



CLARION UNIVERSITY FOUNDATION, INC.

**CHANGING  
GROWING  
PREPARING FOR THE FUTURE**

2014-2015 Annual Report **A YEAR OF  
GREAT CHALLENGES** and  
**GREAT SUCCESSES**

# PRESIDENT'S MESSAGE



It is a pleasure to report at the end of the 2014-15 fiscal year that Clarion University Foundation, Inc., is strong, developing, growing and continuing to serve the university and region in all that it does.

It was another busy year that included: raising over \$1.5 million in donations; changing its organizational structure to better meet the needs of fundraising for Clarion; constructing more replacement campus housing (its largest building project to date); and managing its assets which now number over \$154 million.

We are continuing to support the dramatic changes occurring at the university as it meets the current needs of students. We do this through annual scholarship and program funding of almost \$2 million and over 900 students, special project completion, and through a further commitment which has established a formal full-time office of scholarship management at the university.

It is also our pleasure each year, along with President Whitney, to formally recognize our student scholars at a dinner that brings scholars together with donors. We cannot begin to share all the activities through which the Foundation supports Clarion, but to be sure, our impact is significant and lasting. This is our mission.

Of course, none of this is possible without the commitment of the Foundation board members, the alumni and staff of the university, our donors, and the Foundation staff. We want to thank you all. This coming year, we will continue to contribute, participate and effect impact. One thing that will not change is our undying commitment to the university and the region we love.

**COURAGEOUS. CONFIDENT. CLARION!**

All the best,

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

Jane K. France, President

# MEET THE TEAM

## FOUNDATION MAKES COMMITMENT TO FUNDRAISING FOR THE FUTURE

The Foundation has extensively reviewed its capabilities and organizational structure. As a result, it has begun organizational changes targeted to further its fundraising capabilities and its commitment to alumni.

The first step of this development was completed in 2014-15 with the separation of Alumni Relations and Annual Fund. A new director of Annual Fund, Budd Lauer, and Annual Fund officer, Rachel Tiche, were hired to focus specifically on fundraising.



Budd Lauer



Rachel Tiche

Our current director of Alumni Relations, Laura King, now has the sole focus of alumni relations as we welcomed a new assistant director, Emily Weaver, this summer.



Laura King



Emily Weaver

Also changed was the designation of Diane Beatty as a full-time support person for fundraising, and Sammi Beichner as a full time support person for alumni relations.



Diane Beatty



Sammi Beichner

During the coming year, the Foundation plans to fill multiple development officer positions while the search for a director of development continues.

Maintaining focus on the operational side of the organization continues as well, as we are not just about fundraising anymore. The Foundation will continue this development to better meet current and future expectations that make everyone successful.



# SUITES ON MAIN

## HIGHLIGHTS

*Half-Way There!*

**240,000 sq. ft.**

The Foundation is **WELL OVER HALFWAY** to completing its **LARGEST** building project in its history, the **SUITES ON MAIN** student housing.



**AT THE REQUEST** of the university to replace more aging campus housing, planning for the **\$60,450,000** project began in 2009 and we broke ground in **MAY 2014.**

**300+ PEOPLE** attended the open house of the north building on **SEPT. 10, 2015,** as we celebrated Clarion's newest student housing option.

The north building **OPENED THIS FALL** while the south building is on schedule to open for **SPRING SEMESTER, 2016.**

The project, which houses **728 STUDENTS** in suites-style housing in two buildings, also brings to Main Street a **THEATER,** **THE UNIVERSITY BOOKSTORE,** **STARBUCKS,** and the **DEN, BY DENNYS.**

## FOCUS ON

# SCHOLARSHIP RECIPIENTS

### KATE HAMMOND

Paying for my college experience is a topic that has been brought up since before I was born. The overwhelming cost of college is enough to scare American youth who hope to attend college, and I am definitely not an exception to that.

Financial limitations dictated almost everything that I did academically since I was young; I knew that if I wanted to be successful and have a good education that I would have to work hard and hope that others would recognize my dedication and provide assistance. When it came time for me to start paying for my college education at Clarion University, my hard work and sacrifices finally were recognized. Thanks to the generosity of scholarship donors and selection committees at Clarion University who saw potential in me, my college dreams were made possible.

**I am in my third year at Clarion University, pursuing a bachelor's degree in nursing as well as minors in psychology, microbiology and honors. On campus I am captain of the English equestrian team, vice president of programming for Delta Phi Epsilon sorority, recruitment coordinator for the Honors Program, a member of the Student Honors Association, and a member of Nursing Club. At Clarion I have found success in so many things that I love and have learned how to work hard to make sure that my accomplishments can benefit others as well.**



As a scholarship recipient I feel that it is especially important to be an active participant in the community so that I can ensure that the investments others have put into my Clarion University experience are not wasted, nor will they end with me.

My goal is to become a nurse practitioner, specializing in oncology, so that I can continue to help people who are struggling with a difficult diagnosis. This goal is one that I cannot meet with just hard work and dedication; I rely on the support and generosity of others to help me overcome some of the immense costs that accompany this goal, and for this generosity and support, I am forever grateful.

Scholarships received:  
M.M. and Minnie H. Kaufman Leadership Scholarship  
Foundation Honors Scholarship  
Mary Ellen Horlacher Oldt Nursing Scholarship

## FOCUS ON

# DONORS AND RECIPIENTS

### UNIVERSITY CLUB: \$5,000 OR MORE

Dr. Ernest C. Aharra '49 and Mrs. Margaret A. (Behringer) Aharra '49  
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Dr. Floyd Barger '58  
Mrs. Milissa A. (Steiner) Bauer '84 and Mr. Todd Bauer  
Kenneth W. Beels Charitable Trust  
Mr. John V. Calipari '82 and Mrs. Ellen Calipari  
Mr. Michael G. Casciato '81  
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Ms. Jane K. France '71 and Mr. Christian L. Allison  
Mrs. Beverly R. (Reese) Greenwell '59  
Dr. Joseph P. Grunenwald and Mrs. Janice M. Grunenwald



**SAMANTHA BEAL** is a sophomore English and communication dual major at Clarion who has worked the past few summers for the local newspaper The Clarion News.

"I began writing for the newspaper two summers ago," Beal said. "From there, things at Clarion fell into place. Scholarships available to journalism students popped up. Applying for them could not have been simpler."

Beal entered her second year of college with the assistance of the communication department through the Mass Media and Journalism Scholarship, the James Cole Scholarship and the (Oil City) Derrick Scholarship.

A member of the Honors Program and daughter of a math professor, Beal is eligible for other support, as well. The David Smith Housing Honors Scholarship, France Allison Honors Scholarship and APSCUF Scholarship have made her sophomore year on campus easier.

"With costs increasing at Clarion and other state schools, having a little extra help makes a huge difference," Beal said.

Beal plans to continue working for The Clarion News. She also wants to extend her professional horizons by submitting her work to magazines and publishing companies. She is most grateful for the foundation's support, which aids her in attending school for what she loves to do: write.

Scholarships received:  
APSCUF Scholarship  
Gilbert Neiman Scholarship  
Gene and Connie Smith Scholarship Fund  
Mass Media and Journalism Scholarship  
James Cole Scholarship  
(Oil City) Derrick Scholarship  
David Smith Housing Honors Scholarship  
France Allison Honors Scholarship

**“ THINGS AT CLARION FELL INTO PLACE. SCHOLARSHIPS AVAILABLE TO JOURNALISM STUDENTS POPPED UP. APPLYING FOR THEM COULD NOT HAVE BEEN SIMPLER.”**

### SAMANTHA BEAL

The Heinz Endowments  
Mr. Michael H. Hinderliter '71 and Mrs. Kay M. Hinderliter  
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*\* Donor passed away in the year reported.*



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*\* Donor passed away in the year reported.*



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*\* Donor passed away in the year reported.*



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 Mr. Jeff T. Snodgrass and Mrs. Wendy Snodgrass  
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**“ THROUGH MERIT SCHOLARSHIPS AND NOW  
 MY CURRENT EMPLOYMENT, THE FOUNDATION  
 HAS PROVIDED ME WITH THE RESOURCES AND  
 OPPORTUNITIES TO SUCCEED IN EVERY  
 ENDEAVOR AT CLARION.” WILLIAM SNYDER**

South Central Alpha Housing & Health, Mr. John P. Hughes '86  
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*\* Donor passed away in the year reported.*

*For a complete list of donors giving \$250 and above and the Clarion University G.O.L.D alumni listing, visit [www.clarion.edu/2014-2015](http://www.clarion.edu/2014-2015) Donor Wall.*

*The listing of names of our contributors is subject to error, both human and computer. If there is an error, please accept our apology and bring it to our attention.*

**WILLIAM SNYDER** graduated from Clarion University in May of 2015 with a B.S. in Physics and a concentration in astrophysics. Now, he enters his second semester as a graduate student in the College of Business Administration and Information Sciences.

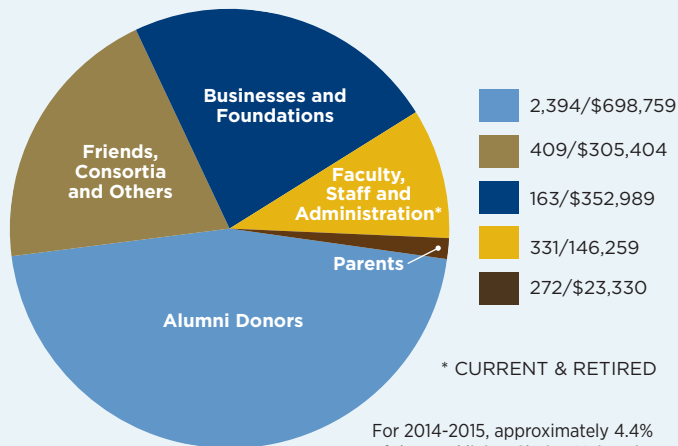
During his undergraduate career, Snyder received several Foundation scholarships including the Foundation Honors Scholarship and the Paul Shank Award for Excellence in Physics.

“These scholarships enabled me to worry less about my finances and focus more on giving back to the campus and community,” he said.

Snyder volunteers his time producing and presenting planetarium programs for local school children and the region’s public. By sharing his passion for space, Snyder hopes to inspire the next generation of Golden Eagles to seek careers in the sciences.

Scholarships received:  
 David C. Smith Housing Scholarship  
 Foundation Honors Scholarship  
 Paul Shank Award for Excellence in Physics

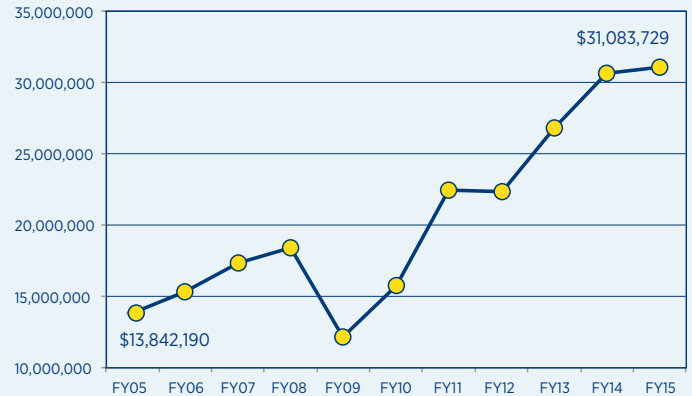
## 2014-2015 DONORS/CONTRIBUTION REVENUE (3,569 / \$1,526,741)



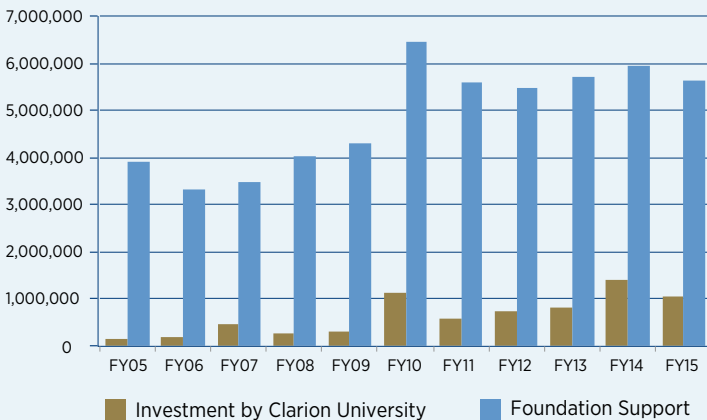
\* CURRENT & RETIRED

For 2014-2015, approximately 4.4% of the total living Clarion University alumni (2,394 out of 54,420) had made contributions to the Foundation.

## GROWING OUR ENDOWMENT ENDOWMENT BALANCE FY05-FY 15

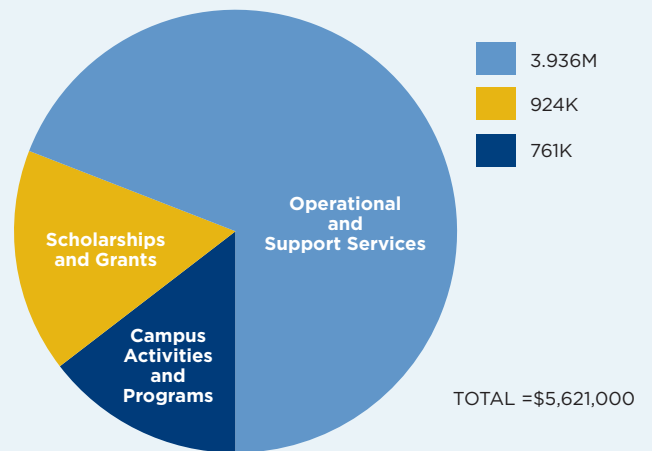


## FOUNDATION SUPPORT TO CLARION UNIVERSITY



On average over the last 11-year period, the university has received \$7.60 for every \$1 invested with the Foundation.

## FY 2015 SUPPORT BY CATEGORY (REPRESENTED IN THOUSANDS)



## CONDENSED BALANCE SHEET JUNE 30, 2015

	JUNE 30, 2015	JUNE 30, 2014
<b>ASSETS</b>		
Cash, Cash Equivalents and Other Current Assets	\$33,582,585	\$67,644,402
Investments	32,188,726	30,737,736
Other Long Term Assets	88,825,435	55,529,049
<b>TOTAL ASSETS</b>	<b>\$154,596,746</b>	<b>\$153,911,187</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts Payable and Accrued Expenses	\$5,215,789	\$4,231,463
Debt Outstanding	106,431,177	107,230,754
<i>Total Liabilities</i>	<i>111,646,966</i>	<i>111,462,217</i>
Unrestricted Net Assets	10,655,117	10,553,009
Temporarily Restricted Net Assets	13,963,469	14,155,366
Permanently Restricted Net Assets	18,331,194	17,740,595
<i>Total Net Assets</i>	<i>42,949,780</i>	<i>42,448,970</i>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$154,596,746</b>	<b>\$153,911,187</b>

## FROM THE CEO

Once again this past fiscal year, our 45<sup>th</sup>, our Foundation faced great challenges and saw great successes. We celebrated and honored the past for all that it has given us, while we reaffirmed our commitment to move forward.

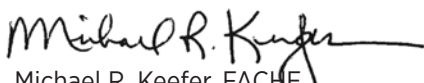


The Foundation is on the go – changing, growing and preparing for the next 45 years. We sincerely hope that you will join us and find a way to impact Clarion where it will do the most good. There are many ways you can accomplish this: by **volunteering, participating, engaging, contributing or simply learning more about us**, to name a few.

We count ourselves fortunate to know so many people who hold Clarion dear, from alumni to friends to staff, and we cannot adequately express our appreciation for all that you bring to our mission. If, however, you're reading this annual report and you have not become involved yet, call, write, email or ask us to visit. We want to hear from you!

Our next year will continue down this same path of change and growth as we continue to work to meet new challenges and help to secure the future of our university and the region we love. **COURAGEOUS. CONFIDENT. CLARION!**

Thank you,



Michael R. Keefer, FACHE  
Chief Executive Officer

## BECOME INVOLVED CALL - WRITE - EMAIL

CLARION UNIVERSITY FOUNDATION, INC.  
Seifert-Mooney Center for Advancement  
Clarion University of Pennsylvania  
840 Wood Street, Clarion, PA 16214-1232  
Phone: 814-393-2572 (TTY/TDD): 814-393-1601  
[WWW.CLARION.EDU/FOUNDATION](http://WWW.CLARION.EDU/FOUNDATION)

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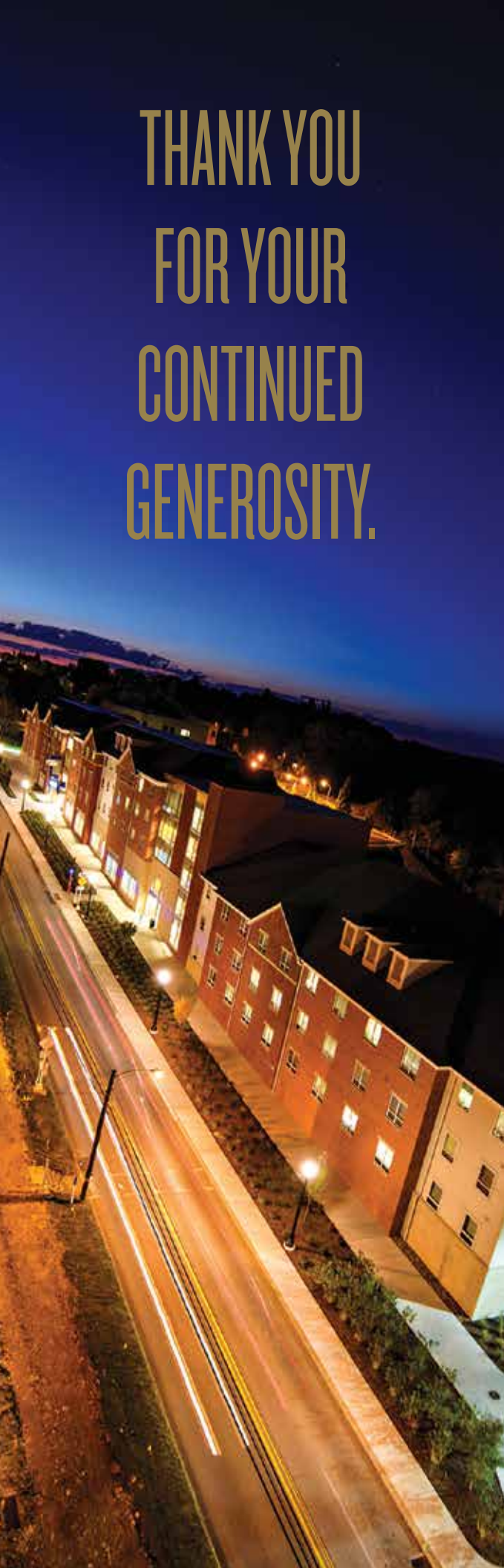
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