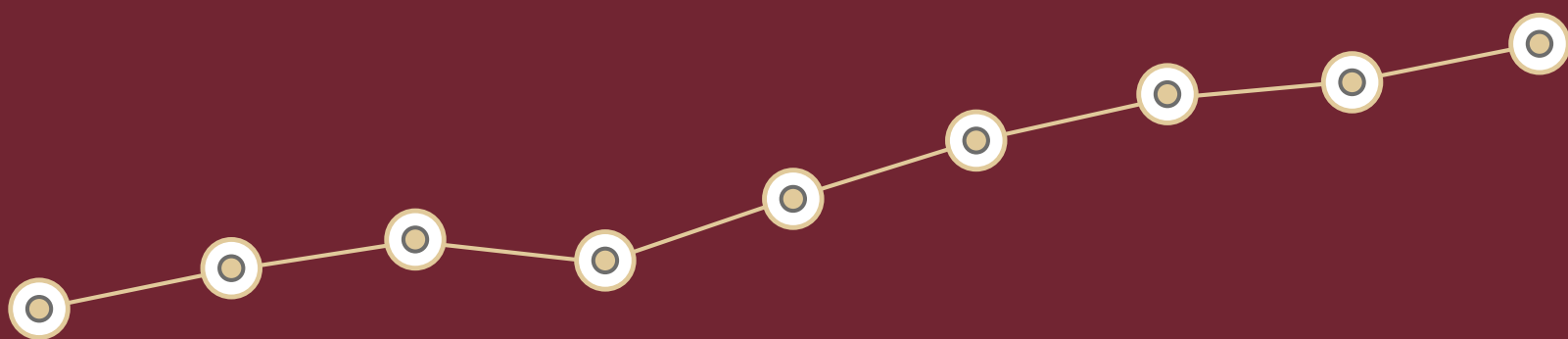


BEYOND THE NUMBERS



FLORIDA STATE UNIVERSITY FOUNDATION
2017-18 REPORT ON GIVING



The FSU Foundation has shared many numbers with you this year, and that's because we have many reasons to be thankful—1,158,665,865, to be exact. But these numbers are just one part of our success story. This year's Report on Giving celebrates the other side, the stories and faces beyond the numbers. Without the loyal support from FSU donors, we wouldn't be able to do the things that make Florida State University truly great. This report is dedicated to these gracious individuals for their unwavering support.



I am grateful to you, our donors—alumni, friends, faculty, staff, students and charitable organizations—who have helped to make fiscal year 2018 one of the most successful in Florida State University history. Together, we expanded the boundaries of what is possible and set the University on a path of greatness for many years ahead.

In June, we successfully completed the *Raise the Torch* campaign. Through *Raise the Torch*, FSU joins an exclusive group of public institutions that have completed a \$1 billion fundraising campaign and, in so doing, sailed well past our goal to \$1,158,665,865 in gifts and pledges received. This impressive number is just one of many reasons to be proud to be a Seminole.

We ended the fiscal year with a total university endowment of \$681,369,753. The FSU Foundation's endowment of \$500,910,477 created earnings that, combined with outright gifts, provided more than \$45 million to support the University. These numbers increased significantly since the start of the campaign. Since 2010, the University and Foundation endowments have grown more than \$156 million and \$103 million, respectively. University support also has dramatically increased during that time period, providing more than \$17 million cumulatively in additional funds for student scholarships, endowed chairs and professorships, academic programs, facilities and other initiatives.

We are knocking at the door of achieving another important university goal. Florida State advanced seven places in the 2019 *U.S. News & World Report* annual "Best Colleges" rankings to No. 26 among public national universities. This leap is the biggest single-year improvement in University history and places us in sight of becoming a top 25 public university. Philanthropy plays a key role in our rise in the national rankings, as undergraduate alumni giving percentage is a metric used to determine success. The two-year average rate for our alumni giving has increased again to 19.5 percent, showing both the state and world that the FSU alumni community demonstrates exceptional pride and confidence in Florida State University.

We are in a remarkable period in Florida State's history. Thank you for your unyielding dedication and support for this special learning community and for all you have done this past year to advance the mission of Florida State.

John Thrasher
President
Florida State University



By any measure, fiscal year 2018 was one of great success for the Florida State University community. I am pleased to share with you, stories that profile the many individuals who make important things happen as well as highlight our year's accomplishments. The numbers included in this report showcase a strong and growing University, but our achievements are driven by our Seminole community. Within these pages we illustrate just how the support we receive from our donors directly affects the daily life of the Florida State community.

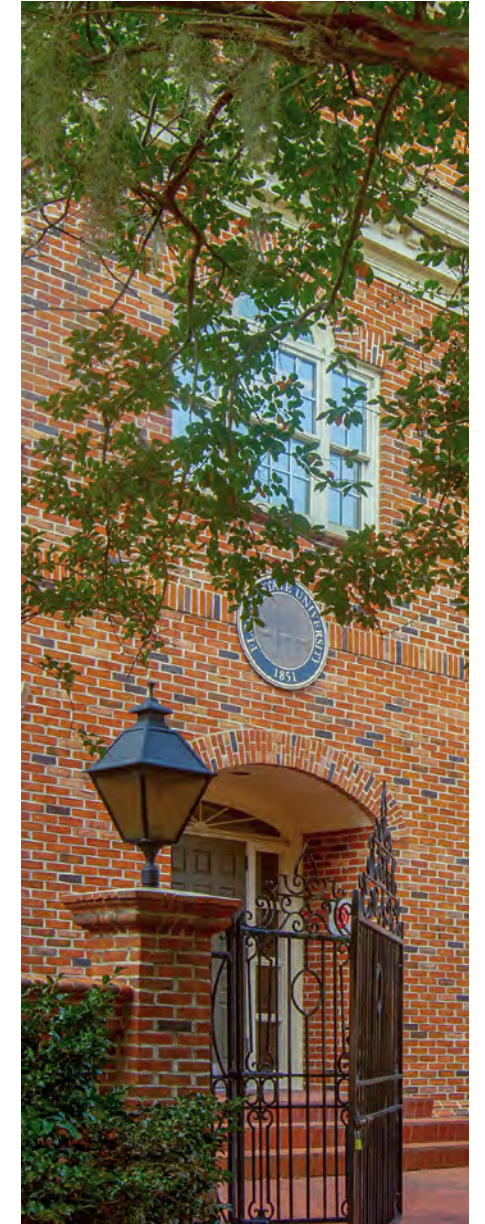
As the University's \$1 billion campaign concluded June 30, 2018, we saw first-hand the positive impact it will have on both our students and faculty. *Raise the Torch* donors created or enhanced 1,304 student scholarships and 94 professorships. These gifts do more than ensure the University's longevity. They will help make the dream of college education a reality for countless future Seminoles and enable the world's top minds to call FSU home.

Speaking of homes, I'm pleased to share the FSU Foundation moved into its new building in August 2018. The building is closer to the main campus and provides a visual reminder of the significant role philanthropy plays in the University's success. In addition to enhancing our connection to the University, by establishing a visible, permanent home, we have created a valuable, long-term asset for the organization.

I am pleased to report that for the eighth consecutive year, the FSU Foundation received a clean audit report with no management letter comments as a result of its external audit. The Foundation is proud of this accomplishment and will continue to ensure it remains accountable to our donors and the University, and has in place appropriate safeguards and internal controls.

We are proud to share with you some of the great things happening on campus that resulted from your generosity and I hope you enjoy learning the stories beyond the numbers. On behalf of the entire University community, thank you for your commitment and support of Florida State. I invite you to join us in our future success by making a philanthropic gift and becoming more involved in the life of this great University.

Julie Dunn Eichenberg
Chair, FSU Foundation Board of Trustees





Statement of Financial Position

	2018	2017
ASSETS		
Cash and operating pool investments	\$58,313,174	\$49,946,872
Contributions receivable—net	74,308,958	76,656,200
Investments	576,349,377	550,178,600
Other assets	33,907,665	30,632,681
TOTAL ASSETS	\$742,879,174	\$707,414,353
LIABILITIES AND NET ASSETS		
Liabilities	\$28,345,568	\$28,338,188
Net assets	714,533,606	679,076,165
TOTAL LIABILITIES AND NET ASSETS	\$742,879,174	\$707,414,353

AS OF JUNE 30, 2018 AND 2017



Seminole Emergency Relief Fund Panama City Campus

Florida State University has created a relief fund to benefit faculty, staff and students at FSU Panama City. The current goal is to help victims of Hurricane Michael meet their essential needs.

give.fsu.edu/relief-pc

It was in 1982 that FSU created a unique connection with the local community surrounding Panama City, Fla. The University established the Florida State University Panama City campus and for more than 35 years, FSU Panama City has provided regional residents with access to a high-quality education and the opportunity to pursue a nationally recognized degree closer to home.

With notable faculty members and an expanding list of degree programs—including two new engineering curriculums through partnerships with the FAMU-FSU College of Engineering—the regional campus has grown into an educational hub for the area, significantly helping thousands to achieve their academic and professional goals.

John and Gail Robbins have excitedly witnessed the bayside campus transform into the bustling community of innovation it is known as today. As FSU Panama City looked to enhance the availability of programs and opportunities offered, the long-time supporters recognized the important role first-rate facilities play in the University’s ability to expand.

To amplify the student experience, the couple responded to a need for an accessible area to facilitate several student services, and generously established the John and Gail Robbins Center for Academic Excellence and Innovation.

The newly distinguished center provides a variety of features, rooms and resources for students and faculty. There is open space to encourage student collaboration and project work, lounging areas for after-class relaxation and in-person tutoring. It also boasts the Digital Design Studio, which offers creative digital software and data analysis programs. The creative space has been utilized by students to build working robots and even to participate in a rocket design competition for NASA.

“The generosity displayed by both John and Gail is one of the many ways FSU Panama City has been able to continue to grow,” shared Randy Hanna, dean of FSU Panama City. “The center is not only a prominent place for learning on campus but an asset to the University’s mission of addressing the immediate needs of our student body and regional communities.”

Statement of Activities

	2018	2017
REVENUES		
Contributions	\$34,514,507	\$31,569,212
University support	7,146,984	7,832,639
Investment earnings	45,220,840	60,643,026
Other revenue	8,488,202	5,964,999
TOTAL REVENUES	\$95,370,533	\$106,009,876
EXPENSES		
University program and facilities support	\$42,474,832	\$42,508,454
Foundation operations	16,086,135	17,773,693
TOTAL EXPENSES	\$58,560,967	\$60,282,147
EXCESS OF REVENUES OVER EXPENSES	\$36,809,566	\$45,727,729
Other activity	(1,352,125)	1,400,644
CHANGES IN NET ASSETS	\$35,457,441	\$47,128,373
Net assets at beginning of year	\$679,076,165	\$631,947,792
NET ASSETS AT END OF YEAR	\$714,533,606	\$679,076,165

FOR THE YEARS ENDED JUNE 30, 2018 AND 2017



The Florida State University College of Business is one step closer to being recognized among the nation's top 25 public schools of business, thanks in part to FSU alumnus Bob Sasser and his wife, Pam. Sasser, a 1973 marketing graduate, matched a \$500,000 gift to Florida State from Dollar Tree Inc., the company he led as chief executive officer and president before recently becoming executive chairman. Sasser's generosity doubled the gift's impact to \$1 million and established the Bob Sasser Professor of Marketing.

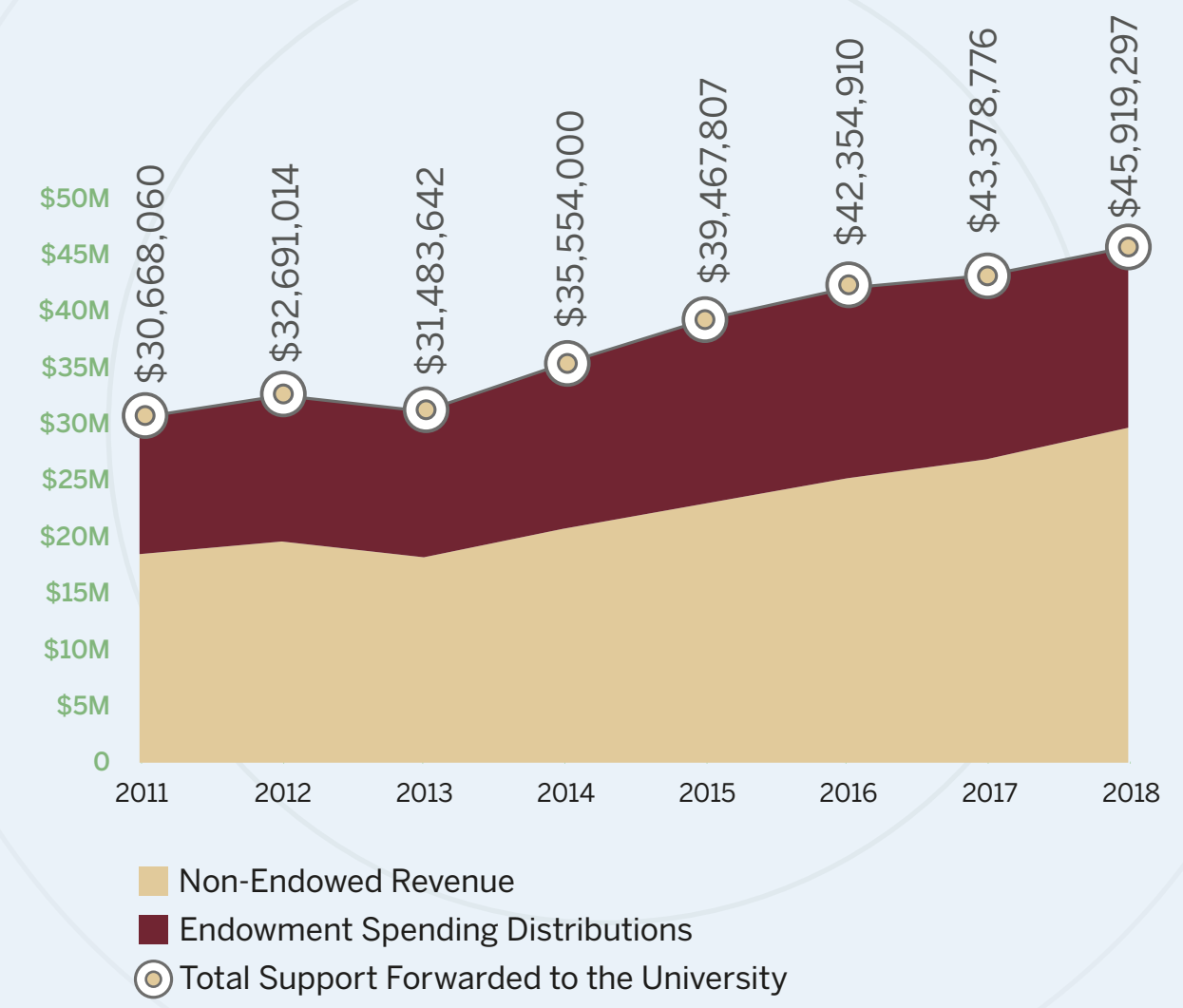
When asked why he and Pam have chosen to support the College of Business, Sasser explained his hope that others might also do the same. "Pam and I are pleased to be in a position to give back to the College of Business, and we are especially happy we can be part of the school's efforts to give students a superb education," he said. "The college has produced global business leaders, and we're hopeful that our gifts will inspire others to give and be part of this great legacy of educating the best of the best."

This most recent gift complements many years of support from the Sasses. In 2011, they established the Bob and Pam Sasser Fellowship in Marketing Excellence to benefit marketing graduate students. Additionally, Bob and Pam kick-started the college's Legacy Hall building campaign in 2012 with a gift of \$1 million. When they made their gift, they challenged fellow alumni to support the college's efforts to grow, prosper and strengthen the educational experience for generations of Florida State business students to come.

Legacy Hall, FSU's new building for the College of Business, will provide more instructional space, foster connections and collaboration, and integrate learning with the latest technologies. The building is designed to provide space for students to develop their ideas for a new business venture, to learn investment strategies from Wall Street insiders and to practice sales calls in a state-of-the-art lab or to conduct research on current and emerging business issues.

"We need to provide space for leaders to grow and succeed. We need to have the ability to keep and recruit the very best professors and students," Sasser explained. "Legacy Hall is going to be special and one-of-a-kind. I am very excited about the impact it will bring to the future students of FSU."

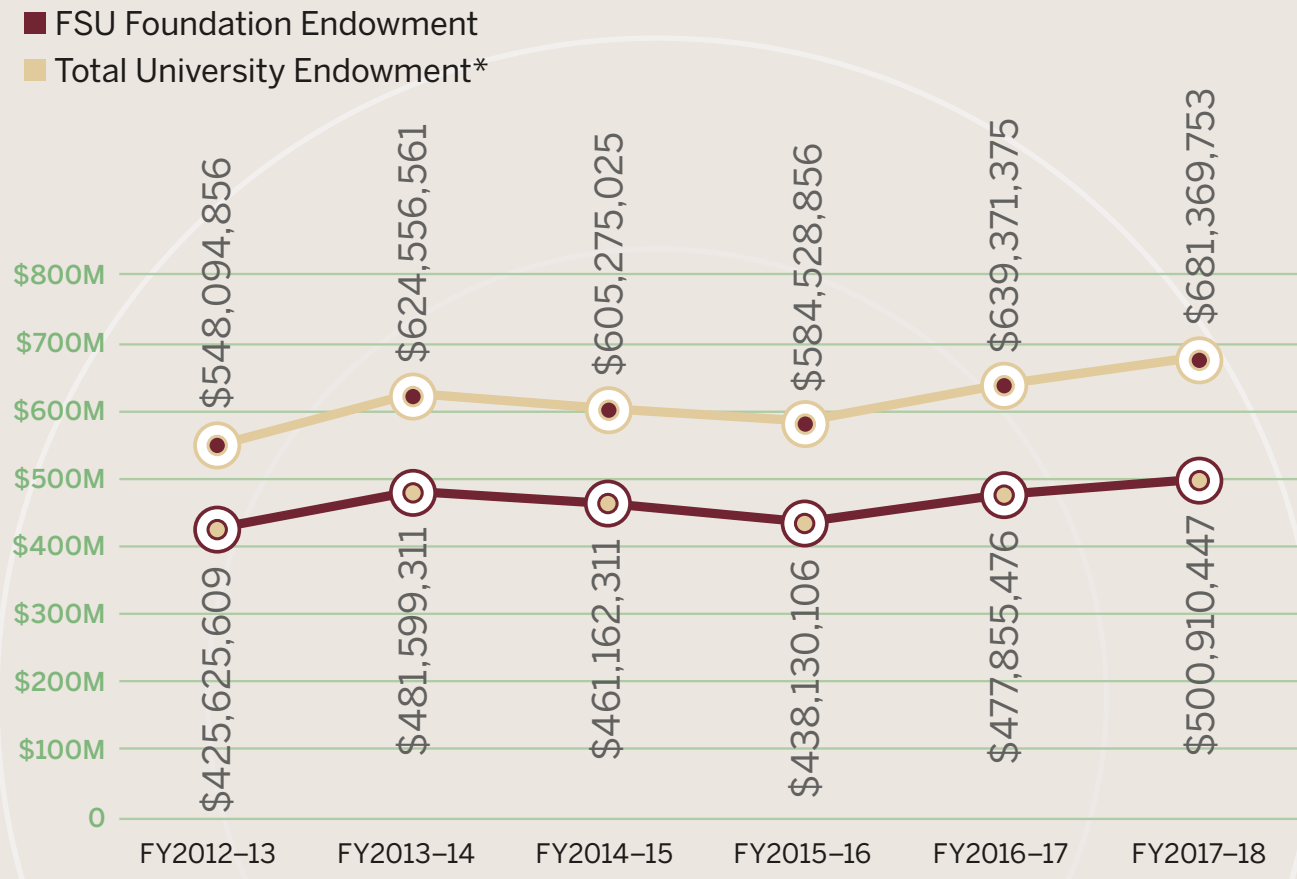
Total Funds Provided by the FSU Foundation to Support the University



PAM AND BOB SASSER



Historical Endowment Totals



* The Total University Endowment comprises endowments from the following University Direct Support Organizations: FSU Foundation, Seminole Boosters, FSU Real Estate Foundation, FSU Research Foundation and The John and Mable Ringling Museum of Art Foundation.



FORMER COLLEGE OF EDUCATION DEAN
MARCY DRISCOLL

Gift Commitments by Type

FOR THE YEAR ENDED JUNE 30, 2018



Since joining the Seminole family in 1980, Marcy Driscoll, who recently retired as dean of the Florida State University College of Education, has been a passionate champion of not just the education profession, but her college and Florida State University as a whole.

From the time she arrived on campus as an assistant professor to her last day leading the college, Dean Driscoll has dedicated the past 38 years to ensuring Florida State's future is bright. She led the way in assisting the College of Education with research collaborations across the institution, advocated for the betterment of the profession

with legislators and policymakers, and successfully started positive conversations with alumni and friends around the importance of private support—raising more than \$32 million in gifts and commitments during her tenure.

The mark Dean Driscoll has made at FSU is impressive, but it doesn't end here. She, together with her husband, Robert, continues to add to her legacy of helping Florida State thrive by generously incorporating the University in their personal estate plans. "My history with Florida State has given me a lot and I am happy I can give back to support its future," Dean Driscoll said.

Their contributions to FSU will assist in enhancing multiple initiatives throughout the University; including the remarkable innovations being discovered at the FAMU-FSU College of Engineering; recruiting and retaining distinguished faculty; and providing women in need the resources to overcome unexpected barriers to complete their degrees.

Dean Driscoll's work with the University is truly exemplary—due not only to her professional achievements—but her personal giving to Florida State's future successes.



SCHOLARSHIP RECIPIENT
JAMAICA BELL

FSU sophomore Jamaica Bell has always been a remarkable student. Ranking No. 3 overall in her graduating high school class among a student body of over 2,000 enrolled, Jamaica's scholastic achievements are only part of her story. She was involved in numerous extracurricular activities, including varsity basketball and volleyball, and held a variety of leadership positions, including serving as an executive officer with the Navy Junior Reserve Officer Training Course and vice president of her school's National Honor Society.

It was no wonder by the time Jamaica began to look for a college that would meet her impressive standards, Florida State University was at the top of her list.

With high-ranking programs, the best four-year graduation rate of any public university in Florida and a growing national reputation of academic excellence—rising 22 spots to No. 26 in the recent *U.S. News & World Report* rankings—Jamaica recognized Florida State would be the perfect choice to pursue her college degree.

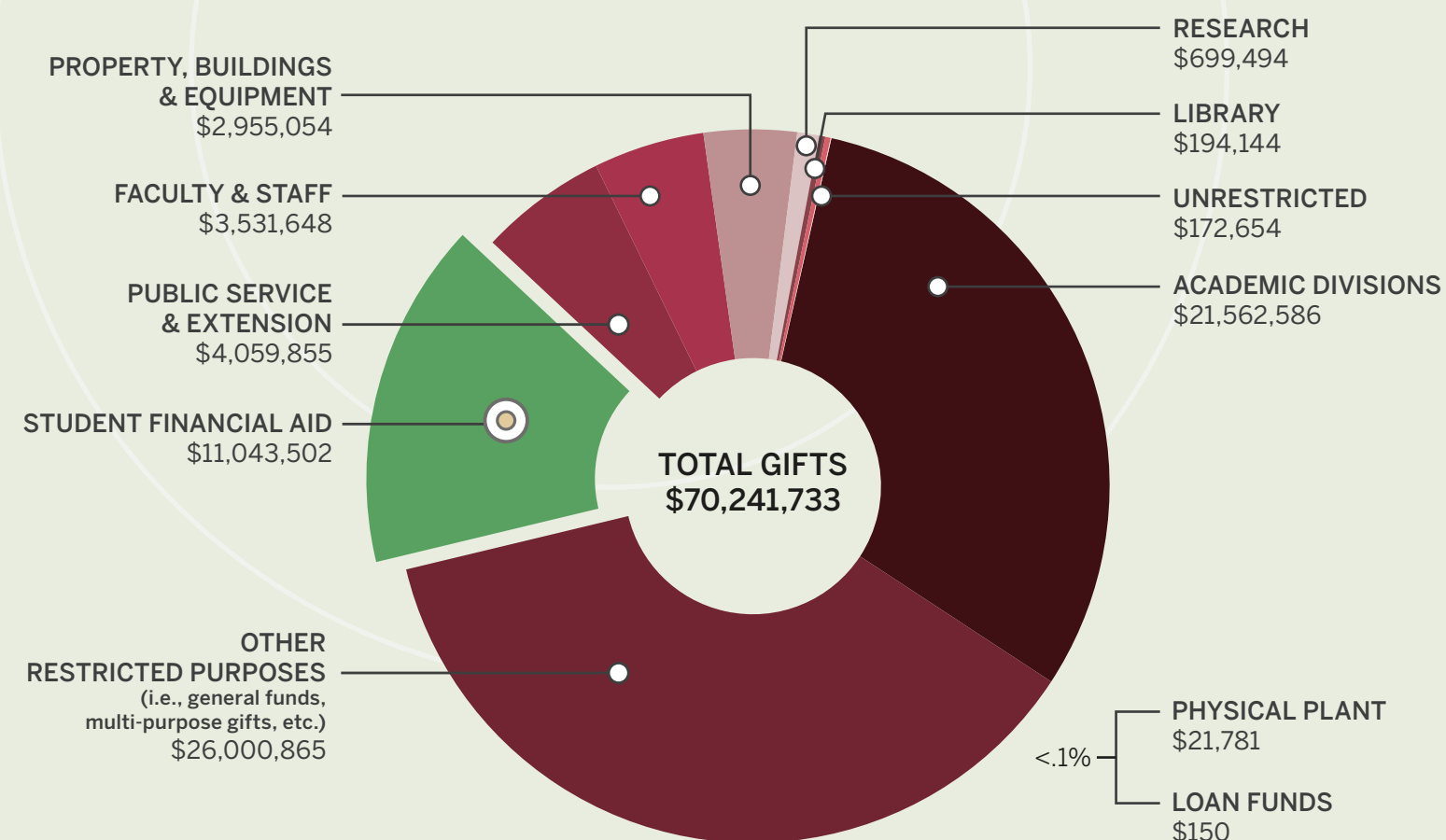
Her determination for collegiate success, heavy scholastic and community involvement, and admirable character did not go unnoticed on campus, and she was recognized as the 2017 Jim Moran Scholar. Distributed through the Jim Moran Institute for Global Entrepreneurship, this scholarship aids deserving African-American high school seniors facing financial barriers during their pursuit of higher education.

When asked what receiving this scholarship meant to her, Jamaica explained, "When I think about how The Jim Moran Foundation has impacted me, I like to compare it to a track and field race," she said. "As a first-generation college student, I am the runner. The Jim Moran Foundation provided me the uniform, shoes, spikes and baton; they gave me all the tools and support I needed to be successful, so all I had to do was focus on the race."

Providing a reliable source of financial support allows students like Jamaica to concentrate on their academic goals and develop their skills and talents within their chosen professions. "With the support from my Jim Moran family, I am able to focus primarily on my academics," Jamaica shared. "I can accomplish my short- and long-term goals during my undergraduate career."

Gift Commitments by Purpose

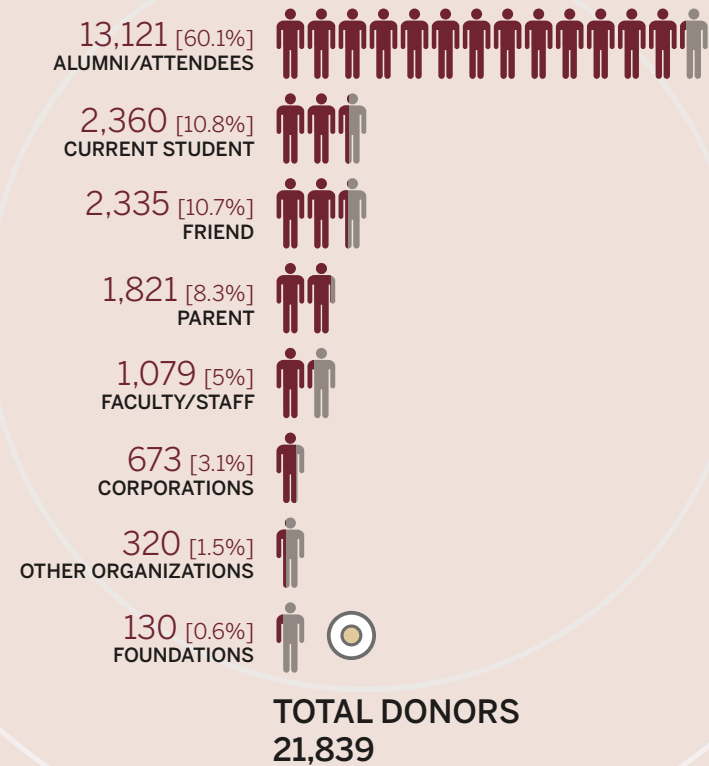
FOR THE YEAR ENDED JUNE 30, 2018





Giving by Individuals and Organizations

FOR THE YEAR ENDED JUNE 30, 2018



John and Mable Ringling's first acquisition of Asian artwork in 1926 began the tradition, continued today by The John and Mable Ringling Museum of Art, of exposing a wide audience to the importance of Eastern history and culture. The ability to continue this tradition is due to generous donors like The Ting Tsung and Wei Fong Chao Foundation.

Through their vast support, The Ting Tsung and Wei Fong Chao Foundation has led the way in ensuring The Ringling continues to contribute to the global conversation of art and has been instrumental in the museum's advancement of Asian culture. Their previous gifts created the Ting Tsung and Wei Fong Chao Lecture Hall and the Ting Tsung and Wei Fong Chao Gallery, both located within The Ringling's new Center for Asian Art.

Celebrating its grand opening in May 2016, the Center for Asian Art is singularly devoted to creating new dialogue through the visual culture of Asia, housing the museum's growing collection of works on paper, sculptures, ceramics and more. In addition to its premier viewing galleries, the center embraces a large academic initiative by hosting college-level seminars

onsite and welcoming visiting scholars to conduct innovative research.

The Ting Tsung and Wei Fong Chao Foundation, recognizing the significant impact the center has on The Ringling's ability to connect museum patrons with a broader worldview, chose this year to increase their investment. This new support will allow The Ringling to make significant strides toward not only ensuring the works of art are properly cared for, but also helping to expand the permanent collection of Asian art. In recognition of their generosity, the center was renamed The Ting Tsung and Wei Fong Chao Center for Asian Art.

"The Ting Tsung and Wei Fong Chao Center for Asian Art will allow us to cultivate strategic partnerships with individuals and institutions around the globe, making Sarasota and The Ringling an important site for both scholars and enthusiasts of Asian art and culture," said Steven High, executive director of The John and Mable Ringling Museum of Art. "As part of a leading research university like Florida State, this center gives us the ability to connect with faculty and students on a whole new level."

\$1,158,665,865

Gifts Received for
Florida State University

TOP THREE

Areas of Support

Athletics
\$371.8 million

College of Business
\$183.1 million

The John & Mable Ringling
Museum of Art
\$96.3 million

LARGEST Gift in University History

\$100 million
for the creation of the
Jim Moran School of Entrepreneurship
and continued support of the
Jim Moran Institute for Global
Entrepreneurship

574,786

Total Gifts to FSU

1,186

Gifts of **\$100,000** or More

194

Gifts of **\$1 MILLION** or More

FSU Successfully **Raises the Torch** for the Future

Eight years ago, Florida State University embarked on the most ambitious fundraising effort in its history. *Raise the Torch: The Campaign for Florida State* was launched to attract \$1 billion in philanthropic support to implement bold ideas that would continue to distinguish Florida State as a preeminent university and positively affect the future for students, faculty and alumni.

Having now leapt past the finish line with a total of \$1,158,665,865 in gifts received, the successful completion of *Raise the Torch* continues the maturation of Florida State into one of the nation's elite public research universities, and showcases a loyal base of alumni and friends willing and able to support the vision of the University in a way that will impact generations to come.

"The incredible outpouring of support from the FSU family from the start ensured this campaign would have a successful conclusion," said FSU President John Thrasher. "We are overwhelmed and grateful for such generosity because of the impact it will have on future generations of students and society as a whole."

The successful campaign is just the latest reason Seminoles are smiling. FSU is at the top of state rankings in a number of key categories. In addition to having the highest four-year graduation rate of any public university in Florida's history, the University leads the state in percentage of alumni giving back and National Science Foundation research and development expenditures. Nationally, FSU soared in the *U.S. News & World Report* rankings during *Raise the Torch*, and prospective students are taking

notice, as evidenced by a record 51,000 applicants last year.

With the overwhelming success of *Raise the Torch*, as well as continued preeminence and performance funding from the state of Florida, the future of the institution is as bright as it has ever been.

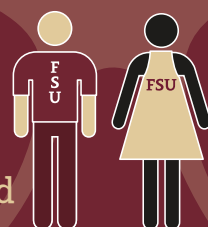
"Florida State will remain a dynamic economic engine for the state and beyond," Thrasher said. "Our faculty members are doing amazing work in the fine and performing arts, the sciences and humanities, and they push our students to excel both inside and outside of the classroom."

WHAT'S NEXT?

The trajectory of Florida State University has never been more positive. Already a preeminent university, soon FSU will achieve its goal of becoming a top 25 public research institution in America.

"Just as our world is always advancing, so too is Florida State," said Thrasher. "It took a concerted effort from students, staff, faculty, alumni and friends to reach these new heights, and with their sustained support we'll continue to be viewed as leaders in higher education. The difference between a good university and a truly great one is private philanthropy, and I am amazed by the passion of our community in this regard and what it means for the future of Florida State."

1,304
Scholarships
Created or Enhanced



94
Professorships
Created or Enhanced



THANKS A BILLION!

RAISE THE TORCH
The CAMPAIGN for FLORIDA STATE

Recognition Societies



“ I am honored to be a Seminole and part of the FSU family. This great University and its people have played an integral role in teaching me the importance of investing in people, relationships and community. I have seen, time after time, the true gift is in the giving. I am humbled and grateful to give, serve and call myself a Seminole. Go Noles! ”

*John T. Rivers Jr., B.S. '89,
Vires, Artes, Mores honoree*



Vires, Artes, Mores

THE VIRES, ARTES, MORES DONOR RECOGNITION SOCIETY takes its name from the Latin words for strength, skill and character found in the University seal and was created to thank those committed individuals and organizations whose support has made a positive and lasting impact on the Florida State University community. Honorees in *Vires, Artes, Mores* have exhibited gracious dedication to the University's long-term vision, ambitious initiatives and transformative ideas.

Inclusion in *Vires, Artes, Mores* begins at \$250,000 of cumulative support given through five of the University's Direct Support Organizations—FSU Foundation, Seminole Boosters, FSU Alumni Association, The John & Mable Ringling Museum of Art Foundation and FSU Real Estate Foundation.

DIAMOND SOCIETY

\$10 million or more lifetime giving

EMERALD SOCIETY

\$5 million–\$9,999,999 total lifetime giving

SAPPHIRE SOCIETY

\$1 million–\$4,999,999 total lifetime giving

GARNET SOCIETY

\$250,000–\$999,999 total lifetime giving

For more information about the *Vires, Artes, Mores*, please contact the Donor Relations department at (850) 644-6000.



The Presidents Club

SINCE 1977, THE PRESIDENTS CLUB has recognized the University's most generous donors—individuals, families, corporations and foundations—whose support, dedication and vision make positive things happen in our community, our state and beyond. Presidents Club honorees provide the backbone of critical private support that makes Florida State University a leader in teaching, research and public service. The five societies, which are named for historically significant dates, benefactors and presidents, recognize donors with cumulative giving of \$10,000 or more to any college, department or academic program through the Florida State University Foundation.

1851 SOCIETY

\$5 million or more total lifetime giving

FRANCIS EPPES SOCIETY

\$1 million–\$4,999,999 total lifetime giving

EDWARD CONRADI SOCIETY

\$500,000–\$999,999 total lifetime giving

DOAK CAMPBELL SOCIETY

\$100,000–\$499,999 total lifetime giving

ROBERT STROZIER SOCIETY

\$10,000–\$99,999 total lifetime giving

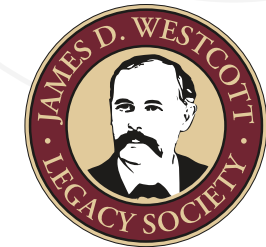
For more information about the Presidents Club, please contact the Donor Relations department at (850) 644-6000.

“ FSU provided me with a solid education. It is important that we give back. I really enjoyed my studies at Florida State. ”

*Chief Judge Elijah Smiley, B.S. '81 & '99, J.D. '85,
Presidents Club honoree*

“ I feel so lucky for the support I received from FSU during an era when working-class kids, like me, would otherwise never have the opportunity to travel abroad and work with similarly situated students and faculty. This opportunity is one of the main reasons why I chose to give back to Florida State, so I can help other students in the same way. ”

*M. Kathleen Price, M.S. '67,
James D. Westcott Legacy Society honoree*



James D. Westcott Legacy Society

THE JAMES D. WESTCOTT LEGACY SOCIETY recognizes the generosity of alumni and friends who have made an estate commitment or a deferred gift in support of the academic initiatives at Florida State University. Individuals who establish a planned gift such as a bequest, charitable gift annuity, charitable remainder trust, retained life estate or other gift option play a key role in securing the University's future.

To learn more about how to leave your legacy for Florida State University, please contact the Office of Gift and Estate Planning at giftplanning@foundation.fsu.edu or (850) 644-0753.

Our Honor Roll

Visit foundation.fsu.edu/donor-recognition/donor-honor-rolls for a complete list of Presidents Club, Westcott Society and *Vires, Artes, Mores* donors who contributed to the Foundation during the 2018 fiscal year.

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AS OF JUNE 30, 2018

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About the Report on Giving

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