

BOLD DRIVEN
EXCEED INNOVATE
CHARGING AHEAD.
STRONGER **BEYOND**



PERFORMANCE REPORT

2016-2017



USF FOUNDATION
UNIVERSITY OF SOUTH FLORIDA

A LETTER FROM THE PRESIDENT

Dear Friends of the USF System:

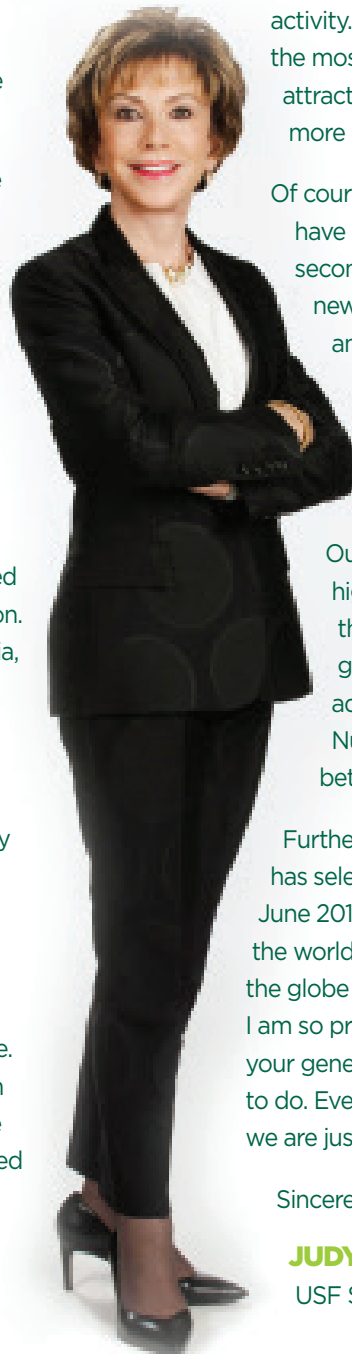
One thank you hardly seems sufficient. One billion is far more appropriate.

It is with such a deep sense of pride and gratitude that I write these words: We have surpassed the \$1 billion goal of our USF: *Unstoppable* campaign. Your enormous generosity has benefitted our students and faculty in Tampa, St. Petersburg and Sarasota-Manatee in ways we never imagined when the campaign began in 2009. We have been able to expand scholarship opportunities for students, create new environments for research and study, establish new professorships and faculty chairs, and make significant improvements to our physical facilities.

Over the past year alone, more than 49,000 donors contributed \$89 million, and our endowment stands at a record \$442 million. I can also share with you that we join the University of California, San Diego and the University of California, Irvine as the only public universities in the country founded in or after 1956 to complete a \$1 billion fundraising campaign! The USF System is so much stronger today, and that says a great deal about the passion of our loyal supporters – our university, our faculty & staff, our students, our alumni and our friends.

In addition, we can all share in the exciting news of the transformative milestone reached in the past year – that USF Tampa is now one of only three universities to achieve the standards established by the State of Florida for Preeminence. Since our first student enrolled in 1960, we have evolved from a well-regarded regional university into the elite status as one of the top, preeminent public research institutions in the United States. This is truly a remarkable achievement.

We are a leader in performance-based funding at the state level, thanks to higher levels of student success and scholarly



activity. For the fall 2017 semester, the USF System has enrolled the most accomplished freshman class in our history, and we are attracting more graduate students than ever before as we award more than 700 doctoral degrees annually.

Of course, our talented faculty is essential to the success we have achieved. We now have 11 National Academy members, the second-highest number in the state. And, we have established a new record in research, attracting more than \$475 million in grants and contracts. There is another measure of our research productivity that reflects our commitment to addressing issues locally, nationally and globally: Over the past three years, USF has been awarded 314 patents. That places us among the top 10 universities in the country granted U.S. Utility Patents.

Our accomplishments are earning important recognition. The highly-respected Chronicle of Higher Education named USF the top university in the country for improvement in six-year graduation rates. The Education Trust, a well-regarded non-profit advocacy organization, ranked USF Number 1 in Florida and Number 6 in the country for eliminating the completion gap between white and black students.

Furthermore, The Times Higher Education World Summit Series has selected USF to host its fourth Young Universities Summit in June 2018. This event, which attracts education leaders from around the world, has never been held in the United States. After looking around the globe and around the United States, this group selected our university. I am so proud of our students, faculty and staff, and so appreciative of your generous support. We have much to celebrate – and yet much more to do. Even with the incredible heights the USF System has reached, we are just getting started. Go Bulls!

Sincerely,

JUDY GENSHAFT

USF System President

A NOTE FROM THE FOUNDATION

Dear Friends:

Year after year, it's exciting to watch the University of South Florida grow and exceed all expectations. And this past year was no exception. We know all of the progress and achievements USF has earned stems from a simple, yet powerful philosophy that has guided this institution for six decades: All that we do flows from all that you do.

And once again, you - our donors - have risen to the occasion. Each one of you helped make this past fiscal year an historic one. We raised more than \$89 million to create scholarships, enhance our academic programs and fuel our strategic growth. In the process, your generosity and drive pushed us beyond our \$1 billion USF: *Unstoppable* campaign fundraising goal.

The fact that we accomplished this a year ahead of schedule is a testament to your commitment and determination to help USF reach new heights.

Inside this Performance Report, you will find stories that define the unstoppable spirit - a refusal to settle for anything short of excellence - that guides us all. That trait was demonstrated powerfully by Emaleigh Rivell, a USF sophomore who lost her life too soon. Her parents are continuing her legacy through a gift, fittingly named the Emaleigh Dawn Rivell "Never Settle" Scholarship.

As you read on, you'll learn how they turned their loss into hope by helping students fulfill their educational dreams. They are not alone in their desire to make a difference for the USF community. The stories that follow show how each and every gift comes together to make a comprehensive and transformative impact upon this university. And we at the University of South Florida Foundation proudly, and gratefully, say thank you.

As we said, we reached our \$1 billion fundraising goal a full year early. That doesn't mean we're done; it's incentive to see how successful we can make these final months of the USF: *Unstoppable* campaign. We're pretty sure it's going to be incredible - thanks to you!



GEORGE MORGAN '76

Chairman
USF Foundation Board

JOEL MOMBERG

CEO, USF Foundation
Senior Vice President
University Advancement & Alumni Affairs

WHAT A YEAR

HERE'S TO NEW FRIENDS

13,633 FIRST-TIME
DONORS

NOW PART OF OUR FAMILY

49,046 ANNUAL
DONORS

YOU POWERED US THROUGH

A MEMORABLE YEAR

\$89,454,800

AND UNSTOPPABLE CAMPAIGN

\$1,024,207,079

THANK YOU



NEVERSETTLE

It was their daughter's 21st birthday, but there would be no celebration. Instead, Robin and Neil Rivell marked the occasion by signing their names to establish the endowed Emaleigh Dawn Rivell "Never Settle" Scholarship in her memory.

Emaleigh was only 18 years old and a sophomore at USF when she passed away in a car accident in 2014. But in her short time, her parents reflect, she touched so many lives.

“She had the biggest heart,” confides her mother, Robin. “She was always thinking of others, like the time she spent her own money to buy books for a young boy she mentored because he never owned one before. That was Emaleigh; she was kind and loved to help people.”

In fact, she dreamed of making a career out of caring for people.

The summer before Emaleigh turned 16, her aunt and two young cousins were in a serious car accident that left one of the children with a broken jaw and neck. The doctors didn’t know if she would ever walk again, but Emaleigh refused to lose hope. She spent the summer sleeping at the hospital with her cousin, attending physical therapy sessions and encouraging her to keep trying. The day her young cousin took her first steps after the accident, Emaleigh told her parents the news – she had found her calling. She wanted to become a nurse.

“Her motto was never settle,” says Robin. “She worked hard in school and was very disciplined. There were times we’d go to bed, and she was studying at the table. We’d wake up and she’d still be there, asleep on her books.”

Emaleigh graduated with honors from the International Baccalaureate (IB) program at Stanton College Preparatory School in Jacksonville, proudly sporting eight cords with her royal blue cap and gown. Soon, green and gold would be her colors of choice.

“I’m a Bull! I’m a Bull!,” Emaleigh trumpeted, dancing excitedly around the house when she received her acceptance letter from USF. Although she applied to seven schools, USF was her top choice from the moment she set foot on campus and saw the diversity of students and faculty.

Eager to start, she volunteered for Bull Haul, a program that allows incoming students to move onto campus early in exchange for assisting other students on the grand opening move-in date. Thanks to the credits she earned as an IB student, she started her first year at USF as a sophomore, an advantage she hoped would improve her odds of being accepted into the College of Nursing.

But Emaleigh never got the chance to apply. In her spring semester, a car accident claimed her life, leaving Robin and Neil devastated by the loss of their only child.

The dean of the College of Nursing at the time called the Rivell family to offer condolences and assured them that Emaleigh would have been admitted into the nursing program. She also sent them a package containing a teddy bear with nursing scrubs, two stuffed Rocky the Bulls and a USF lapel pin.

“We kept one Bull and buried Emaleigh with the other,” Robin recalls through tears. “We dressed her in her favorite denim jacket and the USF lapel pin. Even the marker on her grave has the College of Nursing emblem. She just loved USF so much it was a part of her.”

Three years later, Neil, who once danced ballet with Emaleigh in a daddy-daughter number on stage, now kneels beside her grave every morning to pray. He prays for strength to make it through the day. He prays his daughter is at peace and knows how much she is loved. And he prays that she is proud of the life they’ve built.

It’s a life the Rivells live to honor their daughter. They’ve found peace in God and are very active in church. They sponsor children living in third-world countries, writing letters and sending pictures. They’ve formed deep bonds with their work and church families and meet up regularly with Emaleigh’s friends.

Last year, they even celebrated Emaleigh’s favorite holiday again. They put up a Christmas tree and lights, and hosted a cookie party that had cars lining the street and cookies overflowing on the table she used to study, and sometimes, sleep on.

And, of course, they created the endowed Emaleigh Dawn Rivell “Never Settle” Scholarship at USF.

“When Emaleigh was born, we thought she was our legacy,” says Robin. “But now we know that we are hers. We are trying to live our life the way she would have wanted and that is why this scholarship is so important to us – it’s an extension of her.”

The scholarship will benefit first-generation nursing students, helping them fulfill Emaleigh’s dream of caring for others and keeping her name alive, along with her mantra – never settle.

OPENING A DIGITAL WINDOW ON BUSINESS EDUCATION

A vast and vibrant window to the world now greets students and visitors as they step inside the spacious atrium of USF's Muma College of Business. But when Richard Corbett looks at the massive digital wall that bears his name, his focus extends beyond the multiple screens flashing with TV news, university updates, dazzling graphics and streaming stock numbers.

He sees an instantaneous connection to young minds – and a way to help them connect in their daily lives.

“The wall reflects what this generation is,” says the longtime developer and entrepreneur, sitting nearby the Richard A. Corbett Digital Wall in the Muma atrium. “It’s intended to be an area that engages students, not always through words but through images as well. It’s there to grab their attention with a fast-paced flow of information, and help prepare them with the knowledge they need to face challenges and stay focused.”

Corbett, who made the high-tech digital wall a reality with a gift of \$500,000, draws a parallel between its impact and his early years as a lightweight, amateur boxer. “When I was in the ring, I had to be prepared and focused because so much was coming at you quickly that you had to process and react to,” he says. “That’s the same thing we face in life, and it’s what this wall symbolizes. You have to know where you want to go, how you’re going to get there and whether to make changes in your approach.”

RICHARD A. CORBETT DIGITAL WALL

The cutting-edge grid of interlocking screens operates independently, conveying news and information from USF and around the world.

“It’s definitely a cool way to learn what’s going on around campus or out in the world,” says David Wylie, a junior accounting major. “I really like it – I think everybody does.” Alexia Daniell, a finance graduate student, enjoys reading the rotating business student bios. “This is my first semester here, so it’s nice to see what other students are doing,” she says. “And I like the news updates, too.”

Corbett and wife Cornelia have had their hands in many projects, including owning the Tampa Bay Rowdies (Dick with an investment group in 1985 and Cornelia as sole owner from 1986-93). Years later, in 2011, the couple named USF’s soccer stadium with a \$1.5 million gift. Corbett also developed Tampa’s mega-popular International Plaza shopping mall.

“When I was planning that, most people told me it would never work, but I sat back and dreamed about how to make it happen,” he says. “So many of our students are dreaming of how they’ll make an impact, and I hope this wall will help them on whatever path they choose. It allows them to be instantaneously in Washington, Asia, anywhere.”

All thanks to Corbett’s window on the world.

PAVING THE WAY

The big, yellow paver rolls down the ramp of a hulking transport truck, chugging into view on a sweltering, sunbaked afternoon. The heavy equipment, bearing the letters “Mariotti Asphalt,” is set to surface a sprawling parking lot in Sarasota. But when it comes to paving the way, the machinery doesn’t hold a candle to the man supervising nearby.

He’s Bill Mariotti, company owner and one of USF Sarasota-Manatee’s most inspiring graduation tales. And his nickname, Paver Bill, says it all. He has smoothed the path forward for untold students across the USF spectrum with a transformational gift – a deferred amount of \$3.5 million that will benefit numerous areas in the University System. “I just wanted to return the favor to my university for giving me so much,” he says.

Then again, Mariotti earned every bit of what has come his way. His achievement has almost become the stuff of lore at USFSM – how he graduated in 2015 with a business degree after more than 30 years away from school. What caused him to leave just five classes shy of graduating, and all that he accomplished during the span of five U.S. presidential administrations, is an essential part of his story.

While working part-time for his father’s site development company, and simultaneously carrying a full-time course load at USF Tampa, disaster struck. The elder Bill, a veteran construction worker, fell while walking on a fiberglass skylight during a construction demolition project and smashed through the ceiling 12 feet below. He broke both ankles and legs in the near-fatal fall and surgery kept him out of work for months. Mariotti

tried carrying on with school, but realized he was needed by his family to help run the business with mother Carmen and sister Debbie. One year soon blurred into the next, and in time he was running the company himself.

But a handful of friends made a point of suggesting that Mariotti complete his degree. And he eventually decided to go for it at the age of 53. It took some adjusting – so much was done now on computers and the internet. But Mariotti completed his remaining classes, taking one per semester at night, and accepted his diploma in the winter of 2015 from USF System President Judy Genshaft. Dr. Anila Jain, a USF alumna and childhood friend, couldn’t have been happier. “I’m very proud of his commitment to USF,” she says. “Bill is an amazing person with such a generous heart.”

Adds longtime pal Ted Bogusz: “Watching him walk across that stage, I almost cried. I’ve seen Bill grow through all of this.” Now he is helping his alma mater grow, with a gift that will benefit USF in multiple ways, including business programs at both USFSM and USF Tampa, Athletics and the Arts, his Sigma Nu Fraternity, USFSM Facilities Planning and Management, and the much-anticipated STEM facility on the Sarasota-Manatee campus. “Bill Mariotti is simply a treasure to us,” says Karen Holbrook, PhD, USFSM’s regional chancellor. “He commits his time, talent, and support to our efforts to impact our communities and our students. We appreciate his guidance on many fronts and are forever grateful for his transformational gift.”

And Mariotti is glad to help pave the way – with a nickname that truly fits the Bull.



Marlotti
Asphalt
714-477-4738



Water Street Tampa

Tampa Bay businessman & philanthropist Jeff Vinik and Bill Gates' Cascade Investment, LLC are investing more than \$3 billion to create Water Street Tampa, the world's first WELL-certified city district, along the downtown waterfront. Described as "building half a city," the project will double the footprint of downtown Tampa with nearly 9,000,000 square feet of new commercial, residential, entertainment and retail space.

FLORIDA BLUE INVESTS \$1 MILLION IN INNOVATIVE HEALTH-SCIENCE LIBRARY

Say goodbye to dusty books and shushing librarians! Unlike conventional medical libraries, the Florida Blue Health Knowledge Exchange is shelving books and silence in favor of technology and teamwork.

"This is an opportunity to build a health-science library the way it should be," said Rose Bland, director of the Shimberg Health Sciences Library at USF Health. "The Florida Blue Health Knowledge Exchange is designed to be technology and collaboration centric in order to meet the needs of our students and community."

Supported by a generous \$1 million donation from Florida Blue, the 5,000-square-foot facility will be located front and center on the mezzanine of the new USF Health Morsani College of Medicine and Heart Institute in Water Street Tampa. Research librarians will play a central role in helping students navigate the rapidly evolving world of health data and technology accessed through more than 1,300 medical journals and hundreds of online databases. But it's not just med students in the know; The Florida

Blue Health Knowledge Exchange aims to serve as a hub for connecting people and ideas in the downtown development.

Opening in 2019, the Florida Blue Health Knowledge Exchange will be accessible to the public and feature a large-scale video visualization wall for multimedia presentations, an executive-style reading room, public access terminals, an IT help desk and a space for technology demonstrations and recording lectures for online learning.

"USF is the ideal partner in our mission to improve the health of people and communities," said David Pizzo, market president of west Florida for Florida Blue. "We are thrilled to support the downtown medical school and the Knowledge Exchange, which will be a catalyst for learning and developing collaborative solutions that are critical for transforming the future of healthcare."



FACULTY FELLOWSHIP DRIVES RESEARCH INTO 21ST CENTURY SAFETY

Imagine a world without car accidents, rush hour or congested parking lots. It may sound like a far-off nirvana, but to researcher Xiaopeng Li, it is an imminent future we need to plan for now.

“As autonomous and electric vehicles hit the road, a lot is still unknown about how they will interact with other vehicles,” said Li, PhD, an assistant professor of transportation at the USF College of Engineering and the first recipient of the Susan A. Bracken Faculty Fellowship. “My goal is to better manage autonomous and electric vehicles to achieve a faster, greener and overall safer transportation system.”

The Susan A. Bracken Faculty Fellowship has been critical in furthering Li’s research at USF and abroad. Over the past year, he used his fellowship funding to develop a reduced-scale autonomous traffic testbed in his lab, complete with programmable robot cars to use for experiments. It has also enabled him to travel worldwide to present his findings and collaborate with other top institutions.

For USF College of Engineering alumnus William Bracken, ‘89, ‘94, the driving force behind the gift to create the endowed faculty fellowship was two-fold – to repay the school that gave him his start, and to thank his wife who has been there from the start.

“USF took a chance on me, even though I wasn’t an academic superstar,” said Bracken. “I’ve enjoyed a good measure of success in engineering that I wouldn’t have otherwise.”

Through their business, Bracken Engineering, Susan and William Bracken have supported the college in many ways, including the creation of a lecture series, scholarship and the hiring of numerous USF interns and recent graduates.

“Bracken Engineering isn’t me alone,” said Bracken. “I’m the engineer but Susie and I built this business together. It wouldn’t exist without her so this fellowship is a way to recognize her incredible contributions to the business and to USF.”



POWERED BY A BIG HEART AND SPECIAL BOND

A close bond between Vince and Lenda Naimoli and USF's Andrew Goodrich (**left**) paved the way for a major gift to USF Athletics.

The door to room 100 stands out in a long, quiet hallway of the modern assisted living facility – just like the man who resides these days on the other side of it. A wreath adorned with blue and yellow daisies displays a glossy print of Tropicana Field's baseball diamond, an array of Tampa Bay Rays logos and a Fighting Irish emblem. But the colorful entrance now features another familiar element: a sticker with the green horns of the University of South Florida.

This is the small, North Tampa apartment that Vince Naimoli now calls home. The wreath reflects many facets of his persona: the once fiery entrepreneur who finally brought major league baseball to the Tampa Bay area, the proud alumnus of Notre Dame University – and, now, a patron saint of USF Athletics. “I just want to help the kids,” he says in a hoarse, choppy tone, the result of a debilitating neurological condition called progressive supranuclear palsy that has robbed him in the past year of his balance, much of his speech and his ability to live independently.

In his heyday, Naimoli was often known for his hard-nosed manner – the precise trait that helped him take on the big-league powers against long odds and secure an expansion franchise, the fledgling Tampa Bay Devil Rays. But there's another, lesser-known side to the Rays' founding owner – a kind, philanthropic streak that he and wife Lenda have displayed through the years with generous gifts to various institutions.

Now USF is the beneficiary of the couple's caring ways as the recipient of a transformational gift of \$1 million that will benefit the program in multiple areas, supporting projects in tennis and football, as well as renovations of the Fishman Family Student-Athlete Enrichment Center, with another \$1 million planned as an

estate gift. The landmark gesture follows two small university-wide endowments established years ago – and is the result of a special relationship that took root, completely by chance, over the course of a decade.

It involves Andrew T. Goodrich, USF's senior associate athletic director for external relations. Prior to earning his PhD from USF, Goodrich had earned his MBA at Notre Dame in 2005. He attended class in the Naimoli Family wing of Notre Dame's business school, never giving much thought to the man whose name graced the facility. But at a Tampa gathering of Notre Dame alumni, he met Naimoli.

The two instantly clicked.

In time, Naimoli became something of a mentor to Goodrich, with lunch dates and casual get-togethers ultimately paving the way to the Naimolis' gift.

The key moment, Goodrich recalls, came when he explained to the Naimolis that his “U” lapel pin didn't just stand for USF but underdog – a program vying for greatness against long-established state schools. That truly resonated because each had come from humble roots – Vince from working-class Paterson, N.J. and Lenda from a farming family in North Carolina. Still, what made Naimoli want to support USF Athletics in such a major way? “Andrew,” he answers huskily, without hesitation. Lenda elaborates. “He's like the son we never had,” she says.

In the end, it was a gift that was born of friendship and trust, and the heart of the man who now lives in room 100.

THE MAKING OF THE BLACK LEADERSHIP NETWORK



The idea began to percolate in a passing conversation.

It took place last April at USF's Kente Awards, an annual event honoring distinguished African-American alumni and community leaders, and supporting scholarships for black students. The packed crowd included Jerry and Ruth Bell, whose endowed scholarship has been helping talented African-American students since 1991. Also on hand was Luz Randolph, '06 and '08, development officer for Diversity Initiatives at the USF Foundation.

She had heard all about the Bells – including Jerry's career in the 1980s with the Tampa Bay Buccaneers. They soon found themselves chatting about the couple's feeling that more could be done to keep promising black students from dropping out due to lack of finances. Bell, who runs an IT company, had a thought: "Let's utilize our network and create a program that will help provide scholarships and offer guidance through mentorships."

With that, the Black Leadership Network (BLN) at USF was born and soon additional founding donors with USF ties were on board: Anddrikk and Rena Frazier and Edwin and Monica Narain, joined soon by USF employees Tracy Muir, Annette Billingsley-Cheze, '95, '01 and Kaley Peters.

Within months, the BLN already had funded four scholarships, including one by the Bells. "It all came together through a natural progression of events," says Ruth, '88, "and we're so excited."

The same held true with the Fraziers, both USF Class of 2001 graduates. Anddrikk, an executive in the energy field, and Rena, an attorney, believe that giving is a must. "We think it helps put us in a better place as a society," Anddrikk says.

The Narains did not graduate from USF, though Ed was elected USF's student body president in 1997-98. He went on to serve in Florida's House of Representatives and today is a business executive, and Monica is a teacher. "Monica and I saw this as a great opportunity to give to African-American students who, like me when I was here, had to struggle to make ends meet."

"We want to get as many people involved and create as many scholarships as possible," Bell says. "There are people out there who can help us make an impact."

SHARING SUCCESS BEYOND SERVICE

A thousand dollars can make the difference between earning a college degree or leaving school just credits shy of graduating.

Just ask Larry Braue, PhD, director of the Office of Veteran Success at USF and a 27-year veteran of the U.S. Army. His department focuses on easing the transition from military to civilian life for the more than 1,800 student veterans in the USF System.

“Veterans are a unique student population,” explained Braue. “They’ve volunteered to have their lives disrupted all for the good of our country. They have a lot more on their plate than your traditional student entering college. They may be supporting a family or dealing with medical issues.”

Compounding the problem is the timeline the GI Bill uses to fund tuition, allowing veterans just 36 months to finish school, a high standard that only 40 percent of all college graduates achieve. These factors contribute to a significantly lower graduation rate of student veterans compared to their younger, civilian peers across the nation.

“Scholarships are so critical to help veterans reach the finish line,” said Braue. “It is incredible what an extra thousand bucks can do to get them through a lean time and on towards a degree.”

For USF alumni Terri Gower, '94, '97, and her husband, Scott '98, supporting veterans has always been close to their hearts. Scott is a decorated U.S. Air Force veteran and Terri's family boasts a tradition of serving in all branches of the military.

“To see veterans so close to finishing lose their funding and drop out is not right,” said Terri. “We are so fortunate to be in a position where we can make a difference.”



Larry Braue, director of the USF Office of Veteran Success, flanked by USF student veterans.

After years of struggling to make their accounting business, Quantum Peak, profitable, Scott landed a large account in 2015 that enabled the couple to share their success with USF by creating two \$30,000 endowed scholarships. The Quantum Peak Last Mile Scholarship supports student veterans who have exhausted their benefits to make it that “last mile” to graduation, while the Scott and Terri Gower Veteran Leadership Award recognizes student veterans with financial need who excel academically.

“Helping veterans graduate and start a new chapter in their lives - it is a powerful thing to be a part of,” said Scott.

A photograph of Richard Gonzmart, a man with a mustache, smiling and sitting at a table. He is wearing a dark suit jacket over a blue and white striped shirt. He is holding a white coffee cup. Behind him is a framed portrait of a man and a woman, his late parents, Adela and Cesar Gonzmart. The background also features a wall with colorful Spanish tiles. The image is overlaid with a large, stylized green and white geometric graphic on the right side.

THE CYCLE OF GIVING

On a quiet morning inside the Columbia Restaurant, as the wait staff sets up for another busy lunch hour, the one-man whirlwind is on a roll. Richard Gonzmart, who often rises by 3 a.m. to tackle the next project racing through his mind, is talking passionately at a small table.

The topic is close to his heart - the obligation he feels to assist Latino students in need. As he elaborates, it's hard not to notice the portrait hanging directly behind him on an ornate wall of mahogany and Spanish tile. The image is one of hundreds that link the generations inside the renowned Ybor City establishment, founded in 1905 by Gonzmart's great-grandfather.

Columbia co-owner Richard Gonzmart sits inside his restaurant, beside a portrait of his late parents, Adela and Cesar Gonzmart.

But this one has special significance – a framed, faded photo of the Columbia co-owner’s late parents, Adela and Cesar Gonzmart. In a place so connected by history, Adela’s presence seems only fitting as her son speaks about helping students make their own history – and continue the cycle of giving that his mother created.

Adela, a Juilliard-trained pianist who married a concert violinist – both with Hollywood looks and boundless charm – served as a founding member of USF’s Latino Scholarship Program. In fact, the first ceremony took place 26 years ago in the same dining room where Gonzmart is talking. “My mother stressed to me the need to help students who weren’t so fortunate – students who were academically talented but financially challenged,” he recalls. “She felt strongly that it was our responsibility to help.”

It was a profound moment during a difficult time. The patriarch, Cesar, was dying of pancreatic cancer and the restaurant’s future was threatened by serious financial difficulties. “But with faith in the Almighty and hard work, we came through it in the mid-1990s, and that’s when my mother told me it was my responsibility – mine not the company’s – to support a student,” Gonzmart says. “And I made a pledge to always help.”

Adela passed away in 2001, but her legacy of making education available to deserving, first-generation Latino students lives on through the unwavering, generous commitment of her son. Gonzmart established the Adela and Cesar Gonzmart Endowed Memorial Scholarship in 2002. Then, in 2005, to celebrate the Columbia’s 100th anniversary, he established the Columbia Restaurant Centenario Award. Combined, the two scholarships have totaled some \$200,000 and funded 21 USF students – including three siblings whose story continues the giving chain in a new way.

Julio, Elsi and Maria Rodriguez have been the fortunate beneficiaries of Gonzmart’s scholarship support. Their father was a migrant worker who died picking crops in the field, and the notion of a college education was impossible without Gonzmart’s help.

“Before the scholarship, I thought my only decision was going to be which crops I would be picking,” says Julio. “His generosity allowed us to go to USF – and that made all the difference in opening doors for me and both my sisters.”

Today, Julio ’00, is vice president of sales for United Technology, Elsi ’00, is a Citi Financial vice president, and Maria ’09, is a Nielsen sales manager. The Rodriguez siblings have decided to follow the example that Gonzmart set for them years earlier. They established the Rodriguez Nambo Endowed Scholarship, honoring their mother, Esther Rodriguez Nambo.

“She put us in a position to succeed,” Julio says. “I believe in the Latino Scholarship Program’s motto – we must lift as we climb. And we’re so grateful to Richard Gonzmart for lifting us when we needed it.”

“Adela Gonzmart must be smiling from up above,” adds USF’s Director of Diversity and Inclusion Patsy Sanchez, who runs the scholarship program. “It is truly the gift that keeps on giving.”

Gonzmart is far from finished. His latest gift is the Richard and Melanie Gonzmart Latino Scholarship, a \$200,000 commitment – half of which will help pay for 10 students to attend USF and the other half to establish four endowed scholarships that will last in perpetuity. Yet one evening this past August, Gonzmart was a recipient for a change.

At the 26th anniversary celebration of the Latino Scholarship Program, Sanchez had secretly arranged a special surprise. On cue, she called many of his scholarship students and their families to join him on stage as he handed an oversized check to USF President Judy Genshaft, who moments earlier hailed the program as unlike any other in the country. Students from past and present – some of whom will no doubt endow their own scholarships one day – hugged and thanked Gonzmart. And the gift that keeps on giving flowed on into a night of endless possibilities.

A GAME PLAN OF GIVING BACK

Though USF football started as merely a fun family affair, it eventually led to a completely new kind of formation for an Orlando family – the start of the Dr. Jose and Jeannie Arias Endowed Scholarship to help a deserving student each year in the USF System. As season-ticket holders for the past decade, Dr. Arias, '85, was contacted about getting more involved in supporting the university. In time, he became chair of the Orlando Chapter of USF's Alumni Association, and his relationship with USF gradually deepened – leading to the scholarship and an estate gift, which one day will further enhance their scholarship. “Now I'm also a Legacy Member,” he says, “because I'm donating to the university through my will.”

His wife didn't attend USF, but Arias has made her feel right at home as a Bull by making them joint lifetime members of the Alumni Association. He also hopes that their children – both USF graduates – will one day replicate the parents' strategy. “Reconnecting with USF is one of the best things I've ever done,” he says. “We've already told both of our kids that once they're settled, we expect them to give back to the university and establish a scholarship in their names.” In the Arias family playbook, that's proven to be a real win-win.



PITCHING TO MAKE HIS DAD PROUD



They are the force that powers USF Athletics, the passionate group of university alumni and friends that helps script the endless stories of striving and success, pain and perseverance. They are members of the Bulls Club, dedicated to supporting every team and student-athlete in a quest for success on the playing field, in the classroom and life beyond the games.

In the case of senior pitcher Peter Strzelecki, that support – in the form of a scholarship – kept his collegiate baseball career from flickering out in the midst of personal tragedy. It gave him a vital emotional and financial safety net when his father, Kevin, died suddenly of a heart attack at just 52.

In an instant, Strzelecki went from relying on a devastating fastball and breaking pitch to dealing with a devastating loss and breaking heart. But he was determined to carry on.

“I knew my father wouldn’t have wanted me to miss a game,” he says. “He lived his life for me and my brother to play ball, and wanted us to have the opportunity to take it as far as possible. So no matter how hard it was, I was going to pitch.”

In a gritty performance only four days after his father’s passing on April 25, he inspired his team to rally from a four-run deficit and notch a 7-4 comeback over the University of Houston. But what followed was even more remarkable.

USF Bulls pitcher Peter Strzelecki with Coach Billy Mohl (left).

Strzelecki took the mound on May 7 at East Carolina and pitched his best collegiate game to date, striking out 10 in a 6-3 victory. One week later, he topped it, recording the team’s first nine-inning complete game in more than a year with a 2-0 road win over Connecticut.

“I told myself just to think like he would,” Strzelecki recalls, “and I did everything for him, for my family, for my team.”

Bulls pitching coach and now new head coach, Billy Mohl, had an idea of what Strzelecki was feeling. Mohl lost his wife, Sarah, to a rare form of cervical cancer in 2013. “Pete was able to lean on me for advice,” says the coach. “He’s still struggling with it, but the team rallied around him. He had 35 brothers helping him through it.”


Strzelecki, named All-American Athletic Conference Second Team, worked over the summer to bolster his family’s suddenly reduced income. Yet he had the peace of mind from his scholarship, made possible by Bulls Club donors.

“I’m just trying to get back to the person I was,” he says. “But going through this has made me stronger. And I know my dad is with me every step of the way.”

BRINGING HEALTHCARE TO THE HOMELESS

On a Friday night, as the sun sets and commuters drive home from their jobs in downtown Tampa, Skye Schmelzer heads into the city on a mission, one that will take her to places most people avoid. Clipboard in hand, she joins USF medical students armed with backpacks containing first-aid supplies, over-the-counter medications and hygiene products. They venture down sidewalks and through alleys littered with cigarette butts, fast food wrappers and rusty soda cans. Before long, the back street transforms into a makeshift medical office.

Skye didn't start Tampa Bay Street Medicine (TBSM), but working with medically underserved populations has always been her passion. A trained medical scribe and biomedical sciences student at USF, Skye volunteers with the student-led community-service organization at USF Health that provides free care to the homeless. She follows the supervising medical doctor throughout the night, jotting down patient notes in shorthand.



Left to right: Students Julia Rauchfuss, Skye Schmelzer, Mikaela Aradi, and Abby Pribish on a TBSM street run in downtown Tampa.

Skye is the only member who is not in medical school. But what she lacks in health knowledge, she makes up for with determination and an understanding of what the patients are going through.

Skye was just 17 years old when she found herself sleeping in the backseat of a car or crashing at one of her friend's houses. Her parents struggled with mental health issues and addiction. "It always felt like I was hungry and looking for somewhere safe to sleep," she confided. "I started asking friends for a lot of favors: Can I shower at your place? Can I eat dinner with your family? Can I sleep here tonight?"

Against that uncertain backdrop, Skye started skipping school so she could pick up extra shifts at her job to survive. Just as she was ready to drop out, her high school guidance counselor found a lifeline – a nonprofit that provided an apartment, food and school supplies.

"That was truly the turning point in my life," said Skye. "Those people saw something in me that I didn't see in myself. They believed in me when no one ever had before."

Now Skye is helping to bring a light to others living in darkness. And while the backpack brigade is a great step toward doing that, it's not enough for her. While living in Gainesville for a short time, she remembers finding medical care for her ailing mother in the form of a mobile clinic. That's what she wanted for TBSM. Skye started with the Tampa Bay Lightning Foundation and its Hero of Tomorrow program. She shared her story and her desire to deliver a van for TBSM.

"We were quite touched by Skye's life story, how she persevered through adversity," explained Elizabeth Frazier, the Foundation's executive director. "She's a very caring woman who has always wanted to be a part of her community and reach out to help those in need."

The Tampa Bay Lightning Foundation awarded Skye a \$50,000 grant, half to go toward a medical van and the other \$25,000 to help further her education. Inspired by her success, TBSM students

also applied for, and received, a \$75,000 grant from the Humana Foundation which enabled the student group to move forward with purchasing the vehicle.

"We understand the importance of increasing access to healthcare," said Remy Noble, project manager at the Humana Foundation. "This medical van is an effective way for TBSM to bring healthcare services to people who really need it."

It is also a unique environment for medical students who are used to honing their care-giving skills in a sanitized and structured setting. "We go directly to the unsheltered environment of the homeless people in Tampa and deliver high-quality healthcare to these at-risk and marginalized populations," said Abby Pribish, co-president of TBSM.

The final step was to outfit the van with medical supplies.

In time, Skye's inspirational story was making its way around the medical community, specifically to Dr. Irfan Ali. The president and founder of Pioneer Medical Group offered to not only take care of turning the van into a mobile medical clinic but also to hire drivers and a registered nurse practitioner to provide professional guidance and much-needed prescriptions for the patients.

"I believe it is each person's duty to contribute to the community you live in," said Dr. Ali. "The physicians are training the students not just how to practice medicine, but how to be good humans and give service to others."

Once ready, the TBSM mobile clinic will hit the streets of Hillsborough, Pinellas and Pasco Counties. The group will be able to treat 10 times the number of patients, and it's all thanks to Skye and the TBSM students who spend their nights spreading hope and health in the community.

A BOLD NEW LOOK AT FLORIDA'S SPANISH ROOTS

Through the lens of history, Florida has remained hazy on the landscape of America's past. The picture that emerges of the nation's third most populous state today sorely lacks the rich detail and illuminating stories that bring to life so many other elements of our country's colonial portrait.

But all that is about to change thanks to a bold new project created by J. Michael Francis, PhD, the Hough Family Endowed Chair of Florida Studies at the University of South Florida St. Petersburg. Francis is the director of La Florida: The Interactive Digital Archive of the Americas, an interactive and multidisciplinary initiative that puts the state in crisp, unparalleled perspective on the national and global stage – buoyed by a handful of dedicated donors.

The one-of-a-kind website takes online visitors far beyond the popular myth of Ponce de Leon's Fountain of Youth and the swampy wilds of the ancient Everglades. Just as Spanish explorers sailed across the Atlantic to discover a land like no other they had encountered, the project will embark upon a voyage of discovery via vast archival collections in the U.S., Spain, Italy, Cuba, England, and France – chronicling long-ago lives and events that gradually formed Florida's unique and vibrant tapestry.

"More than anything," Francis says, "our site will provide the details, visuals and stories to present Florida's colonial history in a compelling

and engaging way that is unprecedented." And it will serve as a valuable resource for teachers, students K-12, collegians, scholars around the globe and the general public.

As a history professor, Francis is no Indiana Jones in pursuit of long-forgotten treasure. Rather, he is an adventurer in the pages of the past. He has tirelessly combed through scribbled notes and ship logs of forgotten generations – studying and archiving documents and dusty relics from Florida to the University of Malaga, a renowned research institution in Spain specializing in digital and video production and a vital, early partner in Francis' quest. Edriel Technologies, based in Madrid and a global leader in innovation, has covered the technical infrastructure and web build-out, and other Spanish partners have recently come on board, as well.

Additionally, generous support from the Hough Family Foundation of St. Petersburg, coupled with a commitment from the Frank E. Duckwall Foundation of Tampa, propelled La Florida from the planning phase to its official launch last fall. "We are very proud of Dr. Francis," says Dr. Susan Hough Henry, president of the Hough Family Foundation, Inc. "And we are excited to be a partner in this project because it puts Florida at the center of early colonial American history."

A history – thanks to the vision of a professor and the commitment of donors – that will finally emerge in sharp focus for the world to see.

DONOR PERSPECTIVE

"I was a recipient of the staff 'Dollars for Scholars' scholarship when I was finishing my degree at USF. Since then, I've enjoyed being a member of the community that gives anonymously to scholarships. It's a wonderful feeling to be part of the cycle!"

Lorene Hall-Jennings '01

Academic Services Administrator
Undergraduate Studies

"After my wife Mattye passed away, I wanted to do something in her memory. I was able to create an endowed scholarship in both our names. I think she'd be very proud to know she's helping deserving USF students get their education from the university that made a big difference to her."

Albert Davis '78

USF Graduate

"There are kids who get so close to graduation, exhaust their student aid, and don't have the means to continue. That's why I support the 'Don't Stop, Don't Drop' fund."

Shaun Goeckner

USF Parent

"Given our relentless dedication to patients, we need a workforce that understands the speed at which both society and science-related knowledge changes. USF gets it, and that's why our partnership succeeds."

Lee H. Evans

Executive Director and
Head of Bristol-Myers Squibb
North America Capability Center
Tampa, FL

"What I love about USF is that they provide a path for veterans after service and give them the tools, mentors and assistance they need. I gladly support this effort."

Dorothy McNeill

Friend

DONOR GIVING

ALUMNI \$26,405,972

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FACULTY & STAFF \$2,999,808

FRIEND \$12,799,509

PARENT \$1,813,108

PRIVATE FOUNDATION \$10,507,396

OTHER \$4,636,474

TOTAL \$89,454,800

STATEMENT OF FINANCIAL POSITION

FOR YEAR ENDED JUNE 30, 2017

ASSETS

Cash and operating investment pool	\$80,084,275
Endowment investment pool	471,893,729
Contributions receivable, net	44,859,410
Other assets	37,181,796
Total assets	\$634,019,210

LIABILITIES AND NET ASSETS

Liabilities	\$38,892,555
Net assets	595,126,655
Total liabilities and net assets	\$634,019,210

STATEMENT OF ACTIVITY AND CHANGES IN NET ASSETS

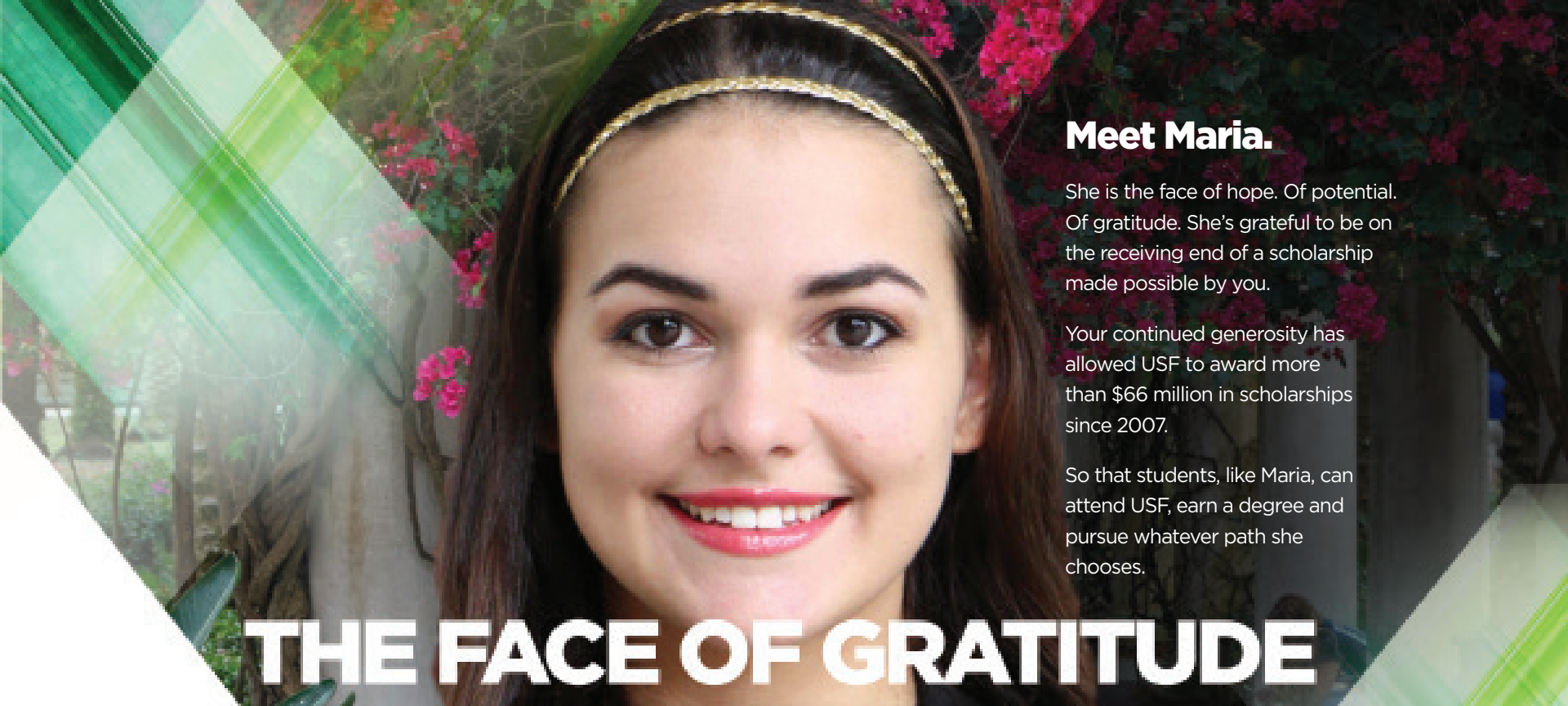
REVENUES

Contributions, gifts, and bequests	\$36,665,789
Investment gains, net	63,942,536
Other revenues	18,404,625
Total revenues	\$119,012,950

EXPENSES

Support of university programs and activities	\$46,076,283
Operating, fundraising and other expenses	17,859,770
Total expenses	\$63,936,053

Other activity	\$(155,435)
Change in net assets	54,921,462
Net assets, beginning of the year	540,205,193
Net assets, end of year	\$595,126,655



Meet Maria.

She is the face of hope. Of potential. Of gratitude. She's grateful to be on the receiving end of a scholarship made possible by you.

Your continued generosity has allowed USF to award more than \$66 million in scholarships since 2007.

So that students, like Maria, can attend USF, earn a degree and pursue whatever path she chooses.

THE FACE OF GRATITUDE

10-YEAR USF FOUNDATION SCHOLARSHIP HISTORY

AMOUNTS IN MILLIONS

CUMULATIVE SCHOLARSHIPS AWARDED



Annual scholarship awards have doubled since 2007 - from \$4.1 million to \$8.3 million - for a total of over \$66 million to USF students.

STATEMENT OF PURPOSE

The USF Foundation is a private, not-for-profit corporation chartered pursuant to Florida law as the legal conduit for the solicitation, acceptance, investment, and distribution of all private gifts made to the University of South Florida System. The USF Foundation promotes higher education in general, and specifically encourages the advancement of teaching, research, and public service through private support for the university's academic and student development endeavors.

The Foundation is guided by a Board composed of business and community leaders who are vitally interested in the welfare of higher education in the greater Tampa Bay region and in Florida. The Board directs the receipt and administration of private funds, properties, and services contributed, in support of activities directly related to the mission of the University of South Florida System.

ENDOWMENT INVESTMENTS

The primary long-term objective of the endowment is to preserve the intergenerational equity of endowed gifts while providing a consistent source of funding for the university. To accomplish this objective, the USF Foundation considers all combinations of asset classes in order to obtain the highest level of return, given an acceptable level of risk. The Investment Committee is the Foundation Board's conduit for the investment of all funds held by the USF Foundation. The Investment Committee makes recommendations to the Board for such investment initiatives as asset allocation and manager selection. Those

recommendations approved by the Board are implemented by the Foundation's management with the assistance of a professional investment advisor and asset custodian. The Foundation publishes an annual Investment Prospectus which provides further details on the investment objectives, philosophy of asset management, asset allocation plan, investment manager communication, spending and fee policies, and gift acceptance criteria. For additional information contact our office of Donor Relations & Stewardship at 813.974.2035 or visit the Foundation's website at giving.usf.edu.



Left to right: Lynn Pippenger, Kate Tiedemann & Ellen Cotton

DONOR BILL OF RIGHTS

Philanthropy is based on voluntary action for the common good.

It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organization and causes they are asked to support, we declare that all donors have these rights:

- To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
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- To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of this statement in its entirety was developed by the American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP), and adopted in November 1993.

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UNSTOPPABLE

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