



TOWSON UNIVERSITY

**ANNUAL
STEWARDSHIP
REPORT
2017-2018**



TOWSON UNIVERSITY
FOUNDATION, INC.

2017-2018 GIVING STATISTICS

14,201 INDIVIDUAL GIFTS

1015 FOUNDERS SOCIETY members, donors of \$1,000

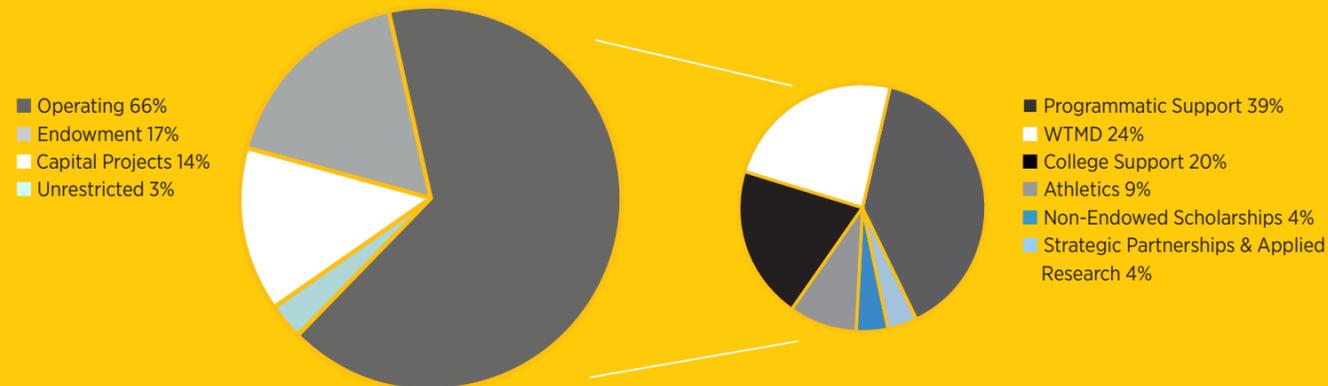
Gifts of less than **\$10,000** totaled over **\$3.2 MILLION** raised

7 NEW ENDOWMENT FUNDS

MORE THAN \$10.4 MILLION raised through **NEW GIFTS & COMMITMENTS**

FY 18 Total Giving* by Designation

*new gifts and commitments



DEAR FRIENDS,

Towson University is a vibrant institution whose footprint and expectations for success have grown significantly in recent years. Our growth has been made possible by the tremendous generosity of alumni, friends, and partners, like you. Last year, over 14,000 individual donors helped us raise almost \$10.5 million, which is only the second time that Towson University has surpassed the \$10 million fundraising threshold. What an amazing accomplishment you helped us achieve!

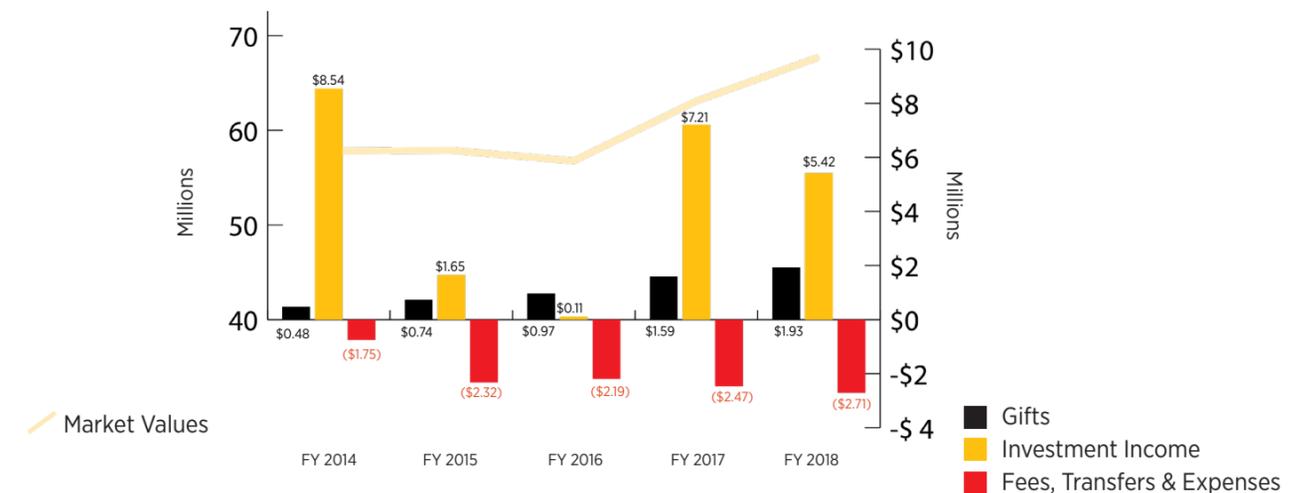
Your gifts are instrumental to not just Towson University's but also our region's experiences and successes, and your gifts are powerful in determining our trajectory. With your support, faculty members can thrive in their field, students can pursue their ambitions, and our community members can flourish because of the essential services we are able to offer. I look forward to TU's many new endeavors and noteworthy successes that will be fueled by the incredible generosity

of our many donors. Thank you for believing in Towson University and for supporting our mission as we continue to grow toward the future.

Sincerely,

Brian J. DeFilippis
Vice President, University Advancement and
Executive Vice President, TU Foundation

Endowment Market Values*, Gift Income, Investment



*Market value represents the actual worth of the endowment portfolio as of June 30 totals from each fiscal year.

For a list of Frequently Asked Questions as well as a full Glossary of Terms related to endowments, please visit www.tufoundation.org.

YOUR GIFTS, YOUR IMPACT



Towson Fund Support

Your gift truly makes a difference when you support the Towson Fund. Your Towson Fund investment helps the university provide crucial and flexible dollars for programs and activities campus wide. Gifts to the Towson Fund allow for the implementation of new and innovative programs in our colleges by providing resources to attract and retain exceptional faculty and staff; funding strategic partnerships; supporting the library to enhance student learning; expanding research and learning opportunities for students, alumni, faculty, and staff. Gifts to the Towson Fund also support diversity, inclusion, and equity initiatives to equip our community to be activists, promote social change, and succeed in today's ever-changing society. We are also able to provide emergency financial aid; enrich safety and security on campus and online; support programs that enhance the student experience through mentorship opportunities, career planning and advising, mental health and substance abuse support, and experiential learning to name a few. Your gifts to the Towson Fund provide anyone in our TU community an important opportunity to improve their TU experience.

Preparing English Language Learners

In an effort to make a positive change for English Language Learners (ELL), Roberta Kahlert '69 and Greg Kahlert created the ELL Student Success Fund through their family foundation. Their fund has built a bilingual library consisting of dual-language and wordless picture books to improve literacy and nurture a love of reading for children at Graceland Park - O'Donnell Heights Elementary/Middle School in Baltimore City. Graceland Park teachers as well as TU undergraduate interns use the library to enhance their instruction. The Kahlerts' fund is further enhancing instruction by covering the cost of professional development graduate courses for Baltimore City educators. After a three-course series of English for Speakers of Other Languages (ESOL) training and testing, these teachers become ESOL certified and are better equipped for diverse learners.

The ELL Student Success Fund extends into the community to support parents of Graceland Park students. Parents with a limited education can complete a GED program for non-native English speakers. Enrollment in the GED program increased from two to twelve students thanks to the funding of books for the class. The Kahlerts feel encouraged by what the ELL Student Success Fund has accomplished so far, saying "it has enabled Towson University to effectively support teachers, students and families in the community."



Goats in the Glen

The Glen Arboretum's recent revitalization began in 2013, fueled by a grant from BGE to support English ivy removal and restoration projects. BGE's first grant encouraged a dramatic increase in student participation with nearly 200 students engaged in activities. BGE has continued its grant support over the past five years, aiding in the removal of invasive species; the planting of 189 trees, 153 shrubs, and 1,320 perennials; and allowing for 705 volunteers to participate in Glen restoration projects.

Since the fall of 2014, the Glen has welcomed a herd of goats from Harmony Church Farm. The goats have been incredibly successful in removing invasive shrubs and vines, but they may be most successful in raising interest around the Glen restoration efforts. James Hull, Ph.D., professor emeritus and director of the Glen Arboretum estimates that the goats have encouraged over \$45,000 worth of media coverage opportunities, reaching 69 million people. The media attention also contributed to the Glen Arboretum Fund seeing an over 340% increase in donor support last year. Hull reports 99% of tree vines and 50%-75% of invasive plants have been removed, yet he cautions "we have to go back to the same area for at least three years to be rid of the plants that were there, and new introductions occur continuously."

Investing in the Future

When considering how best to honor his time at Towson University as well as his siblings' TU legacy, Garry Bolan '75 created the Bolan Public Relations Scholarship. In addition to this gift, Bolan included TU in his estate plan. A portion of his estate will endow his scholarship. Bolan wants to help students today majoring in the Mass Communication's Strategic Public Relations track as well as help students in this major for years to come.

Bolan's generous investment is driven by his connection to his alma mater. Much of Bolan's undergraduate experience was spent traveling the East Coast and Midwest for tournaments as a TU Speech and Debate Team member. Of his Speech and Debate experience, Bolan says it "challenged my mind daily and shaped my life for years to come." Bolan also taught at TU for twenty years, strengthening his resolve to see students succeed. Bolan says, "I remember receiving a state scholarship as a student and being very grateful. I hope my scholarship makes the recipient's path to success a little bit easier while boosting their personal pride in helping others."



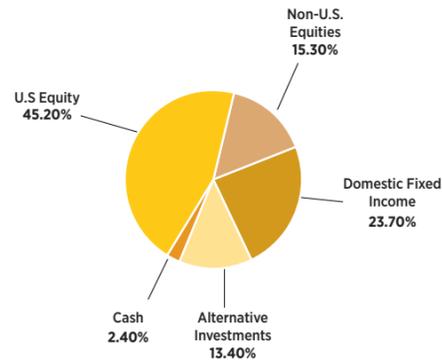
Towson University Foundation Financial Statements

Statements of Financial Position

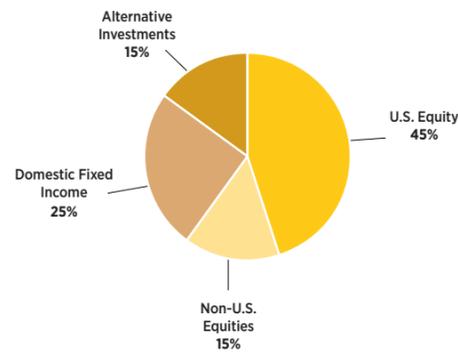
(abbreviated and extracted from Audited Financial Statements)
June 30, 2018 and 2017

Assets	2018	2017
Cash and Investments	\$ 77,755,090	\$ 72,532,432
Contributions Receivable	2,459,089	1,622,888
Charitable Trusts	128,791	122,827
Other	311,500	187,155
Total Assets	\$ 80,654,470	\$ 74,465,302
Liabilities and Net Assets		
Liabilities	\$ 613,672	\$ 645,862
Net Assets	80,040,798	73,819,440
Total Liabilities and Net Assets	\$ 80,654,470	\$ 74,465,302

Actual Endowment Asset Allocation As of 6/30/18



Target Endowment Asset Allocation As of 6/30/18



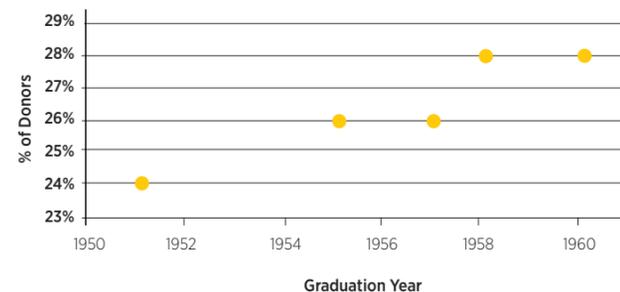
Statements of Activities

(abbreviated and extracted from Audited Financial Statements)
For the Years Ended June 30, 2018 and 2017

Support and Revenue	2018	2017
Contributions	\$ 5,723,924	\$ 4,720,287
Grants/Contracts	86,225	186,414
Investment Income	5,510,420	7,390,077
Other	865,705	1,120,839
Total Support and Revenue	12,186,274	13,417,617
Functional Expenses		
University Programs, Support & Scholarships	4,650,995	5,050,911
Management and General	689,913	607,789
Fund-Raising	624,008	668,238
Total Functional Expenses	5,964,916	6,326,938
Change in Net Assets	6,221,358	7,090,679
Net Assets — Beginning of the Year	73,819,440	66,728,761
Net Assets — End of the Year	\$ 80,040,798	\$ 73,819,440

Complete Audited Financial Statements are available upon request.

Top 5 Highest Donor Participation Rate by Graduation Year



2017-2018 SCHOLARSHIP STATISTICS

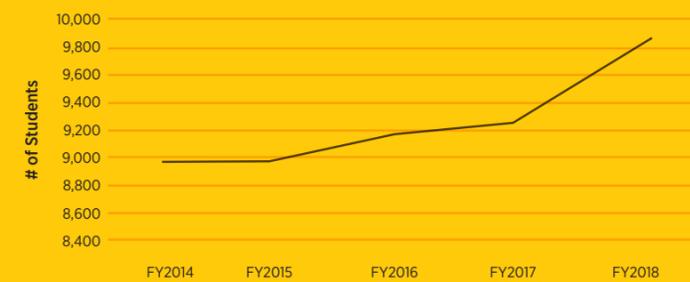
58% of TU students demonstrated **FINANCIAL NEED**

905 FOUNDATION SCHOLARSHIPS WERE AWARDED

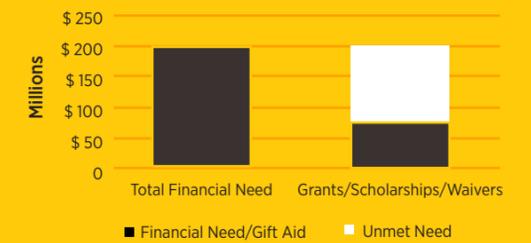
WITH A TOTAL FINANCIAL NEED OF \$202,345,873

AVERAGING \$1,683 PER AWARD

of Full-time Degree Seeking Undergraduate Students with Financial Need by Fiscal Year



Remaining TU Financial Need after Gift Aid (Grants/Scholarships/Waivers)*



*Based on Fall 2017 undergraduates with financial need.



UNIVERSITY ADVANCEMENT

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WWW.TOWSON.EDU/GIVING