

2022-23 Annual Impact Report



WEST CHESTER UNIVERSITY
FOUNDATION
— Student Success Is Our Mission —



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What You've Made Possible

Dear Donors,

At West Chester University Foundation, we build a culture of giving by forming lifelong relationships with alumni and donors, all of whom have diverse interests and experiences.

Often bonds are formed at signature events like Homecoming and Alumni Weekend, or through affinity and regional programming. Some of you build connections through volunteering, mentoring students, or addressing classes.

What unites these paths is pride, which is why in June 2022 we made the strategic decision to merge the Foundation's work with the Office of Alumni Relations. This transition will offer even greater opportunities to engage our alumni in the important work we all do to propel the University forward.

This work includes 150Forward: The Campaign for WCU. We are now in the final year of fundraising to reach our \$65 million-dollar goal by June 30, 2024. On the pages that follow, you will read stories about alumni and donors,

like you, who have been empowered to leave their mark. You and thousands of others contributed a combined \$10.7 million in gifts and future commitments last fiscal year (July 1, 2022 – June 30, 2023).

Your commitment to sustaining a relationship with West Chester University is integral to our mission. As advocates and supporters, your vision for a better WCU is what will create a lifetime of success for current and future Golden Rams.



Christopher M. Fiorentino, Ph.D.
President, West Chester University



Debra G. Cornelius '91
Executive Director, WCU Foundation

Your Impact

By The Numbers

Discover the difference you and West Chester University Foundation made in the 2022-23 fiscal year.

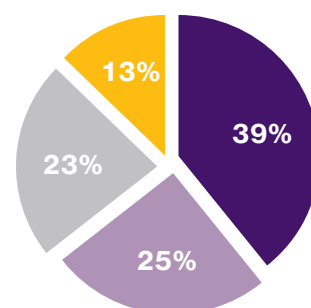
\$10,730,041

total outright gifts & future commitments

\$8,253,938

outright gifts

CORPORATIONS & ORGANIZATIONS	\$3,235,933
FRIENDS & COMMUNITY MEMBERS	\$2,084,235
ALUMNI	\$1,889,985
FOUNDATIONS	\$1,043,785



\$1,455,000

planned gifts

5,274

donors

\$1,021,103

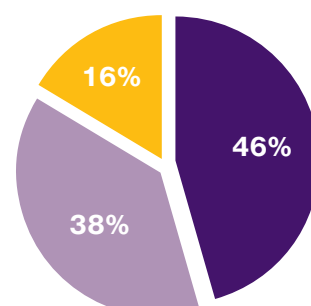
commitments

9,602

gifts

Allocation of Gifts

CURRENT USE	\$3,762,482
ENDOWMENT	\$3,155,401
CAPITAL PROJECTS	\$1,336,055



With your support, WCU can enhance its efforts to ensure student success — all while elevating the profile of our facilities, faculty, and campus. Here's a snapshot of giving since our campaign began.



\$65 million

goal

\$58 million

total raised in outright gifts and pledges

AS OF JUNE 30, 2023

• 17,569 donors

• 55,506 gifts

• 916 funds supported

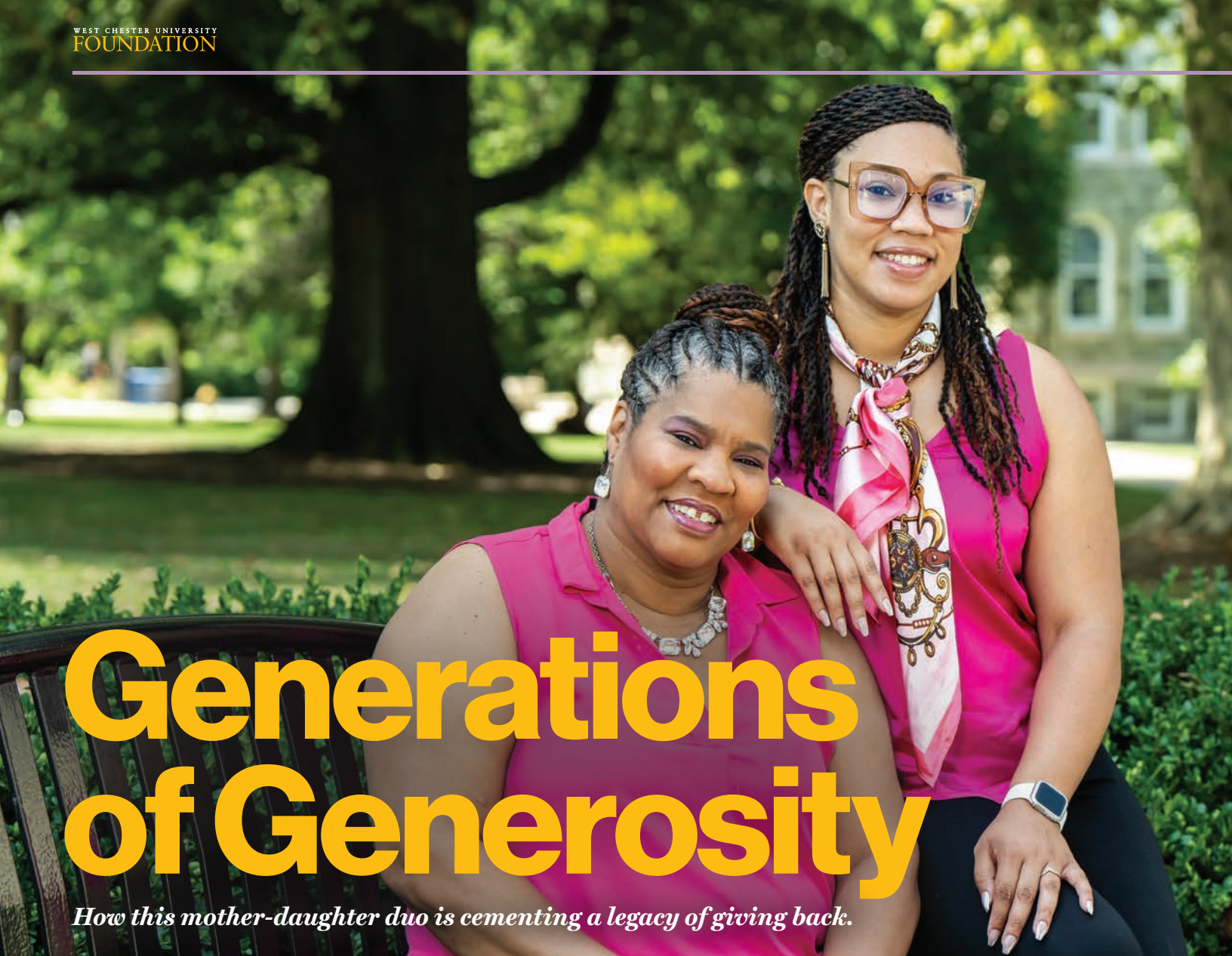
• 85 new endowments established

89%
percentage to overall goal of \$65 million

Make a Gift

June 30, 2024
when our campaign ends

There's still time to make your gift. Visit www.WCUFoundation.org/150Forward



Generations of Generosity

How this mother-daughter duo is cementing a legacy of giving back.

Ask the Grays how they became leaders at West Chester University, and they'll joke that they didn't volunteer — they were "voluntold."

For Deidre Gray '92, it was being "voluntold" by peers to join the Alumni Association's Board of Directors.

For her daughter, Devynn Gray '19, M'20, it was being "voluntold" to serve as president of the Black Alumni Chapter — a position previously held by Deidre.

The truth is, both Grays are quick to step up where they're needed. And at WCU, they've blazed a path for future students to follow in their footsteps — and surpass them.

"If not for WCU, I wouldn't have gotten my foot in the door in my field," Deidre says. "The University gave a lot to me, so it's only right I give back to it."

Deidre's commitment grew further when Devynn enrolled at WCU. Today, Devynn is also grateful for the edge the University gave her — and eager to pay it forward.

"I focus my giving towards supporting and improving Black and Brown students' experiences," Devynn says. "Those opportunities can significantly help WCU students from inner-city Philadelphia."

Together, the mother and daughter work toward their vision of a University with less student food insecurity, higher matriculation rates, and greater alumni giving.

In fact, they do some promoting and "volun-telling" of their own, via social media.

The Grays, at a glance

Deidre Y. Gray '92

- West Chester University Alumni Association (WCUAA) Board of Directors, 2022-2025
- Secretary of West Chester University Alumni Association Board of Directors, 2023-2024
- Former president of Black Alumni Chapter
- West Chester University Alumni Association Service Award, 2017
- WCU Drum Major for Justice Award, 2021
- WCUAA/WCU Foundation Scholarship Committee member
- Alumni keynote speaker at Kente Commencement Ceremony, 2016-2019

Devynn T. Gray '19, M'20

- West Chester University Alumni Association (WCUAA) Board of Directors, 2023-2026
- Former president of Black Alumni Chapter
- Founding member of GOLD X (Graduates of the Last Decade) Alumni Chapter
- Alumni keynote speaker at Kente Commencement Ceremony, 2020-2023

THE BLACK ALUMNI CHAPTER, BY THE NUMBERS:

898
members

12
legacy family graduates in
the 2022-23 academic year



BLACK ALUMNI CHAPTER SCHOLARSHIP RECIPIENT HIGHLIGHT:

August Onubogu '26

A sophomore interdisciplinary studies major and global studies minor, August Onubogu is pursuing her goal of entering the publishing business and becoming a video game creator.

"Knowing the positive impact that I'll leave on others is my primary motivation in everything I do," says August.

She's currently taking Honors courses and is a member of two student organizations, Judo and Emergency Medical Services. With her busy schedule, receiving scholarship aid is key.

"It allows me to spend less time working and more time focusing on my classes and doing the things I love," she says. "A hundred dollars could cover a textbook or fees — every penny counts."

Reconnect with your alma mater. Visit
www.WCUAlumni.org/Volunteer



A Collective Effort

How these graduates are honoring the man who had a lifelong impact on their success.

Dr. Robert Marbach served as faculty advisor for the Eta Beta Chapter of Kappa Delta Rho fraternity at West Chester University for more than a decade until his retirement from teaching. But for Evan Murray '96, David James '91, and Seth Birch '06, M'19, he went above and beyond that role.

"He was part of our team and we were his kids," says Evan. "He helped me come out of my shell and gave me the confidence to become a leader."

With Dr. Marbach at the helm, the fraternity became a family. He cheered them on at sporting events, hosted spaghetti dinners with Mrs. Marbach, and even learned the Greek alphabet. He dedicated his time to them not just as fraternity brothers, but as individuals.

"He told us what was right, wasn't afraid to tell us when we were wrong, and set a great example for us," David says. "We share a relationship, a friendship, a brotherhood because of the connection our fraternity has to the University — one that Dr. Marbach helped keep alive."

Rallying their fellow fraternity brothers, Evan, David, and Seth led the initiative to name a ballroom in The Sciences & Engineering Center and The Commons after their mentor.

"We felt it was important to have a permanent location where the active fraternity can meet as a group," says Seth. "It serves as a tangible way to recognize our history on campus and gives our alumni a home to come back to."

They also created The Dr. Marbach Scholarship, ensuring future members of the fraternity will benefit from his legacy.

"It really is a testament to his silent contributions," says Evan.

"And it's another way for us to thank him."

See for yourself how much your gift can accomplish. Get started at WCUFoundation.org/Scholarships

DR. ROBERT MARBACH FUND AND THE DR. ROBERT MARBACH SCHOLARSHIP, BY THE NUMBERS:

\$100,620

total giving*

77

donors

157

gifts

**includes anticipated matching gift*



Pictured are (L-R) David James '91, Evan Murray '96, Delores Marbach, Dr. Robert Marbach, and Seth Birch '06, M'19 in front of the ballroom.

Day of Giving Download

Twenty-four hours of boundless pride.

In March, hundreds of alumni, students, families, current and retired faculty and staff, corporations and organizations, and friends of West Chester University participated in the third annual Day of Giving. Providing scholarship dollars, ensuring our students have access to the advanced technology they need to stand out in their fields, helping student-athletes compete at the highest level, and creating ongoing opportunities for growth outside the classroom — it's our shared mission on Day of Giving, and every day.



Day of Giving, by the numbers

\$174,655

total raised

797

individual unique donors

892

gifts

\$1

smallest individual gift

\$5,000

largest individual gift

206

first-time donors

86

funds supported

Top Five Funds by Dollar Amount

(Based on individual giving)

Dr. Nadine Bean Graduate Social Work Scholarship	\$10,635
Cottrell Entrepreneurship Center	\$9,790
Baseball	\$9,211
Rugby	\$7,876
Purple & Gold Fund (Area of Greatest Need)	\$6,236

Top Five Funds by Number of Donors

(Based on individual giving)

Rugby	98
Black Alumni Chapter Scholarship	66
Lacrosse	59
Field Hockey	48
Purple & Gold Fund (Area of Greatest Need)	47

Matches

Justamere Foundation matched \$5 for each \$1 donated up to \$50,000 for the **Fund for Unpaid Internships**.

Dollar-for-dollar match up to \$25,000 for the **Volleyball** team.

Dollar-for-dollar match up to \$10,000 for all gifts to the **Dr. Nadine Bean Graduate Social Work Scholarship**.

Dollar-for-dollar match up to \$5,000 for the **Cottrell Entrepreneurship Center**.

First Bank matched dollar-for-dollar up to \$2,500 for the **Fueling Station**.

**Save the date of
Friday, March 1st for
WCU's 4th Annual
Day of Giving**



Conversations in Philanthropy

How a shared love for foreign language and culture translates into opportunity for students.

Gary and Robin with Louie, their standard poodle.

Years before Robin Austin '78 and Gary Wescott met, they were both students in France, Robin studying the carillon, a medieval instrument, and Gary exploring French and Spanish literature. Years later, they spoke only French on their first date.

Through Gary's work with Hilton Hotels, they even lived in Paris. Both lifelong learners, Robin began auditing French courses at his alma mater in retirement.

"It's wonderful to go back to campus," he says. "I love the students and the diversity — I'm usually the oldest person in the room, and they get a kick out of that."

The experience spurred him to begin making an annual gift to the French Department. Hearing from the Department Chair that students were able to study abroad because of

money he had donated was inspiring.

"The University really makes an effort to make everyone feel appreciated," Robin says. "It's emblematic of the way an organization operates, and it gives us confidence that the Foundation is caring for and managing our investments."

Pivotal to their decision to include the University in their estate plans is the knowledge that accessing education can be difficult.

"We're very aware of the privilege we have as two white men, so we want our legacy to be connected to helping disenfranchised groups," Gary says.

"Having been a fundraiser, I know how campaigns work," Robin adds. "So I asked Gary, 'Is this something we can do?'"

Their planned gift will create the Robin Austin '78 and Gary Wescott Endowed French Scholarship to support students majoring in French who identify as LGBTQ+, BIPOC, or Latinx.

"We know firsthand the experience of being in a new and different culture and how it's expanded our world," says Robin.

"And we hope this has some small impact."

Plan your own legacy today. Get started at www.WCUFoundation.org/PlannedGifts

Your lasting legacy begins today.

Donors like you who consider West Chester University in their estate planning have the ability to make a meaningful and permanent impact on our institution. With easy and flexible giving options, our team is honored to help you and your family create a bequest.

We welcome the newest members of the George Morris Philips Society and thank them for their support of West Chester University.

The George Morris Philips Society includes over 470 members who've included the Foundation in their estate plans. A special welcome to this year's new members who give future promise to the future of West Chester University (July 1, 2022 – June 30, 2023):

ANONYMOUS

HENRY J. BALLERSTEDT '72

RUDINE SIMS BISHOP '59 & JAMES J. BISHOP

RICHARD EPSTEIN

BETH E. GOLDNER

MATT M. HOLLIDAY '09

JUDY T. BETHARD '68 & BARRY W. SMITH '67, M'70

ANN HEROLD TREXLER '59

ROBIN AUSTIN '78 & GARY WESCOTT

Fostering the Future of Accounting and Auditing

By working with West Chester University Foundation, Wipfli LLP is supporting students — and attracting top talent in the process.

Torpey White still remembers being in college and being asked if he was going to be a CPA.

“I said ‘Oh, yeah, sure,’” Torpey recalls. “But I had no idea what that was.”

Years would pass before he learned what a CPA does — and how gratifying a career in accounting and auditing could be. That’s why today, as a partner at the accounting firm Wipfli LLP, Torpey also serves as a liaison to West Chester University.

“It stuck with me that it’s important to help students understand what opportunities can open up to you,” Torpey says. “It’s a way to spread awareness that the accounting and auditing field is viable and rewarding, beyond the number crunching a lot of people think accountants do.”

Through the Wipfli Foundation, Torpey works with the WCU Foundation to support an accounting scholarship, as well as the Wipfli Ethics Case Competition.

Around 125 WCU students take part in the competition each year, working as teams to present a case about an ethics issue. Torpey and his Wipfli colleagues serve as judges — and award cash prizes.

Thanks to the competition — as well as Wipfli’s participation in WCU’s Meet the Firms Night and Torpey’s role on the University’s Accounting Advisory Council — Wipfli has established a strong pipeline of WCU talent.

Torpey estimates in the past five years, around 20 WCU interns have been hired full time at Wipfli.

“They seem more prepared than some of the other students,” he says. “They take a liking to what we’re doing. And when you see that kind of success, you just want to foster it even more.”

For Wipfli, that’s meant success recruiting against bigger firms with larger teams. But Torpey says on a larger scale, supporting students simply makes sense.

“You’re investing in the student, but you’re also investing in the future of the business world and education,” Torpey says. “Today’s WCU students will be leading the country in 20 years. Why wouldn’t you tell them, ‘I believe in you — go change the world’?”

For more information, visit
www.WCUFoundation.org/CommunityPartners

WIPFLI, BY THE NUMBERS:

\$69,750

total giving



Pictured at the 2022 Wipfli Ethics Case Competition are (L-R) Maria Coyle '23, Assistant Director; Sakina Farooq '24, Director; Alyssa Dobrischkin '24, volunteer; Troy Brown '22, mentor; and Kevin Babb '22, mentor.

“Directing this competition is a very unique experience and really helped me to learn the fundamentals of being a leader, delegating tasks and managing people. I worked with six mentors and various committees that consisted of marketing, logistics, case selection, timekeepers, and registration teams. I was also able to make connections with upperclassmen in the accounting program — it was an amazing opportunity.”

Sakina Farooq '24
2022 Wipfli Case Ethics Competition Director
Vice President, Beta Alpha Psi
Events Coordinator, Muslim Student Association
Leadership Consultant & Treasurer, LEAD

Passing the Presidential Baton: Their Perspectives

Current and former WCU Foundation presidents Joan Kaminski and John Baker discuss the Foundation — and where it's headed next.

Traditionally, the title “president” reflects individual prestige. But at the West Chester University Foundation Board of Trustees, it's all about the larger team.

That's where former president John Baker '74 credits his eight years of accomplishments. And it's where current president Joan Kaminski '69 remains most impressed by the Foundation's staff and capabilities.

“The Board has a wide range of experience with the Foundation, including work on fundraising, student housing, finance, and more,” Joan says. “We have a really committed, hard-working group, and I look forward to seeing the results of our new strategies post-merger with the WCU Office of Alumni Relations.”

John adds, “After the merger, it was a smooth transition, combining our strengths for a much broader outreach to all graduating classes, current and past.”

The result is a team with greater combined experience and capabilities, impacting more students.

“Many people don't realize that the state of Pennsylvania doesn't offer as much support for the University as it once did,” Joan says. “That makes the Foundation's work critical for the success of not only the students, but also the University. We are fortunate to have it.”

That success is already evident, Joan and John say, in the continual progress of the University's 150Forward fundraising campaign.

“If that \$65 million proposal came forward a decade ago, we wouldn't have thought it was possible,” John says. “We're in a different era now, and we're in good hands.”

Leading by example

Joan Kaminski '69

- President of West Chester University Foundation Board of Trustees
- Chair of Development & Alumni Engagement Committee
- Advisory Board Member of College of the Sciences and Mathematics
- Member of WCUIAA/WCU Foundation Scholarship Committee
- Entered Heritage Society (1871), 2018
- Recipient of 150 Most Influential Women Award, 2022
- Creator of Dr. Joan Kaminski Endowment in Chemistry for high-achieving female students
- Member of George Morris Philips Society

John Baker '74

- Former President of WCU Foundation Board of Trustees
- Former Chair of WCU Department of Art + Design
- Advisory Board Member of College of Arts & Humanities
- Recipient of President's Award, 2008
- Recipient of Professor Emeritus Award, 2015
- Recipient of Ram Pride Award, 2018
- Creator of John H. Baker Art Gallery Endowment
- Creator of John H. Baker Endowment for Fine Arts
- Member of George Morris Philips Society

The Power of Partnerships

Understanding the impact of the past to create an inclusive dialogue for the future.



As a man who's dedicated his life to public service, it's no surprise that in retirement, Dr. Andy Dinniman's efforts to effect positive change have only picked up steam.

During his time at West Chester University, the former State Senator taught undergraduate courses including African American History, Racial and Ethnic Understanding, Global Studies, and graduate courses in public policy; he received the President's Medallion for Service at WCU in 2015.

In 2022, he delivered the third annual Dr. Clifford E. DeBaptiste Frederick Douglass Institute Lecture entitled "The Life and Legacy of Frederick Douglass in the America of 2022."

His latest accomplishment?

A spirited fundraising effort — jumpstarted by his generous initial gift — that raised over \$112,000 for his newly established Together Endowment, culminating in the unveiling of "Diversity Walk," a WCU campus walkway, and the First Annual Gathering for Diversity, Equity, Inclusion, and Opportunity.

"Our goal is to take the philosophy and principles of Frederick Douglass and make them meaningful today," he says.

The Together Endowment, through its Annual Community Gatherings and its local initiatives and other programs, will facilitate much-needed community discussions that also share the research and teaching knowledge of WCU faculty with the greater Chester County community.

"We need to respect the Earth and the people who live on the Earth; that is what our forum is all about."



Professor Emerita Anita Foeman and Professor Bessie Lawton, both from WCU's Department of Communication Studies, shared their work with the DNA Discussion Project; the nationally-acclaimed research project has encouraged thousands of people to engage in genetic testing followed by reveal-results and post-dialogues that challenge deeply entrenched stereotypes.



Also conveying the importance about commonalities was Professor Emeritus Charles Hardy, III, who detailed how historical research, through the form of the story, can help people make sense of each other's life experiences.

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This is it—the final push to fulfill our pledge.

West Chester University has secured more than **\$58 million** and will continue its efforts to raise \$65 million by June 30, 2024 as part of 150Forward: The Campaign for WCU. Ambitious in its goals, 150Forward broadens access through scholarships and brings in the nation's brightest; leads with technology to connect students and advance research; and creates more academic, civic, and professional opportunities for every student that calls the University home.

It's an everyday mission made extraordinary to ensure that our Golden Rams have the ability to reach their highest aspirations *here and now*.

Make an impact. Visit
www.WCUFoundation.org/150Forward



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— *Student Success Is Our Mission* —

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Our Mission

The West Chester University Foundation engages donors and other partners to drive student success. We secure funding that helps West Chester University students achieve more.