

KU ENDOWMENT
Annual
Report / 2017

NEW POSSIBILITIES



"THANK YOU FOR
THE POWERFUL
ACTION YOU HAVE
TAKEN TO CREATE
NEW POSSIBILITIES."



DEAR FRIENDS,

The theme of this annual report, *New Possibilities*, reflects our optimism as the 18th Chancellor of the University of Kansas, Douglas A. Girod, begins his tenure as the university's leader. He started on Mount Oread on July 1, serving most recently as executive vice chancellor of the University of Kansas Medical Center.

Girod brings a distinguished career as an academic leader and renowned surgeon, but he's also a devoted humanitarian, leading medical missions around the globe. He has identified these as his initial priorities: improving the student experience, enhancing the research enterprise and expanding outreach to the state of Kansas. We stand ready to help him achieve these vital goals through private philanthropy.

At KU Endowment, we work hard every day to earn your trust and generosity toward KU and The University of Kansas Health System. As part of this aim, we share with you this annual report highlighting our efforts in fiscal year 2017, which ended on June 30. We're pleased to report that we provided \$185.3 million in institutional support — a new all-time record. These funds make a meaningful difference in virtually every aspect of the university's mission.

KU depends in large part on the generosity of donors like you to reach its noble aspirations. We hope you know the profound and lasting difference you are making for our students and faculty.

Thank you for the powerful action you have taken to create new possibilities.

With gratitude,

Deanell Reece Tacha
Board Chair

Dale Seufferling
President

SUPPORT FOR KU

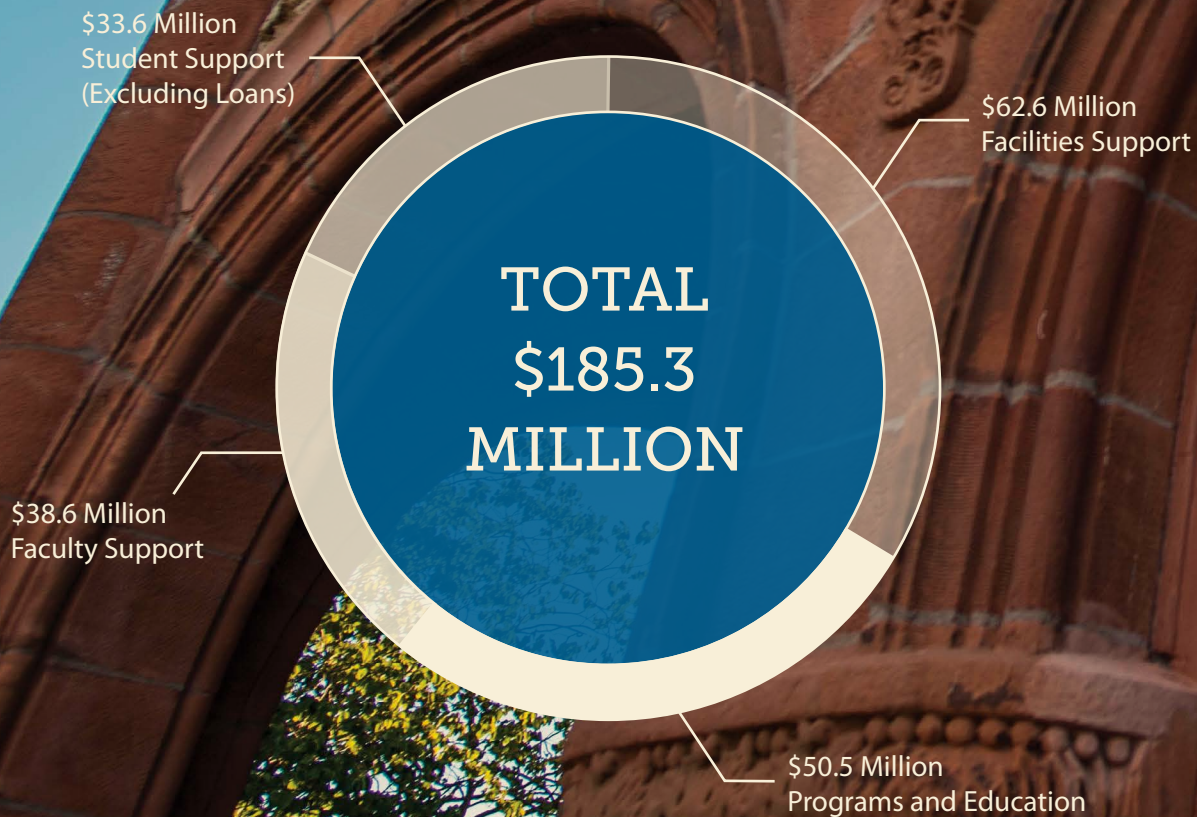
The direct financial support KU Endowment provides to KU every year is crucial to sustain the university's excellence. The majority of this funding comes from spending a portion of each endowed fund's income. Additional support comes from expendable gifts, made available to be spent immediately. We follow donor intent in every case.

During fiscal year 2017, KU Endowment set a new record of \$185.3 million in institutional support. Much of this is due to the impact of *Far Above: The Campaign for Kansas*, which ran from 2008 to 2016 and resulted in the creation of numerous endowed funds, as well as funding for new facilities.

\$3.16 MILLION
IN STUDENT LOANS

TOTAL SUPPORT

(AS OF JUNE 30, 2017)



GIVING PRODUCTIVITY

Donors are essential partners in achieving the mission of the University of Kansas. Their generosity serves as a catalyst for reaching the university's aspirations.

Every gift opens doors to new possibilities by transforming lives and investing in KU's continued leadership and distinction.

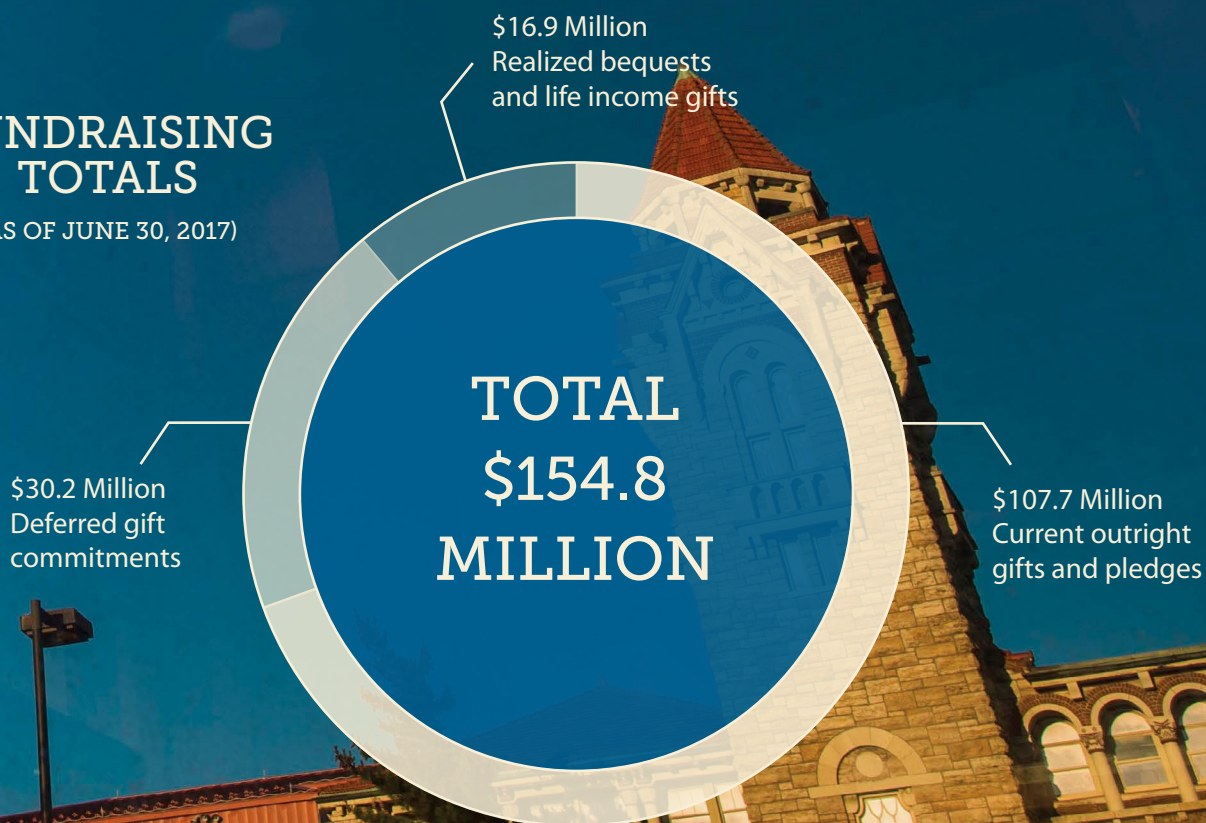
In fiscal 2017, contributions to KU and The University of Kansas Health System totaled \$154.8 million.

7 NEW
PROFESSORSHIPS

88 NEW
SCHOLARSHIPS
AND FELLOWSHIPS

FUNDRAISING TOTALS

(AS OF JUNE 30, 2017)



An overhead view of three students walking on a large mural of the KU Jayhawk mascot. The students are wearing blue KU apparel. The mural is painted on a dark surface and shows the head and wings of the Jayhawk in a stylized, blocky manner. A blue diagonal line is in the top left corner.

OPPORTUNITIES FOUND

Scholarships and fellowships embody KU's highest ideals of equality and opportunity. Whether awarded for need or merit, they enable deserving students to gain the lifelong benefits of a KU education. Financial support also enables them to study abroad and take part in other experiential learning activities that enrich their education.

Philanthropy provides annual support for about 6,800 students at KU. Without that assistance, many would not have been able to complete their degrees. Others would have graduated with a significant amount of debt.

As state support wanes, investments in scholarship funds are more crucial than ever. Thanks to donors' generosity, students can dream, discover and rise to greatness.



NEW POSSIBILITIES

STUDENT SUPPORT



**Trisha Decker,
2020**

PERRY, KAN.
PUBLIC ADMINISTRATION
AND COMMUNICATIONS

Scholarships have supported my college experience by easing my financial stress so I'm able to focus on course work, my family, community outreach and saving money for graduate school.



**Grant Elias,
2020**

OVERLAND PARK, KAN.
PRE-MED

Not only has my scholarship made college expenses much easier for my family, but it also helped persuade me to choose KU. I am truly honored and grateful for all the opportunities that it has provided to me.



**Angela Li,
2019**

OLATHE, KAN.
BIOLOGY AND VISUAL ART

My KU scholarship has allowed me to attend a great university without the burden of a hefty student loan. It symbolizes opportunity, a chance to pursue something I love and to make a career out of that. Without this assistance, I probably would not have been able to study abroad last summer, which was one of the best experiences of my life.





**Lisa Lauschke,
2020**

ROGERS, ARK.
MATHEMATICS AND SECONDARY
EDUCATION —
UKANTEACH PROGRAM

A KU education prepares students for their careers but it also exposes them to new experiences and people, which is just as valuable as a degree. This scholarship is more than just money to me — it helps make it possible for me to pursue an outstanding education at KU so that I can one day achieve my goal of becoming a high school math teacher and track coach.



**Stephonn Alcorn,
2017**

GARDNER, KAN.
FINANCE
STUDENT BODY PRESIDENT, 2016-17

My mom worked three jobs to support our family. Without my scholarships, I would have to work full time in order to afford to attend KU. This support also enabled me to pursue leadership opportunities on campus and to give back to other students. Some of the donors have become my mentors and helped shape who I am today.



**Asher Supernaw,
2019**

LAWRENCE, KAN.
ENGINEERING

Being a Chancellors Club Scholar means that I'm fortunate enough to attend a university that draws in some of America's most promising youth. I would like to thank donors for investing in me; I'm excited to move forward in my life.



FOR THE LOVE OF TEACHING

One inspires students to take flight. Another, to explore the science of language. The third spurs musicians to embrace the spirit of improvisation. While this year's recipients of the prestigious Chancellors Club Teaching Professorships have very different areas of academic study, they hold one thing in common: They leave an indelible mark on the students lucky enough to learn from them.

Featured in the following pages are three Lawrence campus professors who received this distinction in 2017. To qualify for the \$10,000 annual award, full-time faculty must have demonstrated outstanding teaching for at least 10 years at KU. These professorships were established in 1981 by the Chancellors Club, KU's major-donor organization, through contributions to the Greater KU Fund.

Recommended by colleagues and students, the exceptional educators who carry this title retain the designation throughout their KU career. Loving their field of study and inspiring students through their teaching make them all worthy of a standing ovation. Bravo!

NEW POSSIBILITIES

"JAZZ IS A LIVING
ART FORM, SO I
INSPIRE STUDENTS
TO EMBRACE
THE SPIRIT OF
IMPROVISATION.
I CHALLENGE THEM
TO MOVE OUT
OF THEIR
COMFORT ZONES."

Dan Gailey

PROFESSOR OF MUSIC,
DIRECTOR OF JAZZ STUDIES DIVISION



TEACHING THE ART OF IMPROVISATION

Even when he's not performing the saxophone before an international audience, composing original music scores or directing one of KU's student jazz groups, professor Dan Gailey wins plenty of applause.

Grammy Award-winning jazz musician Wynton Marsalis had nothing but praise for Gailey after he led his students in a master class. Students vie to get into his classes. And fellow faculty members credit him with making KU a center of excellence for jazz education.

"Professor Gailey has raised the stature of our jazz studies program to national and international prominence," said Robert Walzel, dean of the School of Music. "He is one of the premier jazz educators in the world."

The long list of honors and awards Gailey's students have received during his 27-year teaching tenure reflect his ability to inspire excellence in young musicians. They have snared

25 DownBeat Student Music Awards, the most competitive and prestigious award given to students internationally.

Jazz Ensemble I and Jazz Singers have performed at numerous international and national festivals, including Jazz at Lincoln Center in New York City. Under his leadership, the annual KU Jazz Festival has become a leading educational jazz festival, and music educators throughout the region look to KU as a resource for jazz education.

If this wasn't enough, Gailey served as the only full-time jazz faculty member at KU for the first 25 years, and has helped raise private scholarship support for his students.

FALLING IN LOVE WITH A COMPLEX SUBJECT

Passionate and powerful. That's how Saeed Farokhi's students describe him. They say they are "electrified" by his classes and fall in love with aerodynamics and propulsion, challenging fields by any measure.

"After 13 years, I still vividly remember the first day of Professor Farokhi's class, the way he taught and his extremely impressive depth of knowledge. It glued me to my chair," said Shawn Keshmiri, who now is associate professor of aerospace engineering at KU.

Under his guidance, KU students have surpassed the performance of those from other prestigious engineering programs around the country in the annual Undergraduate Team Engine Design Competition, ranking KU Aerospace Engineering highest among U.S. universities.

Moreover, he has pioneered cutting-edge research that has brought the KU program national recognition. Among his many achievements, he designed a research facility used by NASA researchers. He also holds two patents, one for the first supersonic vortex generator

and a second one on a novel air data sensor. He has conducted research for NASA, the Defense Advanced Research Projects Agency, the Air Force and private industry.

"He's an extraordinary instructor, advisor and mentor," said ZJ Wang, Spahr Professor and former chair of Aerospace Engineering.

During his 34-year tenure at KU, Farokhi has received a long list of teaching awards, including the John E. and Winifred Sharp Teaching Professorship twice. Engineering students have voted him the Aerospace Engineering Educator of the Year eight times.

Farokhi's influence as an educator extends far beyond KU. He is the author of three textbooks that have been widely adopted and translated by top aerospace engineering departments and have become an international success.

"I HAVE LEARNED
THAT STUDENTS WILL
FOLLOW YOU TO THE
TOUGHEST CORNERS
OF YOUR FIELD IF YOU
COME WELL PREPARED
TO EVERY CLASS,
SHOW ENTHUSIASM
AND GENUINELY LIKE
YOUR STUDENTS."

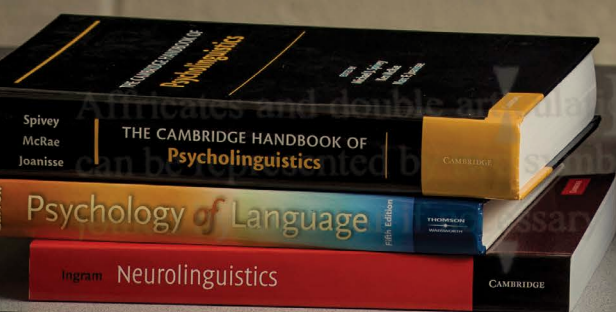
Saeed Farokhi

PROFESSOR OF AEROSPACE ENGINEERING

"I FEEL LIKE I'M
TALKING TO EACH
STUDENT. I TRY TO
GET THEM TO
THROW OUT WRONG
PERCEPTIONS
ABOUT LANGUAGE,
AND MAKE MY CLASSES
APPLICABLE TO
THEIR OWN LIVES."

Joan Sereno

PROFESSOR AND DEPARTMENT CHAIR
OF LINGUISTICS



CHALLENGING PRECONCEPTIONS ABOUT LANGUAGE

How does the brain learn language? What is the connection between language and thought, and what does our use of language tell us about ourselves?

Most undergraduate students may not be fascinated by these topics. But it takes a charismatic, caring professor to spark that enthusiasm in hundreds of students who might not otherwise have given language and linguistics a second thought.

Joan Sereno's hands-on approach to teaching, combined with her passion for mentoring students, has sparked meteoric growth in the number of KU students majoring and minoring in linguistics. Students are drawn in by Language and Mind, an introductory course that is near and dear to Sereno's heart.

Before she began teaching the course 15 years ago, enrollment had topped out at 20. As Sereno transformed the class, and word spread among students, enrollment surged to 300 per semester.

"As a result of the popularity of her classes and Joan's personalized advising, the number of linguistics majors and minors increased by fivefold. What is even more amazing is that throughout this explosive growth in enrollment, Professor Sereno has managed to preserve the quality of the course and the student experience," said Carl Lejuez, dean of the College of Liberal Arts & Sciences.

Sereno has received numerous other awards, including the William T. Kemper Foundation Fellowship for Teaching Excellence, the Gene A. Budig Teaching Professorship in Social and Behavioral Sciences, and the Center for Teaching Excellence Undergraduate Teaching Appreciation Award.



DEFENDING BRAIN CELLS

The numbers are staggering. The suffering is impossible to measure. Alzheimer's disease robs people's minds and steals their lives.

It claims about 85,000 lives every year in the U.S. — more than breast cancer and prostate cancer combined. Medical costs amount to about \$236 billion per year. In the U.S. alone, about five million people are living with this disease, and by 2050 it's projected to affect about 13 million.

Enter KU's Alzheimer's Disease Center, which has become a national academic leader in fighting this tragic illness. The center is expanding clinical trials to examine how lifestyle, such as physical exercise and a healthy diet, can play a role in impeding, reversing or delaying the disease. And it's using new technology to detect it before the onset of memory loss.

Co-directors Jeffrey Burns, M.D., and Russell Swerdlow, M.D., have brought national acclaim to KU's center. It's one of only 31 Alzheimer's centers to achieve prestigious designation by the National Institute of Health's Institute on Aging.

"The day is coming when we will detect this disease before it starts manifesting itself and be able to stop it," Burns said. "A cure is achievable, and it will come from clinical trials. But the Achilles' heel of clinical trials are lack of funds and volunteers."

The KU center has partnered with the Global Alzheimer's Platform Foundation to expand its research and double its capacity for clinical studies. Philanthropic support will be essential to achieve this goal. Ultimately, it can play a role in preventing and curing this heartbreaking disease.

"THE DAY IS COMING WHEN WE
WILL DETECT THIS DISEASE BEFORE
IT STARTS MANIFESTING ITSELF
AND BE ABLE TO STOP IT."

A portrait of a middle-aged man with short, graying hair and glasses, wearing a white lab coat over a light blue button-down shirt. He has his arms crossed and is smiling slightly. The background is a blurred clinical setting. A blue diagonal banner is in the top right corner.

PROGRAM SUPPORT

KU MEDICAL
CENTER
JEFFREY BURNS, M.D.
NEUROLOGY

SHAPING OUR ENERGY FUTURE

With the completion of the Earth, Energy and Environment Center this fall, cross-disciplinary research is about to take a giant leap forward at KU. Teams of students, faculty and industry experts will solve the most challenging problems in energy and water research. With EEEEC's focus on integration across disciplines, KU will be a global leader.

The \$78.5 million project adds Ritchie and Slawson halls to the heart of the KU campus. The 140,000-square-foot complex integrates engineering and the sciences, featuring tunnels and covered walkways linking it to Lindley and Learned halls. These connections will facilitate collaboration among scholars in fields such as geology, and chemical and petroleum engineering.

Through their vision and generosity, two alumni families were instrumental in making the EEEEC a reality. Scott (geology, 1954) and Carol Ritchie (music education, 1954) and their family made a \$10 million lead gift for Ritchie Hall. The family of the late alumnus Donald Slawson (political science, 1955) gave the \$16 million lead gift for Slawson Hall. Many other donors and the university provided funding for the remaining construction costs.

The EEEEC's design features large expanses of glass with atriums and collaboration spaces. The idea behind this design is to invite the outside world to the center of campus.

Classes will be held in the EEEEC beginning in spring 2018.



WITH EEEEC'S FOCUS ON
INTEGRATION ACROSS
DISCIPLINES, KU WILL BE
A GLOBAL LEADER.



STATEMENT OF FINANCIAL POSITION

ASSETS

	THOUSANDS AS OF 6/30/2017	THOUSANDS AS OF 6/30/2016
Cash and cash equivalents	\$8,531	\$11,789
Receivables Loans, pledges, other	\$92,963	\$142,092
Investments Securities, trusts held by others, interest in other KU Endowment entities*, real estate	\$1,751,009	\$1,609,371
Property on or adjacent to university campus Land, buildings, equipment and furnishing less accumulated depreciation	\$29,256	\$30,640
Deposits and other assets	\$6,555	\$5,952
Total Assets	\$1,888,314	\$1,799,844

LIABILITIES AND NET ASSETS

Liabilities Accounts payable, accrued expenses, life income gift payables, agency funds	\$110,936	\$112,423
Net assets Unrestricted, temporarily restricted, permanently restricted	\$1,777,378	\$1,687,421
Total Liabilities and Net Assets	\$1,888,314	\$1,799,844

* Other entities include the KU Endowment Charitable Gift Fund, a separate 501(c)3 entity that administers gifts divided between KU Endowment and other charitable beneficiaries.

The Statement of Financial Position and Statement of Activities are excerpted from KU Endowment's 2017 financial statements, which have been audited by Ernst & Young, LLP.

The full statements are posted at www.kuendowment.org/auditreport.

STATEMENT OF ACTIVITIES

REVENUES, GAINS (LOSSES) AND OTHER SUPPORT

	THOUSANDS YEAR ENDED 6/30/2017	THOUSANDS YEAR ENDED 6/30/2016
Fundraising Contributions and grants received and pledged, bequests, life income gifts, other	\$124,161	\$141,502
Income from asset holdings Investments; realized and unrealized gains (losses) on investments and trusts held by others; real estate; other income	\$166,937	\$(1,800)
Other receipts	\$4,138	\$2,579
Total revenues, gains and other support	\$295,236	\$142,281

EXPENSES

University support Student support; faculty support and contractual services; construction; furnishings; equipment and supplies; program and other educational support	\$185,326	\$169,619
Supporting services Administrative and fundraising support; asset management and other educational support	\$19,953	\$28,599
Total Expenses	\$205,279	\$198,218
Change in net assets	\$89,957	\$(55,937)
Net assets at beginning of year	\$1,687,421	\$1,743,358
Net assets at end of year	\$1,777,378	\$1,687,421

Note: Expenditures from agency funds, which are owned by the university but managed by KU Endowment, provided additional university support of \$11.4 million in 2016 and \$8.7 million in 2017.

LONG-TERM INVESTMENT PROGRAM

Through stock market crashes, world wars and remarkable changes in our society, our endowment's assets have endured. KU Endowment invests these assets — endowed and other long-term funds — collectively in our Long-term Investment Program to provide a stable, perpetual source of support for the university. We are mindful to safeguard the legacy of the donors who created these 4,000 accounts with a variety of purposes and restrictions. At June 30, 2017, the portfolio was valued at \$1.44 billion.

ASSET ALLOCATION

The Long-term Investment Program is designed to generate the maximum return consistent with an acceptable level of volatility. It is diversified both by asset class and within asset classes.

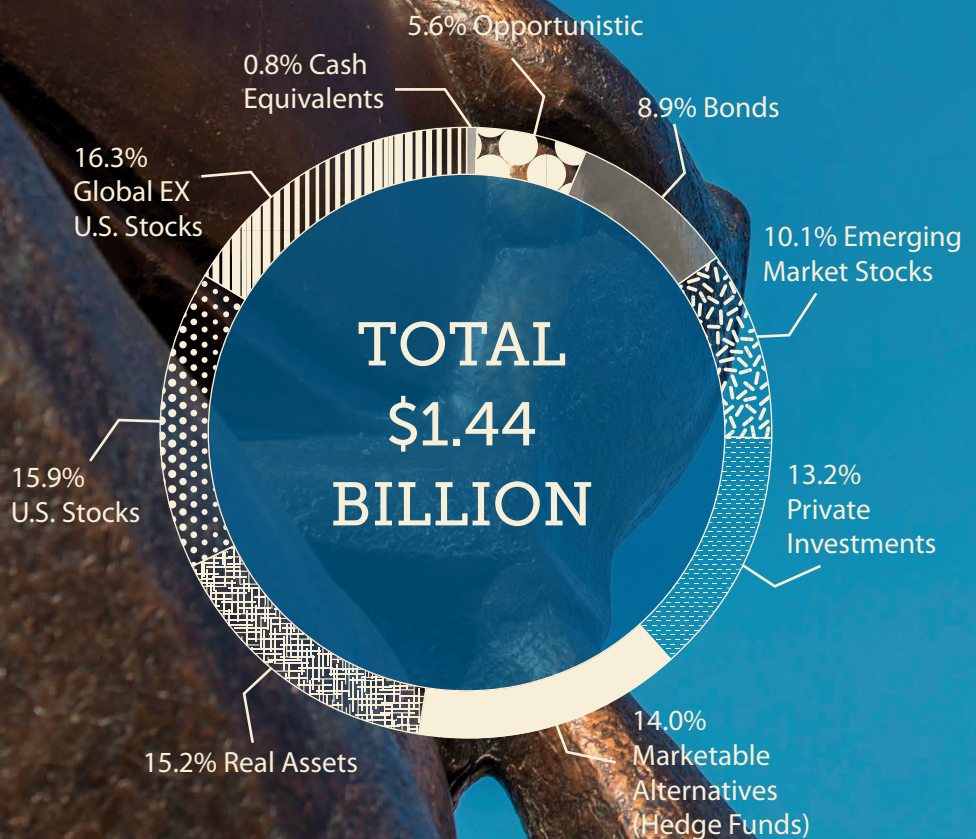
GUIDING PRINCIPLES

LONG-TERM ORIENTATION
Portfolio focused on equities to generate higher returns over a full market cycle while owning bonds, marketable alternatives and other diversifiers to reduce volatility.

DIVERSIFICATION
Allocate broadly among asset classes, geographies, styles and managers to mitigate risks.

PARTNERSHIP
Invest with world-class external investment managers and align incentives wherever possible.

COSTS
Control costs to maximize net returns.



PERFORMANCE

(AS OF JUNE 30, 2017)

Results were positive across nearly every asset class, which contributed to the Long-term Investment Program gaining 12 percent for the 2017 fiscal year. Global equities provided the highest level of returns, aided by an overweight in emerging markets.

ABSOLUTE OBJECTIVE — to achieve, over the long term, a total return that meets or exceeds the rate of inflation, as measured by the Consumer Price Index, plus the total spending rate from the Long-term Investment Program.

RELATIVE OBJECTIVE — to achieve a total return that meets or exceeds a benchmark of appropriate capital market indices, combined and weighted according to the portfolio's target asset allocation. This chart shows the total return for the portfolio since the inception of performance measurement in June 1988.



BOARD OF TRUSTEES

The Executive Committee of the Board of Trustees governs KU Endowment and takes responsibility for ensuring that it will provide significant support for KU now and in the future.

Members of the board at large elect the Executive Committee. Six standing committees oversee specific areas of operation and meet throughout the year.

The entire board, up to 75 members, meets annually during the fall on one of the KU campuses. Board members receive no compensation for their service.

Trustee Committees

Executive	Ex.
Investment	Inv.
Development	Dev.
Audit	Audit
Governance	Gov.
Property Management	PM
Compensation	Comp.

Chair Emeritus ▲

Elected in 2016 ■

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IN MEMORIAM

Carl C. Krehbiel

died Dec. 12, 2016.

- College 1970
- Elected as Life Trustee in 2015
- His gift funded construction of the Floyd H. and Kathryn Krehbiel Scholarship Hall, which opened in 2008
- Endowed a fund to support students in a language institute program in Germany

William M. Hougland

died March 6, 2017.

- Business 1952
- Member of the Board of Trustees from 1993 to 2002; elected as Life Trustee in 2002
- Served on the Development Committee from 1995 to 2002
- Recipient of the Fred Ellsworth Medallion in 1995

P. J. "Jim" Adam

died Aug. 14, 2017.

- Engineering 1956
- Member of the Board of Trustees from 1994 to 2009; elected as Life Trustee in 2009
- Member of *Far Above* Engineering Campaign Committee in 2012
- Recipient of the KU Distinguished Service Citation in 2005 and Fred Ellsworth Medallion in 2013



At KU Endowment, our mission is to partner with donors in providing philanthropic support to build a greater University of Kansas.

Passion for KU:

Our team of employees, trustees and volunteers is dedicated to serving KU and helping it achieve its aspirations. The generosity of alumni and friends is crucial to advancing the university.

Partnership with Donors:

We pledge to faithfully administer donors' gifts, adhere to their philanthropic intent and respect their privacy. We are grateful to work with donors, and committed to treating them with integrity, fairness and professionalism.

Perpetual Support:

To achieve the greatest possible long-term financial support for KU, we strive to wisely invest funds and steward assets. We endeavor to prudently manage and deploy our resources, and stand accountable for our policies and results.

People-centered Approach:

Our goal is to attract and develop the best talent, provide a healthy work environment and celebrate diversity as a strength. We encourage an atmosphere of integrity, collaboration and professionalism where everyone is treated with dignity and respect.

**PRODUCED BY
THE COMMUNICATIONS
DEPARTMENT OF
KU ENDOWMENT**

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Let's be social



www.kuendowment.org



KU ENDOWMENT

The University of Kansas



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FREE GOVERNMENT

