



Thanks a **B**ILLION

Performance Report

2017-2018




FROM THE PRESIDENT

Dear friends of the USF System:


The University of South Florida is on a trajectory unlike ever before – making major strides across every level, in every measure. In the past year alone, we were named a Preeminent State Research University by the Florida Board of Governors, we were welcomed into the prestigious Phi Beta Kappa national honor society, we surpassed our \$1 billion fundraising goal for our **USF: Unstoppable** campaign, we were ranked fifth among public universities worldwide in generating U.S. utility patents, and we again broke our own records in student success among our entire diverse population.

These accomplishments belong to our students, faculty, staff and our wide-reaching network of Bulls supporters, alumni and fans. The collective power of the USF community is the fuel that drives our momentum and sustains our success.



In the following pages, you will read about the continued strength of our USF Foundation, an organization that has harnessed this momentum to help support our students and our institutional priorities. With contributions from more than 202,000 donors, this effort led to USF exceeding our \$1 billion **USF: Unstoppable** campaign goal – a remarkable and extremely rare achievement for a university of our age. Only two other U.S. public universities founded since 1956, both in California, have raised \$1 billion in a single campaign.

This means we have increased resources to support more of our deserving students, many of whom are first in their families to go to college or who otherwise might not be able to pursue their dream of a college education.



One recent example is a significant gift from Helios Education Foundation, a national leader in supporting student access and success, especially among diverse groups. In recognition of USF's heralded leadership in this area, Helios has awarded our Black Leadership Network a first-of-its-kind, \$2.1 million endowed grant that will provide scholarships and create mentorship opportunities to help minority students graduate faster and with less debt.

In this and so many other ways, USF and its supporters are making life better for our students and the communities we serve. I am proud of our students, faculty and staff, and I am so grateful for your generous support that enables us to continue moving our university forward. We have much to celebrate, and we are just getting started.

Go Bulls!

Sincerely,
Judy Genshaft
USF System President

FROM THE FOUNDATION

The memories from a milestone continue to fill us with pride as we reflect on another year of giving at the University of South Florida. It seems hard to believe that a year has passed since we stood shoulder to shoulder on a stage inside the Amalie Arena, basking in the glow of boldly raising a billion dollars as a result of your unstoppable generosity.

Whether you were there with us in person, or there in spirit, your selfless giving and desire to continually elevate and enrich USF is never something we take for granted. Thanks to your unwavering support, we raised nearly \$86 million during the 2017-18 fiscal year to create new scholarships, broaden our academic programs and celebrate a new momentous achievement: being officially designated as Preeminent by our State University's Board of Governors, the highest designation that a university in Florida can achieve. USF was also awarded a chapter of the Phi Beta Kappa Society, the most distinguished national honor organization in America.

This *Performance Report* reflects many of the highlights you have helped make possible – such as a look back at our historic **USF: Unstoppable** campaign; a glimpse of USF's highest fundraising priorities this year – USF Health at Water Street and the USF Football Center; the transformative impact of Helios Black Leadership Network Scholarship Endowment; Bank of America Charitable Foundation's gift to USF St. Petersburg to provide students hands-on experience in wealth management in a state-of-the-art new center; the establishment of a major pre-nursing scholarship fund at USF Sarasota-Manatee; and much more, including an uplifting tale of the last official gift made to the **USF: Unstoppable** campaign.

We've said it before, yet can't say it enough. Thank you for all you do, year after year, through your constant commitment and determination to take USF to new heights.



George Morgan '76
Chairman, USF Foundation Board

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

WHY I Give



USF FRIENDS

“Even though I graduated from a private liberal arts college, I was impressed by the diversity of students at USF and I wanted to see that continue. This is why I annually support the Dr. Israel ‘Ike’ Tribble Jr. Endowed Scholarship at USF.”

Joyce Ann Russell



ALUMNI

“We give to USF because we want to help inspire other first generation and minority students to succeed in their career goals. USF gave us the opportunity to learn, grow, and flourish in our post-graduate life. We want our actions to help influence other USF Alumni to give back.”

Diana Delacruz '12, '16 and Ron Delacruz '11

USF BOLD Council members



FACULTY

“Contributing to higher education has always served as an expression of my sincere appreciation for the financial support that I received throughout my educational journey. For me, however, the purpose and joy of giving was truly elevated upon establishing and funding the Audiology scholarships at USF.”

Bettina (Sanders) Tucker '77, AuD



USF PARENTS

“As previous student-athletes, we understand the importance of giving to athletic programs. Some parent, alumnus, or corporate donor gave to our college institution, giving us the opportunity to be scholarship student-athletes! We feel it necessary to provide the same opportunity by supporting USF Athletics.”

Tunisia and Donnie Abraham



CORPORATE DONORS

“Our innovation is made possible, first and foremost, by the talented employees who call Nielsen home. We are proud that our ranks include talented USF graduates committed to supporting and creating opportunities for USF students and alumni. We welcome and value the best minds in the business, as they are at the heart of creating our solutions and building on innovation from all other sources.”

Amy Rettig

SVP, Community Engagements
Florida Site Leader



THE DAWN OF A NEW *Era* DOWNTOWN

Big things are on the horizon for USF. Though the university has achieved its hard-won Preeminent status in Florida, the drive to be the best has only intensified as USF's reputation continues to grow. Within USF Health, this momentum is taking physical shape in the form of a cutting-edge facility – the Morsani College of Medicine (MCOM) and Heart Institute at Water Street Tampa.

Located in the heart of Tampa's vibrant downtown waterfront district, the new medical school will be in close proximity to its clinical sites, where doctors-in-training spend more than half their time. Students can travel from class to clinical rotations via a breezy water taxi ride to USF's primary teaching hospital, Tampa General, or a short walk down the block to the world-class USF Center for Advanced Medical Learning and Simulation. The fast, hassle-free commute will provide a huge advantage to medical students who are already juggling overloaded schedules.

Since the announcement of the intent to move the college four years ago, applications have doubled and applicant MCAT scores have skyrocketed, making USF's incoming class the highest achieving medical school class in the state of Florida.

At the epicenter of this incredible progress lies the philanthropy that is making it all possible. This year alone, the university received two \$1,000,000 gifts – one from USF System President Judy Genshaft and Steven Greenbaum and another from an anonymous donor – and more than 50 gifts of \$5,000 from MCOM alumni to support the future medical school. Gifts of every size are making a difference at USF and paving the way for a new era of health in downtown Tampa.

Frank and Carol Morsani standing in front of the new building with medical student, Catherine Blackburn.



Wide receiver Randall St. Felix (No. 84) and linebacker Dwayne Boyles, Jr. (No. 11) after practice on the field.



Rain or shine, our dedicated student-athletes take the practice field to prepare for the next big game - except when lightning comes into play. Anytime a bolt strikes within eight miles of the university, the Bulls are benched to wait out the storm. In Tampa, frequently ranked as the lightning capital of the world, that quickly translates to lost or delayed practice time and severely impacts the team's effectiveness and ability to keep student-athletes on schedule.

But a new Athletics facility, the yet-to-be-named USF Football Center, will be a real game-changer, shutting out the storms and helping to attract top-level student-athletes to the university.

A donor-driven project which is estimated to cost \$40 million, the Football Center will expand upon the current Morsani Football Practice Complex with a 160,000-square foot facility that will include an indoor practice facility with a 100-yard turf training field. The Football Center will also feature a two-level football operations and team center that will provide a state-of-the-art home for the entire football program. It will include a strength and conditioning center, sports medicine and rehabilitation facility, nutrition center, team meeting spaces, coaches and staff offices, locker rooms and more.

Besides the obvious benefits of recruiting student-athletes eager to play and practice in the best facilities possible, the USF Football



Football Center

SHUTS OUT
THE

Weather

Artist's rendering of Football Center

Center will also have a positive impact on academics. Providing student-athletes a secure, indoor space to train allows coaches to guarantee practice start and end times, regardless of the weather. This added structure will enable student-athletes to more consistently schedule classes and tutoring sessions and better manage the academic demands required of them. Additionally, relocating the football team and support staff to their own center will free up existing space in the Lee Roy Selmon Athletics Center for other teams to expand and improve their operations while also allowing services, such as Sports Medicine, to give more focused care to the student-athletes that will continue to utilize the Lee Roy Selmon Athletics Center.

Since unveiling plans for the facility, USF has received five gifts of over \$1 million from Athletics supporters, including USF System President Judy Genshaft and Steve Greenbaum, Pam and Les Muma, David Goldstein and Joanne Nelson, Joseph and Jennifer Redner and an anonymous donor. There have also been a cascade of smaller but very significant gifts. Each and every gift is meaningful and supports USF in its continued momentum toward becoming one of the top universities in the nation.

COACH
GORDON
CAMPBELL



CODY BEERS



A Lasting RUGBY TRIBUTE

The close friendship that linked Cody Beers and Joshua Faile was forged long before they took the field for USF's standout Rugby Football Club in 2008. They became pals at age 8 growing up in Leesburg, and attended the same middle and high school in the small Central Florida town. But it was rugby that cemented their special bond – and that forever links them now at USF in spite of a heartbreaking loss.

Faile was one of the team's stars and leaders and coaxed Beers into joining the squad, which would eventually win the USA Rugby South Championship in both 2009 and 2011. "Growing up together in Leesburg, we always knew we could depend on each other," Beers says. "We lived together and hung out together. We were like brothers."

After graduating in 2013, they returned to Leesburg, splitting an apartment and embarking on their careers. Beers, a finance major, found a job handling money matters for an electrical contracting company; Faile, who majored in criminology, registered with a local police academy. But one month before he was to start in February 2014, he died in a tragic accident. Beers was numb. Yet he found comfort in his deep faith and, as time passed, he vowed to honor his friend.

That happened this past year when Beers, now 29, took \$25,000 of his savings to fully endow the Joshua Faile Reli-A-BULL Scholarship, which provides financial assistance to members of the rugby club who exemplify his friend's team-first spirit. "Joshua left a lasting impression on anyone who played alongside him," says coach Gordon Campbell. The recipient will get \$1,000 every spring semester, with \$250 extra should that player become the team's MVP. "I think about Joshua all the time," Beers says. "I'm just thankful for the opportunity to help his name live on."

FIRST GIVING DAY



Each April our beloved mascot, Rocky D. Bull, celebrates his birthday during USF Week. This year the birthday bull made history by sharing the spotlight with the inaugural USF Giving Day to promote a cause very close to his heart - student success.

Giving Day 2018 encouraged alumni, parents, friends, faculty and staff to make a gift of any size to enhance the USF Foundation Endowed Scholarship, which supports undergraduate and graduate students on all three campuses.

The entire campus took part in the festivities - decorating offices, handing out birthday cake, and wishing Rocky a very happy birthday on social

MAKES *History*



Student Ambassadors help celebrate and spread the word about USF Giving Day in the Marshall Center.

media - all in an effort to raise awareness about the need for philanthropic support and spread the word about USF Giving Day. Hundreds of students participated too, expressing their gratitude through thank-you notes that were mailed to Giving Day donors.

The first Giving Day attracted many new donors to support student success across the USF System and set a record for the most online gifts made in one day in the university's history!

We look forward to celebrating Rocky's birthday again next year as part of Giving Day 2019, creating a new tradition of giving at the University of South Florida.

A RESOUNDING

Legacy

Arthur Guilford's long and rich history with USF spanned four decades and two campuses, touching thousands of student lives. But he's not stopping there. The former regional chancellor of the University of South Florida Sarasota-Manatee (USFSM) is now making a generous gift to create an endowed scholarship that will impact USFSM students in perpetuity.

In 1975, Guilford, PhD started his career with USF in the Communication Sciences and Disorders (CSD) department on the Tampa campus. During his time as department chair, he was instrumental in securing a new building and significantly expanding the program to include a variety of undergraduate and PhD degrees.

Later at USFSM, Guilford helped found a CSD undergraduate program for students interested in studying speech-language pathology and audiology. Speech-language pathologists and audiologists work with people with communication disorders at

all stages of life – from children born deaf or struggling to develop language skills to older folks with swallowing disorders or suffering from the effects of a stroke or Parkinson's disease.

For a man who has dedicated so much of his life to USF, Guilford's gift to the university is a particularly heartfelt one. In honor of his late wife who also worked in the CSD field, he is creating the Dr. Arthur and Lynn Guilford Endowed Scholarship, through his estate, to benefit CSD students at the USFSM campus.

"I'm devoted to the entire USF System, but there is a very special place in my heart for USF Sarasota-Manatee," says Guilford. "As with so many health professions today, there is a critical shortage of professionals in the CSD field on both a local and national level. I hope our scholarship will contribute to the strength of the program at USFSM and help meet a need for people in that community."





Caring FOR THE CAREGIVERS

They have tough jobs - caring for the sick, administering medications, coordinating treatment, and even delivering babies. Nurses comprise the backbone of most hospital care, but a national shortage is creating a desperate situation in Florida as an influx of patients flood understaffed hospitals.

One longtime USF Sarasota-Manatee (USFSM) supporter, Phil King, recognized this as an opportunity to make a huge impact. Inspired by his close friend and philanthropic mentor Betty Schoenbaum, King pledged a \$250,000 estate gift to create an endowed scholarship to help students graduate in the USF College of Nursing program on the Sarasota-Manatee campus.

Betty, along with her late husband who founded the Shoney's restaurant chain, helped raise tens of millions of dollars for charity, established many nonprofits to promote health and education for low-income families, and gave away thousands of scholarships, including the

Alex and Betty Schoenbaum Scholarship at USFSM. Shortly after King finalized his gift to the university, Betty passed away - just a few weeks shy of her 101st birthday. King's scholarship will be presented to future nursing students at USFSM in Betty's honor.

Created through a partnership between USFSM and the USF Tampa College of Nursing, USFSM began accepting freshman pre-nursing students this fall with the goal of graduating a cohort of 50 with a bachelor of science in nursing (BSN) in 2022. Although a lot of nurses begin practicing with only a two-year associate degree in nursing, studies show a clear correlation between more educated nurses and better patient outcomes. A huge factor holding many nurses back from pursuing the four-year BSN degree is the cost of tuition.

The Phillip D. King Endowed Scholarship will help overcome financial roadblocks by supporting nursing students for up to four years. King hopes it will empower more students to pursue a BSN and fill a deep need for nurses within the community.

"I have always had such respect for nurses," he said. "When my first partner was sick with cancer, they worked very hard and took excellent care of him. Nurses are true caregivers." Through his generosity, King is providing much-needed support and care for our nation's best caregivers. A gift that is sure to touch the lives of nurses - and their patients - for generations to come.

Carolyn Wilson has always felt a special connection to art students at the University of South Florida – after all, she was one herself. A USF alumna with a bachelor’s degree in religious studies from 1981 and another in art from 2011, Wilson identified deeply with the artistic challenge and rewards experienced by students. And that inspired her to create something remarkable in her own right. Her canvas, in this case, a stunning new space on the Tampa campus for Fine Arts students to display their works, in the Carolyn M. Wilson Gallery – made possible by a heartfelt gift of \$400,000.

The gallery opened in March 2017 and represented the second major gift to the College of The Arts by the owner of the Wilson Company, a Tampa-based property management and development firm. In 2011, she gave \$500,000 toward art scholarships. Then – twice annually, for the next five years – she graciously hosted an exhibit and reception for USF’s art students at her Franklin Exchange complex in downtown Tampa. But Wilson was also keenly aware of the need for a permanent space for students to display their works on campus, and enthusiastically lent her support in 2016 to the complete renovation and naming of a spacious modern gallery. It provides vital professional development for students and a showcase for the graduates’ annual thesis event.

“Carolyn loves the students and is very dedicated to them and their success,” says Wallace Wilson, director of the School of Art and Art History and a professor of studio art. College of The Arts dean James Moy says Wilson’s generosity puts the art school on a plane with some of the very best in the country and will give students “a real handle on what it takes to be competitive in the professional art world.” At the grand opening, Wilson was delighted by the student works surrounding her. “This,” she said, “is money well spent.”



AN Artful Showcase FOR STUDENTS



Art professor Wallace Wilson, director of the School of Art and Art History, and students inside the Carolyn M. Wilson Gallery.

TAKING STOCK OF THEIR *Future*



MERRILL LYNCH
WEALTH MANAGEMENT CENTER

Bank of America  BAC 30.43 ↑ 0.42 Welcome to

ATL CORP 5

we

AT USF ST. PETERSBURG

Students at the USF St. Petersburg Kate Tiedemann College of Business (KTCOB) are investing in their future these days by learning to invest in the stock market – thanks to a \$500,000 gift from the Bank of America Charitable Foundation. The funds support KTCOB’s cutting-edge Merrill Lynch Wealth Management Center, where students can analyze stocks, evaluate investment opportunities, and manage real money utilizing skills and knowledge learned in class. The center provides invaluable first-hand experience in a customized trading room, featuring computers with extended monitors that allow for crucial split-screen display, the Bloomberg Professional Services platform and an LED ticker constantly providing market updates.

But the real challenge involves putting to use actual dollars from the Student Managed Investment Fund – fueled by three iconic USFSP donors: Kate Tiedemann (whose landmark \$10 million in 2014 named the USFSP College of Business); philanthropist Ellen Cotton (who contributed an additional \$1 million for student scholarships and named the College’s Ellen Cotton Atrium), and Lynn Pippenger, MBA ’88 (whose \$5 million gift led to the naming of Lynn Pippenger Hall). Tiedemann and Cotton seeded the student investment fund with \$250,000 and Pippenger matched it with an additional \$250,000.

Half of the Bank of America grant will go toward operating the Merrill Lynch Wealth Management Center, with the other half supporting financial literacy initiatives for high school students, collegians and members of the community. “Finance students need hands-on experience with investments while in school so they are fully prepared for the job market,” says KTCOB dean Sridhar Sundaram. “This investment will allow us to operate a program that will do just that.”



CAPPING THE CAMPAIGN WITH A *Gift* FROM THE HEART

After nine years and raising more than a billion dollars, the end of the **USF: Unstoppable** campaign was fast approaching this past June. Of course, someone had to make the very last gift when the campaign and fiscal-year books officially closed. And that turned out to be USF alumni Jorge Soriano and his fiancé Hilary Wedner – entwining the story of a family’s bold journey from Cuba to a new life of opportunity in America, and the mother who made it possible.

Soriano was only 9 when his mom, Raquel Fernandez, brought him to Florida in 1998. She had already sent her older son, who was only four years away from compulsory military draft age of 16, to live with his father in Puerto Rico. Young Jorge thrived in his new country. He was eventually reunited with his brother and attended the University of South Florida, helped enormously by support from the Latino Scholarship Program and other private scholarship support.

Soriano graduated in 2011 as a finance major in the Muma College of Business, aided by the Corporate Mentor program, which helped open

doors to his career as a certified financial planner in Tampa. All along, he knew in his heart that one day he would find a way to honor his mother for all she had done. Earlier this year, Soriano and Wedner, who earned her MBA from USF St. Petersburg in 2017, thought of the perfect answer: establishing a scholarship in his mother’s name through the Latino Scholarship Program. Unaware of the looming end of the billion-dollar campaign, he and Wedner mailed in a check for \$2,000 shortly before the fiscal-year deadline – ultimately completing the **USF: Unstoppable** era with a simple, yet priceless, gift from the heart.

“My mom didn’t have the same opportunities I had, and she sacrificed so much to get us into this country,” Soriano says. “It was very important for my brother and I to get our education, because she never had that. When Hilary and I told her about naming the scholarship for her, she just broke down crying.”

She couldn’t have dreamed of a better gift.

From left to right: Hilary Wedner, Raquel Fernandez and her son, Jorge Soriano



BLACK LEADERSHIP NETWORK ENCOURAGES CYCLE OF

A \$2.1 million grant from Helios Education Foundation is changing lives at the University of South Florida. Directed to the USF Black Leadership Network (BLN), the goal of the grant is to support BLN scholars toward success and degree completion from the university.

In Fall 2018, BLN used the grant to award scholarships, renewable up to five years, to an incoming cohort of 12 Helios/BLN first-time-in-college students. It also established a \$2 million scholarship endowment which will support up to 40 students a year, in perpetuity.

Founded in December 2016 with a mission to enhance education and leadership opportunities for African-American students in the USF System, BLN has gained exceptional momentum in a relatively short amount of time. The Helios Education Foundation grant represents a transformative step for the group, doubling the number of scholarships it can award this year from 12 to 24 and providing \$20,000 for mentoring and professional development programming to further benefit the scholars.



Education

For a first-generation student like Frankkeishia Butler, receiving the scholarship and mentoring provided by the Helios/BLN Scholarship is a pivotal turning point in her college career.

“I wasn’t expecting any scholarships,” shared Frankkeishia, a freshman studying biology at USF St. Petersburg. “My mom is a single parent financially supporting three kids on her own so receiving the Helios/BLN Scholarship is an incredible help. It’s my only scholarship and it’s going to help me pay for school.”

Backed by an entire community that believes in her, Frankkeishia is confident she can achieve her dream of graduating college and becoming a plastic surgeon who specializes in burn and accident survivors. Her drive to carve out a career path in the medical field is even inspiring her mother to return to school to pursue a degree in nursing. Thanks in part to Helios Education Foundation, a new cycle of education has begun in the Butler family, one that spans generations and will have a profound and lasting impact on the family’s legacy.

Representatives from Helios Education Foundation, Black Leadership Network and USF celebrate the historic announcement with new Helios BLN Scholars.

Left to right: Ed Narain, Paul Luna, Ashley Butler, Jerry Bell, Justice Powe, Joel Momberg, Brainard Suttles, Vince Roig, Judy Genshaft and Anddrikk Frazier



Empowering THE *Next* GENERATION OF ENGINEERS

Growing up, Chris Dennis always felt a strong sense of duty and honor. At 18 years old, he enlisted in the United States Navy, eager to serve his country and begin his career. Years later, that same drive would lead to a significant gift to empower the next generation of students at the University of South Florida.

After meeting his wife, Janese, in the service, Chris used the GI Bill to study chemical engineering at USF. Since graduating in 1996, Chris has maintained strong ties with the university – serving as a Corporate Ambassador for the College of Engineering, connecting more than 55 students and alumni to opportunities in the field, and avidly supporting the Athletics program.

Recently, Chris and Janese decided to take their support a step further with a \$1 million estate gift to the College of Engineering. Their gift will establish an endowed scholarship for chemical engineering students, update laboratory facilities and give overall support to the college.


“Even after I left the military, I knew there were many other ways to serve,” said Chris. “Giving back to USF - a school that gave me so many opportunities and helped me achieve my dreams - is one of them.”

“We are thrilled to create this legacy for the next generation of engineers,” adds Janese. “I’m glad we did this now, but I wish we would have done it years ago. It’s an amazing feeling to know we will help provide an excellent education for engineers of the future.”



A **BOLD**
WAY TO
Connect
WITH YOUNG
ALUMNI





On most workdays, Zach Pietrzyk can be found in his blue hospital scrubs, driving throughout the Tampa Bay area to sell glaucoma surgical devices to ophthalmologists. It's a job the former USF baseball standout and 2011 graduate loves for a simple reason. "I really enjoy helping people," he says. "I may not be doing the surgery, but indirectly, I'm helping people see - and it feels great to be able to make a difference like that."

Pietrzyk experienced similar satisfaction after earning his marketing degree, working five years combined in event management and fundraising for USF Athletics. And it is precisely what motivates him today as a council member of BOLD - short for Bulls of the Last Decade, a perfect moniker for a new program geared to young USF alumni who have taken a bold step in giving back to the university.

The new initiative focuses on engaging USF alumni within a 10-year window of graduation, encouraging them to become annual donors to USF. In the process, BOLD underscores the power of philanthropy and how important private support is to the university in transforming lives. Pietrzyk has made a point of getting involved on multiple fronts, giving both money and time. He contributes to what he calls "three pillars" from USF that have impacted his life: USF Athletics, Muma College of Business and the Alumni Association as a lifetime member. "USF gave me so much, I think it's only right to give back," he says.

Pietrzyk has found the ideal new vehicle for doing that with BOLD. He became involved as one of 10 council members after meeting Nevena Pehar, USF's assistant director of Young Alumni Engagement and Philanthropy, and manager of BOLD - and now it's a major priority for him.

"There's this 10-year gap after graduation where people are trying to figure out their lives - trying different jobs, starting families or moving," he says. "It's easy for them to lose connection to the university in that period, and easy for us to lose track of these alumni. Our goal is to keep them connected through different events or touch points. This program is the conduit, and a great way to develop the next generation of leaders at USF. If you're within 10 years of graduating and give to USF - whatever amount you can afford - you're **BOLD**."

Nevena Pehar, USF's assistant director of Young Alumni Engagement and Philanthropy and BOLD manager and Zach Pietrzyk, are helping young USF alumni become BOLD in their support.



TAKE A *Bow*

Who could have guessed that what started nine years ago, with a jubilant crowd packing the Marshall Student Center, would lead to achieving a billion-dollar, Unstoppable dream?

Just for a moment, think back to the air of excitement and anticipation of October 20, 2009. The center's lobby was filled with chants of USF cheerleaders, rousing tunes by the Herd of Thunder marching band and inspirational words from USF System President Judy Genshaft: "The best and the brightest students being taught by top-flight faculty on the leading edge of scientific research – that's an unstoppable university."

So began the landmark campaign's public phase with what seemed like a lofty goal: \$600 million. It turned out to be an amazing first step in a rare journey, one that propelled us past our wildest dreams last fall with the historic accomplishment of raising \$1 billion – with more than 202,000 individual donors contributing! Thanks to you, we reached and surpassed our goal – and made USF one of only three U.S. public universities founded since 1956 to raise that amount in a single campaign.

And for good measure, major donors and USF alumni Pam and Les Muma pumped up the volume at a gala celebration at Amalie Arena last November with the surprise announcement – a new transformative gift of \$15 million to benefit three areas they have helped in the past. Of that amount, \$8 million will support Athletics, \$5 million will go to the Muma College of Business, and \$2 million will establish the Pamela Muma Women's Center.

"Pam and I are extremely excited to make this new investment in the university," said Les Muma, who served as Co-Chair of the **USF: Unstoppable** campaign from 2006-2013. "We're in the business of formatively shaping young people and preparing them for the future."

We extend our deepest gratitude to every one of you for all you did to make us unstoppable. Go ahead and take one more bow. You earned it.

STATEMENT OF FINANCIAL POSITION

FOR YEAR ENDED JUNE 30, 2018

ASSETS

| | |
|------------------------------------|----------------------|
| Cash and operating investment pool | \$83,867,125 |
| Endowment investment pool | 513,001,388 |
| Contributions receivable, net | 45,972,156 |
| Other assets | 53,654,477 |
| Total assets | \$696,495,146 |

LIABILITIES AND NET ASSETS

| | |
|---|----------------------|
| Liabilities | \$43,529,304 |
| Net assets | 652,965,842 |
| Total liabilities and net assets | \$696,495,146 |

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

REVENUES

| | |
|------------------------------------|----------------------|
| Contributions, gifts, and bequests | \$55,224,945 |
| Investment gains, net | 52,617,247 |
| Other revenues | 15,774,087 |
| Total revenues | \$123,616,279 |

EXPENSES

| | |
|---|---------------------|
| Support of university programs and activities | \$46,763,659 |
| Operating, fundraising and other expenses | 18,274,291 |
| Total expenses | \$65,037,950 |

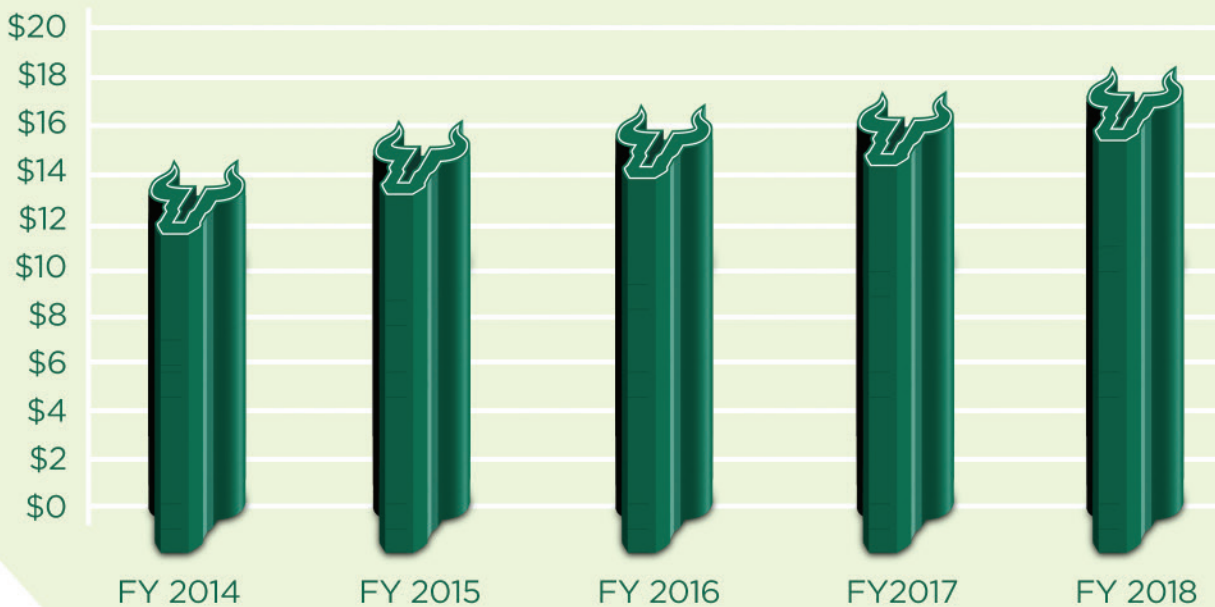
| | |
|-----------------------------------|----------------------|
| Other activity | (739,142) |
| Change in net assets | \$57,839,187 |
| Net assets, beginning of the year | 595,126,655 |
| Net assets, end of year | \$652,965,842 |

FISCAL YEAR DONOR COMMITMENTS BY SOURCE THROUGH 06-30-2018

| | |
|---------------------------------|---------------------------------------|
| ALUMNI \$10,573,780 | PARENT \$2,039,055 |
| CORPORATION \$43,279,539 | PRIVATE FOUNDATION \$9,535,334 |
| EMPLOYEE \$3,655,174 | STATE MATCH \$995,773 |
| FRIEND \$13,489,506 | OTHER \$2,371,597 |
| TOTAL: \$85,939,758 | |

5-YEAR USF FOUNDATION ENDOWMENT DISTRIBUTION HISTORY THROUGH 06-30-2018

Over the last five years the endowment grew from \$417 million to \$480 million while providing over \$82 million in distributions to fund university programs, faculty research, and scholarships.



AMOUNTS IN MILLIONS

A portrait of a young Black man, Vladimir, smiling and wearing a dark suit jacket, white shirt, and dark tie. The background is a blurred outdoor setting with greenery.

Meet Vladimir.

He is the face of gratitude, of hope and of potential. He is the first in his family to go to college, and because of you, not the last.

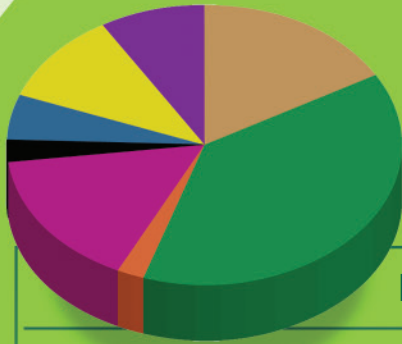
Vladimir received one of the over 123,000 scholarships the USF Foundation awarded during the course of the **USF: Unstoppable** campaign.

FACES OF Gratitude

Through the generosity of our donors, over \$82 million in scholarships have been awarded to students like Vladimir during the course of the **USF: Unstoppable** campaign.

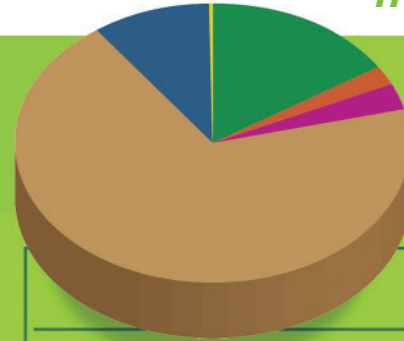
COMPREHENSIVE UNSTOPPABLE CAMPAIGN

COMMITMENTS BY DOLLARS AND PURPOSE THROUGH 06-30-2018



BY DOLLARS

| | |
|--------------------|------------------------|
| Alumni | \$186,017,640 |
| Corporation | \$426,786,797 |
| Employee | \$24,508,853 |
| Friend | \$173,770,619 |
| Parent | \$57,103,508 |
| Private Foundation | \$116,882,111 |
| State Match | \$95,269,174 |
| Other | \$29,601,113 |
| Total: | \$1,109,939,815 |



BY PURPOSE

| | |
|-------------------------|-------------|
| Facility | 16.0% |
| Fellowships | 3.0% |
| Professorships & Chairs | 2.3% |
| Program Enhancements | 68.8% |
| Scholarships | 9.7% |
| Unrestricted | 0.2% |
| Total: | 100% |



USE: UNSTOPPABLE®

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 alumni, 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 spending policy. 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.

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.
- To be informed of the identity of those serving the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- To have access to the organization's most recent financial statements.
- To be assured their gifts will be used for the purposes for which they were given.
- To receive appropriate acknowledgment and recognition.
- To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- 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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* Deceased

The logo for the USF Foundation, University of South Florida. It features the letters 'USF' in a white, bold, serif font inside a dark green square. To the right of this square, the word 'FOUNDATION' is written in a white, all-caps, serif font. Below 'FOUNDATION', the words 'UNIVERSITY OF SOUTH FLORIDA' are written in a smaller, white, all-caps, serif font. The entire logo is set against a dark green background that is part of a larger geometric design with overlapping triangles in various shades of green.

USF FOUNDATION
UNIVERSITY OF SOUTH FLORIDA