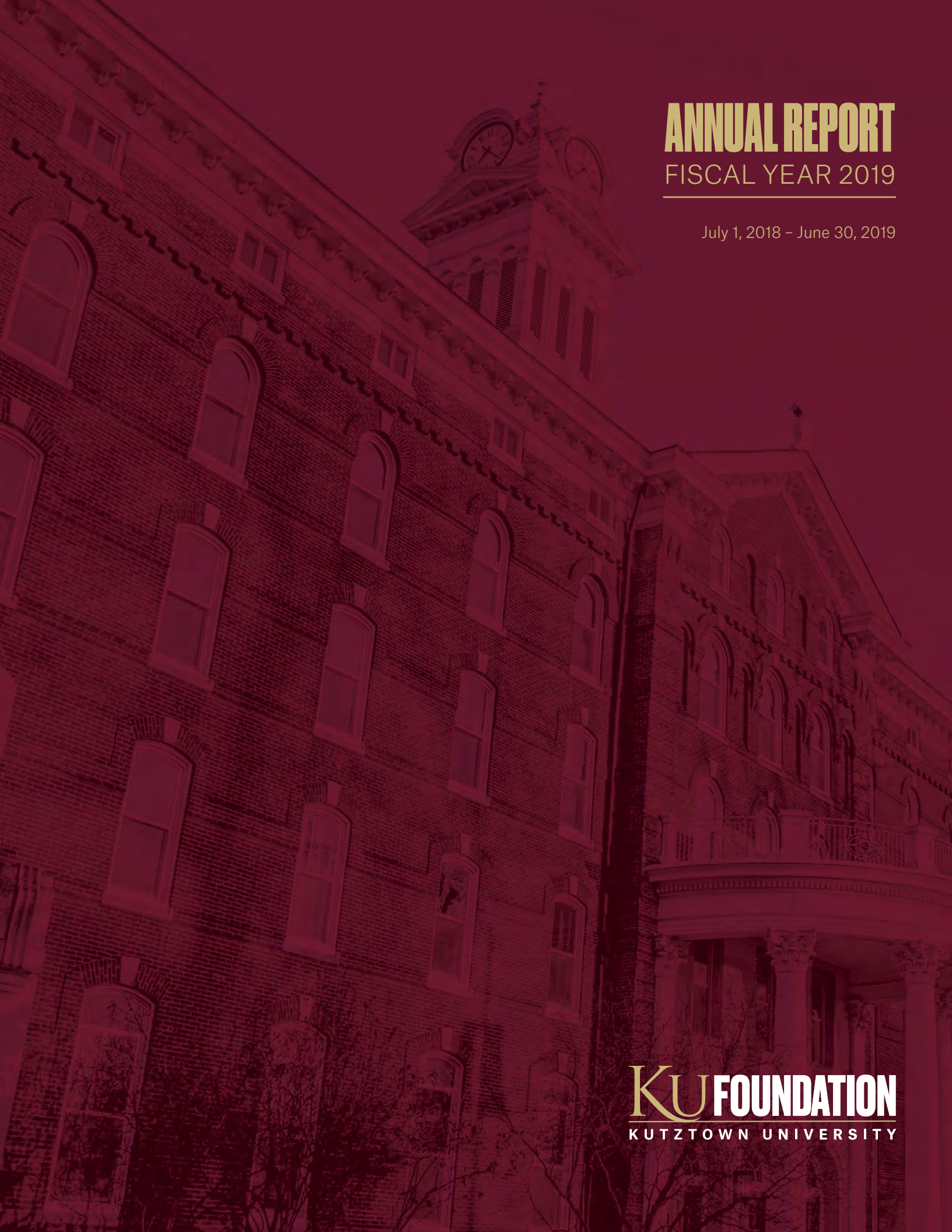




ANNUAL REPORT

FISCAL YEAR 2019

July 1, 2018 – June 30, 2019

KU FOUNDATION
KUTZTOWN UNIVERSITY





In 1866, as the Keystone State Normal School was founded, our community's thoughts turned from war to building a modern society with a primary mission of preparing young people to take their places as leaders and innovators in the developing economy.

Our mission has changed very little and the Kutztown University Foundation works tirelessly to raise funds to support our students. We are blessed with alumni, parents and friends who give of their time, talent and treasure to support our cause.

This has been a historic year for the foundation, raising more than \$6 million for the first time in its history. The foundation was able to provide nearly \$1,300,000 in scholarships and financial aid to KU students during the 2018 – 2019 academic year.

We are excited to bring the first nationally-branded hotel to the Kutztown community, the Hampton Inn and Suites by Hilton. This investment will, based on market studies and financial forecasts, earn a rate of return significantly in excess of our traditional portfolio. This will maximize the amount of income we can earn on our investments and increase the amount of scholarships we can provide to KU students.

We are fortunate to have so many who share our convictions as we remain true to the ambitions and goals of our founders. We sincerely thank you for your continued support and look forward to an exciting new year ahead.

Sincerely,

Robert Landis,

President, Kutztown University Foundation Board of Directors



STADTMUSEUM LÖNN



SAVIORENDURCHHIPPESTIELCANO
ELIZABETHHIPPESTIELMARCONPLATZ

IT'S GOOD TO BE GOLDEN

As we close the books on the 2018—2019 fiscal year, I would like to take this opportunity to express our gratitude to the many people who supported the cause of the Kutztown University Foundation and to share some of the accomplishments made possible by that support.

I want to sincerely thank all of those who have helped us make this an historic year for the Kutztown University Foundation. Together we have shown the world what it means to be a Golden Bear.

Sincerely,



Alex Ogeka, Executive Director

KU FOUNDATION
KUTZTOWN UNIVERSITY

- Our fundraising total for FY18—19 is **\$6,116,519**. This takes the KU Foundation over the \$6 million mark for the first time in our history.
- On June 11, the KU Foundation received a **commitment of \$1.8 million** from the **Wells Foundation** for an exciting new project to support the College of Visual and Performing Arts.
- The **endowment fund** has increased to **\$32 million**. The KU Foundation Board of Directors has allowed us to increase our spending rate for all endowed funds to 4% for next fiscal year, providing an **additional \$175,000 in scholarships** to our students.
- Our inaugural 1866 Minute Giving Challenge on April 25–26 saw more than 1500 donors make gifts totaling nearly **\$152,000** to support our students.
- The foundation board welcomed **Sue Pichini, Jeff Fussner '85, Nico Goffredo '15 and Kelly Loughery '21**.
- The new **Hampton Inn and Suites of Kutztown** project is nearing completion. We look forward to the grand opening celebration in October and are very excited to be able to welcome back all of our alumni back for Homecoming on October 26.
- Our team completed an **alumni survey project**. I encourage you all to visit the results on our website. We look forward to using these results for improved programming and offerings to our alumni in the future.
- As of July 1, the KU Alumni Board of Directors has transitioned to an **Alumni Council**. This restructuring project allows this dedicated group to focus their attention on three

main areas: **recruitment; career development and networking** with our students and alumni; and participating in a future comprehensive **fundraising campaign**.

- Our team completed a redesign of the **KU Foundation website**.
- Kutztown University and the KU Foundation have launched a lifelong learning program, offering **free courses for all alumni** of the university. Different classes will be offered each semester on a variety of topics and alumni are welcome to take one or both courses. For more information, please visit **www.kuf.org**.
- Our team created the **Golden Bear Athletic Club**, which provides scholarship and other vital assistance to student athletes competing in 21 intercollegiate sports.
- Our team partnered with the university to launch the **Kutztown University Arts Society**, which helps advance and support the visual and performing arts at KU as well as provides new opportunities for arts education in our local community.
- A new affinity **partnership with Nationwide Insurance** will now provide discounted benefits for all Kutztown University alumni.
- The USA Today 10BestReaders' Choice Travel Awards named the **Kutztown Folk Festival** as one of the top two cultural festivals in the country. The festival was selected as the runner-up in competition to 20 nationwide cultural festivals and placed as a finalist beside the likes of the Water Lantern Festival, Albuquerque International Balloon Fiesta and the New Orleans Jazz & Heritage Festival.
- KU and friends of the foundation gave **8,000 hours of their time** volunteering for this great institution.

A LOOK AT THE KUTZTOWN UNIVERSITY FOUNDATION

\$6,116,519

FUNDRAISING TOTAL FOR FISCAL YEAR 2019 (FY19), July 1, 2018 — June 30, 2019. This takes the KU Foundation over the \$6 million mark for the first time in our history.

8,000

ALUMNI ENGAGEMENT HOURS

\$1,280,433

SCHOLARSHIPS AND STUDENT AID provided by the KU Foundation to KU students.

9,342

DONATIONS TO THE KU FOUNDATION



5,966

ALL DONORS

3,202



ALUMNI DONORS to the KU Foundation

AVERAGE GIFT

\$144



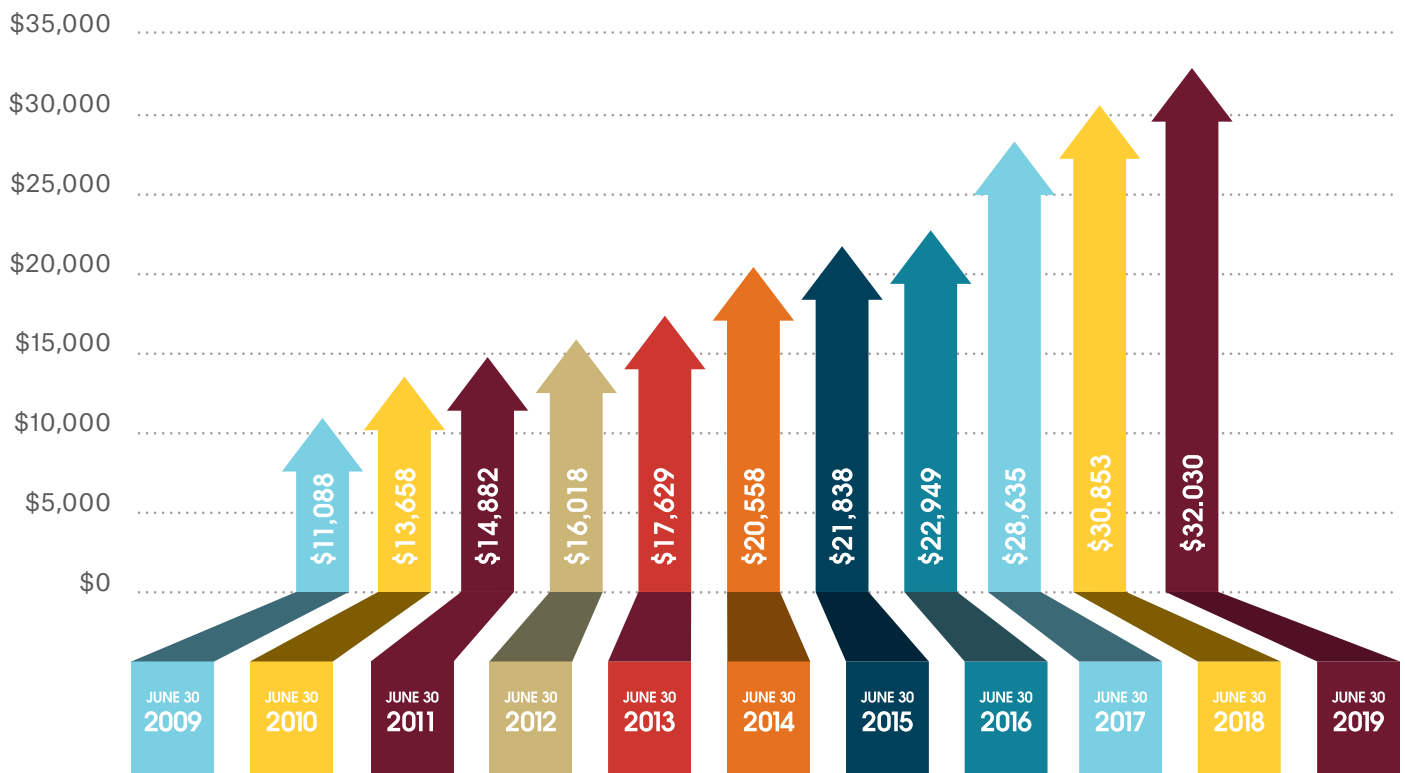
\$32,029,721

ENDOWMENT VALUE as of June 30, 2019

6.4%

RATE OF RETURN ON
ENDOWMENT INVESTMENTS

ENDOWMENT GROWTH



TOTAL DOLLARS RAISED BY KUF SINCE ITS INCEPTION

\$86,506,912





The 1866 LIFETIME GIVING SOCIETY

...recognizes cumulative efforts of alumni, parents, friends, faculty, staff, corporations and foundations who have, by their generosity and devotion, shown exemplary commitment to the University and to ensuring that future generations will benefit from the quality of a KU education. Membership is based on total realized giving to the University, including gifts of cash, securities, real property, in kind donations, and realized bequests.

PLATINUM LEVEL | *Total giving over \$1 million*

Anonymous (1)
Helen S. & DeLight E. Breidegam*
The Clarence Schock Foundation
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Dr. Ruth M. Freyberger '35*
Dollie E. Gilbert '31*
John E. Morgan Foundation
Regina D. '84 & Marlin Miller Jr.
Pepsico Foundation

Joanne M. '74 & William F. Ribble Jr. '73
Joyce K. '46* & Charles A. Wehr*
Elizabeth & Richard G. Wells
Arthur L. Wiesenberger*

GOLD LEVEL | Total giving \$500,000 — \$999,999

Dr. Carlson R. Chambliss
Marie F. Deach '46*
Ruth A. Detterline '34, '40*
Madalynne M. Evans '31, '47*
Goals and Assists Foundation

Martha L. '02 & Dr. Fred D. Hafer*
The Kresge Foundation
Kutztown University Student
Services, Inc.
Gladys M. Lutz '28, '53*

Pennsylvania State Employees
Credit Union

SILVER LEVEL | Total giving \$250,000-\$499,999

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Air Products and Chemicals, Inc.
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Marguerite P. Bierman '79*
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Ethel F. Clouser*
Sandra L. '69 & Placido A. Corpora
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E. Margaret Gabel '50*

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Gloria F. & David E. Kruse
Ruth & L. Charles Marcon
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Foundation
Santander
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Charlotte & Dr. Ronald L. Smoyer '62, '66

Margaret 1901* & George Stimmel*
STV Architects
Ellen W. K. '44* & Roland A. Taylor
Walter & Olivia Kiebach Charitable
Foundation Trust
Wells Fargo
Mary Grace Wible*
The Wyomissing Foundation, Inc.
Joanna & James C. Zellner '86

BRONZE LEVEL | Total giving \$100,000-\$249,999

Carol & David J. Batdorf, Esq.*
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Dr. Doris H. Burkhart '48, '65
Carpenter Technology Corp.
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& Fellowship Charitable Trust I
Clarence Schock Scholarship
& Fellowship Charitable Trust II
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Georgiana Jackson '33, '34*
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PA Dutch Folk Culture Society
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THE OLD MAIN SOCIETY

KUTZTOWN UNIVERSITY

...recognizes donors who have designated the KU Foundation as the ultimate beneficiary of a planned gift, such as a bequest and/or charitable income gift like annuities or remainder trusts, or life insurance.

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KUTZTOWN UNIVERSITY

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Allentown Park Hotel

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Arooga's Grille House & Sports Bar

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Barkley '91, '93

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Dr. Lois E. Beekey

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 Nevin Rutt & Gladys Horvath '62, '72
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 Kutztown University Student Services, Inc.
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 Allen Lentz
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 M.L.E. Foundation
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The Foundation Board
 welcomed Sue Pichini,
 Jeff Fussner '85,
 Nico Goffredo '15 and
 Kelly Loughery '21.

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Advantage Point, LP
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The USA Today
 10BestReaders' Choice
 Travel Awards named the
 Kutztown Folk Festival
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 cultural festivals in the
 country. The festival was
 selected as the runner-up
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 festivals and placed as a
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Our team completed an
 alumni survey project in
 the fall. We encourage
 you to view the results on
 our website. We look
 forward to using these
 results for improved
 programming and
 offerings to our alumni
 in the future.

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