



BALL STATE
UNIVERSITY
Foundation

2021–2022 Annual Impact Report

WE FLY

WE FLY

WE FLY



**BALL STATE
UNIVERSITY**



Generosity Sustained, **Records Broken**

It's been another extraordinary year of generosity for our University.

Last year, our benefactors contributed more than 42,500 gifts to our University. And for the fourth year in a row, our benefactors contributed more than \$30 million in new philanthropic gifts and commitments.

The \$44.9 million in new gifts and commitments that we received this past fiscal year is an all-time record in the 104-year history of our institution. Our alumni and benefactors give because they know that their investment in our people—in our students, our faculty, and our staff—is enabling us to transform lives.

Our recent fundraising success is reinforced by the consistency of our donors. More than 60 percent of our donors renewed their donations in FY22 compared to the average annual donor retention rate of 40 percent at other institutions.

We are pleased to share this Fiscal Year 2022 Ball State Foundation Annual Report. Highlights include the Foundation's activities and financial performance, as well as profiles about our donors, our students, and our faculty and staff, all of which demonstrate the ongoing impact of philanthropy on our mission.

As we look ahead, we are excited and passionate about what we are doing at Ball State. Your generosity, your pride, and your loyalty are helping us empower our students to have fulfilling careers and to lead meaningful lives. Thank you for your extraordinary philanthropic support then, now, and in the years to come.

Sincerely,

Geoffrey S. Mearns
President, Ball State University

Marla K. Templeton
Chair, Ball State University Foundation Board of Directors



2021-2022 FISCAL YEAR FINANCIAL REPORT

Proudly Made Possible Through Your Beneficence

For 70 years, the Ball State University Foundation (BSUF) has been a proud partner of the University, offering ongoing support from your generous contributions and our prudent investment policy.

Based on earnings from its assets—which total more than \$325 million—the Foundation designated \$16.4 in fiscal year 2022 to support students, academic programs, faculty, public service, buildings and equipment, and more.

Historically, total contributions to Ball State from donors like you have exceeded \$597 million, with the Foundation's assistance to Ball State totaling nearly \$481 million since 1951.

**Guided by *Beneficence*,
WE FLY**



ASSETS, LIABILITIES & NET ASSETS

	2022	2021
Assets	\$325,657,462	\$329,199,801
Liabilities	\$16,839,983	\$14,875,503
Net Assets	\$308,817,479	\$314,324,298

SUMMARY OF REVENUES & EXPENSES

	2022	2021
Contributions	\$36,782,243	\$35,288,411
Investment Revenue	(\$16,356,168)	\$64,737,973
University Support	\$16,403,558	\$16,540,906
Other Expenses	\$9,529,336	\$8,139,560
Excess Revenues/ Over Expenses	(\$5,506,819)	\$75,345,918

For the Fiscal Years Ended June 30, 2022, and June 30, 2021.

Summary of Financial Activity 1951-2022

\$597,002,448
Contributions

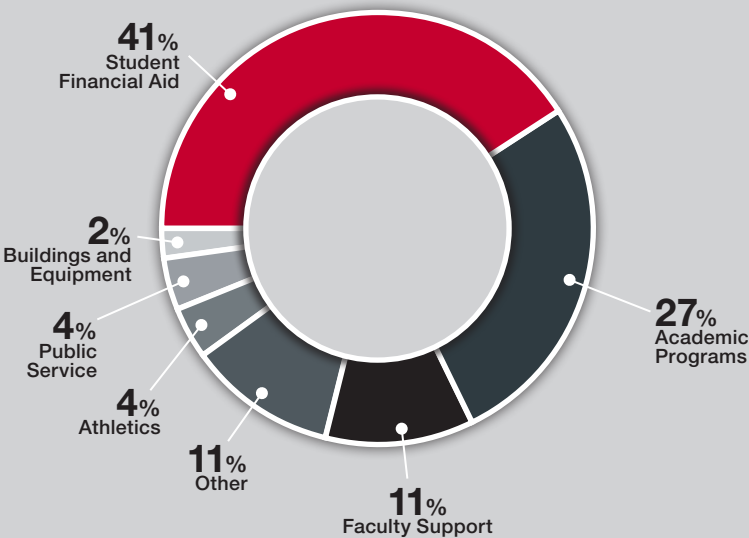
\$235,710,276
Net Investment Earnings

\$481,536,984
University/Student Support

\$325,657,462
Assets as of June 30, 2022

\$158,171,943
Expectancies at June 30, 2022

Designation of Net Assets



A Heart for Diversity, A Heart for Students

On any given day, the Ball State Multicultural Center is a lively hub of activity.

On its main level, students relax in the inviting lobby chairs or pick up a snack at the adjacent cafe. In the 75-person-capacity multipurpose room, a workshop is in full swing. Upstairs, more than 1,000 titles comprise the Multicultural Center's library, and center staff meet in a conference room to discuss upcoming programming.

Completed in Fall 2021, the new ADA-compliant Multicultural Center now sits in the heart of campus, close to the library and student residence halls. The Multicultural Center serves as a resource for meeting the needs of a growing population of diverse students at the University and for promoting cultural competency.



Gabrielle Lloyd, interim director of the Multicultural Center, expressed how both University leadership and donor support have made such an impact on the center's ability to fill gaps in programming. She said, "A big example of donor support was our graduate assistantship that specifically works with LGBTQ+ programming so that we are serving all students in varying identities."

Ball State alumnus, donor, and Foundation board member Timothy M. Andrews recalls visiting the Multicultural Center only once when he was a student in the early '80s, due to its location on the edge of campus. Yet, when Tim heard of plans to construct a new, more centrally located center, he became interested in how he could support the effort. Tim asked what the center needed, but wouldn't have, upon opening. The answer: a graduate assistantship. Thus, Tim established the Andrews Graduate Assistantship, hoping that "because of the programming the graduate assistant develops and the counsel they'll be able to give, that students will leave with a positive reflection on what Ball State provided to them when they needed it most."

Gabrielle explained how the assistantship position has led to expanded programming, such as The Lavender Door program that provides students with free and discreet access to gender-affirming clothing. "That's a project, with more capacity, we are able to do and even sustain," she said. "We are doing a lot of great work. I want anyone to come and see the space. See students in action. See them leading their groups and succeeding here." **WE FLY**







Giving Back through Philanthropy and Service

Giving back is a deeply rooted tradition in Kyle Williams' family.

"My grandmother's always been big on philanthropy; she's always given back. She gave a lot at church to help put on programming and to do community-based activities at the church," Kyle reflected.

Now, Kyle carries his grandmother's legacy forward by serving as a trustee at his church and serving as a member on Ball State University's Black Alumni Council and the Ball State University Foundation Board of Directors. In addition to all the ways Kyle is involved at Ball State, he is also a Ball State parent. And his grandmother's spirit of generosity is being passed on to the next generation. Kyle expressed with pride that his son is already carrying that torch. "He gave his first gift to Ball State when he was in high school, before he was ever a student at the University."

Recently, Kyle and his wife, Brandi, established the Rosa Thornton and Linda Frazier Scholarship in honor of Kyle's mother, who was the first college graduate in his family, and in memory of his grandmother, who passed away in 2021.

"These two women mean a lot to me and have helped to develop me into the person I am today. My grandmother pushed me in a positive way to pursue my dreams and never let anyone tell me what I could or could not achieve," Kyle shared. The scholarship provides support to full-time students on campus with financial need, with a preference for members of the Ball State Black Student Association.

Kyle graduated in 2000 with a bachelor's degree in Elementary Education. As a Ball State student, he experienced a time of financial need. "The University awarded me exactly what I needed. They said the only stipulation was, once I graduated and started doing better for myself financially, that I would make the commitment to give back to Ball State. My very first gift to the University occurred in my first year after I graduated," he said.

In addition to financial support, Kyle has given his time and talents. Around 2011, Kyle worked with members of the Black Alumni Council (formerly the Black Alumni Constituent Society) to turn a Homecoming gathering into an opportunity to raise scholarship funds. "We were doing more than just getting together for a good time; we were actually rallying around a cause," he said. Soon after, Kyle was invited to serve as a member of the Council, and since then, has participated in One Ball State Day and crowdfunding events to support student scholarships.

In 2020, Kyle joined the Ball State University Foundation Board of Directors, noting that "it comes down to a passion for seeing the student body have easier access to education. That's just my biggest passion in life right now." **WE FLY**

Bridging Gaps through Philanthropy

Your generosity eases the financial burden of school and basic living expenses, allowing students to spend more time focusing on their academics and pursuing professional opportunities. In fiscal year 2021–2022, donors made possible more than \$2.7 million in student scholarships to 1,198 recipients.

Higher than the national average for four year public institutions, Ball State's 73.8% retention rate and 91% placement rate are a testament to not only the faculty and staff who support students, but also the generous donors who are bridging gaps through their philanthropy. Learn how the students below have benefited from donor support.



Briana Towns

**Senior—Graduating
May 2023**

Without the scholarships and grants and being from a low-income family, I would not have attended college. After countless hours of hard work, I am proud to say that I am applying to law schools this cycle and will be attending in the Fall of 2023! The financial burden was lifted, and I have been able to thrive here at Ball State which I couldn't be more thankful for.



Lauren Latham

**Senior—Graduating
December 2022**

Scholarships such as the Lester Schmidt Memorial Scholarship Award and the Lawrence Hurst and Mabel Hurst Scholarship have served as a reminder that my hard work and academic success pays off. Many students must work to pay for their education, which puts stress on their ability to achieve and become involved on campus. Thanks to donor generosity, I serve as a campus leader and devote my time to volunteering, teaching, and mentoring.



Rebecca Rosado

**Senior—Graduating
December 2022**

Scholarships helped take the pressure off my family. My father is a mechanic from Puerto Rico and my mother a retired teacher, so they worked hard all their lives to support their daughters. The Jack Collins Resident Assistant Scholarship helped pay for my books, which can be expensive, and the Ball State Distinction Scholarship has helped take the pressure off my parents when it comes time to pay for tuition.



Kwesi Rogers

**Graduated—BA '22,
Cinematography and
Film/Video Production**

My mentor, Dr. Maria Williams-Hawkins, has contributed to my success at Ball State—from Dr. Maria's guidance to her help in connecting me to numerous opportunities. The best way to express my gratitude is to return the favor. My goal is to be in a position where I can be a blessing to others and make progress in the community. I am thankful for those who have helped me and will help me in my journey.



Rin Steitz

**Graduated—BA '22,
Speech Pathology**

Without donor support that made undergraduate scholarships possible, I would have had a much more difficult time listening to my heart and following my true passions in Speech Pathology. For that, I am forever extremely grateful.



I am excited to be a member of PEC and support Ball State University in this way. I believe strongly in philanthropy, and a position on this council is a way to make that happen. I am excited to teach students and alumni alike why philanthropy is such a crucial part of our BSU community. **Chirp Chirp!**

—Mac Vore, PEC member



Philanthropy Education Council

Bottom row, left to right: Aléthea Kessler, Justyce Solomon, Mac Vore, Tina Nguyen; **Second row, left to right:** Payten Romig, Callahan Lacy, Madisen Zent; **Top row, left to right:** Conor Dailey, Josh Brandon, Thomas Deckard

Engaging the Campus Community and Beyond

Madisen Zent, an Honors College student studying Psychology and Political Science, joined the Philanthropy Education Council (PEC) because she's personally experienced philanthropic support. Believing that all students, faculty, and staff have benefited in some way from the generosity of donors, she is excited about "seeing our campus grow physically and seeing students succeed."

Established in 2017, Ball State's PEC is a student-run organization with a mission to inform students about the impact and importance of generosity at Ball State and beyond.

"PEC offers students the opportunity to give back to their University and to educate the campus community in different ways about how to give back," shared PEC president Conor Dailey, an Emens Scholar studying Music and Environmental Stewardship through the Honors College Medallion Scholars program.

Council members embody an important role as ambassadors of the University. Brittney Grim, director of Student and Young Alumni Philanthropy and advisor to the group, said: "The Philanthropy Education Council is passionate about building a culture of beneficence at Ball State. I am very excited to work closely with these outstanding student leaders to see how they can make an impact on campus."

PEC members develop organizational and leadership skills and make connections with other students on campus by participating in alumni and donor events and assisting in planning fundraising initiatives such as One Ball State Day (OBSD). Members of the Council look forward to participating in another successful OBSD, namely coordinating on-campus student events.

"After the great successes we have had over the past two years, with some of these efforts receiving national awards, we are looking forward to building on those successes and continuing to find new and exciting ways to engage the campus community," Conner expressed.

To learn more about the Philanthropy Education Council, visit bsu.edu/pec. **WE FLY**

Everyone at Ball State has benefited in some way from the philanthropic generosity of our donors. Personally, scholarships, amazing facilities, and faculty and staff have benefited me on my education journey.

—**Madisen Zent**, PEC member

Answering Our Call to Beneficence

One Ball State Day (OBSD) broke records—again.

Raising more than \$1 million, alumni, students, faculty, staff, and friends of Ball State showed their Cardinal Pride, supporting departments, programs, and areas close to their hearts. Held annually in April, the 24-hour online fundraising event draws donors from all 50 states and several countries. In 2022, more than 7.4 million people were reached through social media, leading to OBSD trending on social media platforms. On campus, students, staff, and faculty celebrated the day in a variety of ways: grab-and-go activity stations, Cardinal Cab, photo booths, virtual panels, and trivia games.



And then there were the challenges. Departments, colleges, and programs competed to win these competitions for the chance to earn additional fundraising dollars.

Lisa Renze-Rhodes, director of the Unified Media Lab and student media adviser, is incredibly proud of her students for their zeal on One Ball State Day.



“We are fortunate to have students who get fired up for the challenges,” Lisa said. “Our success is because we have great students who care so much about the work they do in our lab, and the opportunities that come because of it.”

This year, Ball State Student Media won the Student Org Challenge, gaining the most donors between 9 and 11 p.m., earning an additional \$1,500 for their area.

Lisa believes that her students understand the power of philanthropy because they experience it.

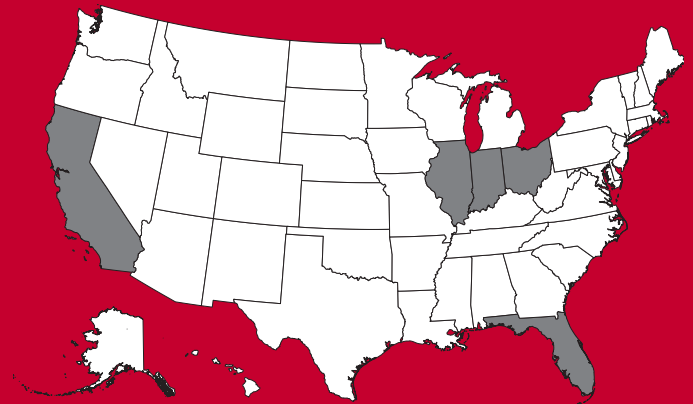
“We’ve been fortunate to have students travel all over the country for experiential learning opportunities. We’ve had students who have never been on a plane before, or been out of Indiana, who get to travel because of our donors,” Lisa shared. “It’s an incredible legacy their gifts provide.” **WE FLY**

Please mark your calendar for the fifth
One Ball State Day
Wednesday, April 5, 2023

2022 One Ball State Day

\$1 million+
FUNDS RAISED

8,186+
GIFTS



Gifts From All 50 States
Top 5 giving states in gray

LARGEST INCREASE IN DONORS OVER 2021

- Honors College
- College of Health
- R. Wayne Estopinal
College of Architecture
and Planning

TOP 3 GIVING TO COLLEGE

- College of Fine Arts
- Teachers College
- College of Sciences
and Humanities

YEAR- OVER- YEAR INCREASES

in alumni, student,
parent, and University
employee giving

Nearly
8 million
reached through
social media

MORE THAN 1,500

BSU employees and students made donations



SAVE THE DATE:

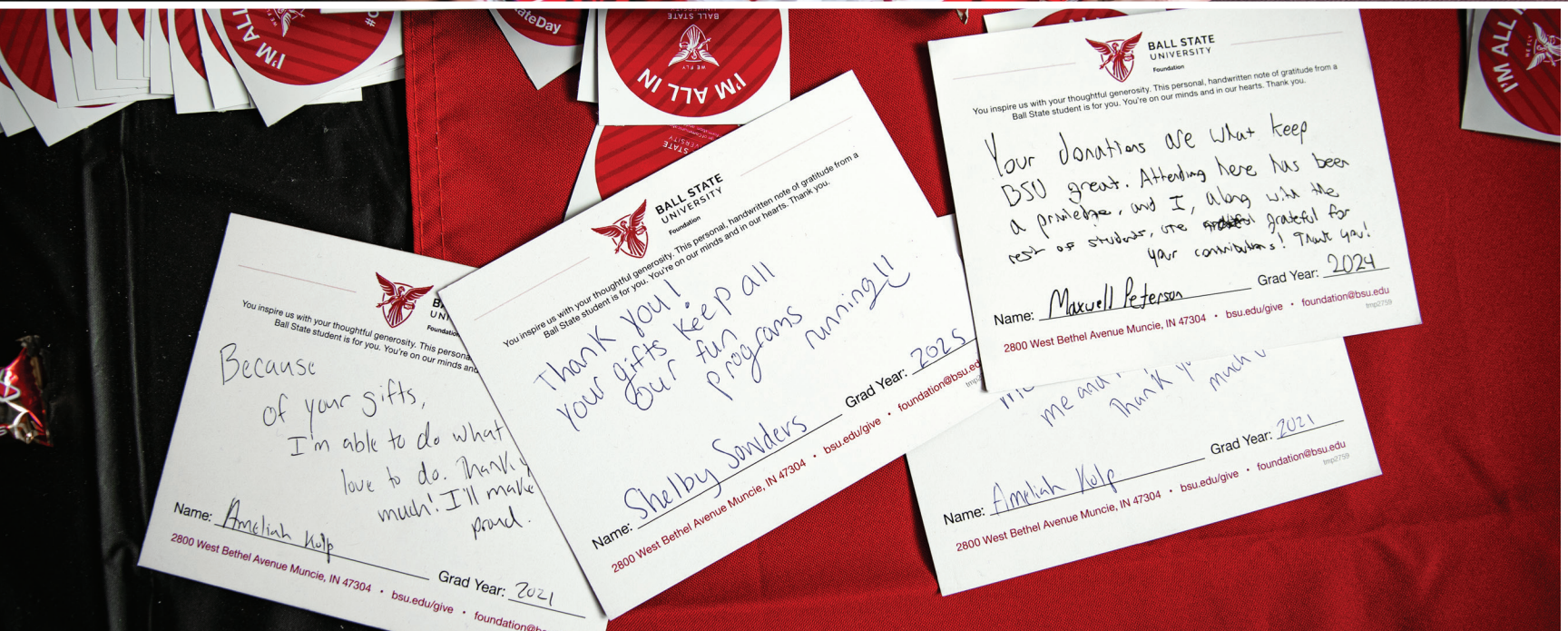
April 5, 2023

MOST ATHLETIC GIFTS

- Field Hockey
- Football
- Gymnastics



ONE
Ball State
DAY









A Legacy of Loyalty and Generosity

Dr. Nancy Smith has been a Ball State donor for 34 years, 25 of which have been consecutive.

If one were to ask Nancy why she gives, her answer is profoundly humble and simple: “I’ve been very blessed... life’s been good to me and generous to me. And it seems like, when that happens, you need to give back.”

Earning bachelor’s degrees in Spanish and Psychology in 1970, followed by a master’s degree in Psychology in 1971, Nancy knew early on that Ball State was the right place for her. While her education served her career as a psychologist, it was the relationships she developed along the way that shaped her character. As a student living in Lucina Hall, she met Thelma Hiatt, who oversaw all the residence halls. She also came to know Martha Wickham, who was the Dean of Women at the time.

“They mentored me and gave me support at times throughout my college time. But then we remained very close friends,” she said.

Those mentors also influenced how Nancy views her responsibility to give back. “I would see what they did, how they gave of their money, their time, thinking, ‘Boy, that’d be nice to be like that’...That was another example that those people set for me,” she said.

Because of the impact Thelma, Martha, and other professors had on her life, Nancy is passionate about supporting Ball State faculty and students. In 2000, she and her late husband, Bill, created a scholarship in honor of Thelma and Martha, now known as the Thelma Hiatt and Martha Wickham Emens Leadership Scholarship, providing support to full-time Emens Scholars within the Honors College. More recently, Nancy endowed the Nancy J. Smith Faculty Award for faculty who have developed creative and innovative projects within the College of Sciences and Humanities.

Her advice to others who want to start giving back is, “Really reflect on what was important to you and perhaps focus your giving to those areas. You’re going to help them, and it’s a wonderful feeling to know that you are doing that.

“You don’t have to be in a position to endow a scholarship to make a difference,” she said. “If you can give \$50 to something on campus that you really care about, do it.” **WE FLY**

Beneficence





BALL STATE
UNIVERSITY
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