



CLARION UNIVERSITY FOUNDATION, INC.

# 2015-2016 Annual Report



## **PRESIDENT'S MESSAGE**

Recognizing our mission statement's directive to provide financial and other support deemed vital to strengthen the well being of the University and the University community, we can look back on the 2015-2016 fiscal year and count our accomplishments. Specifically we:



- Completed the construction of Suites on Main, the largest construction project in our history. The Suites provide housing for 728 students in a community setting as well as offering a movie theater and the Clarion Bookstore, Denny's Den, and Starbucks retail establishments.
- Refinanced the temporary bond issue for the new suites with a USDA loan that will result in interest cost savings in excess of \$8 million over the next 39 years.
- Secured private funds in excess of \$1.2 million.
- Continued to build the Foundation's team by recruiting two development professionals in the areas of planned giving and athletics.
- Increased scholarship support to the University by 33% or \$300,000 over the prior fiscal year. As a result 650 students received scholarship assistance. The Foundation also funds the position of Director of Scholarships at the University to assure efficiency in the identification and awarding of scholarship monies.
- In support of the University's commitment to the community, made a \$50,000 donation to the local YMCA building project made possible by a matching private gift.
- Continued to work on defining the structure and process for embarking on our comprehensive campaign where we have set a campaign goal in excess of any similar prior campaign.
- Created and incorporated the Clarion Community Foundation with stakeholders from the Foundation, the University, and the community. Its mission is to service the educational, health and human services, and community development needs of Clarion County and the surrounding region.

All of this would not have been possible without the combined efforts of University leaders, administrators and staff, Foundation staff, dedicated volunteers and of course, our donors. We look for this collaboration to continue as we move forward in our support of Clarion and the region.

All the best,

A handwritten signature in dark ink that reads "Jane K. France". The signature is fluid and cursive, written in a professional style.

Jane K. France, President

# Foundation expresses appreciation for Aharrah's Service

Clarion University Foundation, Inc., Board of Directors issued a resolution of appreciation for Dr. Ernest C. Aharrah's 25 years of service to the board.

Aharrah, of Clarion, was appointed to the board from 1970 to 1971, and again from 1992 to June 30, 2016. In the resolution, the board cites Aharrah's faithful and consistent participation in board and committee meetings, where he demonstrated careful preparation for all sessions, thoughtful consideration of issues and balanced judgment in decision making.

Aharrah served on the Planned Giving Committee and as its chair for five years; the Annual Fund Committee; the Nominating Committee, also serving as its chair; the Campaign Committee; and as the Alumni Board of Directors representative.

He was a key board member and participant during the Clarion University Foundation, Inc.'s, greatest period of growth and organizational development in its history, not only in his service, but through his and his family's financial support of and active participation in the university's endeavors, most profoundly as a beloved, long-time faculty member and as a member of Clarion University Alumni Board of Directors from 1991 to 1997.

In 2002, Aharrah was awarded the Pennsylvania State System of Higher Education Eberly Award for volunteerism.

Aharrah graduated from Clarion University in 1949 with a Bachelor of Science in Education, secondary education. He holds a Master of Science in Education from Penn State, as well as Master of Science and doctoral degrees from Pitt.

Before coming to Clarion, Aharrah taught high school. During his 29 years at Clarion, he spent 9½ years as a demonstration teacher, 1½ years as director of alumni affairs and 18 years as a faculty member in the biology department. He conceived and directed the

Biological Travel/Study Program and has directed the study of numerous graduate students in the field.

Aharrah and his wife, Margaret (Behringer '49), have a long history of financial support of Clarion University and Clarion University Foundation, Inc. In addition to contributing to other scholarship funds, the Aharrahs established the Cheri Aharrah Reid Memorial Scholarship in memory of their daughter.

Three new members have joined the board: Chris Allison, Pittsburgh; Paul Palmer, Allison Park; and Scott Shewell, Mechanicsburg.

**The board cites Aharrah's faithful and consistent participation in board and committee meetings, where he demonstrated careful preparation for all sessions, thoughtful consideration of issues and balanced judgment in decision making.**



# TEAM BUILDING CONTINUES

## Jamison directs planned giving

LARRY JAMISON HAS JOINED CLARION UNIVERSITY FOUNDATION, INC., AS DIRECTOR OF PLANNED GIVING.



Jamison, a 1987 graduate of Clarion University with a BSBA in marketing, has a professional background in banking. Most recently, he was branch manager for First United National Bank in Clarion.

As an alumnus, Jamison served on the alumni board, including two years as president. He has been a member of several committees and volunteer groups, including the inaugural College of Business Advisory Board, alumni representative on Clarion Students' Association Board, wrestling's Pin Club and the Athletic Task Force Committee.

"I believe in a 'pay-it-forward' approach to philanthropy. We should be aware of the need to move Clarion University forward for the next generation and share our pride in our alma mater with them," he said. "Our 'college on the hill' needs us all to share our time, talent and treasure to ensure Clarion will stand strong for generations to come."

Jamison and his wife, Ann, live in Summerville with their two daughters.

## Jones leads athletics fundraising

CHRIS JONES HAS JOINED CLARION UNIVERSITY FOUNDATION, INC., AS DIRECTOR OF DEVELOPMENT FOR COLLEGIATE ATHLETICS.

"This is an opportunity to lead a department in building and cultivating relationships, as well as securing funds for our student-athletes," Jones said. "It places me on a team of colleagues who are passionate about Clarion athletics and the university as a whole."

He is especially excited to be part of Clarion University's sesquicentennial celebration.

A former student-athlete, Jones has a passion for securing funds for intercollegiate athletics.

Jones formerly was executive director of the athletic booster club and coordinator of annual giving and special events for Lincoln University, Jefferson City, Mo. Jones graduated from North Carolina Central University in 2009 with a bachelor's degree in physical education and in 2013 with a master's degree in athletic administration.

He and his wife, Cassandra, live in Clarion.





# INVESTMENT IN PEOPLE

During the 2015-16 academic year, the Clarion area benefited from three Clarion University students' service, which nourished bodies, nourished minds and fortified the relationship between the university and its nearby communities.

The students – Olivia Chuzie of Grove City, a senior speech pathology major, Camron Kirkland of Clarion, a senior secondary education/mathematics major, and Lydia Whisler of North East, a graduate student in speech pathology – were recipients of the **Civic Engagement Scholarship, which AI ('74) and Jan Lander initiated in 2011.**

"In the world in which we live, the most valuable resource is the human resource," Lander said. "The only thing that distinguishes one company from another is the people. That's also true of communities and universities. What I see is a wealth of talent at the university and a wealth of talent in the community. If we can bring those together, I see a synergy in which the whole will be greater than the sum of the parts."

Last year, that synergy resulted in:

- **A stronger relationship between the university and Rimersburg Senior Center (Chuzie)**
- **New partnerships between the Clarion Community Learning Workshop and area schools (Kirkland)**
- **Food and financial assistance to low-income residents (Whisler)**

The scholarship is based on need, and applicants must submit a plan for the type of civic involvement on which they plan to focus. It can be for any agency in Clarion County. The community service is to be performed within the academic year covered by the scholarship. The award covers tuition and fees for a full academic year.

"What I see, especially in the business community, is investing of money and resources. Investments are managed and supervised to earn a rate of return," Lander said. "If we're looking at investing in students, we are looking at not just spending money, we are looking at a positive outcome, a rate of return. If we look at it in that respect, and if we develop the program in that respect, we'll have far greater results than if we're just looking at giving money to students who can't otherwise afford to go to college."

The return on investment reaches further for the student than the financial reward and further for the community than the tangible work that is accomplished.

## CHUZIE

At Rimersburg Senior Center, Chuzie was a bridge between the center and the university, facilitating program development by creating a list of university contacts who can give presentations to the seniors.

"The senior community gained knowledge of how available to them the university is," Chuzie said.

She helped pack meals for shut-ins and learned more about the seniors who use the facility.

"Many of the people said they go there to build friendships and so they don't have to be alone," Chuzie said.

Chuzie said community service has always been a part of her life. In addition to the satisfaction of helping others, she said she learned leadership and time management by juggling her school work and her community service.

## KIRKLAND

Kirkland was looking for ways to get involved with the community when he learned about the Community Learning Workshop.

"I love what they're doing there," Kirkland said. "They really care about the students who come in the door. They want to provide one-on-one tutoring, and they want to bring kids together from different ethnic and socioeconomic backgrounds."

Kirkland was one of the main math tutors, putting to work the skills learned in his major. Beyond that, he recruited other volunteers, ran the workshop's online presence and went into area schools to learn how to work with them for the students' benefit, which expanded his professional experience. In his time at the workshop, the number of students using the facility doubled.

## WHISLER

Whisler split her time between Clarion County Chamber of Commerce, where she worked in the Foodstock program, and Charitable Deeds in Knox. There, she helped with office work, including securing pledges to help low-income people pay utility bills and keeping the organization's paperwork in order. She helped with the bi-monthly spaghetti dinner, which helps to fund Charitable Deeds' programs.

"I knew I wanted to work with hunger and poverty," Whisler said. "So many people assume that if you are in need of assistance, you're lazy. These are hard-working people who had one bad thing happen that threw them off. Many current volunteers are people who formerly received help. Now, they want to pay it forward."

# GROWING MORE, GIVING MORE

Clarion University Foundation, Inc., committed last year to funding, for a five-year time period, a university office and full-time professional position of director of scholarships. The change is to better coordinate the awarding of scholarships to better meet the changing needs of students.

The director's position began in July 2015

with the arrival of Dave McFarland, whose job it is to find ways to better use scholarship dollars.

His work has assisted in a 33 percent increase

in Foundation-specific scholarship awards, and

an overall increase in awarded scholarships from \$1.9 million in 2014-15 to \$2.3 million in 2015-16.



The scholarship growth is attributed to:

- **Implementation** of a method to award merit scholarships that resulted in enrolling the same number of scholarship students for approximately \$200,000 less in institutional dollars;
- **Partnership** with Raise.me to offer microsolarships, which incentivize the behaviors in high school that make students successful in college;
- **Awarding** of every available dollar of endowed scholarships appropriately to students;
- **Improvement** the university's scholarship webpage to include external scholarships for which students who do not receive merit or endowed scholarships can apply;
- **Engagement** with Whiteboard Communications to help develop better financial aid leveraging strategies.



# DONORS

## UNIVERSITY CLUB: \$5,000 OR MORE

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Ms. Jane K. France '71 and Mr. Christian L. Allison

Dr. Floyd Barger '58

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and Mrs. Sonja Leach; Mr. Edward F. Goth '85

and Mrs. Lisa A. (Leach) Goth '85

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Pennsylvania State Employees Credit Union

Dr. James G. Pesek and Mrs. Karen Westfall Pesek

*\* Donor passed away in the year reported.*





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Mrs. Mari K. (Pietila) Andrekovich '87  
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Clarion County Community Bank  
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Mr. Chris Cole and Mrs. Barbara Cole  
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Mr. Ralph T. Critten '94 and Mrs. Cynthia H. Critten  
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Mr. Charles E. Dreibelbis and Mrs. Diane Dreibelbis  
Dr. Timothy R. Dutrow '76 and  
Mrs. Deborah A. (Dickson) Dutrow '77  
Mrs. Beverly A. Engle '71 and Mr. Roger Engle

*\* Donor passed away in the year reported.*



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 Mr. Timothy P. Fogarty and Mrs. Bridget Fogarty  
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 Mr. Michael W. Gavin '78 and Mrs. Kimberly M. Gavin  
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 Hincken Emigh Family Charitable Foundation -  
     Mr. Robert D. Emigh '74 and Mrs. Emily Emigh  
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 Mr. John L. Jarzab, Jr. and Mrs. Cynthia L. Jarzab  
 Dr. Stephen R. Johnson  
 Mr. Paul B. Kemble, Jr. '68

Mr. James L. Kifer '83 and Mrs. Brenda Kifer  
 Dr. Norma B. (Badgley) Kim '83 and Dr. Paul Y. Kim  
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 Mr. John M. Lovre '57 and Mrs. Evelyn D. (Mezerski) Lovre '59  
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 Mr. Richard C. Malacarne '63  
     and Mrs. Nancy C. (Coax) Malacarne '63  
 Mr. Rodrick J. Marquette '97  
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     and Mrs. Loretta V. (Vastadore) Matsko '71  
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 PNC Financial Services Group, Inc.

*\* Donor passed away in the year reported.*



# CLARION UNIVERSITY'S 150 ANNIVERSARY FUNDRAISING CAMPAIGN

In 2017-18, Clarion University will celebrate its 150th anniversary. Plans are underway for a year-long celebration with an announcement of details to be made by President Whitney early in 2017.

***“We are looking forward to a full year of events to celebrate the history and traditions of this great institution,”*** Whitney said.

As an integral part of the 150th celebration, the leadership of the Foundation, working in close partnership with the university, is planning a fundraising campaign to address high priority needs of students. These include financial aid, the renovation and upgrade of Tippin Gymnasium to serve not only the campus but also the region greater and, finally, the increased support of annual programmatic resources.

The campaign committee, under the leadership of Jane France, has representation from the university, including President Whitney, and both the university advancement staff and foundation professionals.

“The campaign committee has been meeting regularly for the last year, and we have been planning and implementing the early stages of the campaign,” France said. The anticipated public announcement of the campaign and its progress is scheduled for September 2017.

Initial responses have continued to demonstrate the strong loyalty and generous support of alumni, parents and friends throughout the region and nationally. The Foundation is pleased to be an active and continuing partner in support of the future of **Courageous. Confident. Clarion.** as it approaches its 150th anniversary.

Mrs. Helen G. (Grudowski) Porter '60  
Dr. Randall Potter and Dr. Jeanne Slattery  
Presbyterian Women of 2nd Presbyterian Church  
Mrs. Donna T. (Tissue) Roberts '74 and Mr. William Roberts  
Robindale Energy Services, Inc. – Mr. Scott Kroh '74 and Mrs. Pamela J. Kroh  
Dr. Kevin J. Roth '81 and Mrs. Carol A. Roth  
Dr. Nicole L. Roth Miller '98  
Mr. Charles Ruslavage\* and Mrs. Jan Ruslavage  
St. Marys Insurance Agency, Inc. – Mr. Jeffrey F. Azzato '85 and Mrs. Michele Azzato  
Mr. Robert F. Schmidt '69  
Schwab Charitable Fund  
Mr. Edward J. Smith '65 and Dr. Roxie R. (Ruhlman) Smith '67  
Mr. Rich Snow  
Mr. Roland B. Sparrow '71  
Mr. Ronnie R. Standridge '79 and Mrs. Anne S. Standridge  
Ms. Lorraine C. Staples, J.D. '76 and Mr. Frank Hershkowitz  
Mrs. Marilyn L. Stempeck '83  
Mr. John M. Stoner, Jr. '75 and Mrs. Janice L. (McMinn) Stoner '75  
Dr. Jeffrey D. Sutton '95 and Mrs. Jennifer Sutton  
Swartfager Welding, Inc.  
Maj. Gen. Peter J. Talleri, USMC (Ret) '79 and Mrs. Deborah L. (Lipko) Talleri '80  
Mr. James Thornton and Mrs. Bridget Thornton  
Mr. David D. Todd '76  
Mr. Harry E. Tripp  
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Villa Italia Ristorante – Mr. Sam Sanfilippo\*  
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Mr. Kerry L. Wolbert '72  
Mr. Tony M. Zampogna  
Mr. Matthew K. Zents '87  
Mrs. Janet L. (Steiner) Zidansek '72 and Mr. Anton Zidansek  
Mr. Curtis L. Zimmerman '79 and Mrs. Carrie L. (Englert) Zimmerman

*\* Donor passed away in the year reported.*

*For a complete list of donors giving \$250 and above and the Clarion University G.O.L.D. alumni listing, visit [www.clarion.edu/2015-2016donorwall](http://www.clarion.edu/2015-2016donorwall)*

*The listing of names of our contributors is subject to error, both human and computer. If there is an error, please accept our apology and bring it to our attention.*





# Suite completion











## Suite completion

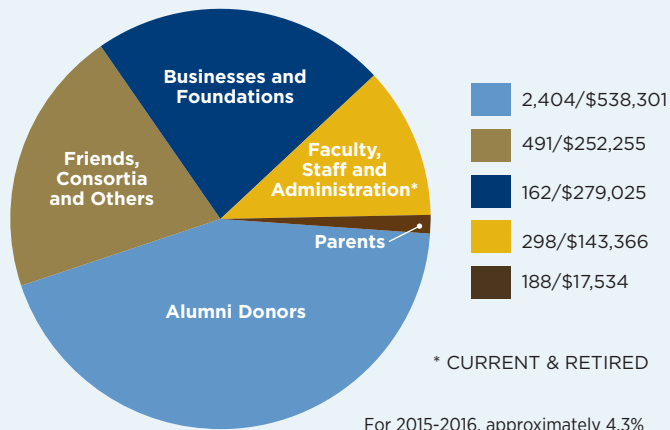
The \$61 million Suites on Main project was completed on time and on budget this summer with the construction of the new parking lot adjacent to Suites on Main South.

The buildings total more than 230,000 square feet with 373 suites. Space for 728 students is available. Along with living space for students, Suites on Main South houses the Clarion University Store, Starbucks and Denny's Den. Suites on Main North houses the 182-seat Clarion University Theater.

The suites were built with Silver Leadership in Energy and Environment Design standards, which encourages the use of sustainable building materials and sustainable operations after completion such as installing the geothermal heating/cooling system to save on utility costs.

Financing for the project was made possible by multiple bond issues and a long-term loan by the United States Department of Agriculture.

## 2015-2016 DONORS/CONTRIBUTION REVENUE (3,543/\$1,230,481)



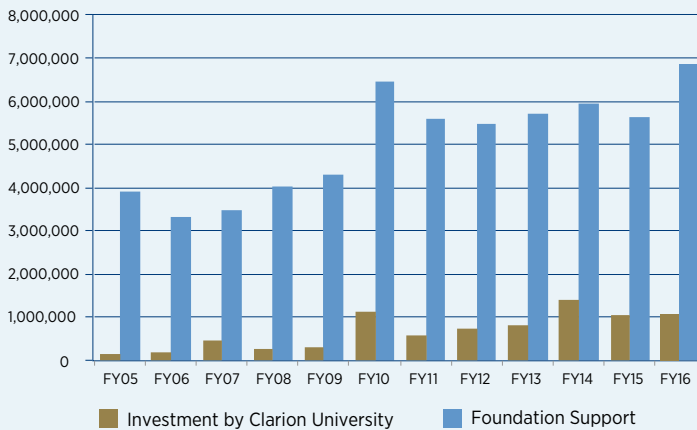
\* CURRENT & RETIRED

For 2015-2016, approximately 4.3% of the total living Clarion University alumni (2,404 out of 55,983) had made contributions to the Foundation.

## GROWING OUR ENDOWMENT ENDOWMENT BALANCE FY05-FY16

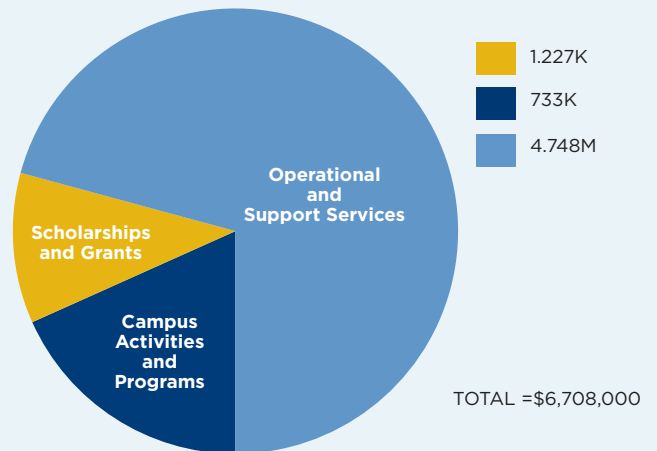


## FOUNDATION SUPPORT TO CLARION UNIVERSITY



On average over the last 12-year period, the university has received \$7.40 for every \$1 invested with the Foundation.

## FY 2016 SUPPORT BY CATEGORY (REPRESENTED IN THOUSANDS)



## CONDENSED BALANCE SHEET JUNE 30, 2016

### ASSETS

Cash, Cash Equivalents and Other Current Assets  
Investments  
Other Long Term Assets

### TOTAL ASSETS

### LIABILITIES AND NET ASSETS

Accounts Payable and Accrued Expenses  
Debt Outstanding  
Total Liabilities

Unrestricted Net Assets

Temporarily Restricted Net Assets

Permanently Restricted Net Assets

Total Net Assets

### TOTAL LIABILITIES AND NET ASSETS

### JUNE 30, 2016

\$18,021,396  
31,842,793  
104,657,494

### \$154,521,683

### JUNE 30, 2015

\$33,582,585  
32,188,726  
88,825,435

### \$154,596,746

\$6,402,466  
105,363,730  
111,766,196

\$5,215,789  
106,431,177  
111,646,966

11,647,777

10,655,117

12,034,407

13,963,469

19,073,303

18,331,194

42,755,487

42,949,780

### \$154,521,683

### \$154,596,746



## FROM THE CEO

### What's Next?

Most information contained in an annual report is about the year that is to be covered in an annual report. This report has been largely no different. We have been very busy this last year with student and University support, the completion of the Suites-On-Main, the comprehensive capital campaign, staff recruitment and development, and financial management matters. As with last year, we accomplished much, but only with the active participation of staff, administrators, and volunteers to whom we are grateful.

But in today's world, we are always asking "what's next?" It was even a very important dramatic line about life and death from the TV series, West Wing. Nothing so dramatic here, but it is what we look to do here at the Foundation, we're always asking, "What's next?"

With that in mind, stay tuned for next year for organizational strategic planning, the comprehensive capital campaign, and continued staff recruitment and development. This, all to keep our mission first of serving Clarion University and the community in which we live. As always, if you want to be part of the team that works for Clarion, contact us, as we always need great people to help us reach our goals. Donate, volunteer, serve, join our team...

Thank you,



Michael R. Keefer, FACHE  
Chief Executive Officer



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