

## **Mission Statement**

Waygate's mission is to support and engage science fiction and fantasy authors and fans in global philanthropic endeavors.

## **Letter from the Executive Director**

Friends of Waygate,

I am honored to write Waygate Foundation's very first Letter from the Executive Director. As I write this, I'm struck by how far we've come. 2012 and 2013 were full of milestones for Waygate, and I was able to watch as a simple idea grew into a charity organization that is already starting to make a difference.

I remember the day we incorporated, and our very first Board meeting where we adopted our Bylaws, appointed the Board, and elected our first Officers. I remember the painstaking process of applying for 501(c)(3) status as a charity with the IRS. And then, that glorious day over a year and a half later when we finally got the approval. Though they largely happen behind the scenes, these first baby steps are crucial for a growing organization, and major milestone accomplishments for Waygate.

Even while taking these first steps, we began setting into motion our plans for giving back. The three drives we hosted in 2013 raised over \$5,000 for Worldbuilders, Wounded Warrior Project, and Child's Play. These deserving charities support worthy causes, and we are thrilled to have been able to lend the aid of our donors. Through these drives, we have connected hundreds of fans with some of their favorite authors and series.

And through it all, we're proud to have early supporters stand behind Waygate and cheer us on. We have over a dozen charter sponsors, individuals who have made significant financial contributions during the first years of Waygate's existence. Our Board of Directors and Advisory Council lend their valuable time and efforts to help direct Waygate and give recommendations for further growth.

Waygate is just beginning. We have ambitious plans for the future, and I look forward to watching as Waygate grows into the prominent charity that serves the science fiction and fantasy genres.

We've come far in the last two years. I can't wait to see what next year brings.

Karen Campbell

## **2012-2013 in Review**

### **Fundraising**

While waiting for 501(c)(3) status, our executive team conservatively opted to run fundraising campaigns only with groups or individuals that already had a connection to Waygate. Thus, most of our drives during 2012 and 2013 have a tie to Bandersnatch Group or Brandon Sanderson, who are represented on our Board of Directors.

Our initial campaign, "A Story Begins", marked the beginning of our journey. This campaign raised money for Worldbuilders, Inc, which allowed us to begin fostering a relationship with that organization and its founder, fantasy author Patrick Rothfuss. We raised over \$4,000 and donated \$2,000 to Worldbuilders. This event featured a Q&A with Team Jordan on the upcoming *Wheel of Time* Encyclopedia, which jump-started our donor engagement on Facebook.

During summer 2013, we held an auction for a signed Ta'veren Tees rare collectors edition shirt and collectors coin to raise money for Wounded Warrior Project. This proved a very successful model - the auction had over 2600 views, and the shirt and coin were ultimately sold for over \$240, eight times the initial bid. We donated 80% of the selling price to Wounded Warrior Project.

Our final drive of 2013 was a sweepstakes for signed copies of Brandon Sanderson books and a signed copy of the Penny Arcade comic Sanderfuge (featuring Sanderson). We raised \$2,500 during this drive and donated 75% of proceeds to Child's Play, a charity founded by the creators of Penny Arcade.

Despite not being officially recognized as a 501(c)(3) during these first two years, we held three successful campaigns, brought in over \$9,500 and made over \$5,000 in donations to other 501(c)(3) charities, and formed a solid base for our future fundraising efforts. With a strong first year of fundraising behind us, we look forward to continuing to make a difference in 2014 and beyond.

### **Charter Sponsors**

While getting started as a charity organization, Waygate wanted to do something special to recognize those who took a leap of faith with us and believed in Waygate's mission from the beginning. We decided to adopt a Charter Sponsor program, recognizing groups or individuals who made a significant financial contribution to Waygate early on. Without these generous donors, we would not be where we are today.

#### Platinum Sponsors

- Karen Campbell

#### Gold Sponsors

- Amanda Keen

- Harriet McDougal
- Ta'veren Tees

#### Silver Sponsors

#### Bronze Sponsors

- Erik Baldwin
- Neil Hampton
- Leigh Philips
- Raymond A. Ryckman, PhD
- The Company of San d'ma Shadar
- TarValon.Net
- Billy Todd

#### **Outreach to Donors and Authors**

Establishing a base of donors is one of the primary goals of Waygate's first years. We quickly created ties to some of the most prominent fan organizations representing fantasy and science-fiction literature through the formation of an Advisory Council. This Council is a team of representatives who act as liaisons between Waygate and their fan communities. In 2013 we also established a partnership with the Reddit science fiction and fantasy group, which has opened our audience up to additional fandoms.

Our primary medium for reaching donors is online. We focused on establishing our presence on Facebook during 2013 and will branch out to other forums in the future. Though Waygate is mostly an online organization, we have also made an effort to be represented at prominent conventions across the country. Waygate is in regular attendance at JordanCon, held in Atlanta, GA named for *Wheel of Time* author Robert Jordan. The Reddit table at the 2013 WorldCon in San Antonio and ConFusion in Michigan featured Waygate literature and give-aways to help get our name out to new authors and fan communities. So far Waygate has used events such as these as another marketing avenue, rather than as a fundraising opportunity. We have plans in 2014 to hold our first in person fundraiser at JordanCon.

Our primary contact with authors in 2012-2013 has been through relationships we have already established. Bandersnatch Group and Brandon Sanderson, who both are represented on Waygate's Board of Directors, have run multiple drives with Waygate during these first years. We have also established a relationship with Patrick Rothfuss, and during our last drive of 2013 we featured a prize which was donated to us by Penny Arcade. We hope to further enhance these relationships in the future.

Now that Waygate is 501(c)3 approved, we can begin contacting new authors more actively. Reddit has given us initial contact with numerous authors through ConFusion by collecting author signatures on an item that will be used in a future Waygate campaign. We plan on using this author list, as well as other authors recommended to us by our Board and donor base, in order to broaden our reach.

#### **Gaining 501(c)3 Status**

We incorporated with the intent of becoming a public charity, so shortly after our incorporation in December 2011 we began working on our application for 501(c)3 status. We submitted form 1023 and its attachments to the IRS in March 2012. Due to an abnormally large backlog at the IRS, we did not receive a response until spring 2013. After a bit of back and forth, Waygate received its recognition as a

public charity under IRS code 501(c)(3) late in 2013.

Becoming recognized as a public charity is big for any organization. Having that status means that donors can have the assurance that their money is being used as directed and to help the public good. It means that donors can know that Waygate is following stringent rules and guidelines set by the IRS to ensure that all donations are being handled ethically. Authors who wish to work with Waygate can rely on our team understanding what it takes to hold fundraisers in a manner that is lawful and consistent with guidelines for charitable activities.

Because our executive team wanted donors and authors to have those assurances, we did not aggressively pursue fundraising opportunities while waiting for Waygate's public charity status to be federally recognized. Now that this milestone has been achieved, our team will actively seek out new authors and fundraising opportunities, while looking to expand our donor base.

### **Transparency**

Our Board of Directors and our Executive team believe that transparency is of the utmost importance, not only because the IRS demands it but also because we feel it's the best business practice for an organization whose support is based upon generous donations. As a result, we strive to keep as much of our operating information as possible easily accessible.

- Our current Bylaws (including Conflict of Interest policy), Articles of Incorporation, and application for tax-exempt public charity status are located on our website.
- Our tax forms are located on the IRS website.
- We have a silver-level profile on GuideStar, an organization dedicated to the transparency of all non-profits registered with the IRS.

We are also working on a Code of Ethics policy and a document retention policy, both of which will be posted on our website once completed. Anyone can request access to any relevant documents, and we will reply as soon as we are able. Our goal is to be as transparent as possible.

### **Board of Directors and Executive Team**

Waygate's Board of Directors is responsible for setting the vision and direction of the organization. As part of maintaining that vision and ensuring that Waygate is serving its mission statement in an ethical manner, it meets twice throughout the year to review financials, organizational goals, and give feedback to the Executive Team. The Board appoints Waygate's Officers, who currently make up Waygate's Executive Team. This team of volunteers takes the vision set by the Board and makes it happen.

#### **Board of Directors**

Harriet McDougal - permanent Director named in original operating documents

Wilson Grooms - permanent Director named in original operating documents

Karen Campbell - Chairman of the Board; term began February 2012; currently serving in first term

Ben Gundersen - term began April 2013; currently serving in first term

John Hyland - term began February 2012; currently serving in first term

Brandon Sanderson - term began February 2012; currently serving in first term

Billy Todd - term began February 2013; currently serving in second term

Maria Simons - Non-voting member and Chair of the Advisory Council; term began February 2013;

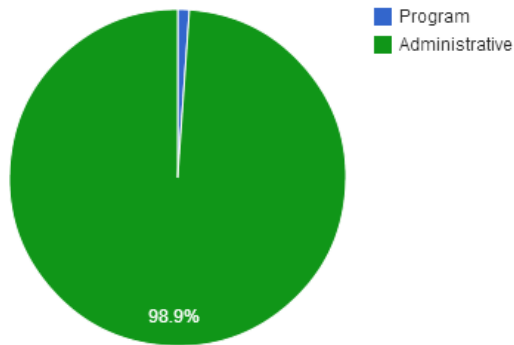
currently serving in second term

**Executive Team**

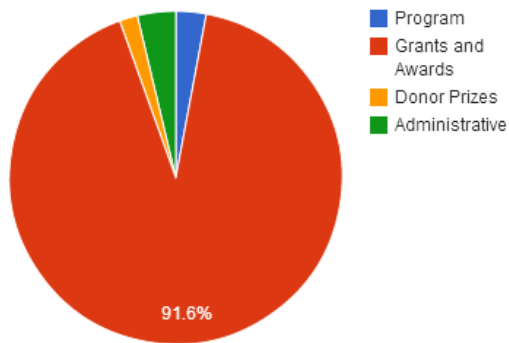
Karen Campbell - Executive Director and President  
 Shannan Lieb - Director of Donor Relations and Secretary  
 Amanda Keen - Director of Operations and Treasurer

**Financials**

**2012 Program vs Non-Program Expenses**



**2013 Program vs Non-Program Expenses**



Donations and Income		2012	2013
Cash		\$ 3379.92	\$ 3564.50
Goods		\$ 0	\$ 1588.83

Other		\$ 0.87	\$ 4.85
Total		\$ 3380.79	\$ 5158.18
Expenses			
Program		\$ 13.19	\$ 70.48
Grants and Awards		\$ 0	\$ 2194.00
Donor Prizes		\$ 0	\$ 42.00
Administrative		\$ 1164.91	\$ 89.06
Total		\$ 1178.10	\$ 2395.54
Net Income		\$ 2202.79	\$ 2762.64

Assets and Liabilities:

Assets and Liabilities		2012	2013
Current assets		\$ 1857.27	\$ 3073.08
Supplies inventory		\$ 345.56	\$ 345.56
Fundraiser inventory		\$ 0	\$ 1546.83
Liabilities		\$ 0	\$ 0
Net assets		\$ 2202.83	\$ 4965.47