West Liberty University Foundation, Inc.

Benefactors Report

July 1, 2010 through June 30, 2011
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Brief History of West Liberty University Foundation:

For many years the West Virginia legislature provided nearly 100% of the funds necessary to operate West Liberty State College. However, a number of years ago, that percentage figure began to decrease year by year. Recognizing this trend, the administration of the College established a body that would seek supportive funding from sources other than the state legislature. This was the West Liberty State College Foundation; now the West Liberty University Foundation, Inc.

The West Liberty University Foundation is governed by a volunteer Board of Directors and is operated, on a day-to-day basis, by an Administrative Manager, with offices on West Liberty University campus.

The stated mission of the West Liberty University Foundation, as adopted by the Board of Directors, is as follows:

“The Foundation supports, strengthens and sustains the University through cultivation, investment and stewardship of private funds.”

In fulfilling this mission the West Liberty University Foundation invests the proceeds from gifts, donations, bequests, etc. and returns the earnings to the University for a variety of purposes: student scholarships, program enhancements, faculty development, capitol projects, and other needs as identified by the president of the University. The Investment Committee is tasked with the responsibility of implementing the Foundation’s objective of maximizing the return on assets while minimizing risk and safeguarding the Foundation’s assets.

In this fashion, the West Liberty University Foundation has provided and continues to provide, to the University, funds for basic operating needs and enhancements that would otherwise not be possible.

Clyde D. Campbell
President Emeritus

Contact Information:
Judy Hennen, Administrative Manager
West Liberty University Foundation, Inc.
208 University Drive
College Union Box 126
West Liberty, West Virginia 26074
Phone/fax: 304.336.5635
E-mail: Judithhennen@yahoo.com
jhennen1@westliberty.edu
The West Liberty University Foundation, Inc. was chartered in 1964 as the gift-receiving organization for the university. Through the generous support of alumni, corporations, foundations and other friends of West Liberty University, the Foundation has enjoyed continued growth. Today the Foundation oversees more than 150 different funds that support a variety of needs including student scholarships, faculty research, athletic programs, capital improvements and academic departments and colleges of the university.

Private support has had a significant impact on the advancement of the mission of West Liberty University. It is with sincere appreciation that the Foundation acknowledges its benefactors for their generous support.

**E. Marc Abraham ’79**  
Owner  
Abraham & Company PLLC  
Moundsville, W.Va.

**Marty Adams ’75**  
Retired Bank Executive  
Salineville, Ohio

**Jason Blair ’95**  
Director of Treasury  
Promontory Interfinancial Network  
Arlington, Va.

**John Bonassi ’69**  
Consultant & Adjunct Professor  
The Bonassi Group  
Pittsburgh, Pa.

**Clyde D. Campbell ’53**  
President Emeritus  
West Liberty University  
West Liberty, W.Va.

**Robin Capehart**  
President  
West Liberty University  
West Liberty, W.Va.

**Christine Carder ’72**  
Retired Principal  
Wheeling Park High School  
Wheeling, W.Va.

**David R. Croft ’89**  
Member in Charge of Wheeling Office  
Spilman Thomas & Battle, PLLC  
Wheeling, W.Va.

**Joseph W. Carey ’91**  
President  
Carey Strategic Communications  
New York, N.Y.

**Leslie DeFelice ’76**  
Vice Chair  
President & CEO  
DeFeliceCare, Inc.  
Wheeling, W.Va.

**E. Alex Paris, III ’82**  
President & CEO  
Alex E. Paris Contracting, Inc.  
Avella, Pa.

**James Frum ’61**  
Retired, Director of Audiology  
Wheeling Clinic  
Wheeling, W.Va.

**Timothy A. Gompers**  
Treasurer  
CPA, Gompers & Associates PLLC  
Wheeling, W.Va.

**Susan Hogan**  
Former Executive Director  
Wheeling Symphony  
Wheeling, W.Va.

**Gerald G. Jacovetty, Esq. ’80**  
Chief Financial Officer  
Federal Home Loan Bank of Pittsburgh  
Pittsburgh, Pa.

**Bob Kota, Esq. ’67**  
General Counsel  
Health Plan  
Wheeling, W.Va.

**Lary Loew ’75**  
Owner  
The Cornerstone Group  
Wheeling, W.Va.

**Richard A. Lucas ’86**  
President & Chief Executive Officer  
Main Street Bank  
Wheeling, W.Va.

**R. Clark Morton, Esq. ’53**  
Partner  
Herdon, Morton, Herdon & Yeager  
Wheeling, W.Va.

**Norman B. Moyes ’53**  
Professor Emeritus  
Boston University  
Boston, Mass.

**Jo Lynne Nugent-Stimmel, Esq. ’75**  
Chair  
Partner  
Sheehan & Nugent, PLLC  
Wheeling, W.Va.

**E. Alex Paris, III ’82**  
President & CEO  
Alex E. Paris Contracting, Inc.  
Avella, Pa.

**Andrew Pasden ’69**  
President  
Cambridge, Md.

**Bernadette Smith**  
Senior Vice President  
Hendrickson & Smith, Inc.  
Wheeling, W.Va.

**Gary West ’58**  
President  
GEW Real Estate Co.  
Wheeling, W.Va.

**Kristina Williams ’86**  
Chief Financial Officer  
Federal Home Loan Bank of Pittsburgh  
Pittsburgh, Pa.

**Vic Wood, MD ’78**  
Physician/Owner  
Doctor’s Urgent Care  
Wheeling, W.Va.

**G. Randolph Worls**  
Chief Executive Officer  
The Oglebay Foundation  
Wheeling, W.Va.

**Roland L. Hobbs**  
Former Chairman  
WestBanco, Inc.  
Wheeling, W.Va.

**Fred Horne**  
Retired Owner  
Horne’s of Wheeling  
Scottsdale, Az.

**Robert Joseph, MD ’64**  
Ophthalmologist  
Wheeling, W.Va.

**Peter Sontag ’69**  
Chairman  
Orthopedic Development Corp.  
President  
minSURG International, Inc.  
Clearwater, Fla.

**Richard Stevenson, MD**  
Physician  
Morgantown, W.Va.

**HONORARY MEMBERS:**

**Roland L. Hobbs**  
Former Chairman  
WestBanco, Inc.  
Wheeling, W.Va.

**Fred Horne**  
Retired Owner  
Horne’s of Wheeling  
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Vice Chair  
President & CEO  
DeFeliceCare, Inc.  
Wheeling, W.Va.

**Alfred R. de Jaager**  
Director of Choral Activities  
West Liberty University  
West Liberty, W.Va.

**John Dolan ’78**  
President & CEO  
First Commonwealth Financial Corp.  
Indiana, Pa.

**Jo Lynne Nugent-Stimmel, Esq. ’75**  
Chair  
Partner  
Sheehan & Nugent, PLLC  
Wheeling, W.Va.

**Judith Bartell Paesani ’55**  
Retired Administrator  
University of Connecticut  
Pinehurst, N.C.
Dear Friends of West Liberty University,

The WLU Foundation has been proud to support West Liberty University’s quest in becoming a great University through another Fiscal Year. Throughout FY2011, the Foundation’s Board of Directors has continued to implement the directive from the State of West Virginia requiring that all non-profit organizations with foundations establish a definitive separation of operations from the University. It has been an extremely busy and important time for the Foundation as we build our new relationship with the University. It has been a positive and productive transition and our commitment to support the University remains as strong as it has been in the past.

The Foundation’s support of the University is only possible because of you, our benefactors. Your generosity has assured that during FY2011, July 1, 2010 to June 30, 2011, regardless of volatile economic times, the Foundation received $2,835,000.00 in contributions, a 31% increase over FY2010. Total Foundation financial support to the University amounted to $1,600,000.00. The ratio of contributions received by the Foundation ($2,835K) versus the amount of financial support provided by the Foundation to the University ($1,649K) was 1.7:1. So it is with great pride that on behalf of the Foundation’s Board of Directors, as an expression of our heartfelt appreciation and gratitude for your sustained charitable support, I present to you our Annual Benefactors Report for FY2011. It is our goal that your gifts serve your intent, assuring a quality education at an affordable price. Your dollars provide much needed scholarship support, improve the educational experience by strengthening academic and athletic programs, enhancing alumni activities, assuring faculty retention, funding student and faculty development and research, sustaining cutting edge technology, and so much more. A descriptive breakdown of Foundation support including dollars spent can be found on page 9.

One of the Foundation’s foremost fiduciary responsibilities is in managing the endowment portfolio. The portfolio, cash, and other investments were valued at $14.6 million as of FY2011 end. I am delighted to report that the Foundation earned a $1.4 million gain on investments and a 15.8% return on Average Net Assets employed for the year. Investments remain broadly diversified with holdings in large and small U.S. companies, developed and emerging international markets, fixed income investments and alternative strategies. Our Investment Management Committee has provided further information for you on page 10.

Total Foundation direct expenditures for FY2011 were $135K, primarily for the Foundation’s administrative expenses and staff compensation. When stated as a percentage of the Foundation’s total assets under management ($14.6 million), these expenses amount to 1%. The ratio of contributions ($2,835K) to the Foundation’s total expenses is 21:1, which is in line with other University Foundations. The slight increase in those expenses in FY2011 is due in large part to the expansion of the Foundation’s staff. Administrative Manager, Judy Hennen, hired an administrative assistant and both are employed by and work solely for the Foundation. They would welcome a visit from you at the new Foundation offices located in Boyd Hall on the West Liberty campus.

I also wish to express the Foundation Board of Directors’ gratitude to the University Administration and the Office of Institutional Advancement for their dedication in securing valued and significant contributions to the Foundation. Most importantly, a very special thank you to the benefactors listed in this report. It is your special partnership with West Liberty University that nourishes its growth and development as the progressive and innovative institution it is fast becoming.

Respectfully,

Jo Lynne Nugent-Stimmel
Chair, WLU Foundation, Inc.
Dear Friends of West Liberty University:

As we celebrate our 175 year anniversary, we recognize that a critical piece of advancing our mission to provide opportunity for a high quality education is our benefactor community. Private dollars grow enrollment by supporting the creation of new programs and facility upgrades to attract quality students. Private dollars enhance the educational experience for our students by helping us attract great faculty in a competitive job market. Private dollars enable students from all economic backgrounds to attain an education through scholarship funding.

Private donations are also a very meaningful personal gesture from alumni and friends. We thank you for your sincere desire to play a critical role in advancing the mission. A variety of advances were made during the fiscal year 2010-11 with your help. Below, I have listed some highlights.

• Enrollment continued to climb for the fifth consecutive year. Fall 2010 enrollment was our largest since 1977. We also had the largest number of full-time students since 2001, and the third largest transfer enrollment. Residence hall students increased for the fifth straight year, making it our largest on-campus enrollment in 10 years!

• We continued to improve our campus and upgrade our facilities; an example of this is the Shaw Hall renovation project. We are looking forward to a special ribbon cutting ceremony in late March as part of our month-long 175th anniversary celebration. Also, architectural plans for the construction of a new Health Sciences building unfolded and we are very proud to have a state of the art building design that fits into our beautiful historic campus.

• Fundraising was up significantly. As of June 30, 2011, excluding estate gifts, the West Liberty University Foundation received a total of $1,953,232 in contributions and an additional $1,188,857 in promises to give since July 1, 2010. That is a 104% increase from the previous year.

• Also, as you may recall, 2010-11 was a phenomenal year for both our Men’s and Women’s basketball programs. The men set the all-time NCAA Division II single-season scoring record with 3,784 points! As for the women, Tori Hansen was the National Women’s Basketball Academic All-American of the year and the first-ever NCAA Woman of the Year finalist from any West Virginia school. Laura Malernee became the first woman in NCAA history with more than 400 career 3-pointers (441)! We continue to be so proud of our student athletes.

Thank you for playing a critical role in sustaining a 175 year academic tradition and supporting continued growth. Your generosity is a powerful testimony to a good tradition as we continue in our pursuit to becoming a Great University.

With sincere appreciation,

Robin C. Capehart
President, West Liberty University
WEST LIBERTY UNIVERSITY FOUNDATION, INCORPORATED
STATEMENTS OF FINANCIAL POSITION
JUNE 30, 2011 AND 2010

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$610</td>
<td>$481</td>
</tr>
<tr>
<td>Unconditional promises to give</td>
<td>$1,100</td>
<td>$185</td>
</tr>
<tr>
<td>Other receivables</td>
<td>$12</td>
<td>$14</td>
</tr>
<tr>
<td>Investments at estimated fair value</td>
<td>$10,715</td>
<td>$8,887</td>
</tr>
<tr>
<td>Beneficial interest in perpetual trust</td>
<td>$2,130</td>
<td>$1,888</td>
</tr>
<tr>
<td>Other assets</td>
<td>$56</td>
<td>$44</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$14,623</td>
<td>$11,499</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$28</td>
<td>$-</td>
</tr>
<tr>
<td>Liability for charitable gift annuities</td>
<td>$62</td>
<td>$64</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>$90</td>
<td>$64</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>NET ASSETS</strong></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$1,401</td>
<td>$1,311</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>$3,858</td>
<td>$1,249</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>$9,275</td>
<td>$8,875</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>$14,534</td>
<td>$11,435</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>TOTAL LIABILITIES AND NET ASSETS</strong></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$14,624</td>
<td>$11,499</td>
</tr>
</tbody>
</table>
WEST LIBERTY UNIVERSITY FOUNDATION, INCORPORATED
STATEMENTS OF ACTIVITIES AND CHANGE IN NET ASSETS
FOR THE YEAR ENDED JUNE 30, 2011
(in thousands)

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUPPORT AND REVENUES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$2,835</td>
<td>$889</td>
</tr>
<tr>
<td>Interest and dividend income</td>
<td>317</td>
<td>293</td>
</tr>
<tr>
<td>Gain on investments</td>
<td>1,444</td>
<td>813</td>
</tr>
<tr>
<td>Special event Fundraising</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>Change in value of split interest agreements</td>
<td>235</td>
<td>143</td>
</tr>
<tr>
<td>Other income</td>
<td>13</td>
<td>102</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT AND REVENUES</strong></td>
<td><strong>4,885</strong></td>
<td><strong>2,240</strong></td>
</tr>
<tr>
<td>EXPENSES AND LOSSES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Liberty University support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scholarships</td>
<td>625</td>
<td>550</td>
</tr>
<tr>
<td>Athletic programs</td>
<td>150</td>
<td>71</td>
</tr>
<tr>
<td>Academic programs</td>
<td>461</td>
<td>123</td>
</tr>
<tr>
<td>Capital improvements</td>
<td>79</td>
<td>37</td>
</tr>
<tr>
<td>Other programs</td>
<td>325</td>
<td>407</td>
</tr>
<tr>
<td>Fundraising</td>
<td>135</td>
<td>4</td>
</tr>
<tr>
<td>General and administrative</td>
<td></td>
<td>38</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES AND LOSSES</strong></td>
<td><strong>1,794</strong></td>
<td><strong>1,230</strong></td>
</tr>
<tr>
<td>CHANGES IN NET ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,101</td>
<td></td>
<td>1,010</td>
</tr>
<tr>
<td>NET ASSETS AT BEGINNING OF YEAR</td>
<td>11,435</td>
<td>10,425</td>
</tr>
<tr>
<td>NET ASSETS AT END OF YEAR</td>
<td>$14,535</td>
<td>$11,435</td>
</tr>
</tbody>
</table>

RETURN ON AVERAGE NET ASSETS EMPLOYED DURING
FISCAL YEAR END JUNE 30, 2011
15.8%  2,050 / 12,986.

Net Investment Income:
Total Support & Revenue  4,885
Less: contributions     -2,835
Net Investment Income   2,050

Average Net Assets  12,986  (14,535 + 11,435) / 2

(To view the audited Financial Statements, Notes, and the Certified Public Accountant’s opinion thereon, please go to the www.westliberty.edu/institutionaladvancement.)
### FOR THE YEAR ENDED JUNE 30, 2011
(IN THOUSANDS)

<table>
<thead>
<tr>
<th>UNIVERSITY SUPPORT</th>
<th>University Support/Expenditures</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarships - Based upon a total 2011 annual cost of $12,976 for Tuition, Room &amp; Board for an In-State student this amount would provide the equivalent of 48.4 Scholarships.</td>
<td>$625</td>
<td>37.9%</td>
</tr>
<tr>
<td>Academic Programs - Expenditures for travel, room and board to support student study abroad, etc.</td>
<td>460</td>
<td>27.9%</td>
</tr>
<tr>
<td>Athletic Programs - Expenditures for travel, room &amp; board for teams to attend the Atlantic Coast Conference competitions, purchase special shoes, equipment, etc.</td>
<td>159</td>
<td>9.6%</td>
</tr>
<tr>
<td>Capital Improvement Programs</td>
<td>79</td>
<td>4.8%</td>
</tr>
<tr>
<td>Other Programs:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University Programs - Expenditures for computer software and upgrades, Flash Film Festival sponsorship, Science Fair, etc.</td>
<td>129</td>
<td>7.8%</td>
</tr>
<tr>
<td>Alumni Activities - Expenditures for Homecoming events, Wall of Honor, Lifetime Membership Brunch, Silver Bears reunion, mailings for membership drives, etc.</td>
<td>56</td>
<td>3.4%</td>
</tr>
<tr>
<td>Faculty Development &amp; Research - Expenditures for faculty members to attend special seminars and conferences, research and development programs, etc.</td>
<td>48</td>
<td>2.9%</td>
</tr>
<tr>
<td>Student Services</td>
<td>2</td>
<td>0.1%</td>
</tr>
<tr>
<td>Community Services &amp; Development - Expenditures to participate in and support Community activities sponsored by various business and professional organizations.</td>
<td>36</td>
<td>2.2%</td>
</tr>
<tr>
<td>Library - Updated technology, current publications, subscriptions, research updates/access.</td>
<td>18</td>
<td>1.1%</td>
</tr>
<tr>
<td>Misc. Support - Repairs to the Academic, Sports &amp; Rec. Center; Student Act.; etc.</td>
<td>37</td>
<td>2.2%</td>
</tr>
<tr>
<td><strong>TOTAL UNIVERSITY SUPPORT</strong></td>
<td>1,649</td>
<td>100%</td>
</tr>
</tbody>
</table>

### FOUNDATION EXPENDITURES

| Other Programs: | 64 | 47.0% |
| Foundation Direct Expenses: | | |
| Salary and Benefits | 71 | 53.0% |

**TOTAL FOUNDATION EXPENSES**

| | $135 | 100% |

### GRAND TOTAL SUPPORT AND EXPENDITURES

| | 1,784 |

### KEY MEASUREMENTS AND CALCULATIONS:

<table>
<thead>
<tr>
<th>RESULT</th>
<th>CALCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>$135/$14,624</td>
</tr>
<tr>
<td>21 to 1</td>
<td>$2,835/$135</td>
</tr>
<tr>
<td>2 to 1</td>
<td>$2,835/$1,649</td>
</tr>
<tr>
<td>48.4</td>
<td>$625/$13</td>
</tr>
</tbody>
</table>

### TREND DATA

<table>
<thead>
<tr>
<th>Year</th>
<th>Gain/Loss Investments</th>
<th>Contributions</th>
<th>Scholarships</th>
<th>Full Time Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$1,444</td>
<td>$2835</td>
<td>$625</td>
<td>2350</td>
</tr>
<tr>
<td>2010</td>
<td>813</td>
<td>889</td>
<td>550</td>
<td>2,345</td>
</tr>
<tr>
<td>2009</td>
<td>-2,221</td>
<td>918</td>
<td>499</td>
<td>2,261</td>
</tr>
<tr>
<td>2008</td>
<td>-998</td>
<td>1,106</td>
<td>511</td>
<td>2,161</td>
</tr>
<tr>
<td>2007</td>
<td>996</td>
<td>3,206</td>
<td>399</td>
<td>2,064</td>
</tr>
<tr>
<td>2006</td>
<td>186</td>
<td>1,142</td>
<td>301</td>
<td>2,001</td>
</tr>
<tr>
<td>2005</td>
<td>384</td>
<td>1,701</td>
<td>330</td>
<td>2,001</td>
</tr>
</tbody>
</table>
The Investment Committee is tasked with the responsibility of implementing the Foundation’s objective of maximizing the return on assets while minimizing risk and safeguarding the Foundation’s assets. The timeline of the Foundation’s endowment investments is seen as perpetual and invested to produce a targeted rate of return of 8% net of an inflation factor over a full market cycle. While excessive risk in highly volatile, low-quality securities is to be avoided, an above average level of risk is warranted in order for the Foundation to achieve its investment objectives. It is expected, however, that professional management and sufficient portfolio diversification will smooth volatility and risk and help insure that a reasonable consistency of returns is achieved. To achieve this objective the Committee has developed a detailed written set of investment policies, objectives and guidelines that must be adhered to when investing the Foundation’s assets. These guidelines are revised and adjusted periodically as required and are presented to the Foundation’s Board of Directors for approval on an annual basis. The Investment Committee is comprised of the following members of the Board of Directors:

Bernadette Smith, Chair
Tim Gompers
Les DeFelice
Richard Lucas
Lary Loew
David Croft

The Foundation has also employed the services of United Bank, a registered investment advisor and manager, to perform the day-to-day investment activities. They must carry-out their investing tasks in accordance with the Foundation’s written policy, objectives and guidelines.

On a quarterly basis the Investment Manager must provide a Statement of Transactions and Assets to the Investment Committee. They must also be available to answer any questions or discuss any concerns that the Investment Committee may have. The Investment Manager must also make a full report to the Investment Committee by April of the following year summarizing the overall financial results achieved for the prior calendar year. The Investment Manager’s fee for performing these services is 0.47% of the market value of the investment portfolio up to $10.0 million and 0.40% on any value thereafter.

As of June 30, 2010, the Investment Manager reported that the Foundation’s investment portfolio was invested as follows as compared to the Foundation’s investment policy and targets:

<table>
<thead>
<tr>
<th>Actual Asset Allocation</th>
<th>Foundation’s Investment Policy Range</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>Cash 0 – 25%</td>
<td>5%</td>
</tr>
<tr>
<td>Fixed Income</td>
<td>Fixed Income 15 – 40%</td>
<td>15%</td>
</tr>
<tr>
<td>Equity</td>
<td>Equity 30 – 85%</td>
<td>60%</td>
</tr>
<tr>
<td>Alternatives</td>
<td>Alternatives 10 – 25%</td>
<td>20%</td>
</tr>
</tbody>
</table>
West Liberty University is fortunate to have the support of the State of West Virginia. The state enables the university to offer a quality education at a reasonable cost.

Annual support from the state amounts to about 23% of the school’s budget. State funding has been decreasing regularly in recent years. Given the current state of the economy, reduced state funding is likely to continue.

The philosophy of state support is to provide basic education for the citizens of West Virginia.

Educational excellence is provided through the development of endowments designed to enable continuity of programs, research, academic innovation, faculty recruitment and retention as well as scholarship funds which attract gifted students.

The challenge is for each state college and university to find its own level of excellence through the private support of those who know it best, its alumni, friends, regional corporations and philanthropic foundations.

Some of the finest educational institutions in the country are considered excellent because their endowments enable consistency. Endowments are the foundation of excellence in that they provide for long-term financial stability, and planned gifts are the best way to build an endowment.

Planned gifts come in many forms and include bequests, charitable gift annuities, charitable remainder unitrusts, pooled income funds, gifts of life insurance and several others. Each planned gift is designed with a “plan” for the donor and a “plan” for the university.

Often a “plan” can be advantageous to the donor while providing benefits to the university also.

A bequest to the West Liberty University Foundation is the easiest way to help assure the long term viability of the university. Bequests, in many cases, can reduce estate tax liability. Most importantly, donors can remember what West Liberty did for them by remembering West Liberty University in their estate plan. Endowed funds can be used for academic programs, athletics, and scholarship funds. A named endowed fund of $20,000 would produce annual income of $600, which can be used for scholarships or academic programs.

Planned gifts offer certain instruments that provide a lifetime income to the donor or donors. Donors do not have to give up income to make such a gift. Furthermore, a gift to fund a charitable gift annuity may actually increase the donor’s income.

A charitable gift annuity in the amount of $10,000 for an individual aged 78 would pay 6.4% or $640 annually of which $525 would be tax free. Additionally, the donor would receive a charitable contribution deduction of $4,483 in the year of the gift. A charitable gift annuity is an ideal way for West Liberty Alumni and friends to make a substantial contribution while preserving or even improving their income.

A charitable remainder unitrust is best suited for donors who have appreciated assets such as securities. With the transfer of such assets the donor avoids capital gain tax liability and gets the income from the full value of the gift. The donor also receives a substantial charitable contribution deduction. A 78-year-old individual who transfers appreciated assets in the amount of $50,000 would receive a contribution deduction of $32,465. The
West Liberty University Foundation would pay the donor 5% of the unitrust assets as determined each year. As the charitable remainder unitrust assets increase in value, the 5% income will likewise increase. Among the types of charitable remainder unitrusts is a tax free unitrust. Should the donor transfer tax exempt assets, such as municipal bonds, the income from these assets would pass tax free to the donor.

**As a Wealth Replacement Instrument**, a charitable remainder unitrust can often provide benefits to family members. A donor or donors can establish a unitrust with the university foundation and replace the contributed dollars with a life insurance policy. Since a well written insurance policy passes to beneficiaries tax free, the benefits can be significant.

**Life insurance** is another way in which West Liberty alumni and friends can support the university. Often donors no longer have a need for life insurance as other assets have increased in value. A donor will receive a charitable contribution deduction for the cash value of a paid up policy. A donor may also purchase a life insurance policy and name the West Liberty University Foundation as the owner and beneficiary of the policy. The donor would then make annual contributions to the foundation to cover the cost of the annual insurance policy premium. Of course, the contribution would be tax deductible.

**Minerals** are a blessing to West Virginia. Combined with the beauty of the mountains and streams is the richness that lies beneath. Many organizations in the region have benefitted from gifts of mineral rights. West Liberty University is able to develop individual plans for gifts of mineral rights.

These are just a few examples of how donors can make planned gifts and help grow the West Liberty University Foundation Endowment.

West Liberty University is in the midst of a transformation from a good college to a great university. Critical to this transformation is the need to grow the endowment. Endowed funds are needed in the

- College of Business,
- College of Sciences,
- College of Education,
- College of Arts and Communication,
- College of Liberal Arts, and the
- School of Professional Studies

For more information please feel free to contact: Angela Zambito, Director of Major Gifts, at azambito@west-liberty.edu or 304.336.8490 or Charles O’Data at cnodata@aol.com or 724.581.8487.

(Note: Charles O’Data is a certified fund raising executive (Ret.) involved as an institutional advancement advisor with West Liberty University since 2007. He is an advancement associate who has been assisting the Institutional Advancement staff. He has more than 40 years of fund raising and planned giving experience.)
There are three types of endowment funds generally held by colleges, universities and community foundations. They are a True and Permanent Endowment, a Temporary Endowment and a Quasi Endowment.

**True and Permanent Endowment** is created by a donor through gifts and bequests, the terms of which stipulate that the principal must remain inviolate and only the income or a total return formula for the distribution of interest, dividends and appreciation may be used for the purpose of the endowment. The use of income from these endowed funds may be restricted by the donor or determined by the Foundation Board of Directors. Unless the donor specifically states that any undistributed income and unused capital appreciation “must retain the same true and permanent endowment status” it will not contain the same restriction as the original gift. Example: Mrs. Jones bequeaths $100,000 to West Liberty. She states that the income from her gift is to be restricted and used to repair and/or purchase chemistry equipment. In the ensuing twenty years the fund grows to $200,000. If Mrs. Jones did not state that any undistributed income and appreciation carry the same restriction, then the additional $100,000 does not retain the restriction and may be considered “unrestricted.”

**Temporary Endowment**, sometimes called “funds functioning as endowment” is created by the organization from a donor(s) gift or bequest in which the donor does not specify its use. This often occurs when a campaign is launched and a donor makes a gift to be used later at the discretion of the organization. These funds are invested as if they were true and permanent endowment; however, unlike a true endowment, the institution may authorize the expenditure of part or the entire fund principal.

**Quasi Endowment** functions in the same manner as a true and permanent endowment except it is created by the organization from institutional funds rather than from an individual donor. It is the discretion of the organization’s board, in this case, the Foundation board, to expend any or the entire fund principal. The board may also elect to continue the existence of the quasi endowment fund.
The West Liberty University Office of Development was founded in 1994. Throughout its history the office has worked with more than 200 local, state and national institutions, foundations and corporations to advance the WLU mission. The Foundation, through the support of the Development Office, now part of the Office of Institutional Advancement, has raised more than $20 million.

The Office of Development is dedicated to supporting West Liberty University’s strategic priorities by engaging our alumni and friends, seeking sources of private support, and finding ways to help fund the outstanding programs for which WLU is known. Those of us in Development believe it’s a joy and privilege to share our passion for the Hilltop. Together with our partners in philanthropy, we will maintain the University’s high level of excellence for generations to come and help make the transition from a good college to great university.

The Office of Development’s salaries and operating budget are fully funded by the state of West Virginia and the Director of Development reports directly to the President of the University.

The mission of the West Liberty University Office of Development is to sustain and enhance the mission of the university to provide an opportunity for a high quality undergraduate, graduate and professional education thus positively impacting the local community, region and the state of West Virginia.
The Nathan Shotwell Planned Giving Society, established in 1997, recognizes and honors those who have made provisions for West Liberty University through a bequest in a will or other estate-planning arrangement. The Society is named for the Reverend Dr. Nathan Shotwell, who founded the institution in 1837 and served as its leader until 1854. Dr. Shotwell is credited with the establishment of the high academic standards to which the university continues to aspire.

The following alumni and friends of West Liberty University have made such provisions:

Anonymous (17)
Mary K. Ahrens*
Judith Schryver Azallion ’99
Donna Waugh ’65 Berlage & Bruce L. Berlage*
Patricia L. Bethel ’79
Mildred Kaetzel Biggs+
Albert M. Blatnik ’49+*
Thais F. Blatnik ’76*
Elizabeth M. Boger ’43+
R. Emmett Boyle*
Robert J. Burke ’76+
Neva Caldwell ’22+*Clyde D. Campbell ’53+
Joan L. Campbell ’62+
Leah Gracey Campbell ’39+ Audrey Ciripompa*
Lula K. Collins+
C. Nolan Cox ’71
Naomi Craig+
Dennis L. Daugherty ’76
Joseph E. Davis ’61
Les DeFelice ’76
Alfred R. de Jaager* Richard Deennis ’89
Roger Dubois ’53*
Helen P. Elbin+
Paul N. Elbin+
Carlyle D. Farnsworth*
Robert Richmond Fisher
Carol L. Flaherty ’66
Dennis K. Flaherty Ph.D. ’67
Susan M. Fowler ’73
Sara Jane Fritz ’43+
Rosemary M. Front+
Carolyn Sue Garrison ’64
Richard D. Garrison ’59
Gloria E. Gasser ’80
Edward C. Gaughn+
Hazel Jane Gilleland+
John D. “Jack” Grewell ’34+
Chester P. ’47+
Rose Grossi
Robert P. Haas ’57
Kenneth Harris ’37+
Constance H. Hein ’81*
Harry R. Hein* Howard Herrington ’66+
Helen (Gibson) Herzler+
Ralph E. Herzler, Jr.+
John William Hoppers ’63*
David Jones ’60+
David B. Kadar ’74
Miriam E. Kaiser ’29+
Billy E. Keller ’70
Bob ’67 & Patti Kota*
John P. Larch ’80
Meta M. Lasch ’76
Howard G. Lemasters ’49
Theresa J. Lemasters ’48
John P. Liptak ’80
Virginia M. Lutes+
Kathleen A. Maestle ’93*
Helen Kimble Maier ’48
Rita M. Masur
Catherine C. Mattingly ’62
Daniel N. Maxwell ’31+
Marilyn A. McCain ’72
Irene Meagel+
Virginia T. Mellott ’43*
Stella Caravas Misoyianis ’52
R. Clark Morton ’53*
Dr. Theresa Nagy ’68
Florence Irene Nesbitt+
Kathryn T. Neuman+
Mary Jane Norona ’49+
Diana Duncan Ott ’60+
Andrew ’54 & Judith Bartell ’55 Paesani*
Andrew J. Pasden, Jr. ’69*
Linda L. Pasden*
Karen D. Rea ’65
Phillip S. Rea ’65
Carol Jean Reuther
Richard & Sandra J. LaPosta ’64 Riopelle
Mary Jane Reaney Ritson ’45
Barbara C. Robinson
E. Kent Robinson ’61*
Ronald L. Robinson ’53*
Sam K. Rollins ’68
Esther Rowe+
Ruth Ann Scherich ’51
Sara H. Schnitzler ’49+
Howard Shackelford ’73*
Peter M. Sontag ’69*
Rebecca B. Stevenson*
Richard G. Stevenson, MD*
Cynthia L. Stickley*
Blanche Barte Stidd
Carol Kirsch Terry ’74
Richard F. Terry, MD ’68*
Thomas E. Terry ’75
Nancy Crow Trentini*
Joan M. Watkins ’65
Carol F. Webster ’77*
Flip West*
Gary West ’58*
Mary Ann Wolf
Elizabeth Wolf
David W. Wright ’79
Elizabeth A. Wright ’64

*2010-2011 President’s Circle member, leading annual benefactor of WLU
July 1, 2010 – June 30, 2011

During this reporting period, West Liberty’s President’s Circle, which is comprised of those who contribute $1,000 or more annually, consisted of 179 members. President’s Circle members provided a total of $1,838,778 in private funding to the Foundation.

The following pages honor those who supported the mission and vision of West Liberty University.
**Founders’ Club**
$250 - $499

Robert K. Abel ’73**  
Mark ’75 & Chic ’75 Allison  
Reid S. Amos  
John ’64 & Mary ’67 Banco  
William Baronak  
Tara M. Beiswenger ’88**  
Stephen ’84 & Jennifer ’85 Bohach  
Lynn Buch ’74  
Paula Carnes ’66  
Nancy Jean Charlton ’76**  
Joanna J. Cover ’70**  
Brian L. Crawford  
Don P. DeNoon ’61  
Joseph R. Donahue ’72**  
David ’64 & Barbara ’64 Dougherty  
Richard D. Edge ’64**  
Dave & Mary Ann Edwards  
Michael & Emily Ellis  
Bruce L. Ensinger ’76  
Ilmarie Fallet ’56  
Mike & Linda Ferns  
Annette Goddard  
Matthew ’04 & Stephanie Golein  
Thomas & Susan Hadley  
John ’70 & Judy ’73 Hennen  
Bill & Susan Hogan**  
Dominick D. Iacovone ’85  
Brian E. Joseph ’78  
Gregory M. Joseph ’75  
David A. Kappel  
Chuck ’65 & June ’66 Knaack  
James M. Kota ’67  
Floyd ’60 & Betty ’60 Lancia  
Jesse M. Lenz ’10  
Robert & Patricia Levenson  
Lawrence E. Lykins**  
Kathryn A. Male ’95**  
Richard Kent ’53 & Ruth Markwell**  
Mario ’65 & Chris ’64 Mastroianni  
Linda Jones McKee  
Scott McNulty ’87 & Maya Crone**  
Andrew J. Mesaros ’43**  
Arthur ’69 & Ellen ’70 Mezerski  
David W. Miller & Peter J. Junkersfeld  
Maureen H. Münsterteiger ’68**  
Maureen McCaig Murphy ’61  
Rodney J. Mustanski ’75  
Frank Muzopappa ’58**  
Michael T. O’Shea ’70  
Dale A. Olson  
Bill ’63 & Shirley ’61 Parry  
Phil & Wendy Polack  
David F. Rogers  
Steven & Susan Russell  
Gail H. Schmalz ’52  
Jennifer A. Secretro  
James E. Seibert  
Jeffrey Simms ’89  
Jesse ’04 & Angie ’03 Smoulder  
Anne E. Stephens ’69  
James R. Stultz  
Charles Taylor ’73  
Debra Tiano ’76**  
Edward & Ruth Voss  
C. Dan ’76 & Cynthia ’71 Warner  
George S. Weaver, Jr.  
Angela Zambito  
John ’77 & Pamela ’76 Zorbin  
Rosemarie Billie ’58  
David W. Bixby ’74  
Brad ’79 & Mary Blair  
Carol D. Blake ’53  
Elaine M. Blasko  
Thais F. Blatnik ’76  
David Blowers  
Valerie Borthwick ’70  
Robert ’63 & Lillian ’61 Boyle**  
Charles Brand ’64  
Judith R. Breon ’71**  
Sharon Bresnahan  
David & Amelia Brooks  
The University of Cincinnati - The QAOM Department Staff  
Reed ’70 & Beverly ’90 Burke  
David Burnquist ’88  
Robert ’61 & Sharon ’63 Burton  
Kay K. Byard ’62  
Nikki Ann Cable ’69  
Donna Howe Callar ’62  
Keely Camden  
Donald A. Camples ’62  
Christine Carder ’72  
Kim ’69 & Sandra ’69 Carey  
Joe & Sandy Cardiscato**  
Marcia E. Christ ’71**  
R. A. Cipriani ’55  
Mary Helen Cliser ’66  
Pauline Cochran ’52  
John O. Cole**  
Marlene E. Collins ’60**

**Anonymous (1)**  
Bill Abraham  
Michael ’76 & Joan ’76 Bailey**  
Thomas ’64 & Patricia ’64 Baird  
Nick & Rowena Baker**  
 Shirley D. Beltz ’49  
Fred & Carol Booth**  
Robert E. Bridge ’87  
Steven ’04 & Raina Burke  
Richard H. Carter  
Barbara Riki Clark ’69  
Michael Di Clemente ’71**  
William ’55 & Phyllis ’57 Evans**  
Charles Fazzaro ’61  
David Galbraith ’68  
Joseph & Kathleen ’76 Gompers  
David R. Klug ’74  
Jason Koegler  
William Koegler ’71  
Craig & Deborah Leone  
John A. Lovrak ’69**  
Thomas G. McQuain ’75  
T.T. Mendenhall  
Stephen C. Newsome ’74  
Charles N. O’Data  
Mary Frances Petit ’62  
Peter J. Petrunya ’70  
Thomas ’88 & Kimberly ’98 Puskarich**  
Phil ’65 & Karen ’65 Rea**  
Michael S. Robertson ’70**  
Adolph Santorine, Jr.  
Robert ’58 & Jeanne Schramm**  
Timothy & Lynn Shetzer  
Terence A. Shimp ’68  
Adam & Erika Weidner  
West Side High School Teachers & Staff  

**Anonymous (2)**  
Beverly Y. Baker ’57  
William ’67 & Linda ’67 Baird  
Beaverly Y. Baker ’57  
Kathleen Ballato ’74**  
Andrew G. Barker ’08  
Michael & Christine Barnes  
John M. Barr ’78  
Jamie ’96 & Julie ’96 Battista  
Thomas H. Becker ’62**  
James T. Benedetto ’66  

**Golden Dollars**
$100 - $249

Anonymous (1)**  
George S. Weaver, Jr.  
C. Dan ’76 & Cynthia ’71 Warner  
Lawrence E. Lykins**  
Kathryn A. Male ’95**  
Richard Kent ’53 & Ruth Markwell**  
Mario ’65 & Chris ’64 Mastroianni  
Linda Jones McKee  
Scott McNulty ’87 & Maya Crone**  
Andrew J. Mesaros ’43**  
Arthur ’69 & Ellen ’70 Mezerski  
David W. Miller & Peter J. Junkersfeld  
Maureen H. Münsterteiger ’68**  
Maureen McCaig Murphy ’61  
Rodney J. Mustanski ’75  
Frank Muzopappa ’58**  
Michael T. O’Shea ’70  
Dale A. Olson  
Bill ’63 & Shirley ’61 Parry  
Phil & Wendy Polack  
David F. Rogers  
Steven & Susan Russell  
Gail H. Schmalz ’52  
Jennifer A. Secretro  
James E. Seibert  
Jeffrey Simms ’89  

**Gold & Black**
$100 - $249

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Betsey Aiden ’61**  
Mark & Christa Allen  
John Anderson ’66  
Samuel J. Andy ’63  
Thomas J. Bab**  
Joshua W. Bach ’98  
William ’67 & Linda ’67 Baird  
Beverly Y. Baker ’57  
Kathleen Ballato ’74**  
Andrew G. Barker ’08  
Michael & Christine Barnes  
John M. Barr ’78  
Jamie ’96 & Julie ’96 Battista  
Thomas H. Becker ’62**  
James T. Benedetto ’66  

GOLD (Graduates of Last Decade) Alumni: GOLD members enjoy the benefit of being recognized in the gift club equal to twice the face value of their annual gifts. For example, recent alumni contributing $250 are recognized at the Tower Club gift level and those making gifts of $500 or more qualify for President’s Circle membership.

Matching Gifts: A donor who has utilized his/her employer’s corporate matching gifts program is listed in the gift club that reflects the combined total of his/her gift and the company’s match. For example, a donor who contributes $500 and is matched 100 percent by his/her company would be listed in the Hilltop Society and also enjoy the benefits of President’s Circle membership.

**Every effort is made to ensure that accurate information regarding benefactors’ names and graduation years are reported. If your name or graduation year is listed incorrectly, please contact us with the correct information so that we may update our records. Email us at giving@westliberty.edu or call the Institutional Advancement Office at 304.336.8888, or toll free at 866.WEST LIB.
Gold & Black
$100 - $249 (continued)

Theodore ‘58 & Barbara ‘58 Collins
James ‘08 & Mallory ‘08 Compton
Scott A. Cook ‘89
Linda Cowan
Mary K. Cox
David ‘69 & Cynthia ‘69 Coyne
Tyrone Crawford ‘74
Jennifer Doane Cross
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Lawrence ‘58 & Nancy ‘58 Demko**
Lawrence ‘70 & Nancy ‘70 Dobias
Marion H. Drews
Thomas G. Fadul, Jr. ‘81
Karen L. Fahey ‘81
Richard J. Faieilo ‘69**
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Elizabeth Feinler ‘54**
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Ryan Fers
Leslie R. Fish ‘70**
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Cynde Georgetti
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William ‘48 & Dorothy Grubler**
Judith Osburn Gummere ‘61
Nancy Y. Hall ‘63**
Edward Hatcher, Sr.
John Havlicek
Thomas ‘70 & Virginia Healy
Donald & Arlene Helms
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Paul F. Hothouse ‘72
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Michael C. Jembia ‘03
Harold R. Johnson
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Regina Jones
Claire P. Judak
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Charles F. Kazienko ‘71
Billy E. Keller ‘70
Delmar ‘74 & Karen ‘75 Kendo**
Gary & Celia Kediaisch
Linda K. Kleinfeldler ‘85
Kenneth K. Kline ‘49
Richard Koch ‘78
David J. Kovalcik ‘67
David & Jacqueline Kramer
John G. Kramer
David A. Kraus ‘70
Joseph ‘70 & Clara Kramer
Douglas Krueger ‘73
Thomas Lackman ‘71
Pamela Wendelken Lambert ‘76
Sue Hazlett Langmyrer ‘53
Sam Lapp ‘90
Lawrence B. Lebin
Jason & Susan Liaw
Larry J. Liberto ‘64
David & Marie Linden
Bernard ‘70 & Karen ‘70 Limm**
John P. Liputak ‘80
Charles M. Lohr ‘63
Donna J. Lukich ‘79**
Leslie A. Lynch ‘80
Douglas E. Mack ‘77**
Cy A. Macosko ‘62**
Gerald & Laura Main
Nicholas R. Mancuso
John R. Marchlenski ‘75
Edward ‘63 & Irene ‘64 Marks**
Henry R. Marockie ‘61
Mickey Marotti ‘87**
Teresa C. Marzo ‘91**
Joseph Maskivish, Jr. ‘01
J. Ted Mattern ‘69**
William & Susan ‘65 McNeil
Michael D. Medovic
Tom Meikle ‘61**
Harold J. Mercer ‘53
Ruth Miguel ‘50**
Charles ‘71 & Constance ‘94 Miller
John Minor ‘68
Janet M. Monsch ‘58**
Colleen Moore ‘50
David B. Moore ‘65
Toni Murphy
Janet E. Murray ‘85**
Rhonda L. Noble ‘83
Kimberly Nuzum-Lawrence ‘75
Gary ‘68 & Connie ‘70 Oblak
Libby ‘49 & Dora ‘63 Orsini
Melanie G. Owen ‘92**
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Oscar Padilla
Michelle L. Panepucci
Richard ‘62 & Karen ‘72 Pannett
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Roland Parry ‘69
Robert Parsoe ‘69**
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Jamie Peck
Carol B. Peklinsky ‘57**
Jerry Pelle
Lisa M. Perry ‘08
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Rhonda J. Tysk ‘02
Michael Veltri ‘85
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David Waples ‘63
Brian L. Warmuth
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David Withers ‘66
Ron ‘92 & Denise ‘92 Witt
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Gary Young
Basil P. Zabek ‘64
Ronald G. Zumer ‘74**
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Barbara Nightengale
Jill A. Nixon '06
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Mary Kay Oashuk '85**
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Thomas Pickering '70
Jimmy E. Pickett
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Michelle L. Pissos
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Daniel '74 & Janet '74 Polverini
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The West Virginia Society of Washington, D.C. Book Scholarship Fund
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Music Scholarship for String Majors
Nelle Krise Scholarship
Niekro/Kovalick Scholarship
Sesquicentennial Scholarship
Student Government Academic Scholarship
Sylvia Talley Science Scholarship
Chart of Accounts

DEPARTMENTAL
Athletics
Cross Country & Track, Men
Cross Country & Track, Women
Crutchfield Family Fund
Edgar Martin Men’s Tennis
Golf
Hilltopper Athletic Club
Hoop Club (men’s basketball)
Lockhart Trophy
Top of the Hill (football)
WLU Baseball
Women’s Basketball
Women’s Golf
Women’s Softball
Women’s Tennis
Women’s Volleyball
Wrestling

Academic
Alumni Excellence in Business Fund
College of Arts & Communication
College of Liberal Arts
College of Sciences
Concert Series
David Nugent Memorial Trust
Dental Hygiene Program
Department of Biology & Chemistry
Department of Health, P.E., Safety
Executive Development Forum
Faculty Development
Faculty Travel Endowment
Gary E. West College of Business
Gary E. West Excellence in Business Fund
Hazel Dorsey Department of Education
Honors Council
Humanities Development Fund
Math Department
Mildred Kaetzel Biggs Dental Hygiene Faculty Enrichment Endowment
Physical Education Major’s Club
Roland E. “Rollie” Williams Faculty Travel Endowment
The Mary Elizabeth Harrison Reiner Professional Development Endowment for Health Sciences
United Bank Inc. Technology Endowment

Other
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