



EWU FOUNDATION  
ANNUAL  
ANNUAL REPORT  
2019-20

# EAGLE GRANTS

## EAGLE GRANT HELPS CULTIVATE MAJOR SUSTAINABILITY INITIATIVE

Eastern's Prairie Restoration Project is breaking ground, in part thanks to a grant from the EWU Foundation.

Eagle Grants, formerly known as Start Something Big Grants, fund innovative proposals from EWU faculty and staff which will enhance the university and its mission, support the strategic plan, provide opportunities for development and research, as well as increase student participation. In March, the EWU Foundation awarded \$19,385 for the project, "Engaging Students in EWU Prairie Restoration Planning and Research."

The Prairie Restoration Project will restore a portion of the EWU campus to its native "Palouse" habitat. The Cheney campus sits on 300 acres of

beautiful, rural land on the northern edge of the Palouse. For decades, farmers utilized more than a third of the acreage on the west side of campus to harvest wheat. By embarking on this major sustainability initiative, Eastern will preserve natural land, foster research and educational opportunities, increase biodiversity, and provide recreational space for the surrounding community to enjoy.

It all starts with the land restoration, which is where the Eagle Grant is providing critical funding.

"The restoration work is really the backbone of all of this," says Erik Budsberg, EWU sustainability coordinator and the project director on the restoration project. "If we don't

have proper restoration, we can't do anything else. To ensure it is successful, we need a detailed master plan."

To create the master plan, Budsberg worked with Rebecca Brown, PhD, and Justin Bastow, PhD, from the Biology Department. They used funds from the Eagle Grant to coordinate a workshop that would connect land restoration experts from across the region with EWU students, who would then put together a plan using their research and input from the experts.

While COVID-19 forced the cancellation of the physical workshop, the work still moved forward during the spring quarter. Students conducted research, interviewed experts via Zoom

and each wrote a section of the master plan.

"I'm impressed with what those students have been able to do—50-60 pages of pretty detailed information," says Budsberg. "Despite Covid, the students stayed engaged. They're really passionate about this work."

Now the group is moving forward with prepping and planting a pilot site within the larger restoration site, which will serve as a demonstration site and a research plot for students, faculty and staff to determine the best mix of plants to yield a successful native landscape.

The grant proposal also highlighted the interdisciplinary work being done on the restoration project. While biology is involved in the restoration planning and the pilot site planting, Carmen Nezat, PhD, in environmental science is conducting the soil analysis on the site and investigating

high lead concentrations due to prior trap shooting activity in the area. Chad Pritchard, PhD, from geology is installing shallow wells to collect baseline data and monitor groundwater hydrogeology. Expert consultations, field visits, seeds, equipment and well construction quickly added up to nearly \$20,000. Because the Prairie Restoration Project is a priority to the university, the EWU Foundation was pleased to award the grant to make this work possible.

"We were really happy to receive the Eagle Grant and we've been able to meet all of the requirements despite Covid," Budsberg says. "We believe the outcome will be a real benefit to the university and to the students."

Since 2010, the EWU Foundation has awarded more than \$375,000 to impactful faculty and staff initiatives.



## 2020 EAGLE GRANTS SNAPSHOT



31 applications received



11 proposals funded

4 fully funded  
7 awarded partial funding



Total amount awarded:  
\$50,000

## ON THE COVER

Nyibol T., junior math major, wears an #EagleStrong face mask from the EWU Eagle Store. Sales of the masks raised more than \$20,000 for the EWU Student Care Network.

# MESSAGES FROM

## THE EXECUTIVE DIRECTOR

## THE FOUNDATION CHAIRMAN



Your generosity continues to amaze all of us who are working to advance the mission of our beloved university. We continue to

see record fundraising, growth to our endowment, and overall health and integrity in the data.

Your foundation is in good hands with a few people I'd like to recognize: Jay Kirkpatrick, investment committee chair; Claudette Kenmir, finance committee chair; and Mark Hughes from Northern Trust. I would be remiss if I didn't acknowledge the entire EWU Foundation Board—they are pretty spectacular too! We are bringing on two new members to our board this year: Von Klohe '88, a retired insurance guru, and Rob Dietz from Banner Bank. We love the numbers people here at the foundation, as our benefactors trust us to manage the funds they donate.

We have a goal this year: \$10 million in planned giving. That's about \$4 million over what we raised in 2019/20. Often goals like this aren't stated out loud, but I want this letter to be impactful.

Many people like to support the causes that mean the most to them with a gift through their will, trust or other type of planned arrangement. Planned gifts are a unique opportunity to create a lasting legacy for an EWU program. These gifts also provide a way for you to pass on your values, achieve certain charitable and financial goals, and may yield tax advantages.

In this report, you will read about the difference your appreciated gifts are making, the students and programs you are continuing to grow and sustain, and the #EagleStrong power behind your cash gifts to scholarships. From the bottom (and top) of my marketing heart—thank you for all you do!

Barb Richey '92 & '99

Vice President for University Advancement and Executive Director, EWU Foundation  
brichey@ewu.edu | 509.359.7022



Here's to yet another record-breaking year in fundraising for the EWU Foundation! During the fiscal year ending June

2020, our fundraising efforts totaled more than \$22 million in private support!

It couldn't happen at a more pivotal point in our university's history. Private support is more critical than ever as EWU continues to see a drop in state funding. We are maneuvering through these difficult times with grace, flexibility and a laser focus on student success. All that being said, the need continues to be huge. We need your support now more than ever.

If you are reading this report for the first time and have never given to the university, we need you. If you are reading this report for the 100th time and have always given to the university, we need you. And we need everyone in between, pulling the oars together, to continue providing our students with the resources they need to graduate and succeed in the real world.

I not only graduated from Eastern (class of 1988, College of Business), but I grew up in Cheney. It's strange to see the town and the university so quiet right now—even in the summer there's usually activity with camps, summer school, and prepping for the fall. However, I know that everyone is working hard to make the best of a difficult situation. I know that eventually we will get back to a bustling campus. And with your continued support, EWU will continue to thrive and provide our region with the students it needs to create a strong workforce and economy.

Thank you for all you have done, and will continue to do for EWU.

Go EAGS!

Krisann Hatch '88 | EWU Foundation Chair

# INVESTMENT REPORT AND COMPARATIVE ENDOWMENT PERFORMANCE AS OF 6.30.20

## ENDOWMENT POOL

Funds in the EWU Foundation endowment are managed as a single investment. Like an individual who invests in a mutual fund, an endowed fund purchases units in the endowment pool and participates in a per unit allocation of investment pool earnings and distributions. This investment and

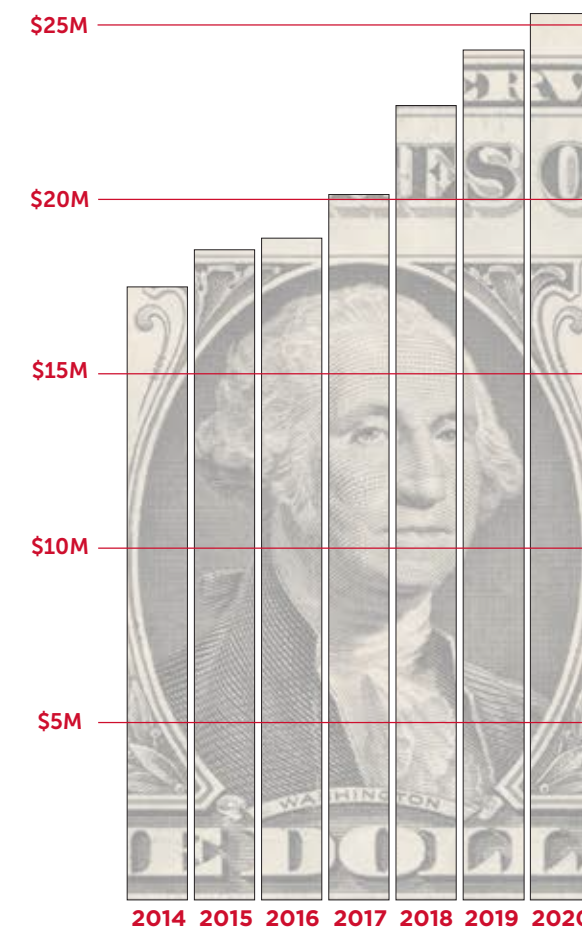
comparative endowment performance report illustrates the performance of the pooled investment for the fiscal year July 1, 2019 - June 30, 2020.

## INVESTMENT OBJECTIVES AND OVERSIGHT

The EWU Foundation manages the investment pool with direct oversight by the EWU Foundation investment

committee. The committee actively works with Northern Trust Institutional Investment Services to select asset allocation and achieve a well-diversified asset mix that balances maximum return with acceptable risk over time. Northern Trust, founded in 1889, has core principles of service, expertise and integrity.

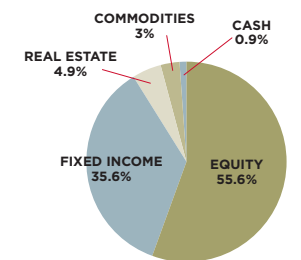
## VALUE



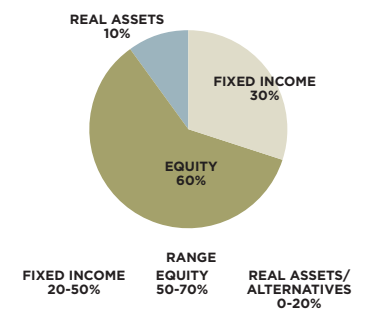
ENDOWMENT MARKET VALUE

## INVESTMENT AND DISTRIBUTION PERFORMANCE FOR THE PERIOD JULY 1, 2019 TO JUNE 30, 2020

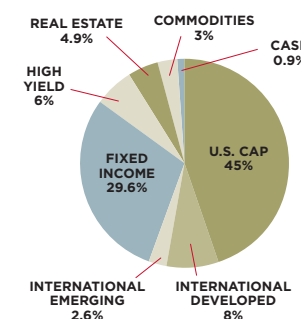
- EWUF endowment value at all-time high: \$25.2 million
- The endowment fund distributed \$872,583 in support of scholarships and programs at Eastern Washington University
- Endowment designated gifts in fiscal year 2020 of over \$806,782



## ALLOCATION RANGE



## TARGET ALLOCATION



## ACTUAL ASSET ALLOCATION

# PERFORMANCE

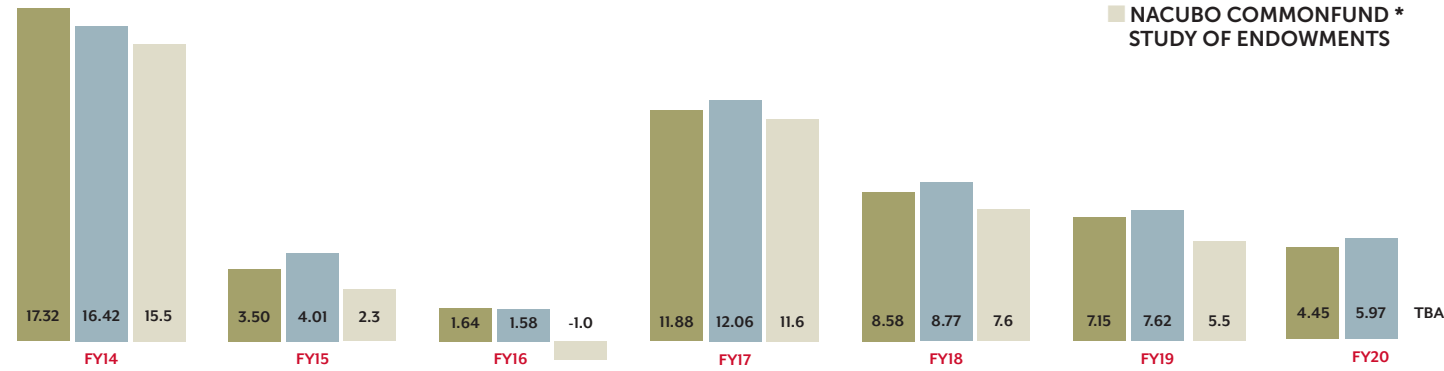
## PERFORMANCE BENCHMARKS

The Foundation endowment investment goal is to match the return of a benchmark consisting of public market indices weighted to asset allocation targets.

*\* An industry standard, the NACUBO-Commonfund Study of Endowments is based on data received annually from over 800 U.S. college and university endowments and affiliated foundations.*

## EWU ENDOWMENT RETURNS COMPARED TO BENCHMARKS

All figures represent returns net of fees



# NEW LEADERSHIP AT EWU

Starting a new job during a pandemic is not exactly ideal. But Eastern's new interim president, David May, is eager to face the demands of a shifting environment.

"The challenges of learning online are real. The challenges of teaching online are real," says May. "If we recognize that we're all in this together, then I think we will be ok. It's about a commitment to being Eagle Strong."

The Board of Trustees appointed May to a two-year term as president in August after Mary Cullinan announced she was stepping down from her leadership of the university.



>> DAVID MAY

May is no stranger to campus. He joined Eastern's political science faculty in 1999, and over the years has worked in a number of administrative positions. Most recently he served as provost and vice president for academic affairs, where he spearheaded the university's shift to online classes at the beginning of the pandemic. He has also been instrumental in working with faculty on an academic

reorganization plan that will reduce EWU's seven colleges to four.

In mid-September, May announced the hiring of his replacement in the provost's office, Brian Levin-Stankevich, a familiar face to many at Eastern. From 1995-2006, Levin-Stankevich served in a variety of key roles at EWU, including interim president for one year and provost for three years.



>> BRIAN LEVIN-STANKEVICH

# ENDOWED PROFESSORSHIPS



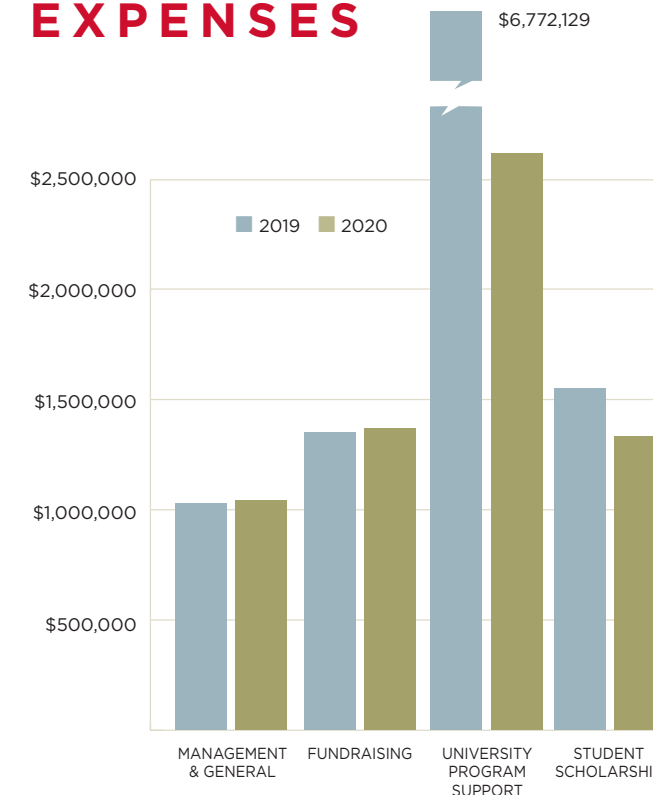
Endowed professorships enable EWU to attract and retain excellent faculty members who expand their research, develop innovative strategies for teaching and learning, and design interdisciplinary projects and collaborations.

John Collins, PhD, a senior lecturer in the history department at EWU, is the Jeffers Chertok Professor of the Humanities for the 2020-21 academic year.

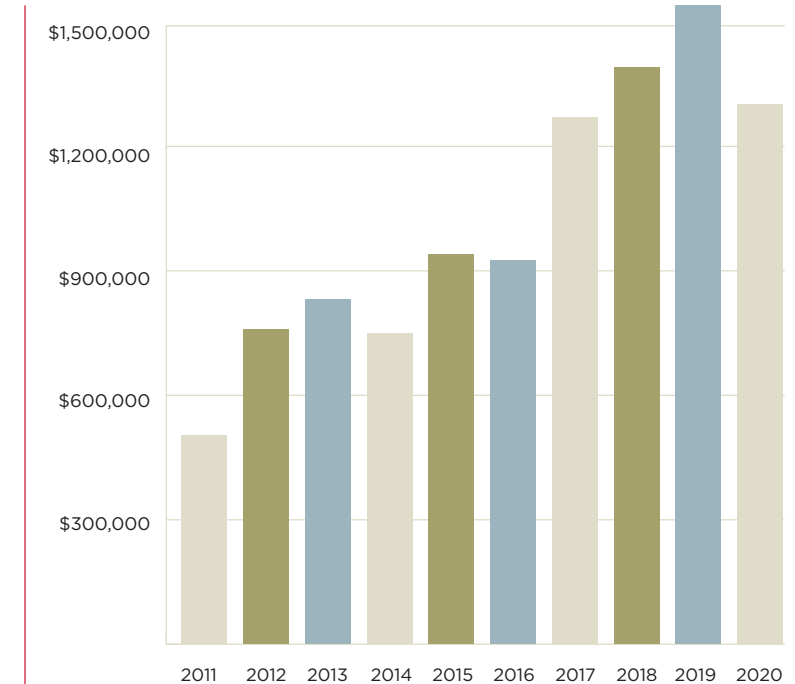
The prestigious professorship was created to honor the life of Jeffers W. Chertok, who worked at EWU for more than 34 years and left a legacy of scholarship, generosity and genuine care at the university and beyond. The professorship was established through generous donations from private donors, including Mr. and Mrs. Daniel Carper, and through a match from the state of Washington.

Collins teaches Eastern students on the intellectual history of Anglo-American constitutionalism, human rights and British history. In his courses, students learn about how constitutional thought continues to influence their lives.

## FUNCTIONAL EXPENSES



## TOTAL SCHOLARSHIP SUPPORT



# FY20 FOUNDATION FINANCIAL HIGHLIGHTS

	2020	2019
<b>ASSETS</b>		
Cash and cash equivalents	\$3,579,209	\$2,537,799
Certificates of deposit	1,830,515	1,796,168
Promises to give, net	11,236,042	6,064,533
Accounts receivable	182,500	-
Other assets	62,115	111,096
Property and equipment, net	245,442	245,442
Assets held under split-interest agreements	1,294,408	1,312,341
Beneficial interest in charitable trusts held by others	375,800	409,498
Beneficial interest in perpetual trusts	2,395,697	2,421,109
Investments	25,565,814	24,506,194
<b>TOTAL ASSETS</b>	<b>\$46,767,542</b>	<b>\$39,404,180</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable	\$173,565	\$80,384
Program support payable	5,000,000	5,000,000
Liabilities under split-interest agreements	1,004,396	1,015,320
<b>TOTAL LIABILITIES</b>	<b>6,177,961</b>	<b>6,095,704</b>
<b>NET ASSETS</b>		
Without donor restriction		
Undesignated	659,484	393,492
Designated by the Board for endowment	113,812	109,815
With donor restriction	773,296	503,307
	39,816,285	32,805,169
<b>TOTAL NET ASSETS</b>	<b>40,589,581</b>	<b>33,308,476</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$46,767,542</b>	<b>\$39,404,180</b>
<b>REVENUE, SUPPORT, AND GAINS</b>		
Contributions	\$10,111,565	\$9,387,214
Net investment return	1,157,437	1,699,056
Marketing revenue	393,624	381,274
Gross special events revenue	173,123	634,898
Less cost of special events	(146,071)	(604,757)
Net special events revenue	27,052	30,141
Other revenue	15,898	3,062
Support provided by Eastern Washington University	1,970,050	1,680,165
Change in value of split-interest agreements held by the Foundation	(66,118)	(22,631)
Distributions from and change in value of beneficial interests in assets held by others	170,481	86,475
Net assets released from restrictions	-	-
<b>TOTAL REVENUE, SUPPORT, AND GAINS</b>	<b>\$13,779,989</b>	<b>\$13,244,756</b>
<b>EXPENSES</b>		
Program services expense		
Support provided to/for Eastern Washington University	3,978,132	8,328,330
Support services expense		
Management and general	1,050,364	1,019,036
Fundraising and development	1,470,388	1,386,252
<b>TOTAL SUPPORTING SERVICES</b>	<b>2,520,752</b>	<b>2,405,288</b>
<b>TOTAL EXPENSES</b>	<b>6,498,884</b>	<b>10,733,618</b>
<b>CHANGE IN NET ASSETS</b>	<b>7,281,105</b>	<b>2,511,138</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>33,308,476</b>	<b>30,797,338</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$40,589,581</b>	<b>\$33,308,476</b>



# GIVING



# DAY

## EVEN AS CORONAVIRUS SPREAD— YOU GAVE JOY!

Eastern Washington University's annual Giving Joy Day was moved from November to April to coincide with the university's birthday. Then COVID-19 hit. Even though we had to cancel some of our planned in-person events, the annual day of giving was a huge success.

Giving Joy Day proved to be more important than ever as we entered into this unknown, challenging time. The support from our alumni, parents, community partners and friends allowed us to provide critical basic needs and scholarships for our students who are suffering economically—ensuring they stay Eagle Strong.

## NEXT GIVING JOY DAY: APRIL 2, 2021

Our generous supporters gave a total of **\$270,972** to Eastern students on Giving Joy Day, April 3. Here are some of the milestones:



Donors helped unlock a **\$25,000** matching gift from Numerica. The generous gift will provide scholarships to deserving EWU students in the 2021-22 academic year.



**\$42,368** was donated to the Student Emergency Fund, which included nearly \$30,000 in donations from EWU faculty and staff. Donations helped us address students' emergent needs, such as the technology necessary to complete classes online, food and child care.



Donors also helped unlock a **\$40,000** matching gift from BECU. This considerable contribution will support students through the Student Emergency Fund, EWU Food Pantry and student retention support grants.

# STUDENT SCHOLARSHIPS

## HOW YOUR SCHOLARSHIP DOLLARS HELP EWU STUDENTS

With your help, our students are staying in school, earning degrees, and remaining Eagle Strong. They're grateful for your support!

"It really does help my senior year—every year it gets harder to afford tuition, fees and books. Receiving this scholarship means so much to me because the donors recognize my integrity and the 110 percent I put into school." – **Ashleigh Sanford**, EWU Senior, Mechanical Engineering

"Thank you so much for your help in making my dreams of becoming a doctor a reality. I work hard to achieve my academic goals and I will make you proud." – **Lorren Morgan**, EWU Senior, Biology Pre-Medical/Pre-Dental

"I would like to thank scholarship donors from the bottom of my heart. You made it possible for me to graduate and pursue my future working with the children in our community who also need a helping hand." – **Emily Rhodes**, 2020 EWU Grad, Children's Studies

"They gave me financial comfort and a lot of confidence to move forward. Even now, when I'm going through a rough time, I can think back and remember that people believed in me back then." – **John Vant**, 2018 EWU Grad, Chemistry and Biochemistry



**\$7,461**  
In-state tuition for a year



**\$13,026**  
Housing and meals for a year



**\$930**  
Books for a year



**\$3,075**  
Personal expenses/  
transportation for a year

# JORDAN >>> SCHOLARSHIP

>> FORMER EWU PRESIDENT HONORS COLLEAGUE WITH SCHOLARSHIP



>> RUTH & STEVE JORDAN

The professional relationship between a former EWU president and former professor inspired the gift of a new scholarship endowment, which will help undocumented students realize their dream of earning a college degree.

Stephen Jordan, the 24th president of Eastern Washington University, and his wife Ruth, established the scholarship with a generous stock gift. The **Stephen and Ruth Jordan Scholarship** honors Perry Higman, a professor of Spanish, English and creative writing at Eastern

for 38 years. Higman also served as director of the Honors Program before his retirement in 2009.

Jordan's EWU legacy includes increased student enrollment and a renewed focus on building a residential campus in Cheney. He's also well remembered for his coined phrase, "It's a great day to be an Eagle." The Stephen and Ruth Jordan Scholarship awards undocumented (DACA) students with at least a 3.4 GPA. It also gives preference to students who are enrolled in the Honors

Program and those who have financial need.

This generous gift offers a helping hand to students who are working for a better life for themselves and their families. It also highlights the lasting legacies so many faculty, staff and administrators leave for future generations.



>> PERRY HIGMAN



>> LORREN MORGAN

>> ASHLEIGH SANFORD

>> EMILY RHODES

>> JOHN VANT

# BOARD

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Chief Budget Officer  
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**Lisa Poplawski Lewis**  
Associate Vice President  
of Philanthropy,  
Campaign Director  
509.359.4555  
lpoplawski@ewu.edu



*Financial questions?*  
**Chandra Schumacher**  
Chief Budget Officer  
for EWU Advancement  
509.359.6890  
cschumacher@ewu.edu



*Have you considered including  
an endowment in your estate plan?*  
**Courtney Susemihl**  
Director of Gift Planning  
509.359.6703  
csusemie@ewu.edu

## FOUNDATION RESPONSIBILITIES

The EWU Foundation has a responsibility to be accountable to our constituencies; to our board of directors (who serve without remuneration and at their own expense); to EWU and its leadership, faculty, staff and students; to our donors; to our volunteers; and to the advancement staff.

