



Advancement Committee Report to the Board - June 2022

Annual Fund Update

Completed FYE '22 with approximately \$2.1 million in cash (unaudited)
on a budget of \$2.3 million

Plus additional \$231,000 in in-kind contributions.

- Approximately 3% growth over last year.
- Fulfilled final year of the \$2 million Davis Family Challenge Grant.
- Board participation 95% for FYE '22; overall giving by board down 21% year-over-year.
- A few major donors did not renew this year or reduced their giving.
- “Off year” for grant cycles from a couple of foundations (e.g. Santa Fe Community Foundation)
- \$145,000 in revenue lost from summer programming canceled due to the fire.

Annual Fund Update

Looking ahead:

- Possible recoup of lost revenue through insurance or other opportunities (campus rentals).
- New grant opportunities related to fires and sustainability being pursued.
- Reunions on campus for the first time in three years – opportunity for messaging and cultivation.
- Advancement team working on annual fund messaging beyond the Davis Family Challenge Grant - focus on alumni.
- Donor visits and cultivation - opportunities opening for personal visits delayed by pandemic.

Next Steps...

1. Focus on the kickoff 40th anniversary celebrations in fall 2022 to begin “socializing” key themes of the campaign and strategic messaging to envision the future of UWC-USA.
2. Formalize a “white paper” for use with lead donors for conversation regarding the campaign. With input (and commitments!) from lead donors, the white paper will become the basis for communication for the public phase to follow.
3. Continued focused travel to meet with quiet phase big donors, including alumni, to socialize the UWC-USA vision and strategy.
4. Continued development of the campaign committee.
5. Repurposing of all current advancement communications efforts to celebrate the 40th anniversary (e.g., Distinguished alumni series, Kaleidoscope, monthly communications, etc.).

Campaign Committee Update

Committee members to date:

- Sebastien de Halleux '96, Co-Chair
- Carla Pinyero Sublett
- Patricia Vieira Bandiera '08

In coordination with Aly Kassem-Remtulla '94 and Melanie Weston '86

Sebastien and Carla visited campus right before the evacuation for planning and updates on the master plan concepts and needs.

Full update on the progress of the committee's efforts to be provided by Sebastien.