



Greater KU Fund
2009 annual report

Meeting KU's greatest needs

This past year, 3,681 KU alumni and friends did something extraordinary:
They made a gift to the Greater KU Fund.

The Greater KU Fund allows the university to direct funds where no other support exists. It provides assistance for study abroad, international exchanges, early-stage scientific research, teaching awards, Homecoming and other events — and so much more.

This inaugural Annual Report for the Greater KU Fund offers an overview of the wonderful opportunities made possible through these gifts in fiscal 2009.

Thank you to all our donors, whose generosity truly helps build a greater university.

Be the difference for KU.

www.kuendowment.org

Support from the Greater KU Fund in FY09

The Greater KU Fund refers to KU Endowment's total flexible funding resources. These include endowed opportunity funds established by donors in previous years — starting with benefactor Elizabeth M. Watkins' bequest in 1939 — as well as new gifts.

In 2009, KU Endowment distributed a total of \$7.7 million from the Greater KU Fund in support of scholarships, research and university programs.

Undergraduate scholarships and academic support
\$3.1 million

Medical research and education
\$1.6 million

Program support for university administration
\$1.2 million

Program support for KU Alumni Association
\$500,000

Student recruitment and graduate studies
\$394,300

Faculty/staff development and support
\$304,000

International programs and visitors, study abroad
\$190,600

Real estate improvements and acquisitions
\$185,900

Lied Center performances
\$87,000

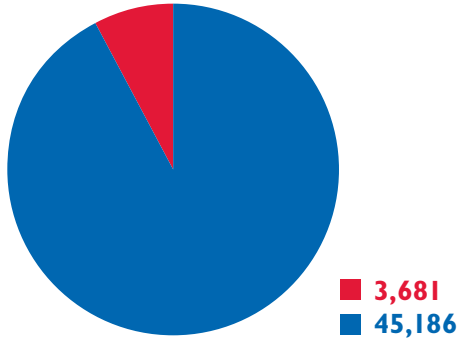
Commencement, Homecoming and other special events
\$64,100

Marching Band scholarships, uniforms and equipment
\$57,000

Support for research libraries
\$26,500

Note: All figures below \$1 million have been rounded to the nearest \$100.

**Total number of donors
to the Greater KU Fund**
compared to the number of overall donors



Why We Give to the Greater KU Fund

“Because the majority of funds that are provided by the government and private grants have restrictions, we think it makes sense to give to a fund that will be used by the university where the need is greatest.”

— Kirk (accounting '63) and Kendall Hagan (education '63), Dallas

Some of the programs that received support from the Greater KU Fund in 2009

Chancellors Club Scholars

Band scholarships

Chancellor's award for outstanding GTAs

Chancellors Club Career Teaching and Research awards

Chancellors Club Teaching Professorships

First-year graduate fellowships

Higuchi/Endowment research awards

Scholarly exchanges and agreements with universities in China,
Costa Rica, India, Korea and Peru

KU Alumni Association programs

Matching funds for the Kemper Teaching Fellowships

Special events, including Homecoming, Family Weekend,
Band Day and Commencement

Summerfield and Watkins-Berger scholarships for
high-achieving students

Library acquisitions

Study Abroad scholarships



Chancellors Club Scholars



Why We Give to the Greater KU Fund

“At the 144th convocation this fall, Chancellor Gray-Little spoke of the importance of private giving. Flexible funding from donors enriches our university and supports the excellence that has become the University of Kansas.”

— Sallie (education '70) and Richard Morrison (economics '70), Salina

Give to the Greater KU Fund

Create a new endowed opportunity fund to provide long-term support, or make a gift that helps KU today.

100% of your gift benefits the University of Kansas.

Ways to give

Online — Make a gift securely using your debit or credit card at **kuendowment.org/greaterku**.

By mail — Gifts made by check should be payable to KU Endowment and mailed to: *KU Endowment, P.O. Box 928, Lawrence, KS 66044-0928*. Include a note indicating your gift is for the Greater KU Fund.

Gifts of stock — By donating appreciated securities or mutual fund shares, you can provide a lasting contribution while receiving tax benefits, such as capital gains tax savings.

Real estate — Your gift provides a convenient way to enjoy a charitable deduction based on the current fair market value of your property, and it can reduce the size and complexity of your estate.

Estate planning — To remember KU in your will or estate plan, be sure to name The Kansas University Endowment Association (our legal name) as beneficiary. Our federal tax i.d. number is 48-0547734.

We also offer life-income gifts that provide income and immediate tax benefits. To learn more, contact us at 800-444-4201 during business hours, or visit kuendowment.org/giftplanning.

The Chancellors Club

Through your gift of \$1,000 or more to the Greater KU Fund, you will be recognized as a member of the Chancellors Club. You can divide your gift into monthly installments of less than \$100. Donors age 35 or younger may become Associate Members with an annual gift of \$500.

Chancellors Club members are invited to visit with the KU chancellor and other alumni and friends at events held across the nation each year. You also will be invited to the Chancellors Club Annual Celebration, held in the fall in Lawrence.

At these events, you will hear firsthand about the latest developments at KU and about the university's plans. More importantly, you will have the satisfaction of investing regularly in the university.

What better way to make a difference for KU?



www.kuendowment.org



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