

KENNESAW STATE UNIVERSITY



MOVING FORWARD >>>

FOUNDATION ANNUAL REPORT **FISCAL YEAR 2020**

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President's Letter

Pamela Whitten

Kennesaw State is on the move. Certainly the past several months have been an unexpected test of the resiliency and commitment of the Owl community. Our University has risen to the occasion to continue providing an education and experience deserving of our exceptional students.

Following the quick and effective shift of all students to remote learning in the spring, we turned to the significant task of planning for an unusual fall. While the challenges are still ongoing, the incredible work of the fall planning task force has allowed us to offer safe in-person learning and opportunities, along with many virtual options. In fact, we have launched more than 1,000 extracurricular activities to keep students engaged during a socially distanced semester.

Enrollment for fall 2020 grew to 41,115 students, including almost a 25 percent growth in the freshman class over the prior record-breaking year and a 13 % increase in graduate students.

This engagement is more important than ever, given the number of talented students choosing KSU. Enrollment for fall 2020 grew to 41,115 students, including close to 30 percent growth in the freshman class over the prior record-breaking year and a 13 percent increase in graduate students. These students are carrying forward a tradition of excellence. This growth also makes the spaces provided by the new Academic Learning Center, once completed, all that more important.

I am proud of the progress achieved by KSU this past year, from increasing access for students to courses and other resources, to building scholarships, to celebrating students and faculty being awarded significant grants and recognitions. As key examples, the largest gift from a single donor in University history was received this year to help our Honors students, and a tremendous partnership with Wellstar announced this year aims to double the size of our nursing program. Yet, we will not stop there.

Kennesaw State University will continue to build on the successes of the past while innovating for the future. Through diligent planning and preparation, we are positioning ourselves to continue on the path toward becoming a top-tier R2 university. In times of challenge, there are corresponding opportunities, so let us all move forward together through tenacity and teamwork.

President,
Kennesaw State University





MOVING FORWARD

Moving Forward fund provides relief to students amid COVID-19

In the spring, Kennesaw State University launched the Moving Forward fund to provide relief to students who experienced financial hardships amid the global coronavirus outbreak.

Many of these students were confronted with the reality that they may not be able to stay in school due to the sudden onset of housing and income insecurities, health uncertainties, and many other challenges that would continue to arise due to the pandemic and its far-reaching implications.

In partnership with the Kennesaw State University Foundation, President Pamela Whitten led the way to create the fund and provide financial assistance specifically to keep KSU students in school and on the path toward earning their degrees.

The Moving Forward fund was launched with a \$250,000 allocation from the KSU Foundation and the President's Parliament, a special group of highly engaged supporters bound by a shared commitment to advance the University's mission and provide financial flexibility for President Whitten to swiftly act in these types of situations.

"At Kennesaw State, our students are our top priority, and during these unprecedented times that means that we need to help those who, despite their best efforts, face unique challenges that put them at risk of not being able to finish their degrees," said Whitten. "Through this fund, we are hoping to provide enough support so that no student will need to put their dreams on hold."

Funding requests are based on need and determined by a committee composed of representatives from several units within the University, including the Division of Student Affairs. Funds are allocated directly to students for the specific use of financial hardships that include food and housing, transportation, payments for tuition, books and other education-based needs.

"We are so grateful to the members of the KSU Foundation and the President's Parliament for their partnership and to the KSU community who are steadfast in their support of the University's mission," said Lance Burchett, vice president for advancement and CEO of the KSU Foundation. "Their generosity and dedication to our students' success provides a lasting legacy that benefits all of Georgia."

To date, more than \$330,000 has been contributed to the Moving Forward fund from alumni, friends and community members across Owl Nation. This generosity has provided invaluable relief to many students at KSU who thought their dreams of a degree may have been cut short.



CEO Letter Lance Burchett

How could we ever sufficiently thank you?

Each day, we have the privilege of connecting thoughtful supporters with deserving KSU students. Whether it is a \$20 gift from a recent graduate or a multi-million dollar contribution from established philanthropists – all donors share at least two things in common:

- **They desire to make their corner of the world a better place, and**
- **They believe in the power of educational opportunity to change lives, destinies, and future generations.**

*Philanthropy is crucial
to advancing our
mission. Our purpose
is significant
– to maximize the
return on your
investment.*

Philanthropy is crucial to advancing our mission. Our purpose is significant – to maximize the return on your investment. In doing so, we work together to escalate the level of scholarly work and groom more future alumni comprising an advanced workforce for tomorrow.

We have deep respect and appreciation for you, our supporters. Your gifts of time, talent, expertise, relationship and resources are invaluable and indispensable for the future of KSU. Behind every gift is the heart of a donor. And in nearly every case, the beneficiary of each gift is a grateful student.

Come to think of it, maybe there is a way to sufficiently thank you – we could facilitate your interaction with a student who has benefited from your support! If you are interested in such, please email me at Lburche2@kennesaw.edu and we will make it happen.

Thank you for caring about our students,

Lance Burchett
Vice President for University Advancement
and CEO of the KSU Foundation, Inc.



Foundations Chair's Letter

Trenton Turk

It is a rare honor and a humbling privilege to follow my predecessor, Mr. Jim Dunn, as chairman of the Kennesaw State University Foundation. My fellow trustees and I pledge to fulfill the mission of the KSU Foundation by being dedicated advocates, supporters, and leaders of this critical cooperative organization founded in 1969.

As we all know, KSU is a vibrant and enthralling place to learn, volunteer, and enjoy. One of our foundation's goals will be to share these experiences with more of the metro Atlanta community through our trustees and other resources. These efforts will be extremely important as the University seeks to exponentially increase community support in the near future.

I look forward to working with all stakeholders to honor, celebrate and preserve the legacies of both former institutions while we march forward united as one Kennesaw State University.

The KSU Foundation board of trustees evolves from year to year as new trustees are recruited to replace those who complete their terms of service. The KSU Foundation is transitioning from having a historical focus on real estate development to one that is becoming more philanthropically driven. Our Nominating Committee, led by Chair Michael J. Coles, is actively and successfully seeking to engage community and industry leaders that expand the breadth and the depth of cumulative trustee expertise. It is this rich, diverse composition of talent that comprises the indispensable value of our volunteer leadership.

As an alumnus of Southern Polytechnic State University (SPSU) and former chairman of the SPSU Foundation, I am keenly aware of the effort that has been expended over the last several years to combine SPSU and KSU into one university. I look forward to working with all stakeholders to honor, celebrate and preserve the legacies of both former institutions while we march forward united as one **Kennesaw State University**.

Finally, the Foundation shares KSU President Dr. Pamela Whitten's mantra to "Put Students First." We will strive as a foundation to enhance the tremendous educational opportunities and value for our students, enabling them to succeed with their careers and their lives.

Go Owls!

A handwritten signature in black ink that reads "Trenton D. Turk". The signature is written in a cursive, flowing style.

Trenton D. Turk
Chair, KSU Foundation Board of Trustees



Former Chair Letter

James Dunn

It has been a great honor and a pleasure to serve as chairman of the Kennesaw State University Foundation for the past three years. To have the opportunity of participating in a totally unique educational environment alongside the tremendous leadership of Dr. Pamela Whitten and Lance Burchett has been both enlightening and rewarding.

The past 36 months have been filled with “very interesting times” for both the Foundation and the University as enrollment has continued to grow amongst some difficult obstacles. We’ve streamlined some prior Foundation operations over to the University while merging the offices of University

Advancement and Foundation operations to maximize efficiencies.

Furthermore, the most dynamic change under my leadership was the transition of the Foundation’s strategic focus from, a real-estate-centric model to a more philanthropic mission, emphasizing the need for fundraising and endowment growth.

In closing out my term as chair, I want to say thank you to three groups of people. First to the Foundation staff with which I had the pleasure of working directly for a year as interim CEO. These people are talented, committed and always question, “How will this affect students?”

Second, the University faculty and administration. At every turn, I received the highest level of cooperation and support.

And lastly, a great thank you to our trustees. Your tireless work on committees, with donor relations and recruiting new trustees has resulted in great success.

Thank you.

James P. Dunn
Former Chair, KSU Foundation Board of Trustees

Furthermore, the most dynamic change under my leadership was the transition of the Foundation’s strategic focus from a real-estate-centric model to a more philanthropic mission; emphasizing the need for fundraising and endowment growth.



DONOR

MEL AND STEPHANIE CLEMMONS

Donors Seek to Build Community Support Through Athletics Gift

When he moved to the Atlanta area 20 years ago, Mel Clemmons decided early on that he would put his energy into supporting the local college team.

Since then, he and his wife Stephanie have sent their sons to Kennesaw State University basketball camps, served as community advisors in the search that landed coach Amir Abdur-Rahim and have led numerous fundraisers to support the Owls. Recently, they gifted the Department of Athletics \$50,000 to support the renovation of the men's basketball locker and film rooms.

"In order to build a successful program, you need a community behind you offering financial and fan support," said Mel Clemmons, who last November bought more than 200 tickets to Abdur-

Rahim's head coaching debut. "It was important for our family to help them build this facility and give KSU student-athletes a place where they can thrive."

KSU Athletic Director Milton Overton said their

“We want to inspire others to invest in something bigger than themselves. It doesn't have to be money. Sometimes it can be as simple as mentoring the next generation and motivating them to be the best version of themselves.”

support has already made a difference.

"I have seen firsthand the level of impact the Clemmons family philanthropic heart has made on so many lives in our community," he said. "Their generous gift inspires our student-athletes and coaches to internalize and adopt their family motto to believe in your ability to achieve great success."

Though neither Mel or Stephanie attended Kennesaw State, both said they grew close to the University. A neighbor won a national championship as a member of the baseball team, and several friends have sent their children to KSU. Mel Clemmons, a University of Tennessee graduate who got his start in insurance, has grown his business portfolio to include a consulting firm and several restaurants. Stephanie Clemmons, a graduate of Winthrop University, currently serves as chief executive officer and president of a residential and rental management company.

They both have long been proponents of higher education. In 2012, they launched the SuperHeroes Foundation to empower youths to become effective leaders. They have provided

more than 100 scholarships to high school graduates.

"We want to inspire others to invest in something bigger than themselves," Stephanie Clemmons said. "It doesn't have to be money. Sometimes it can be as simple as mentoring the next generation and motivating them to be the best version of themselves."



WELLSTAR NURSING DONATION

Wellstar Health System contributes nearly \$9 million to expand nursing program

Building on their longstanding relationship, Kennesaw State and Wellstar Health System are partnering to address Georgia's nursing shortage.

In support of the University's goal of doubling enrollment in its nursing program, Wellstar provided a \$2.5 million gift to create an endowment that will fund annual nursing

scholarships in perpetuity.

The partnership also includes a \$6.2 million grant to fund the hiring of up to 32 faculty members and 20 new staff positions by 2025 to support the increase in student enrollment. Additionally, Wellstar will seek to increase its clinical nurse training capacity on an annual basis to proportionally accommodate the projected growth in nursing student enrollment.

It is estimated that by 2030 Georgia will have the sixth-worst nursing shortfall in the country. Some analysts predict the shortfall will result in several thousand fewer nurses than

can meet the healthcare need in Georgia.

"Kennesaw State is fortunate to have a partner like Wellstar Health System who shares our commitment to excellence and community service, who believes in the potential of our students, and who supports the work of our faculty and staff," said KSU President Pamela Whitten. "We appreciate their generosity, and we look forward to partnering with them to address this critical issue facing our state and country."

The Wellstar Excellence in Nursing Scholarship will fund at least 50 scholarships annually to eligible KSU

students. As of fall 2019 there were approximately 500 students in the WellStar School of Nursing, and the plan is to increase that number by 20 percent each year, with an ultimate goal of increasing enrollment to more than 1,000 future nurses over a five-year period.

“We are excited about expanding our long-standing partnership with Kennesaw State University and the Wellstar School of Nursing through this scholarship and grant,” said Candice Saunders, president and CEO of Wellstar Health System. “Proactively working together to address the nursing

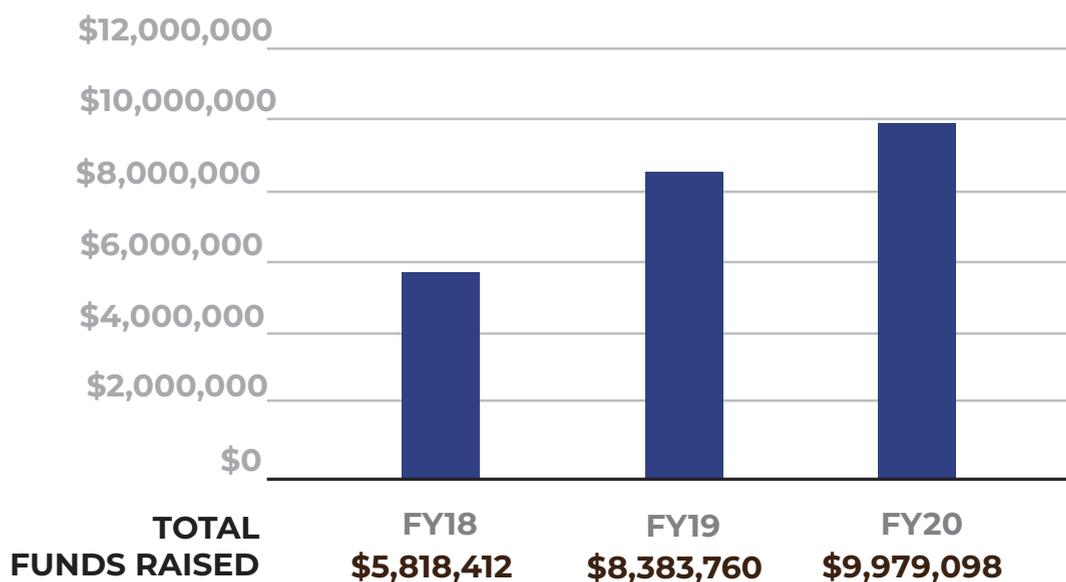
shortage aligns with our vision of delivering world-class healthcare to every person, every time. Wellstar and KSU have a shared commitment to educating and training nurses who provide high-quality, compassionate care for the people and communities we serve.”

Kennesaw State nursing students consistently outpace the national figures for first-time pass rates on the National Council Licensure Examination (NCLEX). According to the National Council of State Boards of Nursing, in January 2019, 100 percent of Kennesaw

State Bachelor of Science in Nursing graduates passed the NCLEX, well above the 89 percent figure nationwide.

Kennesaw State and WellStar have been collaborating for more than 40 years, formalizing their partnership in 2003 when the University added the WellStar moniker to its College of Health and Human Services and School of Nursing.

ALL EXTERNAL RESEARCH FUNDS RAISED AT KSU





BROWNS' UNPRECEDENTED DONATION TO HONORS COLLEGE

Kennesaw State receives \$10 million investment in student success

Kennesaw State began 2020 by receiving a gift unlike any in the University's history.

John and Rosemary Brown committed \$10 million, the largest donation ever to KSU, to establish an endowment matching fund to provide scholarships for Honors College students. Their gift

is being used to match other donors' endowments to support the College in perpetuity, with the goal of growing their initial investment to \$25 million through a 150 percent match.

"The generosity of Rosemary and John Brown will have a transformational effect for the entire University," said KSU President Pamela Whitten. "It aligns perfectly with Kennesaw State's guiding principal of putting students first and will provide opportunities for generations of exceptional students."

With the donation, the

College was renamed the Keeping Sights Upward (KSU) Journey Honors College to reflect the Browns' passion for encouraging students to achieve their goals. Both active philanthropists, John was the longtime CEO and chairman of the Stryker Corporation, a leading medical device company, and Rosemary retired after a 30-year career as a math teacher.

"By investing in the Kennesaw State University Honors College, we are helping these students create the relationships and have the experiences that will allow them to change the course

of their lives and the future of our community,” Rosemary Brown said.

“We hope this is a repayment for all the good things that have been done for us in our lives,” John Brown said. “It is a great opportunity to invest in very talented people who are the next generation of leaders.”

The Browns’ involvement with Kennesaw State began in 2018 when friend and KSU donor Robin Shore asked Rosemary to serve on the Honors College’s advisory board, which helps the College develop its mission and vision. Rosemary was impressed by her interactions with Honors students at board meetings and events on campus, making the Honors College a perfect fit

for their donation.

KSU Journey Honors College offers a flexible curriculum that enables every student to customize their experience to align with their interests, major and career goals. The College facilitates small Honors sections of core courses in addition to offering special topics courses, interdisciplinary seminars, colloquia courses and a variety of applied learning experiences in order to create a community for highly motivated, academically talented students.

“The generous gift from the Browns assures that this University will become even more of a first choice for top students,” said Rita Bailey, dean of KSU Journey Honors College.

“It aligns perfectly with Kennesaw State’s guiding principal of putting students first and will provide opportunities for generations of exceptional students.”

“If we offer the degree program of their choice and we have scholarships that are competitive with what is available at other institutions, students will be much more likely to choose Kennesaw State. The profile of this institution will continue to grow.”



ANSWERED THE BROWNS' CHALLENGE



Donors

Barry and Sylvia Hyman

KSU Foundation trustee and Honors advisory board member Barry Hyman and his wife Sylvia donated \$100,000 for scholarships, which was matched 100 percent by the Browns and 50 percent by the Foundation for a total endowment of \$250,000.

It was the latest of their many contributions to Kennesaw State. To name a few, the Hymans have endowed scholarships in the College of the Arts, supported KSU's education-abroad programs in Italy and helped secure several significant gifts, including Fifth Third Bank's sponsorship of KSU athletics.

"I view it as an opportunity where I can make a difference on a grand scale," Hyman said. "Kennesaw State has so much to offer, and this is a chance to continue to help it become an even greater institution."

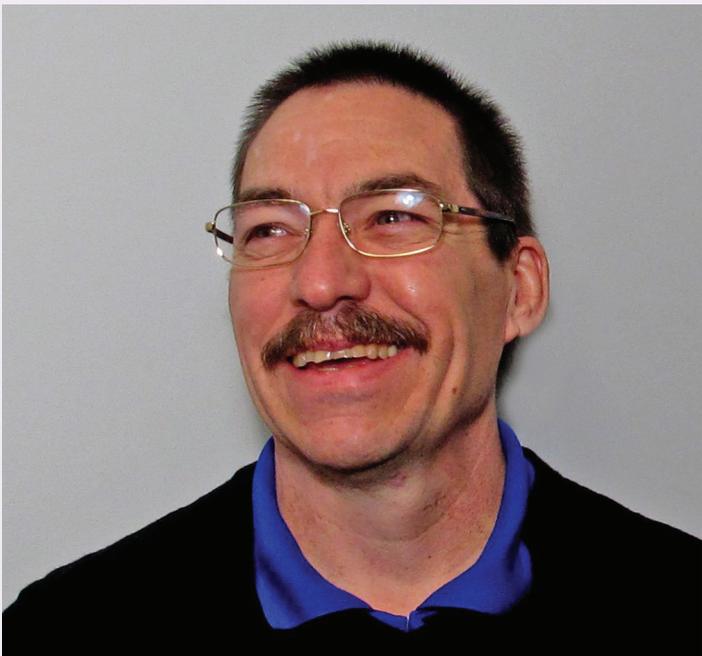
Retired businessman Mike Hammond established the Henry Michael Hammond Scholarship Endowment to show his appreciation for the exceptional care he received from nurses – a number of whom were Kennesaw State graduates – while being treated for health issues. To provide financial aid to Honors students who are nursing majors, he gave a \$50,000 gift that grew to \$125,000 through the matches by the Browns and the KSU Foundation.

"I was not a CEO, I am not a billionaire, I am more or less an ordinary middle-class person who could do this," Hammond said. "And if I can do it, others can too. I encourage other people to support Kennesaw State."



Donor

Michael Hammond



Honor
John Slocum

Multiple donors affiliated with Freedom Electronics LLC contributed \$815,500 to establish the John Slocum Memorial Scholarships in honor of the late Southern Polytechnic State University alumnus who co-founded the company. The scholarships will support students pursuing an undergraduate degree in engineering. A portion of the gift will create additional scholarships for students pursuing an engineering degree who are also accepted into KSU Journey Honors College. The Honors scholarships are bolstered by an ongoing 150 percent endowment matching program, which was established by the Browns. The matching funds will result in a total endowment amount of \$1,288,750.

"In life, John Slocum was a fantastic engineer and an excellent model of what we hope all of our engineering students aspire to be," said Ian Ferguson, dean of the Southern Polytechnic College of Engineering and Engineering Technology. "We are honored that his legacy will continue right here at his alma mater through this generous scholarship endowment and very much look forward to seeing this gift enrich the lives of Georgia's next generation of engineers."

A \$50,000 donation by KSU Foundation trustee Allen Brooks and his company, ServIT, combined with the matching funds, will generate \$125,000 for the John Boyko Endowed Scholarship for students pursuing Honors undergraduate degrees in the College of Computing and Software Engineering. The gift is in memory of KSU marketing graduate John Boyko, who quickly ascended through the ranks at ServIT to become the company's marketing coordinator before his death in 2017 at just 33 years old.

"John was everything you would expect a KSU alumnus to be," said Brooks, the president of ServIT. "He joined our company at the ground level and left a fingerprint on it that we still see to this day. Our goal with this endowment is to ensure there are many like him in the future."



Donor
Allen Brooks



DONOR

BOBBIE BAILEY

Bobbie Bailey Foundation donation benefits students in nursing and music

Kennesaw State University received two gifts totaling \$2 million from the Bobbie Bailey Foundation in support of merit and needs-based scholarships for students in the Wellstar School of Nursing and the School of Music.

“Dr. Bailey was a trustee, a longtime friend and supporter of Kennesaw State whose legacy lives on through her generosity to our students and this university,” said KSU President Pamela Whitten. “We are honored and grateful for this generous gift, which will help students pursue their passion and realize their dream of a college education.”

The Bobbie Bailey Foundation Endowed Nursing Scholarship will be awarded to full-time students seeking a bachelor’s or master’s degree in the WellStar School of Nursing, which is housed in the Wellstar

College of Health and Human Services. This is the second contribution to KSU’s nursing program from the Bailey family. In 2001, Audrey B. Morgan, Dr. Bailey’s sister, longtime business partner, and current chairwoman and

“We are grateful for the continued support of the Bobbie Bailey Foundation through this generous gift to the School of Music.”

chief executive officer of the Bobbie Bailey Foundation, established the Audrey Morgan Nursing Scholarship in recognition and support of outstanding nursing students. Since its inception, 11 scholarships have been awarded.

“On behalf of the students, faculty and staff of the Wellstar College of Health and Human Services, we wish to thank the Bobbie Bailey Foundation for its continued support,” said Scott Gordon, interim dean of the Wellstar College of Health and Human

Services. “Dr. Bailey and her foundation have made a tremendous impact on this university and the College. This gift will be extremely beneficial to our KSU nursing students.”

The Bobbie Bailey Endowed Music Scholarship will be awarded to full-time students in the School of Music, which is housed in the College of the Arts. Preference will be given to students studying piano, string instruments, and music education. This gift provides a significant addition to the Bobbie Bailey Endowed Music Scholarship that was established in 2008.

“We are grateful for the continued support of the

Bobbie Bailey Foundation through this generous gift to the School of Music,” said Ivan Pulinkala, dean of the College of the Arts. “Dr. Bailey’s passion for our students has transformed the School of Music at KSU into a leading collegiate music program in Georgia. Her legacy is experienced by the hundreds of students whose musical careers are nurtured in the Bailey Performance Center every year.”

In 2007, Dr. Bailey also funded an endowment to name the Bailey

KSU ALUMNI ASSOCIATION BOARD OF DIRECTORS

Performance Center and donated 44 Steinway pianos to the School of Music, enabling KSU to receive the honor of an All-Steinway designation. Four years later in 2012, Dr. Bailey honored her sister and her sister's late husband through the naming of the Audrey B. and Jack E. Morgan Sr. Concert Hall.

"Bobbie and I chose education as the primary focus of our foundations because we recognized that education has the power to transform lives," Morgan said. "A good education is also the primary key to breaking the cycle of poverty. Not only does education have the ability to transform lives, but we believe there is no better investment for our money than in the lives of deserving young people – not only to help them realize their dreams, but also to be compounded with the difference they make with their lives. It keeps paying forward."

The Bobbie Bailey Foundation, established in 1993, has partnered with nonprofits, schools and hospitals to promote music and dance, enable access to cutting-edge health technology, and empower at-risk women throughout the Southeast. The foundation's efforts focus on education, music and the arts, healthcare and human services.

MEET THE BOARD OF DIRECTORS

The Kennesaw State University Alumni Association is governed by a board of directors. Six officers and 21 board members serve the initiatives of the University and represent the perspectives of a diverse alumni community from both sides of KSU's legacy tree (Kennesaw State University and Southern Polytechnic State University).

Executive Officers

David McKoy, *President*
Nathan Humphrey, *Past President*
Tanjalon Lewis (Solomon), *Vice President*
Caric Martin, *Treasurer*
Victoria Beber, *Secretary*
Lance Burchett, *President's Designee***

Board Members (Directors-at-Large)

Greg Barner
Allan Bishop
Bradford (Brad) Borum
Stephen (Steve) Butler
Johnny Camp
Heather Corbin
Inger Eberhart
Robert Graham
A. Tyler Isgett
Barbara Lusk
Betsy Madrerohon
(Freeman)

Wayne McGary
Ashlie Pendley (Wilson)
Kryss Roch
Mike Russell
Jaret Usher
Jyll Kafer**
B. R. "Ben" Phillips*
C. Ray Pinkerton*
Teronzo Helm*
Steven Ellis*

**Emeriti*

***Staff*

KSU STUDENT SCHOLARS

AWARDED SCHOLARSHIP RECIPIENTS

Each year, Kennesaw State provides scholarships to students on the basis of academic achievement, extracurricular activities, leadership, commitment to community, financial need or merit. This year's highlighted recipients are Carrie Lyn Barron, Sheri Chiosie, Thadeus Frazier, Blake Gordon, Kamryn Jones and Phoebe Sanders.

SHERI CHIOSIE

SENIOR

Major: Accounting and Business Management

Alice Q. Kalafut Endowed Scholarship and Osher Reentry Scholarship Endowment

The KSU Foundation, and their amazing and generous donors, have made the past year of my education not only possible, but stress-free. I am a single mother who decided at 39 years of age to go back to school in order to make our lives better.

The beginning was rough but I worked hard and was blessed to earn two scholarships for 2019-2020, which helped me continue my academic endeavors. Again, as a single mom, this was a dream come true. I had been stressed about how I would afford school without taking away from my child and, thanks to my donors, that stress was diminished.

In 2020, after I met my donors at KSU's scholarship banquet, they decided to increase my scholarships for the remainder of the school year so that I wouldn't have

any financial stress. I was shocked, gratified and humbled when I got this news.

I don't know what the future brings. None of us do right now. However, one thing I know is that I will finish my degree and reach my goals and it's all due to the amazing donors and KSU's Foundation that supports students like me.

Thank you to Mr. and Mrs. Kalafut, The Bernard Osher Foundation, and the Coles College of Business. Without you I'm not sure I'd still be going in this dream of mine.

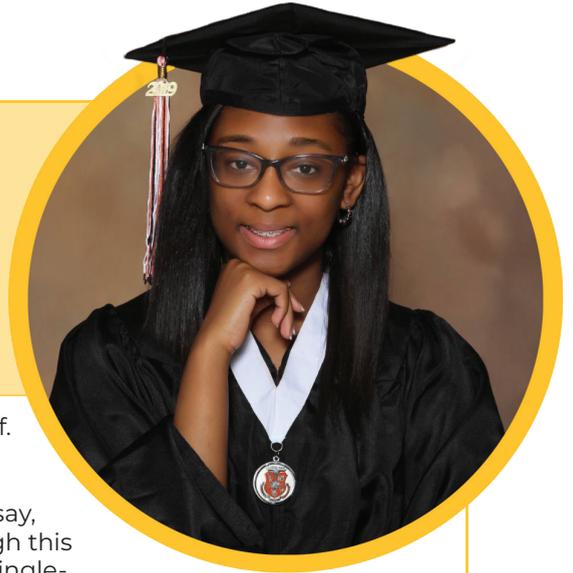


KAMRYN JONES

SOPHOMORE

Major: Computer Engineering

Assistance League of Atlanta Scholarship and Black and Gold Scholar, Southern Polytechnic College of Engineering and Engineering Technology



Hello, my name is Kamryn Jones, and I would like to take the time to thank you for allowing me to be a recipient of the scholarship offered by the Assistance League of Atlanta. Because of the Assistance League of Atlanta Scholarship, I am able to pursue an education at Kennesaw State University and put all my energy into obtaining a computer engineering degree. I am now a sophomore in college, and your generosity is allowing me to continue my education.

This scholarship is important to me because I come from a household where my parents stressed the importance of church, education, setting goals, giving of your time, and making something of

yourself. I guess you would say, although this was a single-parent home, I was still afforded the opportunity to cultivate my mind. Unfortunately, my family was further separated in 2014 due to a job relocation. I moved from Brunswick, Georgia to Sugar Hill, Georgia to live with my aunt and uncle. Though I know the move was necessary for me to continue to attend a top-notch school it did not make the transition any easier. With this scholarship, I can ease the financial burden on my family, and achieve my dream of higher education.

PHOEBE SANDERS

JUNIOR

Major: Middle Grades Education

Baldwin-Paulson Collegiate Recovery Community Endowed Scholarship



I was born in New York City and moved to Minnesota which is where I went to grade school. After visiting family in Georgia, it became clear that I was meant to be live here so I looked at colleges in the South. After visiting the KSU campus I knew this was the college for me. I quickly applied and was accepted and that was that, I was an Owl!

Being an out-of-state student makes paying for school more difficult. My parents are divorced, and neither are able to help fund my education. They help out when they can, but I rely on loans, jobs and scholarships. For me receiving the Baldwin-Paulson Collegiate Recovery Community Scholarship made it so that

I could attend another year of classes and get that much closer to my end goal of becoming a teacher. It also meant that for that academic year rather than working two or three jobs I could work one or two and focus more on my classes. For the first time since I started at KSU I made the dean's list for both fall 2019 and spring 2020 and the president's list for spring 2020. I credit the fact that I was able to focus more on what was truly important; my education.

KSU STUDENT SCHOLARS

AWARDED SCHOLARSHIP RECIPIENTS

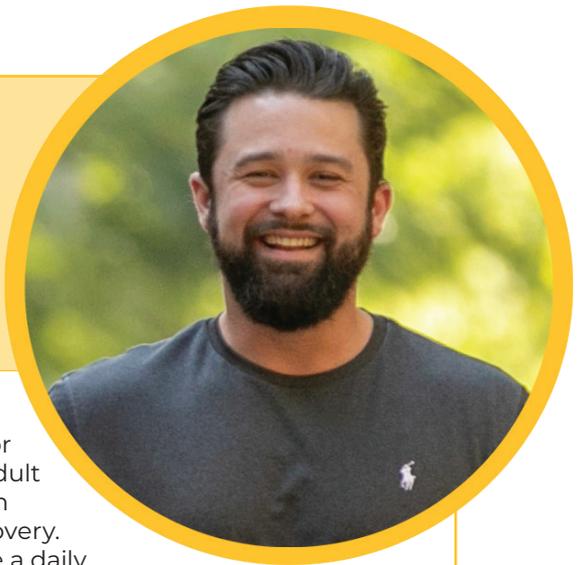
BLAKE GORDON

SENIOR

Major: Accounting

4.0 GPA/President's List

2019-20 Allen Family Scholarship and Center for Young Adult Addiction and Recovery General Scholarship



On March 5, 2012, three months prior to deploying to Afghanistan with the US Army, I was diagnosed with a form of cancer known as Hodgkin's Lymphoma. Overnight my mindset altered course from fighting for my country, to fighting for my life. Upon completion of many chemotherapy and radiation treatments, I began a second battle, one over addiction to drugs and alcohol, which arose out of the depths of a deep depression following my cancer diagnosis. This second lasted the next five years before I made the decision that I needed help and admitted myself to a local treatment center.

When I successfully reached one year sober, I decided to re-enroll in school to complete my degree. Little did I know I would face one of my toughest battles yet outside of cancer and addiction. Within my first week of enrolling at Kennesaw State University, one thing after the next happened and my resources dwindled. Fortunately, I got through it all with the help of KSU's

Center for Young Adult Addiction and Recovery.

I became a daily fixture at their office, seeking advice from staff members, participating in programs, spending time with other students in recovery or accessing the computer lab. In my first semester, I earned a 4.0 grade point average.

Throughout my time at KSU, however, I struggled financially and if it wasn't for the assistance that I received through the Allen Family Scholarship and the scholarship through the CYAAR, I don't know how I would have made it.

In February 2020, I was offered a position with the the eighth largest public accounting firm in the nation. Yet the most defining experience in my life has been the help I received at KSU, which provided me with the ability to overcome the odds.

THADEUS FRAZIER

SOPHOMORE

Major: Sociology with a concentration in Criminal Justice

American Opportunity Foundation Scholarship 2019-20



My name is Thadeus Frazier and I graduated from New Manchester High School in 2019. I am a sociology major with a concentration in criminal justice. I was awarded the American Foundations scholarship as a freshman at KSU. I come from generational poverty and homelessness so the road ahead of me didn't seem too bright.

The American Opportunity Foundation Scholarship changed my life. I came to KSU four days after my high school graduation. I arrived on campus in the early afternoon in an Uber with a suitcase and 12 dollars in my pocket and with no end goal in sight. I took two classes and was managing academically, however,

I had no clue where I would come up with the money for tuition and housing. I was ready to throw in the towel and give up on my hopes and dreams.

A few days before I had to make my first housing payment, I was contacted by the CARE program and was awarded a scholarship. This scholarship forever changed my life, and I thank God everyday I was blessed to receive that scholarship.

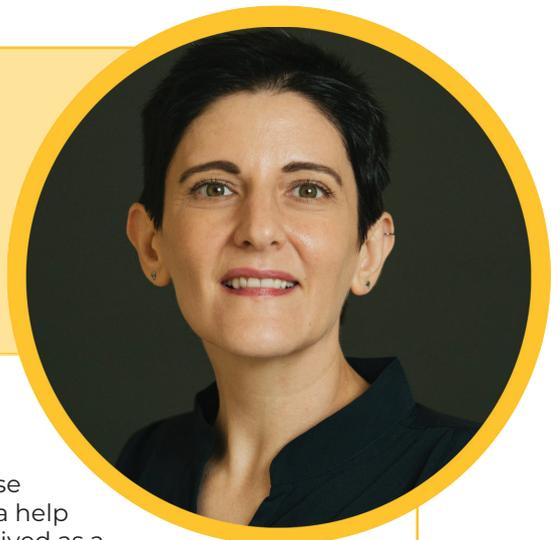
CARRIE LYN W. BARRON

SENIOR

Major: Cellular, Molecular, Developmental Biology

Minor: Math

Scholarship Received for 2019-20: Chantal & Tommy Bagwell Scholarship and Mary Neal Pilcher Scholarship



I am entering my senior year this fall at KSU and it is thanks to the scholarship support I have received during 2019-20. I know that I would not have the hope of a Bachelor Degree of Science or the chance to apply to grad school to earn a Ph.D. in Molecular Biology if I had not received help.

My husband has polycystic kidney disease (PKD) and through Emory University Hospital, I ended up donating a kidney to him. This event sparked my pursuit of a college education so that I could research genetic diseases. There has been sacrifice and hard work, but I wouldn't be here without scholarship help. Student loans and Pell Grant only cover a fraction of the

cost for a higher education. It is because of the extra help I have received as a KSU student that I am no longer a homeless college student. I now have a secure place to live, food to eat and have learned what it is to be able to thrive in my academics.

As a recipient of the Chantal and Tommy Bagwell Scholarship and the Mary Neal Pilcher Scholarship I was able to continue my education. It is the help from scholarships that can either make or break a student's success.



DONORS

ANDRE SCHNABL AND DENNY MARCUS

Donors Champion KSU's CARE Services Through Advocacy, Endowment

From the moment they first heard about Kennesaw State University's Campus Awareness, Resource and Empowerment (CARE) Services, Andre Schnabl and Denny Marcus knew they found an avenue through which they could make an impact.

Several years later, the husband and wife duo have collected carloads of items for the University's food pantry, lent their expertise through the CARE Services Advisory Board and have established an endowed scholarship for students associated with the CARE Center, which offers support to those who have experienced homelessness, food insecurity or the

foster care system. Their recent confirmation of a deferred pledge raises the couple's total giving to surpass \$300,000, which will support students for innumerable generations to come.

"I truly feel that CARE would not be where it is today if it weren't for the energy and support of Denny and Andre," said Marcy Stidham, director of CARE Services. "They came as donors who wanted to give in an intentional way, but they have grown to become so much more. They have a passion for serving our students, and we are thrilled to have their support."

A KSU trustee since 2009, Schnabl said he has long felt a connection to Kennesaw State. While managing an accounting firm in the Atlanta area, he oversaw the recruitment of potential employees at local universities and often found the most qualified



They came as donors who wanted to give in an intentional way but they have grown to become so much more. They have a passion for serving our students, and we are thrilled to have their support."

candidates at KSU. By the time he retired, he estimates his firm employed more than 20 KSU alumni.

"The KSU students had passion, and they had grit," he recalled. "Because of our success in recruiting them, I found myself on campus more than I had planned."

It was during one of those campus visits that Schnabl and Marcus were introduced to Stidham via the Office of Development. Prior to the meeting, the pair said they weren't aware of the extent of student homelessness nationwide. Struck by their conversation with University officials, Schnabl suggested that they launch a scholarship in support of students in need. Marcus sought to do more, first by arranging a food drive and later by helping CARE Services fine tune its mission statement and strategic plan. She would go on to help found the program's advisory board, which she has chaired since 2017.

ATHLETIC ASSOCIATION BOARD

“We’ve always said that we would love to give where we could make the biggest difference, and this was the perfect opportunity,” Marcus said. “When I left that meeting, the first thing I did was contact Marcy to let her know I wanted to be involved, and we haven’t looked back since.”

Over the years, the couple has celebrated the successes of CARE Services, which has earned national recognition as a best-practice model by National Center for Homeless Education, SchoolHouse Connection and the National Association for the Education of Homeless Children and Youth (NAEHCY). It has grown to support two walk-in pantries across the Kennesaw and Marietta campuses, and in August opened the ASCEND living-learning community, which benefits students who were homeless or in foster care during their K-12 education.

By supporting CARE through their scholarship endowment, Schnabl said his connection to KSU students has never been stronger.

“One of the wonderful things about a scholarship is you can put a face to the recipient and get emotionally connected,” he said. “You get a real sense of what your dollars are doing and the impact it has on a student’s life.”

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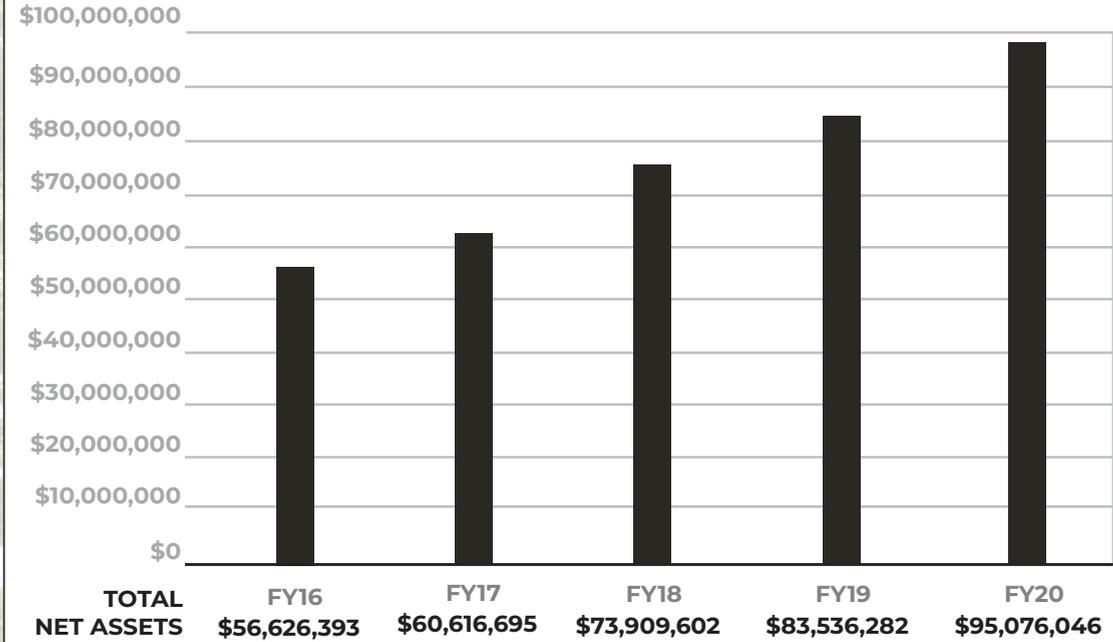
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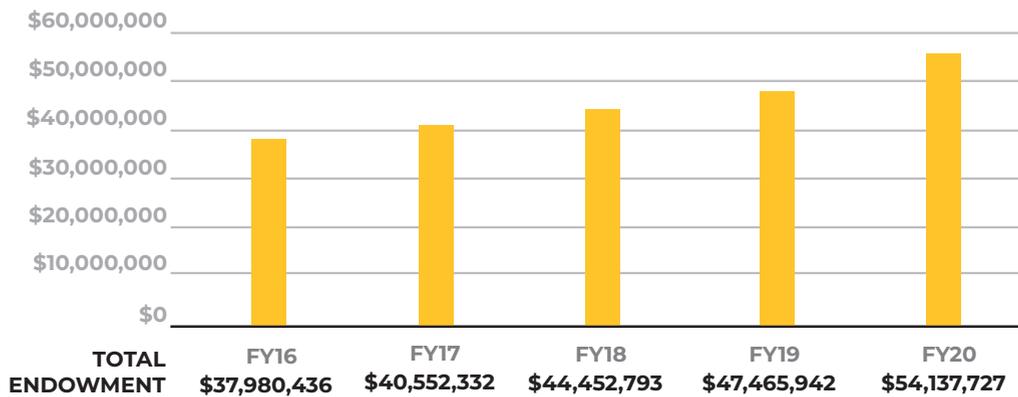
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KSU FOUNDATION FINANCIAL REPORTS

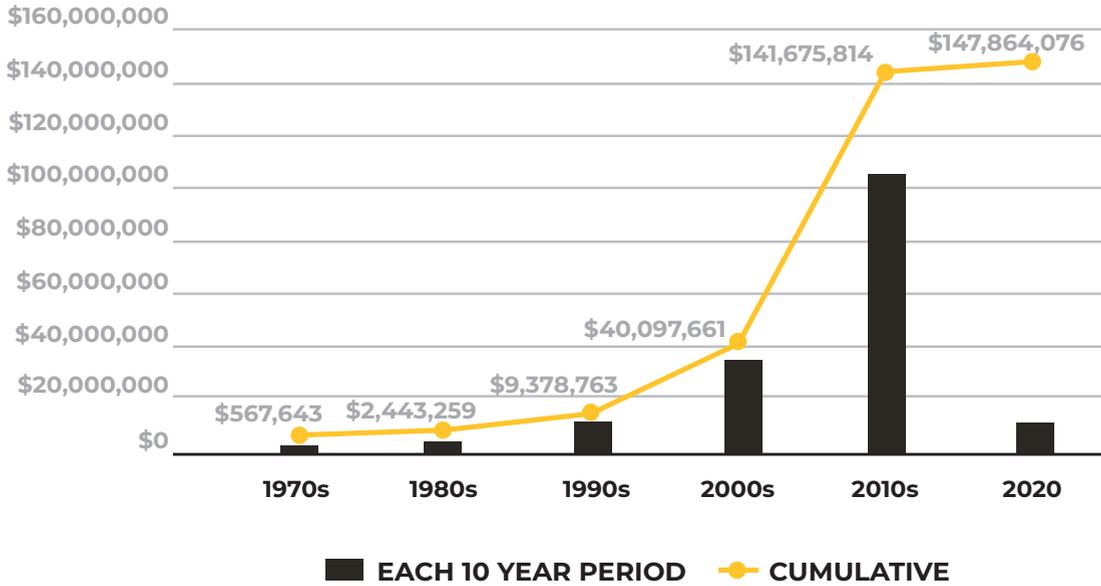
TOTAL KSU FOUNDATION NET ASSETS



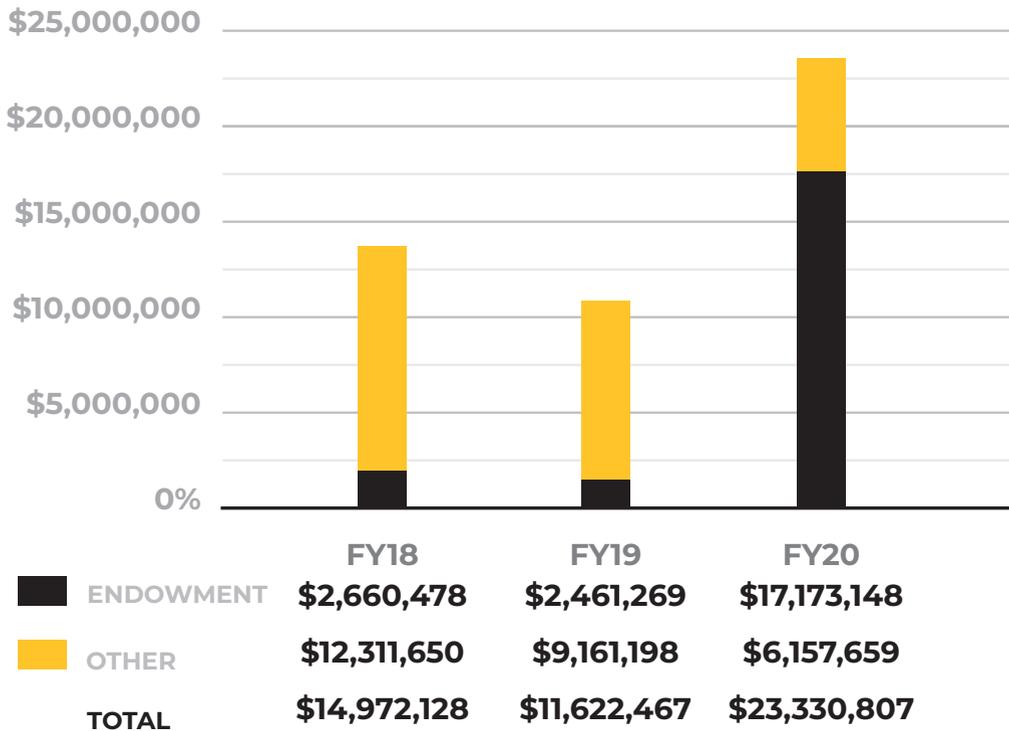
TOTAL KSU FOUNDATION ENDOWMENT



51 YEARS OF FOUNDATION SUPPORT

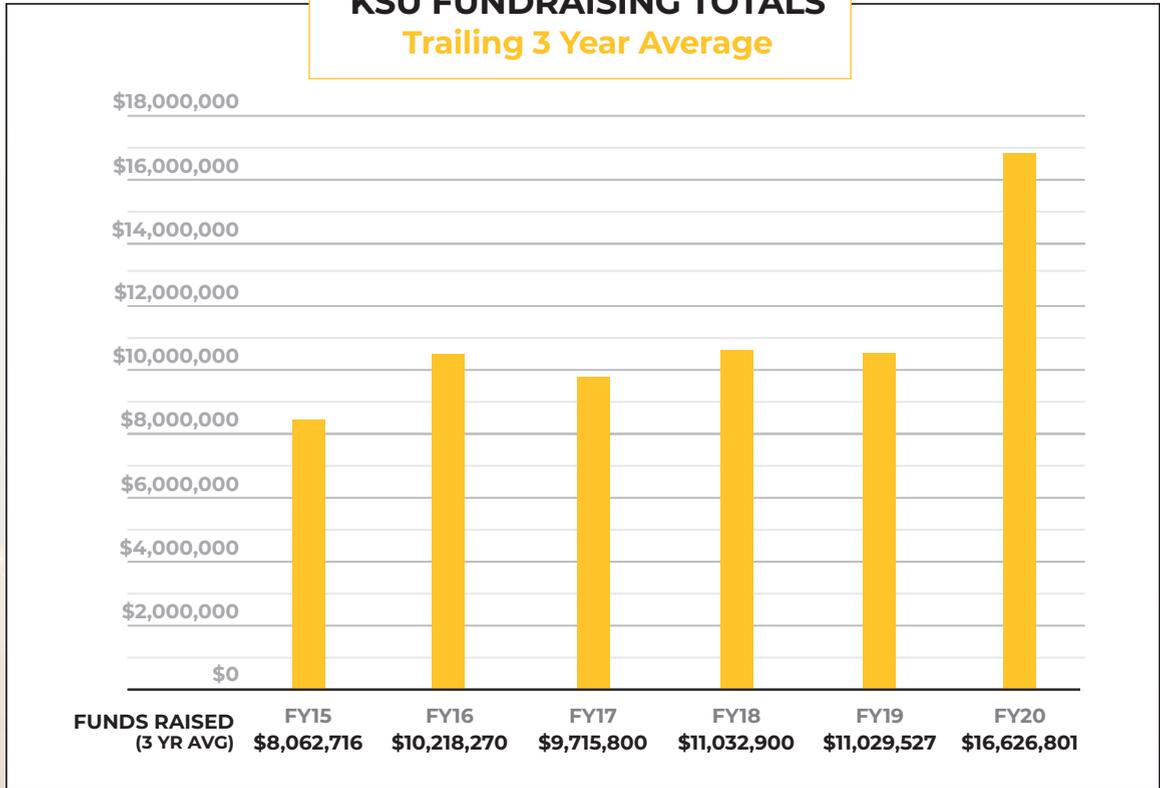


GIFTS TO ENDOWMENT VS. OTHER

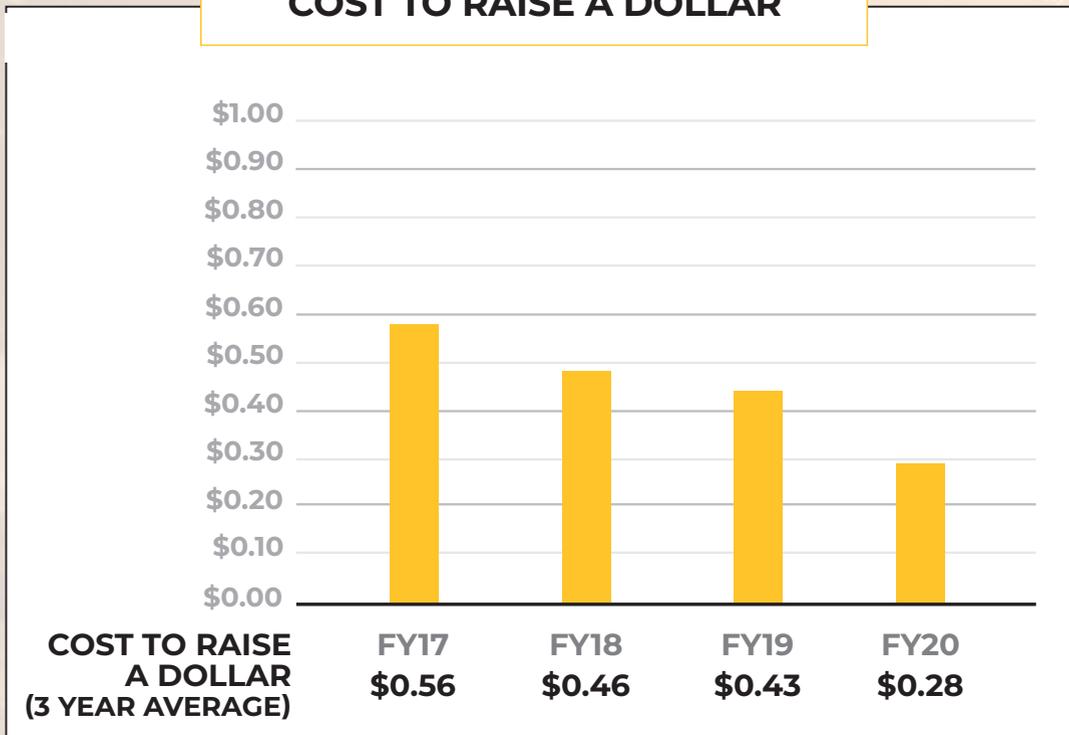


KSU FOUNDATION FINANCIAL REPORTS

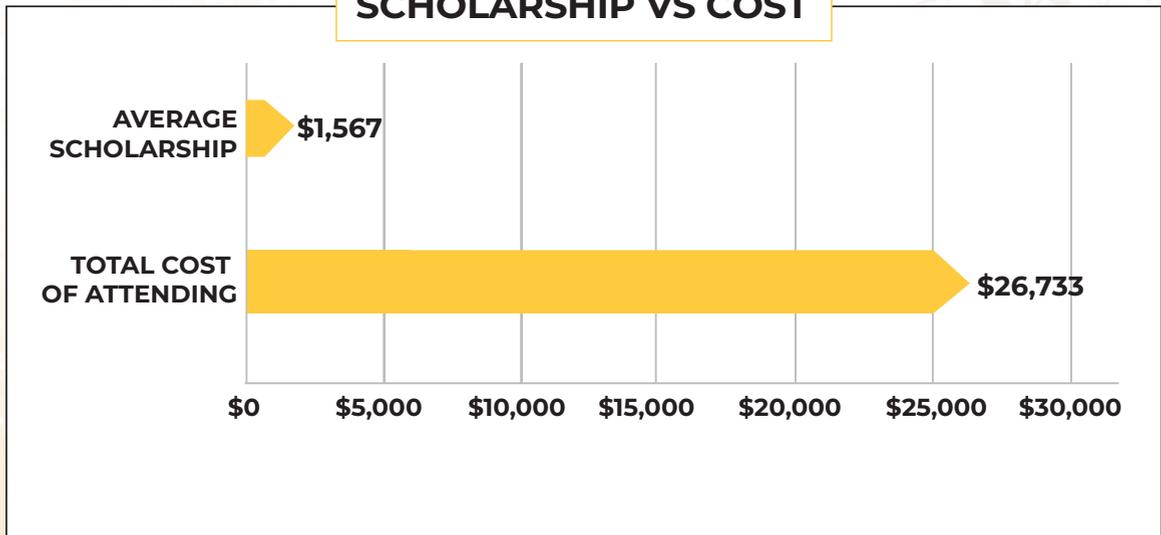
KSU FUNDRAISING TOTALS Trailing 3 Year Average



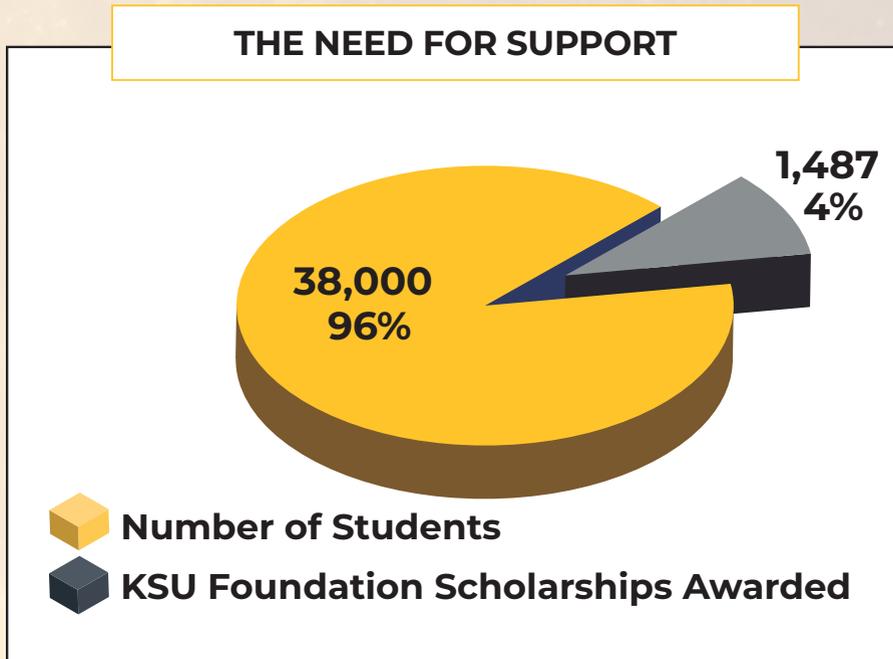
COST TO RAISE A DOLLAR



SCHOLARSHIP VS COST

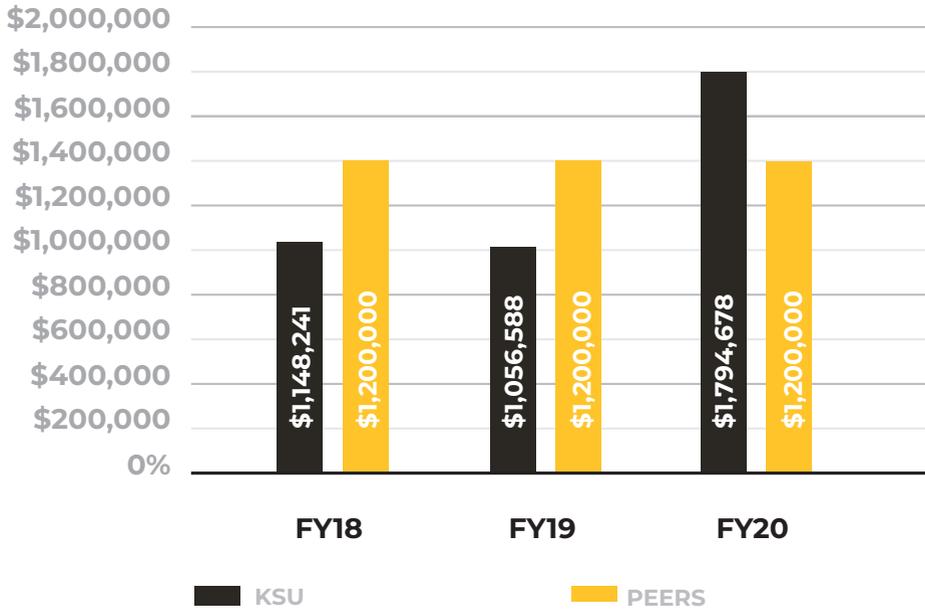


THE NEED FOR SUPPORT



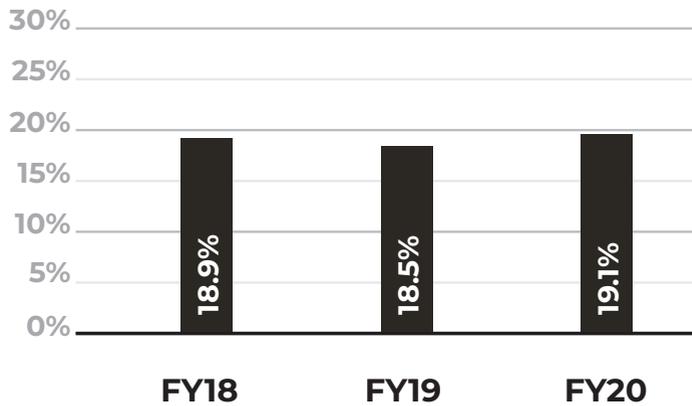
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TOTAL FUNDS RAISED PER MAJOR GIFT OFFICER

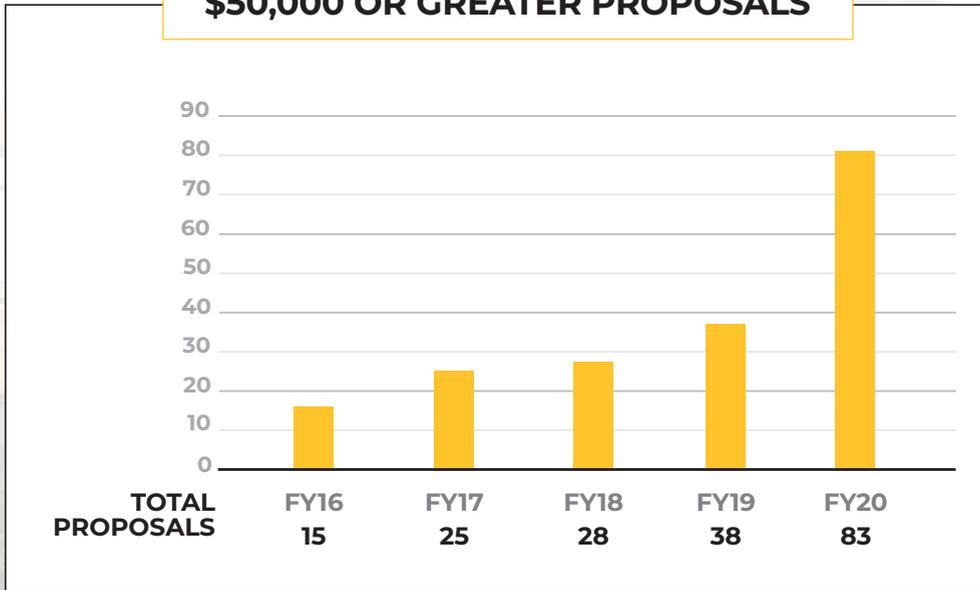


*Peer Benchmark per Bentz Whaley Flessner

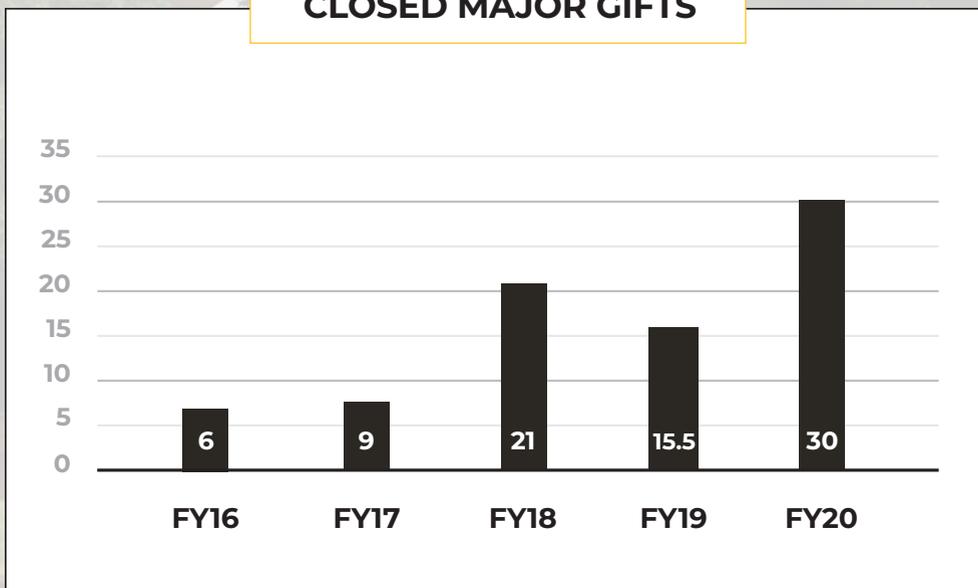
KSU EMPLOYEE GIVING RATE



\$50,000 OR GREATER PROPOSALS



CLOSED MAJOR GIFTS





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