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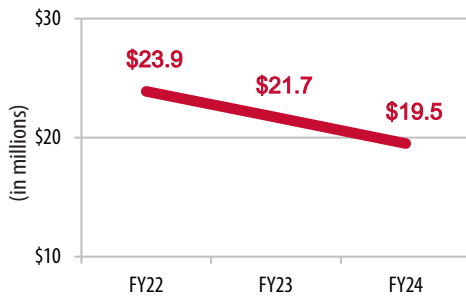


# GIVING AT WKU

at a  
glance...

## Giving at WKU

Fiscal Year 2022 – Fiscal Year 2024



Annual gifts decreased by about 21% between Fiscal Year 2022 and Fiscal Year 2024, from \$23.9 million to \$19.5 million.

## Private Giving by College/Division and Purpose

		FY2022	FY2023	FY2024
Giving by College/Division	College of Education and Behavioral Sciences	\$966,990	\$1,141,004	\$745,274
	College of Health and Human Services	\$1,195,359	\$357,678	\$624,910
	Gordon Ford College of Business	\$390,978	\$439,926	\$1,084,279
	Honors College	\$355,752	\$301,678	\$171,409
	Ogden College of Science and Engineering	\$1,753,817	\$803,877	\$763,599
	Potter College of Arts & Letters	\$1,321,903	\$856,293	\$918,867
	Other Academic Areas	\$9,600,275	\$7,674,244	\$7,965,332
	Athletics	\$2,718,278	\$2,217,737	\$2,386,641
	Other Non-Academic Areas and Unrestricted	\$5,384,542	\$7,938,506	\$4,842,507
	<b>Total</b>	<b>\$23,889,918</b>	<b>\$21,730,942</b>	<b>\$19,502,819</b>
Giving by Purpose (Non-Endowments and Endowments)	Academics	\$1,941,326	\$1,566,659	\$1,961,858
	Athletics	\$2,363,838	\$1,748,698	\$1,806,505
	Capital Property, Plant, Equipment	\$1,440,738	\$3,291,431	\$271,814
	Faculty and Staff Support	\$643,757	\$156,702	\$6,627
	Library	\$43,254	\$25,416	\$12,940
	Operations/Maintenance	\$178,042	\$761,796	\$319,268
	Other Restricted	\$3,918,366	\$3,739,626	\$3,928,507
	Physical Plant	\$1,144,715	\$134,248	\$189,934
	Public Service & Extension	\$603,671	\$592,765	\$644,717
	Research	\$1,335,215	\$1,353,365	\$1,418,269
	Student Financial Aid	\$10,189,099	\$8,698,427	\$8,826,898
	Unrestricted	\$87,899	\$102,541	\$115,483
	<b>Total</b>	<b>\$23,889,918</b>	<b>\$21,730,942</b>	<b>\$19,502,819</b>

**betcha  
didn't  
know...**

Although the number of major gifts (gifts over \$10,000) accounted for about **1%** of total gifts given in FY24, they accounted for more than **82%** of the total amount given at nearly **\$16 million**.

**402** faculty and staff gave gifts amounting to **538,676**.

Giving for **Student Financial Aid** represented **45%** of total gifts given, equal to more than **\$8.8 million**.



## Giving by Foundation

	FY2020	FY2021	FY2022	FY2023	FY2024
WKU Foundation <sup>1</sup>	\$4,800,439	\$5,011,879	\$6,340,820	\$13,498,147	\$13,686,005
College Heights Foundation <sup>1</sup>	\$10,831,024	\$7,547,258	\$10,043,954		
WKU Alumni Association	\$208,727	\$212,005	\$1,395,486	\$276,478	\$269,270
WKU Direct Gifts	\$4,972,836	\$4,947,325	\$4,351,195	\$4,369,277	\$4,407,129
Hilltopper Athletic Foundation	\$915,082	\$1,770,150	\$412,138	\$225,778	\$711,424
WKU Real Estate Corporation	-	-	\$120,000	\$3,045,000	\$105,000
LifeWorks at WKU	\$158,454	\$266,895	\$1,226,326	\$316,262	\$323,990
<b>Total Giving</b>	<b>\$21,886,562</b>	<b>\$19,755,512</b>	<b>\$23,889,918</b>	<b>\$21,730,942</b>	<b>\$19,502,819</b>

## Giving by Source

	FY2020	FY2021	FY2022	FY2023	FY2024
Alumni	\$2,945,907	\$3,819,092	\$5,309,506	\$3,653,995	\$3,871,045
Friends	\$6,568,100	\$2,218,530	\$2,781,873	\$1,645,003	\$1,358,089
Corporations	\$6,995,076	\$7,292,316	\$7,333,372	\$9,166,920	\$6,878,961
Foundations	\$4,713,805	\$5,256,573	\$4,167,613	\$3,476,229	\$3,418,850
Groups & Societies	\$612,801	\$560,120	\$607,099	\$131,869	\$81,526
Other Organizations	\$160	\$5,535	\$280,981	\$3,184,492	\$2,930,241
Estate Records	\$50,711	\$603,346	\$3,409,474	\$472,435	\$964,107
<b>Total Gifts by Source</b>	<b>\$21,886,562</b>	<b>\$19,755,512</b>	<b>\$23,889,918</b>	<b>\$21,730,942</b>	<b>\$19,502,819</b>

## Giving by Tender

	FY2020	FY2021	FY2022	FY2023	FY2024
Cash & Securities	\$16,634,659	\$14,474,626	\$19,062,251	\$14,099,949	\$14,901,388
Non-Cash	\$5,171,510	\$5,192,109	\$4,749,518	\$7,544,072	\$4,587,046
Matching Gifts	\$80,393	\$88,777	\$78,149	\$86,921	\$14,385
<b>Total</b>	<b>\$21,886,562</b>	<b>\$19,755,512</b>	<b>\$23,889,918</b>	<b>\$21,730,942</b>	<b>\$19,502,819</b>

## Annual Giving (Gifts under \$10,000)

	FY2020	FY2021	FY2022	FY2023	FY2024
Number of Annual Gift Donors	12,075	11,310	11,605	9,248	9,149
Number of Annual Gifts	26,327	26,209	25,539	24,097	23,957
<b>Total Giving</b>	<b>\$5,408,807</b>	<b>\$5,371,540</b>	<b>\$5,405,298</b>	<b>\$3,531,701</b>	<b>\$3,518,639</b>

## Major Giving (Gifts over \$10,000)

	FY2020	FY2021	FY2022	FY2023	FY2024
Number of Major Gift Donors	228	240	268	265	239
Number of Major Gifts	196	204	238	233	253
<b>Total Giving</b>	<b>\$16,477,754</b>	<b>\$14,383,973</b>	<b>\$18,484,621</b>	<b>\$18,204,102</b>	<b>\$15,984,180</b>

<sup>1</sup> WKU Foundation and College Heights Foundation merged as of January 1, 2023.



# ALUMNI BY STATE

at a glance...

## Alumni by State 2024



Nearly two thirds, or 65%, of WKU Alumni live within the Commonwealth of Kentucky.



Of Alumni residing out-of-state, our neighbor to the south is the most popular, with 11% of WKU Alumni living in Tennessee.



## Alumni by State, 2024

State	Alumni	State	Alumni	State	Alumni	State	Alumni
Alabama	1,079	<b>#3</b> Indiana	4,518	Nevada	178	South Dakota	42
Alaska	59	Iowa	168	New Hampshire	55	<b>#2</b> Tennessee	13,480
Arizona	481	Kansas	267	New Jersey	450	<b>#6</b> Texas	2,190
Arkansas	278	<b>#1</b> Kentucky	81,431	New Mexico	122	Utah	139
<b>#9</b> California	1,360	Louisiana	250	New York	794	Vermont	37
Colorado	641	Maine	73	<b>#8</b> North Carolina	1,534	Virginia	1,285
Connecticut	99	Maryland	506	North Dakota	31	Washington	438
Delaware	58	Massachusetts	273	<b>#1</b> Ohio	1,804	West Virginia	125
D.C.	89	Michigan	609	Oklahoma	223	Wisconsin	291
<b>#4</b> Florida	3,794	Minnesota	242	Oregon	239	Wyoming	38
<b>#5</b> Georgia	2,266	Mississippi	284	Pennsylvania	547	Armed Forces	130
Hawaii	73	Missouri	756	Rhode Island	37	U.S. Territories	15
Idaho	75	Montana	72	South Carolina	953	<b>Total</b>	<b>126,145</b>
<b>#10</b> Illinois	1,358	Nebraska	79				



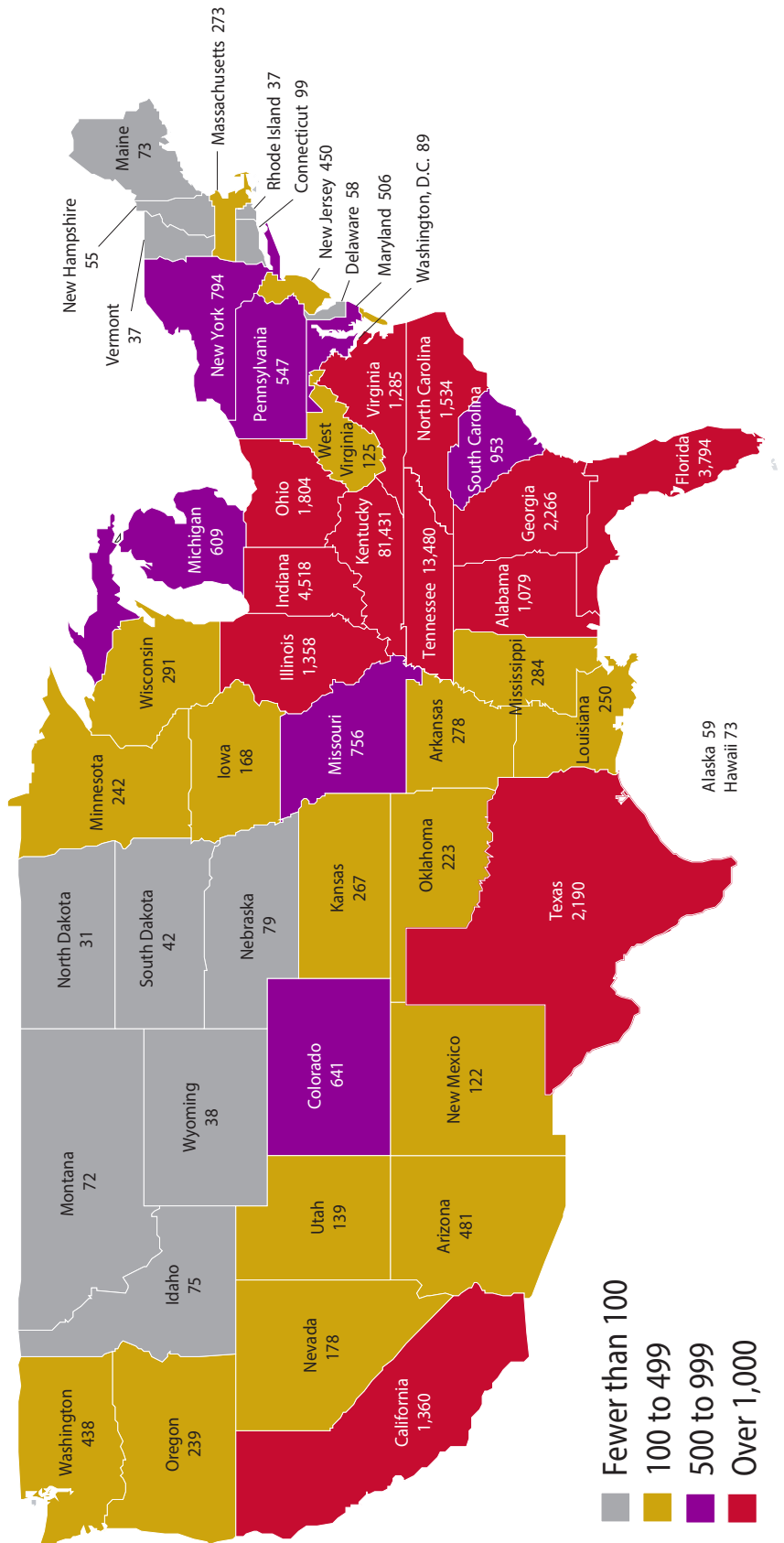
# ALUMNI BY STATE

2024

top ten...

## States of Alumni Represented 2023

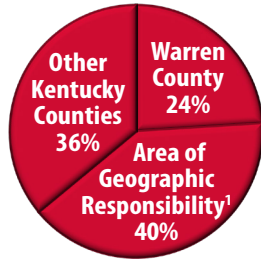
1.	Kentucky	81,431
2.	Tennessee	13,480
3.	Indiana	4,518
4.	Florida	3,794
5.	Georgia	2,266
6.	Texas	2,190
7.	Ohio	1,804
8.	North Carolina	1,534
9.	California	1,360
10.	Illinois	1,358





# ALUMNI BY KENTUCKY COUNTY

## Kentucky Alumni 2024



Nearly one of four (24%) alumni residing in Kentucky live in Warren County. Another 40% reside within other counties in WKU's Area of Geographic Responsibility<sup>1</sup> (🗺️), with the remaining 36% living in other Kentucky counties.

at a glance...

## Alumni by Kentucky County, 2024

County	Alumni	County	Alumni	County	Alumni
🗺️ Adair	655	Bullitt	845	🗺️ Cumberland	365
#8 🗺️ Allen	1,508	🗺️ Butler	786	#3 🗺️ Daviess	5,682
Anderson	222	Caldwell	213	🗺️ Edmonson	564
Ballard	35	Calloway	161	Elliott	2
#5 🗺️ Barren	3,796	Campbell	249	Estill	5
Bath	10	Carlisle	3	#6 Fayette	2,319
Bell	41	Carroll	64	Fleming	29
Boone	583	Carter	14	Floyd	28
Bourbon	73	Casey	139	Franklin	598
Boyd	57	Christian	882	Fulton	22
Boyle	288	Clark	144	Gallatin	25
Bracken	18	Clay	26	Garrard	70
Breathitt	21	🗺️ Clinton	373	Grant	60
🗺️ Breckinridge	678	Crittenden	82	Graves	184

<sup>1</sup> Designated by the Kentucky Council on Postsecondary Education. Includes Adair, Allen, Barren, Breckinridge, Butler, Clinton, Cumberland, Daviess, Edmonson, Grayson, Green, Hancock, Hardin, Hart, Larue, Logan, McLean, Meade, Metcalfe, Monroe, Muhlenberg, Ohio, Russell, Simpson, Taylor, Todd, and Warren Counties.



County	Alumni	County	Alumni	County	Alumni
<b>#10</b> Grayson	1,347	Livingston	43	Perry	55
Green	410	<b>#1</b> Logan	2,087	Pike	48
Greenup	46	Lyon	102	Powell	20
Hancock	423	McCracken	635	Pulaski	699
<b>#4</b> Hardin	4,618	McCreary	43	Robertson	4
Harlan	39	McLean	480	Rockcastle	33
Harrison	49	Madison	371	Rowan	67
Hart	865	Magoffin	6	Russell	566
Henderson	861	Marion	286	Scott	375
Henry	140	Marshall	193	Shelby	565
Hickman	14	Martin	1	<b>#9</b> Simpson	1,402
Hopkins	997	Mason	53	Spencer	218
Jackson	23	Meade	647	Taylor	662
<b>#2</b> Jefferson	10,156	Menifee	4	Todd	270
Jessamine	364	Mercer	182	Trigg	167
Johnson	45	Metcalfe	692	Trimble	65
Kenton	526	Monroe	958	Union	259
Knott	11	Montgomery	69	<b>#1</b> Warren	19,843
Knox	35	Morgan	7	Washington	160
Larue	588	Muhlenberg	1,187	Wayne	217
Laurel	175	Nelson	1,011	Webster	214
Lawrence	18	Nicholas	6	Whitley	146
Lee	13	Ohio	1,015	Wolfe	11
Leslie	7	Oldham	1,061	Woodford	338
Letcher	21	Owen	32	Unknown	10
Lewis	7	Owsley	4	<b>Total</b>	<b>81,431</b>
Lincoln	103	Pendleton	21		





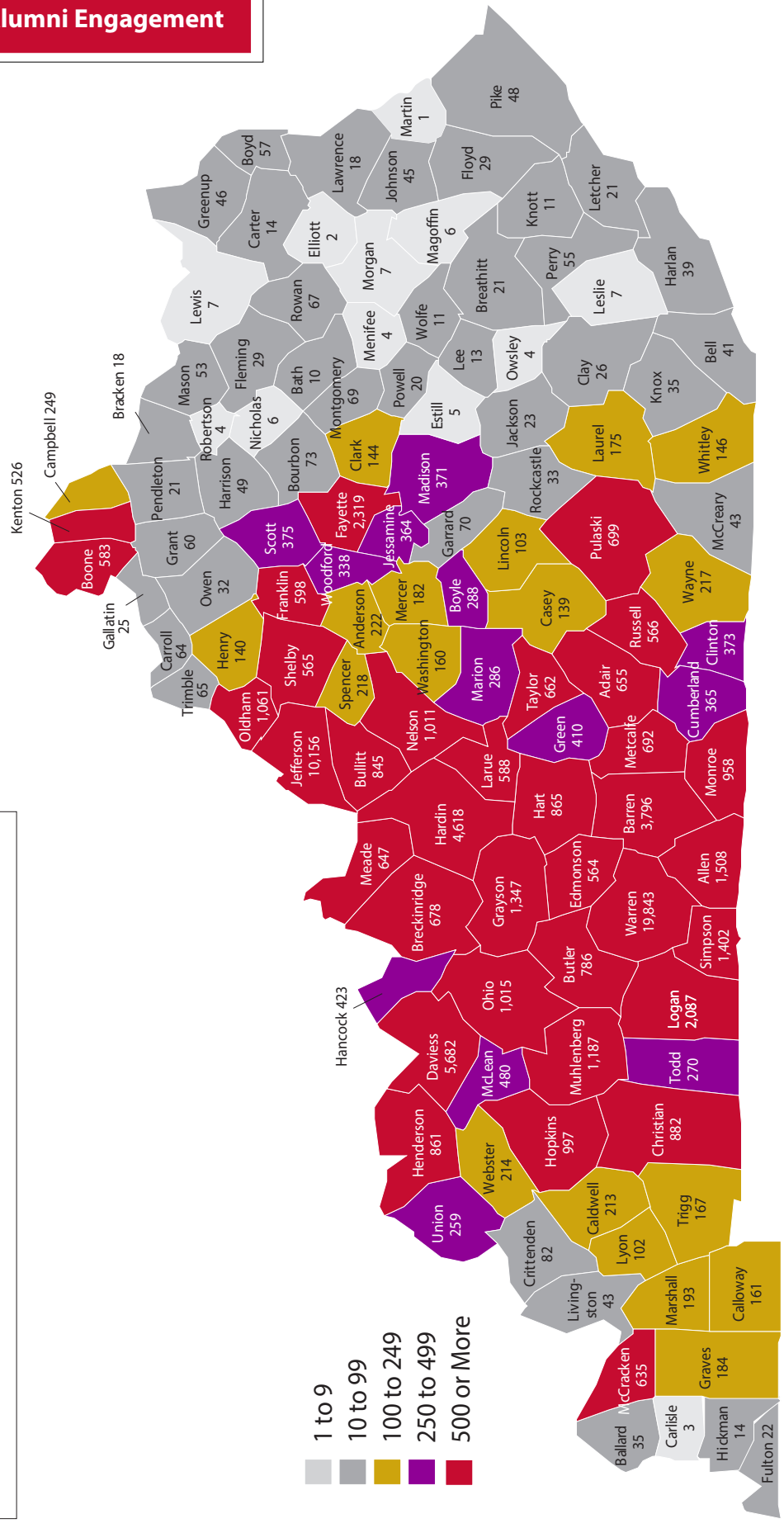
# ALUMNI BY KENTUCKY COUNTY

2024

top  
ten...

## Kentucky Counties of Alumni Represented 2024

1.	Warren	19,843
2.	Jefferson	10,156
3.	Daviess	5,682
4.	Hardin	4,618
5.	Barren	3,796
6.	Fayette	2,319
7.	Logan	2,087
8.	Allen	1,508
9.	Simpson	1,402
10.	Grayson	1,347







# LEADERSHIP

## College Heights Foundation Board of Directors

### Chair

**Bob A. Young**, *Bowling Green*

### Immediate Past Chair

**Michael L. Simpson**, *Bowling Green*

### Chair-Elect

**Marc A. Lovell**, *Bowling Green*

### Ex-Officio

**Dr. Timothy C. Caboni**, *Bowling Green*

**Amy Hale Chandler**, *Bowling Green*

**Michael R. Cowles**, *Bowling Green*

**Lydia M. Dorman**, *Las Vegas, NV*

**H. Alexander Downing**, *Bowling Green*

**Clarence E. Glover**, *Louisville*

**R. Harvey Johnston, III**, *Bowling Green*

**Jim A. Martens**, *Alvaton*

**Shannon M. Vitale**, *Bowling Green*

**Michelle M. Wells**, *Prospect*

## Alumni Association Board of Directors

### President

**Kevin Mays** ('86)

### Immediate Past President

**Sedrik Newbern** ('93)

### President-Elect

**Cierra Waller** ('12)

### Secretary

**Lori Mitchell** ('04)

### Treasurer

**Phil Barnhouse** ('92)

### At-Large Member

**Dion Jones** ('90, '92)

### At-Large Member

**Corbin Snardon** ('11)

### At-Large Member

**Brandi West** ('01)

**Robin Ayers** ('88, '91)

**Carlos D'Angelo Bailey** ('00)

**Josclynn Brandon** ('11)

**Matthew Bunnell** ('17)

**Rebecca Burton** ('85)

**David Allen Ciochetty** ('10)

**Ginger Cleary** ('90, '93)

**Shelley Glasscock Compton** ('96)

**Lucas Davis** ('04)

**Andreá L. Farrior** ('02)

**Matthew T. Garrett** ('08, '09)

**Brandon Gentry** ('09)

**Alexis Gonzalez-Lopez** ('11)

**Kelley Boothe Griggs** ('12)

**Candace Gurley** ('04)

**Lauren Howe** (*Student Alumni  
Ambassadors President*)

**Derek Hull** ('93)

**Michelle Jones** ('97, '98, '20)

**Glee Lenoir**

**Shelley Lowe** ('02)

**Corie Morell Martin** ('96, '15)

**Chris Nation** ('07, '09)

**Vikram Patel** ('07, '09)

**Jean-Marie Spann** ('99)

**Melissa Wallace** ('85)

**Ashley Willoughby** ('91, '00)



# LEADERSHIP

## WKU Alumni Chapters and Groups

**Josclynn Brandon**, *Society of African American Alumni*

**Deb Fillman**, *Owensboro, Kentucky*

**Bev Furnish**, *Northern Kentucky/Cincinnati*

**Julie Hinson**, *Greater Louisville, Kentucky*

**Ruth Pike**, *Agriculture Alumni Chapter*

