

## **WVU Foundation Summary of services provided to WVU**

WVU Foundation operations are supported through investment and financial management fees and investment income through the following sources: 1.25% investment/management fee on endowed funds; investment management/services fees on agency funds; and earnings on non-endowed funds. As part of the Foundation's operations, many services are provided to the University, the various colleges/schools/units, and affiliated organizations. Among them:

### **Development**

The Foundation's Central Development Team is made up of several departments which include Major Gifts (Individual Giving, Planned Giving, Foundation Giving, Corporate Giving), University Fund, Donor Relations, University Units and Research and Prospect Management. All provide services to the University, including but not limited to, the following:

- Works closely with deans/directors, unit development staff to structure development programs, create proposals and cultivate/solicit major gift prospects
- Structures tools to measure productivity of unit development
- Provides management of unit constituents (living in assigned central staff regions) who are not managed by unit development staff
- Matches WVU unit projects/initiatives with viable foundation/corporate prospects
- Assists unit development directors in the preparation of letters of intent, proposal summaries, proposal submissions and packaging of proposals to foundations/corporations as needed
- Assists unit development directors in strategies for prospective foundation/corporate donors
- Assists, as needed, in coordinating on-campus visits for foundations/corporations
- Works with development officers on planned gift arrangements for their donors
- Coordinates and develops planned giving marketing and communication materials
- Coordinates and plans several stewardship activities and donor recognition events including the Woodburn Circle Society annual recognition dinner, including Major Gift donor recognition and Scholarship Brick dedication; Irvin Stewart Society luncheon; and athletic-related events
- Prepares bi-weekly Presidential acknowledgement letters for all major gifts
- Mails fund activity reports annually to each donor/contact of an endowed fund
- Operates the Mountaineer Line (phone-a-thon) which solicits by college, program or project on a fiscal year basis at no cost
- Designs and produces annual solicitation direct mail pieces
- Coordinates Campus Campaign, Student Support Fund and Mountaineer Mark activities at no cost to colleges/schools/units
- Identifies potential major gift donors for University units and programs. These "research suspects" are incorporated into the Feeder Pool daily.
- Responds to research requests from unit development staff
- Performs peer screening sessions with unit visiting committees/advisory boards
- Serves as gatekeeper to ensure that all colleges/schools/units follow the rules of the Prospect Management System
- Provides monthly prospect reports to development officers and their supervisors
- Provides ongoing development training for college/school/unit development officers

(over)

## **Finance and Administration**

- The Finance Group provides a full level of support of advancement services, including gift acceptance, deposit, custody, reporting and acknowledgement of more than 34,000 gifts per year on average in support of WVU. This includes maintaining infrastructure to facilitate stock transactions, real estate, credits card, life income and other non-cash activities. In addition, a major gift pledge portfolio in excess of \$40 million is managed to facilitate collection of future funding in support of WVU.
- Disbursement services are provided for over 4,000 funds benefitting units on campus. This includes providing fiduciary review of over 10,000 disbursement transactions annually to ensure appropriate documentation, approval and use of funds.
- Timely, comprehensive reporting is provided of all University activities flowing through Foundation funds. This includes monthly cash and investment balances for over 4,000 funds as well as transaction detail from the receipting, disbursement and investment processes.
- The Finance Group maintains fiscal accountability for the endowed investment pool, including formulation of reporting for the critical annual spend process. Over 2,000 funds comprise the Foundation's unitized investment pool.
- Ongoing staff and management level support is provided as needed in response to daily questions, needs from the University community.

## **Investments**

- The Investment Group acts as investment agent on behalf of WVU and its affiliates. It provides monthly and quarterly investment reports for each portfolio under management; reports to the Investment Committees quarterly; and interfaces with auditors, as it relates to investment assets under management. Throughout the year, members of the Investment Group speak with donors as requested, particularly as it relates to endowed funds (including life income gifts). The endowed investment pool is invested in 93 funds, managed by 37 well respected asset managers.

## **Technology and Facilities**

- The Development Data Group manages the database of alumni, donors and friends of the University. This includes handling address and data changes for over 300,000 constituent records; managing the "do not call" and "do not contact" lists required by federal/state law; and responding to an average of more than 300 data requests annually from colleges/schools/units.
- Technology manages and maintains the Blackbaud environment which includes software and hardware necessary to track fundraising efforts involving over 300,000 constituents; track action involving more than 4,000 funds; and research prospective donors, etc.
- The Foundation leases six floors of One Waterfront Place to WVU for below market rates.

## **Communications**

- Communications provides financial and editorial support for the Alumni Magazine.
- Financial and editorial support is provided for the Mountaineer Parents Club newsletter (three times a year)
- Communications assists schools/colleges/units in publicity of major gift announcements.
- In coordination with the Technology Team, it helps maintain online giving pages for schools/colleges/units.

