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**Mr. Wash. U.**

mrwu.wustl.edu

**Co-Presidents**

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## **Mission and Purpose**

We are Mr. Wash. U., a student-run philanthropy organization at Washington University in St. Louis. Mr. Wash. U. is a charitable organization that selects 16 candidates every year to compete for the crown and title of Mr. Wash. U. As a part of the competition for the crown, these 16 candidates fundraise as much as they can throughout the academic year to raise money for City Faces, a non-profit arts-based mentoring and tutoring program for youth living in the Clinton Peabody Public Housing neighborhood in St. Louis, Missouri. We believe in instilling the importance of working as a collective unit to make a difference in the community by implementing innovative and exciting events involving the student body on campus. Our purpose is to involve our campus and community in philanthropic efforts, and cultivate an environment that cares deeply about City Faces and the betterment of community.

## **Organizational Structure**

Mr. Wash. U. is an entirely student-run organization. As co-presidents our role is to oversee two separate branches of our organization and to ensure cohesion, collaboration, and transparency among all parties involved. The first branch of the organization is our executive board. The Mr. Wash. U. executive board is composed of 18 people divided into the following positions: Co-Presidents, Treasurer, Vice President of External Fundraising, Vice President of Internal Fundraising, Vice President of Productions, Vice President of Communications, and each of the remaining members are a part of committees that fall under each Vice President. Throughout the year, the executive board meets weekly to organize on-campus programming and events that spread awareness of our organization, we collectively participate and encourage others to engage in fundraising events, and create new and innovative ways of increasing philanthropy on our campus for City Faces. The second branch of our organization consists of the 16 candidates. Throughout the year the candidates work individually, together, and also support the executive board on fundraising efforts. The creativity, passion, and dedication we see in each year's cohort of candidates is unparalleled.

## **Our Philanthropy**

Philanthropy is the foundation to the Mr. Wash. U. mission, as we describe ourselves first and foremost as a charitable organization. We are also the third largest fundraising body on campus every year. Mr. Wash. U. is dedicated to bringing men and women from our campus together to support a cause we are passionate about. Over the course of a year, Mr. Wash. U. hosts several fundraising events, engages local businesses through sponsorship, sends letters to family members and friends, and utilizes a crowdfunding website to raise money and awareness for City Faces and its mission. Even though Mr. Wash. U.'s first priority is fundraising, we fulfill a broader definition of philanthropy as we continue to promote and work closely with our singular cause. Through our website at

www.mrwu.wustl.edu, we give the community a chance to take a closer look at the detail of Mr. Wash. U. and our mission.

## **Our Impact**

Mr. Wash. U. impacts the Wash U community through various outlets of engagement. For example, undergraduates have a major role in selecting the 16 candidates, which gives them a reason to invest in and support our candidates as they fundraise and promote the show throughout the year. We measure our success not only by the fundraising total our executive board achieves, but by the amount of people we reach when we have our events. At each event, we are careful to explain the mission of City Faces and Mr. Wash. U., and how students can get involved in these organizations, hoping to spark their interest in not only supporting their friends who are candidates, but involving themselves in philanthropic efforts on campus or in the greater St. Louis community. The Mr. Wash. U. show and events throughout the year are unique to our campus and have become a valued tradition that connects the campus with the St. Louis community. We hope to increase the amount of students involved in our philanthropy by increasing attendance at our annual show and other fundraising events, increasing the number of Mr. Wash. U. candidacy applicants, and of course setting new records in our fundraising totals. In each of our events, we plan to emphasize the importance of campus involvement in philanthropic efforts and that any student on campus can have a hand in choosing the next Mr. Wash. U.

## **Budget**

Since Mr. Wash. U. is an entirely student-run organization, we are fiscally dependent on what the university will allot to us in any given semester. Typically, the only funding we receive is earmarked specifically for the costs involved with producing the Mr. Wash. U. Show, which takes place at the end of the academic year. From silent auctions to our annual Fall Festival, Mr. Wash. U. is responsible for covering the costs of all other fundraising events held on campus throughout the year. This often requires donations from local businesses, as well as innovative solutions to expensive and costly fundraising techniques. Additionally, Mr. Wash. U. donates 100% of the money fundraised directly to City Faces, leaving our group with a very small operating budget.

In order to increase campus awareness about Mr. Wash. U. and City Faces, we hope to expand the size and scope of our annual Fall Festival. Typically, this event is held in late October or early November as the kick-off event for the Mr. Wash. U. fundraising year. At this event, we announce the 16 candidates chosen to compete for the title of Mr. Wash. U. and invite the City Faces children to campus to meet with the student body. This last year, we collaborated with a student music group to reach a larger portion of campus. However, we had no budget for this event, and could only provide goods and services that were donated to us. With the Generous U Grant, we would like to overhaul the Fall Festival to increase its campus presence and catalysing the fundraising and philanthropic spirit for our candidates and guests.

We expect that the new Fall Festival will cost approximately \$3000, with the option of allocating more funds to the event if necessary. Due to campus policies, we would be required to hire a security service for the Festival, which would cost approximately \$500 (10 guards at \$25/hr, for 2 hours). Additionally, we would like to rent barriers to place around the Festival so that we can monitor entry and exit to the fair. Due to the size of the field, this fencing would cost about \$750 -- including set-up and take-down fees from the rental company. Fees for sound equipment and live sound-mixing would run \$1250 to hire a professional technician. Besides these major fees, we would use the remaining funds to print professional banners, rent tents and tables for our own booths, produce advertising in the form of flyers and posters, and provide transportation for the City Faces kids to and from the Washington University campus. Even with an expanded budget, we would like to continue pursuing donations and complementary gifts from other student groups and local business to promote the theme of community engagement on campus.

### **Sustainability Plan**

Mr. Wash. U. has been woven into the fabric of campus traditions at Washington University. The events apart from the show that we program, such as the Nearly Naked Run and the Fall Silent Auction, have become staples in the Washington University community. The style and uniqueness of the Mr. Wash. U. show makes it an event different than any other on our campus, and one of the favorite student run shows that we have. Our 16 candidates are from a diverse range of campus communities and academic years which help to spread our philanthropic values. Part of our sustainability comes from the new candidates that are chosen to compete each year, many of which become committed members of the Mr. Wash. U. executive board the following year. Our candidates become very committed to the cause of benefitting City Faces throughout the year, and often want to remain connected to the program behind the scenes as an executive board member. We plan to continue making our events larger, cementing them further as Washington University traditions and encouraging more members of the campus community to engage in fundraising efforts and see the importance of our work through these events and the show.

### **Lessons Learned**

Over the years we have learned that philanthropy can be fun. Our organization's creativity and innovation have brought events to this campus that have never been seen before at our institution. Our campus events have not only been a source of fundraising, but have slowly become a part of our campus traditions as a way to become recognized on campus, and to contribute to a philanthropic cause while still having fun. We have learned that we have room to grow and that there is significant value in the leadership of our peers. By having 16 candidates that are capable of enacting their own leadership and skills for fundraising, we have seen that people are capable of rising to the task at hand and making great strides in philanthropy.