



FOUNDATION

for Success ANNUAL REPORT FOR
FISCAL YEAR 2021



**KENNESAW STATE
UNIVERSITY**
DIVISION OF UNIVERSITY ADVANCEMENT
Kennesaw State Foundation

FOUNDATION

for Success ANNUAL REPORT FOR
FISCAL YEAR 2021

CONTENTS

- 3 President's Letter
- 4 Foundation Chair's Letter
- 6 Honors Matching Program: Inspired to Give
- 10 Windgate Foundation: Artist Residency Program
- 12 Amerigroup Endowment Assists Students Facing Hardships
- 14 Student Scholar Highlights
- 18 Alumni Board Names
- 19 Athletic Association Board Names
- 20 KSU Foundation Board of Trustees
- 21 KSU Foundation Executive Committee
- 23 President's Parliament
- 24 CEO's Letter
- 26 Financial Reports



Interim President's Letter

Kathy Schwaig

The past few years at Kennesaw State have witnessed tremendous growth and innovations that have furthered the university's efforts to help as many students as possible find their wings. These steps forward combined with the existing foundation have set the university up for long-term success. Contributions from the KSU Foundation have helped cement this broader foundation and lift the potential for what Kennesaw State can accomplish, through raising support for additional scholarships, funding important projects, and meaningfully engaging alumni and others outside of the university.

The past academic year was atypical, with the challenges and uncertainty of the COVID-19 pandemic always in the background and the new health and safety protocols reminding us all to stay vigilant. The arrival of

the vaccine saw these restrictions ease and our campuses begin to regain their former vitality, though KSU continues to monitor and follow USG and Georgia Department of Public Health guidelines.

Despite these very real challenges, our Foundation held firm, bringing in big wins for the university and its students, including \$9 million for the naming of the Norman J. Radow College of Humanities and Social Sciences and the establishment of the Radow Institute for Social Equity—the second-largest gift the university has ever received. All told, giving and pledges exceeded \$29.8 million for FY 2021.

At the same time, our university has continued to grow in enrollment this fall and has continued to grow in other areas as well. KSU recently established a Ph.D. in Interdisciplinary Engineering and a Master of Arts in art and design. On top of this, the new Double Owl Pathways help undergraduates jump-start their graduate degrees at KSU while ultimately saving time and money. External funding awarded for research crossed the \$10 million mark for FY 2021 for the first time in eight years. Spaces on campus continue to be built or renovated, including the Academic Learning Center and student housing.

Upon this strong foundation, Kennesaw State will develop its research, doctoral productivity, undergraduate education and scholarship resources for students. We will further support our faculty and staff, maximize space and foster an inclusive, welcoming campus community. I look forward to the academic year and all it holds for KSU, knowing the institution and the KSU Foundation stand on firm footing.

Kathy S. Schwaig

Kathy Schwaig

Interim President, Kennesaw State University

“Contributions from the KSU Foundation have helped cement this broader foundation and lift the potential for what Kennesaw State can accomplish.”



Foundation Chair's Letter

Trenton Turk

It has been my true pleasure to serve as the Chairman of the KSU Foundation over the past year.

Our Foundation continues to thrive, and I'm happy to say we are truly fulfilling our mission: "To be advocates for the University, to receive, invest, account for, and allocate gifts and contributions in support of Kennesaw State University," with a core purpose "to independently support, guide and protect the University." Even though this past year has been fraught with a myriad of challenges involving a pandemic and the resulting fallout, we have collectively kept our Foundation focused on our mission. I have witnessed a community of students, academic leaders, staff, faculty and trustees join and successfully navigate these unprecedented times in a most amazing way.

The business of our Foundation continues to be expertly handled within our various committees. Our committees continued to meet virtually and accomplished many needed changes during the year. Thanks to our committees' efforts, we now have a new investment advisor, revised and updated bylaws, a new audit firm, a new strategic plan and other various accomplishments. Thanks to all of you for your continued efforts on our various committees.

Perhaps the most significant and important accomplishment our Foundation realized over the last year is the increase in donations to our university. Through the continued efforts of our development officers led by our CEO, Lance Burchett, and our AVP of development, Scott Bryant, **our endowment has grown from about \$47 million to now over \$96 million in less than three years.** A significant portion of these donations that made this amazing growth possible came directly from our trustees. For all of you who have helped with this effort—THANK YOU for your contributions! Thanks to all of you, we are now well on our way to our goal of transitioning to a philanthropic Foundation that manages our real estate assets vs. a Foundation that simply relies on income from our real estate assets.

I look forward to continuing to serve as chairman of our Foundation next year. It is truly an honor to serve with each of you as trustees as we work to continue our mission as a supporting organization for the KSU community!

Go Owls!

Trenton D. Turk
Chair, KSU Foundation Board of Trustees

***“We are truly fulfilling our mission: “To be advocates for the University, to receive, invest, account for, and allocate gifts and contributions in support of Kennesaw State University.”**”*





Inspired to Give

For the second straight year, Kennesaw State University has built on the investment of generous donors who provided an unprecedented gift to the University.

When donors committed \$10 million in 2020 to establish an endowment matching fund for scholarships for students of Keeping Sights Upward (KSU) Journey Honors College, the potential for drawing additional contributions and naming opportunities was outstanding.

The gift was designed to match other donors' endowments to support the college in perpetuity, with the goal of growing the initial investment to \$25 million through a 150 percent match. Since the challenge was made to invest in KSU Journey Honors College, a number

of additional donors have been sparked to give as well. Now, in just a few short months, the matching opportunity is complete, as the additional donors provided all the necessary funding.

During that first year, a number of donors stepped up for the matching opportunity for KSU Journey Honors College. The list of donors includes Barry and Sylvia Hyman; Michael Hammond for the Henry Michael Hammond Scholarship Endowment; donors affiliated with Freedom Electronics LLC for the John Slocum Memorial Scholarship; and Allen Brooks for the

John Boyko Endowed Scholarship.

Completing the match during the past year were several donors of very generous gifts, including Audrey Morgan and the Bobbie Bailey Foundation; George and Alice Kalafut; Jim and Wanda Hills; and Frank and Melodie Howard.

Making a Positive Impact

Kennesaw State University received a \$5 million gift from Audrey Morgan and the Bobbie Bailey Foundation to benefit the School of Music in the College of the

Arts. The gift includes \$4 million to advance the Dr. Bobbie Bailey Endowed Music Scholarship and \$1 million to establish the Dr. Bobbie Bailey Endowed Honors Music Scholarship.

In addition, the Board of Regents of the University System of Georgia approved the naming of the School of Music as the Dr. Bobbie Bailey School of Music at KSU.

The gift is the largest contribution to the College of the Arts (COTA) in its history, as well as one of the largest donations from a single organization to Kennesaw State University. The donation will be devoted in full to student scholarships housed within KSU's COTA.

With the gift, philanthropic support from Dr. Audrey Morgan; her sister, Dr. Bobbie Bailey;

and the Bobbie Bailey Foundation has grown to more than \$11 million since 1993, making the family the largest family of donors in KSU's history.

"I would define success by seeing students transition into fruitful careers and making a

inspiration for their latest gift to the University.

Named in honor of George and Alice's daughters, the Katherine Kalafut Cody and Tracy Kalafut Collerain Endowed Scholarship will support students in KSU Journey Honors College and the

"I would define success by seeing students transition into fruitful careers and making a positive impact on their communities by finding ways to give back on their own."

positive impact on their communities by finding ways to give back on their own," Morgan said.

A Personal Connection

George and Alice Kalafut have been part of the Kennesaw State family for more than 30 years, and now their own family is the

Coles College of Business who are majoring in finance, accounting or information systems. The Kalafuts have pledged \$100,000 for the scholarship.

This is the latest contribution from the Kalafuts. In 2017, they established the Alice G. Kalafut Scholarship to



Dr. Bobbie Bailey

support women, with a focus on single mothers studying information systems, finance and accounting. The scholarship is one of the largest endowments bestowed on the Coles College of Business.

“We are happy to support Kennesaw State, and having our personal connection makes it even more enjoyable for us,” George Kalafut said. “Being part of something that has been so successful and has grown so much—not only in size, but also in quality — and

contributing to it from the Foundation side is the type of experience that you don’t have very often in a lifetime.”

Inspiring the Next Generation

Jim J. Hills and his wife Wanda aim to inspire the next generation of engineers through a

\$1 million endowment, the largest single gift in the history of KSU’s Southern Polytechnic College of Engineering and Engineering Technology. This gift will provide support for KSU engineering competition teams and lab equipment, along with scholarships for engineering students

“I’ve always had a tremendous amount of respect for all of the legacy institutions that comprise KSU, so the engineering college was always the natural choice for where I felt I could make the biggest impact.”

Jim Hills, center, students.





Frank and Melodie Howard

“At KSU, you can see the results of your contributions and know that they are making a difference.”

in KSU Journey Honors College.

Jim Hills serves as president of engineering and testing firm ATS, employing more than a hundred KSU alumni, students completing co-op assignments and additional students. In addition to supporting honors students, Hills said he gravitated toward supporting KSU’s engineering competition teams, particularly KSU Motorsports, since they represented a foundational part of his own undergraduate journey.

“I’ve always had a tremendous amount of respect for all of the legacy institutions that comprise Kennesaw State, so the engineering college was always the natural choice for where

I felt I could make the biggest impact,” Hills said. “I strongly believe in higher education and competition teams, and their ability to provide transformative learning experiences that spawn highly successful careers.”

Giving Back to the Community

Frank Howard already had a long association with Kennesaw State University when he began hiring accounting and information technology graduates when he was an executive with Atlanta automotive giant Genuine Parts Company. Howard and his wife Melodie live in Kennesaw and have been actively giving back to the community for decades. Their most recent gift is a \$100,000 gift for

the creation of the Frank and Melodie Howard Endowed Scholarship, the first scholarship for KSU Journey Honors College based solely on the financial need of the recipient.

The creation of the Frank and Melodie Howard Endowed Scholarship is just one of a half-dozen gifts the couple has made to benefit Kennesaw State students. Frank serves on the board of trustees for the Kennesaw State University Foundation, bringing his accounting and management expertise to both the investment committee and the audit, governance and ethics committee. “At KSU, you can see the results of your contributions and know that they are making a difference,” Howard said.

KSU School of Art and Design receives grant to establish artist residency program

A gift to Kennesaw State University's School of Art and Design from the Windgate Foundation has helped create an artist residency program that launched in the fall 2021 semester with Birmingham-based artist Amy Pleasant.

Pleasant worked with Kennesaw State art students in printmaking, ceramics and papermaking for two weeks in September and will work with them for another two weeks in November. A well-known artist whose practice includes drawing, painting and ceramics, Pleasant has had work featured in exhibitions across the nation, including the Bernard A. Zuckerman Museum of Art on the KSU campus.

"It's great to be able to work in a hands-on collaboration with students," Pleasant said. "It's also good for them to have some professional practice discussion about what to expect after college."

As part of the three-year, \$60,000 gift, a review committee selects artists for four-week residencies



Amy Pleasant, Artist in Residence

at Kennesaw State. The grant will fund a fall semester and a spring semester artist residency for three years. Each artist receives a \$5,000 honorarium for their work, as well as a \$5,000 budget for supplies to use during the residency.

"The College of the Arts at KSU is committed to transformational student engagement through professional practices in the arts," said Harrison

Long, interim dean of the College of the Arts. "This artist residency program in the School of Art and Design, made possible through the generous support of the Windgate Foundation, advances our capacity to give students the experience of working with visiting professional artists in their field of study."

The Windgate Foundation's support helps the School of Art

and Design's mission of becoming a launch point for emerging visual artists and allows KSU students to develop into industry leaders to meet the demands of a growing job market.

"We have found visiting artist programs to be an exciting way for students to connect more personally with a practicing artist and absorb information and ideas," said Patricia Forgy, Windgate executive director. "The visiting artists also benefit from the use of the facilities and connections made in the community as they share their craft. We are pleased to support the creation of this type of program at KSU School of Art and Design."

The largest unit of the College of the Arts, the School of Art and Design offers undergraduate degrees in art, digital animation and apparel textiles technology, and

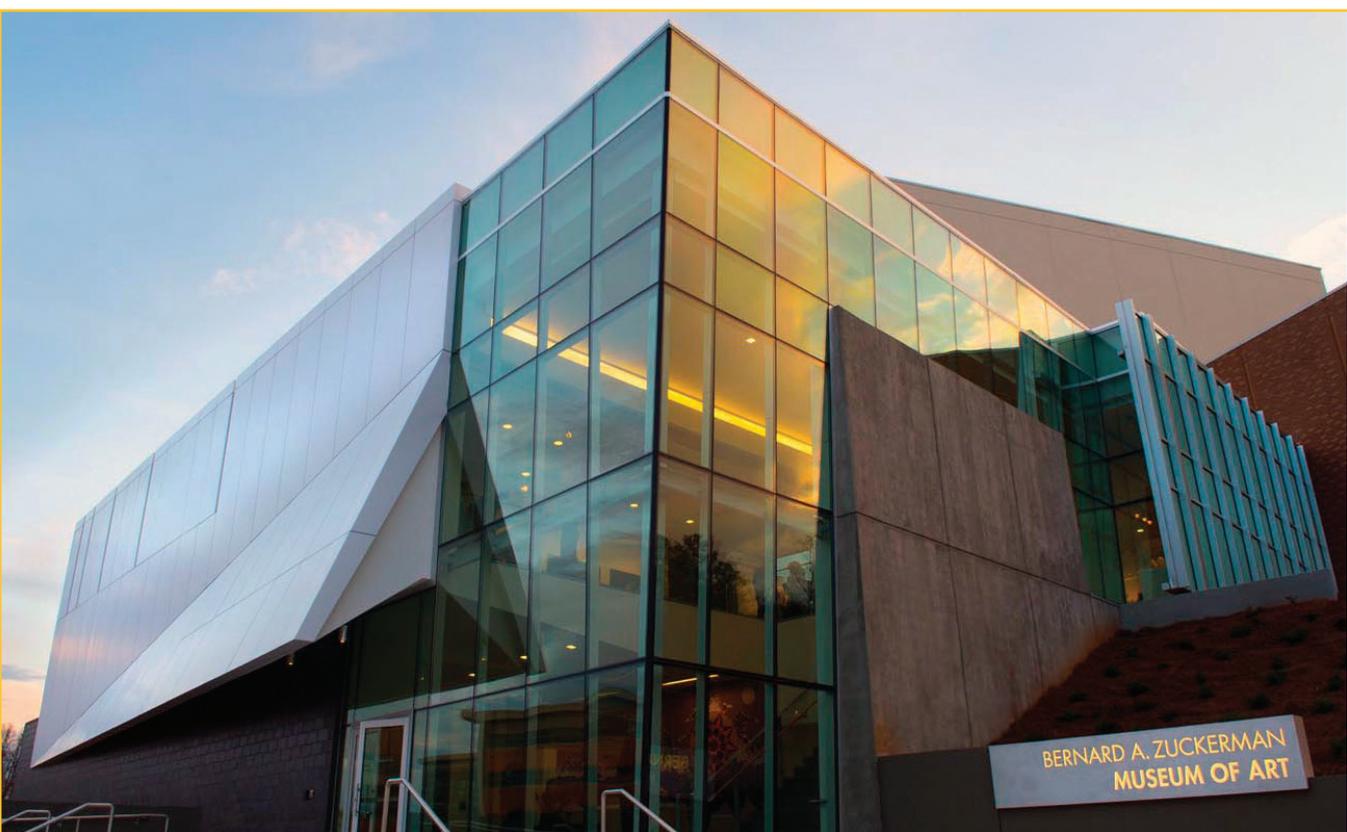
"We have found visiting artist programs to be an exciting way for students to connect more personally with a practicing artist and absorb information and ideas."

recently launched the Master of Arts in Art and Design program, featuring concentrations in digital animation, art education and museum studies. The School of Art and Design is accredited by the National Association of Schools of Art and Design.

The Windgate Foundation, based in Little Rock, Arkansas, is a

private family foundation supporting significant educational programs in craft and visual arts; art history preservation efforts; funding for K-12 and higher educational

institutions for the development and support of the arts, scholarships and effective instructional programs; and programs for economically and socially disadvantaged children in Arkansas. Since 1993, Windgate has provided over \$980 million in grants across the United States.





Above: Marcy Stidum, Director of CARE Services





Amerigroup Endowment Assists KSU Students Facing Hardships

An endowment from managed care organization Amerigroup Community Care aims to ensure that Kennesaw State University students who encounter financial hardships will be able to stay in school and complete their degrees.

Amerigroup's contribution enables KSU's Campus Awareness, Resource and Empowerment (CARE) Services to support students by securing temporary housing or helping cover unexpected expenses. Any Kennesaw State students facing adversity that could hinder their academic progress are eligible to seek funding through Amerigroup's emergency assistance endowment.

"This gift from Amerigroup is so important for us in establishing a long-term solution toward providing assistance for students," said Marcy Stidum, director of CARE Services. "We now can provide short-term hotel stays, technology and textbook purchases, and even assist with emergency medical expenses that could cause a student to withdraw from classes."

The gift from Amerigroup totals \$50,000, including \$45,000 for the emergency assistance endowment. An additional \$5,000 sponsored a foster care awareness event with CARE.

Amerigroup's endowed fund is managed by the KSU Foundation and supports Kennesaw State's Emergency Assistance Program (EAP), a collaboration between the

“ This gift from Amerigroup is so important for us in establishing a long-term solution toward providing assistance for students. ”

Office of the Dean of Students, Office of Financial Aid and Scholarships, and CARE Services. The program has served more than 700 students in need since its inception in 2019.

The Emergency Assistance Program has experienced a significant increase in requests for help during the COVID-19 pandemic, according to Stidum. The most common hardship for KSU students has been having their work hours decreased or losing employment entirely.

"The assistance provided through this endowment will keep students from the difficult decision of pursuing their education or meeting their basic needs," said Carrie Olsen, program manager for CARE Services. "Every student deserves the chance to focus on classes without having to decide between textbooks or transportation, rent or tuition."



STUDENT SCHOLAR *Highlights*



LAUREN HENDERSON

Major: Entrepreneurship

Doug Shore

Endowed Scholarship

“Growing up, I was passionate about many things, so deciding on a major was difficult. I knew I wanted to make a positive impact, and I wanted to create my own business. This led me to the Coles College of Business, and it’s the best decision I’ve made. Thank you to the donors who support KSU students in their education. My scholarship has allowed me to focus on my education without incurring debt. Thank you!”

Each year, Kennesaw State provides scholarships to students on the basis of academic achievement, extracurricular activities, leadership, commitment to community, financial need or merit.

This year’s highlighted recipients are Lauren Henderson, Hithesh Orviline, Terrell Spottsville, Richie Park, Temi Aladegbemi, Jaylen Amica and Yulianne Rosario.



HITHESH ORVILINE

Major: Mechanical engineering with a minor in graphic design

SPSU Alumni Association
Legacy Scholarship

“I am honored to be one of this year’s SPSU Alumni Association Legacy Scholars. Ever since I was a young boy, it was my dream to have a career as an engineer, and to one day design my own car. I discovered that KSU is the perfect place to help me gain the knowledge and skills I needed to pursue my dreams. Even throughout the past year with the pandemic, my professors were adamant about providing aid to students and ensuring that we were successful in our studies. Thank you to all the donors who make the SPSU Alumni Association Legacy Scholarship possible!”



TERRELL SPOTTSVILLE

Major: Mechanical engineering

Robert Glenn Allen Memorial
Endowed Scholarship

“I am very appreciative and grateful to the donors who funded my scholarship. During my time at KSU, I have learned that engineering is about opening your eyes to a different world. While my classes are difficult, I have a lot of support here. I want to thank the donors who gave me the opportunity of gaining an education. Receiving this scholarship helps provide funding for my tuition, fees and books, and it has given me confidence in knowing that I am on the path toward success.”

STUDENT SCHOLAR *Highlights*

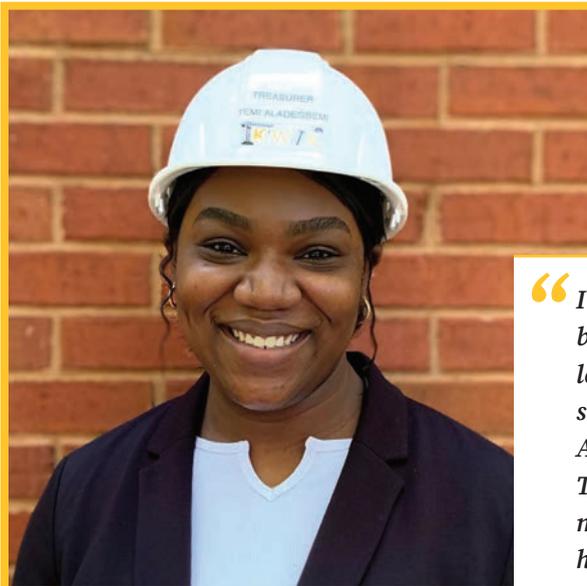


RICHIE PARK

Major: History Education

Lindy Radow Humanities and Social Sciences
Honors Scholarship Endowment Fund

“I decided to major in history education to fulfill my dream of becoming a history teacher. The act of education fills me with unparalleled joy, and guiding those who want to learn is my aspiration. My drive to become a teacher is what led me to choose KSU. Words cannot express my immense gratitude for the generosity and kindness of KSU donors. Ever since my father fell ill and was unable to work, money has been tight. However, with the aid provided by my scholarship, I can attend school with significantly less worry and focus on my studies.”

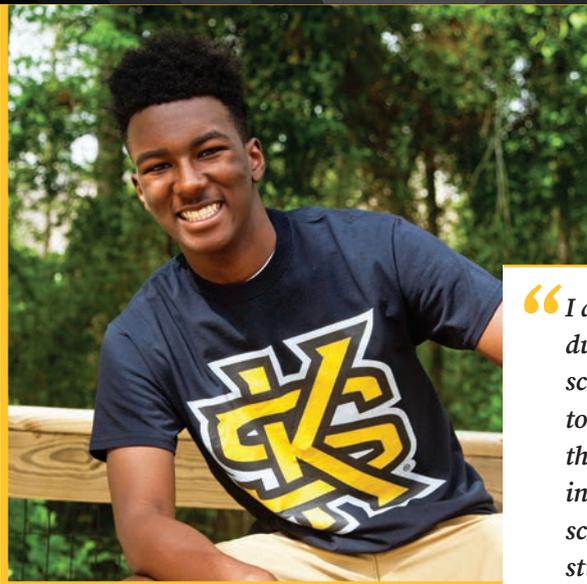


TEMI ALADEGBEMI

Major: Construction Management

Norman J. Radow “Building a
Better Living” Scholarship

“I chose to major in construction management because I have always been a hands-on visual learner. Ever since I was young, seeing all the skyscrapers while driving through downtown Atlanta has never failed to put a smile on my face! That is why I chose to attend KSU. I have learned so much about my field and all the possibilities that it has to offer. KSU takes such pride in the development and overall growth of their students, I couldn't imagine myself anywhere else. I am so grateful for the help and generosity of the donors of KSU. Your kind and giving hearts have truly blessed me and relieved financial stress from my shoulders.”



JAYLEN AMICA

Major: Exercise Science

Chantal and Tommy Bagwell
Scholarship

“I decided to pursue an education in exercise science due to my passion for playing sports during high school. I suffered some injuries and ultimately had to begin physical therapy and rehabilitation. From that experience, I gained a new, profound interest in physical therapy. After doing much research into schools that offered the best opportunities in my field of study, KSU was at the top of my list due to its affordable price, focus on student safety and academic support. I am sincerely honored to be named a Chantal and Tommy Bagwell Scholar. Thank you for your generosity and allowing me the opportunity to achieve my goal of becoming a physical therapist.”



YULIANNE ROSARIO

Major: Digital Animation

Thomson Salter-Salova King
Foundation Scholarship

“I chose to pursue an education in digital animation due to my lifelong fascination into animation and the process behind its creation. KSU provided me with all the right opportunities in this field due to its proximity to Atlanta, amazing reputation and educational opportunities. I have never been happier on a college campus! This is my first scholarship, and I am proud that my hard work has finally paid off. Being at a university is difficult, not only mentally and physically, but also because of the high expense. I would like to say thank you to the donors who funded my scholarship and allowed me the chance to complete my degree.”

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Kathy Schwaig, *Interim KSU President*

Lance E. Burchett, *Vice President/CEO*



PRESIDENT'S PARLIAMENT

President's Parliament, Kennesaw State University's premier giving society, was established to create a fund of unrestricted dollars that will provide the president the financial flexibility that is critical to meeting the University's greatest needs and priorities. The President's Parliament consists of donors whose annual gift of \$2,500 or more will have a direct and immediate impact on student success.

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CEO's Letter *Lance Burchett*

Thank you for casting your vote of confidence in KSU with your support.

Like many of you, I've dedicated my career to education—over 30 years so far—because I believe that education is the greatest hope for a civilized society.

There is a defining moment in every 18-year-old's life—will they attend college or not—and we need more of them graduating from KSU!

There's an unparalleled importance to attaining a degree. A university degree creates opportunities and repercussions that change not only lives, but also alter the trajectory of multiple future generations.

Higher education not only teaches students how to think, but also teaches them resourcefulness, tenacity, compromise, teamwork, discipline, tolerance and perseverance.

“A university degree creates opportunities and repercussions that change not only lives, but also alter the trajectory of multiple future generations.”

H.G. Wells once stated, “Civilization is a race between education and catastrophe.”

We should never be ashamed to ask someone to support education. Thank you for sharing these values, and believing in KSU and its mission enough to put your money where your heart is.

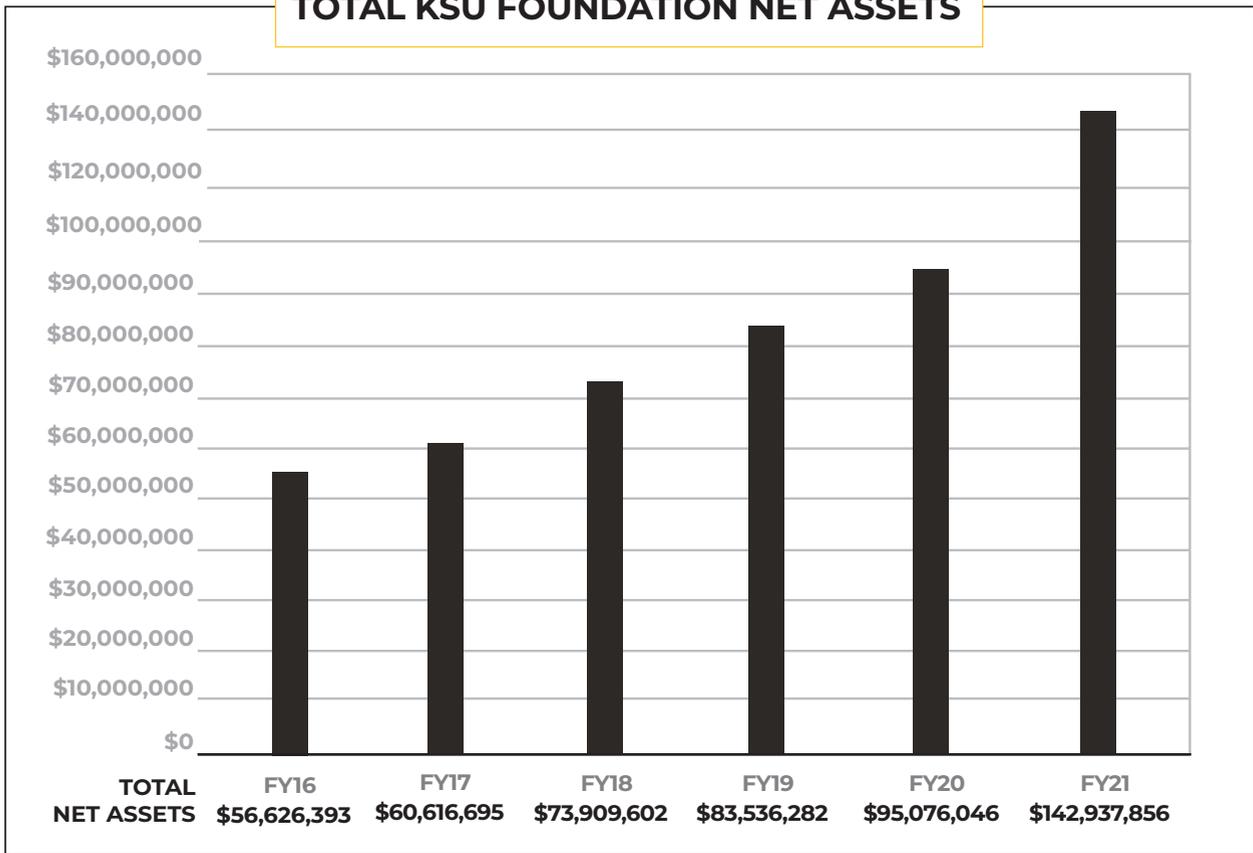
A handwritten signature in black ink that reads "Lance".

Lance Burchett
*Vice President for University Advancement
and CEO of the KSU Foundation, Inc.*

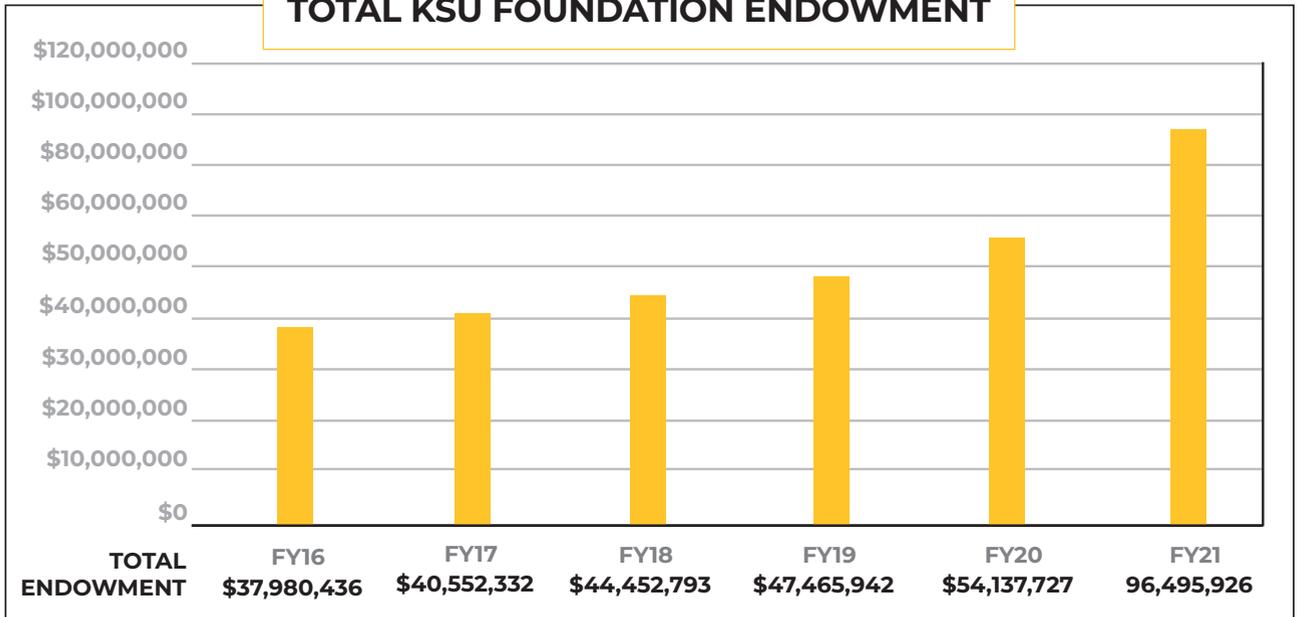


KSU FOUNDATION *Financial Reports*

TOTAL KSU FOUNDATION NET ASSETS

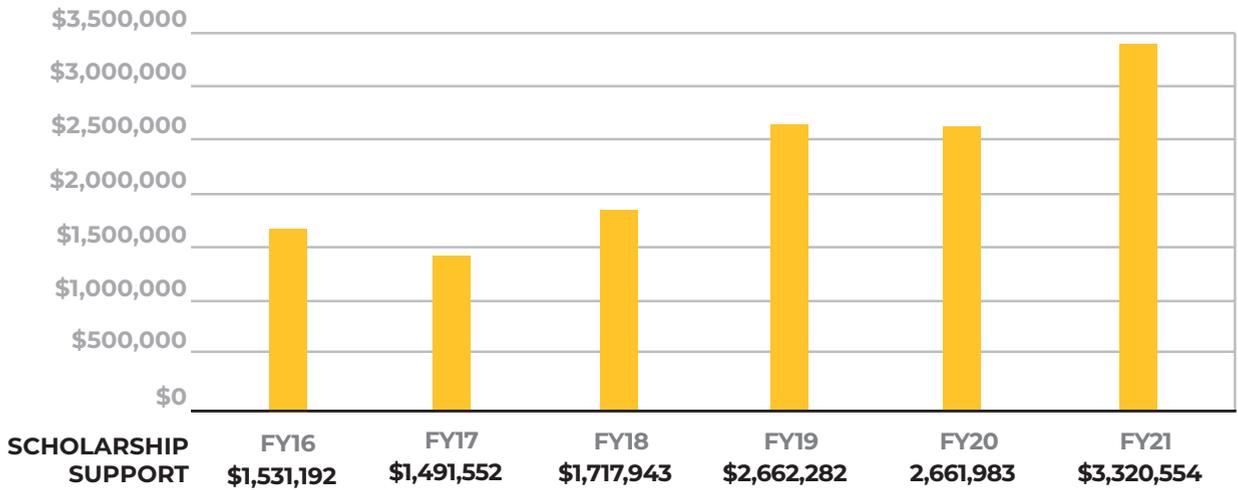


TOTAL KSU FOUNDATION ENDOWMENT

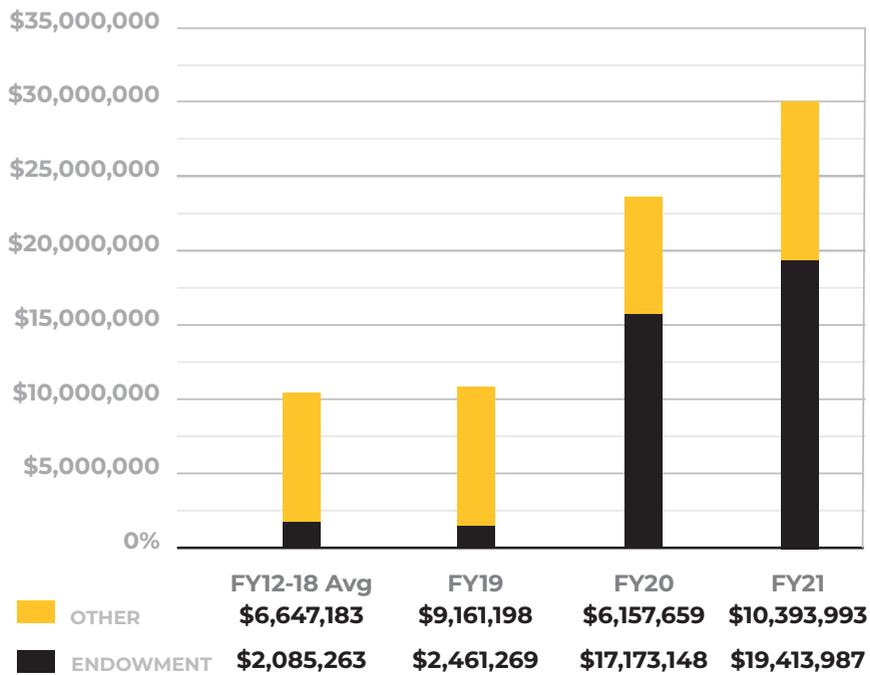


KSU FOUNDATION *Financial Reports*

KSU FOUNDATION SCHOLARSHIP SUPPORT

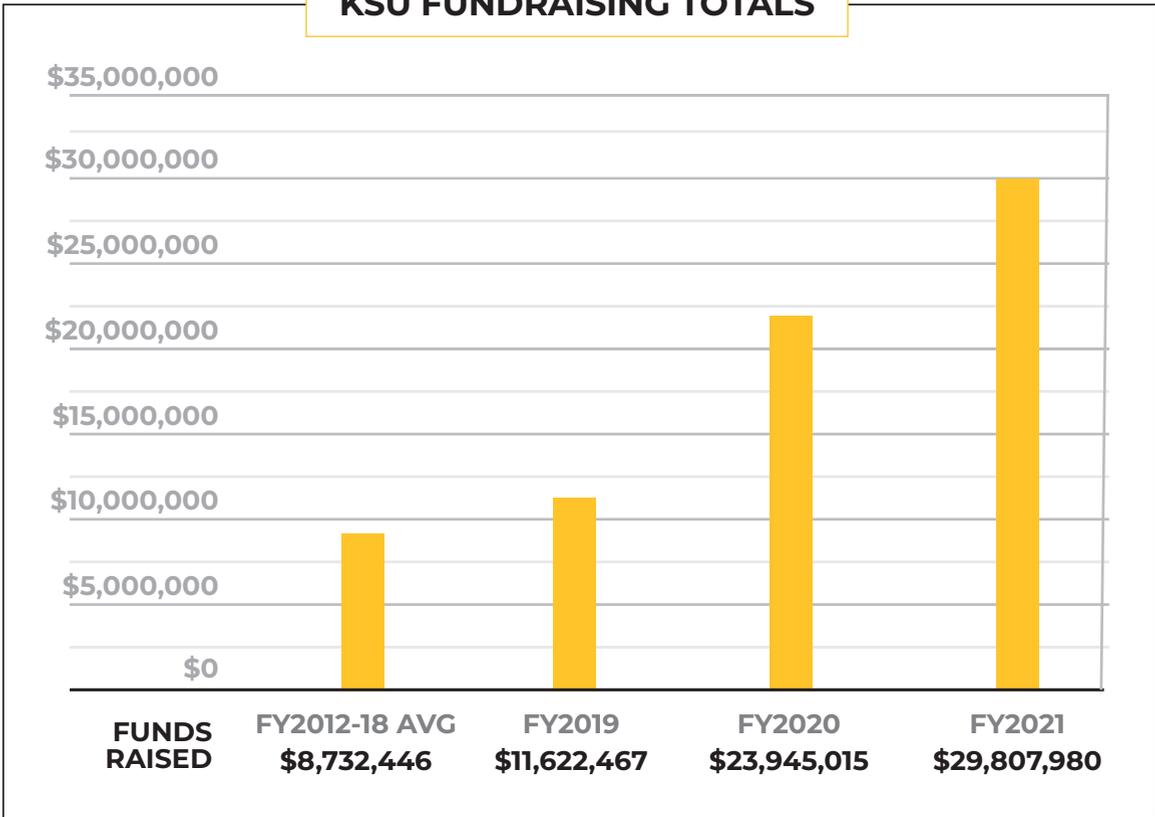


TOTAL FUNDS GIVEN TO ENDOWMENT

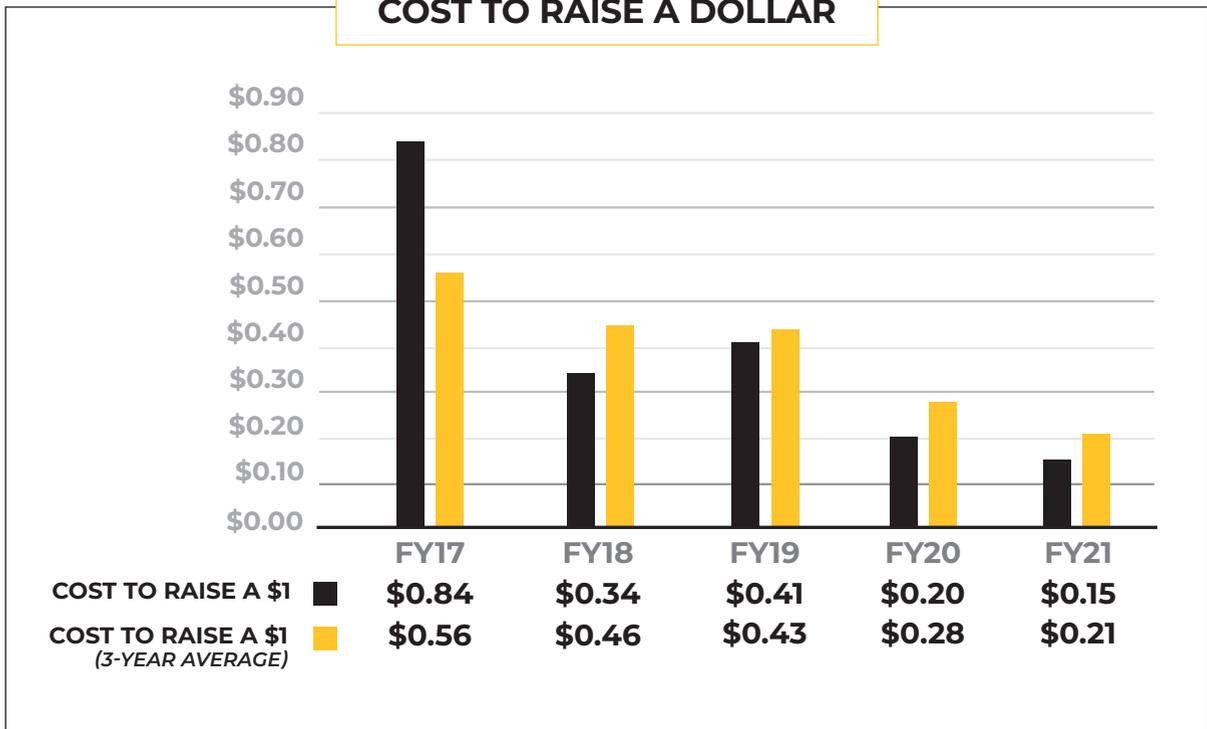


KSU FOUNDATION *Financial Reports*

KSU FUNDRAISING TOTALS

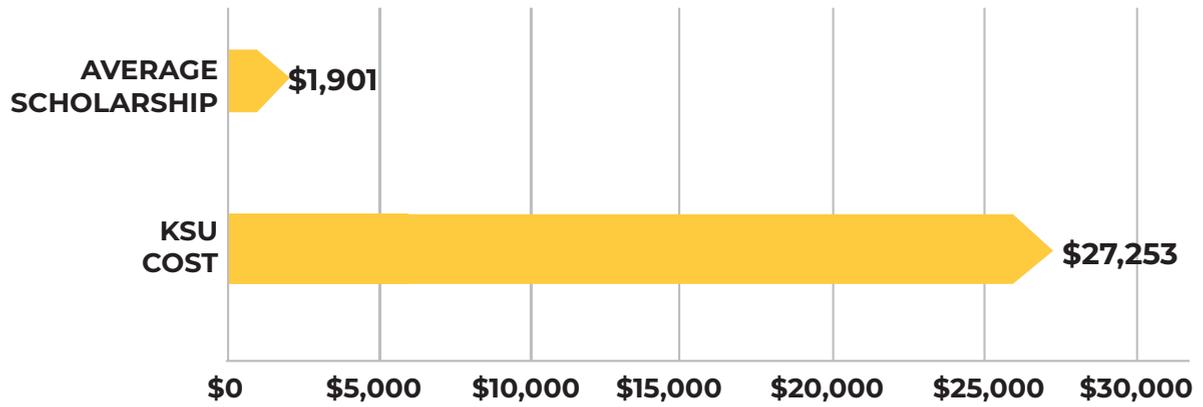


COST TO RAISE A DOLLAR

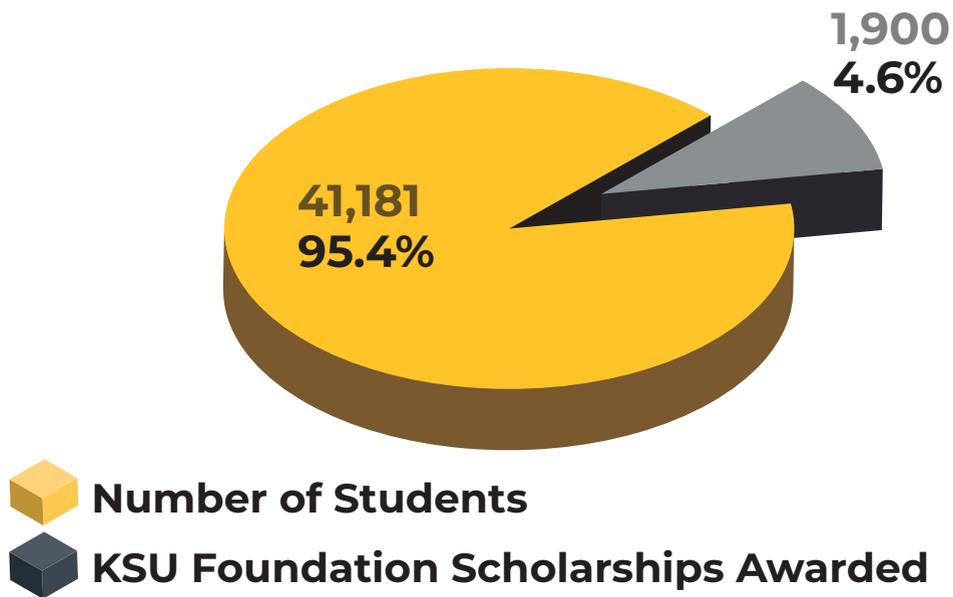


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SCHOLARSHIP VS. COST

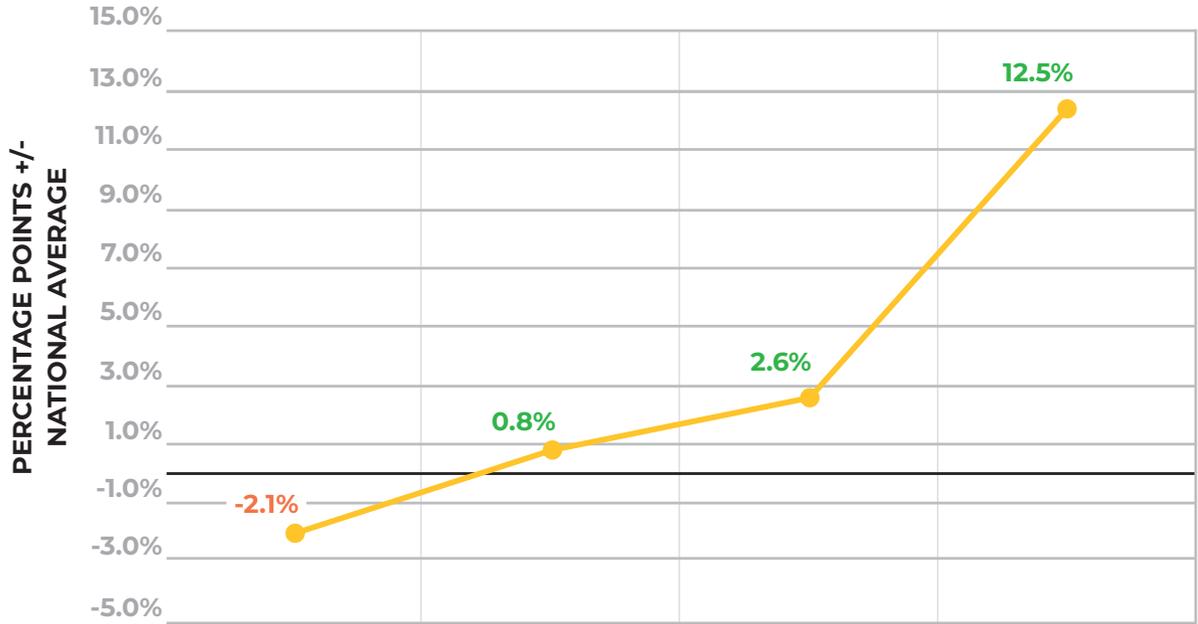


NUMBER OF SCHOLARSHIPS AWARDED VS. NUMBER OF KSU STUDENTS



KSU FOUNDATION *Financial Reports*

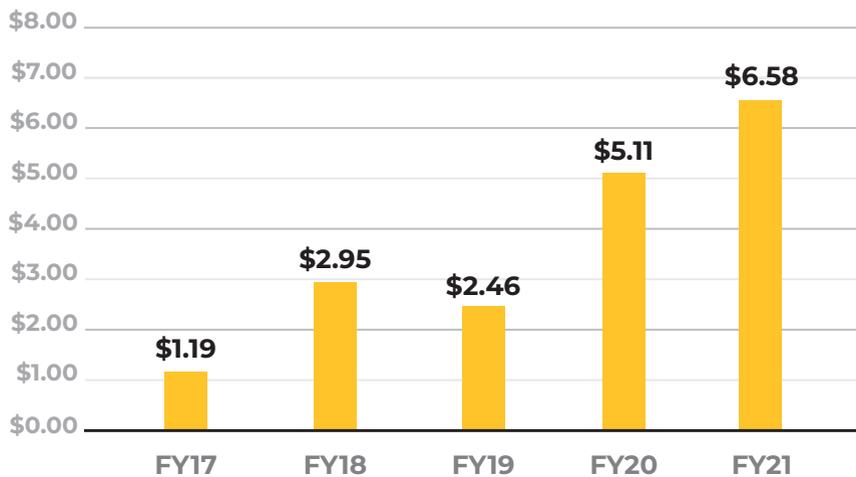
VARIANCE IN NET INCREASE IN ENDOWMENT KSU VS. NACUBO



	FY17	FY18	FY19	FY20
KSUF	6.8%	9.6%	6.8%	14.1%
National Avg	8.9%	8.8%	4.2%	1.6%
Variance	-2.1%	0.8%	2.6%	12.5%

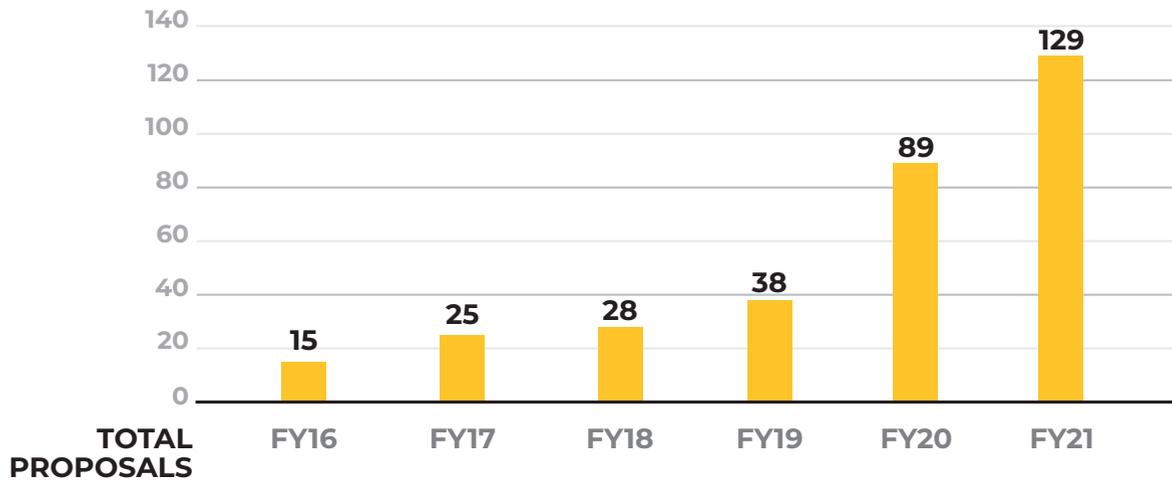
*The average endowment growth among ~800 reporting NACUBO universities over previous year

UNIVERSITY ADVANCEMENT RETURN ON INVESTMENT

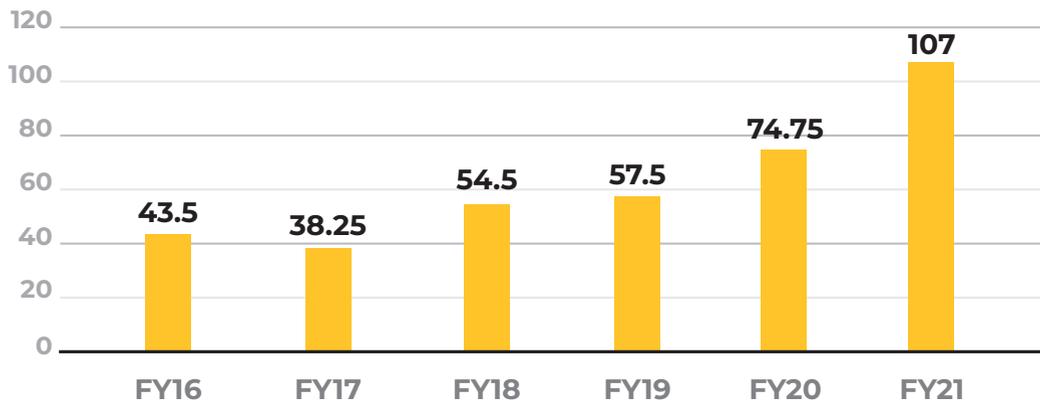


KSU FOUNDATION *Financial Reports*

NUMBER OF \$50K OR GREATER PROPOSALS



CLOSED MAJOR GIFTS





KENNESAW STATE
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Kennesaw State Foundation

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