



Thank you to our Conference Host and Sponsors



From Fields to Facilities: Fundraising for a 261-Living Laboratory



Emily Winnenberg Kruse, Chief
Advancement Officer

Hannah Snively, Annual Giving



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



Introductions

Emily Winnenberg Kruse



CFAES
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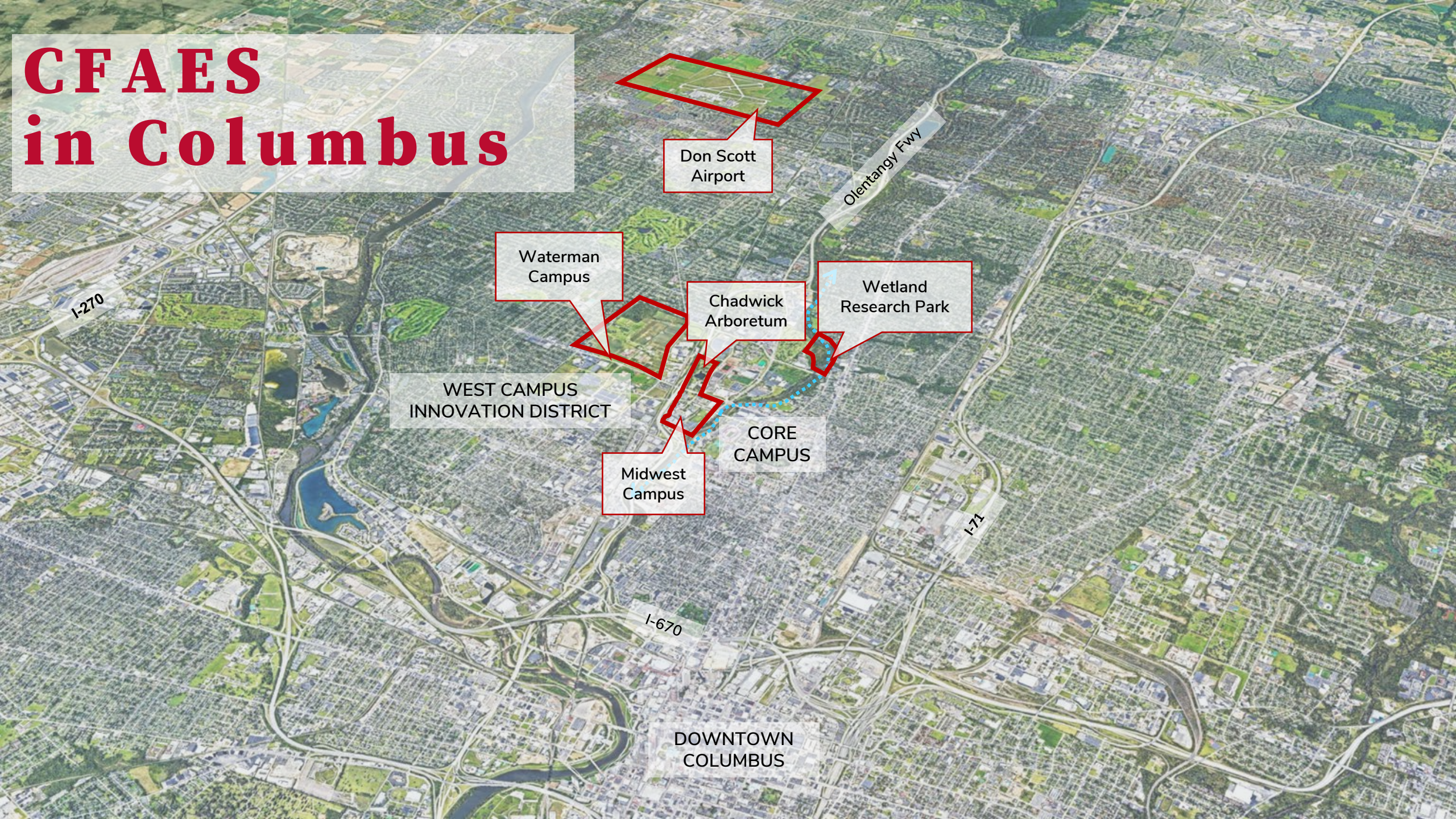
Hannah Snively



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Setting the Stage

Waterman Agricultural
and Natural Resources Laboratory



CFAES in Columbus

Don Scott
Airport

Olentangy Fwy

Waterman
Campus

Chadwick
Arboretum

Wetland
Research Park

WEST CAMPUS
INNOVATION DISTRICT

CORE
CAMPUS

Midwest
Campus

I-270

I-71

I-670

DOWNTOWN
COLUMBUS

Waterman

A Living Classroom for Ohio Agriculture



- **1923** – the Waterman family titles the land to The Ohio State University
- **2026** – A living laboratory and center for hands-on learning and experience.
 - Approximately **32,000** visitors annually
 - A connected, immersive hub for students, researchers, the community

At the Corner of Kenny and Lane

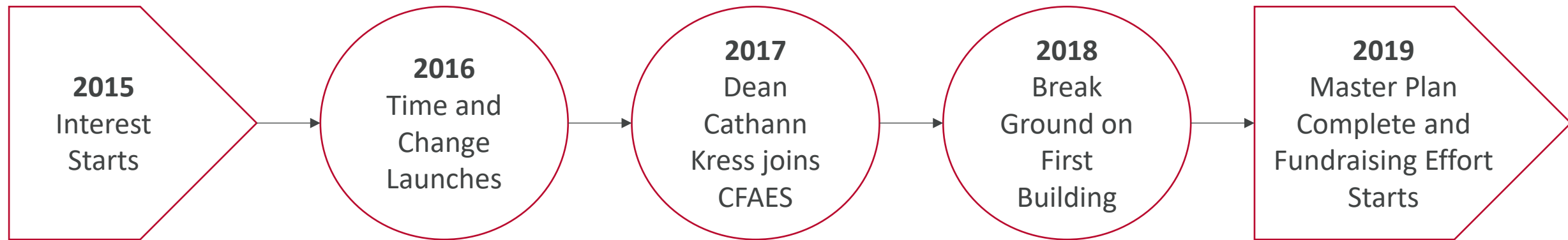
Why it Matters

- Desirable location in 14th largest city in US
- Intersection of premier university property, private developments, and affluent residential neighborhood



Getting Started

Right Thing, Right Time, Right People



Next Step: Make it Happen

A 10-Year Journey

Creating Alignment

Fundraising for a Vision



- Strategically positioned to **fundraise for a vision** vs. building by building.
- Emphasize on the **holistic importance of Waterman** for the future of agriculture and Ohio.

Building Buy-In

Rowing in the Same Direction

- **Broad distribution** of Waterman master plan
 - Internal and External
- Listening sessions with faculty and staff
- Intentional **functional partnership** between Advancement and Operations
- Facility tours started
- Development **goals formalized**



Step-by-Step

Bringing the Vision to Life

Experience Waterman

Using What You Have

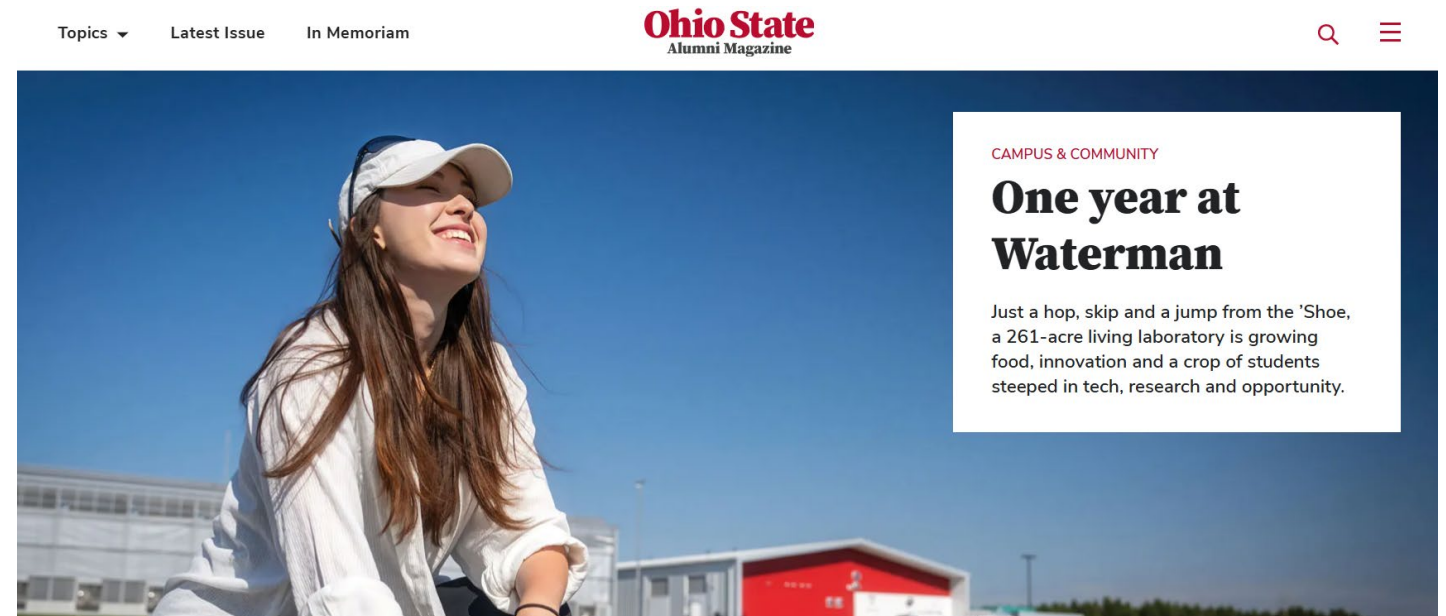
- Hosted 44 guests over the course of 2 highly **curated, immersive** events
- Within 12 months of the event:
 - Multiple annual giving level gifts
 - One \$50,000 commitment
 - One gift of \$625,000
 - Two named spaces



One Week At Waterman

Experience at Scale

- Seasonal series of highly **visual** updates, focused on immersive storytelling and updates
- Shared with **broad CFAES constituencies** across multiple channels



Philanthropic Partnership

Building Well-Rounded Support



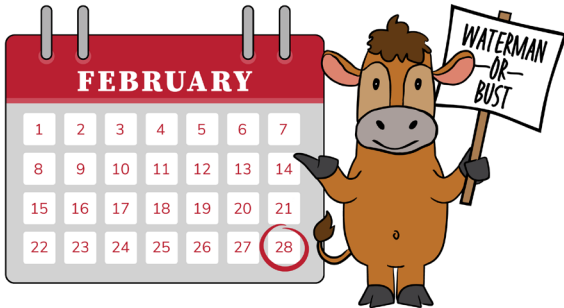
- Private Philanthropy
 - Full buy-in from new and longstanding donors
 - Multi-commitment giving
- Creative Corporate Philanthropy
 - Gift in kinds used from construction to equipment
- General Assembly Funding
 - One time \$10M allocation

A Moment for Everyone

Bring the Cows Home...And So Much More



Start the countdown!



- A natural opportunity to bring in a broad donor audience
 - Right timing
 - Right ask
- Leaned into the **fun** of it
- \$46,631 raised
- **393 individual donors**
 - 24% new to CFAES
 - 30% had not given in 2+ years

Where We Are Now

Waterman Today

By the Numbers

\$35,872,205

PHILANTHROPIC DOLLARS
RAISED

(And counting)

509

DONOR HOUSEHOLDS

28

NAMED SPACES



Kunz-Brundige Franklin
County Extension Building

Controlled Environment
Agriculture Research Complex



Multispecies Animal
Learning Complex

Lessons Learned

Top Three

1. Have a clear **articulation of the vision**
2. Full internal **alignment** and buy-in
3. See, feel, and **understand**



Questions?

CFAES Advancement

Emily Winnenberg Kruse



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to complete our session
evaluation and
committee interest form





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