



COLLEGE HEIGHTS FOUNDATION 2020 ANNUAL REPORT





Students navigate a new normal on campus in fall semester of 2020.

Dear Friends,

Our Annual Report provides an opportunity to reflect on the highlights of the past year, and 2020 was certainly a year we will not soon forget. It often felt like we were in the middle of Charles Dickens classic, *A Tale of Two Cities*, when he famously wrote, "It was the best of times, it was the worst of times." The challenges were ever apparent—a worldwide pandemic, the loss of friends and family, national discourse over political and racial differences, concerns over an economic shutdown, and double-digit corrections in the market during the first half of the year. Those gut-wrenching conditions were then juxtaposed with scientific marvels to get a vaccine to the public in record time, family and friends finding different ways to connect in meaningful ways, the release of a historic fiscal stimulus package to reopen the economy, and the S&P miraculously closing the year at an all-time high.

With generous philanthropic support and strong market conditions to cap the year, the College Heights Foundation will now remember 2020 as the year a significant milestone was achieved as we surpassed the \$100 million mark in the scholarship endowment for the first time in our 98-year history. Since the beginning of the College Heights Foundation in 1923, when Dr. H.H. Cherry asked alumni and friends to "ring the bell" for education, loyal benefactors have provided unwavering support in an effort to perpetuate the worthwhile mission of providing support and encouragement to deserving students to obtain an education. While we take great pride in achieving the \$100,000,000 numeric milestone, we are even more excited about the countless number of individuals whose lives have been impacted by the transformative power of education made possible by your generosity.

We will also remember 2020 as the year the College Heights Foundation moved its physical office space to the Cliff Todd Center located at 1703 Chestnut Street. You can read more about this historic home in the pages ahead, but I encourage you to come to this beautiful facility to see it for yourself. We are extremely grateful for the leadership gift from Mr. Cliff Todd, along with gifts from several other loyal benefactors, that made this acquisition possible entirely with private support. We are also proud that this treasure, built in 1899, can boast being the oldest building to grace the WKU campus.

Finally, I am pleased to report that a great deal was accomplished in 2020 with our strategic planning initiatives between the College Heights Foundation and WKU Foundation as the entities continue to work closely together to ensure we are operating in the most efficient manner possible. More exciting news is anticipated in the year ahead as this collaborative effort unfolds to allow us to further maximize the private support you are providing and optimize the overall impact to the institution. I hope we can count on your continued support as we continue to achieve even greater heights. Always remember, "The Spirit Makes the Master."



Sincerely,

Donald Smith

Dr. Donald Smith, President
College Heights Foundation

2020 COLLEGE HEIGHTS FOUNDATION STAFF



WKU | COLLEGE HEIGHTS FOUNDATION

The staff in the College Heights Foundation is responsible for the daily administration and operations of the organization. We are pleased to be the Guardians of Trust for more than 1,300 individual scholarship funds. Each of these scholarship funds tell a special story, and we are honored to administer them according to their individual guidelines established by the donors of the funds. We take pride in assisting deserving students in obtaining a higher education.

Pictured from left to right: Cynthia Wilkerson, Treasurer and CFO; Sue Miller, Secretary; Jeannie Bryant, Office Assistant; Beth Keltner, Specialist, General Accounting; Sarah Minix, Office Coordinator; Donald Smith, President; Laurie Basham, Scholarship Coordinator; and Jessica Carver, Vice President

BOARD OF DIRECTORS



Gen. Edward Daniel Cherry



Dr. Melissa H. Dennison



Mr. H. Alexander Downing



Dr. Jack G. Glasser



Mr. Clarence E. Glover



Mr. R. Harvey Johnston, III



Mr. Marc A. Lovell



Dr. Jerry W. Martin



Mr. Joe B. Natcher, Jr.



Ms. Wanda J. Scott



Mr. Michael L. Simpson
Chair

STATEMENTS OF FINANCIAL POSITION

ASSETS

2020

Cash and cash equivalents	\$4,095,649
Interest and dividends receivable	\$67,420
Investments	\$88,759,644
Beneficial Interest in third party trusts	\$6,515,698
Assets held for others	\$3,320,842
Fixed Assets, net of depreciation	\$906,830
Other Assets	\$0
Total Assets	\$103,666,083

LIABILITIES AND NET ASSETS

Liabilities	
Accounts payable	\$1,000,000
Refundable advances and gift annuity liabilities	\$3,781,011
Liability for assets held for others	\$3,320,842
Total Liabilities	\$8,101,853

Net assets

Without Donor Restrictions	\$18,953,687
With Donor Restrictions	\$76,610,543
Total net assets	\$95,564,230
Total liabilities and net assets	\$103,666,083



● Equities 69.55%	● Alternative Investments 1.71%
● Fixed Income 22.97%	● Cash Alternatives 5.18%
● Real Assets 0.38%	● Other 0.16%
○ Multi-Class 0.05%	

2020 BY THE NUMBERS CLIMBING HIGHER



4,691
gifts given to the
College Heights
Foundation



\$8.68M
IN CASH &
REALIZED GIFTS

2,676
DONORS made gifts to the
College Heights Foundation

1,336
FUNDS IN ALL

1,180 ENDOWED 156 NON-ENDOWED

More than
\$5.92 million
in scholarships awarded to
2,539
WKU STUDENTS






OPPORTUNITY FUND IMPACT

The WKU Opportunity Fund, a focused fundraising campaign to raise \$50 million to support students, continues WKU's rich tradition of access and opportunity that has been a part of Western Kentucky University since it was founded by Dr. Henry Hardin Cherry. In what led to the creation of the College Heights Foundation, President Cherry used a \$100 gift from a faculty member to provide financial assistance to deserving students, and the University has continued to embrace that tradition. The WKU Opportunity Fund removes barriers for access to education through needs-based financial assistance in three areas of priority: Recruitment, Retention, and Beyond the Classroom.

Since its inception in 2017 through the end of 2020, the WKU Opportunity Fund, has already raised \$47 million of its \$50 million target with 135 new endowed scholarship funds.



WHY DO WE NEED THE WKU OPPORTUNITY FUND?

- There is a shortfall in renewable resources available for scholarships.
- Students from Kentucky represent 78% of our student population.
- First-generation undergraduate college students represent 35% of our population.
- Full-time undergraduate students receiving financial assistance represent 64% of our population.
- Financial ability is often the only impediment hindering a student from taking advantage of career-enhancing experiences like unpaid internships.
- Emergency situations arise that can prevent a student from persisting to graduation.
- Campus employment opportunities are convenient and beneficial to both the student and employer but are limited.

47 NEW SCHOLARSHIP FUNDS created as part of the WKU Opportunity Fund in 2020

- Aberg Family Scholarship Fund
- Lucinda and David Anderson Study Abroad Scholarship Fund
- The Ardisson Family Scholarship Fund
- Barnes & Noble College Scholarship Fund
- Alexandra and GeMonee Brown Scholarship Fund
- Michael Brown Scholarship Fund
- Linda Brumit Memorial Scholarship Fund
- Burley Tobacco Growers Cooperative Scholarship Fund
- Butler County Water District Scholarship Fund
- Lis Cravens Scholarship Fund
- Department of English Scholarship for Racial Equity
- Juan H.D. Dozier II Scholarship Fund
- W. E. B. DuBois Under-Represented and First Generation Scholarship Fund
- Joseph Brent Fackler Scholarship Fund
- Linda Heath Fitzpatrick Memorial Scholarship Fund
- Gamechangers Scholarship Fund
- Larry and Cecile Garmon Leadership Scholarship Fund
- Taylor Kay Grider Memorial Scholarship Fund
- Paul and Dee Ann Hagemeyer Scholarship Fund
- William "Bill" Haynes Scholarship Fund
- Shirley A. and Herman G. Henry Scholarship Fund
- Dr. Delroy Hire Forensic Pathology Scholarship Fund
- Dr. Delroy Hire Distinguished Medical Student Award
- Ann Hocker/Bicentennial Garden Club Scholarship Fund
- Wanella and Lavella Huddleston Scholarship Fund
- The Elizabeth "Bettye" Jones Endowed Memorial Scholarship Fund
- David and Laura Harper Lee Scholarship Fund
- Betty Jean Little Levis Scholarship Fund
- Pat Little Scholarship Fund
- Patsy Anne Little Scholarship Fund
- James D. Mefford Scholarship Fund
- Willa Dean Tudor Noffsinger Scholarship Fund
- Cliff and Jean Peay Scholarship Fund For Medical Research
- Perkins Family Scholarship Fund
- Dr. Bill and Ginny Pfohl Psychology Scholarship Fund
- Rita Grace Ridley Scholarship Fund
- Ranger Alex Rose Memorial Scholarship Fund
- Radford Sallee Scholarship Fund
- The Kindred Spirit Scholarship Fund
- Alfreda Thompson Memorial Scholarship Fund
- Robert and Mary Tincher Scholarship Fund
- Cliff Todd Scholarship Fund
- Toppers Assist Scholarship Fund
- Dr. Wanda Jo Weidemann Scholarship Fund
- Charlene Bell Wells Scholarship Fund
- Elliott Wells Memorial Scholarship at Student Publications
- Al Young Memorial Scholarship Fund



CLIFF TODD CENTER

HOME OF THE COLLEGE HEIGHTS FOUNDATION

The College Heights Foundation at Western Kentucky University relocated its offices to 1703 Chestnut Street in February 2020 thanks to the generosity of Mr. Cliff Todd and his significant \$1 million commitment that led to the acquisition of a historic home adjacent to campus. This beautiful home now holds the distinction of being the oldest building on the WKU campus, which seems fitting for an organization that is committed to preserving endowments in perpetuity. The Colonial Revival home was completed in 1899 and was later christened Bird Lawn by its second owner, Carl D. Herdman, who was an amateur ornithologist and flower enthusiast. Coincidentally, he was the first volunteer treasurer of the College Heights Foundation and served on the Board of Directors from 1923-1931. The property has additional ties to the CHF as E.G. Dent, who was also a member of the Board of Directors from 1924-1931, became the third owner of the property after the Herdmans. The home was most recently occupied during the past quarter century by Chief Justice John D. and Susan Page Minton, who provided a partial gift-in-kind to make the acquisition financially feasible. Chief Justice Minton is the son of former WKU President John D. Minton, Sr.



Cliff Todd, 1950 WKU Alumnus and generous philanthropist

IN MEMORIAM CLIFF TODD

The College Heights Foundation mourns the loss of J. Clifford "Cliff" Todd, a 1950 graduate of Western Kentucky University. The Cliff Todd Center was dedicated on June 2, 2021 and Mr. Todd passed away on July 13, 2021. With his alma mater dear to his heart, Mr. Todd continually contributed to enhancing the University for all future Hilltoppers by giving his time, talent and treasure. In addition to his support of WKU, his magnanimous gestures also impacted those well beyond the borders of campus. He helped numerous individuals gain a voice and prepared them to face the world as future leaders. He was greatly admired for his passion for others, his zeal for life, and his unwavering devotion.

FIRST FLOOR



Foyer



Harvey Johnston Family Living Room



Carol H. Wedge Dining Room



Mary C. Sample Room



Kitchen



Mike Simpson Family Board Room

As you enter the front door of the Cliff Todd Center into the foyer, you will immediately see the College Heights Foundation seal located above one of the seven unique fireplaces in the home. The two chandeliers in the foyer are original to the home along with two others which are located in the Carol H. Wedge Dining Room and the Harvey Johnston Family Living Room. The mahogany table that sits just under the chandelier in the foyer was a gift from Dixie and Pete Mahurin in honor of Harriet Downing. The front welcome desk in this space was used in the Craig Alumni Center on the WKU Campus by the first six Executive Directors of the WKU Alumni Association and was repurposed to the College Heights Foundation with the opening of the new Alumni Center in 2013. To the right of the foyer is the Harvey Johnston Family Living Room made possible through a gift from CHF Board member, Harvey Johnston, and his wife Sarah. The Johnstons also generously donated the many artworks of Joe Downing, WKU alumnus and Hall of Distinguished Alumni inductee, that are displayed in the room. There is also an antique secretary in the room that was given by Mr. Cliff Todd. The original owner was thought to be John Randolph of Roanoke, Va., who represented Virginia in the U.S. House of Representatives and U.S. Senate. A subsequent owner, Alben Barkley, represented Kentucky in both houses of Congress and held the office of Vice President of the United States under Harry S. Truman. Mr. Todd also donated many other pieces of antique furniture located throughout the home. Also, on display in the Johnston Family Living Room are several CHF artifacts including the original check register from 1923, a dime bank used for fundraising for the Kentucky Building between 1929-1939, CHF Articles of Incorporation, and many other historical items.

The Carol H. Wedge Dining Room is named in honor of longtime member of the Board of Directors, Carol Haskins Wedge, who also served as Vice Chair of the College Heights Foundation. In the Carol H. Wedge Dining Room, there is an abstract oil painting on canvas by Joe Downing on loan from the Downing Museum, made possible by the Jerry E. Baker Foundation, Inc. The College Heights Foundation Board of Directors composites are also showcased in this space dating back to the first board members who incorporated the organization in 1923. The conference table of the late Dr. Henry Hardin Cherry, the first WKU and CHF President, is being utilized as the dining room table.

The Susan Page and John D. Minton, Jr. Family Wing is named for the Minton Family in recognition of their partial gift-in-kind in conjunction with the sale of the home to the College Heights Foundation. The Minton Wing holds the Mary C. Sample Room in recognition of Mrs. Mary Sample, former Executive Secretary of the College Heights Foundation who was affiliated with the institution for more than six decades. The Minton Wing also has a fully functional kitchen that can be utilized for catering events, and the Mike Simpson Family Board Room made possible through a gift from the CHF Board of Directors Chair, Mike Simpson, and his wife Kim. The Simpson Family Board Room will hold 14 guests around a table depicting the seal in the center.



Grand Staircase



Cherry Room

SECOND FLOOR

There are two staircases that lead to the second floor, and the grand staircase that connects from the foyer showcases exquisite craftsmanship with four spindles per rise. This floor is where College Heights Foundation staff offices are located. Each of the rooms in this area are named for past presidents of the College Heights Foundation. The Cherry Room is in recognition of Dr. Henry Hardin Cherry; the Garrett Room in recognition of Dr. Paul Garrett; the Thompson Room in recognition of Dr. Kelly E. Thompson; and the Downing Room in recognition of gifts from various friends and family members of Dr. Dero Downing, and his wife, Harriet, as well as Mr. Alex Downing and Dr. Donald Smith.



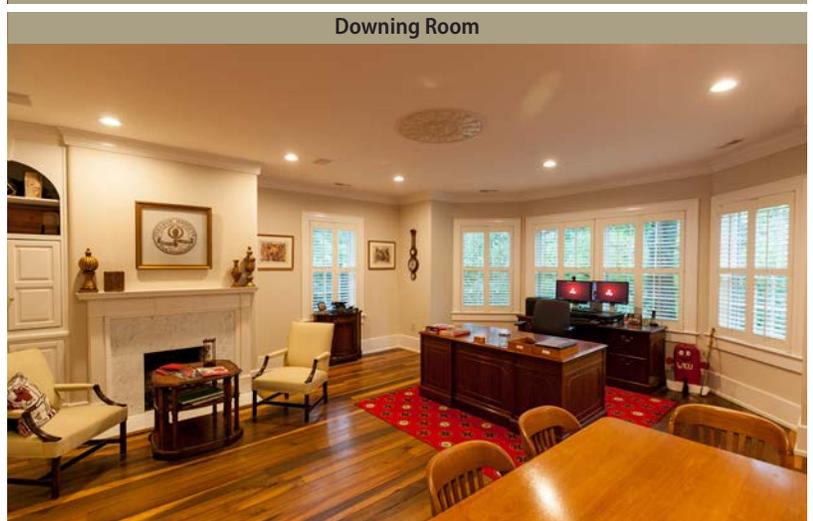
2nd Floor Reception



Garrett Room



Thompson Room



Downing Room

THIRD FLOOR

The back staircase leads to the third floor, which houses more office space for the CHF staff. What used to be referred to as “the ballroom,” the open area on this floor was used for entertaining guests and hosting many dances in the earlier half of the 20th century.



Third Floor “Ballroom” Office Space

EXTERIOR

The home stands on 3.2 acres of land that was originally part of a larger farm tract, much of which is now part of the south end of WKU’s main campus. At the entrance of the drive is a stone wall that was repurposed from the Wheeler Farm located out Russellville Road thanks to loyal benefactors Mr. John Ridley and Mr. Larkin Ritter. The framed home, constructed by contractor Charles H. Smith, features a symmetrical fenestration with a centered doorway boasting sidelights and fanlight. The porch is supported by four fluted columns and features a pedimented portico with its own centered lunette window. The hipped standing copper seam roof features dormers and is flanked by chimneys. Previous owner Mr. Carl D. Herdman was enamored with the propagation of irises, and remaining on the property are two gardens. The first is the Roger M. and Hattie Collins Sullivan Page Garden in recognition of the Mintons’ contribution and in honor of the family of Susan Page Minton. The second is the Kim Eisert Simpson Sensory Garden which will be an interactive therapy garden with special plants highlighting the five senses. The WKU Office of Sustainability will help to provide support and maintenance of the Kim Eisert Simpson Sensory Garden. The home has many nice outdoor spaces including a screened-in porch accessible from the back of the home and from the interior through the foyer area. The outdoor furniture on the porch was courtesy of Mr. Ron Miller. In the evening, the home is lit up by night lighting that was provided by The Ridley and Hull Group.



Stone Wall at Entrance



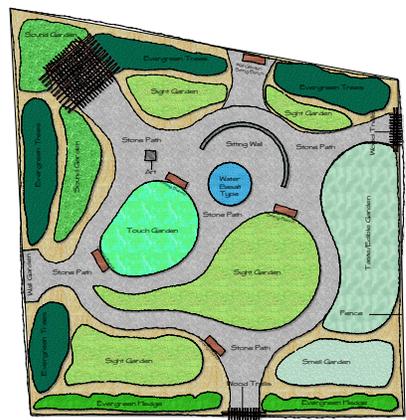
Screened-In Porch



Outdoor Lighting



Roger M. and Hattie Collins Sullivan Page Garden



Coming Soon

Kim Eisert Simpson Sensory Garden

FROM HUMBLE *Beginnings*

\$100 TO \$100 MILLION



Potter Framed Cottage, home of the CHF from 1926-1936



Lalla Boone

COLLEGE HEIGHTS FOUNDATION CELEBRATES MILESTONE

Born from a \$100 gift from a faculty member, Lalla Boone, the idea for the College Heights Foundation (CHF) started with the goal to help WKU students in need. This summer, CHF celebrates its 98th anniversary with achieving the milestone of surpassing \$100 million in its endowment.

Officially incorporated on July 17, 1923, CHF was established to accept donations and bequests to make loans to students, endow scholarships and invest in campus buildings and other improvements. With an initial goal of \$300,000 (about \$4.7 million today), appeals to support the Foundation were sent out and events were held around the state.

“Serving as a ‘Guardian of Trusts,’ CHF was established as a way to connect WKU students who need assistance and encouragement and those who wish to help others in need,” said Dr. Donald Smith, President of CHF. “From that very first appeal for support, former students and faculty members sent donations, beginning a tradition of ‘paying it forward’ to current and future students that still holds true today.”

After the initial ask for support, one donor wrote, “Out of a full heart do I make this offering and thank you moreover for this opportunity. Doubtless among the thousands of young people who have passed under your eye, you have lost all memory of the timid country lad who in 1892 stood by your desk one morning. . . From this meeting came an impetus that carried me through school, equipped me for earning a livelihood. . . I make my contribution to the College Heights Foundation. . . I wish it were \$100,000.”

The endowment as we know it today was established in 1969 as the Memorial Fund by Dr. Kelly Thompson, third President of CHF. Dr. Dero Downing, fourth President of CHF, continued to garner support for the endowment and prioritize creating new scholarship funds that each told a unique story to honor and memorialize individuals, organizations, and groups. This marked a shift from providing student loans to awarding scholarships and launched a period of intense growth in CHF’s endowment and number of funds.

“Receiving a scholarship is often a student’s first impression of philanthropy,” said Dr. Smith. “This one act of benefiting from someone else’s generosity can open that student up to the idea that they too could also help another WKU student one day.

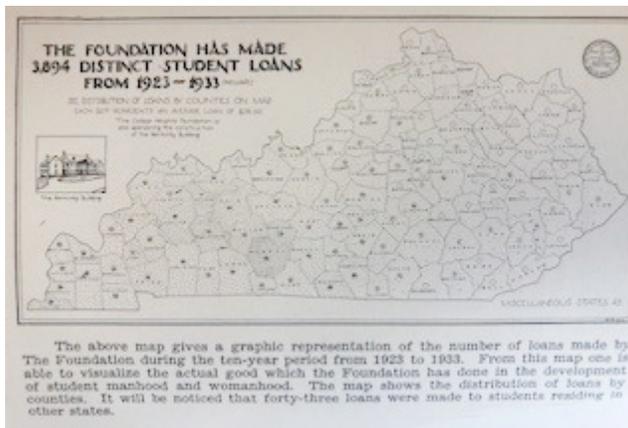
“When we ask donors why they support scholarships, they regularly tell us they want to help others because a scholarship from CHF allowed them to come to WKU, and their time here changed the trajectory of their life,” added Dr. Smith. “It’s a story we never tire of hearing and sharing.”

Focused financial support for students received additional attention when WKU’s 10th President, Dr. Timothy C. Caboni, announced the WKU Opportunity Fund during his Investiture Address in April 2018. The Opportunity Fund is a student-centered campaign to raise \$50 million to remove barriers to education through needs-based financial assistance to support recruitment, retention, and applied research opportunities.

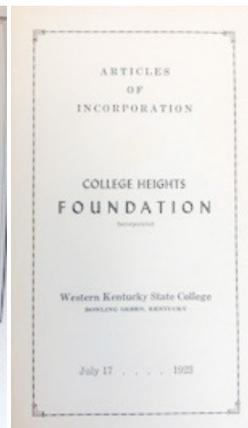
“The Opportunity Fund continues and enhances the important work the College Heights Foundation has been doing for almost 100 years,” said President Caboni. “Recruiting and retaining students is critical, and so are the hands-on educational experiences beyond the classroom that may remain out of reach for students who are struggling to make ends meet. The Opportunity Fund is a crucial piece of our efforts to ensure that financial need is not an obstacle to earning a degree at WKU or participating in the complete WKU Experience.”

By the end of 2020, more than \$47 million had been raised in gifts and pledges toward the Opportunity Fund goal. This number includes 135 new endowed scholarship funds.

Beginning its 98th year, CHF has a total of 1,336 funds—1,180 endowed funds and 156 non-endowed funds.



Student loans made by CHF from 1923-1933



CHF Articles of Incorporation

“We quietly hoped we would reach the \$100 million mark by our 100th anniversary in 2023, and we are so pleased to be able to share that we have surpassed this threshold early,” said Dr. Smith. “We owe a lot of that success to the steady and strong leadership of our Board of Directors.”

Those who serve on the CHF Board of Directors tend to do so for extended lengths of time, a testament to their commitment to supporting WKU students.

Mike Simpson, Owner and President of Chandler Property Management and Horton Hill, LLC, currently serves as the Chair of the CHF Board of Directors. Simpson, who is a longtime donor of scholarship support, says that he gives because his father instilled in him the idea that “an education is truly the one thing that can never be taken away from you.”

“The work the CHF Board executes is vital to provide students hope and opportunity for a higher education,” added Simpson. “It thrills me to see folks from all walks of life have an opportunity to improve their lot in life.”

Dr. Melissa Dennison, a Pediatrician with Glasgow Pediatric Associates, is the newest member of the CHF Board and shares Simpson’s sentiments.

“I’m honored to have served on the WKU Alumni Association National Board of Directors, the Board of Regents and now the CHF Board of Directors,” said Dr. Dennison. “I’ve learned so much on these boards, and I’ve found that WKU and the people serving on these boards are all about the students. That’s why I serve, and I will continue to serve as long as I’m needed.”

Dr. Dennison said that she believes “investing in someone’s education is the absolute best way to invest in a communities’ future.”

“As a physician, I’m asked to contribute to many organizations,” Dr. Dennison added. “All are important, but I’ve decided to give to WKU because the education I received there changed my life, and the career I’ve had in Glasgow has hopefully made children there healthier and happier. If someone will continue their education because of a scholarship they received and then use that education to contribute to their community, it’s a win for everyone.”

While this milestone and anniversary are worth celebrating, it doesn’t mean the CHF is slowing down.

“We are proud of the number of students we have been able to help during the past 98 years, and we will continue to find ways to support more students for our next century and beyond,” said Dr. Smith.



Sunsetting the **COLLEGE HEIGHTS FOUNDATION GOLF CLASSIC**

Since its inception in 1974, the CHF Golf Classic has provided **\$1,022,000** in scholarships to more than **1,756** deserving WKU students. We sincerely thank you for your support over the past **47** years. Since we surpassed the \$1 million mark in scholarships awarded and also created a perpetual endowment with tournament proceeds, we have elected to sunset the CHF Golf Classic on this high note. And although the tournament will not continue, because of your generosity, this fund will always provide assistance to deserving students in perpetuity.



STUDENT SPOTLIGHTS



For Emma Bell, emergency scholarship funding was crucial to staying enrolled at WKU. "I needed assistance with funding to have internet hooked up in the old house I moved into due to COVID-19... It was definitely a challenge to move out in the middle of a pandemic and the semester, but having internet in my own home made it so much easier to complete assignments and keep up with lectures. Without help, I wouldn't have been able to complete the semester. I was so discouraged trying to complete assignments and even take exams wherever I could find a WiFi connection that I was seriously considering dropping out."

Emma Bell, Scottsville, KY
Sophomore, Agriculture and Animal Science



Kyah Stewart has been positively impacted in many ways through scholarship support. "During my time here (at WKU), I have interacted with so many wonderful students, faculty, and alumni. I have been involved in many campus organizations... I have served as the VP of Marketing and Outreach for the Residence Hall Association, a Student Alumni Ambassador, a Topper Orientation Program Guide, and a M.A.S.T.E.R. Plan mentor. The scholarships that I received have made it possible for me to be a student at this university. Without it, I might not have been able to attend WKU."

Kyah Stewart, Mt. Juliet, TN
Senior, Strategic Marketing, Applied Data Analytics and Advanced Professionalism



JT Newman expressed appreciation for the support he has received from the WKU community. "The WKU family has been there from the beginning of my freshman year. As I progressed through my Biology courses and journey to medical school, the faculty and alumni have been there to support me every step. Receiving a scholarship from an alumnus, and physician, who was once where I am, shows just how involved the WKU community is in each student's success. I hope that twenty years or so down the road I am in a similar position where I can give back to WKU and the students who have aspirations similar to mine. The philanthropic nature of WKU is something unmatched by many universities."

JT Newman, Bowling Green, KY
Senior, Biology and Pre-Medicine



For Sam Gorecki, the scholarship support is both financially helpful and something he aspires to do one day. "Being a part of a family with 11 other kids, it can be difficult to find ways to find the money for college... This scholarship means so much to me. The money is obviously a huge help towards the rest of my college career, but the bigger take away for me personally is just the honor of receiving this scholarship. I'll forever remember this. Coming from a place of struggle, I know for a fact that without the support of these people (scholarship benefactors), I would not be in the place I am today. The actions of these people have inspired me to gain aspirations in philanthropic work in my future."

Sam Gorecki, New Lenox, IL
Freshman, Chinese Flagship and International Business

ACCESS *and* OPPORTUNITY



WKU's efforts to increase access and decrease cost for students continues with four new scholarship offerings effective fall 2021:



The WKU Family Scholarship provides the in-state tuition rate to first-time, full-time freshmen whose parents or grandparents are WKU graduates no matter where they live. In the past, those students were eligible for the Tuition Incentive Program, but this new program will further reduce the cost of tuition by 22 percent.

The Hilltopper Guarantee is WKU's commitment to support students from the Commonwealth. This scholarship guarantees 100% tuition coverage starting fall 2021 for any first-time, full-time freshman from Kentucky who receives Pell Grant assistance and has at least a 3.0 cumulative unweighted high school GPA.



WKU retooled its **Tuition Incentive Program**, which will reduce out-of-state tuition by nearly half for non-resident first-time, full-time freshmen with a 3.0 high school GPA or who qualify for any other scholarship award.



The WKU Border State Scholarship provides in-state tuition to first-time, full-time freshmen with a 3.0 GPA from the seven states that border Kentucky: Illinois, Indiana, Missouri, Ohio, Tennessee, Virginia and West Virginia. WKU currently has almost 3,000 students from those states — an increase of 22 percent during the past seven years.

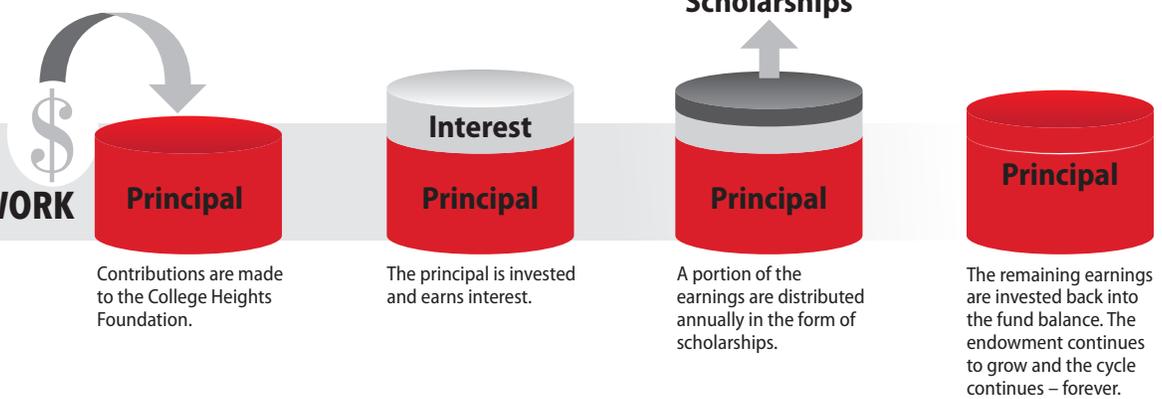
These scholarship innovations continue WKU's shift to a net tuition revenue model, enhance competitiveness in crucial recruitment markets, and build upon the success of last year's scholarship changes.

For more information please visit www.wku.edu/financialaid/.

SCHOLARSHIPS

Further Support for

HOW ENDOWED SCHOLARSHIPS WORK



WAYS OF GIVING

Gifts of Cash



Mail
College Heights Foundation
1906 College Heights Blvd. #41016
Bowling Green, KY 42101



Call
(270) 745-4597



Online
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. 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

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