2011 to 2012

Thank You

UNIVERSITY of WEST FLORIDA FOUNDATION

Year in Review
As donors and friends of the University of West Florida, you have helped the UWF Foundation change the lives of nearly 1,000 student scholars with more than $1 million in scholarship support this fiscal year.
This is an exciting time to be a part of the University of West Florida (UWF). Our phenomenal enrollment growth continues, with more than 12,823 students registered for the first day of classes for the fall 2012 semester, a 6.6 percent increase over last fall’s record enrollment. A special point of pride is a record Freshman class of 1,887, of which 40 percent are ethnically diverse.

Our campus has a new vibrancy and spirit of opportunity as we begin the implementation of our bold and visionary 2012-2017 Strategic Plan. At UWF, you can find emerging living-learning environments, world class teacher-scholars, outstanding classroom instruction, award-winning research and notable accomplishments by our students. Yet, we could not be successful without our many university friends, alumni, faculty and staff.

Despite an uncertain economy, 2011-2012 was one of the best years in the institution's history with gifts and pledges, totaling $8.55 million. The Foundation Board, UWF Board of Trustees and Alumni Board reached 100% participation in annual giving and our faculty and staff giving participation reached an all-time high of 53%. New scholarships, such as the Pensacola Pledge Scholars and the National Defense Industrial Association Teacher Scholarship Endowment were created and significant planned gifts were committed.

You can be assured that the UWF Foundation, its Board of Directors and staff are working tirelessly to safeguard and maximize your gifts. Our goal is always to steward your investment in UWF, aligned to the purpose it was intended now and in the future.

In the past year you've no doubt heard a lot about Business Enterprises, Inc. (BEI), UWF's new direct support organization. Formed in response to state funding cutbacks, BEI will pursue public-private partnerships aimed at revenue-producing ideas that will enhance university facilities and assist UWF in realizing the development plans spelled out in our Campus Master Plan. BEI has plans to develop a hotel conference center, greek housing, military housing, and University Park, including numerous academic, retail, housing and athletic facilities. One of its first endeavors was the purchase of Scenic Hills Country Club and Golf Course, which is expected to have significant impacts on UWF's Hospitality, Recreation, and Resort Management Program, as well as serve as home base for our golf programs.

However, BEI will not solicit private donations. All philanthropic activity and support for the university, including scholarships, programs, WUWF and athletics, will remain with the UWF Foundation. As always, the UWF Foundation, its Board of Directors and staff will work tirelessly to safeguard and maximize the gifts you invest in our institution.

As UWF approaches its milestone 50th anniversary in 2017, UWF continues to grow, expand its facilities, create innovative partnerships and educate the future leaders of tomorrow. We must continue to raise the bar by providing philanthropic support that will impact future generations and transform lives. We have aligned our development efforts with the institution's new 2012-2017 Strategic Plan, and will be testing the feasibility of a major capital campaign celebrating our 50th anniversary in 2017.

Dr. Kyle Marrero
Vice President, University Advancement

Sheri Pope
Executive Director, UWF Foundation

As Vice President of University Advancement and Executive Director of the UWF Foundation, we are honored to have the opportunity to express our thanks to the many university friends, alumni, faculty and staff that supported UWF during 2011-2012.

In these unsure economic times, we have seen one of the best years in the institution’s history with gifts and pledges, totaling $8.57 million. The Foundation Board, UWF Board of Trustees and Alumni Board reached 100% participation in annual giving and our faculty and staff giving participation reached an all-time high of 53%. New scholarships, such as the Pensacola Pledge Scholars and the National Defense Industrial Association Teacher Scholarship Endowment were created and significant planned gifts were committed.

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Charitable Giving

While charitable giving exists in endless forms, one constant among these gifts remain—they allow UWF to provide current and future students with increased opportunities and open up doors to greater possibilities. The following standout scholarship programs and achievements in giving represent a year of firsts for the UWF campus community.

Pensacola Pledge Scholarship Program Awards

Inaugural Class

Twenty-four new freshmen are now attending UWF and 11 are attending Pensacola State College (PSC) as proud members of the inaugural class of Pensacola Pledge Scholars. These selected recipients, who are residents of the City of Pensacola, completed an application process and submitted a 500-word essay on what being a Pensacola resident means to them. Qualified UWF and PSC students were selected by the Pensacola Pledge Scholars Committees and were awarded $61,200 in scholarships.

The Pensacola Pledge Scholarship program is made possible through the generosity of longtime community supporters, Quint and Rishy Studer. The program provides an opportunity for high school graduates who live within the city limits of Pensacola to attend UWF or PSC.

“As a result of this generous gift on behalf of Quint and Rishy Studer, students will have more opportunity to pursue higher education and additional incentive to achieve success while in high school,” said Kyle Marrero, UWF Vice President of University Advancement.

UWF Boards Achieve 100% in Giving

During the past fiscal year, the University of West Florida Board of Trustees, the UWF Foundation Board of Directors and the Alumni Association Board of Directors accomplished a great deal in their respective areas of university governance, foundation financial oversight, and alumni programming and policy. Additionally, for the first time, all three boards achieved 100% participation in giving.

“I am extremely proud we achieved 100% participation this year and I expect this to be the norm henceforth. It is a fundraising Gold Standard when asking others for their financial support. This very tangible sign of the financial commitment by each and every board member will be leveraged by our development team to provide more transformational opportunities for our students, our academic programs and our faculty,” said alumni Wayne Williams, ’77 and Treasurer, UWF Foundation.

Employees Give Back

University of West Florida employees have once again expressed their support of UWF with 53% making gifts in the Faculty and Staff Campaign. This makes eight years in a row that they have increased their participation rate.

The total dollars given by all employees exceeded $158,000 with the total amount of payroll deduction gifts increasing 11% over last year. During this campaign, UWF employees also invested more than $10,000 in First Generation Scholarships.

One of the new donors stated, “When I discovered that one of our student employees received the First Generation Scholarship, it resonated with me because I am the first generation four-year college graduate in my family. I think someone in every family has to step up and set the standard so the door of possibility is open to other family members.”

Scholarships Awarded to Military Veterans and Dependents

The primary goal of UWF’s Military Veterans Resource Center (MVRC) is assisting military and veteran families in successfully making the transition to campus life, through supportive services including academic advising, tutoring and counseling. For the first time, scholarship support was also provided this year. Six scholarships were awarded to selected military veterans and families of veterans.

These scholarships were made possible thanks to the Brig. Gen. and Mrs. Michael Ferguson Scholarship Endowment; the Buzz and Larue Ambersley Memorial Scholarship, created by the Ambersley Family Foundation; and the First Command Educational Fund (FCEF), a non-profit public charity dedicated to improving literacy through scholarships and education.

“These scholarships fit very nicely into the center’s overall mission—to provide transition assistance to military veterans and support for their families,” said Marc Churchwell, MVRC Director. “Many of these scholarships focused on dependents of military families. Most of the time, dependents and spouses do not have funding resources. We are very grateful to these scholarship donors for their support of our veterans and their families.”

Donors have the opportunity to designate their gifts to more than three hundred accounts within the UWF Foundation. For more information on designations, go to uwf.edu/give.

“I am so excited and grateful to be a Pensacola Pledge Scholar. Not only is this going to help me financially, but it is also giving me the opportunity to meet new people from my school and community. This scholarship has truly brought me one step closer to achieving my dreams.”

— Layla Navidi, Finance Major
With a history of successful graduates, a legacy of outstanding faculty, and business students who excel in the classroom and beyond, the announcement that the College of Business would be getting a new home created a buzz among alumni, friends and the corporate community. As the word spread, excitement began to build in anticipation of the iconic 36,000 square-foot Education Center. This excitement quickly transformed into generous support from donors and friends of the university eager to support COB students and programs.

The Chadbourne Foundation, Inc. was one of the first donors to make a gift. The Foundation pledged to provide scholarship support to the Chadbourne Business Ethics Scholarship Endowment and to name the Chadbourne Foundation Advising Center in the College of Business.

“The Advising Center will be an integral part of student life in the new building and it will help business students plan for successful careers,” said Mary Carolyn Chadbourne Rentz, Chadbourne Foundation Director. “We are also pleased to support scholarships in the College of Business and know that UWF business students and graduates will be an asset for business in Northwest Florida.”

Eleven additional major donors have also made gifts in support of annual and endowed scholarships, student organizations, student professional development, academic enhancements, student travel abroad experiences, and have established research and internship opportunities.

“The combination of the new building and these generous enhancement gifts will create endless possibilities,” said Dr. Ed Ranelli, Dean of the College of Business. “Students and faculty will experience a new synergy in this sleek, state funded building while surrounded by the names of donors who believe in the mission of the college. We will continue to prepare students for their success and to celebrate the success of more than 14,000 alumni.”

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Donors Enhance Programs for the College of Business

The new state-of-the-art, 36,000 square-foot, College of Business Education Center will epitomize an innovative and relevant learning environment, and create a new synergy for the college, its students, faculty and the entire business community.

The University of West Florida thanks the following College of Business major gift donors whose names will be permanently located throughout the College of Business Education Center:

<table>
<thead>
<tr>
<th>Donor</th>
<th>Naming Opportunity</th>
<th>Gift Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Chadbourne Foundation, Inc.</td>
<td>Advising Center</td>
<td>Scholarships</td>
</tr>
<tr>
<td>Gulf Power Foundation</td>
<td>Student Organization Rooms</td>
<td>Scholarships</td>
</tr>
<tr>
<td>Merrill Lynch Wealth Management</td>
<td>Ticker Tape</td>
<td>Scholarships</td>
</tr>
<tr>
<td>The Rotary Club of Pensacola</td>
<td>Nine Panel Display Board</td>
<td>Scholarships and Student Development</td>
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<tr>
<td>Saltmarsh, Cleaveland &amp; Gund, PA</td>
<td>Group Interview Room</td>
<td>Scholarships</td>
</tr>
<tr>
<td>Warren, Everett &amp; Sullivan Carol</td>
<td>Group Interview Room and Large Group Study Room</td>
<td>Multipurpose College Support</td>
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<tr>
<td>Cant, Riggs, Ingram, LLC</td>
<td>Group Interview Room and Policy Lab</td>
<td>Multipurpose College Support</td>
</tr>
<tr>
<td>Kia AutoSport</td>
<td>Small Group Study Rooms</td>
<td>Multipurpose College Support</td>
</tr>
<tr>
<td>John L. Switzer, Charlie and Fran Switzer</td>
<td>The Switz Cafe</td>
<td>Scholarships</td>
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<tr>
<td>Michael and Phyllis Johnson-State Farm</td>
<td>Electronic Smart Board</td>
<td>Scholarships</td>
</tr>
<tr>
<td>W.C. Merrill Family</td>
<td>Computers/Trading Lab</td>
<td>Equipment and Software</td>
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UWF Athletic Donors
(Build Champions for the Future)

Contributions to UWF Athletics reached an important milestone this past year with 650 alumni and friends becoming members of the Argo Athletic Club, providing cash gifts in excess of $290,000.

Another historical moment occurred with the creation of the Sword and Shield Council to recognize major donors making a special investment with gifts, pledges and legacy commitments of more than $100,000.

These Sword and Shield Council members meet regularly with athletic administrators to review strategic plans, receive updates on facilities and discuss the most pressing funding priorities. Their participation and invaluable perspectives help guide the future of UWF Athletics.

The university is grateful and honored to recognize the following individuals who became inaugural Sword and Shield Council members over the past year: Joe Ambersley, Terry Berling, Sandy Sansing, Gordon Sprague and John Switzer.

Gifts to UWF Athletics provide necessary resources to fund scholarships, upgrade facilities and recruit outstanding athletes. They also help the university continue its winning tradition of having one of the premier athletic programs in NCAA Division II, as evidenced by winning the 2011-12 Gulf South Conference Men’s and Women’s all-sports trophies.

This year’s historical level of giving participation reflects the recognition of the significant impact of athletics on our institution, along with the appreciation of the special role athletics plays in shaping the lives of our champion student-athletes.

Not only do these student-athletes give back to the athletic program by shining on the field or court, they take pride in serving our local community as UWF ambassadors through various outreach efforts. During preseason, the UWF women’s volleyball team, led by head coach Melissa Wolter, traded in their routine training regimen to set out on a different mission — preparing a hot meal at Loaves & Fishes Soup Kitchen for individuals who otherwise would not have had one.

Our coaches value the importance of recognizing the struggles others less fortunate are facing and seek to instill this same perspective into their players through exercises of service and team building.

ATHLETIC ACHIEVEMENTS
WITHIN FISCAL YEAR 2012

650
Members of Argo Athletic Club

$291,327
Gifts to Athletics

Inaugural Sword & Shield Council Members*: Joe Ambersley, Terry Berling, Sandy Sansing, Gordon Sprague and John Switzer

*One member wishes to remain anonymous.

“One of the important things about being a student-athlete, especially here at UWF, is giving back and embracing the community around you. It’s a grounding experience to get out there and see people less fortunate than you and be able to help them.”

— K.C. Dobbins, Athletic Training Major
The UWF Foundation was organized and incorporated in 1965 for the purpose of stimulating voluntary private support from alumni, friends, corporations, foundations and others for the benefit of the University of West Florida.

### Investment Philosophy — Asset Allocation and Style Diversification

Research suggests that the decision to allocate total assets among various asset classes will far outweigh security selection and other decisions that impact portfolio performance. The Investment Committee recognizes the strategic importance of asset allocation and style diversification in the investment performance of the assets over long periods of time. Domestic and international equities, both large and small capitalization, fixed income, cash equivalent securities, real estate, private equity, and fund of funds hedge funds in the form of diversified fund of funds have been determined to be acceptable vehicles for these assets. Additional asset classes and style strategies may be incorporated into the investment philosophy in the future.

### Investment Objective

The objectives of the assets are the enhancement of capital and real purchasing power while limiting exposure to risk of loss. Real purchasing power or real rate of return will be defined as returns in excess of inflation as defined by Consumer Price Index. At a minimum, long-term rates of return should be equal to an amount sufficient to maintain the purchasing power of these assets and provide necessary capital to fund the Foundation’s spending policy. As such, the desired minimum rate of return is equal to the Consumer Price Index (CPI) plus 400 basis points (4%) for spending, plus an additional 200 basis point (2%) on an annualized basis. Bottom line, the overall minimum rate of return is equal to CPI plus 600 basis points (6%).

In light of this return requirement, the portfolio should be constructed using a total return approach with a significant portion of the funds invested to seek growth of principal over time. The assets are to be invested for the long term, and a higher short-term volatility in these assets is to be expected and accepted.

### Spending Policy

The Foundation takes seriously its responsibility to provide prudent fiduciary management, oversight of the endowments and intergenerational equity. To this end, the Foundation utilizes a one-year waiting period before awarding spending and a step-down spending allocation method should an endowment fall underwater. Through utilization of a well diversified investment portfolio strategy, prudent spending allocation policy, and the best good faith effort of its board members, the Foundation attempts to continue to provide spending to support the scholarships, programs, and faculty as designated by the donor while preserving over time the donor’s gifts to the endowment corpus. Further details on the investment policy are available at the Foundation’s web site uwf.edu/foundation.

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**Investment Portfolio Market Value—Ending Value ($000)**

- **40,000**
- **50,000**
- **55,000**
- **60,000**
- **65,000**
- **70,000**
- **75,000**
- **80,000**
- **85,000**

**FY 2004**

**FY 2005**

**FY 2006**

**FY 2007**

**FY 2008**

**FY 2009**

**FY 2010**

**FY 2011**

**FY 2012**

**Investment Returns**

- **Investment Portfolio**
- **Balanced Index**
- **70% S&P500 30% Barclays Aggregate**
- **CPI Plus Spending and Budget (CPI+6%)**

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**Foundation Net Assets**

- **$74,647,019**

**Endowments & Appreciation**

- **$49,186,391**

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**Financial Information**

The UWF Foundation exists to encourage, manage and administer private resources to support the mission and priorities of the University of West Florida, as established by the Board of Trustees and the president of the University of West Florida.

The Foundation is dedicated to assisting the university through building the endowment, currently valued at $49.2 million. Through private financial support, Foundation resources support long-term academic and other priorities of the university, provide opportunities for students and afford a margin of institutional excellence unavailable with state funds.

**Investment Objectives**

- Capital appreciation
- Income generation
- Providing resources to support the mission and priorities of the University of West Florida

**Spending Objectives**

- Scholarships & Student Awards
- Program Support
- General Fund
- Scholarships & Student Loans
- Other Programs
- Student Awards
- Other Fund Types

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**Year in Review**

- **$58,420,256**

**Endowments**

- **$49,186,391**

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**Unrestricted**

- **$11,407,190**

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**Program Support**

- **$31,350,644**

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**Scholarships & Student Awards**

- **$15,445,682**

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**Programs**

- **$11,407,190**

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**Other**

- **$49,186,391**

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**Total Investment Portfolio**

- **$49,186,391**

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**CPI Plus Spending and Budget (CPI+6%)**

- **$49,186,391**

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**Additional Asset Classes and Style Strategies**

- Capitalization, fixed income, cash equivalent securities, real estate, private equity, and fund of funds hedge funds in the form of diversified fund of funds have been determined to be acceptable vehicles for these assets.

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Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization’s most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgment and recognition.
6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of the above statement in its entirety was developed by the American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP), and adopted in November 1993.

Legacy Giving

Each year, individuals help ensure the future of UWF through their estate planning. While the motivation behind these legacy gifts varies just as much as the individuals making them, regardless of the type or the amount, these gifts make a lasting impact on our institution.

Over the course of the past twelve months, the university has been named a beneficiary in the estates of several alumni, faculty members and friends.

“The education I received at UWF was priceless. I have given every year since 1969 even though I was at times pitifully broke,” stated alumnus David Walby ’69, regarding his gift commitment. “I hope this future contribution will help West Florida stay with its original goal—small classes led by outstanding professors.”

College of Business professor Dr. Bob Kimball added an additional $1 million pledge to his original legacy gift to honor the memory of his parents, Bill and Ellie Kimball.

“Honor your father and your mother. I’ve read that somewhere. This is what we are supposed to do—give back,” said Kimball.

Alumnus John L. Switzer ’89 plans to support both the College of Business and UWF Athletics through his gift.

All legacy donors are granted membership in UWF’s Heritage Club—the recognition society that identifies and thanks individuals for their gift planning.

For more information on how to include UWF in your estate planning, contact Martha Lee Blodgett, Assistant Vice President Advancement at 850.474.2712.

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Education is an experience that not only impacts an individual, but positively affects an entire community. I hope my gift will inspire others to give back.” —John L. Switzer ’89

Marketing Professor Dr. Bob Kimball with Student Allen Bryson