

# USF RISING

2020 - 2021  
**Performance Report**

UNIVERSITY OF SOUTH FLORIDA FOUNDATION



# Together, We Rise

There is much to celebrate at the University of South Florida. Thanks to philanthropic supporters like you, we continue soaring upward as the fastest-rising university in the nation. This Performance Report highlights just a few of the gifts that support student success and strengthen USF today and for generations to come.



# Letter from the Foundation

Dear Friends of USF:

The University of South Florida continues to be recognized as the nation's fastest-rising university — public or private. Our remarkable progress as a world-class university is made possible through your support of our commitment to student success, leading research and the betterment of the Tampa Bay region.

Among this year's historic accomplishments was USF's first-ever Giving Week, which raised \$230,720 from more than 1,450 donors with a passion for making a difference in the lives of our students. Grateful Patient giving to USF Health was also remarkable this year at nearly \$4 million.

We also continued to engage with communities and organizations throughout our Tampa Bay region. Of note, the Women in Leadership & Philanthropy Fall Symposium — held virtually in October 2020 — celebrated WLP's 15th year of creating opportunities for thousands of students and faculty members through scholarships, research grants and leadership development programs.

In spring 2021, the Joyce Russell Kente Awards recognized 19 students who received scholarships at the event, including the Black Faculty Staff Association Endowment Scholarship, the Dr. Israel "Ike" Tribble Jr. Endowed Scholarship and the Ruth and Jerry Bell Endowed Scholarship. The virtual event also celebrated the long legacy of the Black community by honoring local leaders who inspire us.

As the university emerges from the challenges of the past year and returns to our campuses as one USF, we are reminded of your generosity. For the third straight year, donors committed more than \$110 million to USF. Our endowment has grown to more than \$692 million.

USF is rising in many ways, and we hope you will enjoy reading about how philanthropy continues to elevate our university. In this Performance Report, you'll read about the exciting year we've had — from the construction of the Judy Genshaft Honors College to cutting-edge medical research. You will also read about the growth and success of the Black Leadership Network and Latino Scholarship Program. Your giving has changed the trajectory for thousands of students in St. Petersburg, Sarasota-Manatee and Tampa — and we are grateful.

Your support propels our success as a world-class research university and helps to guide our trajectory toward a bold future. USF is rising because of you. Thank you for all you have done for our university. We deeply appreciate your commitment to making a difference at USF. Go Bulls!

**Jose Valiente '73**

Chair, USF Foundation Board

**Jay Stroman**

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

**Our stories come alive!**

Point your smartphone camera at the QR codes displayed throughout the Performance Report (or type in the link provided) to view bonus content.



[usf.to/advance](https://usf.to/advance)





(left to right): Anne Von Rosenstiel with her children, Dr. Kathleen Davis and Michael Kingsford

# A Champion for the College of Marine Science

A few years ago, Peter Betzer, founding dean of the USF College of Marine Science, received a call from Anne Von Rosenstiel, who said she really wanted to speak with him.

Betzer wondered if he'd done something wrong, but when he arrived at the meeting the following day, she asked him a question:

“What do you think are the most important needs for the College of Marine Science?”

While Betzer mentioned several things, ultimately he put forth the need for an innovation fund that would allow students to try out novel scientific ideas.

“That sounds good,” she said. “I like it. Go home and write it up.”

Betzer did, Von Rosenstiel signed off on it and a week or two later, a check for \$500,000 arrived at the USF Foundation to establish the Von Rosenstiel Innovation Fund.

“I thought that was amazing,” said Betzer. “There was no hesitation. If she was excited about something, that was it.”

When Von Rosenstiel passed away in December 2019, she left a \$3 million estate gift to be divided between the Innovation Fund and the Anne and Werner Von Rosenstiel Fellowship in Marine Science, which she had established with her late husband in 1993.

“We are deeply honored to receive this gift from the Von Rosenstiel family, whose ardent support of the College of Marine Science has been unparalleled in our 54-year history,” said Tom Frazer, current dean of the college. “Anne and Werner’s generosity continues to help us achieve international prominence. Their legacy lives on in our students, who continue to advance science in support of a better world.”

The gift was a coda to decades of support to the college, going all the way back to helping attract the United States Geological Survey St. Petersburg Coastal and Marine Science Center to the area in the late 1980s.

“She was a major part of that victory,” said Betzer, who said Von Rosenstiel maintained a very strong interest and involvement from then on. “She did more to elevate us, our programs, to national prominence than any other person.”

Indeed, the Von Rosenstiels are the largest individual donors to the College of Marine Science, establishing the Von Rosenstiel Fellowship, supporting the Oceanography Camp for Girls and the Bridge to the Doctorate program and finally creating the Von Rosenstiel Innovation Fund, among other causes at USF and in the wider community.

Betzer described Von Rosenstiel as intelligent with wide-ranging interests, a talented painter and photographer who loved discussing books and ideas.

“She was somebody who loved to think about and understand things,” said Betzer. “She loved interacting with our graduate students and listening to them talk about their research.”

The additional funds to the Von Rosenstiel Fellowship provided by her estate gift will allow faculty in marine science to offer multiple years of support, making USF more competitive for the very best students.

Jonathan Sharp, who was a recipient of the Von Rosenstiel Fellowship the first year of his doctoral program, said having a reliable source of funding is also helpful to faculty.

“Having that source of funding instead of having to support all of their students from external grants is hugely beneficial,” said Sharp, now a postdoctoral scholar at the University of Washington Cooperative Institute for Climate, Ocean and Ecosystem Science.

Sharp was also one of the first recipients of the Von Rosenstiel Innovation Fund, which allowed him and his co-researcher to purchase equipment. Though the project has been delayed due to the pandemic, Sharp is grateful for the support and the experience of applying.

“Putting that proposal together and presenting was really beneficial for me. That was my first foray into putting a collaborative idea together for a research project,” he said.

With funding for scientific research harder and harder to come by, the Von Rosenstiel Innovation Fund helps fill that gap a bit, especially for new scientists. The funds can be used for everything from equipment purchases to international travel, depending on the researcher’s needs — flexibility that is hard to find with other grants.

“The Innovation Fund is one of those things that’s going to stand out to graduate students,” said Betzer.

Betzer’s successor, Jackie Dixon, who stepped down as dean in 2020, continued the relationship between Von Rosenstiel and the college. Like Betzer, Dixon saw Von Rosenstiel take a keen interest in the work of the college’s graduate students, passionate about learning the students’ personal stories.

“Everyone needs a champion,” said Dixon. “And she was ours.”



# Inaugural Flanzer First Generation Scholars Grateful for Support

The late Louis and Gloria Flanzer, 35-year residents of Longboat Key, were dedicated philanthropists who gave generously to the Sarasota community through their philanthropic trust.

In 2020, the Trust made a \$150,000 gift to the USF Foundation to establish the Flanzer Philanthropic Trust First-Generation Scholarship, which was matched 2:1 through Florida's First-Generation Matching Grant Program. With the match, the Flanzer Philanthropic Trust's gift is equivalent to \$450,000!

The state's needs-based First-Generation Matching Grant Program supports first-generation students pursuing undergraduate degrees (students whose parents did not earn baccalaureate or higher degrees).

The first 26 scholarships were awarded in spring 2021 and are already making an impact on the lives of students on the Sarasota-Manatee campus.

Leah Pollard-Lane, a wife and mother of two, has been working on her degree since 2008.

"Thanks to the Flanzer Philanthropic Trust First-Generation Scholarship, my dream of being the first college graduate in my family will come true this year," said Pollard-Lane, whose father never received a high school diploma and mother never attended college.

Matthew Orzech, a veteran, full-time student and part-time worker, used the funds to purchase a more efficient laptop, increasing his ability to complete his coursework.

"Needs like this don't fit into my budget, so receiving this scholarship helped me maintain my ability to provide and care for my family, while also taking care of my needs for school," he said.

As the first and only person in her family to go to college, Jessica Grimaldo has had to work twice as hard for everything.

"This scholarship means the world to me," said Grimaldo. "It made it easier to pay my tuition and buy my books. Thank you so very much!"

According to Dean Hautamaki, MD, and Eric Kaplan, Esq., co-trustees of the Flanzer Philanthropic Trust, the Flanzers were committed to providing important support to agencies and organizations across the Suncoast and in assisting others through health care and social services.

Married for 66 years, the Flanzers owned a home in Scarsdale, New York, but post-retirement spent more time on Longboat Key. Gloria's family was well known in New York City development circles and played a significant role in the revamping of Times Square, Battery Park and Lower Harlem. Louis passed away in 2013 and Gloria in 2015.

In Gloria's obituary, Kaplan wrote, "The philanthropic trust will continue to endow important causes on Longboat, in Sarasota and in the surrounding area for years to come."

The inaugural Flanzer First-Generation Scholars, for one, are grateful for the Flanzers' foresight and support of the Sarasota-Manatee community.



Leah Pollard-Lane and Matthew Orzech, pictured above, are two of the first recipients of the Flanzer Philanthropic Trust First Generation Scholarships, established by the late Louis and Gloria Flanzer (left).





## Giving While Living

A year ago, Tim Ubben had never set foot on a USF campus. The retired investment firm founder lived seasonally in Naples, Florida, where he was a patient of Yale-trained pulmonologist Dr. Jose D. Herazo-Maya.

Diagnosed with pulmonary fibrosis (PF), Ubben wasn't satisfied with the number of available treatment options. He explored the medical research and discussed the various clinical trials with Herazo, developing a friendship as they shared ideas for improving care for patients living with severely scarred lungs.

Then, Herazo was approached to serve as USF Health's new associate chief of research for pulmonary, critical care and sleep medicine. The opportunity would allow Herazo to start his own PF studies.

Ubben saw Herazo's move as an opening to make a direct impact on the future of PF patient care. The philanthropist, who served as a board leader and benefactor of several nonprofit organizations, said he would help his doctor launch new research on the condition.

Before Herazo's first day on the job, Ubben had already made a \$1 million gift to USF Health.

(left to right): Sharon Ubben, Tim Ubben and Dr. Jose D. Herazo-Maya

USF Health's translational "bench to bedside" approach to medical research should speed the application of discoveries made by physician-scientists, including Herazo, to help patients.

"We are delighted with this confluence of vision, talent and philanthropy," said Dr. Charles Lockwood, USF Health senior vice president and dean of the Morsani College of Medicine. "The timing of Mr. Ubben's gift is helping us to rapidly launch this important research to fight devastating lung conditions."

"I have been discouraged in the lack of progress in alleviating pulmonary fibrosis in patients — that is why I made the gift," said Ubben. "This funding will support research to better understand and fight this disease. I probably won't be around to benefit from the results of Herazo's research, but hopefully other pulmonary fibrosis patients will.

Ubben's gift now supports equipment for the Ubben Family Pulmonary Research Laboratory and the scientists and biostatisticians who work there.

"Certain patients with lung scarring can live well for years, while others deteriorate and die quickly," said Herazo. His team is working to develop a blood test based on gene expression that will help identify patients at risk of severe pulmonary fibrosis before it's too late. Since PF is one of the most severe complications of COVID-19, these research outcomes could benefit even more patients.

For Ubben and his wife, Sharon, their goal is to make their greatest impact on the world while they're here to see it.

"We believe in giving while living," said Ubben. "We hope to exhaust our resources for the purpose of bettering mankind in some way by the time we pass away."

Beneath Ubben's serious commitment belies a humble sense of humor. "While it probably won't happen this way, we would love it if the last check we wrote was to an undertaker ... and it bounced."



# Building a Pipeline of Support

Like so many significant events this year, the Black Leadership Network (BLN) End of the Year Celebration was held virtually. On May 6, scholars and alumni, mentors and mentees, program partners and even the founding donors, gathered around their screens for the last meeting of the 2020-21 academic year.

The Black Leadership Network is a partnership-based group that focuses on engaging the community and enhancing the educational and leadership opportunities for Black/African American scholars at USF.

Founded in December 2016, BLN has gained exceptional momentum thanks to support from Helios Education Foundation, private donors and a Forever 55 Legacy Grant. With nearly \$2.3 million raised for scholarship and programming support, BLN has already benefitted

74 scholars through the program's 25 operating and five endowed scholarships.

Beyond marking the end of the year, the meeting was a culmination of months of hard work. For the first time, the framework for BLN's three-tiered mentoring program was in place, establishing a robust pipeline of support and opportunity for Black students in Tampa Bay.

"The goal is to provide an opportunity for scholars to rotate through these systems and build their network," explains program director Walter Jennings. "By mentoring others, they are paying it forward even as they receive it. By the time our scholars reach their senior year, they have connections and relationships in the community that will position them for post-collegiate success."

It starts with the Peer Partner Scholars Program. BLN scholars are paired with local high school students in order to create a trusted peer connection students can use to navigate the collegiate world.

"Sometimes we see others doing big things, like going to a university, and assume they've always been on that path," said BLN scholar Jaqueria Lacy, who mentored a student from Blake High School. "By sharing my personal experiences and insight, I was able to be very transparent with my mentee about how I got here and the next steps she needs to take to stay on course."

The second tier, the Helios/BLN Academic to Alumni Mentor Program, connects scholars with USF alumni in the community willing to provide mentorship, impart wisdom and give guidance to the next generation of Black professionals.

The final tier in the mentoring pipeline is the Company Classroom. This program unites scholars and career professionals to prepare students for post-collegiate employment opportunities.

"It is definitely touching to connect with somebody like that who helps you grow so much, in a short amount of time," said Shaheim Ricketts, a graduating scholar from the original 2018 BLN cohort. "It was a great experience. My mentor even offered to refer me for a position in his field after graduation."

After months of working together, the final meeting was bittersweet for the tight-knit group.

"Continue to shine your light," implored USF alumna and BLN founding member Ashley Butler '12. "It's not over when you graduate, we are still here for you. Please, stay in contact and reach out and use us as tools as you journey through life."

(left to right): Ani Hoyte, Omar Ali, Bedjena Resiliac, Anthony Goden, Imani Cofield and Elijah Wright

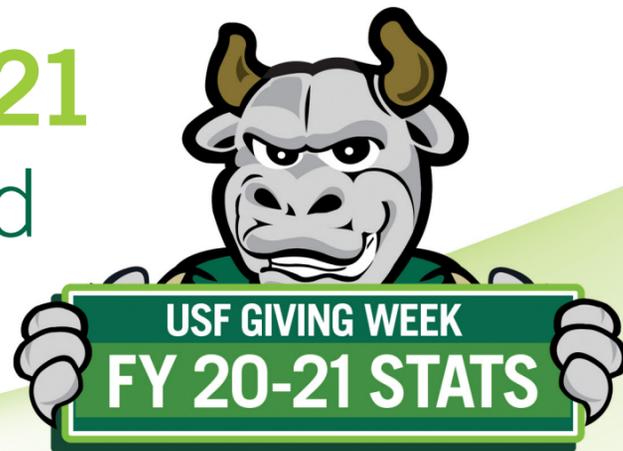


Hear from  
BLN scholars  
[usf.to/BLN20](https://usf.to/BLN20)



# Giving Week 2021

## Gives Bulls Far and Wide a Reason to Celebrate



In what has become a USF tradition, the university community came together to celebrate our beloved mascot, Rocky D. Bull, on his birthday by giving back — this year during a week-long virtual celebration.

From April 5–9, the USF community celebrated Giving Week by supporting causes across all USF campuses.

Helping to push the amount raised well past the initial goal, were two challenge donors.

George '76 and Jane Morgan committed to make a gift of \$5,000 to Stampede for Women once 500 gifts were made. The Morgans were inspired by their experiences with similar drives at other institutions.



“The funds that get highlighted during Giving Week are a great little microcosm of how you can give at USF,” said Meagan Eastman '12, M.S. '15, chair of the USF BOLD Council, citing how causes ranged from Rocky’s uniform fund to the USF food pantries and biomedical research. “Giving Week does a really good job of bringing all the myriad aspects of the university and the student experience together in a way that’s really easy to share and get excited about.”

By the end of the week, the university community had made 1,451 gifts totaling \$230,720. This was \$100,000 more than was raised on Giving Day in 2019. Donors dug deep, with the average gift doubling in size, from \$72 to \$152.

“We saw the power of offering these types of matches to motivate the potential donor base,” said Jane Morgan. “We felt like we were supporting the university, supporting women athletes and getting other donors involved. It was a win-win for us.”



George Morgan, who has served on the Foundation’s board for 11 years, said Giving Week is a great way to introduce people to the fundraising process. “People feel like they’re part of it. Once you’ve donated, it’s hard not to donate again,” he said.

A second challenge gift came in from Arthur Herold '75, associate professor of family medicine in the Morsani College of Medicine. Herold committed to making a \$12,000 gift if 1,200 gifts were made.

Herold said often people have good intentions about giving but can feel paralyzed with where to start.

See Rocky get ready for his birthday [usf.to/bday](https://usf.to/bday)

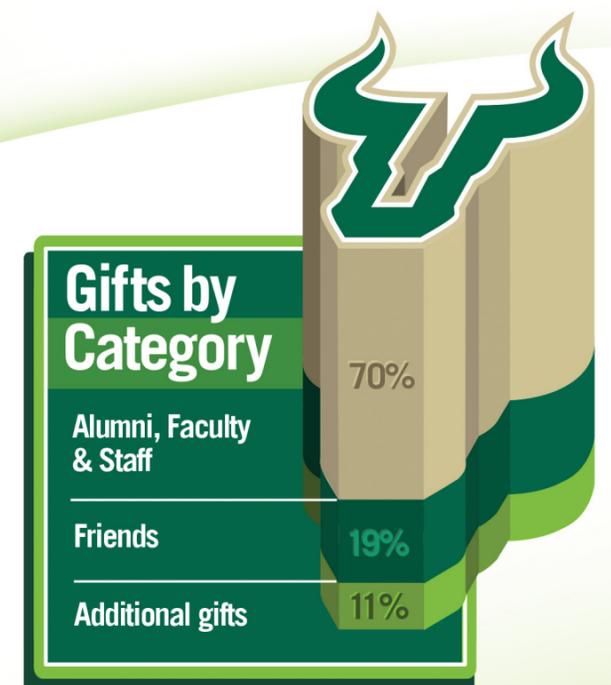


“There are many Foundation accounts, but just pick the ones that look like they meet your interest and are going to do some good,” he said. “What motivated me was to get the message out, to truly challenge people to do better.”

Though the usual mix of virtual and on-campus activities were shifted entirely online due to the pandemic, the university engaged with donors through “Giving Week Now” and a “Which Rocky Are You?” quiz. BOLD promoted the week by sharing “Why I Give” stories of young alumni on social media.

“For me, Giving Week, especially during the pandemic, was so special, because it gave me that connection back to the university,” said George Papadeas, co-chair of the BOLD Council. “During Giving Week, I can either go spend \$100 on a dinner out, or I can give \$100 to the food pantry and feed a student for a week. Giving Week allows me to think that way.”

The success of the university’s first Giving Week sure helped Rocky — and our students, faculty and staff — feel the love. Go Bulls!





President Emerita and Professor Judy Genshaft and Steve Greenbaum

# Judy Genshaft Honors College is on the Rise

Brick by brick, the Judy Genshaft Honors College (JGHC) is rising higher each day, forever transforming the USF Tampa campus skyline.

The highly anticipated, soon-to-be five-story building will serve as a learning and engagement hub and on-campus home for some of the best and brightest Bulls at the University of South Florida.

Inspired by the college's out-of-the-box teaching philosophy, the innovative 85,000 square foot glass-and-steel facility will feature many unique and flexible spaces for JGHC students to learn, collaborate and thrive.

"Having one of the most premier honors colleges in the nation is just one way USF will distinguish itself as one of the most elite and forward-thinking institutions in the world," said President Emerita and Professor Judy Genshaft at the groundbreaking on Dec. 1, 2020. "This stellar new home for our already excellent college will help attract top talent to USF, making an indelible impact on our community for years to come. We are delighted to see this dream become a reality."

Under her leadership, the existing USF "Honors Program" became an "Honors College" in 2002. Originally allocated a

modest suite in the Student Services Building on the Tampa campus, the rapidly expanding college quickly outgrew that space and moved to larger quarters in the John and Grace Allen Building in 2011. Barely a decade later, the college is bursting at the seams again.

Moving to the new building will enable the college to grow from its current 2,400 students to a total of 3,000 students.

In 2019, outgoing President Judy Genshaft and her husband, Steve Greenbaum, made a historic \$20 million gift to name the college and partially fund the \$54 million cost of building a new home for the university's many world-changing students.

Additional generous gifts have been made by friends of the college, including an anonymous foundation that has provided a challenge gift matching any future gifts to the building, dollar-for-dollar.

The Judy Genshaft Honors College building will open its doors to students in spring 2023. After traveling the campus for 20 years, the college will finally have a permanent address: 12260 USF Genshaft Drive.



Experience the Judy Genshaft Honors College [usf.to/JGHC20](https://usf.to/JGHC20)





## Taking the **Next** Step

It's more than just a locker room. It's a commitment to the future.

On August 3, the University of South Florida Bulls walked into the newly renovated football operations suite for the first time. Powered entirely by donors, the \$3.3 million renovations have dramatically transformed the space into a vibrant, ultramodern facility with a jaw-dropping “wow” factor.

From the coaches' offices and team meeting room to the players' lounge and locker rooms, the much-needed overhaul left nothing untouched. The dated cherrywood cabinets, faded beige carpeting and bright florescent

lighting have been stripped away and replaced with a modern palette of clean white lines, striking green USF branding and programmable LED backlit panels.

“If you look at our program history and think about where we started from working out of trailers to where we are now, this is the next step,” explained USF football head coach Jeff Scott. “Being able to offer our student-athletes access to state-of-the-art facilities is definitely the next step on our journey.”

Designed with culture-building in mind, the player's lounge features a comfortable seating area, nutrition station, two big-screen TVs, video game consoles and even a pool and ping-pong table.

“We are all really excited about the new space,” said number 73 left tackle Donovan Jennings, a USF senior studying integrative public relations and advertising. “Having a fun and comfortable place to hang out after practice helps us build a better bond and create a stronger team.”

The renovation marks the first major football facilities upgrade in the 17 years since the Lee Roy Selmon Center was built. It represents a major step in securing USF Athletics' competitive future against national programs with similarly upgraded facilities.

Recruiting the best and brightest student-athletes, coaches and staff is crucial to USF football and the Bulls' other highly successful programs. The remodeled suite serves as a tangible and dramatic exclamation of the university's commitment to student-athlete success and achieving at the highest level.

“This sends a great message that our best is ahead of us,” said Scott. “We are very proud of our 25-year history and everything that we've accomplished along the way. But this is a new day — and a new decade — we are stepping into. We want to make the next 25 years the best we can, and this is just an example of our unwavering commitment to that dream.”

A new era is on the horizon for USF Athletics thanks to our passionate supporters. On September 8, USF broke ground on the next step of our transformational journey — the Indoor Performance Facility.



See the team react  
[usf.to/nextstep](https://usf.to/nextstep)



# Vision and Generosity

The late Clara Cooper's passion was teaching the humanities of her native India and introducing students to a country many people in the U.S. didn't know much about.

"She was a wonderful teacher, and the students just loved her," said Sara Deats, a close friend and USF distinguished university professor emerita.



Cooper was born in Secunderabad, India, in 1936. She came to the U.S. to attend graduate school at Florida State University, earning her doctorate in 1969 before joining the faculty at USF.

Cooper's scholarship was centered on the humanities of India, and she wrote the definitive study of Hindu mystic Swami Vivekananda.

"She loved writing that book, but mainly she was a teacher," said Deats.

Daniel Rutenberg, another friend and USF professor emeritus echoed Deats' sentiment.

"If a student felt a little lost, a little ill at ease, Dr. Cooper was the person to see," said Rutenberg. "There was always a stream of students coming by her office. She was as good in her interpersonal relationships as she was in her classroom."



When planning her estate, Cooper wanted to leave a significant legacy for both her students and the university that had given her so much. When she passed away on Jan. 29, 2019, Cooper left the bulk of her estate — about \$1.1 million — to create the Clara Cooper Endowed Fund for the Humanities Institute at USF.

The institute was established in 2003 to help promote scholarship and educational engagement across the humanities disciplines. Eric Eisenberg, dean of the College of Arts and Sciences where the institute is housed, said the institute is the one unit in the university whose sole purpose is to explore questions of meaning and value in society.



"This extraordinary gift from Clara Cooper gives us the freedom and ability to dream bigger about how we might expand all of these critical conversations throughout the Tampa Bay region," said Eisenberg.

Today, the Humanities Institute, led by director Liz Kicak, supports public events that bring outside experts and thought leaders to campus to share their knowledge with the USF and Tampa Bay communities.

The institute also promotes faculty scholarship, each year providing summer research grants of up to \$5,000 through the Office of Research to 10 faculty members.

Fittingly, Cooper's endowment will make the biggest impact on the institute's efforts to engage both graduate and undergraduate students in research.

Kicak said the institute funds travel for graduate students who have had original research accepted at national or international conferences.

"That's a huge, critical piece of their educational experience and really important when they go out on the job market," said Kicak.



The endowment also supports an annual undergraduate humanities conference. This year's event in January saw 53 students present (up from 23 the inaugural year). Five of the students from the conference were accepted to the Richard Macksey National Undergraduate Humanities Conference at Johns Hopkins University. The Clara Cooper Endowment was used to pay their registration fees, so students had no out-of-pocket expenses.

Though she never had a chance to meet Cooper in life, Kicak enjoyed meeting her friends and colleagues at her memorial, where she learned how deeply invested Cooper was in the success of her students.

"Her gift is going to continue something that was important to her and is important to us — forever," said Kicak. "To think that five years from now we will have hundreds of students that will have been touched by her gift is humbling and wonderful and just speaks to such vision and generosity."



Watch the USF Undergraduate Humanities Conference  
[usf.to/humanities](https://usf.to/humanities)



# Help for Those with a Dream Deferred

Cherelle Burroughs' journey toward completing her education began with a simple statement from one of her children.

"You want me to go to college, but you never did it yourself," said her daughter, who was in sixth grade at the time.

It was a pivotal moment for Burroughs.

"It dawned on me. How can I tell her to do something I never did?" said Burroughs, deciding then and there she would practice what she always preached.

"The day I graduated (from Hillsborough Community College) was very emotional for me," she said. "I said to my daughter, 'Now can I push you to go to college?' And she said, 'Yes, Mommy.'"

Burroughs didn't stop there. After finishing her associate degree, she enrolled at USF majoring in public health with plans to continue on to earn her master's degree.

But the journey hasn't been easy. A single mother of four, ages 16, 13, 9 and 5, Burroughs works two full-time jobs along with going to school full time.

"It was tough. I had times where I wanted to give up," she said.

In her second semester at USF, Burroughs was awarded a Crankstart Reentry Scholarship, which provides scholarships to "reentry students," defined as individuals who have experienced an interruption in their education of five or more years and who want to resume their education at the undergraduate level.

"Without that money, I don't believe I would have been able to afford it," said Burroughs. "That money really helped me continue on and lifted a lot of stress off of me."

The Crankstart scholarships are patterned after the Osher Reentry Scholarship program established by philanthropist Bernard Osher through The Bernard Osher Foundation at 100 universities around the U.S., including USF. The Bernard Osher Foundation endowed the Reentry Scholarship in 2011, and since inception, 114 USF students have received support from the fund.

Inspired by the success of the Osher Reentry Scholarship program at USF, the principals of Crankstart, Harriet Heyman and Michael Moritz, with the encouragement of The Bernard Osher Foundation, established a similar program at the university.

In early 2019, the USF Foundation received word of a \$100,000 gift to get the program off the ground, which was renewed — and increased to \$120,000 — in 2020. The Crankstart Reentry Scholarships have already helped 39 reentry students at USF pursue their dream of completing their education.

For Burroughs, having just completed her undergraduate work, the steady support provided by the scholarship helped her cross that proverbial finish line.

"I never win anything, and I always have to work so hard," she said. "I feel like they handed it to me, not even knowing me, just off an essay about me, telling my story. It affected me personally. I didn't give up because of them."





## Coming Full Circle

It is a full circle moment for Margarita Gonzalez '85.

After a lifetime of championing scholarships for others, Gonzalez is attending the USF Latino Scholarship Ceremony as the founder of her own endowed scholarship.

As a Cuban refugee who arrived in the United States with one suitcase to hold her entire family's belongings, Gonzalez knows better than most the true value of education.

"After losing everything, I realized that a person's biggest asset is their education," said Gonzalez. "Knowledge and skills cannot be taken away from you."

A public servant for more than 30 years, Gonzalez consistently went above and beyond to advance opportunities to all who made Tampa their home. She founded the City of Tampa Mayor's Hispanic Heritage Celebration Committee (MHHC), and co-founded the Hispanic Professional Women's Association (HPWA) and Foundation (HPWF), in addition to serving on many others.

As a lifetime Honorary Chair of HPWA and HPWF, Gonzalez has played a key role in raising more than \$150,000 for the organizations' scholarships program. She also raised thousands of dollars to create scholarship endowments for the Mayor's Hispanic Advisory Council and the MHHC. Additionally, she has fundraised for scholarships on behalf of the Sheriff's Hispanic Advisory Council, the Community Education Foundation and other organizations.

In recognition of her indelible impact on Tampa Bay, Gonzalez was honored with a Lightning Community Hero

Award on February 5. As part of the award from the Lightning Foundation, Gonzalez directed a \$50,000 grant to establish the Margarita Gonzalez-Hispanic Professional Women's Foundation Endowed Scholarship within the USF Latino Scholarship Program.

The USF Latino Scholarship Program provides financial assistance, support and mentorship to local high-achieving Spanish-speaking students with demonstrated need. Most of the scholars are the first in their families to attend college, and many are the first to complete high school.

"Ever since the Latino Scholarship Program began, I've been fundraising for it," said Gonzalez. "To have an endowment, under my name, after contributing to so many others, is incredibly rewarding, and a dream come true."

On September 16, Gonzalez returned to her alma mater to present Marisleidy Batista with the first Margarita Gonzalez-HPWF Endowed Scholarship. Batista was one of 140 students recognized at the 30th annual Latino Scholarship Ceremony.

For a woman who was only able to attend college herself thanks to a scholarship, Gonzalez is overjoyed to complete this circle of giving. While she passes the blessing on to future generations, she hopes they will also lift others.

**Thanks to the Lightning Foundation, USF has received more than \$2.6 million to support scholarships, research and programs.**

## Beautiful Inside and Out

Rachel Barcellona '21 is a model, singer and award-winning beauty queen.

Her outward appearance, however, pales in comparison to the light that shines within.

For behind her radiant smile and sparkling brown eyes lies a dynamic and resilient woman, fiercely determined to change the world — through kindness.

Diagnosed with autism at age 3, Barcellona is best known as an international advocate for autism acceptance and action. For the past decade, she has championed her platform "Abilities Beyond Disabilities" to audiences around the world to promote a more inclusive society.

"Even if you have a disability, you can accomplish your dreams," explained Barcellona. "No matter what people tell you, if you are determined, you can do it."

In the Tampa Bay community, Barcellona gives countless hours of her time promoting autism acceptance through speaking engagements, educational outreach and inclusivity training. She has served on the board of many related organizations, including the Center for Autism & Related Disabilities at USF (CARD-USF) and the Tampa Autism Friendly Advisory Board.

On March 20, Barcellona's profound impact on Tampa Bay was recognized with the Lightning Community Hero Award.

As part of the award from the Lightning Foundation, Barcellona was able to direct \$50,000 in grant money to the charities of her choosing. Being both intimately familiar with the organization as well as passionate about its mission, Barcellona realized that she could make a seismic impact with a \$30,000 donation to CARD-USF.

CARD-USF works to optimize the potential of people with autism spectrum disorder (ASD) and related disabilities by supporting individuals, their families and the professionals who work with them. CARD-USF is one of seven centers in Florida that delivers trainings, outreach, and support for teachers, police officers, private businesses and community programs to enhance their ability to include individuals with ASD.

"We are often the first call parents make after receiving a diagnosis," shared Christine Rover, assistant program director of CARD-USF. "We've been here for 28 years, one of the best-kept secrets in Tampa Bay, providing our services at no charge for individuals of all ages with ASD."

Barcellona's gift to CARD-USF will fund diversity, equity and inclusion initiatives, enhance resources for adults on the spectrum and provide training and resources for autism-friendly businesses in Tampa Bay.

This is only the beginning, for Barcellona's dreams for the future are as limitless as her heart is resolute.

"Determination is very important to me, since those with autism are often told that we're unable to accomplish anything. The ability to never give up is the best legacy to leave."

Hear from Rachel  
[usf.to/Barcellona](https://usf.to/Barcellona)





## A Secure Legacy

Before the late Joe Rogers got his first computer — a toy from Radio Shack he held on to his whole life — before he helped build the USF computer network or won the DEFCON hacking competition, he was just a little boy, curious about the way things worked.

“He was always inquisitive,” said his father, Joe Rogers II. “I joke that I expected any time to come home from work and find the television taken apart in the middle of the living room floor.”

Always looking for ways to encourage Joe’s natural curiosity, his mother, Sherry Rogers, once set him up with a broken fan and a screwdriver and let him take the fan apart.

“From then on, if anybody had anything that was broken, they would bring it over for him to ‘play’ with, never expecting he would fix it. And of course he would,” she said.

That Radio Shack toy computer, a Christmas present from his parents, would spark a lifelong passion for computers. At USF, he double majored in computer engineering and

computer science and eventually earned a master’s degree in computer engineering. He then joined the university’s staff in the information technology department, where he spent the next 25 years helping to build the university’s computer network.

“He’s been there basically from the beginning, setting up all the networks,” said former colleague Jeremy Rasmussen. “Until this year, Joe Rogers’ name was on the domain registration for usf.edu.”

Rogers also met his wife, Kimberly, at freshmen orientation. “It was about 30 people — 29 men and me,” she said with a laugh. “It was a different time.”

The two ended up having a couple of classes together and soon began dating, marrying in 1998.

Kimberly described Joe as reasonably shy and quiet, until you got to know him. Those closest to him knew what a goofball he could be, and Kimberly particularly loved his bobble head impression.

Though they were both engineers, their areas of focus were very different, with Kimberly becoming an environmental engineer. “I used to joke that I married the IT department, so everything in my house worked,” she said.

When Joe became involved with the Whitehatters Computer Security Club at USF, Kimberly could see how much he enjoyed it.

“He loved it, because he was working with all these super smart young people who really wanted to be the good guys. There was a nice little bit of idealism on top of the computer nerdery,” she said.

Joe met Rasmussen through the Whitehatters. After attending DEFCON in the mid-2000s, Rasmussen saw the hands-on experience ethical hacking competitions gave to students and decided to start an ethical hacking club at USF. Word quickly spread across campus of a new “hacking” club, triggering IT to show up at their first meeting — including Joe Rogers.

Once he saw what Rasmussen was trying to do, Rogers not only approved of the idea, but wanted to be a part of it.

Rogers joined the team as a mentor, but also a competitor, eventually winning the DEFCON Capture the Flag competition — and then hosting the event five times.

“Some people just have it. They have this left-brain mentality where they understand bits and bytes and computers and architecture,” said Rasmussen. “But then they have this right-brain critical thinking, problem solving capability and that’s very, very rare. Joe had that.”

Outside the office, Rogers loved the great outdoors, biking with friends, hiking with his wife, fishing and hunting with his dad. He and Kimberly would trade off vacation destinations each year, one year going on a “do-something vacation” to hike or bike in Colorado and the next a “do-nothing vacation” to Jamaica or The Bahamas.

“He had never biked like that before, off-road biking,” said his mother, Sherry Rogers. “He was obviously slower than his friends were when he first started, and then he caught

up. Then they were having to chase him. He learned the things he personally needed to do to be able to accomplish his goal.”

When Rogers passed away in 2019 at the age of 45, his friends and family honored him by establishing a memorial scholarship at USF in his name.

“To hear of his health issues and his untimely demise at such a young age just really punched me in the soul,” said Rasmussen. “I felt like we should honor him, and I knew he would be honored to have a scholarship in his name that would benefit computer science, engineering and cybersecurity students, especially the members of our Whitehatters Computer Security Club.”

The original goal was \$10,000, but as those who knew and loved Joe contributed to the fund it soon surpassed \$28,000, enough to become an endowment.

Rogers’ parents recently committed a generous estate gift toward the fund that will one day support even more students with scholarships.

“We’re really proud of what he accomplished,” said his father, Joe Rogers II. “For the legacy and the example that he set. He demanded the best of himself, and he encouraged the best in everybody else. He worked very hard to help people.”

Kimberly Rogers, who also contributed to the fund, is sure Joe would love the scholarship.

“Kids just starting to learn about computer science and trying to figure out what to do with their lives are going to get this boost to help them on a really great career path,” she said. “I hope I or others at USF who knew him get the opportunity to tell the young person who gets this scholarship, ‘Let me tell you about Joe Rogers. Let me tell you a Joe Rogers story.’”

Joe Rogers will live on through the lives he touched, the computer network he helped build and the students who will receive the scholarships that bear his name.



# SOUTH FLORIDA

# Scholars

Meet Tonetho  
[usf.to/Tonetho](https://usf.to/Tonetho)



"I'm beyond grateful for my scholarship because it gave me the tools that I needed to break the generational trend within my own family of not completing college — let alone high school. It allowed me to create a new trend for the upcoming generation."

**Tonetho Lewis**



Meet Ja'Kaila  
[usf.to/JaKaila](https://usf.to/JaKaila)



"As a first-generation college student, I am grateful for this scholarship because it has reduced the financial stress on myself and my family. This scholarship has allowed me to stay at USF and stay focused on where I am heading."

**Ja'Kaila McCall**

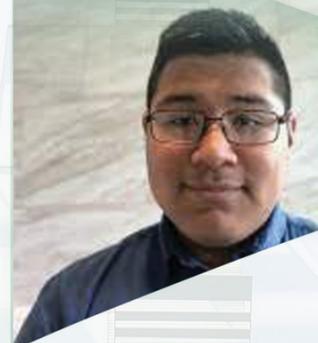


Meet Shannon  
[usf.to/Shannon](https://usf.to/Shannon)



"My scholarship has helped me pave the way through my undergraduate experience as I prepare to go to law school, where I hope to gain the skills necessary to reform our education system and make it more equitable for all students."

**Shannon Harner**



Meet Alberto  
[usf.to/Alberto](https://usf.to/Alberto)



"The Latino Scholarship program has been the support and motivation that guides me towards success and lets me know that anything is possible."

**Alberto Arenas**

Meet Valentina  
[usf.to/Valentina](https://usf.to/Valentina)



"I'm so grateful to be given this scholarship to help not only with the financial stress of college, but to also provide me with peers and workshops to help further my professional development."

**Valentina Arcila**



Meet Audriana  
[usf.to/Audriana](https://usf.to/Audriana)



"When I received this scholarship, I felt extreme gratitude that someone was willing to invest in my future and my education. After graduation I would like to obtain my master's degree, and this scholarship has given me the resources that I needed to do so."

**Audriana Griffin**



# SOUTH FLORIDA

PEDIATRICS



Meet Stephanie  
[usf.to/Stephanie](https://usf.to/Stephanie)



“My goal after I graduate is to become a pediatrician and help underrepresented populations like Latinos receive quality health care. The Sant Yago Education Foundation is helping me achieve this goal by putting me in network with current doctors and the USF alumni community.”

**Stephanie Toledo**



Meet Crystal  
[usf.to/Crystal](https://usf.to/Crystal)



“I am one step closer to my goal of obtaining a master’s degree in psychology. I have gained confidence, and I am inspired to give back to my community.”

**Crystal Tanco**

Meet Rebekka  
[usf.to/Rebekka](https://usf.to/Rebekka)



“When I found out I was going to get this scholarship, I was in a really hard time in my life. I thought I was going to have to quit university altogether. The generosity and the resources that WLP has offered me has allowed me to, as a single mom, be able to finish college.”

**Rebekka Huneke**



# Scholars

Meet Sandra  
[usf.to/Sandra](https://usf.to/Sandra)



“Thanks to donations from our partners we were able to provide scholarships for our students, technology for our bootcamp for our teachers and able to facilitate daily trips that come through the STEM lab.”

**Sandra Vernon-Jackson**

Director of the STEM Inquiry Innovation Lab



Meet Tiffany  
[usf.to/Tiffany](https://usf.to/Tiffany)



“I have been extremely fortunate to receive nearly \$200,000 in funding to conduct global pediatric and adolescent HIV research in Kenya. I truly believe this funding has helped save lives.”

**Tiffany Chenneville**

USF College of Arts and Sciences psychology department professor and chair

Meet Huijian  
[usf.to/Huijian](https://usf.to/Huijian)



“To the donors: first of all, thank you so much for helping us faculty conduct our research and also help our students. Your support has helped our students link what they have learned from theory and put it into real practice.”

**Huijian Dong**

Academic Coordinator of the USF Kate Tiedemann School of Business and Finance



# Financial Statements

## For the year ended June 30, 2021

### Statement of Net Position

ASSETS, CURRENT AND NONCURRENT		LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND NET POSITION	
Cash and short term investments	\$ 132,114,401	Liabilities, current and noncurrent	\$ 14,274,727
Long term investments	709,049,805	Deferred inflows of resources	26,172,531
Contributions receivable, net	43,268,707	Net position	889,230,412
Other assets	45,244,757		
<b>Total assets</b>	<b>\$929,677,670</b>	<b>Total liabilities, deferred inflows and net position</b>	<b>\$929,677,670</b>

### Statement of Revenues, Expenses and Changes in Net Position

OPERATING, NONOPERATING AND ENDOWMENT CONTRIBUTION REVENUES	
Contributions, operating and endowment	\$ 64,666,786
Investment gains, net	192,303,003
Other revenues	15,682,061
<b>Total revenues</b>	<b>\$272,651,850</b>

EXPENSES	
Support of university programs and activities	\$ 52,816,838
Operating, fundraising and other expenses	18,659,052
<b>Total expenses</b>	<b>\$ 71,475,890</b>

CHANGE IN NET POSITION	
Net position, beginning of year (restated)	688,054,452
<b>Net position, end of year</b>	<b>\$889,230,412</b>

For a copy of the statements and to view the prospectus, please visit [usf.to/financial](https://usf.to/financial) (QR code below) or contact the USF Foundation Business Office at 813-974-3423.



[usf.to/financial](https://usf.to/financial)

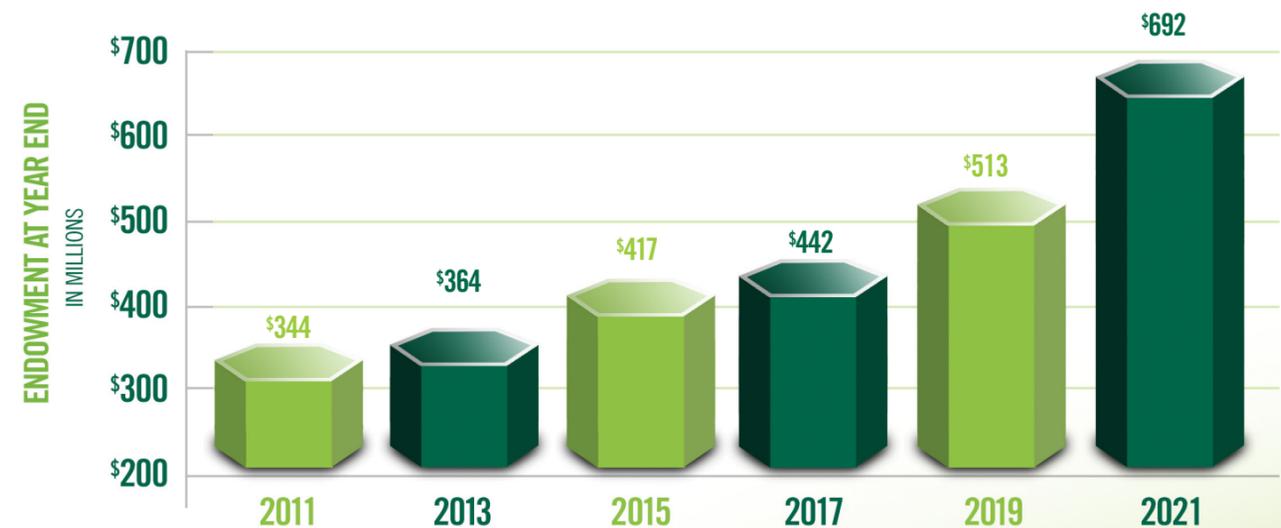
# Donor Commitments by Source

## For the year ended June 30, 2021

<b>ALUMNI</b>	\$30,608,349	<b>PARENTS</b>	\$1,808,138
<b>CORPORATIONS</b>	\$41,232,980	<b>FOUNDATIONS</b>	\$8,942,898
<b>EMPLOYEES</b>	\$1,628,327	<b>ESTATES</b>	\$2,399,352
<b>FRIENDS</b>	\$19,973,947	<b>OTHER</b>	\$3,789,790
		<b>TOTAL</b>	<b>\$110,383,781</b>

# Endowment Assets

## Through June 30, 2021





## 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. 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.

## Endowed 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](http://giving.usf.edu).

## 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 organizations and causes they are asked to support, we declare that all donors have these rights:



## Donor Bill of Rights

*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.*

- 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 on 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.



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\* Deceased



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