



## PERFORMANCE REPORT

2015 - 2016





# A LETTER FROM THE PRESIDENT

Dear Friends:

Now is our time to be bold at the University of South Florida. Our trajectory is rising steeply upward and reflects a future filled with promise, purpose and new levels of prestige – a future that reminds me every day of the ongoing, generous support you have given the USF System.

This past year alone, more than 48,000 donors like you contributed over \$71 million, bringing us ever closer toward our USF Unstoppable billion dollar fundraising campaign goal with a total of \$935,062,001 – a remarkable accomplishment for a university founded only 60 years ago.

Our incredible progress for such a young and vibrant university is the result of single-minded determination and dedication to achieve our dreams and surpass our previous standards. Today, we move forward with greater momentum than ever before, propelled this past year by news that should make us all extremely proud: being named an Emerging Preeminent institution by Florida's Board of Governors for the State University System.

This important designation makes us eligible for millions of dollars in additional state funding, helping us shine even brighter as we gain national recognition. To put this in proper perspective, we are only the third university to achieve this designation, and one of only four universities eligible to participate in this program.

Preeminence at USF will provide additional resources to support the exemplary work we are doing on so many fronts. It will have a deeper impact in shaping our course, allowing us to recruit and retain top-tier students, faculty and staff from around the state, country and world.

But that's hardly all we have to celebrate. We continue to make important strides as one of the country's most accomplished institutions in research and innovation, recognized today as a Top 25 American public research university.

Along the way, we have set a new USF record for sponsored research of \$458,506,047. We stand today 9th in the nation for number of patents granted to public universities, and rank in the Top 6 percent nationally in license and option agreements.

We celebrated yet another transformational gift at USF St. Petersburg, as distinguished alumna and retired Raymond James Financial executive Lynn Pippenger donated \$5 million to name the stunning new home for the Kate Tiedemann College of Business. And Barron Collier III, with wife Dana, gave a \$10.85 million gift to the Muma College of Business, creating the Collier Student Success Center.

In every sense, our students are the heart and spirit of the USF System. Many could choose to attend any number of top universities around the country, but they have chosen to build their lives and careers with us, thanks to our standout faculty, staff and programs, and the knowledge that untold possibilities for fulfillment beckon on the horizon.

I want to express my heartfelt appreciation for all you have done to pave our current path, the one we are following now into the brightest of futures.

Our time is now, and together we remain unstoppable. Go Bulls!

Sincerely,

Judy Genshaft  
USF System President



# A NOTE FROM THE FOUNDATION

Dear Friends:

Freedom. Prosperity. Opportunity. These are some of the words that come to mind when you think of the American Dream, born on this country's western frontier and pursued with passion to this very day by the generations of dreamers who followed. There is also another word that epitomizes that dream: Education.

The University of South Florida Foundation is proud to play a role in providing access to a quality and affordable education to thousands of students at USF. And your generosity has made this possible. This past fiscal year, supporters like you contributed more than \$71 million dollars, which puts us closer towards our \$1 billion goal in total giving as part of the USF: Unstoppable campaign.

We're especially thankful to friends like Dana and Barron Collier III, '80, who gave a \$10.85 million gift to the Muma College of Business. This will prepare and equip a new generation of business graduates with the skills they need to succeed. Most notably, the donation furthers the goals of the Corporate Mentorship Program. Its participants are the first in their families to attend college, a fact not lost on Mr. Collier who remarked, "We hear about the American Dream being lost, and here is a program that's doing exactly the opposite."

All of the gifts from our friends and supporters – like you – enrich academic offerings, attract top talent, transform our campus and open doors to students to receive a college degree. They create a sense of pride within our Bull family of students, faculty and staff, and throughout the community. And in the pages that follow, we hope you're inspired by the stories you read and know their success could not have happened without your support.

You inspire us with your commitment to the students, programs and strategic priorities of the USF System. So we thank you greatly for your constant support, and for putting the American Dream within reach.



**Joel Momberg**  
CEO, USF Foundation  
Senior VP  
University Advancement  
& Alumni Affairs



**Joe P. Teague**  
Chair  
USF Foundation Board

# FISCAL YEAR 2015-2016

# THANK

*TOTAL COMMITMENT*  
**\$71,485,601**

**123**  
*NEW SCHOLARSHIPS*

*SCHOLARSHIP DOLLARS RAISED*  
**\$14,080,778**

**68**  
*NEW ENDOWMENTS*

**11,337**  
*FIRST TIME DONORS*

**48,948**  
*TOTAL DONORS*

# USF SYSTEM POINTS OF PRIDE 2015-2016

## IN RESEARCH

- The USF System was awarded a record \$458.5 million in contracts and grants in fiscal year 2016.
- The USF System ranks 25th in the nation among public universities for total research expenditures by the National Science Foundation.

## IN ACADEMICS

- USF is the first ever “Emerging Preeminent State University” in Florida, designated by the Florida Board of Governors in June 2016.
- The USF System was home to 50 national scholarship and fellowship student awardees during the 2015 - 2016 school year.
- USF Tampa ranks in the top 50 among U.S. public institutions in the *Times Higher Education World* university rankings.
- USF St. Petersburg’s undergraduate programs were ranked in the top 25 (#23) for all Public Southern Regional Universities by *U.S. News & World Report*.

## IN THE COMMUNITIES WE SERVE

- USF Health boasts 129 doctors who made the annual Best Doctors in America® list.
- USF Sarasota-Manatee students volunteered 779 hours through Service Saturdays during the 2015 - 2016 school year.
- USF Tampa is ranked 46th among public universities for social mobility, research and civic engagement, according to *Washington Monthly* (2016).
- The USF System has an annual budget of \$1.5 billion and an economic impact throughout the Tampa Bay Region of \$4.4 billion.
- *U.S. News & World Report* ranked USF Tampa as a Best College for Veterans (2016).





OUR SHIRT  
ON

GOVERNOR

# WORK HARD, GET AHEAD: THE AMERICAN DREAM LIVES ON THROUGH THE COLLIER SCHOLARSHIP

It's 5:30 a.m. and Chelsea Derosier is preparing for another 16-hour, non-stop day. She makes breakfast for her daughters, then wakes them to get ready for school and daycare.

As she fills backpacks, she quizzes her girls: *Is everyone dressed? Does everyone have their shoes on?*

Out the door, Derosier drops them off and heads to her favorite table outside the Muma College of Business to study for a few hours before her own school day begins. After working 12 years as a bookkeeper, she returned to school to earn an accounting degree, knowing that decision would come with financial challenges.

"My first couple semesters back to school I took out a ton of student loans," says Derosier. "I didn't have any financial assistance and my husband was working double shifts to keep us financially afloat. We were really struggling."

Receiving the Collier Scholarship in her senior year provided much-needed relief for Derosier and her family. Each year 12 to 15 first-generation students at the USF Muma College of Business receive the Collier Scholarship, which helps pay for books and tuition, and sets students on a path to success.

"The Collier Scholarship lifted a lot of financial pressure off of my shoulders," says Derosier. "I didn't take out a single student loan that whole year and my husband was able to cut back his hours at work. It felt awesome to get rewarded for all of my hard work."

In September 2015, Barron Collier III and his wife, Dana, gave a \$10.85 million gift to the Muma College of Business, creating the Collier Student Success Center. The center brings a number of programs at the college together under one roof: assisting students with career planning; hosting corporate networking events; and offering professional development workshops. It also houses the Corporate Mentor Program, which all Collier Scholars must complete, and which the Colliers have supported and donated to for the past eight years.

"Participating in the Corporate Mentor Program was so helpful, especially as a first-generation student," says Derosier. "I learned things I didn't even know after being in the workforce for 12 years."

Over the last academic year, 130 first-generation juniors and seniors took part in the Corporate Mentor Program. All 72 graduating seniors, including Derosier, finished and started working in their chosen field or entered graduate school.

"Last year we had a 100 percent program placement rate," says program director J.R. Haworth. "The goal is to prepare the students to transition into the real world and getting internships is a big part of that."

This summer, Derosier completed a prestigious 10-week internship with Deloitte, an international financial services firm, and graduated with a bachelor's degree in accounting. Now a graduate student and teaching assistant at the USF Lynn Pippenger School of Accountancy, Derosier is nearing the end of her academic journey and looking forward to beginning her career in public accounting and working her way up to firm partner.

"The Colliers are truly amazing people and having met them, you can see the genuine love they have for what they do," says Derosier. "I am so grateful to them for believing in me and investing in my future. Thanks to their generosity, I am now one step closer to starting a successful career, providing for my family, and setting a positive example for my daughters."

# STUDENT SUCCESS CENTER

## A COLLEGE OF BUSINESS



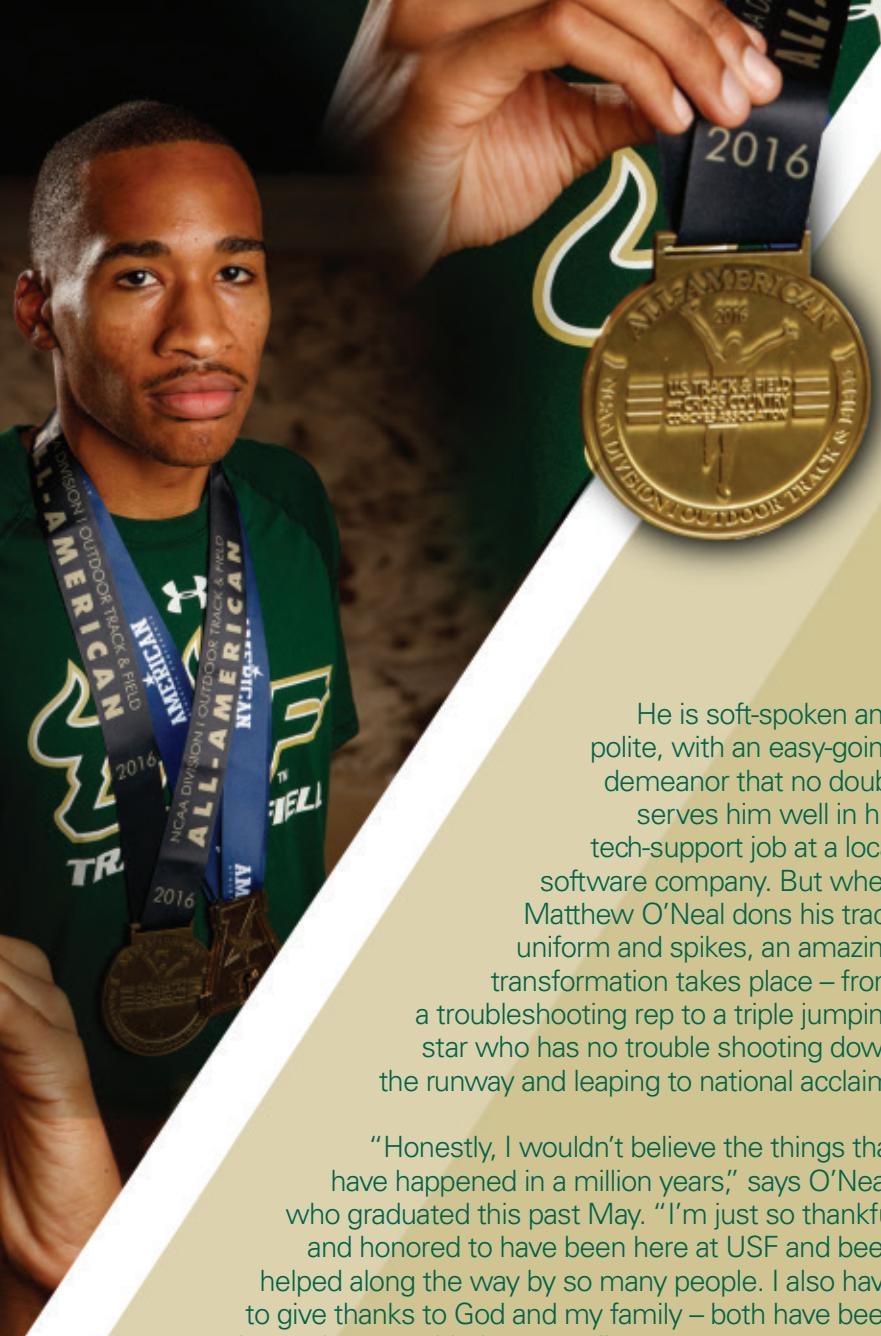
*"This scholarship is like the American dream. It's an opportunity to show that America is still a great place to work hard, show what you can do, and get ahead. First-generation students create a huge ripple effect, showing that people can overcome disadvantaged situations and become successful, and encourage other members of their family and friends to believe they can do the same. From our perspective, the students are the ones doing all the hard work. We are just giving them a helping hand. It's a joy to be able to meet with these students and listen to their hopes and dreams and then watch it all become reality."*

- Dana and Barron Collier III, '80



# TRIPLE THREAT





He is soft-spoken and polite, with an easy-going demeanor that no doubt serves him well in his tech-support job at a local software company. But when Matthew O'Neal dons his track uniform and spikes, an amazing transformation takes place – from a troubleshooting rep to a triple jumping star who has no trouble shooting down the runway and leaping to national acclaim.

"Honestly, I wouldn't believe the things that have happened in a million years," says O'Neal, who graduated this past May. "I'm just so thankful and honored to have been here at USF and been helped along the way by so many people. I also have to give thanks to God and my family – both have been integral to my athletics career."

O'Neal spent the past four years on USF's track and field team dashing toward the sand pit while smashing every triple jump school record in the books. But what made the athletic journey of this six-time NCAA All-American and six-time event conference champion so impressive is that O'Neal came to USF in 2012 with soccer as his primary sport. And what made his pivotal shift in emphasis to track possible was an endowed scholarship by the law firm of Shumaker, Loop & Kendrick, LLP.

In the process, O'Neal made a mark as an Academic All-American; participated in the Foundation-supported Selmon Mentoring Institute program named for the late, legendary Tampa Bay Buccaneers Hall of Famer and USF Bulls icon Lee Roy Selmon; and this past year was honored with the Lee Roy Selmon Award for exemplifying Selmon's character traits of leadership, humility and integrity.

"He's such a great kid," adds his USF triple jump coach Kiamesha Otey. "He has an unbelievable work ethic, great attitude and strong religious faith that follows in everything he does. He's just very grounded."

Except when sailing through the air to complete a triple jump.

It was at a city championship high school track meet that O'Neal's coach summoned him to watch the triple jump action saying, "I want you to try it." The stunned ninth grader studied the sequence of steps, then gave it a shot and finished in the Top 5. A star was born.

Division I college offers poured in from around the country, but on a visit to USF, O'Neal felt right at home and opted for life as a Bull. He came to school on a soccer scholarship, though quickly enticed the track and field coaches with his skill, becoming a two-sport USF sensation. As a senior, wanting to focus on triple jumping and carry a six-class load, he gave up soccer, which meant he no longer had a soccer scholarship. Fortunately, his financial obligations were now covered by the endowed scholarship.

O'Neal never looked back – improving his technique, speed and distances with Coach Otey's help – even landing at the U.S. Olympic Trials in early July. With his family in the stands, O'Neal nailed a personal best jump of 55-feet, 8.25 inches to lead all competitors after the first day of qualifying. Rio beckoned.

In the finals, however, he fell behind the 2012 gold and silver medalists and two other established NCAA champions, finishing fifth, only two spots away from making the Olympic cut.

"It was disappointing not to make the team, but I definitely felt blessed to have made it that far," he says. O'Neal's jumping days aren't over. He has his sights set on next year's World Championships and possibly the 2020 Games in Tokyo – and he has plenty of support, technical and otherwise, to keep the dream flying high.

# SAVING MARA'S SIGHT

Mara Harrington's blue eyes light up when she smiles or punctuates a conversation with her easy laugh. They show no sign of the darkness that once threatened to overtake her vision, and reveal no hint of the extensive and extraordinary work that saved her sight just as she stared into a bright and fulfilling college future.

At 17, Mara had begun her freshman year at USF in 1984 when she began experiencing an increasing cloudiness in her left eye. She had no way of knowing that tiny blood vessels were beginning to burst and bleed, seeping into the eye's vitreous gel, obscuring her view with "floaters" and rapidly diminishing her ability to see.

Frightened but not panicked, and not wanting to leave school, she went to see Dr. Peter Reed Pavan, a professor in USF's Department of Ophthalmology and practicing eye specialist. Mara had been diagnosed with type 1 diabetes as a 7-year-old growing up in Ocala, Florida and Dr. Pavan recognized her condition now as diabetic retinopathy, which could eventually cause her to lose vision in both eyes without proper treatment.

He performed an involved laser surgery on Mara's left eye, and to her immense relief, she could see clearly again.

"I pretty much spent my college life at the ophthalmology department, being treated by Dr. Pavan," she recalls. "But it was nice because we talked about life and things other than my diabetes."

Despite all the disruptions, Mara managed to graduate with a business degree only one semester late. Some thirty years later, Dr. Pavan is still at USF and now chair of the Department of Ophthalmology. And he remembers the teenager who bravely handled that initial delicate surgery. "She was a good soldier and never showed the fear she must have felt," he says. "Obviously she was concerned, but she was always cheerful, and her attitude was, 'Okay, what's wrong? Let's do it!'"

In the decades since, Mara has lived a full and rewarding life – and with normal vision. She married and started a family and traveled the world. Yet all the while, Mara never takes seeing for granted. She admits to opening her eyes one at a time each morning, just to make sure the floaters aren't returning. Even with that lingering worry, or the strict daily regimen needed to manage her diabetes, she says without hesitation, "I've been blessed in so many ways." The good fortune the Harringtons have enjoyed has led them to donate to various causes. But there was one gift they took special pleasure in making this past year.

They gave \$100,000 to the department of the man who saved Mara's sight, Dr. Pavan. In addition, the amount may increase over the next five years to \$125,000, with matching funds from her husband's employer. The money will make it possible to purchase special equipment that would allow for the study of various diseases, including the condition that led Mara to Dr. Pavan in the first place: diabetic retinopathy.

But that's not the only gift she was thrilled to give. When the Harrington's son was born in the mid-1990s, Mara had an idea for a perfect middle name: Pavan.

"What an honor," says her doctor today. "Just incredible."

Yet no less so than the gift he gave a courageous girl so many years ago.





# MOVING FORWARD AND GIVING BACK

At 4 years old, Monique Reynolds started dancing - ballet, tap, hip hop - you name it - and was soon competing state to state to pursue her passion.

She dreamed of performing on Broadway, seeing her name in lights, or maybe traveling the world, dancing on stage with renowned musicians and performers.

But by the time she reached ninth grade, those visions were shattered.

"Everything changed when my parents divorced," she recalls. "Our finances took a big hit. We started moving around a lot in search of new jobs and stability, leaving friends and family behind."

In the midst of family chaos, Monique put her dance shoes away forever and clung to academics like a lifeline, knowing it was the one thing she could control. With limited financial resources, earning a scholarship was her only hope to attend college. She threw herself into her schoolwork and graduated in the top five percent of her class of nearly 800 students. The hard work paid off.

Today, Monique is a newly minted USF alumna with a bachelor's degree and a first year graduate student at the USF College of Behavioral and Community Sciences, studying rehabilitation and mental health counseling. She credits the George W. Jenkins Scholarship for giving her a new life, free of debt and full of opportunity.

George Jenkins, or "Mr. George" as he is fondly remembered, was the founder of Publix Super Markets and believed in hard work and philanthropic giving.

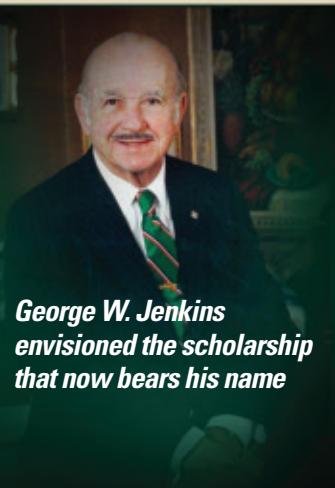
"Creating this scholarship was something that Mr. George wanted to do for a long time," says Kelly Williams-Puccio, executive director of Publix Super Markets Charities. "He wanted the scholarship to go to students who had the heart and the drive, but needed the opportunity to succeed. Carol and Barney Barnett, Mr. George's daughter and son-in-law, were determined to fulfill his vision and now this program is very near and dear to their hearts."

Under their leadership, Publix Super Markets Charities launched the scholarship at USF in 1994, eventually expanding to include three other schools in the Florida-Georgia area. The George W. Jenkins Scholarship offers students a "full ride" to college and covers all costs associated with attending school, including tuition, books, housing, medical insurance and living expenses.

"In addition to their academic success, our Jenkins Scholars are encouraged to give back to their community by participating in service projects and trips funded by Publix Charities," says Williams-Puccio. "Before graduating, each Jenkins Scholar will have positively impacted the lives of many individuals, a focus we are sure they will continue for the rest of their lives."

Monique completed two service trips abroad during her time as a Jenkins Scholar, and as each experience opened her eyes to new levels of poverty, she returned home with a fresh resolve: to make the most of the opportunities she earned and give back whenever she could. She's starting that mission here at USF by serving as a graduate assistant for the Honors Living Learning

Each year Publix Super Markets Charities awards the Jenkins Scholarship to five students at USF, setting them on a course for academic and professional success. Supported by the Honors College, the Jenkins Scholarship Program forms a tight-knit community on campus that provides academic, as well as emotional support, and focuses on building professional and personal skill sets. A vital part of this community is the Jenkins graduate assistants, who meet individually with students on a weekly basis, offering mentorship, advice and friendship, and plan social and service events. Since the inception of the Jenkins Scholarship in 1994, it has been awarded to 106 USF students, totaling more than \$2.6 million in financial support.



**George W. Jenkins  
envisioned the scholarship  
that now bears his name**

"When I found out that I was selected to be a Jenkins Scholar, I remember literally feeling a huge weight lifted off of my shoulders," says Monique. "It was a very emotional moment – to know I was actually going to college – but I didn't truly understand the magnitude or depth of the scholarship until I came to USF and saw how well I was provided for."

As a Jenkins Scholar at USF, Monique lived in the Honors Living Learning Community on campus, surrounded by high-achieving and motivated students. She received a laptop, generous school and living stipends and private tutoring catered to her schedule.

Community and mentoring the next generation of students.

"I've realized being a Jenkins Scholar and a college student is nothing to boast about — all of it is a gift from God," says Monique. "I am so thankful to Mr. George and the Barnett family for the opportunities I've been given."

# ENGINEERING A LEGACY

It's a Thursday evening in Atlanta and Anthony James sits at his desk pondering a question: How do you get affordable and sustainable power to a small, off-the-grid village in Nigeria?

James is contemplating a visit to the West African country to put his expertise into practice once again.

His entire professional life has prepared him for this project. After graduating from USF with an engineering degree, James spent 35 years building an illustrious career in the energy sector – one that began troubleshooting electrical problems at a manufacturing plant and ended when James retired in 2008 as Executive Vice President of Southern Company and President of Shared Services for one of the largest utility companies in the United States.

Yet James says his work is not done.

He is now focused on a multi-tiered effort to establish a lifetime legacy of giving back and inspiring the lives of those he touches to do the same. He wants to improve mankind – at home and abroad – and dedicates his time, expertise and capital to mentor young engineers, improve access to education for minorities and lift up the lives of those less fortunate.

James recalls his own humble beginnings in the changing South during the 1960s. Summers were spent loading watermelons with his father under the hot Florida sun, then later, bagging groceries or digging lab samples for the U.S. Department of Agriculture by day, and washing dishes and mopping floors at a “whites only” restaurant by night.

“I knew one thing for certain,” he says. “I didn’t want to break my back working in the fields for the rest of my life. My mother, an elementary teacher, encouraged me to stay in school and make the most of my education.”

And so he did. James graduated with honors from Winter Haven High School – the first integrated school he ever attended – and started attending Polk Community College, while juggling multiple jobs so that he could stay close to home and help support his family.

By the time he got into the University of South Florida, his heart was set on becoming an electrical engineer – a profession he was exposed to at a young age while working on construction projects with his father, an all-around handyman and apprentice electrician.

With no financial aid, James worked two jobs to pay for school, enduring a brutal schedule that involved long hours and little sleep. His grades suffered as he struggled to balance the scales of work and school.

It was then that he met two men who would ultimately become his mentors, and forever change his life.

One was Bill Packer, James’s roommate, and according to James, the first African American to receive an electrical engineering degree from USF. Packer helped him with his schoolwork, and advised him on the challenges of being a minority in the field and what he would need to do to succeed.

His other mentor at the time was USF career counselor Andrew Minor, who took a special interest in James and helped him land a prestigious internship, a paid co-op position with NASA at the Kennedy Space Center.

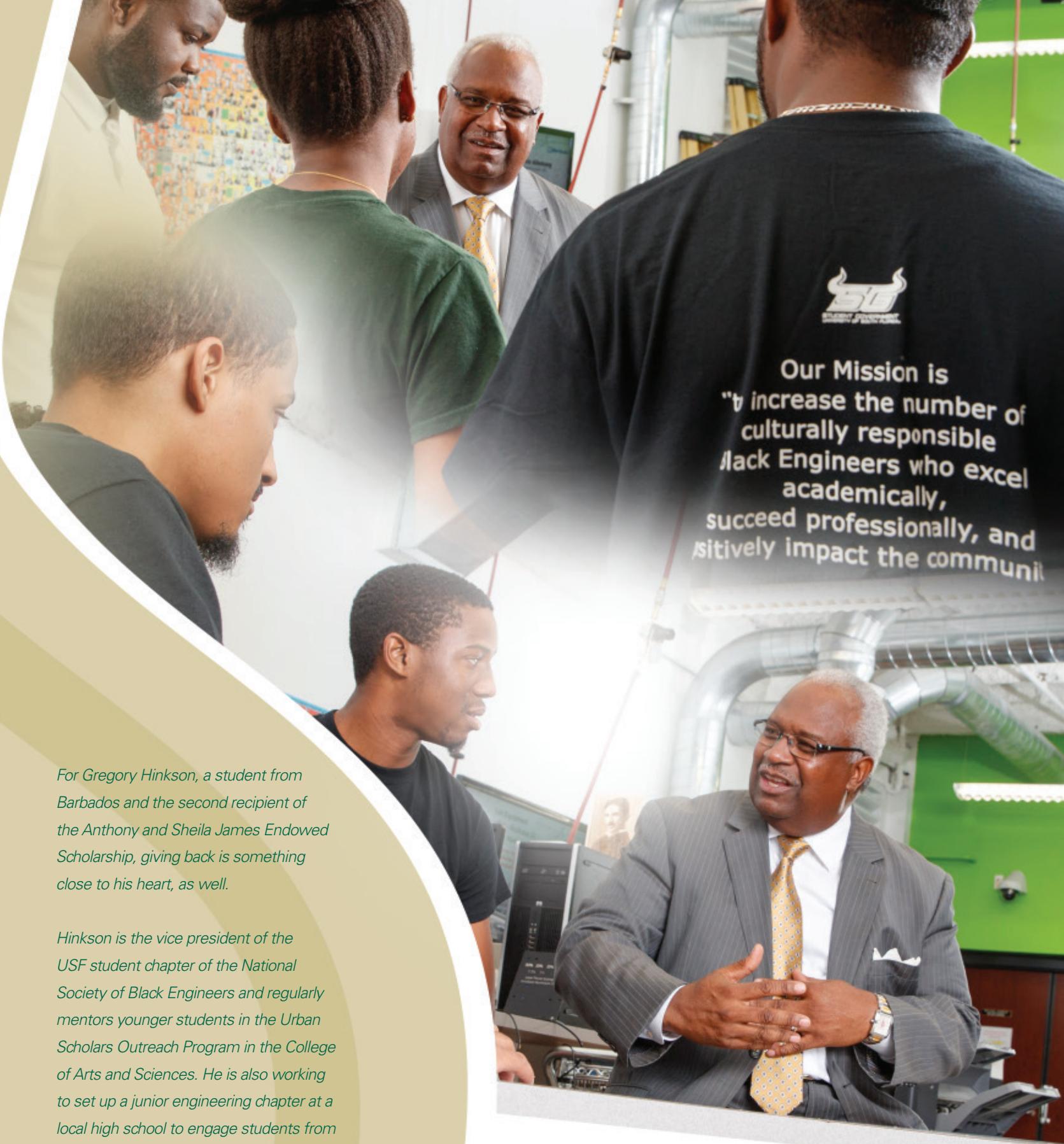
For two years, James worked every other quarter at NASA while he finished his engineering degree at USF.

“I worked with many bright people who were doing fascinating engineering research on things like the Doppler radar, laser printers, and mini computers. I was even there during some of the lunar landings in the early seventies,” says James. “Working at NASA made all the difference in the world to me. It was an extraordinary experience that enabled me to see that all things are possible, and it came about because someone took an interest in me and mentored me.”

In 1973, James walked across the stage for commencement, becoming one of the first black men to graduate from the University of South Florida with an engineering degree with a focus in electricity.

Nearly half a century later, he has returned to the university to continue working on his legacy of giving. In addition to serving on the Foundation Board of Directors and mentoring students, James and his wife, Sheila, have created an endowed scholarship at USF to make higher education affordable for minority engineering students.

“I hope this scholarship will accomplish two things,” he says. “I hope it will relieve some of the financial burden from scholars, allowing them to focus on school work and enjoy their time as a student. I also hope the scholars will appreciate the help and decide to help somebody else. You can always give back – whether it is your time, talent or treasures – you can reach back to lift up someone else.”



For Gregory Hinkson, a student from Barbados and the second recipient of the Anthony and Sheila James Endowed Scholarship, giving back is something close to his heart, as well.

Hinkson is the vice president of the USF student chapter of the National Society of Black Engineers and regularly mentors younger students in the Urban Scholars Outreach Program in the College of Arts and Sciences. He is also working to set up a junior engineering chapter at a local high school to engage students from a young age in STEM subjects.

"My dad always told me, if you receive blessings in life, you should give back," says Hinkson, a junior studying computer engineering. "I appreciate my scholarship and I plan on continuing to give back now and in the future."

**James meeting with the USF chapter of the National Society of Black Engineers (NSBE), which honored him as the 2015 Alumnus of the Year.**

incredibly  
INTELLECTUAL STANDARDS

CLEAR  
SIGNIFICANT  
FAITH  
PRECISE

LOGICAL  
DEEP  
BROAD  
ACCURATE

# THE CHALLENGES THEY FACE: NEW CENTER HELPS VETERANS ADJUST TO CAMPUS LIFE AT USF SARASOTA-MANATEE



It is an unusually quiet weekday morning inside the new Military and Veterans Success Center at the University of South Florida Sarasota-Manatee. That means a regular presence in the modern, cozy lounge can snooze a bit longer before welcoming the next wave of visitors. Ghost, a white canine with a customized green Army vest and his very own nametag, gladly takes advantage of the rare downtime, curled up at the feet of his owner, Todd Hughes.

On most days, the center – a converted computer lab off a long hallway in the rotunda building – is filled with members of USFSM's large veterans population, numbering some 180. They come to enjoy the spirit of camaraderie that bonded them on the battlefield or bases of operation, to explore career opportunities, get job counseling, watch a show on the big-screen TV, or simply to share in the sense of calm and understanding that comes from talking to others who have experienced the horrors and trauma of war.

## UNSEEN HELPING HANDS

*Not everyone chooses to make public their generosity, and the reasons why vary. Over the last 12 years, the USF Foundation has received two dozen gifts from donors who wished to remain anonymous. The donations ranged from \$5,000 to \$5 million, but no matter the amount, the intent is always the same: to positively impact the USF community. And so we say to these donors, thank you!*

forward is a military veteran as well – a silent benefactor for those who often deal with silent pain. "I knew him and I was talking with him about potential donors who could help fund a center, thinking maybe he knew some people," Hughes recalls. "And just like that, he said he would do it. I never expected that. And I was so grateful."

University leadership offered the former lab as a site and the space was soon thoroughly transformed. An architect made creative use of limited space: an office for Hughes, a conference room, a kitchenette, a multi-computer work center, and a comfortable sitting area for watching TV or talking. An interior designer even helped select the furniture, including four blue leather lounge chairs, and a warm color scheme. By May, the center was a reality.



That's where Ghost, a mix of wolf and Malamute with piercingly pale eyes, comes in. Hughes, whose mission as USFSM's Veteran Services Administrator was to create a dedicated center, brings along his new pal as a potential source of interaction for anyone in need. "It's a proven fact that if you pet or play with a dog, that can really help somebody struggling with Post-Traumatic Stress Disorder (PTSD) or depression," explains Hughes, an Iraq War combat veteran who was injured by an improvised explosive detonation on a convoy and has grappled with the lingering effects of PTSD.

There is something else especially fitting about Ghost as a fixture at the center. Just as his name implies the invisible, the center exists today because of the unseen, anonymous donor who made it possible with a \$50,000 gift. Hughes will only say that the person who stepped

One veteran often on hand is Carlos Moreira, 35, currently a USFSM finance major and longtime Marine-turned-reservist.

Moreira saw one tour of active duty in Afghanistan in 2014, and subsequently moved to Sarasota with his Navy veteran wife to be near family. He enrolled at USFSM and today is president of the Student Veteran Society. "A lot of times, people who get out of the military have a tough transition," he says. "Many of us are very young when we enlist and only know the military life. When you leave, it can be stressful. So you need a place to escape – where you can relate to people, and that can provide guidance if you need it. That's why this center is so important to us."

"It's impossible to thank this donor enough," adds Hughes. "His generosity has made such a huge impact in such a short time. The long-term results will be amazing with the vets we help."

And an official greeter named Ghost is ready to do his part.

# LEGACY OF LOVE FOR A LOST DAUGHTER

From the start, Jean and Johnny Still knew there was no holding back their energetic baby girl and youngest of three children, Caroline. Even with the leg braces she had to wear as a 3 year old, to correct a bone curvature problem in her tiny legs, the toddler displayed an irrepressible, upbeat attitude growing up in the family's hometown of Oxford, Mississippi.

"She was always such a determined little girl," says Jean. "She was the spark of the family."

Her boundless spirit burst forth in new ways when she shed the braces, leading her first into competitive gymnastics at a local activity center and then to her passion for dance. And it would eventually light up the lives of so many young women at the University of South Florida, where she served four years as coach of the Bulls football and basketball premiere dance team, the SunDolls.

With her future full of promise, Caroline Still Wiren passed away unexpectedly at age 34 from complications during childbirth. On a mournful day in May 2007, family and friends gathered in Oxford to say their goodbyes. USF Athletics staff and a dozen devastated SunDolls – many of whom had looked at her as a second mom – arrived at the funeral on a bus from Tampa. "It was a long drive for them, but it meant so much to us that the university arranged to get them there," Jean says. "It's been nine years now, and Caroline is never out of our thoughts."

Jean and Johnny have helped keep their daughter's memory alive in the thoughts of many at USF by creating and endowing the Caroline Still Wiren Memorial Scholarship, which annually awards a deserving SunDoll money to help offset the costs of college.

It is a fitting tribute to a woman who taught herself to dance in middle school, eventually going on to excel on the Ole Miss spirit squad, perform with and coach the arena football cheerleaders for the Tampa Bay Storm, before reaching the

pinnacle – the NFL – with the Tampa Bay Buccaneers Cheerleaders.

But it was while working as a textbook sales representative that Caroline learned of the SunDolls opening and landed the job that brought her the most joy: shaping young women as dancers and people.

This year's recipient, two-time senior captain Marissa Martinez, learned about Caroline as a sophomore. SunDolls coach Lori Moses was impressed with her leadership and skill and encouraged her to look into the scholarship. While researching the mandatory application essay, Martinez developed a deep sense of connection to Caroline. "I read all about her, and even though I never met her, I felt a bond because I've been dancing since I was a little girl," Martinez says. "I understood her level of commitment and dedication as a performer, and was so impressed with everything she'd done in her career and at USF."

"She really brought the girls to the next level," Moses adds. "I still keep her posters and her calendars in our office, as a reminder of all she did for us." In addition, the coach has brought in former SunDolls whom Caroline had coached to help run auditions and choreograph new routines.

"She loved those girls," her mother Jean adds quietly. "She was so happy at the end of her life and that makes us feel good. And so does this scholarship, because we know this is what Caroline would want."

The scholarship keeps a SunDoll dancing each year with fewer financial burdens – and the enduring spirit of Caroline Still Wiren shining bright.



**Caroline in junior high school (left) and as a budding dancer**



**Marissa Martinez,  
Caroline Still Wiren  
Memorial Scholarship  
recipient**



# SOMETHING TO BRAG ABOUT

*The contestant nervously stepped forward to face the panel of high-profile judges, poised to pitch a cost-cutting creation that might just be the next big thing in seafood.*



Norma Alcantar knew that if she could grab their attention and make her case persuasively, she could reel in crucial investment dollars and help bring her unique invention to the marketplace. With that, the USF professor in the Department of Chemical & Biomedical Engineering stopped the show in its tracks – with a pungent prop for her presentation.

A dead fish.

It could have been a scene from ABC's *Shark Tank*. But Alcantar's tactic was tied to the premier of a real-life entrepreneurial competition this past May at the University of South Florida, where faculty teams vie for key monetary aid from the USF Foundation and USF Research Foundation.

Welcome to "The Bull Ring" – USF's take on the smash TV show, and short for the Bull Ring Accelerator Grant program, or simply, BRAG. The endeavor offers a combined \$25,000 to the most promising start-up companies created by USF researchers. Alcantar, for one, was determined to make an impression when her turn arrived, eliciting a mix of laughter, groans and raised eyebrows from the eight judges with the recently deceased bass – and underscoring the value of her odor-removing product.

"It was absolutely hysterical," recalls Valerie McDevitt, USF's associate vice president of Technology Transfer & Business Partnerships, who was pivotal in bringing the event to life. "Nobody expected that."

Here's how the program works: All entrants must first participate in the university's Innovation Corps (I-Corps) program, an initiative of the National Science Foundation. In 2015, USF was selected as an I-Corps site by NSF to build, train and mentor I-Corps teams with the objective of guiding academic researchers through the process of transitioning their work from the lab to the public.

That's where BRAG comes in. In an effort to support these research teams, which also include USF students, the seed funding concept was developed by former USF Foundation Board chair Linda O.

Simmons and others, including board member and treasurer Ray "Chip" Newton, USF Foundation CEO Joel Momberg and USF Research Foundation President Dr. Paul R. Sanberg. McDevitt credits the Foundation for seeing the value in the program and envisioning the panel-based format, while she and her team coined the Bull Ring moniker and catchy acronym.

"It was their vision and I had to figure out a way to implement it," she says. "BRAG is the perfect name for this, because it really does give us the opportunity to brag about our folks and bring new companies to the market."

Sanberg, an elected Foundation Board member who also serves as USF's senior vice president for Research, Innovation & Economic Development, is equally enthusiastic: "BRAG provides an exciting opportunity to accelerate the commercialization of university technologies, while helping to grow our local economy and support the entrepreneurial ecosystem at USF."

And ecosystems such as the one created by Dr. Alcantar. She invented technology now used in recirculating aquaculture systems, reducing the time and amount of water needed to remove off-flavor compounds from fish flesh, thus improving the odor and taste of fish to the consumer.

She earned the \$25,000 grant, as did Dr. Daniel Yeh, associate professor of civil and environmental engineering at USF. His company has created a compact, mobile wastewater treatment machine capable of operating independent of sewer, water and electricity connections.

The competition was such a success that a new round will be held later this fall. "I'd have been worrying right now without this program," Alcantar says. "Where would I get the money?"

Now there's an answer: Inside the Bull Ring.

**Left to Right: Norma Alcantar, Daniel Yeh, Paul Sanberg, Valerie McDevitt and Glenn Whichard**



# NOT MISSING A BEAT

University of South Florida alumnus Bill Daggett knows the meaning of hard work and perseverance. A retired Temple Terrace police officer, Daggett has selflessly served his community both in his career and personal life. He's passionate about giving back, and knows that small, steady efforts – made over a long period of time – can add up to something big.

As a USF donor, Daggett is in a rare category. He began giving annually to the university in 1977 and has not missed a single year since. After 39 years of making modest yet consistent donations, his total contribution now equals almost \$30,000.

"I believe in giving," Daggett says. "I received a small scholarship from the Kiwanis Club when I graduated from high school. I think that giving amounts to 'paying it forward' and we all need to do that."

Daggett started at USF in 1969 as an architecture major. However, an introduction to sociology class during his sophomore year inspired him to change his major to that field. Daggett was also involved in campus activities including soccer, the Karate Club and the Sigma Nu fraternity, a longstanding organization with a military heritage and a tradition of offering financial aid.

About three years into his degree, Daggett got married and started a family, but he didn't give up on completing his education. Instead, he worked harder, reinforcing his life's philosophy that constant effort, even in minor increments, can produce meaningful achievements over time.

In total, Daggett took 12 years to graduate while continuing to work full-time jobs in construction and eventually in law enforcement. What began as a job at the Temple Terrace police force as a way to put himself through school became a fulfilling career and another way for Daggett to give back. "I looked at law enforcement as a way to serve," he explains.

Daggett moved up the ladder to the rank of lieutenant before retiring. Now working as a bank compliance consultant throughout the country, he stays connected with USF by rooting for the Bulls sports teams and continues to be a regular source of support to the school that gave him so much.

"I want to see USF positively influence the community," he says. "My goal is to do whatever I can within my means to make that happen."

And he's doing it with little steps that go a long way.



*Daggett's graduation from the FBI National Academy in 2003 with former FBI Director Robert Mueller*



# HARDLY BUSINESS AS USUAL AT USF ST. PETERSBURG



The modern building rises toward completion on USF St. Petersburg's waterfront campus like a beacon of change – a bold structure of glass and stone with swirling circles that seem to bubble skyward along with a new era of business education.

The stunning, four-story walls of the Kate Tiedemann College of Business (KTCOB) hold three remarkable tales of transformational giving. The initial catalyst for this cutting-edge centerpiece was the landmark 2014 gift of \$10 million from Tiedemann, the retired entrepreneur responsible for the largest donation in USFSP's half-century of existence.

Her momentous gesture opened the door to a wave of female philanthropy that has infused the campus with an aura of excitement. Tiedemann's gift was accompanied by a \$1.1 million contribution from businesswoman Ellen Cotton for endowed scholarships and student engagement, leading to the naming of the spacious atrium in her honor. And this past March, distinguished alumna and retired Raymond James Financial executive Lynn Pippenger gave \$5 million to the building that now bears her name.

"We look forward to welcoming our students to the Ellen Cotton Atrium in Lynn Pippenger Hall at the Kate Tiedemann College of Business!" announced USFSP Regional Chancellor Sophia Wisniewska during a packed event to mark Pippenger's second major gift (after giving \$10 million to the School of Accountancy at the USF Muma College of Business in 2015). While legislative funding provided \$29 million in construction costs for USFSP's new addition, set to open this winter, the generosity of the distinguished trio will cover crucial operational expenses. The 68,000 square-foot building will house a college dually accredited by the Association to Advance Collegiate Schools of Business in business and accounting – a status enjoyed by just

1 percent of 16,000 business colleges worldwide – and an online MBA program ranked 15th in the nation and No. 2 in Florida by *US News & World Report*.

The building is impressive in its own right. Designed to evoke thoughts of sun and water, it allows natural light to penetrate easily through reflective patterned glass, and incorporates coral stone. Inside, state-of-the-art programs will be guided by a new dean, Dr. Sri Sundaram. "This is an exciting time to be part of USF St. Petersburg," he says. "I look forward to the opportunity to lead the KTCOB to its next level of excellence."

Like its towering design, and three women who stand tall here, the sky is the limit.

***Artist rendering of the Kate Tiedemann College of Business Building***



# INVESTING IN OURSELVES

Hollie Chancey has been a member of the University of South Florida's Facilities Management team for more than 25 years now, starting out as a student on the staff that keeps the campus beautiful and running smoothly. But her quarter century on the job is noteworthy for a different reason: Chancey was the very first recipient of the Physical Plant Staff Scholarship and has remained in the department's ranks far longer than any fellow honoree.

Today, she is just one of countless individuals who have benefitted from the university's annual Faculty & Staff Campaign, now in its 43rd year of helping employees in the USF System give back to any area of the institution they desire. Facilities Management employees have consistently embraced that opportunity, with more than a third of staff giving to their departmental scholarship fund through the campaign every year.

Staff members like Chancey have been the grateful beneficiaries. "When you get your degree, it opens up the door for better jobs and to make your life better," she says. "That's when I realized the importance of the Physical Plant Staff Scholarship."

Early in her career, Chancey was determined to complete her bachelor's degree and spent whatever money she managed to save on classes. That commitment made her stand out to her supervisors as the ideal candidate for the first Physical Plant Staff Scholarship award. It was a key step in her becoming a college graduate and propelled her on a rewarding career path. She currently works as fiscal & business administration manager for Administrative Services, handling various human resources tasks for Facilities Management. And she constantly encourages others to contribute to the Physical Plant Staff Scholarship, creating opportunities like the one she enjoyed.

Dwayne Callaway, another Facilities Management employee, needs no such convincing.

"I've always been a supporter of the scholarship program because there is so much potential here," says Callaway, who started out in the maintenance department before working his way up to assistant manager of Utilities. "There are a lot of young people who need a little bit of motivation. Whatever I can do to help them is a plus."

The success stories that stem from the Physical Plant Staff Scholarship illustrate the wide-ranging impact of the Faculty & Staff Campaign, which raised \$3.2 million in fiscal year 2016 and enjoyed an impressive 48 percent participation rate System-wide.

"What makes the Faculty & Staff Campaign special is that people get to see the difference they make firsthand," says Dr. Charles Adams, dean of the Honors College and chair of the 2016-17 campaign. "We spend more time at work than we do at home, so it's rewarding to give back where we can really see the impact. Giving to a scholarship, you can see the students who benefit from it every day."

That has always been the case with Facilities Management. Its employees often start at minimum wage, but by the time they have completed their degrees – aided by the Physical Plant Staff Scholarship – they have frequently been promoted within the department and university, or have pursued goals elsewhere.

"I want my employees to succeed," says Director of Operations for Facilities Management Toufic Moumne. "It doesn't matter if they stay working for us or if they go on to another opportunity."

One who stayed longer than any other, Hollie Chancey, could not agree more.

The Faculty  
& Staff  
Campaign<sup>SM</sup>  
For the University of South Florida System

**Front row (left to right):**  
**Hollie Chancey, Angie Jordan, and Carolyn Riggins**

**Back row (left to right):**  
**Saul Ponce, Adrian Smith and Juan Vargas**



# A BRIEF HISTORY OF THE USF CAMPAIGNS



UNIVERSITY OF

## Dollars for Dorms - 1959

A cut in state funding meant no money was set aside for student housing when USF was founded. That led to Dollars for Dorms, the first fundraising campaign to build residential housing on campus, and it sure raised dollars! The community got involved – including the Greater Tampa Chamber of Commerce – raising \$80,000, beating the original Dollars for Dorms goal by more than \$25,000.





### Campaign USF – 1985

As the USF Foundation grew and transformed from an all-volunteer force to paid staff, the fundraising objectives also changed. Campaign USF marked the Foundation's first comprehensive fundraising initiative. The campaign finished having raised \$117 million dollars.

### Great Achievements, Great Expectations - 1995

High expectations indeed as the university underwent great changes. The Sam & Martha Gibbons Alumni Center opened, a renovated MLK Plaza greeted students and Bulls fans cheered for the first football team! The campaign brought in \$256 million, more than double the original goal.

aign

USF:

TIES TO SHAPE  
A'S FUTURE

35

## USF: UNSTOPPABLE®

# 2008

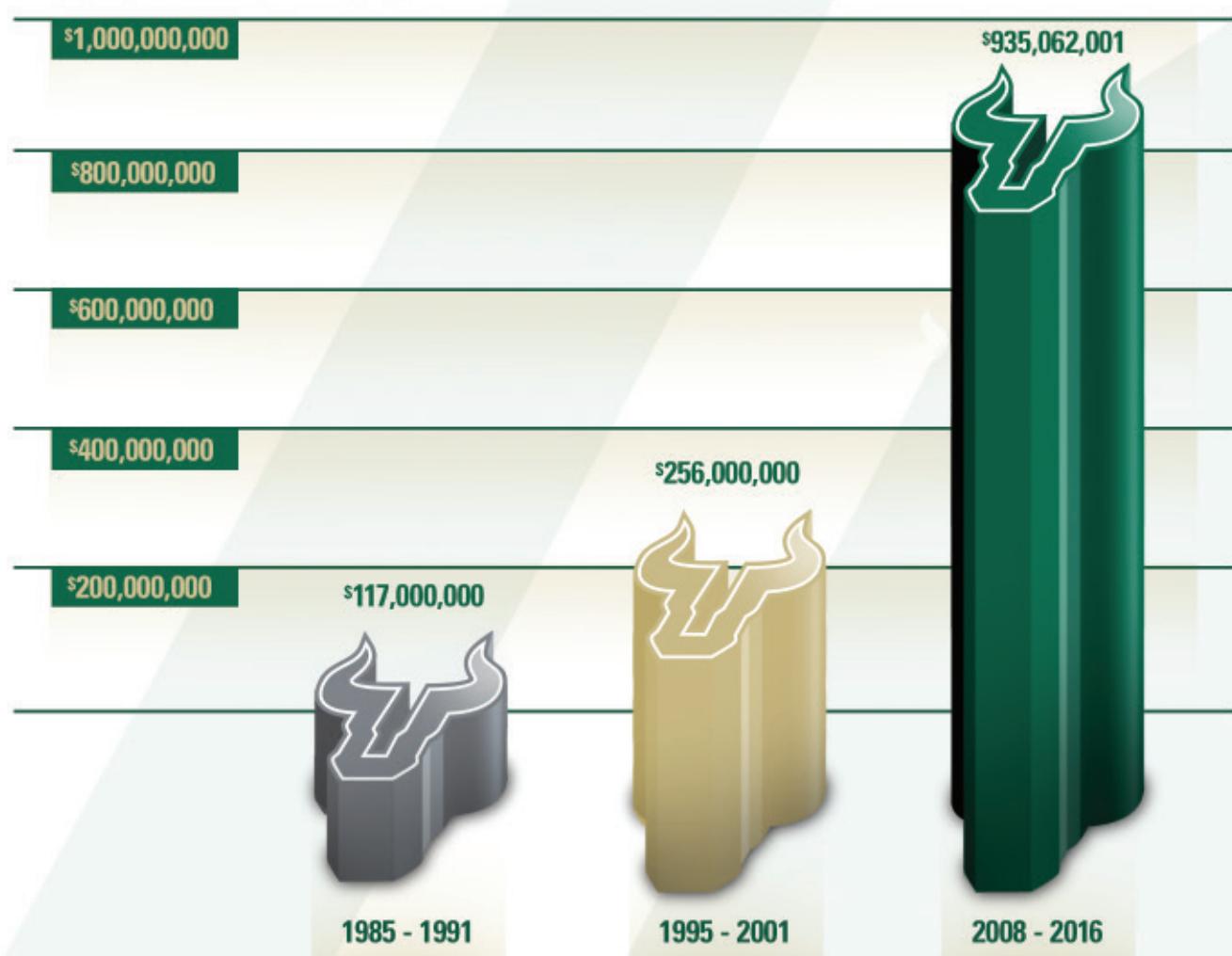
### USF: Unstoppable - 2008

Under the leadership of President Genshaft, the USF Foundation has raised more than \$935 million towards its \$1 billion goal. And from its first meeting on September 22, 1958 to today, its mission remains unchanged: to support the people and programs of the USF System so that we truly are unstoppable.



**USF**  
FOUNDATION  
UNIVERSITY OF SOUTH FLORIDA

## USF CAMPAIGN HISTORY



# DONORS MAKE US UNSTOPPABLE

"Whatever modest success we've enjoyed we owe in great part to USF. We had the opportunity to get a great education and it enabled us to fulfill our potential. We see a lot of folks who aren't going to have that opportunity unless they have some kind of financial help. So for us, it's about giving back and paying it forward."

**Lynn Timmons, '64  
& Ed Timmons, '64**

"While students, we were each very fortunate to receive scholarship assistance from the university and the Muma College of Business in one way or another. We decided to team up and set a goal: to return to USF one day as donors and pass the gift on to the next generation of business women."

**Fadwa Hilili, '13, '15  
Puja Patel, '12, '14  
Giselle Lara, '11, '13  
Anna Morra, '14**

Co-Founders, Forward Scholarship for Women of Excellence



ALUMNI

"I believe education is the key to success, which is why I'm involved in the Parent & Family Programs and why I give. Plus, as a mom, I'm so proud to have my two active students attending USF, a state-of-the-art university. GO BULLS!"

**Monica Soriano, with her kids Monique and Justin**

2016 Family of the Year

PARENT

"Supporting education and the community is a very important part of our mission at Florida Blue. What better place to invest than the University of South Florida, a major economic driver and epicenter of learning in the Tampa Bay area? We love all the work USF is doing, especially the creation of the downtown medical school with USF Health. USF has great programs that work with students, educate the community, and train the workforce of the future."

**David Pizzo**

Market President West Florida, Florida Blue

Florida  
Blue 

CORPORATE

"Attending events at the Alumni Center is kind of like coming back home. This is where we met, received our education and found a connection that - we're proud to say - is still going strong 50 years after first setting foot on this campus. And it's why we supported building the center; so future alumni will always have a home on campus."

**Virginia Fleming, '66  
& Ray Fleming, '67, '68 and past president,  
Alumni Association**



"Part of the recovery from losing someone you love is finding the right way to honor that person's life. As news junkies, my husband, Stephen, and I had been WUSF members all 25 years of our marriage. After his death, the idea to sponsor a news internship to celebrate his life and passion had me over the moon! Stephen would have been so pleased that he might have helped in some small way these bright young people's pursuit as journalists."

**Deborah Van Brunt**

Established the Stephen H. Noble Internship in memory of her husband, Stephen.

"It's about opening the door to opportunity for students. What better way to do that than in the memory of those who have made a higher education possible for me. Endowed scholarships create a legacy that will change lives forever. I invest in scholarships to support qualified, passionate and needy students with an opportunity to realize the benefits of a higher education along the pathway to future success."

**Ralph C. Wilcox, Ph.D., USF Provost and Executive Vice President**

Established four endowed scholarships – three of which are memorial scholarships for his late mother Megan, his wife Barbara and his wife's parents, John and Barbara Horrigan – and the other connected to USF's education abroad program with his alma mater, Exeter University.

**DONOR  
GIVING**

**ALUMNI** \$22,897,085

**CORPORATION** \$18,062,037

**EMPLOYEE** \$2,612,910

**FRIEND** \$ 13,767,292

**PARENT** \$1,710,325

**PRIVATE FOUNDATION** \$10,155,834

**OTHER** \$2,280,118

**TOTAL** \$71,485,601

FOR YEAR ENDED JUNE 30, 2016

# STATEMENT OF FINANCIAL POSITION

## ASSETS

Cash and operating investment pool	\$ 79,924,685
Endowment investment pool	419,550,240
Contributions receivable, net	47,866,808
Other assets	34,673,894
<b>Total assets</b>	<b>\$ 582,015,627</b>

## LIABILITIES AND NET ASSETS

Liabilities	\$ 41,810,434
Net assets	540,205,193
<b>Total liabilities and net assets</b>	<b>\$ 582,015,627</b>

# STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

## REVENUES

Contributions, gifts, and bequests	\$ 36,184,684
Investment gains, net	(3,626,198)
Other revenues	15,738,456
<b>Total revenues</b>	<b>\$ 48,296,942</b>

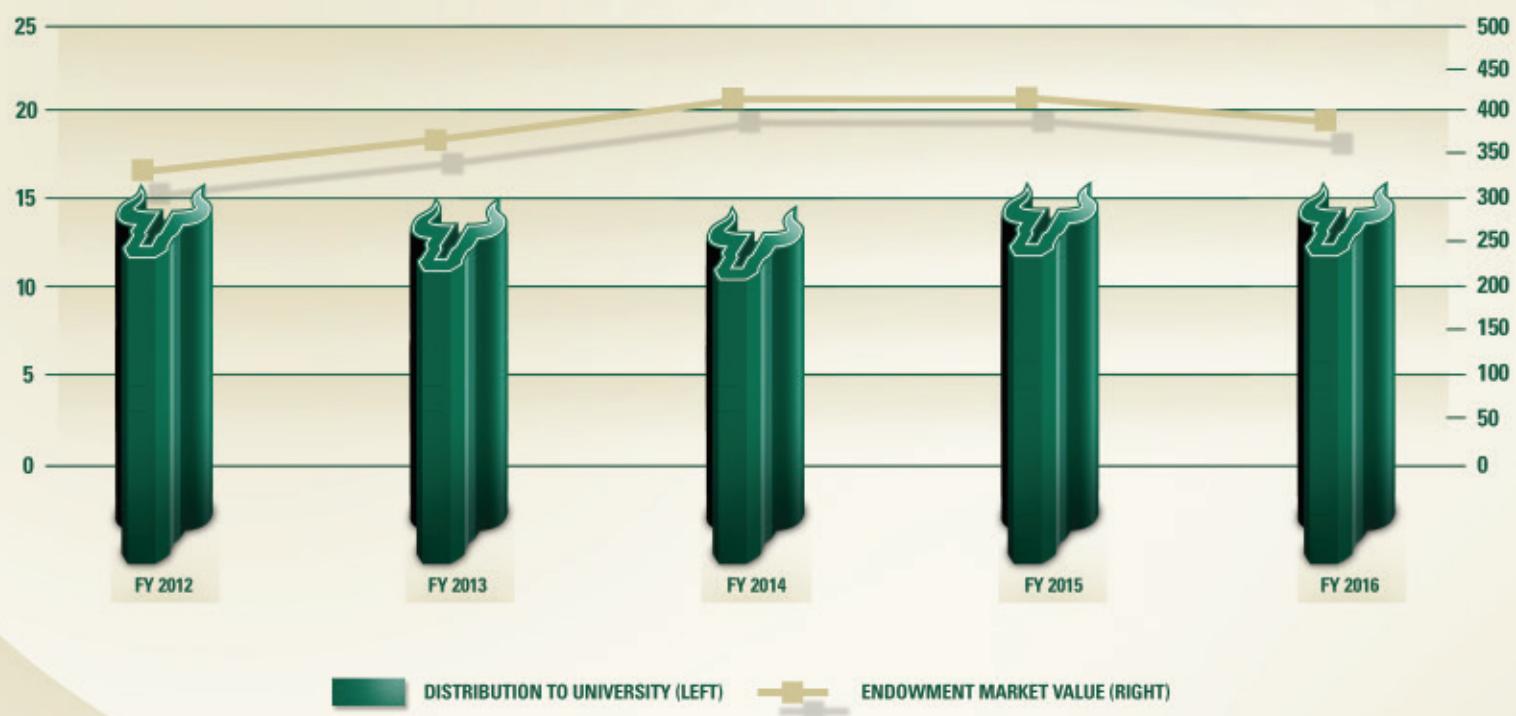
## EXPENSES

Support of university programs and activities	\$ 45,546,250
Operating, fundraising and other expenses	17,902,612
<b>Total expenses</b>	<b>\$ 63,448,862</b>

Other activity	\$ 119,966
Change in net assets	(15,031,954)
Net assets, beginning of the year	555,237,147
<b>Net assets, end of year</b>	<b>\$ 540,205,193</b>



#### 5-YEAR ENDOWMENT HISTORY



- OVER \$152 MILLION IN SUPPORT OF UNIVERSITY OF SOUTH FLORIDA PROGRAMS AND SCHOLARSHIPS OVER THE LAST 10 YEARS

# 2015 - 2016 USF FOUNDATION BOARD OF DIRECTORS

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Tampa, FL

### Mandell "Hinks" Shimberg

Chairman  
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Tampa, FL

### Stella Ferguson Thayer, Esq.

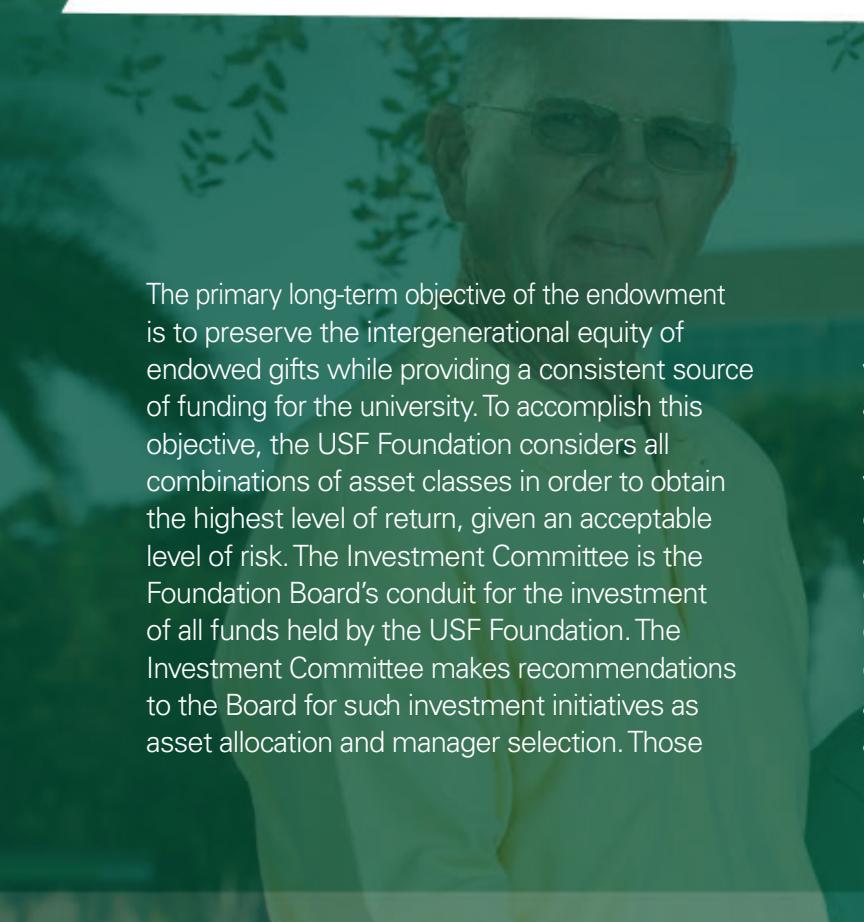
Attorney at Law  
Macfarlane Ferguson & McMullen  
Tampa, FL



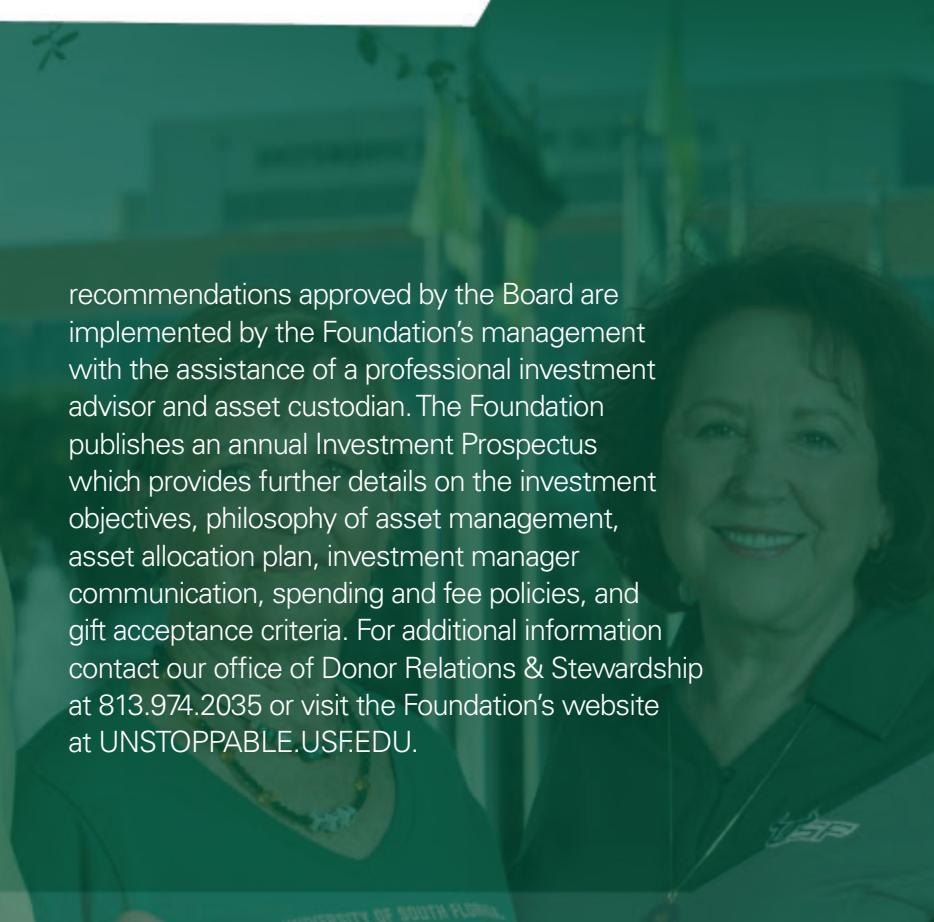
# STATEMENT OF PURPOSE

The USF Foundation is a private, not-for-profit corporation chartered pursuant to Florida law as the legal conduit for the solicitation, acceptance, investment, and distribution of all private gifts made to the University of South Florida System. The USF Foundation promotes higher education in general, and specifically encourages the advancement of teaching, research, and public service through private support for the university's academic and student development endeavors.

The Foundation is guided by a Board composed of business and community leaders who are vitally interested in the welfare of higher education in the greater Tampa Bay region and in Florida. The Board directs the receipt and administration of private funds, properties, and services contributed, in support of activities directly related to the mission of the University of South Florida System.



The primary long-term objective of the endowment is to preserve the intergenerational equity of endowed gifts while providing a consistent source of funding for the university. To accomplish this objective, the USF Foundation considers all combinations of asset classes in order to obtain the highest level of return, given an acceptable level of risk. The Investment Committee is the Foundation Board's conduit for the investment of all funds held by the USF Foundation. The Investment Committee makes recommendations to the Board for such investment initiatives as asset allocation and manager selection. Those



recommendations approved by the Board are implemented by the Foundation's management with the assistance of a professional investment advisor and asset custodian. The Foundation publishes an annual Investment Prospectus which provides further details on the investment objectives, philosophy of asset management, asset allocation plan, investment manager communication, spending and fee policies, and gift acceptance criteria. For additional information contact our office of Donor Relations & Stewardship at 813.974.2035 or visit the Foundation's website at [UNSTOPPABLE.USFEDU](http://UNSTOPPABLE.USFEDU).

## ENDOWMENT INVESTMENTS

# DONOR BILL OF RIGHTS

***Philanthropy is based on voluntary action for the common good.***

It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organization and causes they are asked to support, we declare that all donors have these rights:

- To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- To be informed of the identity of those serving the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- To have access to the organization's most recent financial statements.  
To be assured their gifts will be used for the purposes for which they were given.
- To receive appropriate acknowledgment and recognition.
- To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of this statement in its entirety was developed by the American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP), and adopted in November 1993.



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