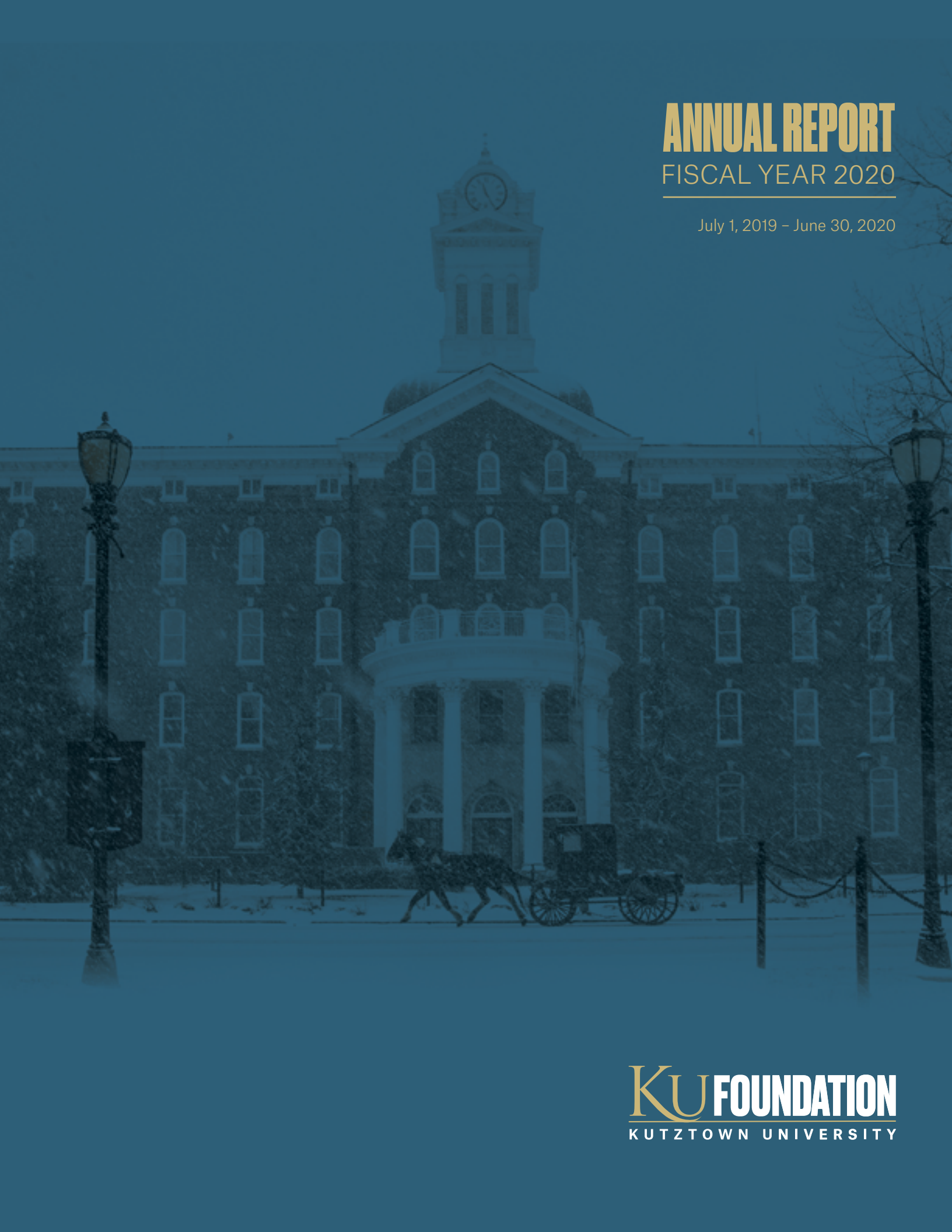




ANNUAL REPORT

FISCAL YEAR 2020

July 1, 2019 – June 30, 2020

KU FOUNDATION
KUTZTOWN UNIVERSITY



Kutztown University has long been recognized as a place where students receive a high-quality, affordable education. KU students take what they’ve learned here and go on to become educators, entrepreneurs, artists, community leaders, and more.

However, now more than ever, the affordability of higher education is in question for many, and private philanthropy is essential to helping today’s students cross the academic finish line. KU students have the drive, grit, and determination to succeed – but many lack the resources.

The Kutztown University Foundation works tirelessly to raise funds to support KU students and make higher education accessible to those who seek it. We are grateful to the alumni, parents, and friends who give of their time, talent, and treasure to support our efforts. Your contributions are literally life-changing for today’s Golden Bears pursuing their degrees.

As you will soon learn, the Foundation had another historic year, raising more than \$8 million and providing nearly \$1,400,000 in scholarships and financial aid to KU students during the 2019 – 2020 academic year, all while continuing to engage with more alumni than ever before. Thank you for joining us in our commitment to further Kutztown University’s mission to prepare students to meet lifelong intellectual, ethical, social, and career challenges.

Your generosity fuels our success, and for that we are grateful. Thank you for your continued support.

It’s Good to be Golden!

Robert C. Landis

President

Kutztown University Foundation Board of Directors



TOGETHER, WE'RE GOLDEN

Despite facing unprecedented challenges, the Kutztown University Foundation had much to celebrate in the 2019–2020 fiscal year. I am grateful to all the alumni, donors and friends who supported us this year. Because of you, we surpassed our previous records, exceeding goals and expectations. Your support makes Kutztown University a better place. Though our world is an uncertain place right now, the Kutztown University Foundation is raising the bar, overcoming challenges, and working harder than ever to ensure a bright future for the Golden Bears of today and tomorrow.

With sincere gratitude,



Alex Ogeka, *Executive Director*

KU FOUNDATION
KUTZTOWN UNIVERSITY

POINTS OF PRIDE

- **Two state-of-art science facilities** were dedicated on campus: the Fred and Martha Hafer '02 Scanning Electron Microscope Laboratory and the CR Chambliss Astronomical Observatory.
- Our team created **KU Cares**, a week of online engagement and activities at a time when people were adjusting to social distancing and yearning for more ways to connect. We continued hosting virtual happy hours throughout the spring and summer, and we announced KU's first virtual book club for alumni.
- **The Kutztown Folk Festival** also went virtual, hosting 10 days of exciting content across their social media and conducting their Quilt Sale and Raffle online. And for the second year in a row it was recognized as **one of the top three cultural festivals in the country** by The USA Today 10 Best Readers' Choice Travel Awards.
- The inaugural **Golden Bear Athletic Club Virtual 5K** provided much-needed financial support for KU Athletics, which lost significant revenue due to the canceled spring season – and had participants from as far away as Beirut, Lebanon and Paris, France.
- Our team launched **Bears Band Together**, a new emergency fund that raised nearly **\$50,000** for students facing unexpected expenses due to COVID-19.
- The KU Foundation surpassed last year's fundraising and engagement records – raising a total of **\$8,842,058** for Kutztown University, and clocking **9,797 hours** of engagement with our alumni.
- Over the past year, our endowment grew to **\$34.2 million**, and we awarded nearly **\$1.4 million** in student scholarships and financial aid.
- The Hampton Inn and Suites of Kutztown, an investment of the Foundation's endowment portfolio, opened its doors. It is one of the first new Hampton prototypes in the country and the area's **first nationally-branded hotel**.
- 2019's Homecoming weekend, Good Times Roar, marked a **record number of alumni reconnecting** with campus. We celebrated an incredible fall sports season, tailgating with alumni, friends and donors as we cheered on our Golden Bears.

A LOOK AT THE KUTZTOWN UNIVERSITY FOUNDATION

\$8,842,058

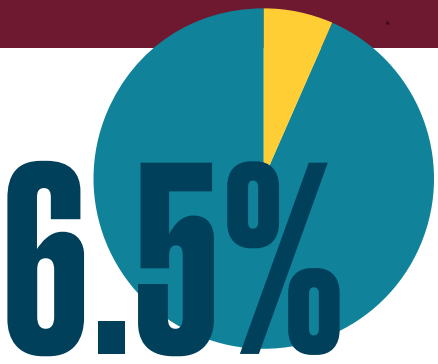
FUNDRAISING TOTAL FOR FISCAL YEAR 2020 (FY20), July 1, 2019 — June 30, 2020. This takes the KU Foundation over the \$6 million mark for the first time in our history.

9,797

ALUMNI ENGAGEMENT HOURS

\$34,200,000

ENDOWMENT VALUE as of June 30, 2020



RATE OF RETURN ON ENDOWMENT INVESTMENTS

\$1,391,422

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

5,614

DONATIONS TO THE KU FOUNDATION



AVERAGE GIFT

\$95

3,330

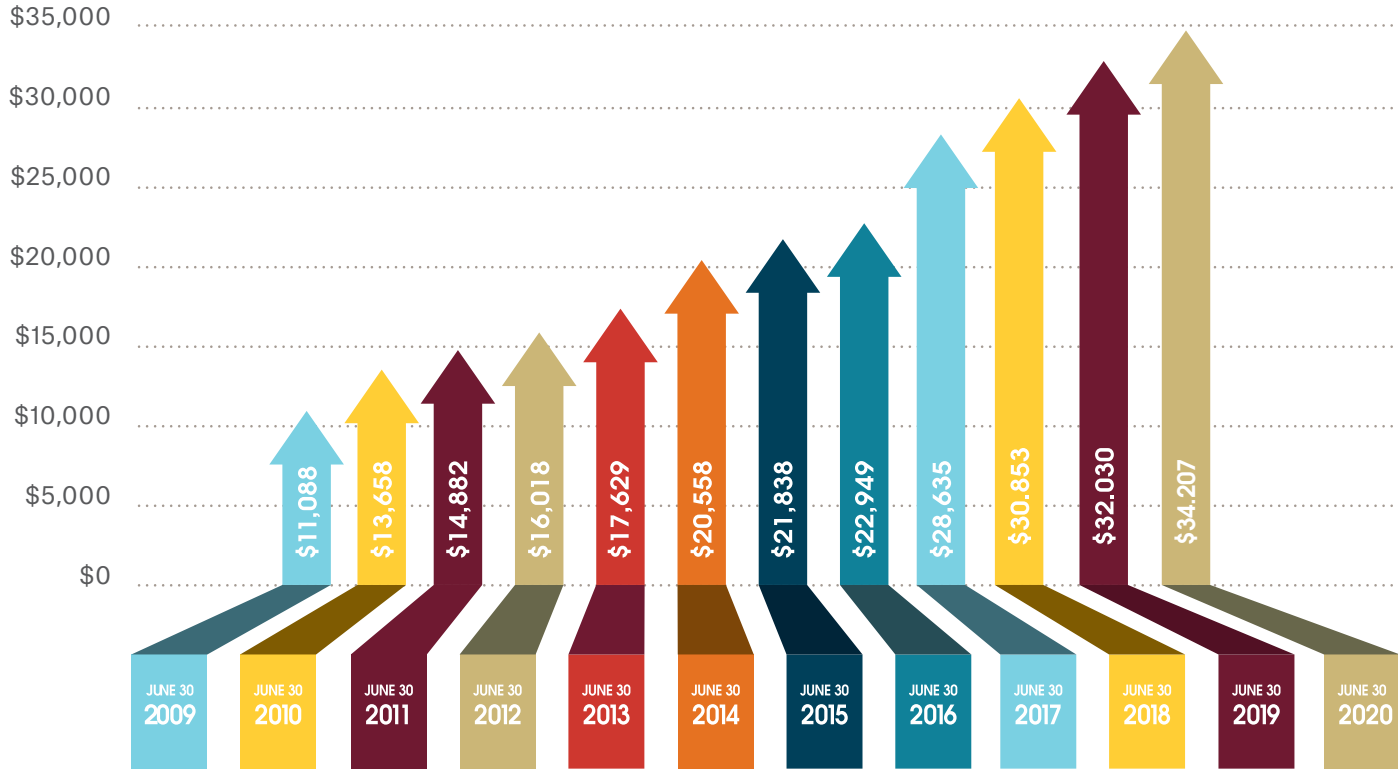
ALL DONORS

2,088

ALUMNI DONORS to the KU Foundation



ENDOWMENT GROWTH



TOTAL DOLLARS RAISED BY KUF SINCE ITS INCEPTION

\$96,019,317





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 giving to the University, including gifts of cash, securities, real property, in kind donations, realized and unrealized bequests, and kind donations.

PLATINUM LEVEL | Total giving over \$1 million

Anonymous (1)	East Penn Manufacturing Co., Inc.	Nancy J. Stump Seiger '54
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Dr. Karen W. Coleman '63 *	Regina D. '84 & Marlin Miller Jr.	Arthur L. Wiesenberger*
Sandra L. '69 & Placido A. Corpora	Pepsico Foundation	

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

Dr. Carlson R. Chambliss	Dr. Ann T. Gundry '81	Gladys M. Lutz '28, '53 *
Marie F. Deach '46 *	Martha L. '02 & Fred D. Hafer *	Pennsylvania State Employees
Ruth A. Detterline '34, '40 *	The Kresge Foundation	Credit Union
Madalynne M. Evans '31, '47 *	Kutztown University Student Services, Inc.	Ronald L. Spickler '56 *
Goals & Assists Foundation	Karen R. Ligammari '89	

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

Mamie H. 1920 *	Frank A. Friedman '60, '80 *	Santander
& Calvin Afflerbach 1915 *	E. Margaret Gabel '50 *	Charlotte & Dr. Ronald L. Smoyer '62, '66
Air Products & Chemicals, Inc.	Hamilton TEK Partners, LP	Kathleen N. '83 & Lawrence J. Stuardi '79
Carrie E. Babb '32, '36 *	The James & Sharon O'Mara Maida	Margaret 1901 * & George Stimmel *
Dr. Muriel & Philip Berman *	Foundation, Inc.	STV Architects
Marguerite P. Bierman '79 *	Joy A. & Norman A. Inkpen Jr. '70	Ellen W. K. '44 * & Roland A. Taylor
Ruth E. Bonner '21 *	Carol J. '68 * & William C. Kreitz '69	Walter & Olivia Kiebach Charitable
Diane L. Brubaker, Associate	Gloria F. & David E. Kruse	Foundation Trust
Professor, Emerita	Dr. Sharon O. '84 & James Maida	Wells Fargo
Ethel F. Clouser *	Ruth & L. Charles Marcon	Mary Grace Wible *
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& Christopher B. Dudley	Ray & Lynn Wood Neag Charitable	
	Foundation	

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

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Fellowship Charitable Trust I	Sharon E. '87 & Robert C. Landis	& Richard H. Shaner '60
Clarence Schock Scholarship &	Lawrence R. Pugh/VF Corporation	Marian Schaffer Snyder '50 *
Fellowship Charitable Trust II	Fund of BCCF	Sodexo
Colonial Oaks Foundation, Inc.	Helen J. Marcks 1917 *	Dr. Mary M. '62 & N. Wayne St. John *
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Ruth B. * & Dr. Italo L. deFrancesco *	National Penn Bank	Teleflex Medical
Minnie E. Diefenderfer '21 *	Northeast Berks Chamber of Commerce	Joyce Wharmby Tressler 1918 *
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EnerSys	Gordon Peters	& John Holingjak Jr. '56 *
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Stephen G. Germick '39 *	Sandra F. '64, '69 & Ernest Platfoot	

*denotes deceased



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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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“The high-quality education that KU provides is a stepping stone to a better life for the student and, ultimately, a better world for us all.”

— NORMAN INKPEN ‘70

“



“Making quality higher education more accessible doesn’t just impact the students who directly benefit from a gift – it benefits our entire society.”

— BOB & SHARON ’87 LANDIS

”

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“I give back to KU because the education I received has been the foundation of my adult life.”

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It's Good To Be Golden!”

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“I love being a part of our
 great University and being
 able to support and give back
 to make KU even better
 for the next generation.”

— ANTHONY J. BUSS '97

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“I give back so that someone else has the chance to describe KU as the foundation for their life’s next step.”

— TIMOTHY JENESKY '07

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“As a student at Kutztown I was fortunate enough to benefit from some great programs, faculty and administrators that provided mentorship and support throughout my time at KU. I give back because I want students to have access to programs, activities and resources that will enhance and enrich their student experience.”

— TRACEY A GIBSON-JACKSON '96

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