

INVESTING

— IN OUR —

FUTURE



2017 IMPACT REPORT



UNIVERSITY of WISCONSIN
GREEN BAY

Foundation

20

17

On The Right Path



Dear Friends,

One of my favorite passions is my community work with the University of Wisconsin-Green Bay Foundation. Helping young students from our region pursue higher education through scholarships, supporting faculty teaching and research, and improving academic and recreational facilities is a true joy. After all, these hard-working students will be future business leaders, engineers, teachers, nurses and community volunteers. Throughout this report you

will find compelling stories highlighting the many ways donors — like you and I — impact students during their formative years. I find their enthusiasm and energy infectious!

The Foundation serves as the custodian for charitable gifts to the University and assures donor intent is honored. As of December 31, 2017, the UW-Green Bay Foundation totaled \$50,322,093 in assets and distributed \$3,185,459 in support to the University to pursue its mission. Worthy of special recognition was the \$822,824 for student scholarships which increased access to higher education for hundreds of students.

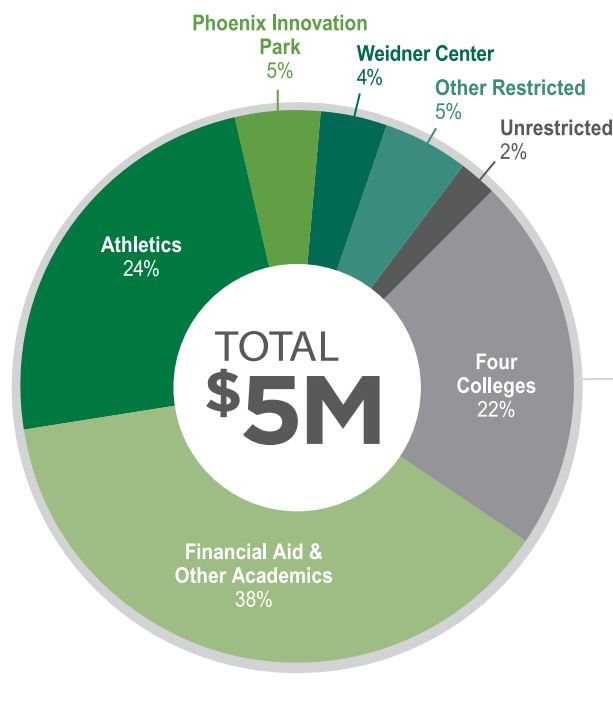
The investment marketplace provided significant tailwinds in 2017 which benefitted our portfolio of endowed funds. Our one-year return on endowed assets, net of fees, was a robust 17.14%. The Foundation remains committed to long-term growth of endowed funds, while meeting the annual spending policy requirement, allowing a consistent stream of earnings to be distributed for charitable endeavors.

On behalf of our University family, thank you for all you do to further the mission of the UW-Green Bay Foundation and UW-Green Bay. Our recent trend of enrollment growth is one indication we are on the right path.

Sincerely,

Matthew Mueller, Chair, UW-Green Bay Foundation
Senior Vice-President of Finance and CFO
Schreiber Foods, Inc.

2017 Contributions



| | |
|-----------------------------------------------------|------------------------|
| Austin E. Cofrin | School of Business, 8% |
| College of Arts, Humanities and Social Sciences, 3% | |
| College of Health, Education and Social Welfare, 3% | |
| College of Science, Engineering and Technology, 8% | |

Gifts in 2017 made an impact on the quality of life for our students and the vitality of our campus. In an effort to better reflect our role as an environmentally focused University, the Donor Honor Roll* list of names was not printed and can be found online at www.uwgb.edu/Foundation/Report. Thank you for selflessly giving in support of higher education.

**List reflects major and leadership annual gifts of \$250 and above.*

University of Wisconsin-Green Bay Foundation Inc.
Statement of Financial Position*
As of December 31

| | <u>2017</u> | <u>2016</u> |
|-----------------------------------------------|----------------------|----------------------|
| Assets | | |
| Cash and cash equivalents | \$ 3,381,787 | \$ 4,789,738 |
| Accounts receivable | 39,105 | 21,742 |
| Promises to give, net | 2,872,308 | 2,265,911 |
| Cash surrender value of life insurance policy | 55,658 | 56,950 |
| Property and equipment, net | 624,569 | 723,639 |
| Investments | 43,348,666 | 36,527,912 |
| Total assets | <u>\$ 50,322,093</u> | <u>\$ 44,385,892</u> |
| Liabilities and net assets | | |
| Liabilities | | |
| Accounts payable | \$ 1,170,356 | \$ 123,896 |
| Agency funds | \$ 262,000 | \$ - |
| Net Assets | | |
| Unrestricted | \$ 5,161,353 | \$ 4,921,738 |
| Temporarily restricted | 15,486,827 | 12,126,301 |
| Permanently restricted | 28,241,557 | 27,213,957 |
| Total net assets | <u>48,889,737</u> | <u>44,261,996</u> |
| Total liabilities and net assets | <u>\$ 50,322,093</u> | <u>\$ 44,385,892</u> |

**unaudited*

As of December 31, 2017, the UW-Green Bay Foundation totaled **\$50,322,093** in assets and distributed **\$3,185,459** in support to the University to pursue its mission. Worthy of special recognition was the **\$822,824** for student scholarships which increased access to higher education for hundreds of students.

Our one-year return on endowed assets, net of fees, was a robust **17.14%**.

The Foundation maintains a **4.5%** distribution rate as its spending policy.

Helping Students Now and in the Future



From the moment they moved to the Green Bay area, UW-Green Bay helped Paul and Colleen Kendle build their future, and now they hope to help students build a better future for themselves.

Paul retired not long ago as market president of Wells Fargo Bank. He and Colleen live in Suamico, Wis. just outside of Green Bay. Avid fans of Green Bay basketball, it was Paul's connection with UW-Green Bay's former Founders Association, in particular, that helped them find their place in Green Bay.

"We came here in the early 90s and didn't know anyone in the area," Kendle said. "Through the Founders Association I was able to establish connections and get settled in the community." Having served on the Founders board from 1995 to 2011, and two terms as its President, the Kendles have made a financial contribution every year to the University. When approached about establishing an endowed scholarship, they felt it would be an opportunity to give back to the University that welcomed them to the community... And it would be an opportunity to help students get the education they need to succeed.

"Since moving here, I've done anything I could to train students," Paul said. "Having an educated workforce is critical to our success as a country. We need young people to be educated. There are so few opportunities for students without an education to make a living wage."

To reinforce their commitment to higher education, Paul and Colleen have made a legacy gift commitment to UW-Green Bay's planned giving Niagara Society.

Annual giving assists students and ensures safety



Each year, fundraising efforts at UW-Green Bay help to engage alumni, community members and University faculty, staff, and students. The Annual Fund campaign goal is to raise much-needed, largely unrestricted, funds to help fulfill student and campus needs as they arise.

The 2017 Fund for Excellence annual campaign generated support for:

- **DASH Emergency Grant.** Small, one-time grants help students stay in school by providing funds for unexpected expenses such as car repairs or medical bills.
- **Student scholarships.** Scholarships help increase student access to the University. The UW-Green Bay student enrollment includes 59% who are first-generation students.
- **Campus Safety.** Public safety officers keep the UW-Green Bay campus safe and secure. These officers were provided new protective vests to ensure their personal safety.

Endowed Positions Enhance Faculty Research and Student Learning



Donors who generously endow professorships and department chair positions are crucial to universities as they help to recruit and retain exceptional faculty. Faculty who hold these positions are able to advance research, employ student assistants and collaborate with other scholars across the globe. The results? Exciting new research, increased student engagement and learning, and worldwide knowledge sharing.

UW-Green Bay has received endowed gifts for seven professorships, two chair positions and one graduate assistantship. Endowed professorships complement state funding by encouraging faculty scholarship and research.

Nearing completion of a five-year appointment as the holder of the Barbara Hauxhurst Cofrin Professorship in Natural Sciences, professor and researcher Kevin Fermanich, Ph.D. (Natural and Applied Sciences,

Geoscience and Environmental Science), is a regional leader in water quality and watershed research and management in Northeast Wisconsin and the Great Lakes region. In his annual report to University leadership, Fermanich (above in red) wrote about his students and colleagues, who were involved in local watershed research, community outreach, successful applied science grant projects and speaking engagements.

"The Hauxhurst Cofrin Professorship has inspired me to be more engaged in community outreach regarding UW-Green Bay water quality and watershed management activities," he said. "The professorship has helped support applied research projects and my participation in a number of local advisory communities and initiatives. Through travel support, I have connected UW-Green Bay, our students and colleagues with state, regional and international science organizations and efforts."

Revitalized Student Study Space



UW-Green Bay's David A. Cofrin Library receives more than 120,000 visitors annually. Students, faculty and staff are already enjoying the newly renovated Library Commons and adjacent Learning Center. The new spaces, which feature modern furniture and study areas, were designed to maximize the natural light and beauty of the surrounding courtyards.

The Library Commons is a place for students to study between classes, meet classmates, work on group projects and meet for an evening study session. A generous gift from the 1923 Fund enabled the creation of this much-needed collaborative study space. Steve Dhein, Chief Advisor for the 1923 Fund, on the reason for the renovation: "As more and more research materials have become available on the internet the need for student visits to the book stacks sharply declined. The Board and I wanted to see the David A. Cofrin Library remain the center point of study on campus. We approved the proposal including private and collaborative study spaces as well a much larger and more visible tutoring area. It is gratifying to see the large number of students who used these study areas in the first year."

Schanock Scholarship Underscores Vital Role of Social Work

As a social worker in the Green Bay Area Public Schools, Kim Schanock works daily to identify and obtain resources that help facilitate the welfare of area students and their families. Knowing the important role social work plays in the school system and community, Kim and her husband, David, endowed a scholarship at UW-Green Bay with the hope of inspiring young people to consider the rewarding career of social work.



David and Kim Schanock

Kim has had many opportunities over the years to see the preparation of social workers who completed their undergraduate or graduate work at UW-Green Bay. "Every single one of them is an excellent social worker, committed to the students and families of our community," she says.

Both of the Schanocks are lifelong residents of the Green Bay area and grew up with an awareness of the UW-Green Bay campus but did not fully appreciate what a benefit it is having a strong university in their backyard. That changed when David's parents, Romaine and Mary Schanock, became involved in the early stages of the Weidner Center through their friendship with the families of lead donor, David A. Cofrin and Weidner Center namesake, Edward Weidner. The education, programming and enrichment the Weidner Center has brought to Green Bay has been a tremendous asset to their lives, said Kim, and it has strengthened the couple's support of the University in other areas over the years.

Why did they choose a scholarship at UW-Green Bay? "It would be difficult to narrow it down," says Kim. "The University is made up of leadership, teaching staff and students who are committed to excellence and contributing to the greater community. It is pretty amazing to have an excellent university with a first class performing arts facility along with a winning tradition of Division 1 sports in a community the size of Green Bay."

Weidner Center partnership educates, entertains and inspires



Imagine the smile on the face of a child enraptured in a children's theatre performance. Then imagine the smiles of the 680,000 kids who have participated in school field trips to the Weidner Center since its opening in 1993. The Stage Doors Education Series paved the way for learning opportunities in the performing arts and music for students from Wisconsin and Michigan's Upper Peninsula. Each season, programs are geared toward Pre-K through grade 12 students. Programs are rated for cultural diversity, history/social studies, language arts, music/dance, relationships, science/math and theatre. The 2017 season included favorites such as *Pete the Cat* and *The Science of Magic* with Bill Blagg.

These educational and cultural theatre experiences would not be possible without the support of many generous community members and organizations. The Weidner Center has been the grateful recipient of underwriting for the Stage Doors Education Series for the past 11 years from the George Kress Foundation. Schools are eligible for scholarships for student attendance at the shows so that all children have the opportunity to be entertained and educated.

"Thank you for offering these wonderful programs to students! They love them! The scholarships are so helpful to our families and give our students access to great things!" – Koenig Elementary, Two Rivers, Wis.

Outdoor Complex Elevates Horizon League Athletics



"It has been extremely exciting to watch the facility develop day-by-day. To know that I will be able to use the facility makes it much more appealing to myself and other students. The outdoor facility gives UW-Green Bay one more 'wow' factor as a student coming in knowing that you will be competing at an intramural level on the same field as collegiate athletes."

- Wyatt Smet, UW-Green Bay Business Administration student

The \$4.9 million Kress Family Outdoor recreation complex, slated for completion in the summer of 2018, includes a brand-new soccer stadium and upgrades to the current softball stadium. The project will help propel UW-Green Bay to the top of the Horizon League for soccer facilities as well as give intramural participants access to play on a turf field and other improved amenities. Stadium upgrades will allow games to stream on ESPN3. Funding for the project included generous support from a number of philanthropic partners as well as investments from the students themselves, through a self-imposed increase in student fees.

The facility hosts its first official contest on August 17, 2018 when the women's soccer team welcomes Valparaiso for its season opener. The men's team hosts Hartford in its first game on August 24, 2018.

Trustee Olson says ‘Takk, Far’ with donation to Viking House relocation



Tom Olson has given to UW-Green Bay for years, but when the University had a need arise, he found a fitting way to honor his father.

When Olson, a member of UW-Green Bay's Council of Trustees, heard that the University needed help moving a Viking House to campus, he decided to help facilitate the relocation as a tribute to his father's Norwegian heritage.

Born into a Norwegian-American family in Iowa, Harry Olson (Tom's father), spoke fluent Norwegian and was a member of the Sons of Norway and Numedal Lag. After serving in the military during World War II, Harry Olson married and moved to Green Bay where he became a respected attorney and member of the Green Bay community.

The Viking House is a replica of an authentic 14-foot by 28-foot wooden house, the type of which would have been used by Vikings 1,000 years ago. Built by Owen and Elspeth Christianson, the house was donated to the University in 2016. The house was taken apart, labeled, moved and reassembled on campus in 2017 and is now an exciting gathering space for historians, school groups, and others, in its location near Wood Hall.

Open to the public, the house provides UW-Green Bay students and others throughout Wisconsin with a hands-on educational opportunity to see life as it would have been in the days of the Vikings.

A dedication ceremony is scheduled for August 1, 2018.

For Olson, being able to provide access to education is crucial, and something he has done since his days as President at Sonoco-U.S. Paper Mills.

"I believe in access to public education," Olson said. "UW-Green Bay has been such an asset in our community... I got involved in the late 1980s with the Founders Board. I was president of the board for a few years. My wife and I have contributed to the capital campaign, and we have a scholarship for students through the Foundation. But when I heard about the University's need, I felt that it would be a way to help while honoring my father."

Already erected on campus, Olson had a plaque placed on the building to pay his respects to his father. The last words of the inscription "Takk, Far, mange tusen takk" are a loving tribute. The translation? "Thank you, father, many thousands thanks."

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**Denotes Ex-Officio Members*