Dear WSU Supporters:

On behalf of all of us at the Washington State University Foundation and across Washington State University, thank you for your generous commitment in support of WSU students, faculty, research, and programs. As a donor, you understand that your investment in WSU is an investment in the future of our students and in our state’s communities and economy.

The overarching goal of the WSU Foundation is to maximize private support and engagement to advance WSU’s academic, research, and service mission and priorities. A little more than a decade ago, the WSU Foundation averaged approximately $50 million in private support annually. Today, the Foundation averages more than $120 million annually—support that directly benefits WSU students, faculty, research, and programs. The Foundation is also incredibly efficient: for every $1 spent in 2016, we generated approximately $12 to advance Washington State University.

We take great pride in being responsible stewards of the resources you’ve entrusted to us and in growing private support to meet the needs of Washington State University. To do this effectively, the Foundation must continuously upgrade information and processing systems, support the growth and efficiency of our fundraising operations, and ensure there are adequate resources university-wide to support a focused fundraising staff. To better sustain these fundraising operations and align our organization with best practices nationwide, effective July 1, 2017, the WSU Foundation is implementing a 5 percent advancement fee on gifts received.

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Over time, revenue generated by the advancement fee will help offset the Foundation’s fundraising costs and provide the resources necessary to reach out to more WSU alumni, friends, and business partners to encourage meaningful philanthropic support for Washington State University. Nationally, about 75 percent of peer institutions with endowment assets below $1 billion apply a similar fee, generally ranging between 4 and 10 percent.

Upon receipt of a gift, the Foundation will deduct the advancement fee from the amount gifted. While the fee will have only a minor effect on individual funds, its collective impact will encourage sustained growth in fundraising activity across the University.

Effective July 1, 2017, the advancement fee applies as follows:

- 5% on all gifts up to $5 million.
- For gifts greater than $5 million, the advancement fee applies only to the first $5 million of the total gift. The maximum advancement fee assessed on a single gift shall not exceed $250,000.
- The advancement fee does not apply to gifts and written pledges received and processed before end of business June 30, 2017.
- Donors will receive full gift credit and tax-deductibility for 100% of the total amount gifted, including the fee portion.

Additional information about the advancement fee can be found on the WSU Foundation’s website at foundation.wsu.edu FEES.

As a donor, you are an essential partner in creating opportunities for learning and discovery across the University. With each investment you make in WSU, your generous support will be leveraged in a powerful way to inspire even more Cougs to join you in support of Washington State University.

If you have any questions about the advancement fee, please feel free to call the WSU Foundation at 509-335-6686 or email foundation@wsu.edu.

Sincerely,

Gil Picciotto
Interim Vice President, University Advancement
Interim CEO, WSU Foundation

Lewis Lee ‘88
President, WSU Foundation
Chair, Board of Directors