,000
Other revenue	17,165,507	5,994,137
Total revenues and gains	152,927,257	183,337,496
Expenses and support:		
University support:		
Scholarships	22,882,729	19,194,581
Salaries and benefits	22,090,832	21,871,876
Travel	2,307,551	2,519,509
Meetings and events	3,622,627	3,873,164
Professional services	4,495,740	3,097,637
Capital projects and equipment	38,277,165	23,069,365
Supplies and materials	5,076,006	4,750,914
Other support	6,876,674	7,430,675
Total University support	105,629,324	85,807,721
Foundation support:		
Fundraising	8,687,596	8,117,982
Fiduciary	6,736,373	6,255,023
Total Foundation support	15,423,969	14,373,005
Interest, depreciation, & other:		
Occupied asset	98,575	98,575
Leased asset	2,069,881	2,097,939
Total interest and depreciation, & other	2,168,456	2,196,514
Total expenses before provision and revaluation	123,221,749	102,377,240
Provision for uncollectible receivables	551,560	384,045
Net loss on revaluation of external trusts	2,999,443	971,193
Net gain on revaluation of annuities payable and unitrusts	(231,471)	(494,754)
Total expenses and support	126,541,281	103,237,724
Change in net assets	26,385,976	80,099,772
Net assets at beginning of year	854,936,935	774,837,163
Net assets at end of year	\$ 881,322,911	\$ 854,936,935



## Condensed Statements of Cash Flows

	2018	2017
Reconciliation of change in net assets to net cash used in operating activities:		
Change in net assets	\$ 26,385,976	\$ 80,099,772
Adjustments to reconcile change in net assets to net cash used in operating activities:		
Actuarial gain on annuities payable	(231,471)	(494,754)
Provision for uncollectible receivables	551,560	384,045
Contributions restricted for long-term purposes	(24,147,168)	(17,340,939)
Depreciation expense	1,316,063	1,297,695
Net realized gain on investments	(19,681,307)	(24,055,025)
Net unrealized gain on investments	(22,055,571)	(37,703,887)
Revaluation of beneficial interest in external trusts	2,999,443	971,193
Other non-cash revenue	(1,000,000)	(1,000,000)
Changes in:		
Contributions receivable	3,220,971	(12,834,109)
Investments held in custody	(69,218,283)	(166,327,237)
New beneficial interest in external trusts	(2,009,385)	-
Accounts payable and accrued expenses	(2,603,895)	(1,410,592)
Funds held in custody for others	71,200,941	168,320,043
Operating assets and liabilities	447,466	(1,268,866)
Net cash used in operating activities	(34,824,660)	(11,362,661)
Cash flows from investing activities:		
Purchase of land, building, and equipment	(302,235)	(384,785)
Purchase of investments	(261,188,726)	(329,404,719)
Proceeds from sales and liquidations of investments	274,890,380	327,826,366
Net cash provided by (used in) investing activities	13,399,419	(1,963,138)
Cash flows from financing activities:		
Proceeds from contributions restricted for long-term purposes	24,147,168	17,340,939
Payments on notes payable	(1,020,078)	(987,207)
Net cash provided by financing activities	23,127,090	16,353,732
Change in cash and cash equivalents	1,701,849	3,027,933
Cash and cash equivalents at beginning of year	46,053,434	43,025,501
Cash and cash equivalents at end of year	\$ 47,755,283	\$ 46,053,434
Supplementary Information:		
Interest paid	\$ 617,832	\$ 650,704

# FOUNDATION NEWS



*The largest and most successful private fundraising campaign in the history of West Virginia University was celebrated June 1-3 in Morgantown. Alumni and friends gathered for events and activities to mark the end of A State of Minds: The Campaign for West Virginia's University.*



## **‘State of Minds’ fundraising campaign brings in more than \$1.2 billion**

The largest private fundraising campaign in WVU history saw more than 90,000 donors contribute just over \$1.2 billion to the University, including 147 who gave gifts of \$1 million or more.

Alumni and friends of WVU contributed \$1,218,886,505 to the “State of Minds” Campaign which ended Dec. 31, 2017. That amount is more than \$200 million over the Campaign’s \$1 billion goal.

“These incredible numbers show that people believe in West Virginia University’s power to fuel change,” Gee said. “People understand that we are creating opportunities, changing lives and moving West Virginia forward. With their generous support, more than 90,000 donors have chosen to invest in a better future.”

Campaign donations established 844 student scholarships, 57 chairs and professorships, and 227 funds to assist research efforts.

The Campaign was launched publicly June 2, 2012, with an original goal of \$750 million and a deadline of December 2015. That goal was shattered in the summer of 2014, and the campaign was extended to December 2017 with a new goal of \$1 billion. Donations exceeded the \$1 billion mark in summer 2016. At that time, it put WVU on a list with only 36 other four-year public universities across the country to have successfully raised more than \$1 billion.

Foundation officials say 90,076 donors gave 397,127 separate gifts to the campaign. This includes donations from 37,085 alumni. The largest percentage of donations to the campaign, 50 percent, came from individuals. The rest of the contributions came from various sources including corporations, foundations, trusts and estates

Campaign fundraising focused on University-wide campaign priority areas that align with the University’s 2020 Strategic Plan for the Future.



*Students make donations during WVU's first Day of Giving.*

## Inaugural Day of Giving brings in nearly \$3 million for WVU

It was promoted as “One Day to Give Back” and WVU supporters responded enthusiastically on November 8, 2017, during the University’s first-ever Day of Giving.

More than 2,500 gifts were made totaling more than \$2.9 million.

“I have learned never to be surprised at the depth of the generosity of West Virginia University’s supporters, and the results of our first-ever Day of Giving campaign did nothing to change that feeling,” said WVU President Gordon Gee. “The affection for and commitment to all of our campuses is unparalleled. We are humbled by the thoughtful support to student scholarships and the University’s greatest needs — ensuring that future students, faculty and staff will continue to experience an outstanding education at West Virginia University.”

The Day of Giving’s success was buoyed by several global matches and participation gifts, as well as those made at the college/school/unit level. WVU alumni Doug and Pam Van Scoy, and another donor, funded a dollar-for-dollar match of the first \$150,000 in gifts. That challenge was met within the first eight hours of the 24-hour online giving event. Alumnus Ken Kendrick also matched the first 1,000 donations made of \$150 or more (up to \$150 per gift) for a total of \$150,000.

“What a great new tradition we have started for alumni and friends to give to WVU,” said Mary Esposito, who spearhead the Day of Giving effort for the WVU Foundation. “It’s an exciting day that our University supporters can look forward to every year.”



## New cohort of Foundation Scholars chosen

The 2018 WVU Foundation Scholars are committed to community service, research, cultural awareness, rights for people with disabilities and their future alma mater.

“I am always energized by getting to know our latest cohort of Foundation Scholars,” WVU President Gordon Gee said. “They inspire me with their dreams, with their visions and with their devotion to making the world a better place.”

Heath Cottrill of Heaters plans to use his mechanical and aerospace engineering degree to create engine designs for Ford or Boeing. He spent time in Haiti helping people recover after the 2010 earthquake, and plans to use the scholarship’s stipend to continue that work and help design and construct an effective and economical method of purifying and transporting water in the island country.

Ashley Eby from Wellsburg performed 500 hours of community service, including at the Oglebay Zoo and packaging stockings for soldiers overseas. She will major in chemical engineering and be involved with WVU service activities and student government.

Morgan Glass of Wheeling is ready to pursue a career in research, particularly in neurological diseases, after earning a degree in biochemistry. She plans to use her stipend to study abroad in Belgium, participating in high-level research there.

Shamil Patel of Huntington plans to study mechanical and aerospace engineering and will use his stipend on a research internship at the University of Leeds in England, where he also hopes to gain cultural experience in his parents’ homeland.

Meg Sorrells plans to study in Italy in Reggio Emilia, the city that gave birth to an early education system for children. Sorrells, of Hurricane, will major in speech pathology and audiology.

The Foundation Scholarship is the highest academic scholarship awarded by WVU. Students must meet a rigorous set of criteria, including holding West Virginia residency, possessing a minimum GPA of 3.8 and achieving a minimum composite score of 30 on the ACT or the equivalent SAT score. More than 230 high school students initially applied for the scholarship, and of those, 20 were invited to campus for interviews. The value of the Foundation Scholarship, when paired with the PROMISE Scholarship, is more than \$90,000 over four years.



*Meg Sorrells, Morgan Glass, Heath Cottrill, Ashley Eby and Shamil Patel are the 2018 WVU Foundation Scholars.*





*The Pride of West Virginia preforms at FedEx Field.*

## Donors contribute \$100K to 2017 Pride Travel Fund

More than 800 donors contributed gifts exceeding \$100,000 to the 2017 Pride Travel Fund in support of the Mountaineer Marching Band.

The annual campaign was established to help defray the costs of travel for the band, including transportation, hotels and food for the more than 350 members and staff.

“We would like to express our deepest appreciation for all those who contributed,” said Scott Tobias, WVU Director of Bands. “Your funding makes it possible for us to represent West Virginia University throughout the state and beyond with our performances. Without your help, it would be extremely difficult for the band to make it to even just half of our performances.”

With the financial assistance of private donors, the University and the WVU Athletic Department, the Pride was able to travel to Maryland for the football game against Virginia Tech. Along with the trip to FedEx Field, the band made appearances in Ravenswood, Charleston and Kingwood for in-state exhibitions.

“Pride supporters have been extremely generous once again this year,” said Mary Esposito, associate director of the WVU Foundation’s University Fund. “We hope to grow the Pride Travel Fund even more in the coming years, so we can continue to keep our nationally recognized band on the road. Every performance of the band helps to spread the Mountaineer spirit and pride. Thank you so much to all of our donors this year for their support.”



## Foundation wins top digital award from Acquia

The WVU Foundation's efforts to overhaul its online donation web pages earned it a top national honor in 2017.

Boston-based Acquia, a leading cloud platform for building, delivering and optimizing digital experiences, named the WVU Foundation one of its 2017 Engage Award recipients. The web page redesign project, led by Foundation Senior Application Developer AJ Blosser, focused on improving the search and transactional experience for the donor.

"Digital drives the customer experience. A great experience can win loyalty; a misfire can result in lost opportunity and revenue. The Acquia Engage Awards are a showcase of how intuitive user experience, great design and personalized content come together to deliver a winning experience," said Joe Wykes, senior vice president of global channels and commerce at Acquia. "We congratulate the WVU Foundation and all of this year's finalists and winners. This was by far the most competitive award program to date, and we're proud to celebrate the collective results of your work."

Acquia partners and customers submitted more than 200 nominations to this year's award program across 17 categories. Eighty nominations that demonstrated an advanced level of visual design, functionality, integration and overall experience advanced to the finalist round, where an outside panel of experts selected the winning projects. Winners were announced during an award reception at the Acquia Engage Conference in Boston.

"We are excited and honored to be selected by Acquia as an Engage Award winner," said Mark Cottrill, WVU Foundation vice president for technology and facilities. "The award reflects the level of commitment, skill and expertise of our entire technology staff, more specifically our application development group and AJ Blosser. Digital does indeed drive our constituents' experience. With AJ's leadership and Acquia's technology we will continue to make improvements in all of our digital platforms."



*The online donation page redesign project was led by Senior Application Developer AJ Blosser.*



## Three elected to Foundation Board of Directors

Three WVU alumni with successful careers in a variety of industries were elected to the WVU Foundation Board of Directors in 2017.

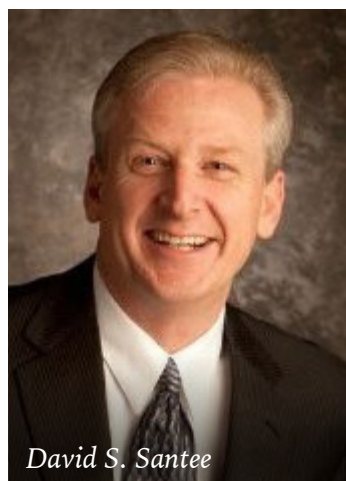
- Gina L. Dubbé of Glenelg, Maryland, graduated from WVU in 1983 with a bachelor's degree in industrial engineering and also holds a master's degree in engineering from George Washington University. She is one of the founding members of Private Digital Networks, an information technology company which focuses on the meld of cloud computing with content delivery. With over 30 years of cross functional expertise, Dubbé's background has encompassed sales, marketing and business development arenas in tandem with engineering, general and project management. Gina was the co-founder of THERA°PEARL®, a doctor-designed, drug-free way to relieve pain and inflammation. It was later acquired by Hygenic Corporation. A holder of multiple patents, Dubbé was named to the Forbes list of Women Who Built Outstanding Companies in 2013.
- Michael T. Escue of New York, New York, earned two degrees from WVU, receiving his bachelor's degree in business administration in 1992, and his juris doctorate from the College of Law in 1998. Michael is a partner in Sullivan & Cromwell's Financial Services Group where his practice focuses primarily in the areas of banking regulation and supervision. Escue advises numerous U.S. and non-U.S. banks and other financial institutions regarding U.S. banking laws and regulations. He has been with the firm since 1998.
- David S. Santee of Lake Forest, Illinois, earned his bachelor's degree in finance from WVU's College of Business and Economics in 1982. He has been executive vice president and chief operating officer for Equity Residential since 2013. Prior to that, David served Equity as executive vice president – operations from 2007-2013 and as executive vice president – eastern division from 1996-2006. Equity Residential is a publicly traded real estate investment trust based in Chicago.



*Gina L. Dubbé*



*Michael T. Escue*



*David S. Santee*



*WVU President Gordon Gee visits with Mountaineer Line student callers.*

## University Fund sets all-time giving record

Donors to the University Fund, the annual giving program of the WVU Foundation, gave \$21.6 million in fiscal year 2017, an all-time record high, surpassing \$21.4 million donated in fiscal year 2016.

Foundation officials say 17,484 individual donors made 35,946 gifts to WVU through the University Fund between July 1, 2016 and June 30, 2017.

“I never cease to be amazed at the passion and loyalty of our alumni and friends who continue to make an investment in our students and programs,” said Greg McCracken, senior director of the University Fund. “Truly, every gift counts, and I want all University Fund donors to know how grateful we are for their generosity.”

Contributions to the University Fund can range from \$1 to \$24,999. Most of these donations -- around 54 percent -- are made through the mail. Another 25 percent of the University Fund’s gifts are made online. The Foundation’s telemarketing program called Mountaineer Line, in which WVU students work part-time engaging alumni and friends via telephone, accounts for about 20 percent of the University Fund’s annual contributions.

The percentage of total donors to the University Fund for fiscal year 2017 was comprised of 52 percent alumni, 35 percent individual, and eight percent corporate. Sole proprietorships, foundations and donor advised funds make up the remainder.

“The University Fund’s success is also due to the fact that our development staff across WVU is listening to donors and showing them how they can make an impact through their annual support of our various programs,” McCracken added.

Gifts to the University Fund go to programs in every college and school at WVU, Athletics, WVU Children’s Hospital, WVU Alumni Association, 4-H and many others.

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Visit [give.wvu.edu](https://give.wvu.edu) today.

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## Contact

To learn more about the many ways you can give to WVU, visit [wvuf.org](https://wvuf.org) or call the WVU Foundation at 304-284-4000 or 800-847-3856.

*The mission of the WVU Foundation is to enrich the lives of those touched by West Virginia University by maximizing private charitable support and providing services to the University and its affiliated organizations.*







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