



Clarion University Foundation, Inc.
2018-2019
ANNUAL REPORT

BOARD PRESIDENT'S MESSAGE



Fifty years ago, 1969. I look back on that time when I was a sophomore at Clarion State College. I didn't know it at the time, but the literal definition of sophomore is "wise fool," derived from the roots *sophos* (wise) and *moros* (foolish or dull).

Thankfully, there was a group of wise folks who had the foresight in 1969 to incorporate the Clarion University Foundation. I'd like to think that their decision enabled the realization of innumerable positive impacts on Clarion, its students and the community.

These Founders are no longer with us, but their vision has survived to this day with minimal modifications to the initial charter of Clarion University Foundation, Inc.

The Foundation was established to support Clarion University (and its forerunners) in its mission to promote life-changing, affordable educational experiences to its students.

Now, fifty years later, we are proud to continue that effort.

As I mentioned last year, many factors have presented challenges in achieving our goals, but with leadership from the University, the community and the Foundation, we are seeing positive results.

Part of the University's True North Initiative is to create an environment enabling student success. One component of this is to provide affordable housing to students. The University and the Foundation co-managed a housing affordability task group that identified ways to offer competitive housing rates to students.

In helping to achieve that end, the Foundation's Board of Directors personally contributed over \$82,000 that went directly to helping students decide to attend or continue their education at Clarion when they otherwise would have been unable to do so. This was one component of the short-, medium- and long-term recommendations to bring the cost of housing to a more competitive level.

In other actions that pointed to continued commitment to the University and our students in this past fiscal year, the Foundation:

- Pledged to hold housing rates flat for the 2019-20 term.
- Provided almost \$8 million to the University in scholarships, grants, special programs and other support.
- Directly supported 796 students through awarding almost \$1.3 million in scholarships.
- Raised \$2 million in private support from over 2,900 donors.
- Increased our endowment by more than \$2 million to \$39.2 million. This represented one of the highest endowed dollars-to-student ratios among the PASSHE schools. Also, endowment performance exceeded benchmarks based on our asset allocation. To help continue this trend, we are assessing the number of managers and the dollars allocated to each.

As we've closed the books on the 2018-2019 fiscal year, I am encouraged by the direction in which the University and the Foundation are moving, together.

So, as we celebrate our 50th anniversary, I laud you for your support over these decades and encourage you to join us in rising to the challenges and marking the milestones that face us over the next fifty years and beyond.

Sincerely,

A handwritten signature in black ink that reads "Jane K. France". The signature is written in a cursive, flowing style.

President Jane K. France
Clarion University Foundation, Inc., Board of Directors

NEW FACES

The Foundation carefully recruits team members for the specialized knowledge, skills and characteristics that allow them to be effective in the positions they hold. Those attributes are important for individual success, but, more importantly, they are essential for team success.



Brooke Mays '18
Annual Giving & Stewardship Manager

Mays' primary responsibilities include planning and implementing the day-to-day functions of annual giving, including management of the Phonathon program by recruiting, training and supervising callers. She, along with director of annual giving Holly Pipher, is liaison to the College of Arts and Sciences.

A 2018 Clarion University alumna, Mays loved her time as a student, and she wants all students to feel that way as they walk across the stage at graduation.

"I am raising money that directly impacts students at Clarion," Mays said. "I work directly with students through the Phonathon program, which is rewarding because I'm helping students discover their true potential as they build their resumes with important skills. I also enjoy meeting our alumni to hear about their time at Clarion and how things have changed since they graduated."



Chris Anderson '10
Director of Athletic Giving

Anderson oversees major gifts donations for athletic scholarships and sponsorship sales for athletic facilities, and he assists with individual sport fundraising efforts through golf outings, socials and other events. After graduating with a degree in sport management, he worked for four years in sales for professional sports, including sponsorships and tickets for the NBA and NHL. He also worked for five years for the national organization Tickets for Kids Charities.

Anderson is proud to call Clarion University his alma mater, and he wants it to be as successful as possible.

"My job helps to bring top-notch athletes to Clarion University through raising scholarship dollars," he said. "I love connecting with alumni to hear their stories, and to help steward our donors to make an impact is a true privilege."



John Stroup
Development Officer

Stroup is a major gifts officer and liaison to the College of Health Sciences and Human Services. His background is in marketing, bringing five years of various sales experience and volunteer work with Rotary and in the community.

Stroup loves his work with Clarion University Foundation, Inc., because of its impact on students.

"It helps our students, whether through scholarships or through raising money to help various departments or programs give them the best experience Clarion University can offer," he said. "I also enjoy meeting our alumni and learning about their experiences on campus and how they have gotten to where they are today because of Clarion University."

THE *giving* WAY OF LIFE



“There’s no place like home,” Dorothy repeated while clicking the heels of her ruby slippers in “The Wizard of Oz.”

Richard (Rick ’76) and **Susan Stehle Slike (’79)** couldn’t agree more. Both grew up in Clarion and were educated at Clarion University. After marrying, they made Clarion their home: they worked here, played here, and, recently, retired here. Like everyone with hometown pride, they want nothing but the best for the Clarion area.

That’s what motivates their philanthropy to Clarion University: “We’re lifelong Clarion residents, and we want this area to do well. If we don’t support our university and it doesn’t prosper, the town will not prosper,” Susan Slike said.

Rick said Clarion University was the stepping stone to their success.

“We were in the housing and rental industry for over 30 years,” he said.

His degree was in education. While at Clarion, he participated in football and men’s track and field.

Susan, whose degree is in business management, said Clarion is where she acquired her entrepreneurial spirit, which led to opening a dance studio, selling dance wear, and various other endeavors. In 1986, she and Rick started Showcase Homes in Shippenville and have since recently retired.

Fifteen years ago, the couple made their first gift – six rental properties consisting of 18 rental units – to Clarion University Foundation, Inc.

“It was the right time,” Susan said. “The university was growing. Instead of a monetary gift, we thought (gifting the properties) would help with the expansion of campus.”

Susan also gives her time in service to the Clarion University Foundation Board of Directors. She first joined the board after being asked at the closing of the property transfer. She remained active for six years until her parents became ill, and she needed to devote her time to their care. Recently, she returned to serving on the board. In addition, President Dale-Elizabeth Pehrsson invited Susan to serve on the True North Initiative subcommittee, Housing Affordability Task Force. Housing affordability is key to recruitment and retention at Clarion University, per Dr. Dale.

“The people on the board are incredible,” Susan said. “They do so much work, and they’re quite knowledgeable through their experiences in diverse backgrounds. The board members are giving 100 percent, trying to do everything they can to make the university more successful. We’re dedicated to increase enrollment and retention. At this point, it is evident that affordable housing is a key factor to Clarion’s continued success.”

The Slikes continue to give. Financially, they created a scholarship that is awarded annually to a deserving student from Clarion County. Their enthusiasm to help continues to grow based on the needs identified by their interaction with the university. More specifically, they have befriended Phil and Estelle Frese. Phil, dean of the College of Business Administration and Information Sciences, keeps them well informed on the new and innovative programs being created throughout the university. Rick and Susan look forward to the growth of Clarion University and plan to remain supportive of their efforts.



The First 50 Years

Dec. 8, 1969

Clarion University Foundation, Inc.

FOUNDED

1979

First Alumni Fund Drive
\$8,000

1987

First CU Athletics Golf Classic



1988

Annual Giving Reaches New High Of
\$396,068

1992

\$1.6 million received in private gifts

1993

\$485,720 In Scholarships Awarded To 530 Students



1995

Investing In Futures Launches

1980

First Five-Year Campaign Launches
\$2.1 Million

First Phonathon



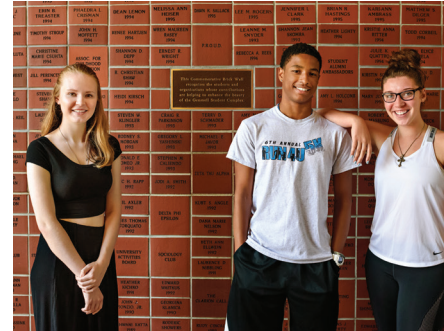
1987

Montgomery Hall Renovated



1990

Brick Campaign To Renovate Reimer (Gemmell)



1994

Official University Residence



Two years ago, Clarion University celebrated its 150th anniversary, a mark that would have been impossible to reach without the generosity of alumni and friends. In fact, the very beginning of what was then Carrier Seminary came about through the Carrier family's philanthropic gift of lumber and money to build Seminary Hall.

Likewise, in 1960, Venango County citizens who sought to establish a post-secondary educational site in the Oil City-Franklin area raised money to start Clarion University - Venango.

The First 50 Years

2000
Investing In Futures
\$11.34 Million,
Venango Call To
Action \$1,988,000,
Both Exceeding Goals

2004

Diane L. Reinhard Villages Opens



2010
Student
Philanthropy
Begins

2010



Nursing Sim Lab
Campaign Begins

2013-2014

Assets Reach
All-time High
\$153,911,187

CUF Endowment
Reaches All-time
High of
\$39,175,199

2001-2004

CUF Begins Student
Housing
Involvement
with Diane L.
Reinhard Villages

2003

Venango Student
Housing Begins

2005

Gift Creates
Barbara Morgan
Harvey Center At
Venango

2009

Grunenwald Center
For Science And
Technology Opens

2012

Fly, Eagles, Fly
Campaign
Concludes
\$4.7 million

2015-2019

Suites II Project
Completed



Since Dec. 8, 1969, philanthropy has been administered and directed by Clarion University Foundation, Inc. In the 50 years since it was established, foundation assets, like the Golden Eagles they support, have soared – from just over \$107,000 then to more than \$151 million now.

The single purpose in this substantive body of work and financial growth is and always has been helping students succeed. Benjamin Franklin said, “An investment in knowledge pays the best interest.”

Students Through The Years



NEW SPIN ON LIFE

When **Lisa McAdoo '88** was born, her mother left her in a home for unwed mothers, where she stayed until she was 2 years old. Her great-grandmother retrieved her and raised her until she was 13. That's when the great-grandmother passed away, and McAdoo went to live with her mother, who suffered from extreme depression and told McAdoo she couldn't stay with her. McAdoo was homeless for the next four years, until she was awarded the W.S. Tippin Scholarship to attend and play basketball for Clarion University.

"When I came to Clarion, it was the first time I had my own stuff in a long time. I had my own side of the room. I could go to the cafeteria every day and eat breakfast, lunch and dinner. I knew I could go to class and make something of myself."

McAdoo now works as a professional disc jockey known as DJ Lisa Love. She shares her passion by teaching her art to others, ensuring that they will always have a way to make a living.



RIVER RESCUE

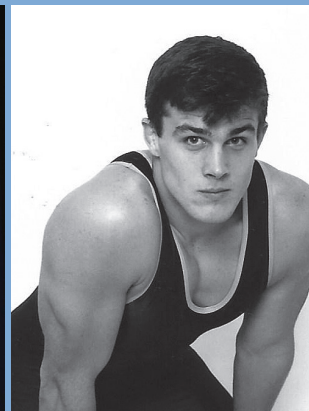
In discussing Clarion University's role in Clarion River being named 2019 Pennsylvania River of the Year, biology professor Dr. Andy Turner said that applied research programs produce graduates who populate the agencies responsible for water quality in the local watershed. That includes **Alicia Ramsey '17**, who, as a student, worked on acid mine drainage remediation through the research programs and now is an erosion and sedimentation specialist for Clarion Conservation District. Her work directly impacts the river.



EDUCATION SPECIALIST

Melissa Gring Niedbala '02, '03 MS began her career at Beaver Valley Intermediate Unit in 2003 as a special education teacher and was promoted to supervisor of BVIU's New Horizon School in 2014. At Clarion, it was the devotion to special education of Dr. Lisa Turner and Dr. Pam Gent that most influenced Niedbala.

"It is gratifying to watch students progress and to see the smiles on their faces every time they walk through the door."



WRESTLING CHAMP TO RUGBY CEO

2018 Clarion University Sports Hall of Fame inductee **Dan Payne '95** was a 1995 NCAA Division I Wrestling All-American. He had a fantastic career under head coaches Bob Bubb and Jack Davis, posting a career record of 111-35, tying for 10th at Clarion in career wins and was a three-year captain. He was voted Male Athlete of the Year at Clarion in 1995.

After earning his degree in 1995, he received his MBA from Pitt in 1999 while being an assistant coach with the Panthers. Payne embraced the sport of rugby and played on the USA National Team in the World Cup in 2007 and was an assistant coach on the USA World Cup team in 2011. After spending 11 years at Life University – the last five as athletic director – he was named the CEO of USA Rugby in August 2016.

Students Through The Years



PATH OUT OF POVERTY

Tatum Henderson, class of 2020, grew up in poverty. Her mother became disabled after battling cancer; from then on, housing and finances were a struggle for the family, which included Tatum's younger brother.

At age 17, Henderson was living with friends and was classified as homeless. She knew that a college education was the path out of poverty and the means by which she could help her family. She applied to Clarion University, but she worried frantically about paying for college.

"I was ecstatic when I received letters from Clarion University that I had been chosen to receive the Clarion Leadership Award, the Leslie & Helen Himes Family Scholarship and the Lori Ann Aaron Memorial Scholarship," Henderson said. "The scholarships relieved so much stress, because I knew that I did not need to worry about paying out of pocket for my classes."

She subsequently was awarded the Addison Gibson Scholarship and the Dean James D. Moore Scholarship.

As a student, Henderson joined Student Senate, began working at Carlson Library and became an active figure on campus.

"I expanded on leadership and teamwork skills, and I met incredible role models who made me feel like family," she said. "I'm now in my fourth and final year, finishing my dual major in secondary education (social studies) and sociology/psychology. I'm on track to graduate with cum laude honors."

Henderson is excited to begin her career. She plans to pursue a master's degree in social work and to obtain Clarion's Opioid Treatment Specialist certificate in honor of her stepfather, whom she lost.

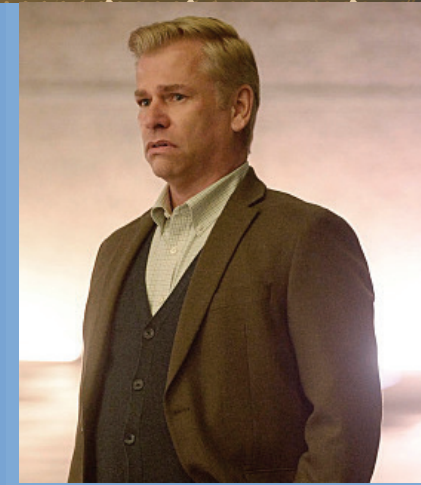
"I want to help families overcome their struggles, and I want to help other children find ways to achieve their lifelong goals," Henderson said. "I wouldn't be the person I am today without Clarion University and the generous donors."



COLLEGE ATHLETICS' HIGHEST HONOR

A three-time NCAA Division II national champion diver while in college and the 2015 NCAA Woman of the Year, **Kristin Day '15** graduated from Clarion with a perfect 4.0 grade point average. Day racked up a host of awards and honors during her collegiate career. In addition to her three national championships, she was an eight-time all American. She was named Capital One NCAA Division II Academic All-America of the Year in July and was a two time At-Large Academic All-America of the Year. She also won the Pennsylvania State Athletic Conference's Pete Nevins Scholar Athlete of the Year award and was the NCAA Division II "Elite 8" award winner at swimming and diving nationals.

After graduating from Clarion, Day enrolled at Lake Erie College of Osteopathic Medicine on an NCAA Post-Graduate Scholarship. She currently is in residency.



ON THE BIG SCREEN

Who doesn't want to rub elbows with Hollywood's elite?

Todd Sherry '83 has played recurring roles on nine television series and guest starred on dozens more. He has been seen on film opposite Sandra Bullock, Steve, Carrell, Adam Sandler and Mario Cotillard. He continues to work in theater, television and film, most recently appearing in television series "AJ and the Queen" and "iZombie."

He is based in Los Angeles.

in appreciation of our DONORS

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Cecelia Harmon ('19):
It's surreal to think that people we haven't met see us as scholars – it shows how much they believe in the academics at Clarion. It's been my lifelong dream to be a veterinarian, and the scholarships I've received have been instrumental in my professional journey.

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* Donor passed away in the year reported.



MacKenzie Hoffman: Being a Civic Engagement Scholarship recipient has been the biggest blessing to me. It has provided the opportunity and resources to serve the community that I live in. I knew that I wanted to educate the community on the importance of dental care, but I've come to realize it's not just education, but access to care, too. Making a difference in the community has fueled my passion for my career even more.

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Safriani Adnan: I am grateful to be working with great advisors and student coaches who are guiding me to a successful career path. During my four years at Clarion, I've been involved with the Asian Student Integrated Association and the Public Relations Student Society of America, which have helped me to become more organized and efficient, and have helped me to step out of my comfort zone. I'm grateful for the scholarships I've received and the learning opportunities they have created. Through the generosity of alumni, parents and friends, I've gotten a quality Clarion University education.

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Kaia Rearick: My ultimate goal is to do cancer research. As a freshman, I had so many opportunities. I am involved in two research groups. The first is the Phage Project, in which we process various soil samples then test against a variety of bacteria to find phage that is found abundant in the soil. Phage is an alternative solution to help when our medicine and treatments become resistant to bacteria and disease. My second research project is Annexin 1 Project, which focuses on cancer cell research to determine how the immune system kills cancer cells. Last summer, I took a 400-level Cell Culture and Tissue Engineering class in which I grew and took care of various cell lines all at once. I completed a primary explant by myself and still have my cells growing from that procedure. I would never be able to have these opportunities in college if it wasn't for scholarships; I receive no other financial aid.

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CUAA PROMOTES UNITY, RECRUITMENT AND ENGAGEMENT

Clarion University Alumni Association is an organization for all those who have attended the university. Its purpose is to foster a spirit of loyalty among alumni, students and friends of Clarion University. It strives to promote the university, attract new students, assist in gaining financial support, and foster a lifelong affiliation between the university and its alumni.

Through the standing committees of the Alumni Association Board of Directors, each year they award \$12,000 in scholarships, select and honor the Distinguished Awards recipients, actively recruit new board members, encourage participation in events and volunteerism, and promote philanthropic activities.

This past year, the Alumni Association and the Office of Alumni Engagement have hosted more than 30 events. These include Distinguished Awards and Homecoming, Alumni Weekend, two Pirates games,

community service projects, and 13 Pehrsson in Person gatherings to introduce our new president. Chapter activities have included a softball team in Cranberry Township, a “Build Your Own Bob’s Sub Day” in the Washington, D.C., area, student engagement activities on the Venango Campus, volunteering at the ReStore in Philadelphia, and much more.

Through Eagle Ambassadors, the student alumni organization, the presence of the Alumni Association was seen at Welcome Week, Move-In Day, and New Student Convocation. Our students continually strive to increase awareness of the Alumni Association, the importance of philanthropy, and building pride in Clarion University.

Last August, the Office of Alumni Engagement provided “Teacher Survival Kits” for our alumni who are teachers. The kits contained various Clarion branded classroom items including pencils and erasers for their students. Nearly 600 teacher kits were requested in just one day through social media. They were then assembled and either hand delivered or shipped. The kits reached our teaching alumni across the country in Arizona, California, Colorado, Florida, Georgia, Indiana, Maryland, Virginia, Kansas, North Carolina, Nebraska, New Mexico, South Carolina, Texas, Wyoming, Delaware, Ohio and West Virginia.



Alumni Association president Theresa Edдер '91 and President Dale-Elizabeth Pehrsson congratulate Venango Distinguished Alumna **Angela C. Shontz Harriett '07, M.Ed. '12.**

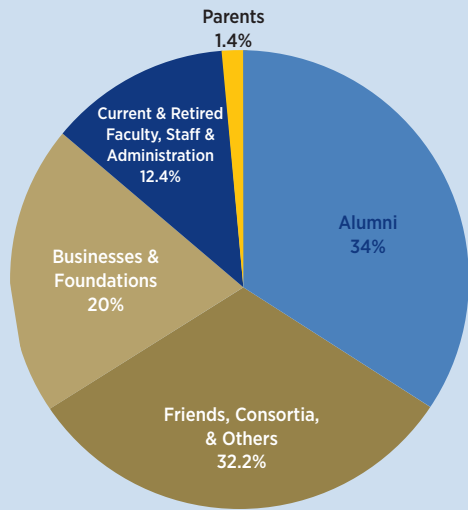


Alumni in the Washington, D.C., area had a taste of the iconic Bob's Sub during “Build Your Own Bob's Sub Day.”



Ann Thompson, director of Alumni Engagement, presents a teacher kit to **Gina Matthews Clark M.Ed. '01.**

FINANCIAL MATTERS

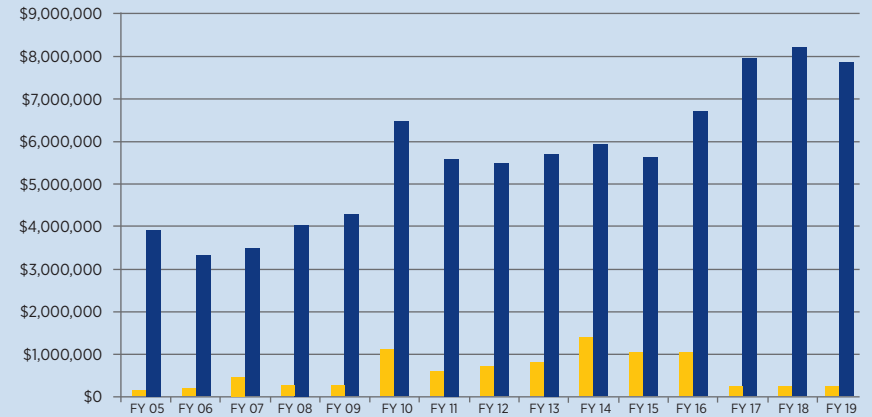


2018-2019 Contribution Revenue:
Donors: 2,904 / \$2,095,971

- ALUMNI**
Donors: 1,977 / \$711,834
- FRIENDS, CONSORTIA, & OTHERS**
Donors: 350 / \$675,252
- BUSINESSES & FOUNDATIONS**
Donors: 126 / \$418,636
- CURRENT & RETIRED FACULTY, STAFF, & ADMINISTRATION**
Donors: 280 / \$260,469
- Parents**
Donors: 171 / \$29,780

For 2018-2019, approximately 3.4% of the total living Clarion University Alumni (1,977 out of 58,115) had made contributions to Clarion University Foundation, Inc.

Foundation Support to Clarion University

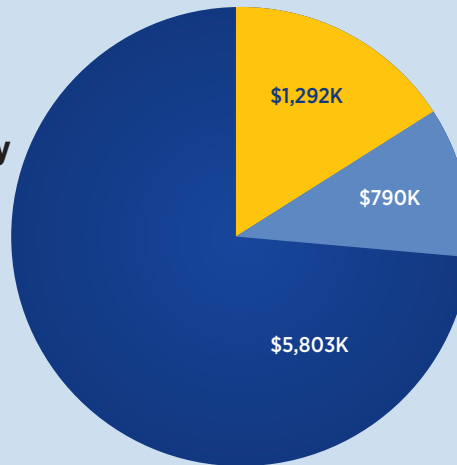


Over the last 15-year period, the University has received \$9.50 for every \$1 provided to Clarion University Foundation, Inc.

FY 19 Support By Category

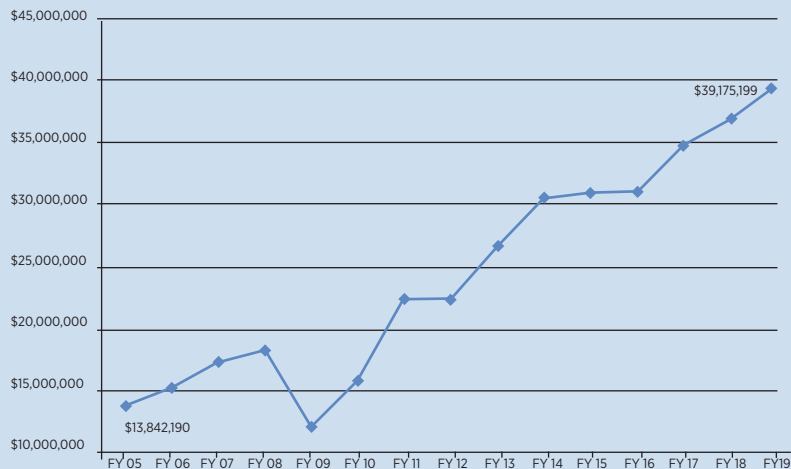
- Scholarships & Grants
- Campus Activities & Programs
- Operational & Support Services

Total = \$7,885,000



GROWING OUR ENDOWMENT

Endowment Balance from FY05 - FY19



CLARION UNIVERSITY FOUNDATION, INC. CONDENSED STATEMENTS OF FINANCIAL POSITION JUNE 30, 2019

	JUNE 30, 2019	JUNE 30, 2018
ASSETS		
Cash, Cash Equivalents and Other Current Assets	\$15,789,310	\$17,188,446
Investments	40,170,010	37,342,470
Other Long Term Assets	95,674,136	98,944,727
TOTAL ASSETS	\$151,633,456	\$153,475,643
LIABILITIES AND NET ASSETS		
Accounts Payable and Accrued Expenses	\$5,083,451	\$4,591,019
Debt Outstanding	98,813,182	101,491,618
<i>Total Liabilities</i>	<i>103,896,633</i>	<i>106,082,637</i>
Net Assets:		
Without Donor Restriction	10,842,939	10,216,577
With Donor Restriction	36,893,884	37,176,429
<i>Total Net Assets</i>	<i>47,736,823</i>	<i>47,393,006</i>
TOTAL LIABILITIES AND NET ASSETS	\$151,633,456	\$153,475,643

FROM THE CEO

Fifty years old. Fiftieth wedding anniversary. Fifty years of service to an organization – or an organization's fiftieth year of service to others. All of these are significant milestones for people and organizations. This year, Clarion University Foundation, Inc., celebrates its fiftieth year of service to Clarion University. Congratulations to all, and, more profoundly, thank you!

As I ponder this accomplishment, I am taken aback by the magnitude of this landmark moment. More than anything, I think about the people who had the foresight to start the Foundation. Some of the names that come to mind are Still, Leach, Marder, Pope, Byerly and Wasson – the original signers of the Articles of Incorporation, dated Dec. 8, 1969. We are here because they decided it was time to make a difference, and they volunteered countless hours to set in motion this whirlwind of philanthropy.

I think, too, about all of the volunteers, donors and staff who have had a profound impact on the work of the Foundation: Aharrah, Blaine, Harvey, Amsler, Burns, Leach, Kriebel, Kooman, Weir, Slike, Motter, Fleming, Smith, Hughes, Barnes, Roth, Reinhard, Grunenwald and Tripp, and now Pehrsson, France, Alison, Demich, Burns, Truscott and the entire board of directors, past and present. The people are too numerous to list and credit individually, but you know who you are, and you know the true impact you have made on the Foundation, the University and the students we all serve. Again, I say thank you!

I then think of this first fifty years which resulted in hundreds of endowed scholarships, endowed programmatic funds, projects, programs and buildings. This labor of love was marked by many great times, and some trying times, too. The work has been done on campus and in people's homes and businesses, during scheduled meetings and during unscheduled times that the need has arisen, including Christmas Eve. This remarkable contingent of people, through their work for Clarion University Foundation, Inc., has impacted a staggering number of students in immeasurable ways.

Finally, I think about the endless possibilities of the next fifty years, and it warms my thoughts. I hope you feel the same.

Best personal regards



Michael R. Keefer, FACHE
Chief Executive Officer



BECOME INVOLVED
DONATE, VOLUNTEER, SERVE, JOIN OUR TEAM...

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