

Westfield State University



REPORT 2022-2023

**BUILDING A
BRIGHTER FUTURE**

One Owl at a Time

WESTFIELD STATE
FOUNDATION



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The background of the entire page is a photograph of a brick building with a green cupola, partially obscured by vibrant autumn trees in shades of red, orange, and yellow. The scene is set against a clear blue sky.

WESTFIELD STATE FOUNDATION, INC.

MISSION STATEMENT

Westfield State Foundation supports students and the University through advocacy, fundraising, engagement and stewardship.



GEORGE FLEVOTOMOS



LISA MCMAHON

Dear Foundation Friends,

What a whirlwind year FY23 has been, and we show no signs of slowing down! With your support and dedication to the mission of the Westfield State Foundation, Inc., we focused on engagement and we continued our upward trajectory in every segment of giving. We realized a 24% increase in total gifts and grants received, we grew the number of overall donors, including more alumni and student donors, and had 75 consecutive years of alumni and student giving from the Class of 1949 through the Class of 2027—how incredible is that!

We awarded a total of \$415,751 to our students this past year through academic scholarships, book scholarships, etc. As happy as we are to have been able to support students with academic scholarships, we are equally proud that, with your help, the Westfield State Foundation supported students and faculty in a variety of ways through diverse sources of funding. One example is our Last Mile fund that provides seniors struggling with finances the means to overcome these challenges and provide a path for them to complete the “last mile” to graduation earning their degree. Since it was established in FY19, we have provided 99 awards, of those, 94% have gone on to graduate, a heartwarming statistic indeed!

This type of success is what motivates us to continue our creative collaboration with the University to uncover areas of need as well as offer transformative experiences for our students.

We thank you for your unwavering generosity and good will.

Sincerely,

George Flevotomos
Board Chair
Westfield State Foundation, Inc.

Lisa McMahon
Vice President, Institutional Advancement
Executive Director, Westfield State Foundation, Inc.

THE “Why” OF GIVING BACK



Leader For Change Scholarship Honors An Alumni's Family Legacy

Dr. Terrell M. Hill '92, who is currently serving as superintendent of the Windsor Public School District in Windsor, CT established the “Leader for Change” Scholarship to give first generation students the opportunity to change not only the trajectory of their own lives, but the lives of their families as well. “By getting my own bachelor’s degree, I was launched into a professional world and life. And with the people you meet, your spirit of influence changes, and instead of just working a job, you can move into a professional career,” he says. “I may be the first in my family, but I will not be the last.”

When asked to describe what his college education has offered him, many could say the impact it’s had on Dr. Hill’s life has been incomparable. It’s one of the biggest inspirations for his own scholarship fund, as he often considers the endless amount of doors that can be opened through higher education.

“My education has allowed me to gain access to high level professional positions—which accordingly pay me. I can give back, and that’s something I’ve always been taught from my mother and my grandfather,” he declares. “He was always a giver, and when he



DR. TERRELL M. HILL '92

Superintendent, Windsor Public School District

passed away, one of the things folks talked about at his funeral was how much he gave to the community back in Brooklyn, NY.” Hill often reflects on how his grandfather’s “little bit of change” mentality can radiate throughout a family. It wasn’t uncommon for his grandfather to always include family, visiting cousins or

even neighbors to their table to break bread together, often stretching what they had in order to serve more of those they cared about. In terms of donors like himself being able to give back to the Westfield State community so dear to his heart, Hill feels the same way.

“It’s engrained in us. If I can give a little bit of money to ease someone’s burden while they’re in school, I just want to help. I want to do it in honor of my grandparents,” he says, “and I believe in the idea of paying it forward.” When Dr. Hill considered the idea of establishing a scholarship he knew “undoubtedly” his first would be dedicated to Westfield State University. “I feel like I’ve been blessed, God’s blessed me, and through the institution at Westfield and the faculty, staff, folks and students that I’ve met, it’s truly all a blessing.”

The Leader for Change Scholarship aims to support first-generation students in financial need along their journeys to receive a college education, and in turn be able to excel in a career they are passionate about. For Dr. Hill, it’s not so much about the amount of recognition that a college education has brought him, but the level of happiness he has found being able to do what he truly loves.

Westfield State University Alumni Association’s Katheryn McColley Bradford Short Term Travel Abroad Scholarship

A group of dedicated alums recommended the endowment of a short-term travel scholarship for students in honor of retired Director of Alumni Relations Katheryn “Kathi” McColley Bradford. The longtime Owl employee was “thrilled.”

“This scholarship represents the opportunity to help students experience a life-changing educational experience in a way that shows them the depth and breadth of our world,” says Bradford, whose 38+ year career at Westfield State University showcased her desire to help students, faculty, and alums alike.

Outside the walls of Westfield State University, Bradford has immersed herself in classrooms as far away as



**KATHERYN “KATHI”
MCCOLLEY BRADFORD**

Retired Director of Alumni Relations

Southern and Central America, teaching a service-based Education class and broadening her own views and understanding of the world. A passionate believer that every student should have a chance to experience travel, she argues the rewards are not only boundless, but also interdisciplinary as well.

“Whether they are in Nicaragua, Italy, Costa Rica or Ireland, or studying Nursing, Business, Environmental Science or Education, the growth that comes from leaving Westfield State University and our part of the world to truly live in another country is just...priceless,” she says.

Bradford continues to support the Westfield State University Alumni Association’s Katheryn McColley Bradford Short Term Travel Abroad Scholarship personally and through fundraising efforts, in order to provide good-standing students with an opportunity to see the world.

I believe in the mission and vision of Westfield State University, the commitment to experiential learning and, the life-changing growth that travel offers our students,” she says.

Alice Roberts Knapik Scholarship

The Alice Roberts Knapik Scholarship stems from a connection to Westfield State University that runs deep through the heart of one local family.

According to Michael Knapik, son of Alice Knapik '59, the importance his mother placed on furthering one's education was critical, and her own time spent at Westfield State University were unparalleled.

"She made some of her closest and dearest friends at the school. They were in each other's wedding parties; they shared stories of raising children and all that life had in store. They were her lifelong friends," says Knapik.

Raised in Southwick, Massachusetts, Alice Roberts Knapik was a graduate of Westfield High School who went on to teach 4th grade at the Consolidated School in Southwick with her degree from Westfield State University. It was during this time she also raised two young children—Knapik and his older brother—and supported his father who attended American International College on the G.I. Bill.

Although the youngest of five children, Alice's father ensured they all went on to college. They were all first-generation college students.

The Knapik Family has since remained interconnected with Westfield State University in various forms—through both attendance and employment—and values



MICHAEL KNAPIK
*Former Executive Director,
University Advancement*

the unmatched opportunities that the institution has continuously provided them.

It was after heading the Advancement division at Westfield State from 2013-2016 that genuine conversation helped Knapik come to truly appreciate the power of giving to the University, and how



ALICE KNAPIK '59

financial aid and scholarships can transform the lives of students. With a vision that the Alice Roberts Knapik Scholarship will be awarded to a graduate from one of the three high schools in the Westfield community or from Southwick High School in Southwick, MA, the Knapik family also hopes the endowed funds will help a student pursuing a degree in elementary education: the same place where his mother's impressive career started.

“

It is through this scholarship—endowed in the memory of our mother, at a place that was so meaningful to her in her formative years—that we hope to support future students who choose the noble profession of teaching as their life's work. ”

—MICHAEL KNAPIK



The confidence I've gained at Westfield State is something that *I'll always have with me.*

GABRIELLE '21
MATHEMATICS AND
COMPUTER SCIENCE



Meet Gabrielle

Westfield
State University

The logo of Westfield State University, featuring a stylized owl head in profile, facing right, with a blue outline and a white interior.

**Frederick S. "Joe" Kareta Scholarship
and Alumni Association Scholarship**



"This scholarship has given me the opportunity to continue the next three years of my college career successfully. I am looking forward to pursuing a long rewarding career in federal law enforcement once my journey at Westfield State comes to an end."

MEKHI BOWEN '26
CRIMINAL JUSTICE,
SOCIOLOGY

**DBS Blasioli
(Sponsor-A-Student Program)**



"Your investment in my education has provided me the confidence and motivation to strive for excellence. I am captivated by the world of entrepreneurship and determined to develop the skills and knowledge necessary to succeed in this dynamic field."

ARIANA NAVARRO '24
MANAGEMENT

**Westfield State Foundation Scholarship,
Daly Family Scholarship, Berkshire
Bank Scholarship, Paul Dargin
Scholarship, 2022, and DBS Blasioli
(Sponsor-A-Student Program)**



"I plan to utilize the resources and connections I have made through the Honors and Urban Education Programs to help achieve my career goals. I hope to be a Westfield State Alum that is able to somehow give back to the Westfield State community in some capacity."

SEAN MORRISON '24
ACCOUNTING



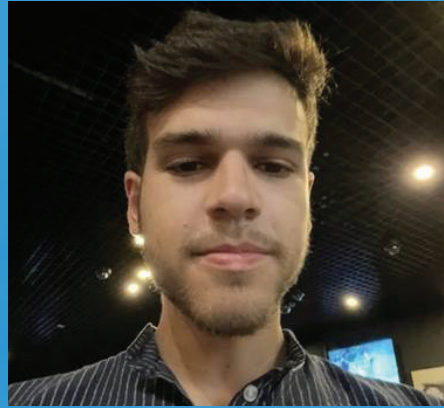
Dan Doyle Memorial Scholarship, 2023
and Spears/Handy Scholarship, 2023



For me, nothing is ever black and white. Hence why I am so passionate about the field of psychology. I have always been someone known for the bubbly personality I displayed, but there was more to the surface. I want to be someone who contributes digging deeper beyond the display.”

TYLA GERVAIS '24
PSYCHOLOGY

Westfield State Foundation Scholarship,
Thomas H. Convery '78 Scholarship
for History and Education, Ely Library
Student Employee Scholarship, and
Davis Family Scholarship



“My Westfield State education will provide me with opportunities to gain practical experience through internships, student teaching and other hands-on learning experiences.”

SHAWN ARRUDA '25
HISTORY

Dan Doyle Memorial Scholarship,
Spears/Handy Scholarship, and
Lifetime Owls Scholarship



“My hope is to fulfill a career in criminal justice in my community and serve as a positive public influence to others. This scholarship will help fund my academic future, and I am immensely grateful to be the recipient.”

MADISON HURLBURT '25
CRIMINAL JUSTICE

BUILDING A
Brighter Future
ONE OWL AT A TIME



DR. LIZ PRESTON,
*Retired professor of Communication
 and former interim president*



Honoring the **BEST OF THE NEST**

As a part of this year's Homecoming weekend, President Linda Thompson hosted our first Homecoming Scholarship Dinner to honor some of our outstanding Owls, the "Best of the Nest" you might say. This year we recognized four alums, selected by the Alumni Association, to receive awards, Dr. Robert Enright '73, Ms. Alison Rheaume '09, Dr. Terrell Hill '92 and Ms. Ashley Weisse '19. Our guest of honor for the evening was retired professor of Communication and former interim president, Dr. Elizabeth Preston.

Dr. Preston's nearly 32-year career at Westfield State was transformational for many. While interim president she worked to increase diversity on campus; was instrumental in establishing the Common Goods food pantry for those members of the campus community in need and initiated the "Reach to Teach" program to work with high school students in Springfield, nurture their growth and bring them through the education program at Westfield State. In the greater community she serves on the board of Girls, Inc. of the Valley whose mission is to inspire all youth to be strong, smart, and bold by providing the opportunity to develop and achieve their full potential.

In keeping with Dr. Preston's commitment to assuring access and affordability in public higher education, her penchant for lifting and encouraging others and her belief in the far-reaching benefits of educating and empowering girls and women, it is no surprise that she chose to establish the "Elizabeth Preston Eureka! Scholarship." This scholarship will be awarded to girls who choose to attend Westfield State University after participating in the Girls Inc. of the Valley Eureka! program.

Each of these individuals are making a difference in the world - our Owls make us all proud!



Dr. Robert Enright '73 | DISTINGUISHED ALUMNUS

Dr. Robert Enright holds the Aristotelian Professorship in Forgiveness Science within the Department of Educational Psychology, University of Wisconsin-Madison, is a licensed psychologist, and founder of the International Forgiveness Institute, a non-profit organization dedicated to disseminating knowledge about forgiveness and community renewal through forgiveness. He is the first to publish a scientific study on the topic of person-to-person forgiveness in 1989. He has been called “the forgiveness trailblazer” by *Time* magazine and is often introduced as “the father of forgiveness research” because of his 37-year commitment to researching and implementing forgiveness programs. Dr. Enright is the author or editor of seven books and over 150 publications centered on social development and the psychology of forgiveness. He is the first to publish research on forgiveness therapy, in 1993, as he developed the 20-step “Process Model of Forgiving.” His latest endeavors include forgiveness education for students in various world communities (for example, Israel, Monrovia, Northern Ireland, the Philippines, and Taiwan) and forgiveness therapy with those in correctional institutions. For his innovative research on forgiveness, he recently won what the American Psychological Association calls “psychology’s highest awards,” the APF Gold Medal Award for Impact in Psychology.



Ms. Alison Rheaume '09 | ALUMNA OF THE YEAR

Ms. Alison Rheaume, Class of 2009, is currently a Support Group Facilitator for the Brain Injury Association of Massachusetts. Ms. Rheaume has held roles as an active community leader in Central Massachusetts, where she taught as a Physical Education teacher, and coached multiple sports including field hockey, softball, and basketball. While at Westfield State, she was the captain of the field hockey team, and was awarded the Westfield State University’s Wisdom and Merit Award, Teacher Preparation Honors Award, President’s Award for Excellence in Leadership, and the Movement Science Tillia J. Fantasia Professional Award. In 2021, Alison was awarded the MAHPERD Sheryl Hall Distinguished Service Award. Today, she speaks to the public about suffering from a traumatic brain injury and how she has not let it stop her from living her life to the fullest. Her advocacy, as well as her positive, engaging social media presence educate the public on living with a brain injury.



Dr. Terrell Hill '92 | EXCELLENCE IN EDUCATION

Dr. Terrell M. Hill, Class of 1992, and proud veteran of the U.S. Army, is currently the Superintendent for Windsor Public Schools in Windsor, CT. Dr. Hill was the founding Principal of High School, Inc.: Hartford’s Insurance and Finance Academy, which he opened in August 2009. Prior to opening the school in Hartford, CT, Dr. Hill served as a Vice Principal at Windsor High School in Windsor, CT for seven years. He has taught in the Windsor Locks, CT Public Schools, and Newport News, VA, Public Schools. He has also taught as an adjunct faculty member at Springfield College and Westfield State University. He is currently teaching for the NEAG School of Education UCAPPS Program (administrator preparation) at UCONN. His work as an educational leader has been chronicled in books and dissertations, as well as Black Enterprise Magazine. Dr. Hill is also the founding president of BLAC (Black Leaders and Administrator’s Consortium, Inc.) Previously, Dr. Hill served for eight years as the elected Alumni Trustee on Westfield State University’s Board of Trustees.



Ms. Ashley Weisse '19 | EXCELLENCE IN HEALTHCARE

Ms. Ashley Weisse was selected as the inaugural winner of the WSAA Excellence in Healthcare Award for her dedication to community health, especially throughout the recent pandemic. Ms. Weisse is currently a Physician Assistant at Hartford Hospital, where she cares for an underserved population in a Level I Trauma Center. Prior to earning her M.S. in Physician Assistant Studies from Westfield State, she served as a Behavioral Health Counselor at Baystate Medical Center’s Emergency Department in Springfield, MA. Ms. Weisse also holds a Master’s degree in Public Health from Southern New Hampshire University, and bachelor’s and associate’s degrees from American International College and Springfield Technical College respectively. From 2006-2009, Ms. Weisse honorably served in the U.S. Army as a Combat Medic, treating soldiers and civilians in the field and in the hospital during Operation Iraqi Freedom. Since 2010, she has also volunteered on Medical Missions in Haiti, the Dominican Republic, and Honduras.

THANK YOU

for an impactful 2022-2023!



Over **1,600** alumni, parents, students, organizations and friends donated **\$1.98+ million** to support Westfield State University programs and students

Total Gifts & Grants



1,614 Donors
13% more
than 2022



\$1,982,657
24% increase
from 2022



359 scholarships
were awarded totaling
\$415,751



Owl Athletics raised
over \$135,000 to
support student-athletes



Over \$34,000
was raised to provide
additional resources to
Academic Departments



Owls Helping Owls Student
Emergency Fund helped
58 students and
distributed **\$16,280**



Over 1,000 alumni
& students from 75
class years between
1949-2027



114 donors funded
a class mural for a
2023 Senior Class Gift

WESTFIELD STATE FOUNDATION, INC.

(A COMPONENT OF WESTFIELD STATE UNIVERSITY)

Statements of Financial Position

June 30, 2023

ASSETS

	2023	2022
Assets:		
Cash and equivalents	\$475,346	\$405,612
Restricted cash	1,777,551	1,101,338
Unconditional promises to give, net	150,134	239,213
Investments	15,860,334	14,261,061
Other assets	32,542	16,165
Property and equipment, net	36,789	46,544
Property held for future development	360,877	360,877
Total Assets	<u>\$18,693,573</u>	<u>\$16,430,810</u>

LIABILITIES AND NET ASSETS

Liabilities:		
Accounts payable and accrued expenses	\$1,882	\$2,459
Deferred revenue	25,545	21,325
Agency funds held	<u>298,791</u>	<u>294,224</u>
Total Liabilities	<u>326,218</u>	<u>318,008</u>
Net Assets:		
Without donor restrictions	608,631	533,415
With donor restrictions	17,758,724	15,579,387
Total Net Assets	<u>18,367,355</u>	<u>16,112,802</u>
Total Liabilities and Net Assets	<u>\$18,693,573</u>	<u>\$16,430,810</u>

Executive Summary

\$1,982,657 TOTAL GIFTS & GRANTS

\$1,498,184 Gifts

\$484,472 Grants

1,614 DONORS

1,002 Alumni & Students*

175 Employees*

483 Friends & Organizations

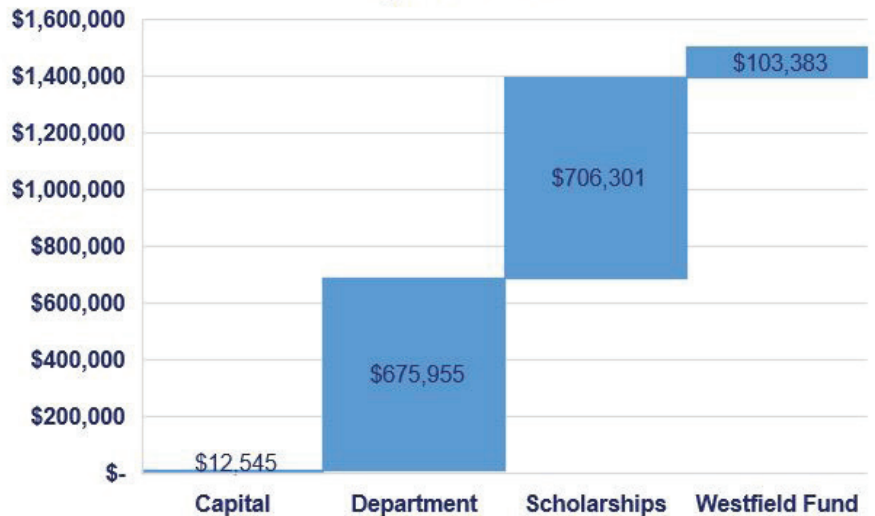
* A donor may be both an alumni and employee

\$234.27 Average Gift**

** Minus three Paul W. Dower Revocable Trust gifts, otherwise average gifts are \$431.38

FY23 Gifts by Giving Area

totaling \$1,498,184



Highlights

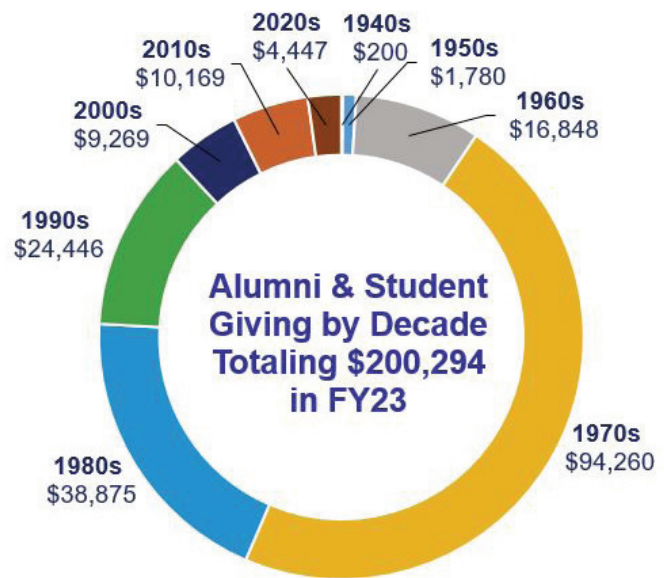
GROWTH OVER THE YEAR

- **24% increase in Total Gifts and Grants** (1.98M vs 1.59M last year)
- **13% more donors** (1,614 vs. 1,429 in FY22)
- **14% more alumni & student donors** (1,002 vs. 879 in FY22)

480 new donors in FY23

(vs. 305 new donors last year)

75 class years of alumni & student giving, ranging from donors in Class of 1949 through 2027



Total Donors continues to increase (to pre-pandemic levels)

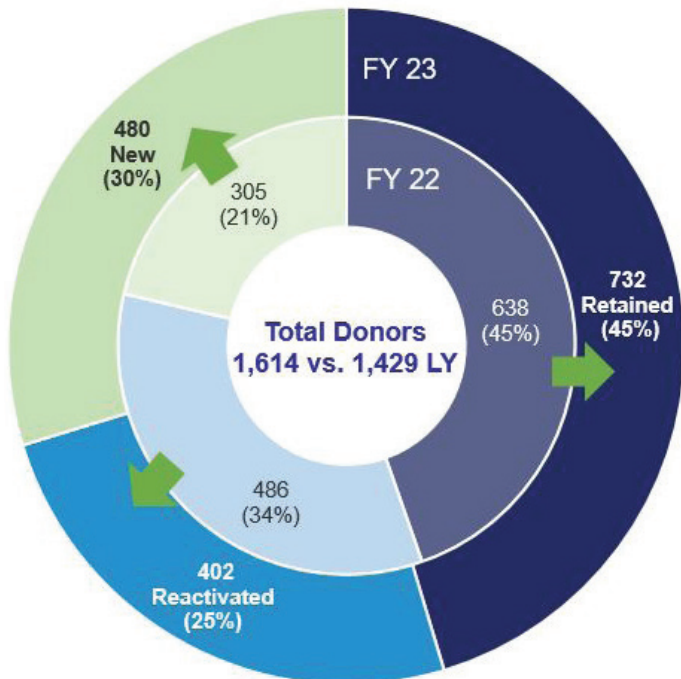


Grants and Gifts over Time





Giving Societies	Donors	Dollars
President's Circle (\$25,000 or higher)	8	\$959,147
Davis-Bates Circle (\$10,000 - \$24,999)	9	\$136,709
Scanlon Circle (\$5,000 - \$9,999)	17	\$102,700
Dickinson Circle (\$2,500 - \$4,999)	15	\$47,839
1839 Society (\$1,000 - \$2,499)	76	\$96,928
Donor (\$1 - \$999)	1,489	\$154,861
Total	1,614	\$1,498,184



Donor Retention

RETAINED DONOR:

A donor who gave last year and gave again this year.

Increased to 732 vs. 638 retained last year

REACTIVATED DONOR:

A donor who gave sometime in the past, but not last year, and gave again this year.

402 reactivated donors vs. 486 last year

NEW DONOR:

A donor who gave for the first time.

Increased to 480 vs. 305 last year

- Class of 2023 gifts brought in 112 new donors
- Bobblehead sales brought in 76 new donors

Give a Hoot

WAS A SUCCESS!

We exceeded the goal of 350 donors!

\$101,051 received
(23% more than \$82,387 last year)

546 gifts received from 488 donors
(up 17% vs 468 gifts from 416 donors last year)

Westfield State University's
ANNUAL DAY OF GIVING

Grants Received (FY23)	
Commonwealth of MA Endowment Match	\$431,972
Social Work Grant	\$2,500
As Schools Match Wits Grant	\$45,000
Interfaith Youth Core Campus Initiative Grant	\$5,000
	\$484,472

Fundraising Areas



THE WESTFIELD FUND

GIFTS \$103,383
DONORS 481

GROWTH TO THE WESTFIELD FUND

- **38% increase in donors**
(481 vs. 348 last year)
- **17% increase in gifts**
(\$103,383 vs \$88,608 last year)



ATHLETICS OWL CLUB

GIFTS \$125,572
DONORS 435

Almost double vs \$65,453 from 252 donors last year



I believe that what makes Westfield State one of a kind is the ***connections you make.***

AARON '23
POLITICAL SCIENCE

YOU MAKE *the difference!*

OPPORTUNITY	GIFT	YOUR IMPACT
Westfield Fund Unrestricted (Area of Greatest Need), Financial Assistance, and Internships	ANY	Opens doors for current students by supporting critical philanthropic priorities of Westfield State.
Student Scholarships	ANY	An impactful way to make a difference while honoring a family member, friend, or colleague or supporting programs and causes that are meaningful to you.
Sponsor-A-Student	\$1,000	Support a single student with a one-time scholarship award in your name or the name of a loved one. (We will share with you the name of your student and the impact of your gift.)
Sponsor-An-Intern	\$2,500	Support a deserving student's passion for real world practice by underwriting a powerful semester long experience.
Travel Abroad Experience	\$1,000+	Sponsor a student's, once-in-a-lifetime experience, as they immerse themselves in a foreign culture for a semester. Many of our students have only dreamed of this opportunity!
Owls Helping Owls/ Student Emergency Fund	ANY	A fund to support the essential needs of our students facing unforeseen financial hardships.
Owl Club Athletics	ANY	Aid the Westfield State Owl Club in support of all teams.
Last Mile Fund	\$1,000+	Many of our seniors struggle with finances or unforeseen obstacles; this fund comes at the critical "last mile" to graduation, assuring a pathway for the student to complete their degree.
Endowed Scholarship	\$25,000+	Generate income in perpetuity by naming a fund for whatever purpose you chose.
Albert And Amelia Ferst Interfaith Center	ANY	Directly benefits the programming of the Interfaith Center as they support our Westfield State students.
Common Goods Food Pantry	ANY	Directly supports our campus food pantry and our students struggling with food insecurity.
FSSN (Fostering Student Success Network) <i>Supporting F.A.C.E.S.</i>	ANY	Committed to supporting current and former foster youth and homeless youth.
Bequest Intention	ANY	Bequeath a portion of your will, insurance, or retirement asset to be used for any of the aforementioned purposes.
Charitable Gift Annuity	\$50,000+	Support any designation while receiving tax guaranteed income for life.

For more information, contact Bonnie Clark Hanson at 413-572-8631,
bclark@westfield.ma.edu or visit westfieldalumni.org/foundation.



WESTFIELD STATE
FOUNDATION

Westfield State University

The Westfield State Foundation, Inc. is profoundly grateful to our many donors. Please find our Honor Roll of Donors at **westfieldalumni.org/honorroll**

If interested in supporting Westfield State students, please contact Bonnie Clark Hanson at 413-572-8631 or bclark@westfield.ma.edu for information.

westfieldalumni.org/foundation