



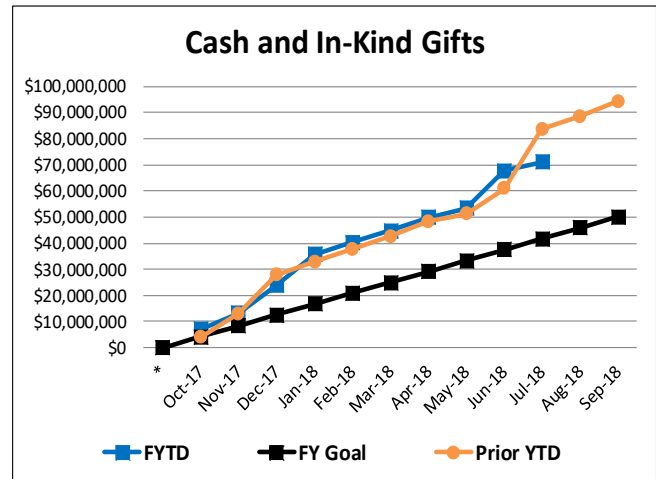
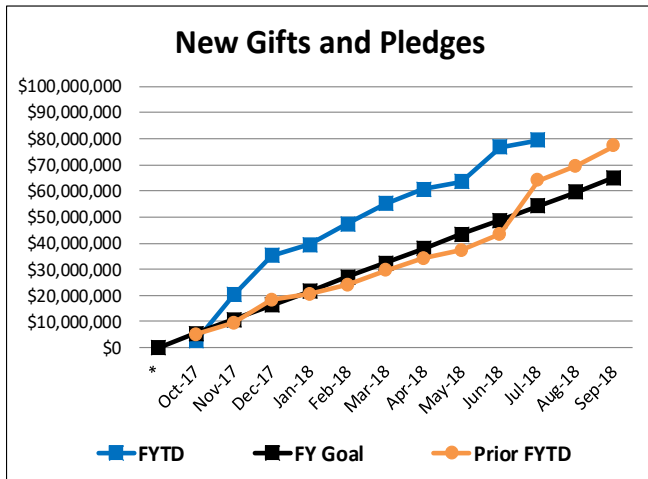
Division of Development and Alumni Affairs  
 Submitted by:  
 Susan Burns  
 Vice President for Development and Alumni Affairs

## FUNDRAISING PERFORMANCE

### Division of Development and Alumni Affairs Activity

Fiscal year totals as of July 31, 2018 (does not include philanthropy from FMRE)

	Current FYTD			Prior FYTD
	Total	FY End Goal	% of FY End Goal	Total
New Gifts and Pledges <sup>1</sup>	\$79,478,710	\$65,000,000	122%	\$63,999,142
Cash Gifts <sup>2</sup>	\$62,275,682	\$50,000,000	125%	\$83,378,216
In-Kind Gifts <sup>2</sup>	\$226,473			\$274,772



<sup>1</sup> New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are not included.

<sup>2</sup> Cash/In-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

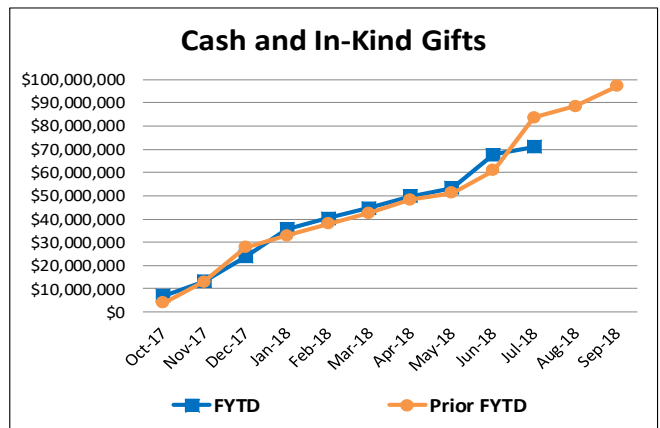
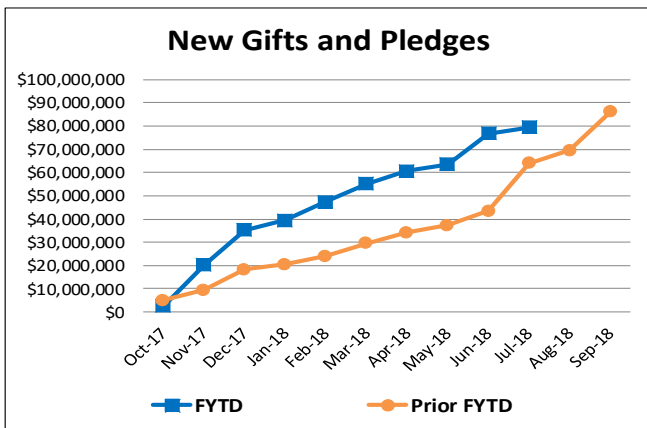
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

## FUNDRAISING PERFORMANCE

### Total University Philanthropy

Fiscal year totals as of July 31, 2018

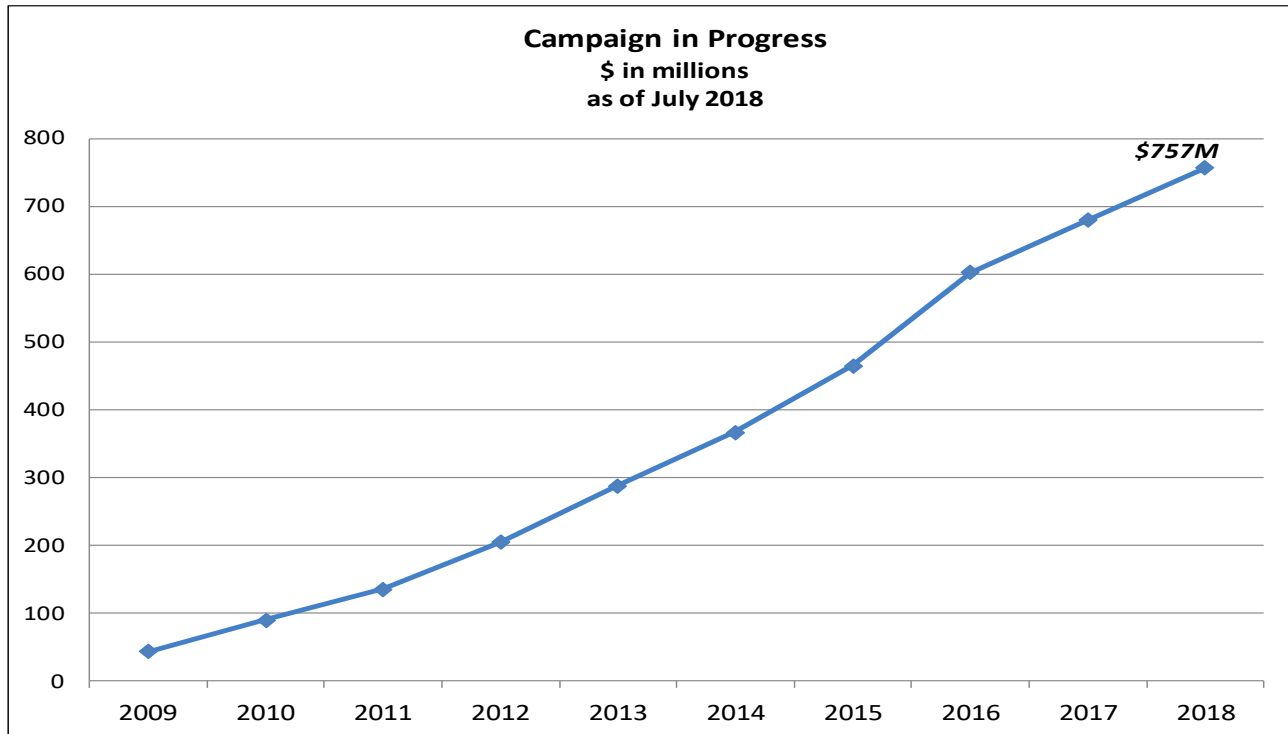
	Current FYTD			Prior FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges <sup>1</sup>	\$76,098,938	\$3,379,771	\$79,478,710	\$63,994,142	\$5,000	\$63,999,142
Cash Gifts <sup>2</sup>	\$62,275,682	\$8,479,470	\$70,981,625	\$83,378,216	\$5,000	\$83,657,988
In-Kind Gifts <sup>2</sup>	\$226,473			\$274,772		



<sup>1</sup> New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are **not** included.

<sup>2</sup> Cash/in-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

Campaign total as of July 31, 2018  
**\$757,314,576**



**Major and planned gift activity**

Fiscal year totals as of July 31, 2018

Total number of major gift solicitations \$25,000+:	323
Total number of major gifts closed \$25,000+:	159
Total cash and planned gifts outstanding solicitations:	\$101,166,575
Total value of pending matured gifts:	\$6,653,350

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Development and Alumni Affairs  
President, Wayne State University Foundation

- Volunteer recruitment and engagement continue for the ‘Warriors Together’ Alumni Volunteer Program. This personalized alumni volunteer program connects alumni to opportunities that help advance Wayne State’s institutional priorities.
- The Alumni Association’s (WSUAA) Industry Mentor Program continues to expand. In addition to the current alumni-student matches in the College of Engineering, the Department of Chemistry plans to launch its Industry Mentor Program with the WSUAA in the fall. Discussions are taking place to launch this program in the College of Education, Eugene Applebaum College of Pharmacy and Health Sciences, and School of Information Sciences.
- The Organization of Black Alumni (OBA) Planning Committee met on August 17 for its quarterly planning meeting. A fall “Welcome Back” Social was held on August 28 to celebrate the start of the new school year.
- Initial planning is underway to launch a LGBTQIA alumni affinity group planning committee this academic year. Focus groups were convened by the WSUAA recently to discuss mission, values and objectives surrounding the creation of such a planning committee.
- A series of “Historic Homes Walking Tours” were held in late August for alumni, donors, and friends. This series provided opportunities to tour some of the historic buildings on campus.
- The Alumni Association participated in Convocation/Festifall on August 28 and Student Organization Day on September 12 to promote student-alumni engagement programs.
- Alumni working at Quicken Loans gathered on September 5 for an alumni lunch. Provost Keith Whitfield spoke on the importance, impact and power of the relationship between Quicken Loans and WSU.
- In partnership with the Office of Corporate and Foundation Relations, alumni tailgates were planned and hosted on September 15, 2018 with Ford Motor Company and September 29, 2018 with General Motors. Alumni, students, faculty and university leaders gathered to network and cheer on the WSU Football team.
- Presidential Tailgates have taken place for the first two home football games on August 30 and September 15. Alumni, donors and friends joined the President and First Lady in a private, end zone tent.

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- In partnership with Crain’s Detroit Business, the Alumni Association welcomed influential alumni business leaders back to campus on September 12 to kick off Crain’s Detroit Homecoming with a visit to the historic Tierney Alumni House.
- The Alumni Association continued its partnership with the Department of Athletics. On September 15, alumni cheered on the WSU Football team and were treated to a special alumni tailgate that included refreshments and Alumni Association giveaways.
- Anthony Wayne Society and Old Main Society tours of the Mike Ilitch School of Business were held on September 19. This was a special opportunity to provide members of the two giving societies with an “insider look” into the new state-of-the-art facility.

### **SCHOOL, COLLEGE, UNIT-SPECIFIC PROGRAMMING HIGHLIGHTS:**

WSU’s alumni relations officers continue to plan and host school- and college-focused alumni engagement activities to support unit priorities. These include:

#### *College of Liberal Arts and Sciences*

- On August 2, the College hosted a dedication ceremony for the Dan Zowada Memorial Observatory, which was gifted to the Department of Physics and Astronomy and was featured on the front page of the July 30th edition of *The Detroit News*.

#### *College of Engineering*

- In partnership with the Alumni Association and the Mike Ilitch School of Business, the College of Engineering hosted a corporate tailgate for Ford on September 15 and will host a similar event for GM on September 29. These events, open to all WSU alumni currently working for these corporations, are utilized as a recruitment tool by Ford and GM.

#### *Mike Ilitch School of Business*

- On August 16 Macomb County alumni were invited to join the School for a United Shore baseball game.
- On August 21 the Mike Ilitch School of Business hosted its annual scholarship breakfast and a ribbon cutting to celebrate the opening of its new facility.
- In partnership with the WSU Alumni Association, the school hosted an event at Quicken Loans for all WSU alumni working for the company.

#### *Eugene Applebaum College of Pharmacy and Health Sciences*

- Alumni from Pharmacy and Health Sciences were invited to share “words of wisdom” with incoming students. The inspirational quotes were transcribed on

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notecards that were placed in the pocket of the white coats the students received at the beginning of the academic year.

#### *Fine, Performing and Communication Arts*

- A number of events were planned in conjunction with the Hilberry and Elaine Jacob Gallery, including an alumni reception preceding the September 22nd performance of *Avenue Q*.

#### *Law School*

- A series of networking events for law school alumni at the start or mid-level in their professional careers was launched in Detroit on September 21. Additional events are scheduled in the Detroit and Grand Rapids areas.
- The *Wall of Fame* induction ceremony was held September 12. Inductees are: Ernest Goodman, '28 (posthumously); Justice Marilyn Kelly '71; Elliott Hall '65; David Hempstead '75; and, Michael Pitt '74.

#### **School of Medicine Alumni Association (SOMAA):**

- The Henry Ford Resident Orientation - June 25
- The WSU sole-sponsored resident orientation - June 26
- The Henry Ford Fellowship Orientation - June 26
- The Medicine DMC Resident Orientation - June 27
- The White Coat Ceremony and legacy family photos - July 27
- The In Residence event with Drs. Laws and Wash - July 28
- The Internal Medicine Medical Specialty Luncheon - August 28
- Board members and students made Alumni Appreciation Calls - September 1- 21
- The Family Medicine Medical Specialty Luncheon - September 4
- The School of Medicine Alumni Association Board Meeting - September 5
- The In Resident event with Dr. Marjorie Kumar - September 12
- The Pediatrics Medical Specialty Luncheon - September 14

#### **ALUMNI COMMUNICATIONS HIGHLIGHTS:**

- Due to the popularity of the 150th anniversary commemorative edition, a print rerun of the spring 2018 *Wayne State Magazine* was ordered and additional copies have been made available.
- Digital versions of the current and past issues of *Wayne State Magazine* are available online at [alumni.wayne.edu](http://alumni.wayne.edu). The fall edition of *Wayne State Magazine* will be available in November.
- The alumni electronic newsletter was sent monthly to approximately 140,000 alumni.

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- The WSUAA continues to send a monthly alumni e-newsletter for the College of Engineering and each semester for the Mike Ilitch School of Business.
- The Wayne Law *Raising the Bar* electronic newsletter was sent monthly to approximately 7,200 Law School alumni.
- The School of Medicine *Connect the Docs* electronic newsletter was sent monthly to approximately 15,000 SOM alumni.
- The *Warrior Within* publication was sent to approximately 4,000 athletic alumni and donors.

**OFFICE OF ANNUAL GIVING HIGHLIGHTS – Through July 31, 2018\*:**

- Number of annual prospects solicited: 162,347
- Total annual giving dollars raised from solicited prospects: \$ 4,620,586
- Average annual gift size: \$ 232.28

**UPCOMING ALUMNI EVENTS\*:**

- September 21  
– October 31: School of Medicine Alumni Appreciation Calling
- September 28: School of Medicine Emergency Medicine Medical Specialty Luncheon
- October 2: Intro to Industry: The Business of Art
- October 2: Wayne Law Recent Alumni Happy Hour
- October 3: School of Medicine Alumni Association Board Meeting
- October 5: School of Medicine Ob/Gyn Medical Specialty Luncheon
- October 5: Engineering Alumni-Student Career Networking
- October 6: Presidential Tailgate: WSU vs. Davenport
- October 9: Dickinson Wright Law Firm Alumni Visit
- October 10: HireDetroit Career Fair
- October 11: Recent Graduate Networking Reception
- October 11: Intro to Industry: Leadership Summit
- October 13: Fall Undergraduate Admissions Open House
- October 15: Mike Ilitch School of Business Awards Ceremony
- October 15: School of Medicine Cardiology Medical Specialty Luncheon
- October 19: Elaine Jacob Gallery - Utopia (CFPCA)
- October 19: Law School reunions honoring classes 1968, 1978, 1988, 1993, 1998, 2008, and 2013

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- October 20: Presidential Homecoming Tailgate and Alumni Homecoming Tailgate: WSU vs. Northwood
- October 23: Wayne Law Scholarship Luncheon
- October 25: School of Medicine Anesthesiology Medical Specialty Luncheon
- October 26: WSU Black Alumni Reunion
- October 26: Sesquicentennial Celebration and Campaign Closing Celebration
- October 27: *As You Like It* Alumni Reception (CFPCA)
- November 3: Presidential Tailgate: WSU vs. Northern Michigan
- November 5: Mondays @ the Max (CFPCA)
- November 6: Wayne Law Alumni - Miller Canfield Visit
- November 8: Mike Ilitch School of Business (MISB) Alumni Networking
- November 9: School of Medicine General Surgery Medical Specialty Luncheon
- November 14: School of Orthopedic Surgery Medical Specialty Luncheon
- November 22: Anthony Wayne Society Thanksgiving Day Parade Watch Party

***\*Subject to Change***