



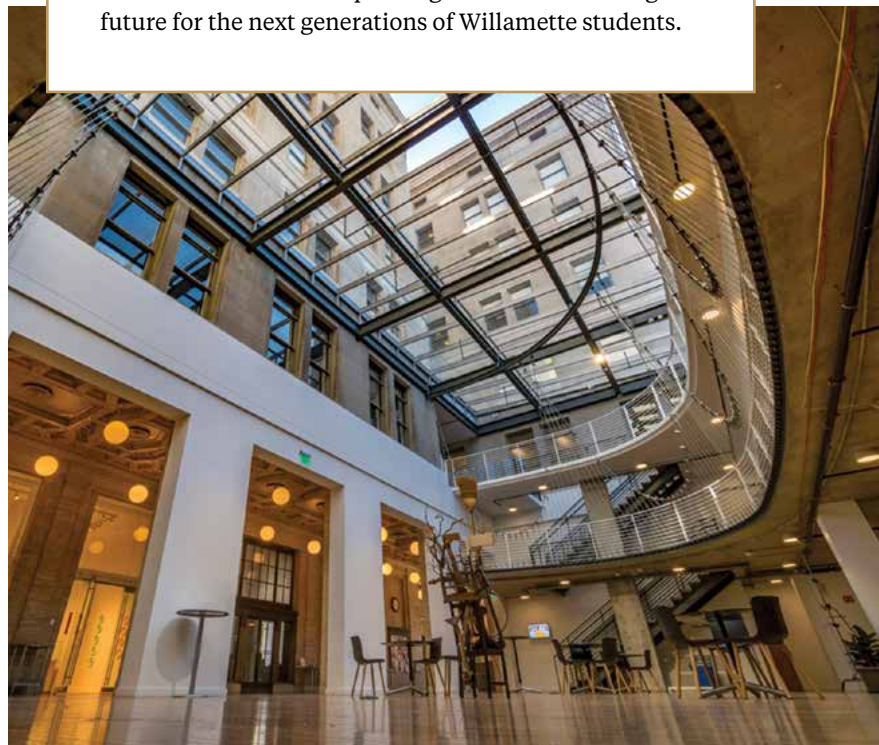
Thank you.

You Chart *the* Path



You've helped keep Willamette safe, vital and forward looking

The past 18 months were disruptive and stressful to many industries — including higher education. But thanks to sound fiscal management, community-focused leaders and your generosity, Willamette did more than just weather the storm, affirming its position as a Northwest leader while pushing toward an even brighter future for the next generations of Willamette students.



YOU ENABLE WILLAMETTE TO MAKE BOLD MOVES

Your support enabled Willamette to become a bigger, broader, and bolder institution. After announcing an exciting merger with the Pacific Northwest College of Art (PNCA) in Portland last fall, Willamette and PNCA made the acquisition official on June 30, 2021, as PNCA became Willamette's fourth college. The addition of the region's oldest arts institution will allow Willamette to strengthen and reshape the future of arts education in the Pacific Northwest and build upon the distinguished histories of both schools. By establishing a new Willamette campus in the heart of Portland, the partnership will also create advanced interdisciplinary programs and experiences students won't be able to find anywhere else.

YOU INSPIRE WILLAMETTE TO SET A HIGHER STANDARD

Shortly after announcing the merger agreement with PNCA, Willamette took the landmark step of lowering its undergraduate tuition by about 20% to accurately reflect the cost of a Willamette education with scholarships and financial aid applied. Your support helped Willamette become the first private university in Oregon to make this move, which provides much-needed clarity and transparency to tuition costs. It's also a new way for prospective students and their families to think about affordability, satisfying Willamette's goal of increasing accessibility in education. "Willamette is drawing on institutional strength, new strategic partnerships, and a broad-minded view of higher education to create fresh possibilities for our students, our community, and the world," said Willamette University President Steve Thorsett.



YOUR SUPPORT IS EMPOWERING WILLAMETTE LAW'S STRENGTHS

Since arriving at Willamette University College of Law last summer, Dean Brian Gallini has helped launch several new initiatives that bolster the school's focus areas, including Willamette Law's Signature Strengths, which highlight the college's community-focused approach to education in business law, public service, advocacy, international law, and health law. Your support has also helped the dean establish a Racial Justice Task Force working to combat bias in the jury selection process and lead a timely and important national conversation around changes to the Bar Exam. In addition to these accomplishments, Dean Gallini has utilized the expertise of alumni leaders in various professional fields with Lawyers & Leadership, a course launched this past spring that aims to prepare students for leadership roles in their communities and the legal profession.



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YOU HELPED WILLAMETTE MBA FIND ITS NEXT LEADER

On July 1, 2021, the Atkinson Graduate School of Management welcomed a new dean, Örn Bodvarsson from the Bill and Vieve Gore School of Business at Westminster College. Thanks to you and Willamette's diverse search committee, Willamette MBA was able to appoint Bodvarsson, a labor economics specialist who has already set out to lead the Atkinson team in developing innovative cross-disciplinary programming, building external relationships and resources and promoting global engagement. "Having grown up in Oregon, I've known about Willamette for most of my life and have always admired the university's commitment to student success and everything it does to enhance the quality of life for the state, nation and world," Bodvarsson said in a May university announcement.

Thank you for making Willamette stronger

Because of you, Willamette is stronger than ever and poised to continue to grow in new ways. Thank you for helping Willamette remain the premier liberal arts university in the Pacific Northwest, for supporting its mission, and for inspiring us to be bold in all that we do.



The university's motto resonated with me, and I could tell that Willamette cared about the same things my family cares about. Being here has helped me understand that I can extend how my parents had always taught me to live, and to make an impact on the lives of others."

You brought Kiki's dream to life

Because of you, Kiki Fierstos '22 spends each day at Willamette working towards her dream. In conversations with professors, fellow students and university staff, she discovered her own deep interest in the American justice system, and how race impacts courtroom decisions. When she learned about the 3+3 program with the College of Law, she was thrilled.

"Before I came to Willamette, I honestly didn't know about the 3+3 program," Kiki explained. "I knew the academics were strong, and I had felt at home when I visited. But then, these past two or so years, I've really found a passion that Willamette gives me the unique opportunity to pursue."

BEING PART OF SOMETHING LARGER

It's your support of student scholarships that gave Kiki this chance to discover how her values can guide a career, and how she can make the world a better place.

"My family has always been this really tight-knit unit, and my dad always talked about how we have a duty to support one another," Kiki says when describing why she chose Willamette. "The university's motto resonated with me, and I could tell that Willamette cared about the same things my family cares about. Being here has helped me understand that I can extend how my parents had always taught me to live, and to make an impact on the lives of others."

For Kiki, and so many other students who receive scholarships, Willamette's emphasis on community building and support makes it completely unique from other liberal arts experiences in the Pacific Northwest.

GROWING OUTSIDE THE CLASSROOM

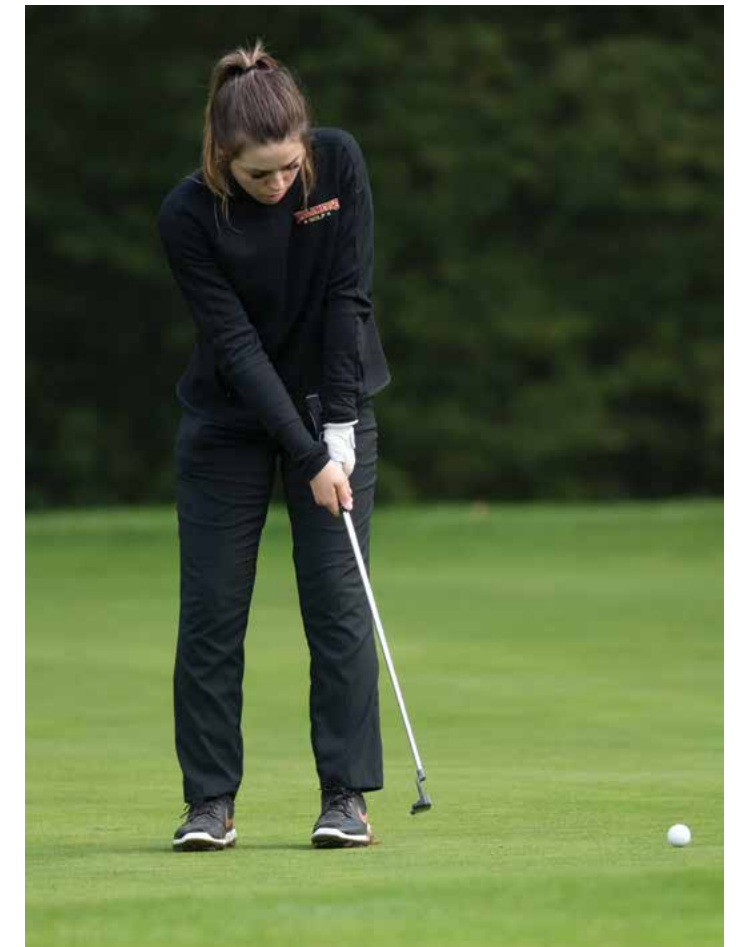
Athletics is a significant part of Kiki's life, and the opportunity to continue pursuing that passion was part of her attraction to Willamette. "I've always played softball, and when I found out I could keep doing that competitively and that I could be a part of a team, that was really important to me," she remembers.

"And then I tried golf, which was sort of nerve-racking. I'd never golfed before, at all, but the coach said, 'You're an athlete, you can pick this up, you just need to be committed' and that's what has happened. It's been so much fun, learning this new sport, and the other girls doing it, as well as the guys. We really make one another better."

ALL BECAUSE OF YOU

Your gift is what makes this particular college experience — a time of possibility and personal growth, both scholastically and athletically — a reality for students like Kiki.

Thank you for your support. Because of you, a young woman is pursuing her dream to become a community leader.



ABOVE: New to golfing, Kiki took to it quickly with her athletics background and the mentorship of the Willamette Golf Team coaching staff

BELOW: Athletics has helped Kiki form community and make connections at Willamette



Read more inspiring stories online at willamette.edu/news



Not only did financial support help me get here, but it took the stress off of having to take out a huge loan to support my education.”



You helped Carter hook his first business venture

If you ask Carter McEntee MBA'22 why he's opening up a brand new restaurant while working on an MBA at Willamette, he might tell you that business is in his DNA.

“I've always had an entrepreneurial mindset,” Carter says. “What I love about business is that you are always doing something different, you're always wearing different hats.”

Carter's fascination with the restaurant industry is in his

blood. His family owns and operates one of Oregon's most famous chains of seafood restaurants, Mo's. Founded in 1946 by Carter's great, great grandmother, Mohava “Mo” Marie Niemi, the restaurant became a training ground for Carter's love of business and entrepreneurship. Working at Mo's as a waiter during summers as a teen gave Carter an idea for starting his own restaurant.

YOU KICK-STARTED CARTER'S BUSINESS JOURNEY

A desire to continue the family legacy in the restaurant industry led Carter to pursue a business education. But after majoring in business as an undergraduate, he had one lingering thought: “I still don't know how to start a business.”

That's when a Willamette MBA came into the picture. “I wanted to have a degree that would allow me to do anything I wanted to do,” Carter says.

Carter was attracted by Willamette's high rankings and reputation for helping students build careers at the region's top employers, like Nike. Ultimately, Willamette's personal touch and its generous financial support convinced Carter that it was the right place for him. “I felt like I had an emotional connection to this place,” he says.

In addition to other support he received, Carter was named the inaugural Watanabe Scholar in Graduate Business Education. Established by the estate of Sachiko and Taul Watanabe '41, these awards help propel the next generation of entrepreneurs.

YOUR SUPPORT LET CARTER'S DREAMS SET SAIL

In Willamette's unique experiential learning course, “Developing New Ventures,” Carter's business idea became his class project — but then turned into so much more.

Carter says that the course helped him manage all the difficult steps of navigating an entrepreneurial project and class deadlines served as real-world checkpoints along the way to the restaurant's grand opening. This summer, Carter opened his first restaurant, a seafood concept at Salishan Golf Resort called Hook & Slice.

You gave Carter both the support and the skillset sharpened at the Atkinson Graduate School of Management to embark on a new career as an entrepreneur.

“I wouldn't have been able to start my business if I had to worry about money while finishing my MBA,” Carter says. “Not only did financial support help me get here, but it took the stress off of having to take out a huge loan to support my education.”

While Carter's plate will be full with the logistics of opening his new restaurant, he looks forward to someday bringing his entrepreneurial skill back to the family business.

“After I build the blueprint for Hook & Slice, I want to move back and help take Mo's to places it's never been,” Carter says. Because of you, Carter will be ready.



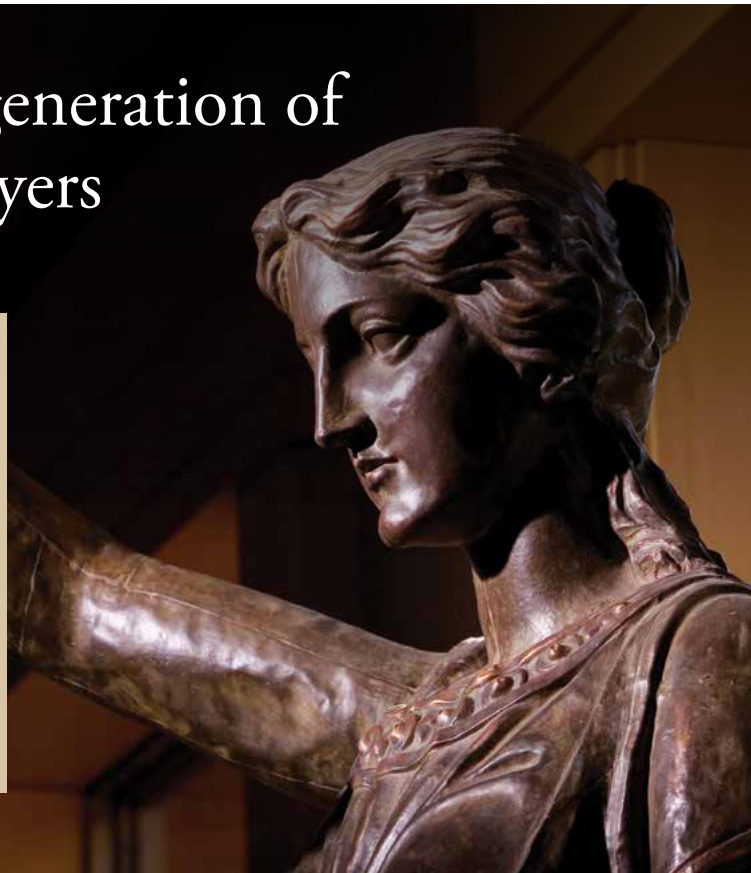
ABOVE: Atkinson Graduate School of Management's Seeley G. Mudd Building in Salem, OR

BELOW: Carter's first restaurant comes to life as Hook & Slice at the Salishan Golf Resort



Read more inspiring stories online at willamette.edu/news

You shape the next generation of problem-solving lawyers



The Willamette University College of Law develops the next generation of problem-solving lawyers and leaders dedicated to serving their communities and the legal profession. We couldn't do it without you.

Your support gives College of Law students robust experiential learning opportunities that bring our signature strengths in advocacy, public service, business law, health law, and international law to life. We're excited to share the stories of five students who recently had career-making externship experiences in these areas.

WITH YOUR HELP, BECKY GAVE HER CLIENTS A VOICE

A scholarship opened the door to a Willamette education and legal career to Becky Hillstrom JD'22, a veteran and mother of three.

An externship with SOAR Immigration gave her valuable experience in immigration law. In one memorable instance, Becky helped a client after their previous representation had been disbarred due to unethical conduct. "It meant a lot to me to play a large part in defending this vulnerable client," Becky says.

You are helping Becky realize her dream of opening her own immigration practice after graduation. "It will allow me to align my practice with my ethical values."



YOUR SUPPORT FUELED TABATHA'S DETERMINATION

The education Tabatha Grichuhin JD'23 has received at Willamette means the world to her.

As a first-generation student and a single parent, she never thought her dream of attending law school would become a reality.

Tabatha uses the same persistence that broke down the barriers to pursue her education to help others. In her externship at the Oregon Department of Justice, Tabatha applies her legal research and writing skills to work on a range of issues that arise from police reports through appellate proceedings.

"Knowing that the work I do matters to victims, their families, and the community gives me drive and is the reason I came to law school," Tabatha says. "I look forward to serving my community with fervor and mastery of the law."

YOU GAVE GABRIELLE A FIGHTING CHANCE — NOW SHE'S ADVOCATING FOR OTHERS

Gabrielle Oyarzun JD'22 found a family at the College of Law through her deep connections to faculty and fellow students. The strength of these ties led her to an externship with the Criminal Court Bureau at the Richmond County District Attorney's Office on Staten Island, New York.

In New York, Gabrielle worked with survivors of domestic abuse. Hearing those heart-wrenching stories proved to her that she could support others in any environment given the chance.

"I can't tell you how important it is to have someone cheering you on," Gabrielle says. "I want to become a donor so I can pave the way for others in similar shoes."



YOU GAVE BRETT THE CHANCE TO WORK AT THE INTERSECTIONS OF HEALTH AND CRIMINAL JUSTICE

You helped Brett Mulligan JD'21 carve his own path in the innovative area of health law. "My scholarships gave me the financial security to work on advocacy issues," Brett says. "I hope to continue to advocate for individuals who traditionally have not had equitable access to the justice system."

Brett did an externship at NuLeaf, a Portland nonprofit dedicated to building intergenerational wealth for Black and Brown people through the legal cannabis industry. His experience gave him insights into issues that would make a difference to the community in the years ahead.

Across the street from campus at the Oregon State Capitol, Brett presented a legislative report to the House Judiciary Committee. If passed, this legislation will automatically expunge over 20,000 cannabis convictions while investing 25 percent of all Oregon cannabis tax revenue into minority communities most impacted by the War on Drugs.



YOU GAVE RACHEL VALUABLE MENTORSHIP IN BUSINESS LAW

By the time Rachel Pfenniger JD'21 arrived at an externship at the Mannix Law Firm in Salem during her final year at the College of Law, she had already interned at two different district attorney offices. But the mentor experience in business law at the Mannix Law Firm helped Rachel find her footing in the legal profession.

Rachel says that scholarships "definitely swayed me to go to Willamette." But as vital to her experience is the professional mentorships and opportunity to sharpen her writing and research skills in a real world environment.



Learn more about our Signature Strengths at willamette.edu/go/law-strengths

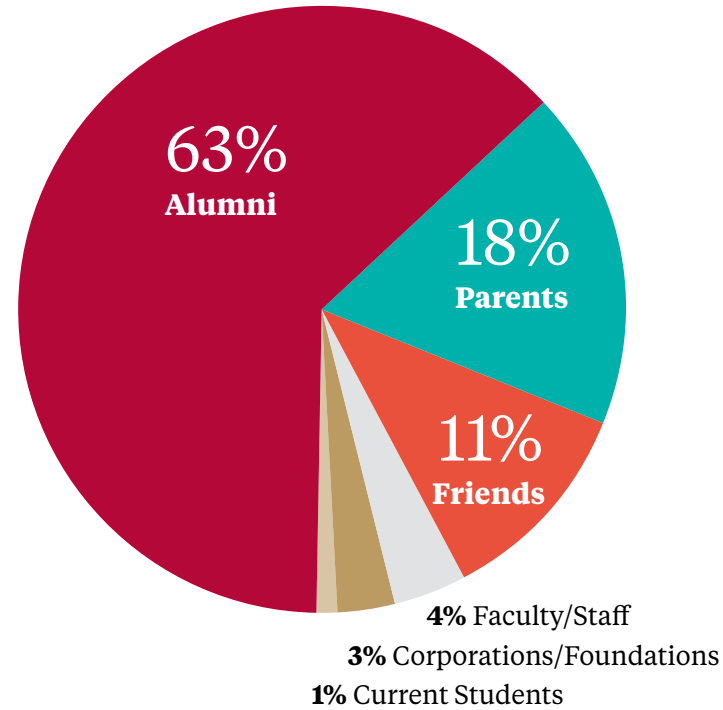
Your Impact



OUR COMMUNITY OF DONORS

5,668 DONORS

429 FIRST TIME DONORS

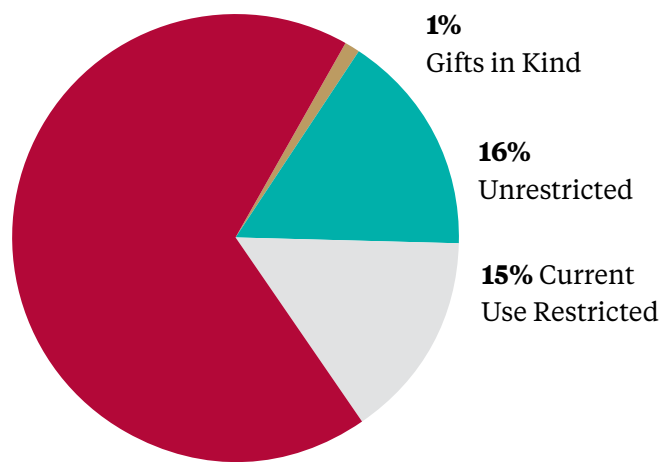


VOLUNTEERS

More than 1,000 alumni, parents and friends gave their time and talent during the 2020-21 school year.



THE IMPACT OF YOUR GIFTS PERCENTAGE RAISED BY DESIGNATION



52% OF GIFTS RECEIVED WERE \$100 OR LESS

\$17.67M RAISED



ANNUAL FUND IMPACT

Thank you for your generous support and for making 2020-2021 the highest fundraising year ever for the Annual Fund. The Annual Fund makes an immediate impact and this year provided the equivalent support of a \$61M endowment.

Finance Q&A with Dan Valles

SENIOR VICE PRESIDENT AND CHIEF OPERATING OFFICER



How do Annual Fund and endowment gifts differ in how they support our annual budget? Why are both important to the university?

Both the Annual Fund and the endowment serve important purposes in managing the university. We rely on the Annual Fund for about two percent of Willamette's operating expenses. While it may sound like a small percentage, the Annual Fund is a key way for us to make strategic investments in the Colleges and in departments like Student Affairs which directly impact the student experience. Examples from this year for our graduate programs would be the facility improvements for the Truman Wesley Collins Legal Center and securing the Atkinson Graduate School of Management's new Portland building. Much of our endowment is designated by donors for specific uses, but it provides reliable, stable support for about 15 percent of the university's operations. Some endowed gifts we've received in recent years have also funded new endeavors that we would not otherwise have been able to launch, such as the new FamilyCare Pre-Health Director career advising position.

How did the tuition reset work? Why was it important?

The tuition reset lowered tuition for the College of Arts and Sciences (CAS), which ultimately lowers the demand for us to provide financial aid at a commensurate level to meet tuition. The reset had effectively no change in net tuition revenue for the university. So why did we do it? Seeing high tuition prices made it hard for students and their families to understand how much college would actually cost. By getting our tuition price closer to the actual price a student will pay, we eliminate much of this hidden pricing. Another benefit is that the reset aligns CAS tuition with the tuition at the College of Law and Atkinson, aligns more with the Pacific Northwest College of Art's (PNCA) undergraduate tuition, and aligns with undergraduate tuition at peer universities.

How has COVID-19 continued to impact the financial situation of the university?

COVID-19 had an impact on the university's revenue as it did for most institutions across the country. This impact came from refunds during spring of 2020 as well as enrollment, as many students chose alternative paths or delayed enrollment altogether. Federal stimulus funds helped, with the university receiving half of the funds and half given directly to our students. While this funding was instrumental in the short term, we will be dealing with the tuition revenue fallout from small classes for the next few years, and we expect to continue to provide resources for some public health precautions



into the next academic year, though we do not anticipate the same level of expense we incurred over the past year from cleaning, changes to spaces, or increased HVAC.

How will acquiring PNCA impact Willamette's financial health?

This is a financially positive move. Short-term, the merger allows both institutions to streamline activities to save resources, closes the PNCA deficit, and adds value to the university. The long-term impact will be even greater as we realize the interdisciplinary benefits of adding an art and design school to our existing programs, as well as establishing a permanent and impressive Portland center.



THANK YOU *for your* GENEROSITY



**WILLAMETTE
UNIVERSITY**

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