

The cover features a large, ornate stone fountain in the foreground, set against a backdrop of a sunset sky with hues of orange, pink, and blue. The fountain has three tiers and is surrounded by a low stone wall with a metal railing. In the background, there are green hills and trees. A large, faint watermark of the Western Kentucky University seal is visible across the top half of the image. The title "COLLEGE HEIGHTS FOUNDATION" is written in a large, white, serif font, and the subtitle "2024 ANNUAL REPORT" is in a smaller, black, sans-serif font.

# COLLEGE HEIGHTS FOUNDATION

2024 ANNUAL REPORT



## LETTER FROM THE PRESIDENT

Dear Friends,

The College Heights Foundation celebrated our Centennial in 2023, and we are excited to report that 2024 kicked off our second century of service to Western Kentucky University in a remarkable fashion. Thanks to your enthusiastic support of the Opportunity Fund, the \$100,000,000 campaign was a resounding success with more than \$102 million raised in scholarship assistance to benefit deserving students. Because of your collective generosity, thousands of students were able to have access to higher education and become fully immersed in the WKU experience. More importantly, their lives have been forever transformed as a result!

In addition to the success of the Opportunity Fund, this year's Annual Report will highlight how your philanthropic support is directly impacting students, faculty research, programmatic areas, and facilities around the WKU campus. We hope you'll continue to be inspired by the incredible generosity and commitment of all the members of the broader WKU Family as private funds enable the University to expand scholarship opportunities, enhance our academic and athletic programs, and invest in applied research to drive innovation and progress in the communities we serve.

We continue to be grateful and humbled by the significant resources you have entrusted to our care, not only in 2024, but throughout the past 101 years. The assets of the Foundation have surpassed \$300 million for the first time in our history, and we are unwavering in our commitment to ensure each endowed fund is utilized for the purpose in which it was intended. There are not many things in this world that will last forever, but these endowed funds truly will stand the test of time and provide financial support for the intended designations in perpetuity. The College Heights Foundation is proud to serve as the "Guardian of Trusts" in administering these funds as individuals create these meaningful and lasting legacies!

Thank you for providing the vital resources necessary to ensure Western Kentucky University has a more prosperous future!

Sincerely,



**Dr. Donald Smith, President**  
College Heights Foundation



BOARD OF DIRECTORS



Ms. Amy Hale Chandler



\*Gen. E. Daniel Cherry



Ms. Lydia M. Dorman



Mr. H. Alexander Downing



Mr. Clarence E. Glover



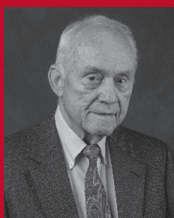
Mr. R. Harvey Johnston, III



Mr. Marc A. Lovell



Mr. Jim A. Martens



Dr. Jerry W. Martin



\*Ms. Deanna L. Mills



Mr. Michael L. Simpson,  
Immediate Past Chair



Ms. Shannon M. Vitale



\*Mr. Garry D. Watkins



Ms. Michelle M. Wells



Mr. Bob A. Young,  
Chair



President Timothy C. Caboni  
Ex-Officio Board Member

\* Board Member terms expired August 8, 2024

STATEMENT OF  
FINANCIAL POSITION  
December 31, 2024

<b>ASSETS</b>	
Cash and cash equivalents	\$25,576,473
Receivable for sale of asset	\$1,105,371
Investments	\$221,936,887
Pledges receivable, net	\$10,374,854
Prepaid expenses and other assets	\$149,642
Beneficial interest in third party trusts	\$15,674,664
Property, net	\$1,168,022
Assets held for others	\$28,525,792
Total Assets	\$304,511,705

<b>LIABILITIES AND NET ASSETS</b>	
<b>Liabilities:</b>	
Accounts payable	\$328,576
Other payables	\$201,090
Deferred gift liabilities	\$3,386,057
Liability for assets held for others	\$28,525,792
Total liabilities	\$32,441,515
<b>Net assets:</b>	
Without Donor Restrictions	\$17,861,181
With Donor Restrictions	\$254,209,009
Total net assets	\$272,070,190
Total liabilities and net assets	\$304,511,705





# That Other



A man may be a physical giant and still be a human pygmy. He may be highly trained, one of the intellectuals, and still be a cunning scoundrel, a murderer of civilization. It takes more than a healthy body, more than formal education, more than degrees from higher institutions of learning, more than material success to make an American. There are men who have red corpuscles in their blood, libraries in their brains, and millions of dollars in banks who are failures because they do not have *"that other thing."*



# Thing.

*Teachers College Heights Vol. 10, No. 6 • October, 1928*

We do not know what “that other thing” is except that it is an intangible spiritual force that largely determines every human success, establishes commercial credit, stabilizes business, and guarantees the perpetuity of free government. It is the invisible equipment and universal surety of the human being. It is the vision, faith, and push in the acorn that produces the oak. It is appreciation, loyalty, integrity, industry, initiative, concentration, and all other spiritual forces working together in the spirit of unity for a square deal for every human being, whether he lives on the hill or in the valley, in a hut or in a mansion, and whether he possesses a penny or a million.

“My boy, give good measure.” These are the words of a noble father when he spoke to his boy who had gathered a load of apples and was ready to start to market to sell them. He

took a half-bushel pail, and filling it to the rim, told the boy that was not good measure. He put on apples until they were above the rim and rolled off, at the same time admonishing the boy to give that kind of measure. “That other thing” is the thing above the rim. It is the plus of the soul. It is the spirit of good measure and a square deal that holds the civic, social and industrial world together and gives every human being a chance to live, a chance to grow, and an opportunity to enjoy the blessings of life. It makes the home, builds and maintains the church, supports the school, establishes libraries, endows hospitals, feeds the hungry, and promotes every effort that advances humanity.

“*That other thing*” is the thing that has made College Heights. It is the spirit of the Institution.





# OPPORTUNITY FUND

**SURPASSES  
\$100 MILLION GOAL**



WKU President, Dr. Timothy C. Caboni, shared his vision for a student-centered fundraising campaign designed to remove barriers to education through needs-based financial assistance during his Investiture in April 2018. The initial \$50 million goal was surpassed in August 2021, at which time a new goal of \$100 million was set. Fundraising eclipsed that goal only three years later, with 267 new endowed scholarship funds established over the seven-year period.

The campaign, which focused on recruitment, retention and support for experiences beyond the classroom, became one of the initiatives in WKU's 10-year strategic plan, *Climbing to Greater Heights*, and it established a critical pathway to ensure that every student at WKU could have a full college experience.

"Providing students with access to a degree – access that would otherwise not be possible – opens doors for students by relieving for them a portion of their student debt," President Caboni said. "Once they are students, we work to keep them in school all the way through graduation – and this is important – because we have students who face unthinkable financial circumstances not only during their first year, but in year two, year three and year four. And sometimes the only way they can return to our Hill to finish their final semester is with a little help."

The third goal of the Opportunity Fund is to provide hands-on, applied educational experiences beyond the classroom because data shows that these elevate students' overall collegiate experience.

"For those struggling to make ends meet, the notion of attending a conference or participating in study abroad, for example, may be out of reach," President Caboni said. "Without help, that is."

Amanda Trabue, Vice President for Philanthropy & Alumni Engagement, said the campaign total includes gifts from alumni, friends, corporations, foundations and other organizations, and this total includes both current gifts and estate commitments. During the Opportunity Fund campaign, 4,044 alumni made gifts to 597 allocations, and 4,581 friends made gifts to 408 allocations.

"The WKU Spirit is never more apparent than when Hilltoppers show up for each other," Trabue said. "Through the dedication of our alumni and friends, 20,205 students received privately funded scholarship support during the seven years of the Opportunity Fund campaign – and many more will receive support from these funds into the future."

Planned giving, which represents gifts made through an estate commitment or other gift planning vehicle, makes up 25% of the campaign total.

"That so many alumni and friends choose to continue their legacy through a planned gift to WKU is a testament to the University's tradition of stewarding our donors' wishes and the joy that comes from finding the best way to make a gift that benefits the donor and the institution," Trabue said. "These donors play an active role in the success of WKU by ensuring the programs that are important to them today are supported in the future."

"This announcement is one that changes the lives of our students and advances our University in perpetuity," President Caboni said. "This not only affects every member of our faculty and staff and the future of our institution but is made possible only because of each of you."

"WKU faculty and staff work each day to support our students, and you are the foundation of the sense of family and community that students count on during their WKU Experience," President Caboni added. "Thank you for your work. I want to offer a special thanks to those of you who choose to give back financially to the programs that matter the most to you. Thank you to the 740 current and retired WKU employees who donated more than \$6 million in total to the Opportunity Fund."

Surpassing the Opportunity Fund goal does not mark the end of fundraising efforts to support WKU students.

"The tradition of creating opportunities for WKU students began in 1923 when founder Dr. Henry Hardin Cherry received a \$100 gift from a faculty member to support students," President Caboni said. "This belief in paying it forward and helping others will always be part of what it means to be a Hilltopper."



# 65 NEW FUNDS CREATED BY INDIVIDUAL DONORS IN 2024

- 🏠 Dan and Alice Arterburn Scholarship Fund
- 🏠 Jay Howard Scholarship Fund
- 🏠 Ann Rose Richards Spirit of Chi Omega Scholarship Fund
- 🏠 Lyda and Bob Astrove Special Education Fund
- 🏠 William and Chloe Miller Howard Scholarship Fund
- 🏠 Larkin Ritter Scholarship Fund
- 🏠 Irvin Boysen Fund for Veterans
- 🏠 Roy James Scholarship
- 🏠 Larkin Ritter Scholarship Fund for Engineering
- 🏠 West Jensen Brasher Scholarship Fund
- 🏠 Dr. Jerome P. Jones Endowed Fund for Physics and Astronomy
- 🏠 Larkin Ritter Faculty Fund for Engineering
- 🏠 Johnathan Allen "J.B." Brian Memorial Scholarship Fund
- 🏠 Kentucky GIS Scholarship Fund
- 🏠 Roberts/Turner Military Scholarship Fund
- 🏠 Dr. Pat Brown Jordan Scholarship Fund
- 🏠 Dr. Stephen E. and Linda J. King Memorial Scholarship Fund
- 🏠 Dr. Jerry Smith and Brenda West Smith Scholarship Fund
- 🏠 Craig and Deborah Browning Family Scholarship Fund
- 🏠 Henry J. Klein Scholarship Fund
- 🏠 Cheryl Stevens Scholarship Fund
- 🏠 CITL's First Gen Initiatives
- 🏠 Henry J. Klein and Wilma Howard Klein Scholarship Fund for Business
- 🏠 John and Kim Taylor Family Golf Scholarship Fund
- 🏠 Clark's Landing Scholarship Fund
- 🏠 Molly Rose Lee Memorial Scholarship Fund
- 🏠 The 5th Special Forces Group Scholarship Fund
- 🏠 Jonathan James Coffey Scholarship Fund
- 🏠 Macon and Trousdale Counties, TN. Scholarship Fund
- 🏠 Robert and Mary Tinchler Housing Scholarship Fund
- 🏠 Wilda L. Collins Scholarship Fund
- 🏠 Mantzey and Montgomery Scholarship Fund
- 🏠 Robert and Mary Tinchler Lady Topper Housing Scholarship Fund
- 🏠 Barbara Cowles Scholarship Fund
- 🏠 Dr. Carl Martray Scholarship for SCATS
- 🏠 Bonnie Bennett Trabue Scholarship Fund
- 🏠 Dr. Joe R. and Barbara S. Cowles Undergraduate Research Fund
- 🏠 Outdoorsman Spirit Scholarship Fund in Memory of Grant C. McAlister
- 🏠 Voices of Change Scholarship for Media and Politics Fund
- 🏠 Carmen Willoughby Dearing Scholarship Fund
- 🏠 Betty Lou and Donald Raymond McCormick Scholarship for Nursing
- 🏠 Abraham Williams Scholarship Fund
- 🏠 The Donald R. and Irene S. Dizney Dean of the College of Health and Human Services
- 🏠 Dr. Kay Meggers Scholarship Fund
- 🏠 Dee Wisdom Scholarship Fund
- 🏠 Shirley Elkins Scholarship Fund
- 🏠 Emmitt and Josephine Isbell Miller Scholarship Fund
- 🏠 WKU Disaster Science Operations Center/ AT&T/BRADD ClimRR
- 🏠 "Footprints" Scholarship Fund
- 🏠 Emmitt and Josephine Isbell Miller Scholarship Fund for Gatton Academy
- 🏠 William Winston and Pearl Stinson Young Scholarship Fund
- 🏠 "For College Days" Scholarship Fund
- 🏠 Imogene White Moore WKU Scholarship Fund
- 🏠 ΣAE Fraternity Rick Kelley/Andy Wilkins Service Award
- 🏠 Harry G. Bequette Scholarship Fund
- 🏠 David Oden Scholarship Fund
- 🏠 David and Michelle Goodwill Scholarship Fund
- 🏠 Ruth Dougherty Osburn and Gary Osburn Scholarship Fund
- 🏠 Donna and Henry Graves Scholarship Fund
- 🏠 Kenny Painter Memorial Scholarship Fund
- 🏠 Allen and Donna Green Scholarship Fund
- 🏠 Lee and Jeff Ralph Scholarship Fund
- 🏠 Will Harris Scholarship Fund
- 🏠 Patty Elbon Harrison Scholarship Fund
- 🏠 Pete B. Hoechner Scholarship Fund



more than  
**21,000**  
gifts received

## TOTAL NUMBER OF FUNDS

**2,242**  
FUNDS IN ALL

**1,635**  
ENDOWED

**564**  
NON-ENDOWED

**43**  
Other  
(Trusts, Annuities, Unrestricted)



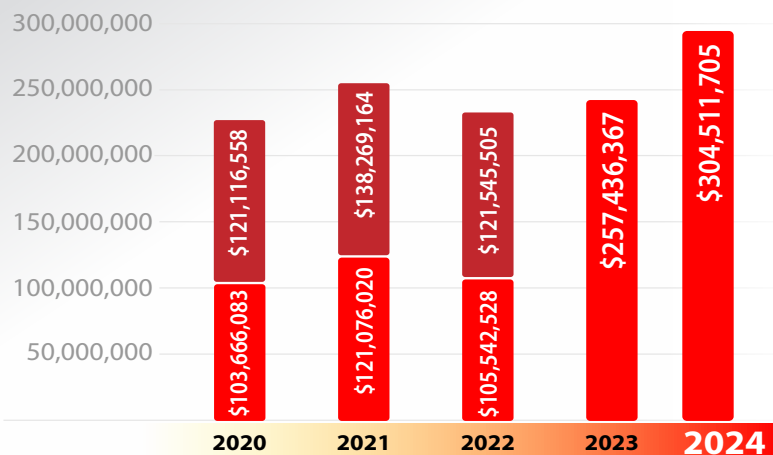
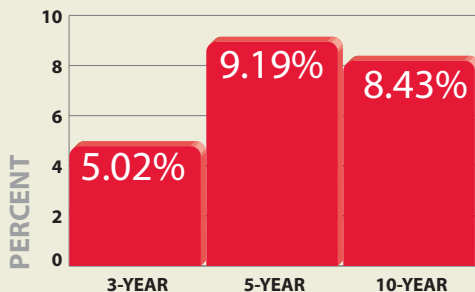
More than  
**\$28 million**  
received in  
private support

**CLIMBING  
HIGHER  
2024**  
BY THE NUMBERS



More than  
**7,100**  
DONORS

## AVERAGE INVESTMENT RETURNS



■ College Heights Foundation

■ WKU Foundation

\*Consolidated with CHF in 2023

**\$304 MILLION** TOTAL ASSETS



More than  
**\$6.9 million**  
 in scholarships awarded to  
**2,835**  
**WKU STUDENTS**

**710** FIRST-GENERATION  
 SCHOLARSHIP RECIPIENTS

**3.47**  
 AVERAGE COLLEGE GPA  
 OF RECIPIENTS

**3.67**  
 AVERAGE HIGH SCHOOL  
 GPA OF RECIPIENTS

**65** STUDENTS USED CHF SOURCE TOWARD  
 STUDY ABROAD EXPERIENCE



More than  
**\$3.9 million**  
 generated from  
 endowed funds  
 to spend on  
 capital projects,  
 programmatic  
 support, or  
 professorship and  
 chair funds in  
 support of WKU

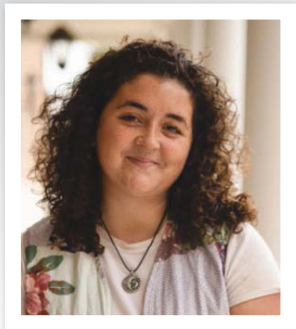
# Student IMPACT



I am retired from the military and using my VA benefits to attend school full-time. I never imagined I'd ever go to college, so having the opportunity to immerse myself and bond with 'the next generation' has been remarkable. I wake up every day blessed for this opportunity to be a Hilltopper. The scholarship has provided me with

increased peace of mind. I'm a full-time student, retired from the service, and currently not working. I am also the breadwinner for my family of five. The scholarship allowed me to procure more supplies for school and pay for maintenance on my vehicle to keep me able to attend school. I have a two-hour commute every day, so car maintenance/gas are essential to my success as a student at WKU. I would relish the opportunity to pay it forward to the next generation of Hilltopper students.

**Raymond Valente Mendoza, Tulare County, Ca.**  
 LTC Belmont Forsythe Scholarship Fund  
*Visual Arts, User Experience Design*



Receiving this scholarship has made my time here at Western feel more viable and realistic, along with lifting a weight off of my shoulders. It is a struggle going to classes each day, working, and participating in the extracurriculars that I do, while being painfully aware that the next semester may break the bank for my family and me. It has allowed me to really enjoy and

take in my experiences and education here on the Hill without worrying as much about what the bill will look like later. It has been so difficult being a first-generation college student and navigating college on my own. I would have never thought that I would be trying to pursue further education after undergrad, but with support from people and organizations like my scholarship donor, I will be able to pursue my true dreams on the best campus imaginable.

**Kaylee Shae Wilson, Graves County, Ky.**  
 Brenda Bush Scholarship Fund  
*Social Work*



# Creating a

## Through an Endowment: Building Impact that Lasts

Every scholarship fund tells a story, and what an amazing story June “Lee” Robertson’s (’50, ’57) scholarship will tell about this Hilltopper legend. Born in Calhoun, KY on June 16, 1922, Lee lived an extraordinary life filled with faith, genuineness, humbleness and an abundance of love for his family, friends, country and his beloved WKU. His self-described “love affair” with WKU began when he enrolled as a non-traditional student by way of the GI Bill as a World War II Veteran in 1946. Through two degrees, one “retirement,” several official jobs and over a seventy-year marriage to the beautiful “Mama Joyce,” he continued to delight and inspire the WKU Family.

In a world increasingly focused on instant results and short-term gains, the idea of creating something that endures—a legacy—carries profound significance. One of the most powerful and sustainable ways to establish a legacy is through an endowment. More than just a financial gift, an endowment is a statement of values, a commitment to future generations, and a strategic tool for lasting impact. An endowment is a fund where the principal amount is invested, and only the income generated from that investment is used to support specific causes. While a direct donation might be spent immediately, an endowment is designed to last forever.



# Legacy



The Lee Robertson Scholarship Fund was established upon Lee's retirement as the Director of Alumni Affairs in 1985 to honor him and his service to WKU. In a deserving tribute to Lee, the scholarship assists a worthy WKU rising senior who submits an essay entitled "What Western Has Meant to Me." After retirement, Lee continued to serve his alma mater until his passing in July 2024 at the age of 102 – which created more than a 60 year love affair with WKU and earned him the title of "Mr. Western."

Beverly Kirk ('88), reflected, "I first met Lee Robertson when he personally delivered my scholarship to my home in Burkesville, KY. The scholarship allowed me to afford college, and I am grateful for the doors it opened. But more than all of that, the scholarship allowed me the opportunity to learn about leadership from someone who modeled what it means to lead by example. If Lee saw something that needed to be done, he figured out a way to do it. No matter the task, whether difficult or easy, he approached it with enthusiasm and a sense of joy that was contagious and made everyone want to work with him. He treated everyone with respect and never met a stranger. It was the embodiment of Western's motto, "The Spirit Makes the Master," but it was so much more than a motto to Lee. It was a principle to live by and something Lee instilled in me and every other student who crossed his path. It is his greatest legacy."

The Lee Robertson Scholarship Fund has impacted nearly 50 WKU students since inception. An excerpt from the 2017-2018 Lee Robertson Scholarship fund recipient, Laryn Hilderbrandt's ('18) essay stated, "The WKU Spirit has challenged me to be more, learn more, and inspire more than I ever would have thought possible. It has been a living idea, instilling a kinship in the campus community for decades now. It has been a reflection of the growth inside my own spirit, fanning the flames. You discover the WKU Spirit here and there's a comfort knowing it never truly leaves you." She said it's appropriate that the namesake of my scholarship is a man who deeply embodies the phrase, "The Spirit Makes the Master," and has exhibited the WKU Spirit through outstanding enthusiasm, loyalty, and commitment to WKU.

Legacy is about more than remembrance—it's about resonance. An endowment echoes a donor's values through time, extending their influence far beyond their lifetime. In this way, creating an endowment is not just an act of giving, but an act of vision—one that transforms generosity into a living, breathing legacy that continues to shape the world for generations to come. The legacy of the Lee Robertson Scholarship Fund will help guide future generations' love for WKU and help them, as the great Lee Robertson would always say, have "the best day they ever had!"





# Gift Made to Endow Dean of **WKU** College of Health & Human Services

## FIRST ENDOWED DEANSHIP AT WKU

Irene and Don Dizney ('14, H.D.) of Ocala, Fla., made a gift to establish the Donald R. and Irene S. Dizney Dean of the College of Health and Human Services (CHHS) at WKU, the first endowed deanship at the University.

The endowment will provide funding for the Dean of CHHS and support an active research agenda in STEM+H (science, technology, engineering, mathematics and health care) concentrations in the College.

Longtime supporters of the University, the Dizneys previously established opportunities to directly benefit the WKU Nursing program through the Dizney Clinical Learning Center in memory of Helen Turner, who mentored Don Dizney while he worked at the Bowling Green-Warren County Hospital (the predecessor to The Medical Center).

When asked why the couple wanted to make this gift now, Don Dizney said the time was right.

"We were impressed with President Caboni and the commitment he, Dean Basta and the Board are making toward health care education," Don Dizney said.

Increasing their impact, the Dizney's gift was matched dollar-for-dollar by the Kentucky Council on Postsecondary Education 2022-2024 Endowment Match Program through the Comprehensive University Excellence Trust Fund, often referred to as Bucks for Brains.

"I think it is nice that Kentucky gives a matching grant like this," Don Dizney said. "That really means your gift was doubled, and that's exciting."

"Not only have Don and Irene made a historic gift to endow the first deanship at WKU, they have also endowed the first position within the College of Health and Human Services," WKU President Timothy C. Caboni ('94) said. "Continuing with firsts, as we aspire to become Kentucky's first Carnegie classified high research institution or R2 for short, positions like the Dizney Dean with an active research agenda will continue our growth and position us well."

The Donald R. and Irene S. Dizney Dean of the College of Health and Human Services position is held by Dr. Tania Basta, who began her tenure at WKU in 2019.



**Dr. Tania Basta, Dean**  
College of Health and Human Services

"I am honored and humbled that Don and Irene Dizney made this generous donation to endow the first Dean position at WKU," Dean Basta said. "This funding will support my wellness research initiatives focused on increasing the quality of life among our faculty, staff and students. Thank you for your profound belief in my academic success, leadership and the future of CHHS."

"As recruiting academic leaders gets more competitive, this will ensure that CHHS is well-positioned to recruit and retain a Dean with demonstrated excellence in research," Dean Basta said, adding that the significance of





programs housed in CHHS can be found in the College mission statement: “We prepare health and human services professionals who will work to improve the quality of lives in their communities and beyond.”

“Nothing is more important than the health and quality of life of the communities we serve, and our graduates positively impact both daily,” she said. “I believe this gift reflects the outstanding work we do every day to educate future health and human service professionals.”

“Health care has been part of our lives for a long time, and it is important for every person for the rest of their lives,” Irene Dizney said of the importance of the need for support for these areas.

“Donors like Don and Irene Dizney are more than just friends to WKU, they are true partners in the success of the University,” said Amanda Trabue ('02, '04), Vice President for Philanthropy & Alumni Engagement. “Their support strengthens the University’s competitive edge and will allow the College to be even more forward-thinking and innovative in all that they do. Thank you, Don and Irene, for being part of our ongoing success now and well into the future.”

“We believe that to whom much is given, much is expected in return, and we’ve been happy to give back to the University when we can,” Don Dizney said.

“We’ve been unbelievably blessed, and we wanted to share,” Irene Dizney said. “Giving back gives us great joy.”

Don Dizney is the former Chairman of the Board of United Medical Corporation, the company that developed numerous chains of specialty hospitals and was a partner in joint venture affiliations with some of the nation’s largest proprietary, public companies and non-profit networks.

His lifelong commitment, for more than 60 years, was developing hospitals and health care facilities that offer specialized care as well as investing in research, education, advocacy and health and human services. Though he did not graduate from WKU, Don Dizney attended from 1962 through 1964. He was awarded an Honorary Doctor of Public Service from WKU in 2014.

Don and Irene Dizney shared a long friendship with the late Lee Robertson ('50, '57) and his wife, Joyce Robertson ('65). Lee Robertson’s commitment to

WKU spanned seven decades through numerous roles. At the time of his death in 2024, at the age of 102, he was serving as Special Assistant to the Vice President of Philanthropy & Alumni Engagement.

“We considered Lee our dear friend, and we consider Joyce our dear friend,” Don Dizney said. “We’ve attended the Derby with them, and we’ve named horses after them. Lee definitely deserved the title ‘Mr. Western,’ as I’ve never seen anyone with his length of time dedicated to a place. He was so committed to and involved with the University.”





DONORS SUPPORT

## Big Red Marching Band Trip

# to London

IMPACT

12



The Big Red Marching Band kicked off a yearlong celebration of its 100th anniversary with a performance in the London New Year's Day Parade. The "Pride of the Hilltoppers," featuring 302 students, along with Big Red and WKU cheerleaders, led the parade along a 2-mile route lined by hundreds of thousands of spectators, and an additional international television audience of several hundred million learned more about WKU and the Big Red Marching Band.

Other highlights of the trip included a performance by the WKU Symphonic Band in Cadogan Hall and visits to Oxford University, Christ Chapel, Tower of London, Windsor Castle and more. Before returning home, 250 members of the WKU group traveled to Paris, where they visited the Louvre, the Arc de Triomphe and the reopened Cathedral of Notre Dame. The trip was particularly memorable for the 65 band members who had never been on a plane and the 155 who had never been out of the United States.



The Big Red Marching Band's performance in London capped nearly a year and a half of planning that began with a surprise announcement for students on Sept. 18, 2023, at Houchens Industries-L.T. Smith Stadium. The band spent all of 2024 preparing for the trip, participating in fundraising events and making travel arrangements for a group of 351.

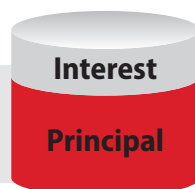
The WKU band has come a long way from its first 18 members in 1925, as the current 302 members marched into history in 2025 on the streets of London. Leading the London New Year's Day Parade gives WKU the credentials to earn invitations for the Macy's Thanksgiving Day Parade, the Rose Bowl Parade or others.

# Further Support for ENDOWED FUNDS

## HOW ENDOWED FUNDS WORK

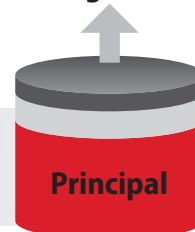


Contributions are made to the College Heights Foundation.

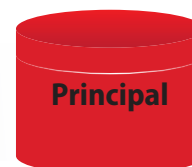


The principal is invested and earns interest.

### Spending Allocation



A portion of the earnings are distributed annually to support a purpose designated by the donor.



The remaining earnings are added to the principal and the endowment continues to grow and the cycle continues – **forever.**

## WAYS OF GIVING

### Gifts of Cash



#### Mail

College Heights Foundation  
Western Kentucky University  
1703 Chestnut Street  
Bowling Green, KY 42101



#### Call

(270) 745-4597



#### Online

[wku.edu/chf/giving.php](http://wku.edu/chf/giving.php)

### Other Ways to Give



Closely Held  
Stock



Appreciated  
Securities



Gifts through  
Estate



Gifts of  
Real Estate



Gifts of  
Objects

For more information, please visit our ways of giving site, [wku.edu/chf/giving.php](http://wku.edu/chf/giving.php). You can also contact us at (270) 745-4597 to discuss some of these giving vehicles in greater detail to determine the option that might be best for your individual philanthropic needs.





## COLLEGE HEIGHTS FOUNDATION

1703 Chestnut Street  
Bowling Green, KY 42101  
(270) 745-4597