Remember to celebrate milestones as you prepare for the road ahead.

—Nelson Mandela

ON THE ROAD
California State University, Chico’s most successful fundraising year and what it took to get there

2016–17 University Foundation Annual Report
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California State University, Chico’s 130 years of public service began in 1887, when John Bidwell donated eight acres of his prized cherry orchard to build Chico Normal School—establishing the first institution of higher education in the North State. The University Foundation was created in 1940. The nonprofit auxiliary engages those who care about Chico State, provides opportunities to enhance its teaching, research, and community programs, and guarantees ethical stewardship of gifts received.

The return on an investment in the University is far-reaching and never-ending. In addition to describing the Foundation’s fundraising and investment performance, this annual report highlights the human impact of giving. It features voices of donors, students, faculty, staff, and community members and demonstrates the essential role your philanthropy plays in our future.

We’re taking you On the Road with the development team, giving you a look at who and what it takes to build a culture of philanthropy at Chico State. Your generosity paved the way! Thank you.
Best Fundraising Year On Record

Total Raised From July 1, 2016–June 30, 2017
$14,818,352
This includes cash and multiyear and deferred pledges.

Donors are Supporting:

Buildings & Facilities $3,196,070
Academic Programs $3,189,606
Scholarships $2,497,078
Public Services $3,710,722
Athletics $302,664
Unrestricted $375,669
Other Programs $471,542
Career Coaches, Food Pantry, Career Services, etc.

Who’s Donating?
15,026 donors
39% Alumni
11% Students
25% Friends
5% Organizations
18% Parents
2% Faculty and Staff

TOP DESIGNATIONS BY DOLLAR AMOUNT
1. New College of Business Building
2. Chico State Herbarium Endowment
3. Superior Region Endowment for Distance Learning in Social Work
4. Bell Family Presidential Scholarship Endowment
5. Hayden Homes – Dennis P. Murphy Endowed Professorship

Largest Gift
Chico State alumni gave more than $7,000,000
3,730 friends gave nearly $1.9 million
2,697 parents gave nearly $640,000

Corporations and foundations gave more than $5,000,000
821 corporations and foundations

TOP DESIGNATIONS BY NUMBER OF DONORS
1. Chico State Fund (Unrestricted)
University’s Greatest Need
2. North State Public Radio
3. College of Business
4. Gateway Science Museum
5. Osher Lifelong Learning Institute

Total Endowment Value
$60,995,401
Total Net Assets
$82,100,774

Largest Gift
$2,000,000
Smallest Gift $1

Average Gift
$264

Total Number of Tower Society Donors
678
Total Number of Gold* Tower Society Donors
163
*Graduates of the Last Decade (see p. 28)

$265,000

54,000

1,625 Students gave nearly $13,000
(doubling last year’s giving)

1,090 TOTAL NUMBER OF SCHOLARSHIPS AWARDED
$2,318,568 TOTAL SCHOLARSHIP MONEY AWARDED

1. Chico State Fund (Unrestricted)
University’s Greatest Need
2. North State Public Radio
3. College of Business
4. Gateway Science Museum
5. Osher Lifelong Learning Institute
# How We Achieved Our Best Fundraising Year Yet

Get in! We’re taking you on the road with the 2016–17 development team who met with alumni, parents, and friends like you—traveling far and wide to create a groundswell of philanthropy that is transforming the way we teach, learn, work, research, and serve the public at Chico State.

Together, we’ll celebrate last year’s important milestones and successes and see who and what it takes to inspire more support than ever for Chico State.

- **12 DEVELOPMENT OFFICERS**
- **924 FACE-TO-FACE VISITS**
- **2,000 CUPS OF COFFEE CONSUMED**
- **237 ZIP CODES VISITED**
- **FARDEST CITY VISITED: TOKYO, JAPAN**

While our frontline fundraisers were on the road, our team of student callers hit the phones to engage Wildcat supporters across the country.

- **30 STUDENT CALLERS**
- **460,000+ PHONE CALLS MADE**
- **14,975 AWESOME CONVERSATIONS**

The result?

- **15,026 DONORS**
- **33,390 GIFTS MADE**
- **678 TOWER MEMBERS**
- **$13,166,494 IN GIFTS**
- **250+ DESIGNATIONS**

Representing **89%** of all dollars raised in 2016–17.
The Campaign Roadmap

**OUR GOAL IS TO RAISE $100 MILLION BY 2020 FOR THREE PRIORITIES:**

1. **EMPOWER STUDENT SUCCESS THROUGH ANNUAL GIVING**
2. **BUILD CUTTING-EDGE FACILITIES**
3. **INVEST IN PEOPLE WITH NEW ENDOWMENTS FOR SCHOLARSHIPS, FACULTY FELLOWSHIPS, AND PROGRAMS**

**DI D YOU KNOW?**

THERE ARE USUALLY THREE PHASES OF A UNIVERSITY CAMPAIGN: THE INITIAL PHASE, THE QUIET PHASE, AND THE PUBLIC PHASE. WE ARE CURRENTLY IN THE QUIET PHASE OF TRANSFORM TOMORROW | THE CAMPAIGN FOR CHICO STATE.

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3. **INVEST IN PEOPLE WITH NEW ENDOWMENTS FOR SCHOLARSHIPS, FACULTY FELLOWSHIPS, AND PROGRAMS**

**$70 MILLION MARK**

PUBLIC PHASE BEGINS

- Publicly celebrate our campaign’s leadership donors and announce campaign to all students, alumni, parents, and friends
- Engage our entire Wildcat community in achieving our goal of $100 million by 2020
- Share stories of impact
- Wrap-up and report out

**$100,000,000 CELEBRATE!**

**JULY 2015 QUIET/LEADERSHIP PHASE**

- Engage leadership donors in major campaign initiatives
- Build internal awareness
- Increase levels of immediate support for people and programs across campus

**TOTAL RAISED FROM 2012-17**

$51,602,203

**2012**

**2013**

**2014**

**2015**

**2016**

**2017**

**2018**

**2019**

**2020**

**JULY 2012 INITIAL PLANNING PHASE**

- Identify campus needs and strengths
- Develop campaign priorities and infrastructure

**$51,602,203**

**TOTAL RAISED FROM 2012-17**
“Thank you for being a Chico State supporter and fueling our success—not only today, but for generations to come.”  

FROM THE CEO
Campaign Progress

Thanks to you, our remarkable donors, we’re halfway to our goal of raising $100 million by 2020. Together, you are empowering student success. You’re giving deans and faculty immediate funding so they can create innovative curricula and real-world experiences that prepare students for meaningful careers. You’re helping us update and build new facilities, so gaps in state funding won’t hinder our ability to provide state-of-the-art learning. And you’re investing in people through scholarships, faculty fellowships, and program endowments.

It’s no accident that Chico State continues to be recognized for our return on investment by Money magazine and Washington Monthly or that we’re celebrating the best fundraising year on record. Alumni, students, parents, and friends across the country have taken their philanthropy to the next level. This is how we will transform more lives. And this is still in the quiet phase of our Transform Tomorrow journey!

Thank you for being a Chico State supporter and fueling our success—not only today, but for generations to come.

Sincerely,
Ahmad Boura
CEO, University Foundation and Vice President for University Advancement

CONNECTING OUR COMMUNITY OF SUPPORTERS
Tower Society events allow members to connect with each other, standout students, and campus leaders.

TOTAL RAISED FROM 2012–17
$51,602,203

GIFTS BY TYPE
$31,012,357 CASH
$3,570,801 MULTIYEAR
$17,019,045 DEFERRED

Cash: Gifts that can be spent immediately to benefit areas that donors designate
Multiyear pledge: Gifts that will be received in total over several years
Deferred: Gifts that are planned, including bequests, charitable trusts, life insurance, etc.

2012–$70 MILLION MARK
Public Phase Begins
2017
Quiet Phase
2020–$100 MILLION MARK
Celebration!

$51,602,203 TOTAL RAISED FROM 2012–17

2012–$100 MILLION MARK
Celebration!

FROM THE CEO

Where We Started
2012
Quiet Phase
2017
$70 MILLION MARK
Public Phase Begins
2020–$100 MILLION MARK
Celebration!

“Thank you for being a Chico State supporter and fueling our success—not only today, but for generations to come.”

CONNECTING OUR COMMUNITY OF SUPPORTERS
Tower Society events allow members to connect with each other, standout students, and campus leaders.
LOOKING BACK
Chico State’s Best Fundraising Year and What It Took to Get There

July 2016
July 1
First Gift
Chico State parent Diana Perez kicks off the year with our first gift to the Chico State Fund, which provides unrestricted support to meet the University’s greatest needs.

July 13
First Tower Gift
Professor Emeritus Chuck Nelson (’72, ’78) and Paula Busch (’73, ’75) put the first Tower Society gifts on the books, supporting several designations close their hearts. Paula’s gifts include the Jennifer Tancreto Memorial Award for art students; the Jerri Dean and Patrick Kopp Student Print Prize; and the Turner Acquisitions Fund. Chuck supports the College of Behavioral and Social Sciences, including a student award for research and creativity in geological sciences.

July 24
$100,000 Raised
With his gift to the accounting department, San Mateo County Controller Juan Raigoza (’89, ’99) puts us over the $100,000 mark.

July 25
First Corporate Gift
Pacific Gas & Electric Company makes the first corporate contribution of the year to Gateway Science Museum.

August 2016
August 22
First Student Donor
Elizabeth Face (bottom left), a member of the Student Philanthropy Council, makes the first student gift of the year to the Chico State Fund. You may have talked with her at campus events like the Family Weekend BBQ or on the phone, as she’s also one of 30 student callers at the Chico State Calling Center.

August 25
First Foundation Gift
The Foor Foundation, a longtime supporter of Chico State, makes the first private foundation gift of the year to two funds that are advancing diversity in science, technology, engineering, and mathematics (STEM) fields: Latinos in Technical Careers and the National Society of Black Engineers.

September 2016
September 26
First New Endowed Scholarship Established
Dolores Sellers (’75, ’93) establishes the first new scholarship endowment of the year—the Clif Sellers Memorial Scholarship—in honor of her late husband. Clif Sellers (’76) served as the planning director of the City of Chico. His memorial scholarship will benefit students majoring in geography and planning in the College of Behavioral and Social Sciences.

October 2016
October 1
University Foundation Special Endowment Awards Distributed
University Foundation Special Endowment Awards distribute nearly $125,000 to support innovative curricula across campus. One award allowed faculty to purchase two state-of-the-art Microsoft HoloLenses so students can create mixed-reality storytelling in a new multidisciplinary course: “Virtual and Augmented Reality for Gaming and Media.”

October 16
5,000 Donors
We celebrate 5,000 donors thanks to Kimberly Merrifield (’90) and her gift to North State Public Radio, which had more than 3,000 donors this year!

October 28
$1 Million Mark
Tower Society member Mark Schwartz (’84) and his gift to the Multievent Legacy Scholarship, which benefits our track and field student-athletes, puts us over the million-dollar mark.
December 2016

December 16
First New Annual Scholarship Established

“I literally fell apart in tears when I got the (scholarship) letter because I couldn’t believe it. You think it will never happen, I feel so full of gratitude.”
— Corina Yetter, Crankstart Re-Entry Scholarship Recipient

The Crankstart Foundation creates the first new annual scholarship of the year, providing $50,000 in support for re-entry students like Corina Yetter. After the Great Recession, the marketing major and her husband lost nearly everything. Supporting his return to college and raising her children put her own educational aspirations on hold. With teenagers and a long commute from Sutter, the aspiring lawyer has more to balance than the traditional student. Her scholarship makes it all possible.

December 30
Campaign Gift

The Harry C. and Deborah L. Elliot Family Foundation grow the impact of its Elliot Family Construction Management Endowment, advancing Donaldson Konner’s priority to invest in people through student scholarship endowments.

December 31
Major Campaign Gift

Darryl (’77) and Jaci Schoen make a $1.1 million gift to a key campaign priority—a new cutting-edge building for the College of Business—because they believe in educating tomorrow’s leaders. Darryl also joined the University Foundation Board of Governors and said, “My Chico Experience is almost indescribable. I grew so much as a person and Chico continues to tug at me, and I want to do all I can to assist the kids in Chico in reaching their goals.” Jaci added, her voice full of emotion, “I feel very much a sense of pride for Darryl but also a deep sense of ‘We’re doing the right thing. It’s truly the right thing to be giving back.’”

Other major supporters of the new College of Business building include Cathy Pleasants, Glen Thomas (’83) and Joyce Densmore-Thomas (’82), and Keith (’78) and Cheryl Bewley.

November 2016

November 4
Tower Society Donors Increase Impact

Samuel (’85) and Laura Fogleman (’85) grow their Samuel and Laura Fogleman Scholarship Endowment to support current and future accounting students. “Education is our great equalizer in terms of opportunity. Scholarships bridge financial obstacles for hardworking students and give them a vote of confidence in a world full of unknowns.”
— Laura (’85) and Samuel (’85) Fogleman

December 2017

January 19
$5 Million Mark

By giving back to the College of Behavioral and Social Sciences, George Parrott (’66) helps us reach the $5 million mark by expanding his two named scholarship endowments for psychology students. George L. Parrott Outstanding Student Shane Rosebush (’17) is now studying neuroscience at the University of Buffalo and Waleed Jami (’17), recipient of the George L. Parrott Psychology Transition Award, is working toward his PhD in psychology at the University of Nevada, Reno.

January 28
10,000 Donors

Graduates of the Last Decade (GOLD) Tower Society Member Daniel Lofgren (’09) and his gift to the Department of Philosophy help us reach 10,000 donors.

January
Major Campaign Gift

In support of Transform Tomorrow’s priority to invest in people through faculty fellowships, Dennis Murphy (’94) and Hayden Homes establishes the Hayden Homes-Dennis P. Murphy Endowed Professorship to recruit and retain outstanding faculty in the Department of Civil Engineering. In addition to his endowment, Dennis also supports the comprehensive lab renovations in the College of Engineering, Computer Science, and Construction Management provides annual support to advance the construction management department’s applied learning and research.

February 2017

February 14
Major Campaign Gift

Professor Emerita Valerie L. Smith celebrates her birthday at the ribbon-cutting event announcing the expansion of the University’s anthropology museum. Her additional $250,000 gift grew the Valerie L. Smith Museum of Anthropology’s footprint, which is key to Transform Tomorrow’s goal to renovate spaces across campus to advance active learning.

“I can’t say enough for my mentors who are here. These guys really made an impact on my life and so did Chico State.”
— Dennis Murphy (’94)

“That’s a place where I can put my heart as well as my worldly goods and make a donation that will live on.”
— Professor Emerita Valerie L. Smith

November
Major Campaign Gift

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“Education is our great equalizer in terms of opportunity. Scholarships bridge financial obstacles for hardworking students and give them a vote of confidence in a world full of unknowns.”
— Corina Yetter, Crankstart Re-Entry Scholarship Recipient

“If we have this kind of facility, we’ll attract more students and more faculty because they will want to be part of what we’re going to build for them.”
— Darryl (’77) and Jaci Schoen
March 2017

March 3
Inauguration of President Gayle E. Hutchinson

President Gayle E. Hutchinson was officially invested as Chico State’s president. Her motto, “Together We Will,” reflects her commitment to building a culture of philanthropy among Chico State’s students, alumni, parents, faculty, staff, and friends. Read more on p. 18.

April 2017

April 6
1,000 Student Donors!

Mia Hawer’s gift to the Chico State Fund puts us over the 1,000 student donors mark. She is among the 1,205 student donors whose gifts provided more than $13,000 to support the Chico State Basic Needs Project, which is addressing student food and housing insecurity, affecting thousands of students each year.

May 2017

May 5
Major Campaign Gift

Dan Giuladi gives an additional $1 million to expand the impact of his Bell Family Presidential Scholarship, which he established in 2013 with a $2 million endowment. The University’s largest scholarship endowment supports Transform Tomorrow’s priority to invest in people. The four-year scholarship supports the College of Agriculture’s top students—Austin Dowse, Kelley Duggan, and Samantha Bright—are pictured with their Livestock Judging Team, which swept the competition at the 2016 Western Fall Classic in Medford, winning the beef, sheep, swine, and questions categories of the contest.

May 9
Major Campaign Gift

Advancing Transform Tomorrow’s priority to invest in people, the Art and Marie Welch Education Fund and Art and Marie Welch Teaching Scholarship Endowment are supporting students who have a “fire in their belly” to become teachers. Marie Welch (right) was never able to complete her teaching credential at Chico State after World War II. To honor her story and ensure aspiring teachers won’t have to give up their dreams, the education fund aims to remove barriers that keep students from their goals and marks the School of Education's first program endowment.

June 2017

June 7
Major Campaign Gift

An anonymous donor provides the first major $500,000 gift to a key campaign priority—a new cutting-edge Agriculture Complex at the University Farm—which will add a farm store, creamery, and educational center to our 800-acre “living laboratory” for applied learning and research.

June 24
Major Campaign Gift

The California Institute for Behavioral Health Solutions gives $1 million to support distance learning in social work as a way to build the North State’s mental health workforce.

March 27
Tower Members Expand Program’s Impact

Professor Emeritus Daniel Kagan and Carol Kirk, who are also former Chico State parents, give to the Chemistry Summer Research Institute. They are among the community of supporters who expanded our physics and chemistry summer programs to include seven of the eight departments in the College of Natural Sciences. Seventy students added paid research experience to their resumes, including three students who conducted research with Professor Monica So at the Sandia National Laboratory in Livermore.

May 12
Major Campaign Gift

Satisfying their support of Jonathan Bennewitz’s priority to renovate existing spaces into state-of-the-art learning spaces, the Chico Concrete Industry Management (CIM) Patrons and the CIM National Steering Committee gave an additional $400,000 gift to advance the comprehensive lab renovation in the College of Engineering, Computer Science, and Construction Management. The CIM Patrons are a philanthropic group of individuals and organizations who have donated more than $3.6 million to support the University’s CIM program, which is one of only four in the nation and the only program in the western US.

May 21
Long time Supporter Receives Honorary Degree

Community partner and concrete industry leader Doug Guerrero received an honorary Doctor of Humane Letters for his service to the Chico State CIM program and its students, as well as his leadership as the University Foundation Board of Governors.

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My philosophy has always been that, when we come together, we succeed in tremendous ways. Connecting with alumni donors is like a homecoming. It fuels the Wildcat family bond.

I met Distinguished Alumnus Dennis Murphy (’94) at a downtown Chico coffee shop on Main Street in December 2016. A civil engineering graduate, Murphy has risen in the world of homebuilding to become CEO of Hayden Homes in Oregon. When Murphy graduated, doors opened and he walked through them. Speaking with him, it was clear that he believes to his very core that Chico State was essential to his success.

Today, he considers it his duty and responsibility to give back, and I’m proud to say he is one of our leading benefactors in Transform Tomorrow | The Campaign for Chico State (see p. 15). When Murphy speaks of his Chico Experience, it makes me want to hug him. So, on that day, I did.

With sweeping changes in public support for higher education, a significant part of a university president’s role today is to raise money to promote student success through real-world learning opportunities, scholarships, and cutting-edge facilities, labs, and technology. In my first year as Chico State’s president, I had the distinct good fortune to meet alumni like Dennis, as well as parents, industry leaders, and friends across the nation. When I shared stories about Chico State’s students, faculty, staff, and programs, our alumni enthusiastically recounted their own transformative experiences.

When I traveled to Washington, DC, for an alumni reception earlier this year, there was a buzz of excitement and appreciation among the 200 alumni present. A common thread emerged in the stories they shared: Chico State provides a sense of community, a sense of belonging, a sense of place, and a sense of family. Every member of the Wildcat family has a powerful story—whether they are in business, the arts, agriculture, political science, or concrete industry management—and behind each story of transformation is a professor, staff member, or learning opportunity that was instrumental along the way.

Chico State, under the direction of Vice President Ahmad Boura, has just concluded its best fundraising year on record. Along with supporters near and far, students, staff, faculty, deans, and the entire campus participated in the effort. It is rewarding to envision a future where scores upon scores of students are supported to become successful and strong contributors to society and the world.

Earlier this fall, I had the opportunity to meet with former California Assemblyman Rusty Aneas (‘76). There is a realness, a genuineness, to people who graduate from Chico State, and Aneas exemplifies this. The first thing he wanted to know: “What is happening on campus?” And then, he started sharing stories. Over lunch he asked, “How can I help?... And so it goes.

“Together We Will” in my mind is a key phrase to move forward the mission of Chico State, to build upon our legacy and tradition that we are a community, that we are family. As we are on the road and connecting with alumni, parents, and friends, they are turning to us and asking how they can give back. In this way, our family comes full circle. Together, we will transform tomorrow.

Sincerely,

Gayle E. Hutchinson
President
A RECORD-SETTING YEAR

Gifts & Pledges
In 2016–17, alumni, parents, friends, and other supporters donated and pledged more than $14.8 million to academic, athletic, applied research, and public service programs across campus.

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>FY16–17</th>
<th>FY15–16</th>
<th>FY14–15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$1,624,846</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receivables &amp; Other Current Assets</td>
<td>$736,291</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investments</td>
<td>$77,488,396</td>
<td></td>
<td></td>
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<tr>
<td>Contributions Receivable – Net</td>
<td>–</td>
<td></td>
<td>$5,471,696</td>
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<tr>
<td>TOTAL ASSETS</td>
<td>$85,700,254</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Donors
In the 2016–17 fiscal year, 14,205 individuals and 821 foundations and corporations provided vital funds to support our students, faculty, and programs. Alumni continue to make up the largest percentage of our donor base (39 percent) and their level of giving reached more than $7 million. The next largest groups of donors are friends and parents (25 percent and 18 percent, respectively).

<table>
<thead>
<tr>
<th>Donors</th>
<th>FY16–17</th>
<th>FY15–16</th>
<th>FY14–15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>5,805</td>
<td>6,322</td>
<td>6,312</td>
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<td>Parents</td>
<td>2,667</td>
<td>2,855</td>
<td>3,068</td>
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<tr>
<td>Faculty and Staff</td>
<td>348</td>
<td>193</td>
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<tr>
<td>Friends</td>
<td>3,738</td>
<td>3,754</td>
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<td>Students</td>
<td>1,025</td>
<td>1,708</td>
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<td>Foundations &amp; Corporations</td>
<td>821</td>
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<td>Total</td>
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2016–17

Assets & Liabilities

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<th>ASSETS</th>
<th>FY16–17</th>
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<th>FY16–17</th>
<th>FY15–16</th>
<th>FY14–15</th>
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</thead>
<tbody>
<tr>
<td>Accounts &amp; Notes Payable</td>
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<tr>
<td>Liability Under Trust Agreements</td>
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</tr>
<tr>
<td>TOTAL LIABILITIES</td>
<td>$3,599,460</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NET ASSETS

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th>FY16–17</th>
<th>FY15–16</th>
<th>FY14–15</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL NET ASSETS</td>
<td>$82,100,774</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The chart below compares Chico State’s FY 2016 pooled endowment investment performance to the following endowment groupings: Sector Index Benchmark, National Association of Colleges and University Business Officers (NACUBO) Size, NACUBO Style, and CSU Peers.

While all groups experienced endowment losses in FY 2016, Chico State outperformed other campuses in the CSU. The University’s three-year and five-year endowment performance also outperformed our CSU peers.

### Pooled Endowment Investment Performance

#### FY 2016 Endowment Performance Comparison*

<table>
<thead>
<tr>
<th></th>
<th>Sector Index Benchmark</th>
<th>CHICO STATE</th>
<th>NACUBO SIZE</th>
<th>NACUBO STYLE</th>
<th>CSU Peers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Year</td>
<td>-2.0%</td>
<td>-2.9%</td>
<td>-1.8%</td>
<td>-2.0%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>3 Year</td>
<td>2.0%</td>
<td>5.4%</td>
<td>4.5%</td>
<td>4.5%</td>
<td>4.6%</td>
</tr>
<tr>
<td>5 Year</td>
<td>4.5%</td>
<td>5.0%</td>
<td>4.7%</td>
<td>4.7%</td>
<td>5.0%</td>
</tr>
<tr>
<td>10 Year</td>
<td>6.0%</td>
<td>4.5%</td>
<td>4.5%</td>
<td>4.5%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

*FY 16 data is not yet available

### Statement of Financial Position

#### Five-Year Market Value

In five years, our total endowment value and net assets grew by 28 percent and 24 percent, respectively. The University Foundation’s net assets totaled $82,100,774 as of June 30, 2017. The total endowment, valued at $60,995,401, is managed by the Foundation’s Board of Governors through its Finance and Investment Committee and under the advisement of the independent investment advisory firm Arnerich and Massena, Inc.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Endowment</th>
<th>Net Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016–17</td>
<td>$60,995,401</td>
<td>$82,100,774</td>
</tr>
<tr>
<td>2015–16</td>
<td>$53,938,221</td>
<td>$73,301,961</td>
</tr>
<tr>
<td>2014–15</td>
<td>$54,844,630</td>
<td>$74,875,851</td>
</tr>
<tr>
<td>2013–14</td>
<td>$52,562,821</td>
<td>$71,618,490</td>
</tr>
<tr>
<td>2012–13</td>
<td>$47,761,235</td>
<td>$65,670,230</td>
</tr>
</tbody>
</table>

### Five-Year Overview Total Endowment Value

- **2016–17**: $60,995,401
- **2015–16**: $53,938,221
- **2014–15**: $54,844,630
- **2013–14**: $52,562,821
- **2012–13**: $47,761,235

### Endowment By Purpose

As of June 30, 2017, the endowment value was $60,995,401. Donors have the opportunity to designate their gifts to support the people and programs they care about most. More than 50 percent of the endowment is earmarked for student scholarships, awards, and programs.

#### ENDOWMENT BY PURPOSE

- **Student Scholarships & Support**: 54% ($32,987,481)
- **Academic & Program Support**: 32% ($19,335,888)
- **Faculty Support**: 9% ($5,334,093)
- **Unrestricted/Greatest Need**: 5% ($3,337,940)

**TOTAL**: $60,995,401
Where We’ve Been and Where We’re Going

The road to Chico State from my hometown followed a route thousands of students, alumni, and parents know well—Highway 80 East through the hustle and bustle of the Bay Area to Highway 113 and then north on Highway 99 across stretches of agricultural land traveling through small orchard-lined towns. I was searching for something different when I arrived in Chico, though I wasn’t quite sure what.

Growing up, I learned the value of hard work and business sense from my parents, who opened the first grocery store in Concord after World War II. At Diablo Valley College, I was a good student but not exceptional, and I honed the practical skills my parents had instilled by working full time while attending junior college. In Chico, something clicked. I became a highly successful student, ultimately completing my MBA in finance after graduating from Chico State.

This epiphany I had about learning was all because of Chico’s environment. I got emotional thinking about the professors and staff mentors who welcomed me as family and played an undeniable role in my success. I didn’t just go to class or work as a resident advisor. I talked about readings with my professors at Slammin’ Hole, I went to dinners with them to discuss lectures and future plans. They modeled open conversation and wired me with this mindset, value set, and love of learning that prepared me to be part of the worldwide transformation of the telecommunications industry with the adoption of cellular technologies.

I promised I would never forget my Chico Experience. When my son Paul ('16) also chose to study business at Chico State, my gratitude was shaped by a whole new lens. Giving back to this University as an alumni, parent, volunteer, guest lecturer, donor, and board member is my way of paying forward the gifts I received as a student that continue to benefit today’s students.

Sincerely,

Tom Villa ('82)
Chair, University Foundation Board of Governors

As the new chair of the University Foundation Board of Governors (BOG), my goals are to build on the strong foundation we’ve achieved under the leadership of outgoing chair Mike Prate and CEO Ahmad Bourny, including the following:

CONTINUE 100 PERCENT BOG PARTICIPATION IN THE TOWER SOCIETY.

One of the greatest joys I’ve had as a BOG member is to call donors, thank them for their support, and learn more about the road to and from Chico State. Under my leadership, the BOG will continue expanding our role in recognizing and stewarding your investments in Chico State’s future.

ENSURE THE SUCCESS OF TRANSFORM TOMORROW.

Board members will play an active role in mobilizing our networks to reach out to alumni, parents, and friends nationally and globally to increase annual giving, multiyear commitments, and deferred gifts to support Transform Tomorrow and raise $100 million by 2020.

GENERATE NEW RESOURCES FOR STRATEGIC PRIORITIES.

Working with campus leaders, we will develop a comprehensive philanthropy program to advance the University’s strategic priorities, innovative curricula, and learning community to benefit our beautiful region and empower student success.

ATTRACT LEADERS AND INNOVATIONS TO THE BOARD.

We will continue to build BOG membership with alumni, parents, and friends who have a bold vision for and demonstrated commitment to Chico State. I would like to welcome our four newest BOG members.

■ ROBIN SAVAGE ('86) is a devoted counselor and educator. She brings to the board her expertise as dean of the Dominican University of California School of Education and Counseling Psychology and chair of the Department of Psychology.

■ CHUCK NELSEN, JR. ('89) is director of Bank of America Merrill Lynch. He established the Charles & Mary Nelsen Scholarship to honor his parents’ passion for education by supporting students with financial need in the College of Business.

■ DARRYL SCHENK ('77) is president of Manufacturers’ Financing Services. He and his wife, Jaci, made the first seven-figure gift to the new College of Business building in support of Transform Tomorrow (see p. 14).

■ SYLVIA SEUFFERLEIN ('75) is a Bay Area realtor and one of the College of Business’s leading benefactors. With her husband, Chuck ('75), and son, Luke ('99), she established the Seufferlein Professional Sales Program, which is one of the nation’s premier sales programs.
The Tower Society started less than two years ago with a bold vision—to build a culture of philanthropy at Chico State. In 2016–17, membership grew to 678 members and 163 Graduate of the Last Decade (GOLD) members. That represents a 43 percent rise in Tower Society membership, as more people embrace the opportunity to expand real-world opportunities and life-changing experiences for our students so they can make their mark on our community, our nation, and our world.

Together, 15,026 alumni, students, parents, and friends raised a record $14,818,352 million in 2016–17. Of this total, 89 percent was generated by Tower Society members. They helped us pass the 50 percent mark in our effort to raise $100 million by 2020 for three priorities: empowering student success, renovating and building cutting-edge learning spaces, and investing in people by establishing endowments for scholarships, faculty support, and programs.

It is our honor and privilege to introduce the 2016–17 members of the Tower Society and recognize the essential role they play in supporting tomorrow’s leaders.
If you feel your name has been omitted or listed incorrectly, please notify Scholarship and Donor Relations Coordinator Flynn Hoffman at 530-898-4796 or donorrelations@csuchico.edu.

Wells Fargo Foundation

Anne Sena ('97) and William Sena

Marilyn Rees ('81)

Wes Dempsey and Phyllis Dempsey

Construction Employers Association

California Agricultural Leadership Foundation

Benefactor

Philanthropist

Joan Rycraft ('68)

George Parrott ('65)

Dennis Murphy ('94)

Hayden Homes LLC

Granite Construction Company

Giustina Forest Foundation

Dan Giustina

Jay Gilbert ('69)

Chico Concrete Industry Management Patrons

Chico CM Education Foundation

Anonymous

TOWER SOCIETY

"Donating to the Tower Society is my way of giving back to the great education and life experience Chico State gave to me. It is my hope that others recognize the role the University plays in developing young people to reach their goals in life.”

—Brian Ceresonghi ('85)

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TOWER SOCIETY

TOWER SOCIETY MEMBERS WHO CONTRIBUTED BETWEEN JULY 1, 2016, AND JUNE 30, 2017

"The Tower Society allows us to see the impact of our giving and stay connected to the University and its leaders, its faculty and, most importantly, to the students who will go on to shape the future."

—Bob Richey ’69 and Bobbie Kittlege
Thank you for being a Chico State supporter and fueling our success—not only today, but for generations to come.

—Ahmad Boura, CEO, University Foundation and Vice President for University Advancement