

Strategic Plan 2017-2020

Strategic Plan Updated – With so many structural and organizational changes at the university level, an up-to-date strategic plan is essential to enable the foundation to operate efficiently, effectively, and independently. To that end, WCCF board held a Strategic Planning Meeting this past April yielding, among other things, a more independent and student focused Mission and Vision Statement. The plan is a tool to maintain focus and guide the board in fulfilling the foundation's mission into the future.



Updated Mission Statement -- The mission of the Washington County Campus Foundation is to financially support the success of UW-WC students and their educational community.

Updated Vision Statement -- The vision of the Washington County Campus Foundation is to transform lives by being a valued source of financial support for students and our UW-WC campus community. We do this through building an endowment which will sustain campus programming and will ensure that any student who wants to, can go to UW-WC.

To fulfill the Foundation's mission and achieve its vision, the board agreed to the following goals:

- ⇒ **Funding Goal** -- Expand scholarship funding and faculty grants.
- ⇒ **Marketing and relationships Goal** – Expand community awareness and outreach.
- ⇒ **Internal Board Structure Goal** – Insure that skill diversity is maintained as new members are added to the board.
- ⇒ **Miscellaneous Goal** – Maintain a balance of staff time to funds raised in all fundraising efforts.



WCCF Board Members

Dennis D. Degenhardt,
President

Mike Reichert,
Vice President

Dan Beine, Treasurer

Laura Jane Maley,
Secretary

Paul De Chant

Elsie Gonzalez

Shawn Graff

Maria Gutierrez-Gurrola

Christopher Hays

Scott Henke

Jacquelyn Joseph-Silverstein

Frederick B. Kaftan

Michael Laird

Ruth Reines

David Stroik

Joan Rudnitzki,
Executive Director

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2016-17 ANNUAL REPORT

November 2017

MESSAGE FROM THE PRESIDENT



This past fiscal year has again been one of advancement in our ongoing quest to improve our service to donors, the UW-WC community, and the community at large. In August, we hired a new executive director, Joan Rudnitzki, who brings broad non-profit experience to the foundation. As detailed throughout this report, we also updated our strategic plan; implemented a standalone WCCF website with the ability to accept online donations and put in place a new online scholarship application process.

None of our accomplishments would have been possible without our donors, board of directors, the university staff, and our WCCF Ambassador Council. I thank each and every one of them for allowing us to help make UW-WC a place for college degree dreams to come true.

This annual report provides an overview of our accomplishments from July 1, 2016 through June 30, 2017.

We are also sharing our plan for continuing our success to fulfill our mission and achieve our vision. Your participation and commitment are critical in helping us to achieve this goal. Thank you in advance for your continued support. For more detailed information on items in this Annual Report, please visit www.wccf-wi.org.

Most sincerely

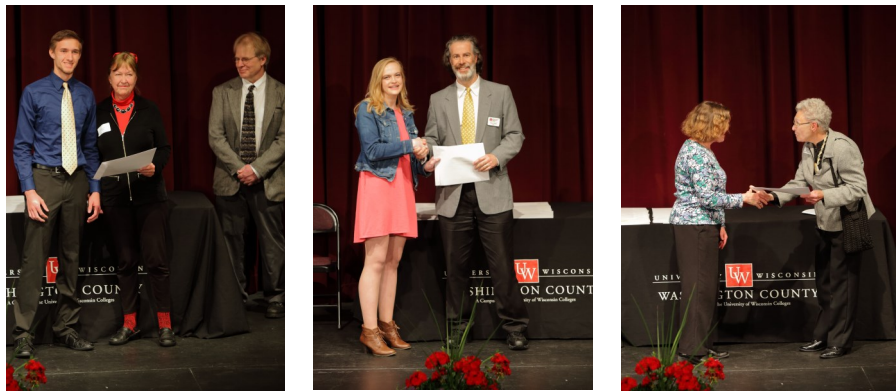
Dennis D Degenhardt

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WHERE WE'VE BEEN 2016-2017



Scholarship Awards Ceremony - May 23, 2017

Update on Scholarships

New Application -- Thanks to the generosity of our donors, in this 41st year of the Washington County Campus Foundation, we were able to award 91 scholarships totaling \$150,000 at our May 23 presentation ceremony. Because these students are often working while attending classes and are often the first in their family to attend college, these scholarships are a godsend to the award winners who might not otherwise reach their dream of a college degree.

Through the dedicated and skilled efforts of software designer, Steve Hoffman and the WCCF scholarship committee, we implemented new scholarship application software that resulted in a 30% increase in applications including a significant increase in freshman applicants. In addition, the Scholarship Selection Committee reported that the new design significantly streamlined the award selection process.



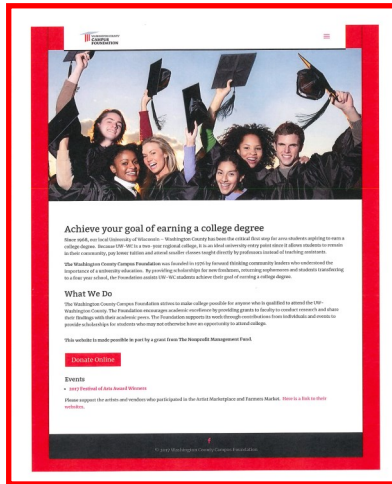
New Scholarships

Because of the generous support of our donors, we were able to offer two new scholarships this year — **The Jan Hubbell Memorial Scholarship** and the **West Bend Jaycees Scholarship**. We are also pleased to report that the **Rolfs Educational Foundation Scholarships** and the **Curtis A. & Adele S. Collins Scholarships** increased their support to UWWC students through the Washington County Campus Foundation.

WCCF Website

By leveraging a past relationship with local web designer Mark Schmidt, we were able to launch a standalone WCCF website independent of the university structure, providing us with greater visibility and the ability to better communicate with students, donors, scholarship applicants/recipients, and the general public.

The new website has increased our online giving buy over \$1,500 by allowing donors to contribute using the online "Network for Good", which among other things, makes it possible for donors to adjust their gift to cover processing costs.



wccf-wi.org

WHERE WE'VE BEEN 2016-2017

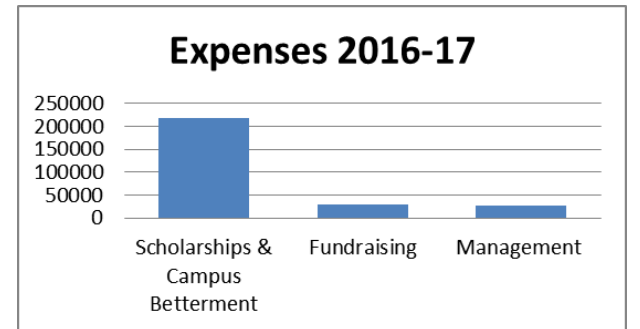
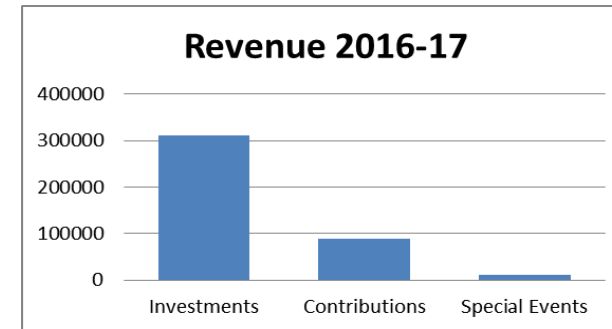


Festival of Arts

The WCCF's annual Festival of Arts was held this past April co-sponsored by Commerce State Bank and Zimmerman Architectural Studios. The festival energizes the entire campus with many students and staff calling it their favorite time of the year. The festival featured 350 select pieces of judged art from 25 local middle and high schools from a five county region. For the first time, advertising was included in the program brochure generating cash prizes of \$25, \$20 and \$15 for the top three winners in each of the five artistic categories. Along with the exhibited art was local live music along with both an artist's and a farmer's marketplaces. Special thanks to our community partners, Schauer Arts Center and the Milwaukee Art Museum's Kohl's Color Wheel program for providing visual and performing art workshops.



WASHINGTON COUNTY CAMPUS FOUNDATION - Statements of Financial Position



Assets	June 30, 2017	June 30, 2016
Total Assets	\$ 3,421,052	\$ 3,265,512
Liabilities and Net Assets		
Liabilities	\$ 178,153	\$ 158,619
Net Assets – Unrestricted	\$ 574,538	\$ 408,818
Net Assets – Temporarily Restricted	\$ 834,209	\$ 858,231
Net Assets – Permanently Restricted	\$ 1,834,152	\$ 1,839,844
Total Liabilities and Nets Assets	\$ 3,421,052	\$ 3,265,512