



Western Oregon
UNIVERSITY



2025

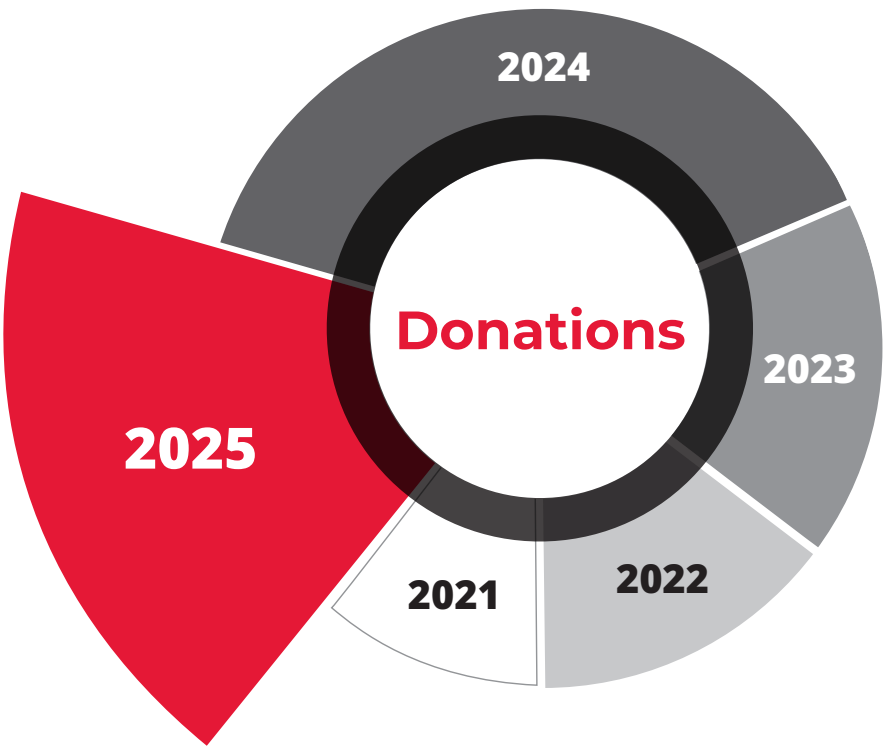
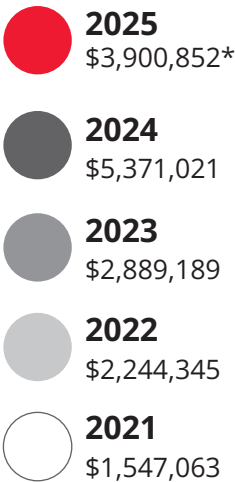
ANNUAL REPORT

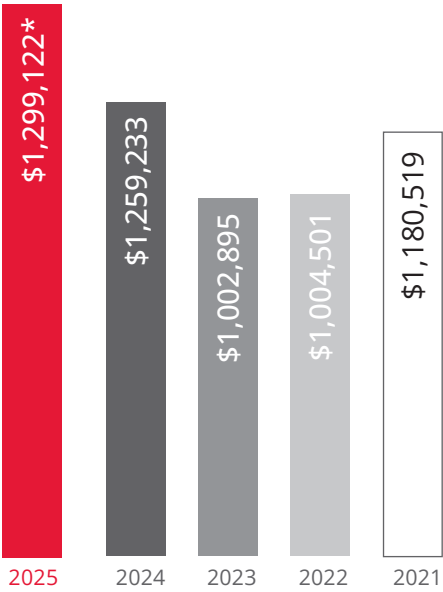
2024-2025 Year in Review

The following numbers reflect total contributions to the Western Oregon University Foundation for 2024-2025, as well as recent fiscal year results on Endowment, Scholarships and Student Aid, and Competitive Grants. The fiscal year runs July 1 – June 30 of each year. The Western Oregon University Foundation’s current policies and most recent annual audited statements and 990 can be found online at wou.edu/foundation. (* unaudited)

Contributions

Contributions consist of all new outright or committed private gifts and grants made to the Western Oregon University Foundation from individuals, foundations, and corporations. Gifts are both unrestricted and restricted for purposes such as scholarships, academic programs, and capital projects.



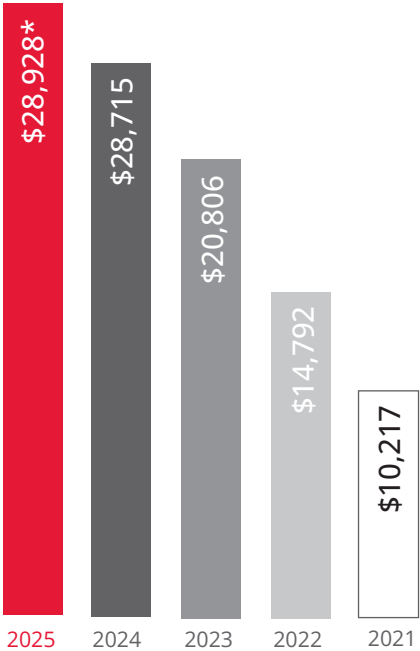


Scholarships and Student Aid

The WOU Foundation manages hundreds of annual and endowed scholarships, as well as several emergency student aid funds. Awards are made based on the criteria set by the donor and agreed upon by the University and Foundation.

Competitive Grants

The Competitive Grants program is funded by unrestricted gifts to the WOU Foundation. Each spring, departments across campus apply for awards of \$1,000 or less to support a variety of campus activities. Projects that have a measurable impact on the greatest number of students and provide visibility to the campus or external community are given the most consideration.



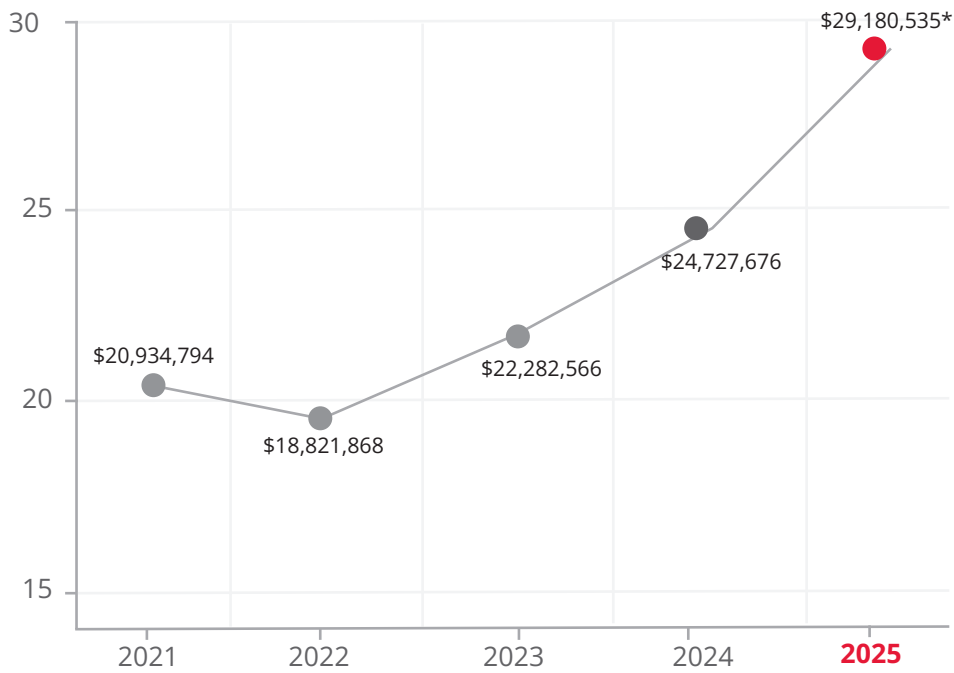
"It's difficult to summarize a year's worth of giving, growth, and impact into a single report, but I hope these features offer a glimpse into how your generosity makes a difference for Western Oregon University students and our community. Thank YOU for being part of our success."

Katie Wojke
Vice President of Advancement & Executive Director, WOU Foundation
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Endowment

An endowment is a donation that is made to the Western Oregon University Foundation on the condition that it is used to advance the mission of the school for the long term. Most endowments are designed to provide a permanent source of income for the university by keeping the original amount invested and using the accrued investment income for its charitable purpose. The WOU Foundation endowment has grown due to the generosity of donors through outright gifts, bequests, and other planned gifts, as well as investment earnings.

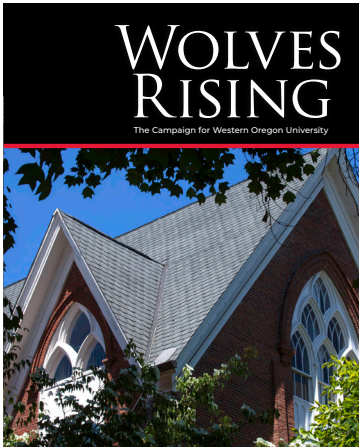
Endowment Market Value



Wolves Rising campaign

In December of 2024, Western Oregon University launched the Wolves Rising campaign, the first-ever comprehensive campaign in university history. This \$20 million campaign will grow and expand critical resources in three key areas: Scholarships, Wolves Athletics, and Student Success, and ensure that Western will be able to continue to transform the lives and trajectories of students, families, and communities across Oregon.

As of June 30, 2025, the Wolves Rising campaign has raised \$19,025,562*, which is 95% towards the overall goal.



Learn more about the *Wolves Rising* campaign:

\$10 million for Scholarships: \$12,304,937 (123%)

\$5 million for Wolves Athletics: \$1,923,294 (38%)

\$5 million for Student Success: \$4,797,331 (96%)



Student Success Center

In April, WOU held a ribbon-cutting ceremony and officially opened the new Student Success Center. Built on the site of the Old Education Building and located in the heart of campus, the Student Success Center brings several student support services under a single roof, making it easier for students to access resources to help them as they earn their degree. Housed in the new building are the Disability Access Services, the Center for Professional Pathways, Student Success & Advising, and a First-Generation Center designed specifically for students who are the first in their family to attend college. The building is also home to tutoring in a range of subjects, as well as other



academic supports, providing a seamless, highly integrated structure for students to thrive at Western and achieve success in and out of the classroom.

Competitive Grant Spotlights

WOU-Talmadge Middle School Mentoring Program

During the 2024-2025 school year 12 WOU undergraduate students were paired with Talmadge Middle School in Independence, OR, to provide personalized, high-impact mentoring to 14 middle school students navigating academic, social, and emotional challenges. Mentors and mentees met regularly, with the goal of 3.5 hours of one-on-one time each week, and the program hosted two family-centered events. This program paid dividends for mentors, mentees, and families, with 100% of mentees reporting that they liked their mentor and formed real bonds with them. Mentees also reported that they felt more supported, were more interested in college, and saw grade improvement. All surveyed parents reported positive changes in their child. Funding from the WOU Foundation was especially crucial because Talmadge Middle School previously discontinued its after-school program due to a lack of funding.



Seabeck DeafBlind Service Learning Project

The WOU Foundation was able to help send nine WOU students to the annual Seabeck DeafBlind Retreat. Under the instruction of WOU Director for Deafblind interpreting CM Hall '00, students spent nearly 300 hours working with deafblind individuals, learning braille and Protactile language, and volunteering with the deafblind community in preparation for the week-long retreat/service-learning project. At the retreat, students put their skills and knowledge to use, working with members of the deafblind community, mostly through Protactile language, a language developed in 2007, specifically for the deafblind community. Western has sent over 170 students to Seabeck since 2007, and students consistently report that it is a profound learning experience for them. This year, students described the retreat as "empowering," "eye-opening," "challenging," and "transformative."



“Celebrate Your True Self” Focused Visit Day

WOU students, faculty, and staff hosted the annual “Celebrate Your True Self” visit day for high school Gay-Straight Alliance clubs. This year, Western hosted 131 high school students from 11 high schools across five counties. Visiting high school students engaged with 16 WOU ambassadors who led campus tours; hosted student panels; and showed them campus resources for students at WOU, including Abby’s House, Disability Access Services, and Student Success & Advising. Students also received information about attending WOU from the admissions office, as well as information about scholarships and financial aid. Opportunities like “Celebrate Your True Self Day” help fulfill Western’s mission of providing a personalized learning community where individuals experience a deep sense of belonging and empowerment. The event was also an opportunity to recruit area high school students, and more importantly, to show visiting students that college is a place for them.



Clockwise from top left: WOU/Talmadge student mentors; keynote speaker author Karelia Stetz-Waters; LGBTQ2SIA+ Panel with Dana Schowalter, Dan Dowhower, Malissa Larson, and Evan Sorce; College Panel with Admissions, Health & Counseling Center, Financial Aid, Housing, Campus Public Safety, and Disability Access Services; Seabeck participants

