



2024 **IMPACT**
REPORT

WASHINGTON STATE UNIVERSITY FOUNDATION



Greetings from the Palouse.

Washington State University continued its fundraising success with more than \$154.3 million in philanthropic activity during Fiscal Year 2024, which ended June 30. Thanks to your generous investment, WSU realized its second-best fundraising year ever and the third straight year topping \$150 million.

Our gathering momentum in FY24 is a testament to the leadership, generosity, and enthusiasm from each of our 25,855 alumni, friends, and industry partners who continue to give selflessly and purposefully in support of WSU and its land-grant mission. Thank you for your remarkable investment in Washington State University.

Your commitment to WSU makes a real impact on real lives. Support for undergraduate, graduate, and professional students opens doors to transformative educational and experiential learning opportunities. Resources for WSU's talented faculty and the research they lead advance the discoveries that will improve lives, communities, and industries throughout the state of Washington, the Pacific Northwest, and beyond. Investments in infrastructure system-wide ensure all of this can happen in facilities that are as exceptional as the learning and innovation that happen inside their walls every day.

I invite you to explore this impact report and the philanthropic highlights that helped define the past fiscal year for WSU. Whether we are passionate graduates of WSU, proud family of a current student, or choosing to sustain or advance a WSU initiative that is close to our hearts, we are all Cougs. Thank you, again, for your generous and impactful investment to advance accessible and exceptional public higher education in Pullman, Everett, Spokane, the Tri-Cities, Vancouver, across the state, and around the globe.

Thank you and Go Cougs!

Mike Connell '85
Vice President, Advancement
CEO, WSU Foundation

\$154,346,752

TOTAL PRIVATE SUPPORT IN FY24

\$25,855

TOTAL DONORS IN FY24

96,058

GIFTS AND PLEDGES
(98% were under \$1,000)

1,962

TOTAL DESIGNATIONS SUPPORTED

26

NUMBER OF GIFTS AND PLEDGES > \$1M

FY24 PHILANTHROPIC ACTIVITY BY CAMPUS, COLLEGE, UNIT



College of Agricultural, Human, and Natural Resource Sciences/4-H Extension	\$19,248,522
Carson College of Business	\$7,319,224
College of Arts and Sciences	\$14,622,599
College of Education	\$3,089,134
Edward R. Murrow College of Communication/Public Media	\$4,494,976
Honors College	\$4,597,378
Elson S. Floyd College of Medicine	\$12,662,830
College of Nursing	\$844,931
College of Pharmacy and Pharmaceutical Sciences	\$1,852,831
College of Veterinary Medicine	\$23,340,150
Voiland College of Engineering and Architecture	\$15,435,523
Graduate School	\$478,673
WSU Everett	\$204,274
WSU Global Campus	\$17,059
WSU Health Sciences Spokane	\$919,282
WSU Tri-Cities	\$2,137,093
WSU Vancouver	\$11,433,491
Student Affairs	\$1,528,639
Libraries	\$1,094,990
Jordan Schnitzer Museum of Art WSU	\$1,188,355
Scholarships	\$1,909,033
Cougar Athletics	\$18,604,800
General University Support	\$7,322,965
TOTAL	\$154,346,752



John Wiess meeting President Kirk Schulz. Photo courtesy of Amy Cox. 

John Wiess channels lifetime of service into five endowed scholarships

By Max Eberts, WSU Foundation

John Wiess made his first gift to his beloved alma mater, Washington State University, in 1969. It was the beginning of more than fifty years of generosity, culminating in five scholarships for undergraduate students because, as John said, “They represent the hope of the future.” Wiess also believes that scholarships are a gift with enormous impact: “They can make the difference as to whether or not a student can attend college, and every young person should attend college because it will change their lives in ways they never could have imagined,” he said.

From Great Falls to WSU: A life transformed

Wiess was profoundly shaped by his education at WSU. Growing up in Great Falls, Montana, he never imagined the extraordinary path his life would take. It was at WSU—then known as Washington College—where his journey began. There, he met the love of his life and future wife, Geraldine (Gerry) Tschetter, from Spirit Lake, Idaho, and earned the degree that would prepare him for what was to come.

After receiving his BA in police science and administration in 1950, he returned to his hometown, where he was hired as acting superintendent for the County Bureau of Identification for Great Falls, Montana. He was thrilled to be hired in a supervisory position in the town where he grew up. At the time, he thought he and Gerry would start a family and a career and enjoy their life in Montana. But the world had other plans.



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FY24 PHILANTHROPIC ACTIVITY BY SOURCE

INDIVIDUAL DONORS

\$109,263,308

PRIVATE GRANTS

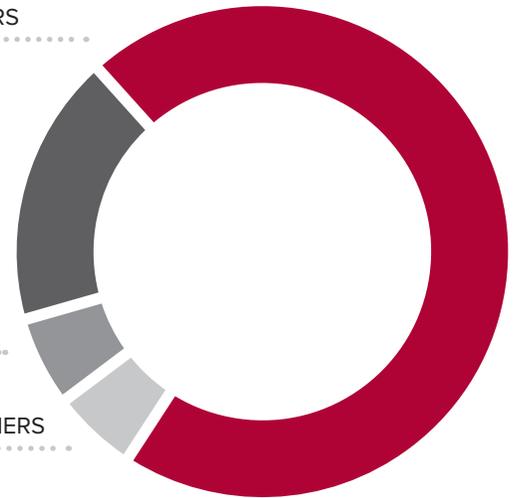
\$27,724,100

FOUNDATIONS
AND
ORGANIZATIONS

\$8,224,054

CORPORATE PARTNERS

\$9,135,291



The WSU Tri-Cities Lamb Weston Cougar Cupboard

By Max Eberts, WSU Foundation

Lamb Weston, one of the world’s largest producers of frozen french fries, made a \$25,000 gift this past April to the Washington State University Tri-Cities Cougar Cupboard—now the Lamb Weston Cougar Cupboard, as part of a three-year \$75,000 naming sponsorship.

The gift will be used to support salaries of students working in the student-run food pantry that provides fresh, frozen, and non-perishable food items and toiletries at no cost to students and their families.

Lamb Weston, which has offices and manufacturing plants in Tri-Cities and throughout Washington, has supported this vital campus resource since 2019, providing \$25,000 each year. This new commitment will, in three years, bring their total support to \$200,000.

“We are happy to be able to assist WSU Tri-Cities students and their families to focus on their studies and stay on track to achieve their goals,” said Deb Dihel, vice president, strategic growth innovation at Lamb Weston. “And when these students are ready to graduate, we hope they’ll consider Lamb Weston to begin their careers and bring their talents and ideas with them.”

Food insecurity—defined as the limited or uncertain availability of healthy food—has grown significantly.



READ THE FULL STORY AT
[FOUNDATION.WSU.EDU/NEWS](https://www.wsu.edu/news)

Cougar Pride sculptures find homes across WSU system

By RJ Wolcott, WSU News & Media Relations



Cougar Pride statues have been installed on campuses across the WSU System in recent months. 

For more than a decade, the bronze Cougar sculpture on the northeast corner of Gesa Field has been a prominent fixture of the Pullman campus.

Countless Washington State University students, employees, and fans have flocked to have their pictures taken since its dedication in 2008, when the complex was still known as Martin Stadium. Lines of people waiting for their turn for a photo are common sights during home football games, family weekends, and graduation season.

Now, thanks to a generous alumnus, new replicas of this iconic sculpture have been installed on campuses across the WSU system. The years-long mission to bring the same sense of pride and place to every physical campus is nearly complete, with the final dedication events for the Vancouver and Everett campuses taking place this spring.

“I am very proud of all the Cougar Pride projects and the joy as well as the memories that each invokes among Cougars,” Gary Schneidmiller, WSU Class of 1971 and the donor behind the initiative, said. “I appreciate the opportunity to have been involved in creating something that is lasting and meaningful to Cougs everywhere.”

WSU’s original Cougar Pride sculpture was first envisioned by a committee Schneidmiller put together during the 2007 stadium renovation.

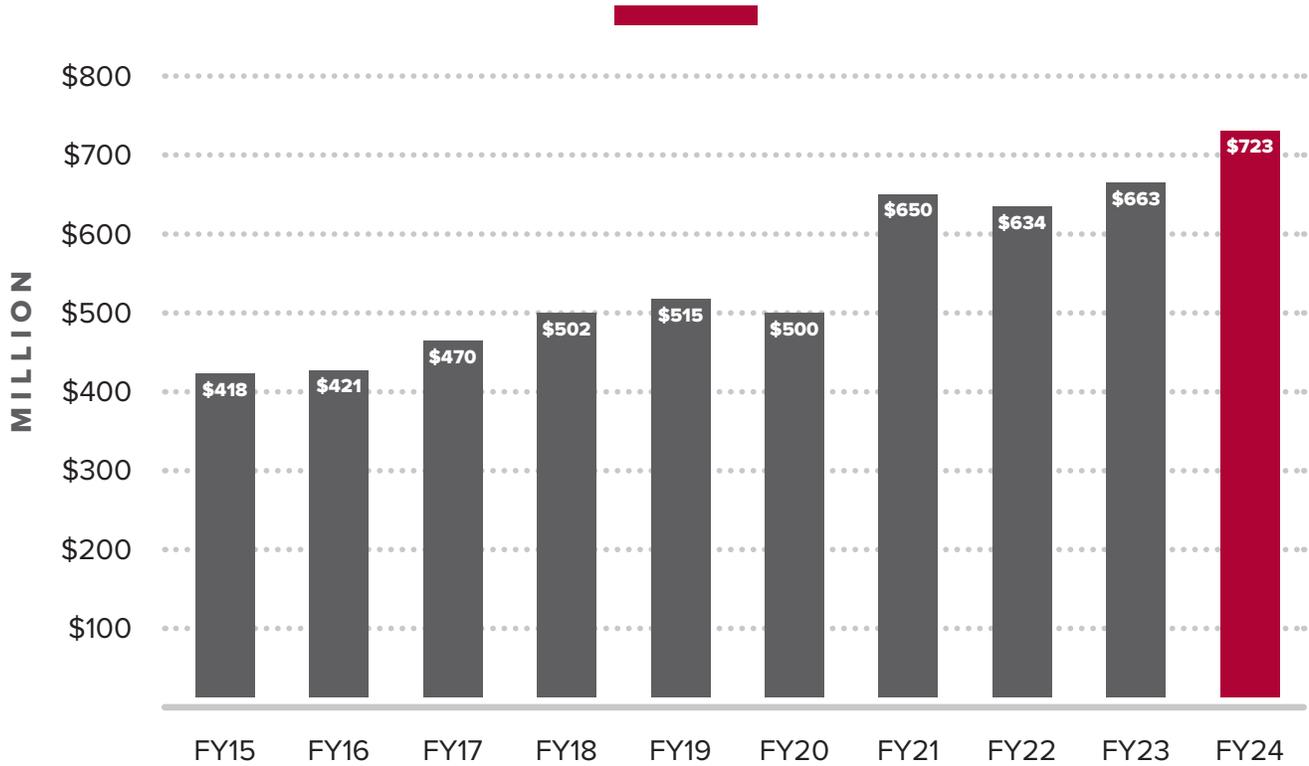
Between 1927 and 1978, WSU’s mascot Butch was a live cougar. The first Butch was presented to then-Washington State College by Gov. Clarence Martin during the team’s homecoming football game Nov. 11, 1927.



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[FOUNDATION.WSU.EDU/NEWS](https://foundation.wsu.edu/news)

82 NEW ENDOWMENTS
WERE ESTABLISHED THROUGH THE WSU FOUNDATION IN FY24!

FY24 ENDOWMENT PERFORMANCE



\$722,564,874

TOTAL VALUE

\$25,949,096

TOTAL DISTRIBUTED TO WSU

INVESTMENT
RETURN

10.80%

1-YEAR RETURN

8.50%

5-YEAR RETURN

6.80%

10-YEAR RETURN

2,922

TOTAL NUMBER OF ENDOWED FUNDS

1,890

TOTAL NUMBER OF
ENDOWED SCHOLARSHIPS

197

TOTAL NUMBER OF
ENDOWED FELLOWSHIPS

125

TOTAL NUMBER OF ENDOWED
PROFESSORSHIPS/CHAIRS

Phyllis J. Campbell endows deanship at WSU's Carson College of Business

By Bryan Boyle, WSU Foundation



Phyllis J. Campbell

Washington State University and Carson College of Business officials announced the establishment of the university's second-ever endowed deanship. The Phyllis J. Campbell Endowed Deanship stems from an extraordinarily generous gift from Phyllis ('73 Busi. Admin.) and Bill ('69 Civ. Eng.) Campbell of Issaquah, who met as WSU undergraduates and married not long after Phyllis' graduation.

Due to financial constraints, attending college was far from guaranteed for Phyllis, who grew up in Spokane. Once she began exploring opportunities for financial assistance at WSU, however, Phyllis found it possible to earn a degree.

"At that time, WSU was one of the most affordable colleges we could consider," Phyllis said. "My father was a dry cleaner. I was one of five children. And we didn't have a lot of money. I clearly remember a very generous check showing up in the mail from a woman who established a scholarship fund at WSU."

Phyllis never forgot that scholarship and other WSU resources that allowed her to earn a bachelor's degree and launch a prolific, trailblazing banking career in the Pacific Northwest—first in Spokane and ultimately in Seattle.

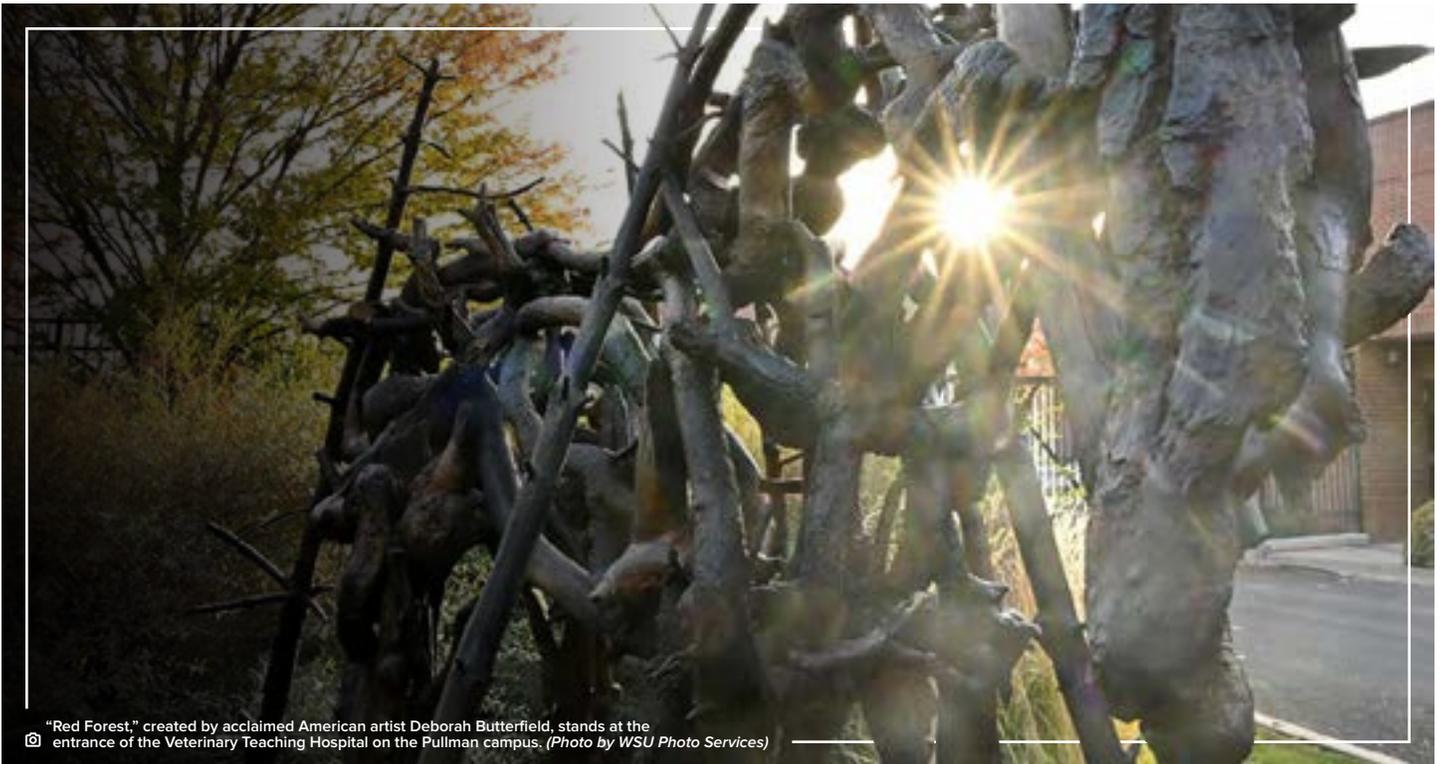
WSU's announcement commemorates not only Phyllis' distinguished career, but also her extraordinary leadership, commitment, and generosity in advancing the university's teaching, research, and service efforts. She is a retired bank executive, philanthropist, and civic leader who served as a WSU Regent from 1991–2003. Among her professional distinctions are honorary doctorates from Whitworth College and Gonzaga University as well as WSU's highest honor, the Regents' Distinguished Alumnus Award, in 2006.

Grounded in 40 years of executive experience and extensive board participation, Phyllis is renowned for her ability to foster a high-performance climate. But her career didn't come without hurdles. Chief among them: proving herself daily in a male-dominated industry, Phyllis said, starting with her first job after college.

"It was really hard to find a job back then, especially for women," Phyllis said. "I wanted to work for Old National Bank in Spokane. They weren't hiring. They were skeptical of hiring women back then for whatever reason. So, I had to call them—every day."



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“Red Forest,” created by acclaimed American artist Deborah Butterfield, stands at the entrance of the Veterinary Teaching Hospital on the Pullman campus. (Photo by WSU Photo Services)

Sculpture dedicated on Pullman campus

By Communications staff, Washington State University

A bronze-cast horse sculpture gifted to Washington State University’s Jordan Schnitzer Museum of Art WSU by alumnus Howard Wright was unveiled in November 2023.

“Red Forest,” created by acclaimed American artist Deborah Butterfield from found wood cast in bronze, now stands at the entrance of the Veterinary Teaching Hospital on the Pullman campus. It was dedicated during a ceremony that included Wright along with WSU System President Kirk Schulz, Provost, Executive Vice President and Pullman Chancellor Elizabeth Chilton, and Trevor Bond, director of the Center for Arts and Humanities and chair of the Campus Art Committee.

“Butterfield’s work runs counter to the tradition of equestrian statues of stallions and war-horses usually with some imposing guy in armor on top,” Bond told the crowd gathered for the dedication. “Instead, she centers her work on mares and foals, explaining in an

article in Sculpture magazine, ‘I wanted to do big, beautiful mares that were as strong and imposing as stallions but capable of creation and nourishing life.’”

This isn’t Wright’s first major gift to the museum’s permanent collection. A 1976 graduate in foreign language and literature, he has been an instrumental figure in ensuring the vibrancy of the arts at WSU through gifts and service, including co-chairing the steering committee that resulted in the building of the crimson cube Schnitzer Museum on the Pullman campus.

The gift of the “Red Forest” sculpture is made in honor of Wright’s mother, Theiline Scheumann, who enjoyed a long working relationship with Dr. Leo K. Bustad, a pioneer at WSU in human-animal interactions and dean of the WSU College of Veterinary Medicine from 1973-84.



Howard Wright
(Photo by WSU Photo Services)



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COUGS give

APRIL 17

24 HOURS

1,556
GIFTS

\$648,507
GIFTED

181
UNIQUE PROGRAMS SUPPORTED

EVERY
WSU CAMPUS AND COLLEGE RECEIVED GIFTS

155 AMBASSADORS REFERRED
297 GIFTS FOR A RECORD

\$65,438

173
COUGS MADE THEIR FIRST GIFT TO WSU
DURING #COUGSGIVE 2024



Faculty emeritus gives \$1M to fund startup labs

By Keith Powell, WSU Foundation

Dick Mack '71 is quick to point out that he's not retired. He's a professor emeritus. There's a big difference.

"I stopped teaching classes in 2015," Mack said, "but I'm still fascinated with connections between life and the physical world."

That lifelong fascination led Mack and his wife Nancy to commit to a \$1 million gift to WSU's School of Biological Sciences in 2023—an extraordinary investment supporting startup costs to facilitate hiring two new faculty for the department.

The Macks' gift comes at an opportune time for the College of Arts and Sciences. The college is in the early stages of an ambitious modernization of the entire WSU Pullman Science Corridor, where many labs and facilities are decades old and inadequate for modern research needs.



READ THE FULL STORY AT
[FOUNDATION.WSU.EDU/NEWS](https://www.foundation.wsu.edu/news)



Diane Coughlin honored in naming of new welcome center

By Bryan Boyle, WSU Foundation

Named after Jim's late wife (left), the Diane Coughlin Welcome Center will host tutoring, career services, information, and wayfinding for Voiland College's students, faculty, staff, and visitors inside Schweitzer Engineering Hall. 

Washington State University will name the welcome center at the Voiland College of Engineering and Architecture's Schweitzer Engineering Hall—coming 2026 to the WSU Pullman campus—the Diane Coughlin Welcome Center.

With a \$2.5 million commitment to the project, Jim ('79 Civ. Engr.) and Diane, his spouse of nearly 40 years, helped to kick off fundraising to build Schweitzer Engineering Hall. The new building represents the first step in revamping the engineering and design district at WSU Pullman. The state-of-the-art facility will house innovative and flexible classrooms; student collaboration and club activity zones; first-year student engagement studios and senior capstone project design spaces; and centers for academic advising, tutoring, and career counseling.

"Approximately two and a half years ago, Jim and Diane became the first donors for an ambitious project to revitalize facilities at the Voiland College," said Mary Rezac, former dean of the college. "They always believed in and supported our students. And against all reason, they made a trailblazing statement, believing we could raise \$80 million in two years to pave the way for project success."

Had a similar student success center existed when Jim was a WSU student of civil engineering in the 1970s?

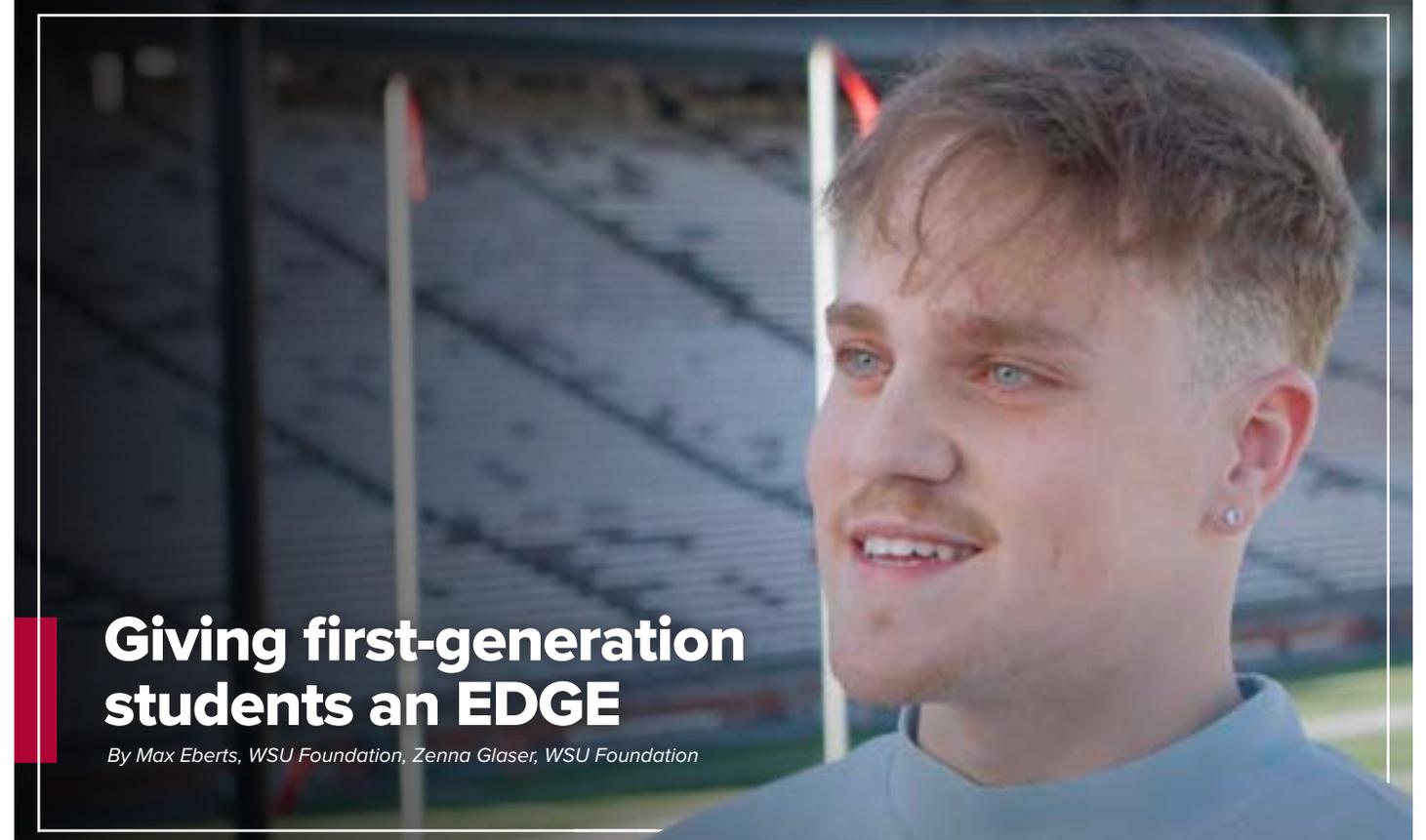
"It would have been a game-changer," said Jim, who serves on the Voiland College Executive Leadership Board and the WSU Foundation Board of Directors. "The new building will allow—for the first time in WSU's history—students and faculty of all the varied disciplines within Voiland College to interface. This interaction didn't happen until students entered the working world, and probably not until they'd gained a number of years of experience."

“ *...If we can come anywhere close to capturing the spirit, joy, love, support, and expectations of excellence that Diane manifested in everything she accomplished, the welcome center will be a success and will be transformative for generations of students to come.*

— **Mary Rezac** | FORMER DEAN
VOILAND COLLEGE OF ENGINEERING AND ARCHITECTURE
WASHINGTON STATE UNIVERSITY



READ THE FULL STORY AT
FOUNDATION.WSU.EDU/NEWS



Giving first-generation students an EDGE

By Max Eberts, WSU Foundation, Zenna Glaser, WSU Foundation

Dominic Devengenzo has always loved sports. By high school, he knew he wanted to be an agent for athletes but wasn't sure he could afford college to get the skills he needed. And he worried about fitting in—no one in his family had ever attended college.

Thanks to EDGE (Expanding Diverse Group Experiences), a program for first-generation (first-gen) students at the WSU Carson College of Business, Devengenzo has benefitted from both scholarships and a support network that are making his dreams possible.

The WSU experience started for Devengenzo in April 2020 when, during the middle of the COVID pandemic, he was a senior at Clayton Valley Charter High School in Concord, California, and excited about his acceptances to colleges—but didn't yet know where or how he would be able to attend. He wasn't able to visit any universities that had accepted him, so he decided to call faculty members, asking questions and listening to what they had to say.

"The WSU faculty were so welcoming and knowledgeable," Devengenzo said. "It's why I decided to come to WSU—it felt right."

Later, when he received notification that he had been granted several WSU scholarships covering tuition and room and board, he could hardly believe it. He remembered how emotional he felt—he was actually going to be a Cougar.

"It was a gift. It made me think I was going to WSU for a reason."

One of the scholarships making it possible for Devengenzo to attend WSU came from EDGE, which provides financial support each year for 25 first-gen students who come from low-income backgrounds.

But the EDGE program—unique to Carson College—is much more than a scholarship. It provides a network of support for students like Devengenzo as they transition to the demands of college life. This includes workshops for developing academic skills and monthly meet-ups with peers, faculty, and business professionals.



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[FOUNDATION.WSU.EDU/NEWS](https://foundation.wsu.edu/news)



WSU Vancouver dedicates new Life Sciences Building

By Communications staff, Washington State University

The new Life Sciences Building on the WSU Vancouver campus was dedicated June 6 during a ceremony that included students, faculty, and staff as well as donors, state legislators, and others.

“This building unlocks unbound potential in research, student learning, and community engagement, and I want to thank everybody who has been a part of getting us here today,” said WSU Vancouver Chancellor Mel Netzhammer.

Gratitude was the message of the day.

The \$63.8 million project was funded largely by \$57.1 million awarded from the Washington State Legislature for predesign, design, construction, and furnishings. Due to market inflation, the cost to complete the Life Sciences Building came in above the original estimate. The Washington State Office of Financial Management provided supplemental funds to offset market inflation, WSU Vancouver applied

money from its own reserves, and many donors contributed to complete the building as planned.

“Completing the Life Sciences Building required a partnership between our state legislators and private philanthropy,” said WSU System President Kirk Schulz. He said it’s important to build the buildings we need, not just now, but well into the future, and not be limited by budget. That’s where philanthropy comes in.

“Well over 10 years ago we started out with a vision for a building that would house chemistry, biology, and nursing programs, bringing all of these life sciences disciplines together in one building to create synergies and collaboration for teaching and research. That’s what this building is,” said Vice Chancellor for Research and Graduate Education Christine Portfors.



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[FOUNDATION.WSU.EDU/NEWS](https://foundation.wsu.edu/news)

WSU Foundation honors top volunteers

By Max Eberts, WSU Foundation



BETSY COWLES
2024 Gibson Award



GREG '82 AND JAYNE '82 BECKEL
2024 Brotherton Award



MIKE CAPPETTO '85
2024 Outstanding Service Award



PAUL W. '59 AND BETSY A. '60 SUNICH
2024 Outstanding Service Award

The Washington State University Foundation celebrated its extraordinary volunteers for their leadership and service to WSU at the 2024 Volunteer Awards Celebration in Spokane this past May.

This year the Foundation honored Betsy Cowles with the Weldon B. Gibson Distinguished Volunteer Award. The Foundation also honored Greg '82 and Jayne '82 Beckel with the William F. "Biff" Brotherton Cougar Spirit Award. Three additional volunteers, Mike Cappetto '85 and Paul W. '59 and Betsy A. '60 Sunich, were also recognized at the event with Outstanding Service Awards.

"We are so lucky to have such remarkable people volunteering for WSU. It's a real privilege to acknowledge the commitment, leadership, and accomplishments of each of these generous and dedicated volunteers," said Mike Connell, vice president for Advancement and CEO of WSU Foundation. "They've achieved great things for our university and have made a big difference in making opportunities happen for our students, student athletes, faculty, and research programs."



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ADVANCEMENT LEADERSHIP TEAM

Julie Benson

Associate Vice President, Central Development
Units and Campaign Director

Mariah Maki

Executive Director, WSUAA &
Associate Vice President, Advancement

Ana Burton

Assistant Vice President for Administration
and Strategic Initiatives

Victoria Miles

Associate Vice President of Principal Giving

Hao-Yu Chiu

Interim Associate Vice President & CFO, Finance

Jennifer Miltenberger

Associate Vice President for Development

Mike Connell

Vice President, Advancement
and CEO, WSU Foundation

Ron Moser

Advancement Executive Leadership Coach

Trevor Durham

Associate Vice President,
Communications and Marketing

Alex Pietsch

Executive Director of Corporate Engagement

Adam Ganders

Assistant Vice President for Development

Liz Ryan

Assistant Vice President for Development

Terry Kelly

General Counsel and Assistant Secretary
to the Board

Don Shearer

Senior Associate Vice President,
and Chief Operating Officer

Brooke Ledeboer

Associate Vice President for Development

Juan Zavala

Associate Vice President, Advancement
Innovation & Business Intelligence

The WSU Foundation builds on the enthusiasm, pride, and loyalty of the Cougar family to grow philanthropic relationships, broaden the base of alumni and donor engagement, and responsibly manage assets to advance WSU's mission, vision, and goals.

Established in 1979, the WSU Foundation was created not as an object of philanthropy itself, rather as the preferred mechanism through which private support is raised and managed for the sole benefit of Washington State University. Private gifts and grants to the WSU Foundation are designated to the WSU college, program, or fund of the donor's choosing.

INVESTMENT STRATEGY

The WSU Foundation consolidates all funds available for long-term investment in its Endowment Fund, with the exception of funds restricted by law or by special donor limitations. This fund is the investment pool for approximately 3,000 privately endowed funds supporting a wide variety of education, research, and service programs across Washington State University. Every year, the WSU Foundation distributes 4 percent of the endowment fund's 36-month rolling average to benefit WSU as designated by the Gift Use Agreement. Additionally, there is a 1.5 percent fee charged annually to the endowment fund's 36-month rolling average. Other costs associated with the endowment include investment management fees, custodial costs, and consulting expenses.



READ MORE AT
[FOUNDATION.WSU.EDU](https://foundation.wsu.edu)

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WASHINGTON STATE UNIVERSITY
FOUNDATION

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