

Ascend

KU Endowment
Annual Report | 2012



YOU DID IT AGAIN

In fiscal year 2012, the generosity of donors like you once again demonstrated your willingness to help the University of Kansas and The University of Kansas Hospital soar.

We set three all-time records this year. Private gifts rose to the highest level in our 121-year history, marking the fifth year in a row of record private support. Those gifts came from a record number of donors. All these contributions count toward *Far Above: The Campaign for Kansas*, which celebrated its public launch in April.

And, most satisfying of all, this year KU Endowment provided a record amount of support to the university and the hospital. The generosity of donors, in this and previous years, made that possible.

Your gifts raise the entire university enterprise to new heights. They help our state's most promising students—tomorrow's leaders—rise to the excellence of a KU education. They build ideal environments for research, discovery and teaching in disciplines across the board. They promote more options for medical treatment, and ultimately more hope, for people in our state and region.

Please accept our thanks for your continued generosity, offered on behalf of the entire University of Kansas family.



Dale Seufferling and Drue Jennings

Drue Jennings
Chairman of the Board

Dale Seufferling
President

RISING FAR ABOVE

In April, alumni, donors and friends celebrated the public launch of *Far Above: The Campaign for Kansas*.

With a goal of \$1.2 billion, *Far Above* seeks support to educate future leaders, advance medicine, accelerate discovery and drive economic growth to seize the opportunities of the future. At the time of the public kickoff, we had raised \$612 million toward the campaign goal.

Far Above will help secure KU's position in the top tier of public research universities and academic medical centers. The generosity of our donors will elevate the University of Kansas, The University of Kansas Hospital, the state of Kansas and the region we serve.

Far Above is set to conclude in 2016.



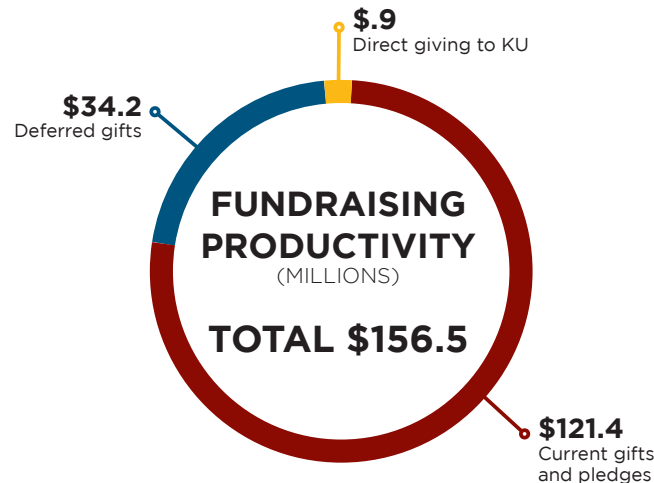
Campaign leaders address attendees at the campaign kickoff. *Left to right: Co-chair Mark Parkinson, Chair Kurt Watson, Co-chairs Tom and Jill Docking, and Chair Sue Watson (not pictured, Co-chair Stacy Parkinson).*

FUNDRAISING: FIVE CONSECUTIVE RECORD YEARS

Fiscal 2012 saw continued generous donor support for KU and The University of Kansas Hospital through KU Endowment. For the fifth consecutive year, total fundraising reached a record high, \$156.5 million, which represents a 2 percent rise over last year's comparable figure, \$153.2 million.

Included in the \$156.5 million total is \$121.4 million in outright gifts, pledges, realized bequests and life-income gifts. This is an 8 percent increase over last year's comparable figure of \$112.5 million, as reported in our audited financial statements. The balance is made up of \$34.2 million in deferred gift commitments and \$900,000 in donations made directly to KU.

Gifts came from 46,257 donors, also an all-time record. More than 60 percent of our donors live in Kansas.



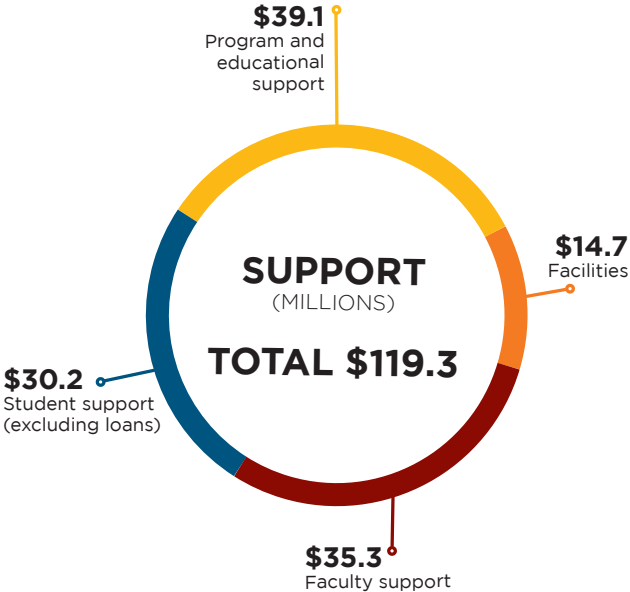
RECORD INSTITUTIONAL SUPPORT

Private giving through KU Endowment transforms lives and fulfills dreams. In fiscal 2012, donors enabled KU Endowment to provide a total of \$119.3 million in support for KU and The University of Kansas Hospital. This amount is an all-time high, 6 percent more than last year's total.

More than 6,900 KU students received financial assistance from Endowment funds, which support virtually all scholarships and fellowships at KU. Endowment accounts provided more than 88 percent of total funding for KU's distinguished professors. Private giving enriched lives throughout the region by funding outreach programs and expanding library and museum holdings.

Donor support for The University of Kansas Hospital ensured first-rate patient care; provided new facilities, equipment and comfort items for patients and families; and established new programs and educational resources.

Since our founding in 1891, we have provided more than \$1.9 billion in support to the university. Over decades, private giving has provided about two-thirds of campus buildings and about 85 percent of the land available for campus expansion.



STATEMENT OF FINANCIAL POSITION

| ASSETS | thousands June 30, 2012 | thousands June 30, 2011 |
|---|----------------------------|----------------------------|
| Cash and cash equivalents | \$ 6,808 | \$ 4,915 |
| Receivables Loans, pledges, other. | \$ 98,479 | \$ 85,863 |
| Investments Securities, trusts held by others, interest in KUECGF*, real estate. | \$ 1,306,469 | \$ 1,358,364 |
| Property on or adjacent to university campus Land, buildings, equipment and furnishings, less accumulated depreciation. | \$ 25,979 | \$ 23,770 |
| Deposits and other assets | \$ 5,708 | \$ 5,859 |
| TOTAL ASSETS | \$ 1,443,443 | \$ 1,478,771 |
| LIABILITIES AND NET ASSETS | | |
| Liabilities: Accounts payable, accrued expenses, life income gift payables, agency funds. | \$ 106,063 | \$ 102,179 |
| TOTAL NET ASSETS | \$ 1,337,380 | \$ 1,376,592 |
| TOTAL LIABILITIES AND NET ASSETS | \$ 1,443,443 | \$ 1,478,771 |

* The KU Endowment Charitable Gift Fund is 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 2012 financial statements, which have been audited by Ernst & Young, LLP. The full statements are posted at www.kuendowment.org/auditreport.

STATEMENT OF FINANCIAL ACTIVITIES

| REVENUES, GAINS AND OTHER SUPPORT | thousands June 30, 2012 | thousands June 30, 2011 |
|---|----------------------------|----------------------------|
| Fundraising Contributions and grants received and pledged, bequests, life income gifts, etc. | \$ 121,406 | \$ 112,500 |
| Income from asset holdings Realized and unrealized gains (losses) on investments and trusts held by others, real estate, other income | \$ (20,471) | \$ 222,447 |
| Other receipts | \$ 3,427 | \$ 5,267 |
| TOTAL REVENUES, GAINS AND OTHER SUPPORT | \$ 104,362 | \$ 340,214 |
| EXPENSES | | |
| University support (see note below) Student support, faculty support and contractual services, construction, furnishings, equipment and supplies, program and other educational support | \$ 119,313 | \$ 112,310 |
| Supporting services Administrative and fundraising support, asset management expense, pension amortization, depreciation | \$ 24,261 | \$ 15,174 |
| TOTAL EXPENSES | \$ 143,574 | \$ 127,484 |
| CHANGE IN NET ASSETS | \$ (39,212) | \$ 212,730 |
| NET ASSETS AT BEGINNING OF YEAR | \$ 1,376,592 | \$ 1,163,862 |
| NET ASSETS AT END OF YEAR | \$ 1,337,380 | \$ 1,376,592 |

Note: Expenditures from agency funds, which are assets of the university but managed by KU Endowment, provided additional university support of \$11.7 million in Fiscal 2012 and \$10.8 million in Fiscal 2011.

ASSET VALUES AND ALLOCATIONS

ASSETS

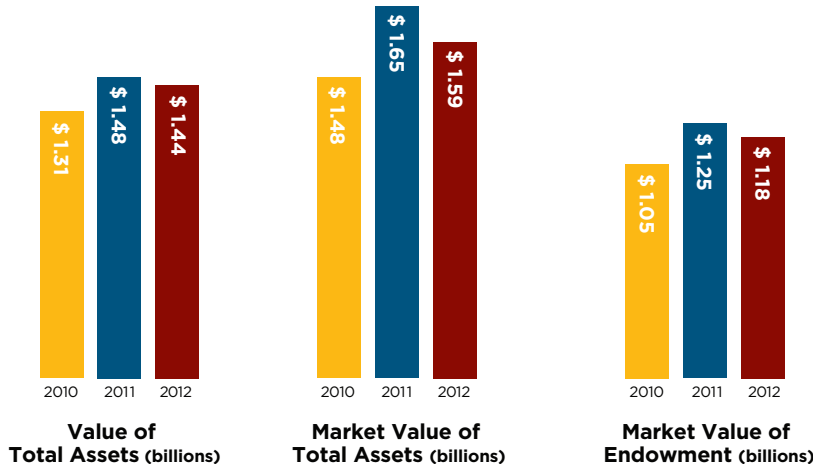
Marketable securities compose 87 percent of KU Endowment's total assets; the balance is primarily real estate owned by KU Endowment, loans to KU students and faculty, and outstanding pledges.

Value of total assets: Book value of assets, plus unrealized gain or loss on marketable securities, according to audited financial statements. Excludes unrealized appreciation of real estate and other special holdings.*

Market value of total assets: Includes unrealized appreciation of real estate and other special holdings.*

Market value of endowment: Reported in accordance with the Standards of the National Association of College and University Business Officers.

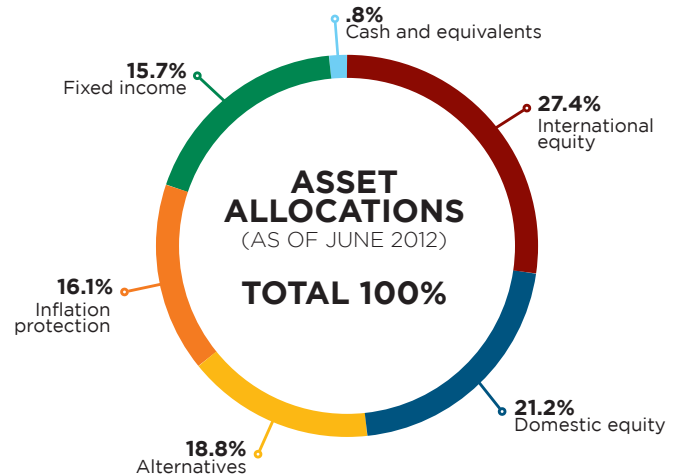
* Unrealized appreciation of real estate and other special holdings is not audited and is not recorded on the Statement of Financial Position.



ASSET ALLOCATIONS

The Long-term Investment Program is managed to produce maximum returns with minimal volatility. It is diversified both by asset class and within asset classes.

Seeking increased diversification and enhanced returns, the KU Endowment Investment Committee has gradually increased allocations to international equities, inflation protection and alternative investments. Alternatives include investment strategies intended to produce consistent returns, with less volatility than the overall market.



INVESTMENT PHILOSOPHY AND OBJECTIVES

INVESTING FOR THE VERY LONG TERM

To support learning, discovery, public service and patient care over the long term, KU Endowment remains committed to managing endowed funds to provide a stable return in perpetuity.

KU Endowment invests endowed funds and other long-term funds collectively in our Long-term Investment Program, which includes more than 3,300 individual fund accounts. The value of these funds makes up 71.6 percent of KU Endowment's total assets.

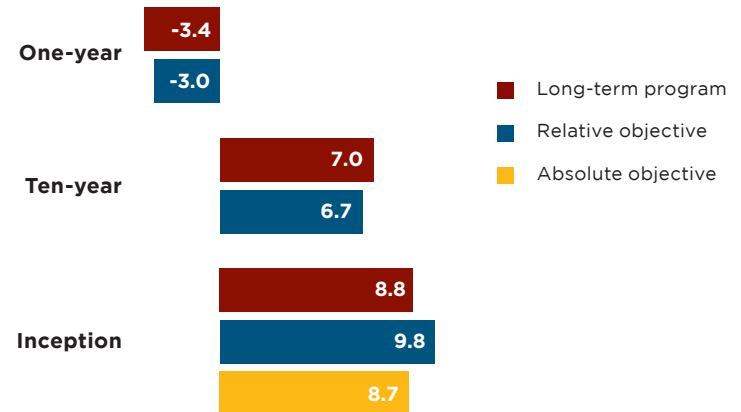
The Long-term Investment Program returned -3.4 percent in fiscal 2012. This decline followed two fiscal years of double-digit positive returns, 13.8 percent in fiscal 2010 and 22.8 percent in fiscal 2011. Combining the returns over three years yields an average annual compound return of 10.6 percent. During this period, we have continued to manage the Long-term Investment Program to maintain liquidity, increase diversification and enhance the portfolio's overall risk/return profile.

Global equity markets fell during this volatile fiscal year, with developed markets returning -5 percent and emerging markets down significantly more at -15.7 percent. In the recent investment environment, markets have undergone strong advances followed by deep retreats that often are based more on investor fear than on economic fundamentals.

PERFORMANCE OBJECTIVES

Over the long term, the absolute objective is to achieve 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. The relative objective is to achieve a total return that meets or exceeds a combined benchmark of appropriate capital market indices, 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.

LONG-TERM INVESTMENT PROGRAM PERFORMANCE (AS OF JUNE 2012)





CAUSE FOR CONGRATULATIONS

Roy Jensen, M.D., director of [The University of Kansas Cancer Center](#), greets State Reps. **Louis Ruiz** and **Valdenia Winn**, both of Wyandotte County. Jensen had just announced the cancer center's designation as a National Cancer Institute Cancer Center, following a decade-long quest.

The Kansas Masons spearheaded initial fundraising efforts in 2003, and hundreds of private donors have given more than \$107 million since 2008 to KU Endowment to support the effort to attain NCI designation.

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.

The entire board, up to 75 members representing KU throughout the United States, meets annually during the fall on one of the KU campuses. Six standing committees oversee specific areas of operation and meet throughout the year. Board members receive no compensation for their service.

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Kurt D. Watson •

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Chair Emeritus

IN MEMORIAM

Alan R. Sleeper Jr., of Alden, Kan., died Aug. 12, 2012, at age 95. He earned a bachelor's degree in 1939 and a law degree in 1942, both from KU. After serving in the Navy during World War II, he returned to Kansas and became a farmer and rancher. Elected Trustee in 1967, he served on the Agriculture and Minerals Committee from 1976 to 2003, when he was elected Life Trustee.

CHANCELLORS CLUB ROLL OF HONOR

More than 1,400 individuals appear in this 2012 Roll of Honor. They represent a community of leaders, loyal alumni and friends who understand the power of philanthropic support to build a greater university. As leadership donors to KU Endowment, they have earned recognition within our top giving societies. Their generous contributions strengthen KU today, tomorrow and into the future.

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Suzanne Deal Booth
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Cumulative outright giving of \$1 million or more

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Janet Blair
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Anderson & Edith Chandler
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Catherine Holland
Stewart & Ellen Horejsi
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Kay & Monte Johnson
Robert S. Kaplan
Grant B. & Ellen Kelley
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J. Bert Ladd
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Katherine Haughey Loo
Mr. Robert H. Malott
Kent & Missy McCarthy

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Barbara Mills Adam
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