

STATE OF THE ASSOCIATION

Fiscal Year 2024–25



A LETTER FROM THE VICE PRESIDENT

West Virginia University Alumni and friends,

As we reflect on the past year and look toward the future, it is with deep gratitude and pride that I share the accomplishments and meaningful moments of the West Virginia University Alumni Association. Each milestone we've reached is a reflection of the strong, supportive community we've built together that continues to unite us, wherever we may be.

We kicked off the fall with the 28th Annual Marmaduke Dent Benefit, gathering in island style to enjoy music, great food, and even better company. Thanks to your support, we welcomed a record 320 attendees and raised the most funds in the event's history. It was more than a fundraiser. It was a heartfelt celebration of the generosity and camaraderie that define our alumni family.

That spirit carried with us to Pittsburgh, where we hosted a pregame celebration at Tom's Watch Bar ahead of the Backyard Brawl. Though we were in enemy territory, the space quickly filled with gold and blue and the unmistakable energy of Mountaineer fans ready to cheer on their team.

Homecoming brought us back to campus for a weekend of memories, traditions, and connection. From spirited reunions to student engagement, it was a joy to see alumni from all generations come together. One of my favorite moments was reviving the cherished tradition of Homecoming mums and hearing the stories of alumni who remember donning them when they were students. We handed out buttons featuring a mum illustration to students and alumni alike, adding a nostalgic and unifying touch to the festivities.

Commencement season, as always, was a special time. Welcoming thousands of new graduates into the WVU Alumni family never loses its magic. I was honored to give the Alumni Charge before each ceremony, and I'll never tire of hearing a resounding "Mountaineers" in response to chanting "Let's Go" as new grads prepare to cross the stage. Our staff also had the privilege of greeting each graduate as they exited, handing them their first alumni pin—a small token to welcome them into the WVU Alumni family.

Our alumni chapters continued to go above and beyond this year, hosting hundreds of events and raising thousands in chapter scholarships across the country.

From Alumni Day of Service to hosting game-watches in their area, we're grateful for their steadfast commitment to connecting alumni in their communities. We also launched the Alumni Leader Advisory Group, bringing together our most dedicated chapter volunteers to strengthen support for alumni and future Mountaineers in their area.

For the first time in five years, we launched a membership campaign aimed at raising awareness about the free first year of membership and encouraging new graduates to join the WVU Alumni Association. We also sought to expand member benefits, from exclusive discounts on tickets and local businesses to experiential perks, and we're committed to making membership more meaningful than ever.

None of this would be possible without the unwavering support of you, our dedicated alumni and friends. Your generosity, enthusiasm, and belief in the power of the Mountaineer family are the driving forces behind every success we celebrate. Whether through your time, your resources, or simply your continued connection to West Virginia University, you help create meaningful opportunities for students, strengthen alumni programs, and expand the reach of our community. Your impact is felt in every scholarship awarded, every event hosted, and every student and graduate who feels supported by our alumni network. Together, you help us preserve the legacy of WVU while building a brighter, stronger future for generations to come.

I'd also like to express my appreciation for our growing partnership with the University, particularly with the Strategic Communications and Marketing team. Their collaboration has been instrumental in reaching new heights as an organization by aiding in the enhancement of alumni events, communications, and programming.

These Mountaineer moments represent just a glimpse of a year filled with meaningful progress. As we look ahead, we do so with confidence, rooted in 152 years of tradition and fueled by a shared commitment to carrying that legacy forward. Thank you for being a part of this journey. With your continued support, we will keep championing West Virginia University and ensuring that the Mountaineer spirit thrives for generations to come.

Let's Go!



Kevin B. Berry

Kevin B. Berry

Vice President of Alumni Relations
West Virginia University
CEO, WVU Alumni Association

WVU ALUMNI ASSOCIATION *AT A GLANCE*

WVU ALUMNI ASSOCIATION ENGAGEMENT TEAM

David Allaway

Director of Development

Kevin B. Berry

Vice President of Alumni Relations,
Chief Executive Officer

Katrina Graham

Manager of Operations & Special Projects

Louis Hart

Chief Financial Officer

Kallie Nealis

Assistant Director of Marketing

Quincy Perry

Events and Programs Coordinator

Frankie Sines

Stewardship Coordinator

Logan Thorne

Marketing and Communications Specialist

THE ERICKSON ALUMNI CENTER TEAM

Jessie Dellinger

Concierge

Tess Doddy

Catering Manager

Robert Fletcher

Facility Manager

Allison Louk

Event Planner

Brayden Luttrell

Facility Staff

Jason W. McMullen

Executive Chef

Terry Pichard

Facility Staff

Tim Povenski

General Manager

Austin Weekley

Sales Manager

Jacob Whitmer

Facility Staff

250,000+
ALUMNI WORLDWIDE

14,000+
ALUMNI ASSOCIATION MEMBERS

8,700+ LIFE MEMBERS

5,300+ ANNUAL MEMBERS

121%
OF FISCAL YEAR
2024-25 FUNDRAISING
GOAL ACHIEVED

\$108K
AWARDED TO WVU
STUDENTS IN CHAPTER
SCHOLARSHIPS



EVENTS AND AWARDS

At the WVU Alumni Association, we strive to demonstrate that there are new, memorable Mountaineer moments to be had, even after graduation, in Morgantown and beyond. Alumni engagement remained a top priority this year, with a vibrant lineup of in-person and virtual events honoring the many milestones and everyday moments WVU grads continue to experience.

Homecoming

The 2024 Homecoming Celebration brought Mountaineers together for a week full of tradition, connection, and school spirit. More than 60 events were hosted throughout the week, including Spirit Stops, Welcome Home Receptions, a Mountaineer Moments Homecoming webinar, Mountaineer Friday, a parade, several reunions, and a 5K.

WVU traditions were front and center throughout the week, bringing a sense of nostalgia and pride to both students and alumni. As a nod to a cherished custom, commemorative mum buttons were handed out across campus, sparking smiles and stories from Homecomings past. The WVU Alumni Association and Homecoming brands were also prominently featured through campus signage and special giveaways shared with the University community, adding to the festive spirit and sense of connection.

On Saturday, the WVU Alumni Association partnered with the President's Office and WVU Foundation to host a special game day stewardship event at the Erickson Alumni Center. The event featured appearances by President E. Gordon Gee and Vice President and Director of Athletics Wren Baker, serving as a meaningful opportunity to honor the 2024 Homecoming and Alumni Service Award winners.



Homecoming Awards

Nine graduates were honored with 2024 Homecoming and Alumni Service awards during halftime of the WVU vs Kansas State football game.

WVU Homecoming Parade

Grand Marshals: Duncan Lorimer and Maura McLaughlin, WVU Faculty

Outstanding Alums: Tracy Schoenadel, '87, '89, '92, and Laura Boyd, '89, '91

David W. Jacobs Lifetime

Service Award: Paul Lewis, '68, '73

Margaret Buchanan Cole Young

Alumni Award: Chris Morlock, '11

James R. McCartney Community

Service Award: Andy Richardson, '79, '82

Paul B. "Buck" Martin Traditions and

Values Award: Bill Nevin, '06

John F. Nicholas Jr. Chapter Service

Award: Mallory Willink '09



Athletics Event Engagement

Hail WV

2024 marked a record-breaking year for the Hail West Virginia program, with the Penn State and Iowa State events standing out as the largest in the program's history, second only to the annual joint Homecoming reception co-hosted with the President's Office and WVU Foundation. The program also saw a 30% increase in revenue compared to 2023, reflecting its continued growth and success. Following the season, a participant survey yielded positive feedback, which is now being used further to enhance the Hail West Virginia experience in 2025.



Backyard Brawl

Ahead of the highly anticipated WVU vs. Pittsburgh game on September 14, 2024, the WVU Alumni Association, Mountaineer Athletic Club, and Greater Pittsburgh Chapter teamed up to host a spirited pregame celebration in Pittsburgh. The event drew an enthusiastic crowd and featured special appearances by the Mountaineer, Vice President and Director of Athletics Wren Baker, and several WVU Sports Hall of Fame legends.



Educator and Counselor Days

To strengthen relationships with alumni who are high school educators and counselors in key recruitment markets, the WVU Alumni Association hosted several engagement opportunities during the fall. Prior to four home games, 84 alumni educators were welcomed to campus for Educators Day, which included campus visits, tailgating in the Erickson Alumni Center Courtyard, and game day parking. Additionally, 30 high school counselors were hosted at three home games, where they received game tickets and gift bags upon arrival at the Erickson Alumni Center. These efforts helped foster meaningful connections with influential alumni and key partners in student recruitment.

Mountaineers gathered to celebrate in true island style as the Erickson Alumni Center transformed into a tropical escape. Guests enjoyed live entertainment by Lloyd "Hurricane" Munn and the Forecasters, sipped on specialty cocktails, explored an expansive silent auction, and savored a delicious array of food and desserts that captured the spirit of the beach. For the first time, the silent auction was held both in-person and online, allowing guests who could not attend in person to participate in the bidding.

Three ambitious goals were set for this year's event: welcome 300 guests,

secure 30 silent auction items (a 50% increase from the previous year), and boost revenue by 15%. Thanks to strong support and Mountaineer spirit, all three goals were surpassed, welcoming 320 attendees, securing 30 auction items, and generating \$59,000 in gross revenue with the help of 30 event sponsors.

The evening was a true celebration of WVU pride, filled with laughter, connection, and a shared commitment to supporting the future of our Mountaineer community.

Let's Go!

Marmaduke Dent Benefit

For more than 30 years, the Marmaduke H. Dent Society has been a driving force behind the continued success of alumni programs and operations. That legacy of impact was on full display at the 28th Annual Marmaduke Dent Benefit, a memorable evening held on the eve of the much-anticipated WVU vs. Penn State football game.



Alumni Leaders Institute

The Alumni Leaders Institute took place April 3 to 5, 2025, welcoming 49 alumni leaders from 14 states to Morgantown for a dynamic and impactful three-day experience. Designed to foster connection, learning, and collaboration, the event offered alumni leaders a unique opportunity to deepen their relationship with WVU while gaining new ideas and tools to support their local chapters.

The schedule was filled with engaging activities and meaningful moments. Attendees began with a behind-the-scenes visit to the Department of Forensic and Investigative Science, followed by a welcome dinner at The GOAT Country Roads Pub.

On Friday, a full day of educational and idea-sharing sessions allowed participants to exchange best practices, explore innovative chapter strategies, and hear updates from University leadership. For those unable to travel to Morgantown, virtual access was offered for the sessions, ensuring broader participation and connection. The evening continued with dinner at Kendrick Family Ballpark and cheering on the Mountaineers during the WVU vs. Utah baseball game.

Alumni leaders also participated in the Decide WVU student recruitment event on Saturday, helping showcase the influential role alumni play in inspiring future Mountaineers. Afterward, the group enjoyed a Hail West Virginia-style tailgate at the Erickson Alumni Center before heading to Milan Puskar Stadium for the Gold and Blue Showcase spring football game, capping off the weekend with Mountaineer spirit in full force.

Alumni Travel Program

The WVU Alumni Travel program continues to be a valuable avenue for deepening alumni engagement and generating revenue to support alumni initiatives. Through shared adventures and cultural exploration, the program fosters lasting connections among alumni while extending the spirit of WVU across the globe.

Over the past fiscal year, 15 alumni tours were hosted in destinations worldwide. Looking ahead to 2026, the program will offer 13 curated trips in partnership with our three travel partners, including Alberta, Arizona, Argentina, British Columbia, Chile, Croatia, Ecuador, France, Italy, Kenya, Maine, Manitoba, Michigan, Montenegro, Nevada, New Hampshire, Ontario, Portugal, Saskatchewan, Spain, Utah, and more. These are unforgettable experiences rooted in discovery, connection, and a love for WVU.



CHAPTERS AND INTEREST GROUPS

Chapters and interest groups are the driving force behind the WVU Alumni Association, carrying Mountaineer pride from coast to coast. Our alumni networks play a vital role in outreach, engagement, and creating meaningful opportunities for WVU graduates to stay connected, no matter where they are.

Group Expansion and Outreach

The WVU Alumni Association is proud to support more than 70 regional alumni chapters along with several recognized interest groups, each playing a crucial role in extending the WVU tradition far beyond campus. These chapters serve as vibrant local hubs, connecting alumni through events, networking, and community service that strengthen the bonds of our Mountaineer family.

To support their efforts, the Alumni Association provides chapters with valuable resources, tailored marketing materials, and ongoing training opportunities designed to enhance chapter operations and engagement. This collaborative partnership not only enriches the alumni experience but also amplifies our collective impact.

Together, these dedicated chapters and interest groups form the backbone of a dynamic and engaged alumni network, enabling us to reach more Mountaineers, foster meaningful connections, and support WVU's mission across state lines.

Bears and Blankets

Launched in 2018 by the Lone Star Chapter, the Bears and Blankets initiative began as a grassroots effort to provide comfort items to patients at WVU Medicine Children's Hospital. The program expanded in 2024, uniting chapters and alumni nationwide.

Thanks to the incredible generosity of our community, more than 500 stuffed animals and blankets were collected and delivered. Contributions poured in from

a variety of sources, including chapter signature events, game watch gatherings, and pregame meetups at the Erickson Alumni Center. Beginning in June 2025, Bears and Blankets is expanding its impact, offering even more ways for Mountaineers to give back and help those in need. Our goal: collect 1,000 items and make an even greater difference together.



Alumni Day of Service

Demonstrating the Mountaineer commitment to giving back, the 2025 Alumni Day of Service was held on May 3, bringing alumni and chapters together for impactful volunteer efforts nationwide. Projects ranged from community litter cleanups and beach restoration to food security initiatives supporting local pantries and distribution centers. Alumni also organized a supply drive for flood victims, read to students in schools, and paid tribute to veterans through the Flags for Fallen Vets program.

Each effort showcased the dedication and generosity that continue to make a difference in communities near and far. Together, these collective efforts not only strengthened communities but also reinforced the lasting legacy of WVU alumni making a difference wherever they are.

Game Watches and Pregame Events

In the 2024 football season, over 400 game watch events brought alumni and friends together across the country to showcase their passion for WVU. Throughout the year, the WVU Alumni Association, in partnership with the Mountaineer Athletic Club and regional chapters, also hosted a series of pregame events to engage alumni and fans prior to exciting matchups.

Highlights included a Backyard Brawl celebration in Pittsburgh, a sold-out meet-up in Arizona with more than 300 attendees, and two major events in Cincinnati that brought together over 750 alumni. Additional meetups were held in Dallas-Fort Worth ahead of the Frisco Bowl and in Kansas City during the Big XII Basketball Championship, all showcasing the energy and pride of Mountaineer Nation.



Mountaineer Nation Day

Mountaineer Nation Day took place on October 5, 2024, with a renewed focus on boosting alumni engagement. The WVU Alumni Association partnered with Brand and Trademark Licensing to expand marketing efforts, encouraging chapters to host and register game-watch events across the country. As a result of their outstanding efforts in driving event participation, three chapters were awarded special gift packs, and four others received personalized video messages from prominent WVU figures.

Overall, alumni registrations increased compared to 2023, marking a successful year for the initiative. Looking ahead, chapters will once again play a key role in promoting Mountaineer Nation Day in 2025.

*wherever country
roads lead us*

Chapter Signature Events

Boone County Pig Roast: The 37th Annual Boone County Pig Roast was held on July 13, 2024, continuing a proud tradition of investing in the next generation of Mountaineers by raising over \$30,000 to support student scholarships. Hosted by the Boone County Chapter, the event provided a day filled with great food, music, and fun. Special guests included President Gee and the 2024–25 Mountaineer mascot, Braden Adkins.

National Capital Area Chapter Crab

Feast: The 44th Annual NCAC Crab Fest returned to Fort Hunt Park in Alexandria, VA, drawing a lively crowd for a day of tradition and purpose. Guests enjoyed fresh blue crab, a variety of local fare, and the chance to connect through community and networking. With a popular silent auction and strong alumni turnout, the event continued its legacy of raising critical funds for student scholarships.

Emerald Coast Shrimp Boil Shindig:

The 4th Annual Emerald Coast Shrimp Boil Shindig joined alumni and fans for a fun-filled day of food, fellowship, and school spirit. Attendees gathered to cheer on WVU men's and women's basketball while enjoying the sunshine and raising funds for student scholarships.

Low Country BBQ Bash:

The 17th Annual Low Country BBQ Bash welcomed alumni, friends, and families for an evening of camaraderie and purpose. Hosted by the Low Country Chapter, the event featured classic BBQ, live music, and a Pepperoni Roll Bake-Off, raising funds for the Charles Drake Memorial Scholarship to support local students pursuing their education at WVU.



STUDENT OUTREACH

The time students spend on campus lays the foundation for a lifelong relationship with WVU, and we believe it's never too early to help them feel part of the alumni family. By engaging students through meaningful touchpoints, we foster the spirit that carries them from their first class to their first job and well into life as proud WVU graduates.

Alumni Truck Pop-Ups

We're placing a greater focus on engaging WVU students earlier and more often in their Mountaineer journey. During Homecoming Week, we hosted WVU Alumni Truck Pop-ups on all three areas of campus, where our staff welcomed students on their way to and from class. Commemorative mum buttons, honoring a beloved WVU tradition, were handed out alongside WVU Tradition books and other alumni-branded giveaway items.

These lively stops energized campus and helped spark a sense of pride and belonging among current students, building stronger connections to the alumni network from the very beginning.

GradFest

The Alumni Association continued to be a hit at GradFest, an annual spring event in the heart of the Downtown campus that celebrates WVU's newest graduating class.

Crowds of graduates stopped by to receive an exclusive alumni branded t-shirt, as well as to claim their free first year of membership. We also invited graduates to share their post-grad plans by placing a pin on our interactive map, as we answered questions and provided information about chapters in their future cities.



Commencement

Commencement Weekend in Morgantown was a proud celebration of the achievements of more than 4,100 graduates. Over three days, nine ceremonies were held at the WVU Coliseum, where families and friends gathered to cheer as their graduates crossed the stage, marking a major milestone in their Mountaineer journey.



A newer tradition continued with the delivery of the Alumni Charge before each ceremony. Held in the WVU basketball practice facility, Kevin Berry offered heartfelt remarks and a warm welcome to graduates, ending with a rousing "Let's Go" chant as they prepared to enter the Coliseum.

At the close of each ceremony, Alumni Association staff members stood at the exits of the Coliseum floor to personally hand each graduate a commemorative alumni pin. Attached to the pin was a card with information on how to claim their free one-year membership, ensuring that every new alum left not only with a diploma but also with a tangible connection to the WVU Alumni Association and the Mountaineer community that awaits them.

LPEF Scholarships

The Loyalty Permanent Endowment Fund (LPEF) completed its 87th year of service to WVU and students from the State of West Virginia attending WVU. LPEF total assets and funds through March 2025 slightly increased from the prior fiscal year, with \$16,964,552 total assets and \$62,694 total contributions.

Trustees of the LPEF are Chair Jim Gardill, '73, of Glen Dale, WV; David Hendrickson, '79, '82, of Charleston, WV; and The Honorable Irene Berger, '76, '79, of Charleston, WV.

MARKETING AND COMMUNICATIONS

The WVU Alumni Association proudly amplifies the voices of our alumni family. From shining a light on recent accolades, sharing stories of years past, and everything in between, we seek to share the stories that illustrate what it truly means to be a Mountaineer.

A New Partnership

Strengthening communication with our alumni audience remains a top priority. Over the past year, the Alumni Association partnered with Strategic Communications and Marketing (SCM) to elevate the organization's marketing efforts. The annual member wall calendar, commemorative mum homecoming pin, the design for Academy of Distinguished Alumni invitations and programs, new Alumni Drive banners as well as this year's GradFest t-shirt are a few examples of how SCM has worked in tandem with our team on key projects.

This collaborative partnership will continue into the coming year, with expanded support across key areas: graphic design, writing, email, web, and content creation. Beginning this summer, a dedicated working team from Strategic Communications and Marketing will focus specifically on advancing Alumni Relations communications.

Leading with Strategy

For the first time in five years, the WVU Alumni Association launched an intentional effort to recruit new members, rolling out a membership-focused marketing and communications strategy. This plan introduced new member perks designed to appeal to alumni at every stage of life after graduation, implemented email campaigns encouraging recent graduates to claim their free year of membership, and introduced two new member-only newsletters.

Looking ahead to the next fiscal year, we will build on this momentum by executing three targeted marketing plans, each focused on a key audience: current members, non-members, and alumni chapters. This will ensure a more personalized and strategic approach to engagement and growth.



Social Media and Website

The WVU Alumni Association's social media presence continued to grow steadily across all major platforms, including Facebook, Instagram, LinkedIn, and X. Posts celebrating Spring Commencement emerged as the top-performing content, resonating strongly with our audience. While overall follower counts increased on every platform, LinkedIn saw the most significant growth, with a 49% increase in total followers and a 26% boost in engagement. Additionally, engagement on our website rose by 11%.

Over the past fiscal year, we placed a greater emphasis on sharing alumni stories, both through original content and by amplifying features from University outlets such as WVUToday and WVU Magazine. These stories generated positive engagement and will remain a key component of our ongoing social media strategy, supporting each of our targeted marketing efforts.



WVU Alumni Stories

In addition to partnering with the University and amplifying broader communications efforts, the WVU Alumni Association remained committed to telling alumni stories through fresh and meaningful perspectives. During football season, we visited the Blue Lot to capture behind-the-scenes glimpses of alumni tailgates and long-standing traditions that showcase Mountaineer spirit. We also produced a special video featuring Homecoming Parade Marshals Dr. Maura McLaughlin and Dr. Duncan Lorimer, highlighting their groundbreaking discovery that led to the Shaw Prize, their decision to call West Virginia and WVU home, and the inspiration behind their eldest son's choice to become a Mountaineer.

As football season came to a close, we released a video spotlighting the Hail West Virginia program, featuring heartfelt testimonials from loyal, longtime members to use in future marketing for the program. Additionally, we proudly produced a tribute video honoring the 2025 Academy of Distinguished Alumni honorees, celebrating their outstanding achievements and lasting impact.

MEMBERSHIP

Membership is central to our mission, creating a lasting bond between alumni and West Virginia University. Through exclusive events, valuable resources, and unique opportunities, we keep the Mountaineer spirit alive in every member, enriching their journey beyond graduation and strengthening the fabric of our alumni community.

To demonstrate the value of being a WVU Alumni Association member, a comprehensive membership campaign was launched in coordination with the 2024 Spring Commencement. The campaign focused on raising awareness about the free first year of membership offered to graduates and encouraging long-term engagement with the Alumni Association.

More Perks and Benefits

Membership benefits continue to grow and evolve to meet the interests and needs of our alumni. New offerings include early access to Arts & Entertainment ticket sales, discounts for select Athletic Department events, and exclusive deals with community partners like Morgantown Adventure Outfitters and Alumni Hall. Additionally, all ticketed Alumni Association events now feature member and non-member pricing, reinforcing the value of membership.

Members also now have access to free coworking space through the Friends of Ascend program, discounted reservations

at the Outdoor Education Center, and select discounts and membership access at the Student Recreation Center.

In 2025, we introduced a new bi-monthly stewardship email series to keep alumni members informed and engaged by highlighting the value and impact of their membership. Personalized “surprise and delight” moments have also been developed to celebrate members who share life milestones and special moments with us through an online form.

Members continue to enjoy a wide array of long-standing benefits, including Priority Points for WVU Athletics season ticket holders, exclusive domestic and international travel opportunities, and discounts at more than 150,000 merchants worldwide, ranging from travel and entertainment to dining and automotive services. Additional perks include 25% off named bricks at the Erickson Alumni Center and access to the WVU Alumni Library Gateway.

Welcome to the alumni family!

Mission Collaborative

In March 2025, the WVU Alumni Association partnered with Mission Collaborative to offer a 30-day Career Design Fellowship, a virtual program designed to support alumni navigating career transitions. This innovative initiative provided participants with tools to reflect, reimagine, and take actionable steps toward more fulfilling professional paths. Discounted registration was offered exclusively to alumni members as part of our commitment to delivering value to members.

The fellowship attracted a diverse group of participants, ranging in age from 25 to 71, representing professionals at entry-level to executive levels across nine different industries. This broad representation highlighted the program’s appeal and relevance across all stages of a career journey.

Post-fellowship survey results underscored the program’s impact: 91% of respondents reported satisfaction with the experience. Notably, 78% of participants indicated they had not previously considered themselves engaged with the Alumni Association, demonstrating the fellowship’s success not only in career development but also in reaching and reconnecting with a broader segment of the Mountaineer alumni community.

Looking Ahead

Recognizing the impact of a membership-focused campaign, we plan to expand our strategic marketing efforts in the next fiscal year. Our approach will include tailored marketing and engagement tactics designed to highlight the value of membership to current members while also encouraging non-members to join the Alumni Association.



GIVING, FACILITY AND AFFINITY PARTNER UPDATES

Every step along the Mountaineer journey is a chance to create meaningful memories and make a lasting impact. Whether offering time, talent, or resources, West Virginia University alumni play a vital role in opening doors for future generations. We recognize that this mission is bigger than any one person, and together, we help ensure that those who follow have every opportunity to thrive.

Development

For the third consecutive year, the WVU Alumni Association has exceeded its annual fundraising goal, an achievement that reflects the growing commitment and generosity of our alumni and supporters. As of June 2025, we have reached 120% of our \$600,000 goal.

This year's success was bolstered by two significant planned gifts, along with increased participation in the Hail West Virginia gameday experience, which has helped drive both financial support and alumni engagement. Contributions outside of traditional fundraising metrics further underscore the breadth of our donors' impact, including a \$10,000 gift for scholarships and a \$25,000 gift in support of WVU Athletics. This demonstrates a shared commitment to holistically supporting the University.

Board member giving reached a remarkable milestone with 100% participation and an 11% increase over the previous year. This level of engagement sets a powerful example across WVU's network of volunteer boards. Referrals and introductions from board members have also played a crucial role in opening new doors and cultivating new donor relationships.

Corporate sponsorships continue to provide steady support for smaller events while we strive to develop strategic offerings that attract larger-scale investments from corporate partners. Ongoing contributions through the Pillars program, the President's Fund, and commemorative brick and paver sales continue to provide essential funding for engagement initiatives.

120%
OF FUNDRAISING
GOAL REACHED



Day of Giving

The 2024 Day of Giving was a resounding success, raising \$738,407 and surpassing the original goal of \$600,000. With 557 individual gifts and over \$17,000 in bonus funds, the total fundraising impact reached \$755,407. Of that, \$79,449 was designated for scholarships through 433 individual contributions, bolstered by an additional \$4,600 in bonus funds to support student aid.

As a special incentive, alumni who purchased Life Memberships on Day of Giving received a handcrafted wall hanging from local artisan Bear Wood Co., a unique piece made from reclaimed wood in the shape of West Virginia, featuring WVU alumni branding and the words "Life Member." This meaningful gift underscored the pride of giving back while celebrating lifelong Mountaineer connections.

557
GIFTS ON
DAY OF GIVING

\$738,407
RAISED ON
DAY OF GIVING



Facility Update

Now in its 16th year of operation, the Erickson Alumni Center continues to serve as a gateway to the West Virginia University campus and the greater Morgantown community. Located at 1 Alumni Drive, the 48,000-square-foot facility has become a welcoming home away from home for alumni and a trusted gathering place for the community. With its versatility and warm atmosphere, the Erickson remains an ideal setting for leadership development programs, team-building sessions, conferences, weddings, and other social events.

This year marked a significant milestone. The building was officially paid off, allowing the Alumni Association to reinvest in the future of the facility and its offerings. Over the past year, the Erickson hosted a wide range of events and successfully secured a diverse slate of bookings for the next fiscal year. Dedicated staff continued to uphold their commitment to exceptional service, resulting in increased revenue and a growing number of returning clients.

The Erickson Alumni Center also served as the backdrop for many of the Alumni Association's signature events, including the Marmaduke Dent Benefit, Hail West Virginia, and the Academy of Distinguished Alumni. To further expand its reach, the Erickson team implemented new marketing strategies through social media, offering a behind-the-scenes look at the venue and highlighting the value of hosting events in this distinctive space. These efforts have helped attract new business while strengthening the facility's role as a hub of Mountaineer hospitality.



Affinity Partners

In fiscal year 2024–25, the WVU Alumni Association continued its partnership with Barnes & Noble to offer alumni-branded apparel through both online and physical stores. Through collaborations with travel partners Orbridge, Gohagan & Company, and Premier World Discovery, the Alumni Association has curated educational enrichment travel opportunities specifically designed for alumni.

Affinity partnerships remained strong, including ongoing collaborations with Base Camp Printing, Wendell August, and the Alumni Learning Consortium. Additionally, the West Virginia Department of Motor Vehicles has issued alumni license plates to more than 3,300 motorists across the state. Eligibility for the plate requires being a dues-paying member of the Alumni Association or a contributor to the WVU Scholars Program. Similar alumni plate programs are already available in Maryland, Pennsylvania, Virginia, and Delaware, with plans underway to expand into Ohio and South Carolina.



STATEMENT OF COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

The WVU Alumni Association is dedicated to promoting diversity, equity, and inclusion across all facets of our organization. This commitment is reflected in our establishment of a dedicated Diversity, Equity, and Inclusion committee, which provides thought leadership and recommendations to the Board, ensures inclusivity in membership and recruitment, and coordinates ongoing training. We mandate annual diversity and inclusion training for our Board members, conduct surveys for inclusive alumni feedback, and have changed our bylaws to ensure diverse representation on the Board. Our efforts also extend to expanding identity-based interest groups, providing networking opportunities for alumni of color, and actively recruiting diverse alumni for leadership roles within our organization. We proudly support campus partners' inclusive programs and activities, fostering connections between current students and alumni.

WVU ALUMNI ASSOCIATION BOARD OF DIRECTORS

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Veronique Vernot

Monté Williams

Rodney Williams

Denise Workman

The WVU Alumni Association completed its 152nd consecutive year of operation in service to West Virginia University. The organization has provided continued support to the University and service to its alumni spanning three centuries since its chartering in 1873.

Financial Statements

Submitted herewith are the audited financial statements for the year ending on June 30, 2024, conducted by CliftonLarsonAllen LLP., Minneapolis, Minnesota. The statement certifies total assets of \$18,219,063.

