



OUR MISSION

To enrich the lives of those touched by West Virginia University by maximizing charitable support and providing services to the University, its students and affiliated organizations.

OUR VISION

The WVU Foundation will be the model for excellence in fundraising, investment management and stewardship.

STRATEGIC PRIORITIES

PURPOSE

Generate resources to ensure a vibrant future for students, WVU, and WVU Medicine

- Promote a philanthropic culture
- Assist our partners in achieving their goals
- Achieve attractive investment returns
- Ensure annual production supports our partners' needs
- Create an enduring legacy of excellence through the generosity of our donors

ENGAGEMENT

Cultivate authentic, long lasting, meaningful relationships

- Deliver exceptional service to our partners
- Build a collaborative community with a common purpose
- Personalize our stewardship and donor experience
- Identify opportunities for our partners and prospects to engage
- Broaden our prospective donor base

TALENT

Attract, develop, and retain extraordinary Foundation professionals

- Recruit and retain top talent that align with our values and culture
- Provide opportunities for growth, development, and advancement
- Develop leadership at all levels
- Invest in programs to promote strategic thinking, team building, and leading-edge skills

IMPACT

Deliver transformative outcomes

- Foster a culture of curiosity, creativity, and adaptability
- Be inspirational and bold
- Shape ideas into actions that lead to meaningful outcomes
- Demonstrate donors' impact by conveying our compelling stories
- Leverage the momentum of the campaign to accelerate growth

Our Values

- Relationships
- Integrity
- Courage
- Innovation

Cornerstones

- Trust
- Transparency
- Teamwork



Purpose

Generate resources to ensure a vibrant future for WVU and WVU Medicine

The WVU Foundation is committed to generating the resources necessary to ensure a vibrant future for students, WVU and WVU Medicine. Through strategic fundraising, investment management, and donor engagement, we work to secure the financial support that fuels innovation and research, advances academic and clinical excellence, and expands access and opportunity.

/ Promote a philanthropic culture

The WVU Foundation is dedicated to fostering a culture of philanthropy that is deeply embedded in the fabric of WVU and WVU Medicine. We work to inspire a spirit of giving by building strong relationships, celebrating impact, and connecting donors to meaningful opportunities that align with their passions.

/ Assist our partners in achieving their goals

Our success is measured by the success of WVU and WVU Medicine. The Foundation works closely with institutional leadership to understand evolving priorities and align fundraising strategies accordingly. By providing targeted support, strategic planning, and responsive service, we help our partners achieve their goals across education, research, patient care, and outreach.

/ Achieve attractive investment returns

The WVU Foundation is dedicated to strong financial stewardship, ensuring that donor gifts are managed with integrity and discipline. By achieving attractive investment returns, we preserve and grow the value of endowed funds, providing stable and sustainable support for WVU and WVU Medicine now and into the future.

/ Ensure annual production supports our partners' needs

We prioritize consistent fundraising results to ensure annual production supports the most immediate and strategic needs of WVU and WVU Medicine. Whether it's student scholarships, research funding, or clinical program support, we align donor intent with institutional priorities to deliver reliable resources year over year.

/ Create an enduring legacy of excellence through the generosity of our donors

Everything we do is made possible through the generosity of our donors. By honoring donor intent and demonstrating the impact of giving, we help create an enduring legacy of excellence at WVU and WVU Medicine. This legacy empowers innovation, expands opportunity, and strengthens the institutions we serve for generations to come.

Measures of Success

- ✓ Fundraising Production
- ✓ Investments/Market Benchmarks
- ✓ Annual university/WVU Medicine support
- ✓ Donor feedback and satisfaction



Engagement

Cultivate authentic, long lasting, meaningful relationships

At the heart of the WVU Foundation's work is our commitment to cultivating authentic, long-lasting, and meaningful relationships with our donors, alumni, and partners. We believe that trust, transparency, and shared purpose are the cornerstones of enduring engagement. We build relationships that go beyond transactions—fostering a deep sense of connection to the missions of WVU and WVU Medicine.

/ Deliver exceptional service to our partners

The WVU Foundation is committed to delivering exceptional service to our partners at WVU and WVU Medicine. We take pride in being responsive, reliable, and results-driven—ensuring that our efforts align seamlessly with institutional priorities. Through clear communication, collaboration, and a solutions-oriented mindset, we provide the support needed to advance our partners' missions and maximize the impact of philanthropy.

/ Build a collaborative community with a common purpose

We believe that philanthropy thrives in a culture of collaboration. The Foundation works to build a strong, united community of donors, alumni, university leaders, and stakeholders who are connected by a shared purpose: to support the success of WVU and WVU Medicine. By fostering open dialogue and mutual respect, we create meaningful partnerships that strengthen our collective efforts and expand our reach.

/ Personalize our stewardship and donor experience

Every gift has a story, and every donor has a unique reason for giving. That's why the WVU Foundation is dedicated to personalizing stewardship and creating a donor experience that is thoughtful, timely, and meaningful. By understanding our donors' interests and honoring their intent, we strengthen relationships and ensure their generosity is recognized and celebrated in ways that resonate.

/ Identify opportunities for our partners and prospects to engage

We proactively seek opportunities that connect our partners and prospective donors with the people, programs, and initiatives that align with their passions. Whether through events, targeted outreach, or strategic campaigns, we create meaningful pathways for engagement that inspire action and deepen commitment to WVU and WVU Medicine.

/ Broaden our prospective donor base

To ensure long-term sustainability and impact, the WVU Foundation is focused on broadening our prospective donor base. We aim to reach new audiences by expanding our visibility, strengthening our message, and leveraging digital and personal connections. By cultivating interest across generations and communities, we grow a more inclusive and diverse network of supporters who are invested in the future of WVU and WVU Medicine.

Measures of Success

- ✓ First time donors
- ✓ Prospects
- ✓ Day of Giving
- ✓ Social Media
- ✓ Donor Satisfaction
- ✓ Customer Satisfaction



Talent

Attract, develop, and retain extraordinary Foundation professionals

Attracting, developing, and retaining extraordinary Foundation professionals is essential to the continued success of the WVU Foundation and its support of WVU and WVU Medicine. Our people are our greatest asset—they build trusted relationships, inspire donor confidence, and drive strategic initiatives forward.

/ Recruit and retain top talent that align with our values and culture

At the WVU Foundation, recruiting and retaining top talent is essential to advancing our mission and upholding the values that define our organization. We seek individuals who not only bring exceptional skills and experience but also embody our values that shape our culture. By attracting professionals who are aligned with our purpose, we strengthen our ability to serve WVU and WVU Medicine with excellence and consistency.

/ Provide opportunities for growth, development, and advancement

We are committed to creating an environment where our team members are empowered to grow professionally and personally. By offering meaningful opportunities for development and career advancement, we foster a workplace that values learning, innovation, and long-term success. This investment in our people ensures a more engaged and skilled workforce that is prepared to meet the evolving needs of our partners.

/ Develop leadership at all levels

Leadership is not confined to titles—it's a mindset and a responsibility we aim to cultivate across all levels of the Foundation. By identifying and nurturing leadership potential throughout the organization, we build a resilient and forward-thinking team. Empowering individuals to lead within their roles enhances collaboration, drives strategic progress, and ensures we are well-positioned for sustained impact, both now and in the future.

/ Invest in programs to promote strategic thinking, team building, and leading-edge skills

To remain effective and adaptable, the WVU Foundation invests in programs that strengthen strategic thinking, foster team cohesion, and build cutting-edge skills. These initiatives help our staff stay ahead of industry trends, work more effectively together, and bring fresh perspectives to the complex challenges we face. Continuous learning and team development are key to our organizational excellence and long-term success.

Measures of Success

- ✓ Turnover
- ✓ Employee Satisfaction
- ✓ Internal promotions



Impact

Deliver transformative outcomes

At the WVU Foundation, our ultimate goal is to deliver transformative outcomes that create lasting impact for WVU, WVU Medicine, and the communities they serve. We do this by aligning donor passion with institutional priorities, ensuring that every gift drives meaningful progress—in student success, groundbreaking research, innovative healthcare, and beyond.

/ Foster a culture of curiosity, creativity, and adaptability

At the WVU Foundation, we believe transformative outcomes begin with a mindset of curiosity, creativity, and adaptability. We encourage our team to explore new ideas, challenge conventional thinking, and remain agile in a changing philanthropic landscape. This culture of innovation allows us to discover better ways to engage donors, support our partners, and respond effectively to emerging needs at WVU and WVU Medicine.

/ Be inspirational and bold

To spark meaningful change, we must be bold in our vision and inspirational in our actions. The WVU Foundation embraces opportunities to lead with confidence, challenge the status quo, and set ambitious goals that match the aspirations of our donors and institutional partners. Through bold leadership and a compelling call to action, we empower others to dream big and invest in the future of WVU and WVU Medicine.

/ Shape ideas into actions that lead to meaningful outcomes

Great ideas alone are not enough—we must transform them into action. The Foundation is committed to turning strategy into execution, ensuring that donor intentions translate into real-world results. Whether funding a scholarship, launching a research initiative, or expanding patient care, we work to ensure every effort leads to tangible, measurable outcomes that advance the missions of WVU and WVU Medicine.

/ Demonstrate donors' impact by conveying our compelling stories

Telling the stories behind the gifts is essential to showing the true impact of philanthropy. At the WVU Foundation, we are dedicated to capturing and sharing the powerful stories of lives changed and progress made—thanks to the generosity of our donors. These stories not only celebrate our supporters but also inspire continued investment in WVU and WVU Medicine.

/ Leverage the momentum of the campaign to accelerate growth

As we build on the success of our current campaign, we are focused on using that momentum to drive continued growth and deepen our impact. Campaigns create energy, visibility, and a shared sense of purpose—tools we use to expand our donor base, elevate giving levels, and meet evolving institutional priorities. By strategically leveraging this momentum, we position the WVU Foundation to deliver even greater transformative outcomes in the years ahead.

Measures of Success

- ✓ Connection Score
- ✓ Annual university/affiliate support
- ✓ Routine communications focused on impact and gifts
- ✓ Scholarships



Values

/ Relationships

We value relationships, teamwork, and community involvement as fundamental to achieving our goals and at the core of our mission.

/ Integrity

We conduct our activities in an independent, fair, trustworthy and honest manner.

/ Accountability

We are responsible for our actions.

/ Courage

We support an environment where people feel safe to speak up and take bold, appropriate action with open communication.

/ Innovation

We encourage creative, effective ideas in a collaborative environment to drive successful outcomes.

/ Exceptional Performance

We lead by setting new standards of excellence.

