



EVERGREEN
UVU

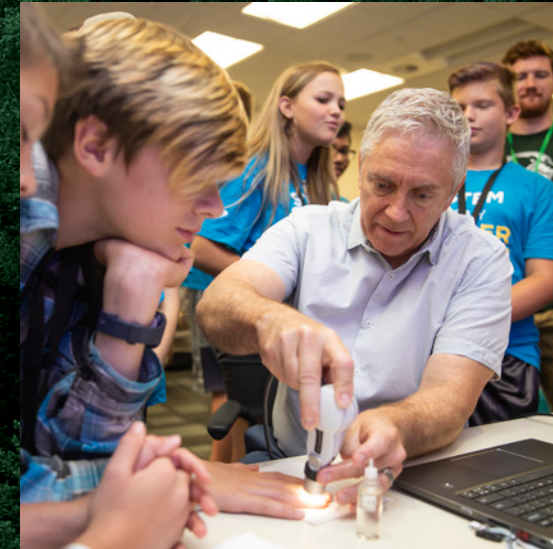
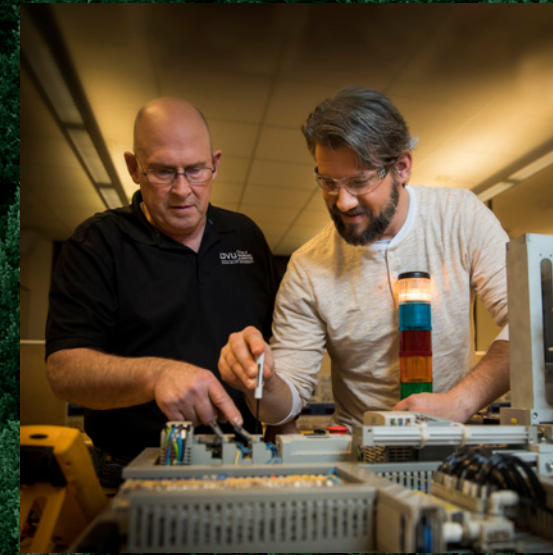


Annual Report 2023

A Year of Growth

“Like the evergreens of the mighty redwood forest,
it is only through intertwining our root systems
with the community and state that we have created
a foundation and the strength to grow and become
what we are today at UVU.”

Astrid S. Tuminez, Utah Valley University President





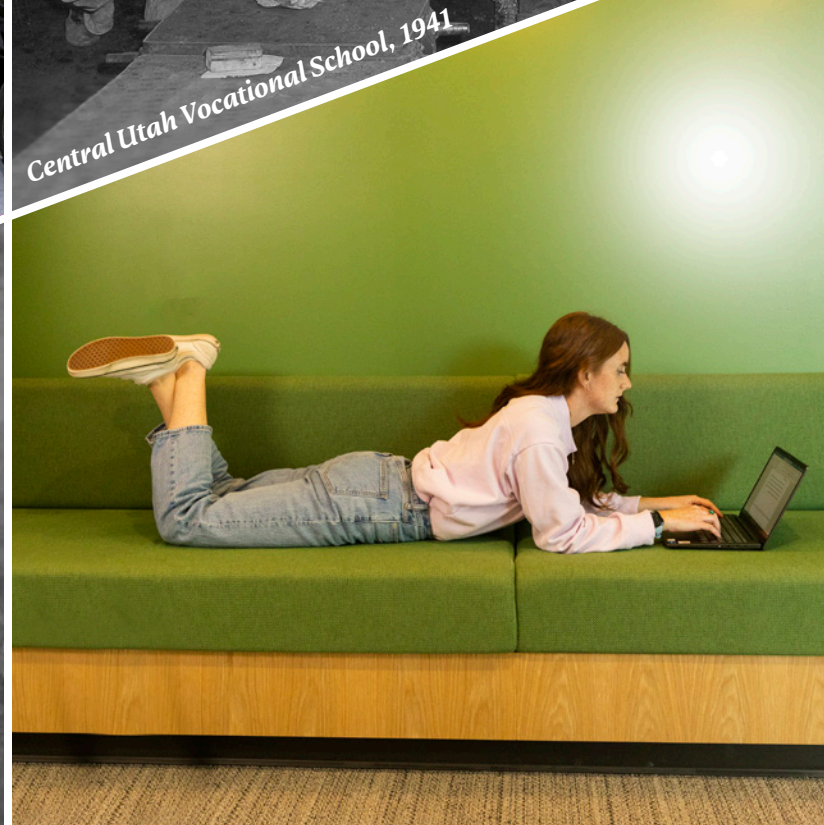
Central Utah Vocational School, 1952



Central Utah Vocational School, 1941



Utah Technical College at Provo, 1970



Dear EverGREEN Partner,

Nearly a year ago on October 22, Utah Valley University (UVU) announced a new chapter in our storied history. At the annual President's Scholarship Ball, we joined together as one UVU community to make public the university's inaugural comprehensive fundraising campaign, **EverGREEN**. We announced an ambitious goal to raise \$350 million for UVU by October of 2026. We are committed to leveraging the success of this campaign to amplify and provide transformational educational experiences for UVU students.

The goals for EverGREEN are intentionally bold. The intent of the campaign is to advance, expand, and increase the impact of a degree from the university on the world. We do not take this responsibility lightly. The inaugural comprehensive campaign will impact every aspect of the campus, from engineering and athletics to the arts and automotive.

UVU's mission is to **provide students with educational opportunities, an enriching learning environment for growth, and accelerated paths to achieve their goals.** I invite all to join us in this effort to provide even more transformational education

experiences for UVU students as they prepare to meaningfully impact the world for generations to come.

The **EverGREEN** annual report delivers on the promise I made to you the night we announced the campaign. Each year throughout the duration of EverGREEN, you will receive an update that details our efforts to date and the impact YOUR gifts are having on UVU students.

Every single cent contributed to this campaign will have an impact on UVU students. Each one of us has been impacted by someone else who has played a pivotal role in our story. What role will you play in a current or future UVU student's story? I invite you to explore the possibilities.

Forever EverGREEN,

Kyle A. Reyes, Ph.D.
Vice President,
Institutional Advancement,
CEO, UVU Foundation





LAUNCH OF EVERGREEN

EverGREEN, the university’s inaugural comprehensive campaign, was announced at the 2022 President’s Scholarship Ball. “EverGREEN will help us raise the funds needed to support students, enhance engaged learning opportunities, and ensure that all students leave UVU ready for the workforce and more confident to navigate life,” said UVU President Astrid S. Tuminez.

As part of the campaign, UVU announced its largest single gift in school history with a multi-year pledge totaling \$28.5 million from Utah Community Credit Union (UCCU). The overall goal of the campaign is \$350 million.

EverGREEN will help to establish a foundation for ongoing growth and future needs. The campaign will also ensure that the university can provide exceptional care, exceptional accountability, and exceptional results for future generations of UVU students. EverGREEN will be an opportunity for faculty, staff, students, alumni, community members, industry, and organizations to transform students’ lives.

EverGREEN Campaign Progress

Visit uvu.edu/evergreen or scan the QR code to see our progress toward creating transformational educational experiences.



Why I Give — The Bastian Family

The vision for the new UVU Museum of Art at Lakemount began more than 40 years ago when Melanie Bastian instilled in her four sons the principles of “giving back, both in terms of time and resources.” Melanie lived a life of dedication, commitment, and skill. She devoted herself to her family, religious organizations, education, and her community.

The virtues of hard work, humility, and gratitude guided her life. Upon her untimely passing from cancer in 2016, she left no explicit instructions for her estate.

Guided by a favorite Bible verse of their mother’s, “I have no greater joy than to hear that my children walk in truth,” her four boys, Rick, Darren, Jeff, and Robbie, all reached agreement on what to do next. They relied on their mother’s words and guidance and they gifted Utah Valley University their childhood home as the new location for the UVU Museum of Art — Lakemount Manor.

After three years of renovation, the new museum opened in May of 2023 and offers an innovative and active learning space in a unique setting. The Museum of Art at Lakemount provides opportunities for the community to engage in a variety of public education programs and family events. Melanie’s hard work, humility, and gratitude have come full circle as UVU students now have a new home to embark on journeys of their own to express and extend art to all.



Melanie Bastian

Find out more about the museum’s mission and hear from the family.





YOUR GENEROUS GIFT CHANGES LIVES

A Place for You

The strength of the university can be seen in its students. “You have heard ‘there’s a place for you at UVU,’ you can see it on the billboards, but more than that, you can feel it in the university’s hallways, classrooms, and board rooms,” **Jeanette Bennett**, founder and editor of Bennett Communications and UVU Board of Trustees member, said. “All students come first here. They are welcomed, regardless of their past, to find their future.”



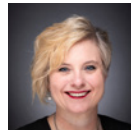
UVU’s Moment

“I support the EverGREEN campaign because it is UVU’s moment,” **Matthew Bryson**, class of ‘17, said. “As a recent grad, I have witnessed how a gift of \$10 can transform a student’s life by providing needed food, helping with housing insecurity, and books. This campaign is for all and is our chance to impact tomorrow’s alumni, TODAY.”



Transformative Impact

“I give to UVU because I am a first-generation student who believes in the life-changing power of education and the transformative impact that higher education can have on individuals, families, and communities,” **Candida Johnson**, assistant dean of CHSS, said. “By donating to UVU, I am helping to provide an opportunity for students to gain valuable knowledge, skills, and abilities to help build a better tomorrow.”



The Power of Education

“I donate to UVU’s EverGREEN Campaign because I believe in the power of education to positively impact students’ futures,” **Matt Serrao**, AVP of University Marketing, said. “Having experienced the benefits of higher education and scholarships myself, I want to provide opportunities for others to pursue their dreams and achieve their potential. It makes me proud knowing that my contributions can help shape a brighter future for aspiring students.”



An Invitation To Become Involved



Share your “Why UVU” story. Tell your neighbors, work associates, friends, religious partners, and family about what makes UVU unique, inspiring, or an ideal place to invest your time.



Become an EverGREEN Ambassador. The EverGREEN Ambassador Program is an invitation to serve as an extension of UVU. In your role as an EverGREEN Ambassador, you will be an “insider” and receive information related to events and special Ambassador-related activities. Learn more at uvu.edu/evergreen.



Share your passion. This is an invitation to share your passion with a member of the Institutional Advancement team. Interested in mentoring a student? Want to attend a class? We invite you to become involved as you see that, at UVU, there truly is a place for you!



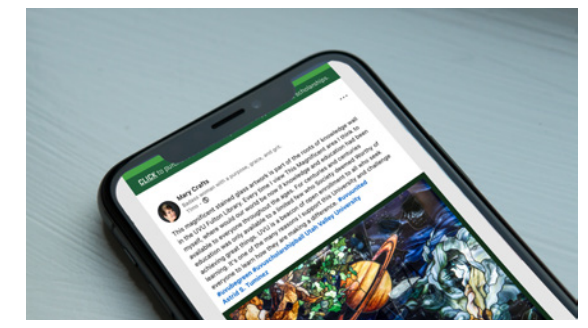
UVU Strategic Engagement Teams Wins Gold Award

The UVU Strategic Engagement team’s new initiative, the EverGREEN Ambassador Program, was conceived in line with the university’s inaugural comprehensive fundraising campaign. The EverGREEN Ambassador Program was launched during the silent phase of the campaign in May 2022 to strategically engage with key influencers and university supporters leading up to the formal public campaign launch in October.

recommended visuals, captions, and hashtags, as well as a guide for sharing EverGREEN content.

The judges noted in their remarks, “The panel was impressed with the level of engagement provided to these constituents and how the university employed the help of these constituents for the greater good. We love to see initiatives like this!”

As part of the fundraising campaign, the EverGREEN Ambassadors Program invited UVU’s supporters to serve as extensions of the Institutional Advancement Strategic Engagement team. Each month, the Strategic Engagement team provided EverGREEN Ambassadors with UVU-related updates to share with their followers on selected social media channels. The team provided





Being an EverGREEN Ambassador is open to ALL!
 Learn more at uvu.edu/evergreen/be-evergreen



Construction Finished for Young Living Alumni Center

The UVU Young Living Alumni Center (YLAC) celebrated its opening on August 18, 2023, with a public reception. The new Young Living Alumni Center provides a space for faculty, staff, students, alumni, and members of the community to establish connections. The new venue is the primary location for all UVU executive functions, ceremonies, and meetings, including the Presidential Lecture Series, legislative leadership meetings, and an array of other high-profile campus events. The center will be a hub of campus activity and the central location devoted to advancement and alumni operations, including a state-of-the-art events center. For more information, please visit: uvu.edu/advancement.

YLAC by the numbers

	<p>30,508 Interior square feet</p>
<p>4 Conference rooms</p>	 <p>9 Workstations in the Student Engagement suite</p>
<p>25 Offices</p>	
<p>2 Phone booths</p>	

Keep in Touch With UVU

The EverGREEN newsletter, published monthly, continues with the tradition of highlighting UVU students who are impacted by a gift from a donor or a scholarship fund. UPnext is a monthly video series that inspires, enriches, and showcases programs, students, faculty, donors, alumni, and friends of UVU. To sign up, visit uvu.tfaforms.net/223



Watch First's Story





Learn About Women's Success



UVU Foundation Board Members

The UVU Foundation's mission is to support UVU's current and future needs. As of May 2023, the Foundation helped UVU increase its endowment by **18.8 percent**. By the conclusion of the campaign in 2026, the Foundation aims to achieve a \$100 million endowment.



Frantz Belot Curtis B. Blair Rob Gardner Teresa Harding



Heather Kahlert Trina Limpert Brian Murphy Ryan Napierski Kara North Kyle Reyes



Paul Rogers Nathan Savage Amy Sunderland Astrid S. Tuminez Zac Whitlock Joshua Woodbury

Paying It Forward

"When I was in college I studied abroad in Ghana and it changed my life," **Dr. Hilary Hungerford**, associate professor of geography, said. "I have worked in West Africa in various capacities since then and am forever grateful for these moments. Giving to the African Diaspora initiative is a way to pay it forward and help provide resources for students from Africa and the African Diaspora at UVU. Students from Africa and the African Diaspora inspire me every day. They are amongst the most hard-working and brightest students at UVU and I am happy to play a small part in their success."



*EverGREEN is your personal invitation
to become involved, learn more, and
participate in making an impact for
TODAY and TOMORROW.*

uvu.edu/evergreen

UVU[™]