

WFAA Financial Report, Fiscal Year 2025

In fiscal year 2025 (July 1, 2024, to June 30, 2025) generous alumni and donors made a number of new facilities possible at UW–Madison. Morgridge Hall opened as the new home of the School of Computer, Data & Information Sciences (soon to be renamed the College of Computing and Artificial Intelligence). Construction continued on Irving and Dorothy Levy Hall, the new academic building for the College of Letters & Science. The College of Engineering broke ground on its new Phillip A. Levy Engineering Center. And the UW made progress on building the Frautschi Center, which will serve as a front door to the Lakeshore Nature Preserve. Thanks to generous donor support, WFAA transferred more than \$548 million to UW–Madison in fiscal 2025, topping half a billion dollars for the first time and surpassing 2024’s record funds transfer by nearly \$100 million.



Statement of Financial Position

In fiscal 2025, WFAA remained in a strong financial position as a result of excellent investment performance and generous philanthropic support. Total assets increased by more than \$500 million and net assets by more than \$400 million. At the end of the year, WFAA's net assets approached \$6 billion, an increase of \$1.3 billion compared to three years ago.

ASSETS	JUNE 30, 2025	JUNE 30, 2024	JUNE 30, 2023	JUNE 30, 2022
Cash and cash equivalents	45,491,393	12,675,491	20,377,383	137,512,696
Income or redemption receivables	153,723,224	162,479,749	46,172,986	149,446,633
Estate and trust gifts receivable	12,581,197	13,826,522	23,854,961	42,234,774
Pledges receivable, net	113,662,197	144,152,080	72,167,885	100,769,223
Investments	5,960,425,899	5,444,908,123	5,066,702,824	4,513,308,351
Property and equipment, net	17,796,776	20,165,343	21,084,289	14,098,126
Other assets	13,998,568	11,392,227	8,613,014	7,840,469
TOTAL ASSETS	6,317,679,254	5,809,599,535	5,258,973,342	4,965,210,272

LIABILITIES	JUNE 30, 2025	JUNE 30, 2024	JUNE 30, 2023	JUNE 30, 2022
Pending investment purchases payable	24,499,711	1,923,039	49,805,680	115,409,595
Liability under split-interest agreements	42,518,621	42,869,731	39,687,483	40,645,070
Funds due to other organizations	334,730,142	292,270,221	257,496,470	232,404,268
Other liabilities	28,356,450	34,194,300	28,224,200	26,777,090
TOTAL LIABILITIES	430,104,924	371,257,291	375,213,833	415,236,023

NET ASSETS	JUNE 30, 2025	JUNE 30, 2024	JUNE 30, 2023	JUNE 30, 2022
Net assets without donor restrictions	273,449,683	216,940,298	155,178,205	123,117,790
Net assets with donor restrictions	5,614,124,647	5,221,401,946	4,728,581,304	4,426,856,459
TOTAL NET ASSETS	5,887,574,330	5,438,342,244	4,883,759,509	4,549,974,249
TOTAL LIABILITIES AND NET ASSETS	6,317,679,254	5,809,599,535	5,258,973,342	4,965,210,272

Statement of Activities

Although contributions decreased in fiscal 2025, investment returns increased by more than \$100 million over fiscal 2024. For the second consecutive year, revenue topped \$1 billion, and WFAA's net assets ended the fiscal year at more than \$5.8 billion.

REVENUE, GAINS (LOSSES), AND OTHER SUPPORT

	FY 2025	FY 2024	FY 2023	FY 2022
Contributions	343,019,242	469,724,199	349,840,627	373,008,147
Investment return/(loss), net of fees	722,512,499	600,949,741	374,168,329	(466,213,412)
Other income	2,931,841	5,169,458	4,292,194	4,403,588
TOTAL	1,068,463,582	1,075,843,398	728,301,150	(88,801,677)

EXPENSES

	FY 2025	FY 2024	FY 2023	FY 2022
Payments to or for the University of Wisconsin	548,751,779	456,253,257	339,979,657	272,226,114
Administrative expenses	70,479,717	65,007,406	54,536,233	54,636,658
TOTAL	619,231,496	521,260,663	394,515,890	326,862,772

NET ASSETS

	FY 2025	FY 2024	FY 2023	FY 2022
Increase/(Decrease) in net assets	449,232,086	554,582,735	333,785,260	(415,664,449)
Balance at beginning of year	5,438,342,244	4,883,759,509	4,549,974,249	4,965,638,698
BALANCE AT END OF YEAR	5,887,574,330	5,438,342,244	4,883,759,509	4,549,974,249

Expenses

At WFAA, we value generous donor support and are committed to providing excellent stewardship. Keeping costs low helps to maximize the impact of donor dollars. The breakout of administrative expenses and calculation of our ratio of expenses to contributions illustrate this commitment.

The table on page 5 breaks out administrative expenses. Page 6 includes a table tracking expenses and comparing them to new gifts and pledges, with data from July 2017 through June 2025. At the bottom of that page is a chart showing net contributions. While the cost of raising a dollar is calculated as a percentage – expenses divided by total contributions – net contributions are calculated by subtracting expenses from total contributions. Net contributions show in raw dollars how much WFAA has raised in each year.

A note regarding two expense categories that appear in 2022 but not afterward: the loss on guarantee relates to a one-time, nonoperational expense, and the agency transfer expense refers to funds held by WFAA on behalf of UW-Platteville and its Richland campus. The loss on guarantee refers to WFAA's decision to facilitate payoff of a mortgage for the Fluno Center, a mortgage that had been held by UW-Madison's Center for Advanced Studies in Business. The agency transfer – essentially, sending UW-Platteville's funds to UW-Platteville – is a non-administrative expense and thus is not included in the cost to raise a dollar.



TOTAL ADMINISTRATIVE EXPENSES

	FY 2025	FY 2024	FY 2023	FY 2022
Salaries	33,607,469	30,954,642	27,698,753	27,003,338
Employee benefits	7,850,228	7,276,274	6,006,543	5,766,186
Information technology	5,897,133	4,671,698	3,739,306	3,529,690
Professional services	4,309,086	5,149,268	2,992,951	2,369,199
Office expenses	3,714,686	3,571,583	2,526,065	2,238,079
Income tax expense	3,545,607	1,846,187	780,442	349,915
Depreciation	2,750,459	3,201,933	2,332,182	2,122,195
Payroll taxes	2,420,607	2,373,656	2,140,612	1,996,797
Conferences, conventions, and meetings	2,199,239	2,268,151	2,295,652	2,248,641
Occupancy	1,701,474	1,814,831	1,000,671	970,595
Travel	1,038,152	693,963	740,201	413,459
Insurance	717,763	739,754	724,891	608,071
Advertising and promotion	684,010	413,975	1,553,510	1,519,251
All other expenses	43,804	31,491	4,454	28,472
Agency transfer	-	-	-	3,448,786
Loss on guarantee	-	-	-	23,984
TOTAL	70,479,717	65,007,406	54,536,233	54,636,658

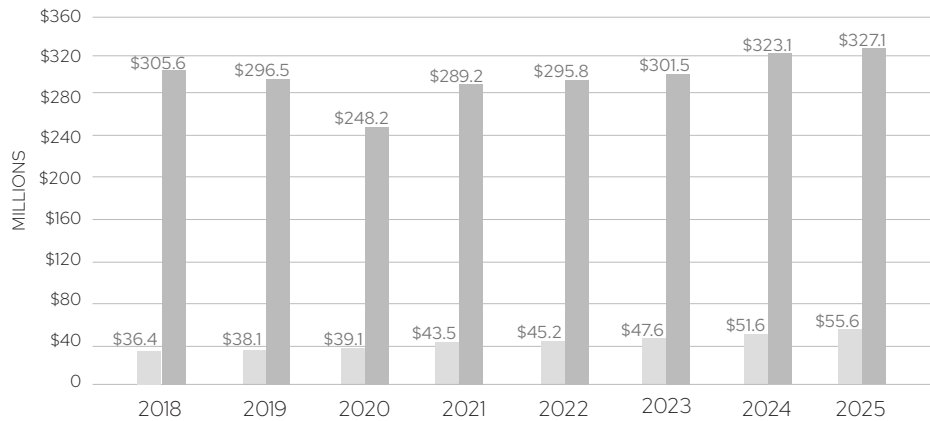
ADMINISTRATIVE EXPENSES AND CONTRIBUTIONS

	ADMINISTRATIVE EXPENSES <i>(excluding income taxes, agency transfers, and loss on guarantee)</i>	TOTAL CONTRIBUTIONS	COST OF RAISING A DOLLAR <i>(as a percentage of contributions)</i>	NET CONTRIBUTIONS
FY2025	66,934,110	343,019,242	19.5%	276,085,132
FY2024	63,161,219	469,724,199	13.4%	406,562,980
FY2023	53,755,791	349,840,627	15.4%	296,084,836
FY2022	50,813,973	373,008,147	13.6%	322,194,174
FY2021	43,464,741	378,208,285	11.5%	334,743,544
FY2020	46,931,081	302,983,809	15.5%	256,052,728
FY2019	42,786,981	341,044,683	12.5%	298,257,702
FY2018	42,181,729	309,813,572	13.6%	267,631,843

ROLLING FIVE-YEAR AVERAGES

ENDING IN YEAR SHOWN

Expenses Net Contributions



Payments to or for UW–Madison

Each year, WFAA sends funds to the university in accordance with donor designations and the board-approved spend plan. This table shows how those dollars were distributed, broken down by school, college, and campus unit.

PAYMENTS TO OR FOR THE UNIVERSITY OF WISCONSIN

	FY 2025 (7/24–6/25)	FY 2024 (7/23–6/24)	FY 2023 (7/22–6/23)	FY 2022 (7/21–6/22)
Letters & Science	181,278,204	114,417,742	31,123,219	31,682,346
Medicine and Public Health	120,749,914	125,371,697	103,742,736	102,571,380
Athletics	56,270,621	75,071,513	71,768,065	24,099,002
Engineering	28,551,094	17,836,070	18,565,339	15,370,295
Business	23,367,506	21,486,687	20,907,624	17,650,892
Chancellor's Designated	20,396,270	19,844,903	17,740,216	15,091,707
Veterinary Medicine	19,748,814	5,998,323	3,668,086	3,344,187
UW Hospitals and Clinics	18,307,060	5,435,167	11,586,338	6,164,045
Agricultural and Life Sciences	15,439,470	12,110,454	11,784,866	11,410,195
Education	11,297,621	10,680,927	11,299,273	10,381,838
Law School	11,003,263	6,843,434	8,260,476	3,346,422
Recreation and Wellbeing	10,655,044	13,207,136	437,177	307,944
International Studies	5,115,704	3,307,898	3,640,672	3,232,733
Other Non-UW–Madison	4,430,692	2,928,143	1,691,178	2,020,226
Wisconsin Union	4,003,194	636,673	2,016,244	612,996
Pharmacy	3,589,018	3,038,503	2,278,415	2,171,728
Research and Graduate Education	3,465,121	5,976,449	7,920,489	10,077,603
Human Ecology	3,100,235	2,961,452	2,950,959	2,982,622
Other UW–Madison	2,099,241	2,737,235	4,391,968	5,106,084
Nursing	2,012,595	1,541,006	1,673,947	1,088,579
Continuing Studies	1,444,870	1,216,946	680,228	1,021,559
Nelson Institute for Environmental Studies	1,436,740	1,420,899	1,003,462	1,463,435
Student Affairs	447,693	1,583,975	175,865	495,252
Libraries	383,181	590,599	602,309	459,470
Arts Institute	158,612	9,426	70,506	73,574
TOTAL PAYMENTS	548,751,779	456,253,257	339,979,657	272,226,114

Endowment Investment Portfolio

WFAA's Endowment Investment Portfolio provides a base of assets from which the University of Wisconsin may draw current and future revenues. WISIMCO – the Wisconsin Investment Management Company, a division of WFAA – and the investment committee of WFAA's board of directors manage the portfolio on a total-return basis, investing the endowment with a long-term perspective and an emphasis on diversified, equity-related strategies. Our goal is to maximize the benefit donors provide to the university while managing risk.

The investment, spending, and expense-fee policies associated with the Endowment Investment Portfolio are designed to provide consistent distributions while enabling the balance to increase at the rate of inflation. WFAA currently allocates the annual income based on a spending-plan rate of 4.5 percent, multiplied by the average market value of the total Endowment Investment Portfolio for the most recent 20 quarters – a change instituted during fiscal year 2025. Previously, WFAA had used a 16-quarter average value. Basing the spend plan on a 20-quarter average smooths the effects of volatility and aligns with reporting of investment results. This spend-plan rate is reviewed annually by the board of directors.

The table at right shows the total return figures, and the circular chart shows the asset allocation of WFAA's Endowment Investment Portfolio. WFAA established the portfolio's asset-allocation targets to promote overall portfolio diversification while providing a return necessary to meet the investment objectives.

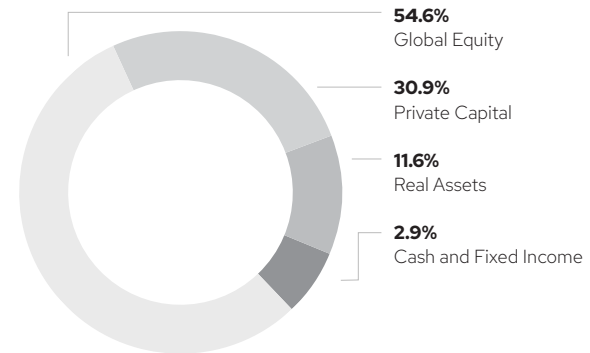
INVESTMENT PERFORMANCE

ANNUALIZED RESULTS AS OF JUNE 30, 2025

<i>Net of external manager fees</i>	1 year	16.2%
	3 years	13.8%
	5 years	11.1%
	10 years	8.2%

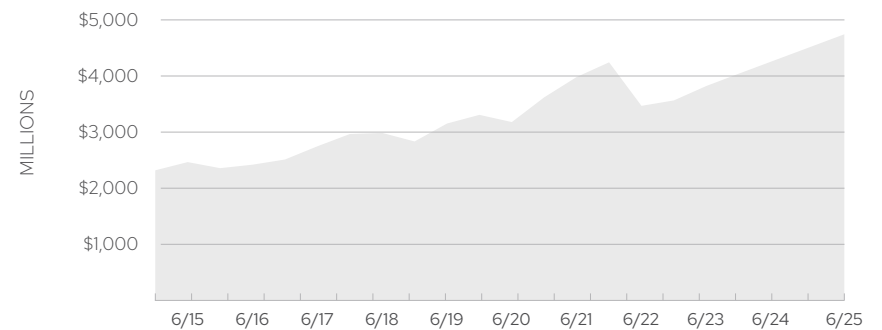
ASSET ALLOCATION

AS OF JUNE 30, 2025



NET ASSET VALUE

ASSETS AS OF JUNE 30, 2025: \$4,920,666,840



Planning Your Estate and Supporting the University

Thousands of our alumni and friends use a *gift planning* mindset: they consider their financial, tax, and estate planning when making charitable gifts to maximize benefits both for themselves and for UW–Madison. When realized, the resulting planned gifts make significant funding available to the university each year, providing crucial support.

WFAA's Office of Gift Planning is available to consult with donors and their financial or legal advisers to assist with drafting appropriate legal language or documentation to accomplish gift intentions, discuss the gift types best suited to specific financial or charitable goals, and explain how the various life-income gift options we offer may accomplish multiple objectives.

All individuals with a planned gift in place for the Wisconsin Foundation and Alumni Association are welcomed into the Wisconsin Legacy Society – our way of thanking those who have made this philanthropic commitment. No minimum gift is required, and any gift information provided is nonbinding. Current membership includes more than 2,800 individuals.

REALIZED PLANNED GIFTS

JULY 2024 TO JUNE 2025

Life-Income Gifts	
Charitable remainder trusts	\$298,390.20
Charitable gift annuities	\$1,898,443.81
Pooled income funds	\$94,668.76
Bequests	\$23,401,471.55
Financial Accounts	
Life insurance	\$92,917.75
Retirement plan assets	\$5,533,261.07
Other	\$662,231.29

NEW PLANNED GIFT COMMITMENTS CONFIRMED

JULY 2024 TO JUNE 2025

Life-Income Gifts	
Charitable remainder trusts	\$491,287.23
Charitable gift annuities	\$1,411,362.59
Bequests	\$145,277,741
Financial Accounts	
Life insurance	\$347,500
Retirement plan assets	\$15,880,517
Other	\$3,089,613.67