Dear Friends:

For nearly 60 years, it has been the mission of the University of South Florida to compete at the highest levels of academic excellence throughout the state of Florida and beyond. We have developed a strategic plan to attract the brightest minds in Florida, the nation and from around the globe and we surround them with the resources necessary to unleash their creativity and drive their success. We have worked hard to earn our distinction as a premier research university and our vision is paying off.

In fiscal year 2015, USF was awarded more than $440 million in research grants, and U.S. News & World Report ranked us one of the top 100 best public universities. Military Times ranked USF fifth among the country’s most veteran-friendly schools, and Sierra magazine ranked us seventh nationwide of “America’s Coolest Schools” for our advances in sustainability through research and education. We have done all of this while remaining one of the best values for a public university education according to both the Princeton Review and Kiplinger’s Personal Finance.

We could not reach our goals without the generosity of donors like you. By investing in our vision for the future you fuel our achievements, broaden our economic impact and provide opportunities for our students. One example of this can be found in the soon-to-be-constructed Morsani College of Medicine and USF Health Heart Institute in Tampa’s Channelside district.

This groundbreaking project at the crossroads of education, technology, innovation and philanthropy, will serve as a critically important economic anchor to the revitalization efforts of downtown Tampa, while creating educational and professional opportunities for our students.

It is projects like this that reaffirm that our strategic plan is working and inspire us to continue to aim high. As president of this exceptional institution, it has been my greatest pleasure to work with the leaders of today and tomorrow, to fulfill our commitment to our community and to be a positive force for innovation into the future.

I sincerely thank each and every one of you for all you have done, and continue to do, for the University of South Florida. GO BULLS!

Sincerely,

Judy Genshaft
USF System President
A LETTER FROM THE FOUNDATION

Dear Friends:

This past fiscal year marked an extraordinary period for the University of South Florida Foundation. As we continue our stampede toward $1 billion in total giving as part of the USF: Unstoppable campaign, four transformational gifts totaling $55 million have catapulted us toward the goal line, including our largest individual donation in USF history — $25 million from our longtime friends, supporters and USF alumni, Pam and Les Muma.

Gifts of distinction such as these have an immediate impact on our student body by invigorating current programs, allowing for the implementation of bold new projects and instilling pride and excitement among our students, faculty, staff and the community. While we celebrate these exceptional donors, we also honor the more than 162,000 others whose commitment to philanthropy and sustaining support of our university provide the foundation for USF’s success.

As members of this great Foundation, we’ve had the privilege of meeting with donors from every walk of life and at every giving level. While their motivations for giving vary, one constant remains—each carries a sense of purpose predicated on a personal belief of their responsibility to empower others to find their path toward greatness.

It is for that reason that we honor every donor by listening to your stories, understanding the personal significance of each gift and striving each day to ensure that your gift intentions are being met.

In the pages of this year’s Performance Report you will find stories that highlight just a few of the many ways your gifts are making a difference. We hope you will find inspiration, and join with us in honoring and celebrating everyone whose contributions reaffirm the University of South Florida System’s growing leadership as a world-class research institution, academic powerhouse and economic driver for the region.

Thank you for your continued support. You inspire us with your commitment to the students, programs, and strategic priorities of the USF System.

Sincerely,

Joel Momberg  
CEO, USF Foundation  
Senior VP, University Advancement & Alumni Affairs

Linda Simmons  
Chair, USF Foundation Board

IN RESEARCH
• USF had a record-breaking year in Technology Transfer in 2014, with 91 license/options, 11 new startup companies and 113 new patents.
• USF is a top 50 research university among both public and private institutions nationwide in total research expenditures, according to the National Science Foundation.

IN ACADEMICS
• USF was named one of the top 100 Best Values (#52) in Public Colleges by Kiplinger’s Personal Finance for 2015.
• USF had 51 national scholarship and fellowship awardees in 2014-2015.
• The Education Trust highlights USF as one of the nation’s “Standout Institutions” for graduation of students with Pell Grants.
• The USF St. Petersburg Kate Tiedemann College of Business is accredited by AACSB International for both business and accounting, a double distinction held by only 1% of business schools globally.
• Eleven USF Athletics programs exceeded national averages from the NCAA Academic Progress Rate (APR) rankings in 2014.
• USF ranks as a national leader in online education, according to the Guide to Online Schools, ranking 25th on its “best overall” list of top non-profit and for-profit schools.
• USF is one of only 16 universities in the nation selected as a Tillman Partnership University by the Pat Tillman Foundation.

IN THE COMMUNITIES WE SERVE
• USF Health boasts 129 doctors who made the annual Best Doctors in America® list.
• USF St. Petersburg is host to Project STING RAY, a designated statewide model program funded by the Florida Department of Education to increase access to higher education for persons with intellectual disabilities.
• The USF System has an annual budget of $1.5 billion and an economic impact throughout the Tampa Bay Region of $4.4 billion.
• USF is ranked 99th nationally, out of more than 1,500 institutions of higher education, for social mobility, research and civic engagement, according to Washington Monthly.
• USF is ranked 1st in the Southeast as a veteran-friendly school by the Military Times’ Best for Vets.
• USF Sarasota-Manatee offers personalized learning environments for students through a 13:1 student-to-faculty ratio.

USF SYSTEM POINTS OF PRIDE 2014-2015
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**POINTS OF PRIDE**

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IT WAS A TRANSFORMATIVE six-month span in the history of the University of South Florida System that thrust open the door to a lifetime of promise and possibilities. In a series of celebratory scenes filled with balloons and cheering crowds of students, faculty, administrative staff, and community leaders, USF vaulted into an even brighter future this past year propelled by ground-breaking gifts from a group of donors who followed the philanthropic lead of a familiar Tampa couple that had set the bar high four years earlier.

From September to March of the last fiscal year, four donors – Kate Tiedemann, Pam and Les Muma, Lynn Pippenger and Jordan Zimmerman – contributed $55 million to the University of South Florida, powering the USF: Unstoppable campaign toward its goal of raising $1 billion in total giving for the university system.

The roots of this monumental level of generosity can be traced to 2011 when Carol and Frank Morsani gave what, at the time, was the largest single donation ever to USF – $20 million to the USF Health Morsani College of Medicine. Mr. Morsani commented at the gift presentation: “We’re not like those people who want their name on something. That’s not why we have given a nickel to anything. We hope to encourage others to say, ‘Let’s examine what we are going to do with our resources.”

They did indeed – and more than anyone could have imagined. It began last September with entrepreneur Kate Tiedemann. As an 18-year-old German immigrant who spoke no English when she arrived in America, she worked tirelessly for years acquiring the skills needed to eventually build one of the largest surgical eye instrument companies in the world. “I was fortunate enough to create a successful business in the U.S. and I feel strongly about creating a long-lasting legacy,” she commented. Her $10 million gift to USF St. Petersburg is the largest the campus has ever received.

In October, longtime supporters, Pam and Les Muma, made what is now the largest individual donation in USF’s history — $25 million. “This gift fulfills a dream of both Pam and myself to be able to demonstrate in a meaningful way our gratitude to USF, and in particular to the USF College of Business, for helping us build the foundation upon which our business careers grew,” said Les Muma. It was an act of generosity that retired Raymond James executive Lynn Pippenger heavily credited for influencing her $10 million gift in February 2015. “Their naming of the College of Business was awesome, inspiring, and told me that if I wanted to do something, I’d better get with it!” explained Pippenger.

Whereas those gestures of giving would have been more than enough reason to celebrate, in March, USF Trustee Jordan Zimmerman, made the commitment to donate $10 million. “Can you think of anything else better to do with $10 million than give it back to education and the students?” he asked.

As with the Morsanis, the significance of these recent gifts prompted the university to rename beneficiary colleges and schools in appreciation of these generous benefactors: The Kate Tiedemann College of Business at USF St. Petersburg; The Muma College of Business; The Lynn Pippenger School of Accountancy at the Muma College of Business; and The Zimmerman School of Advertising and Mass Communications at USF’s College of Arts and Sciences.
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These visionary donors are collectively responsible for nearly $90 million in lifetime giving to the university. As awe-inspiring as that figure is, the real impact is in the thousands of students whose lives are being changed because of the endowments, scholarships and innovative new programs that their generosity — along with the generosity of more than 162,000 other donors who have contributed to the USF: Unstoppable campaign — makes possible.

“One of the things of which we take the most pride, is in the large number of people who have given and continue to give to support USF,” commented USF Foundation CEO Joel Momberg. “When we first began receiving these high-value gifts there was some concern that perhaps others would stop giving because they would think we were done, but clearly that’s not been the case. So many people realize the university needs their support and that they are making possible the dreams of students, the discoveries of faculty and work which improves our communities.”

Funds raised through USF: Unstoppable have contributed to scientific research; attracting top talent from global academia; scholarships; career readiness programs; improved facilities; and better health outcomes for patients. Yet, as the tide of giving continues to roll, perhaps the ripple effects being created are what is most indelible. As Zimmerman Advertising Program graduate Brandon Schuster said, “As I continue on in my career, I hope to be the example for other college students that Mr. Zimmerman and others have been for me.”

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- ENHANCES ACADEMIC RESOURCES
- PROVIDES “SOFT SKILLS” TRAINING AND PROFESSIONAL DEVELOPMENT WORKSHOPS
- UPGRADES TECHNOLOGY
- IMPROVES FACILITIES
- IMPROVES HEALTH OUTCOMES FOR PATIENTS
- SUPPORTS CUTTING-EDGE RESEARCH

President Judy Genshaft and Lynn Pippenger
Kate Tiedemann with a USFSP student
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EMPOWERING USF

Betty Castor and Sam Bell Lead the Charge

Betty Castor and Sam Bell probably would not like being called a “power couple,” yet considering their decades of public service and philanthropy it is difficult to find a more fitting description. Words like genuine and endearing can be used to describe them personally, yet when considering the significance of their impact on USF, the Tampa Bay area, and throughout the state of Florida, “powerful” is the word that comes to mind.

At USF alone, Betty and Sam support 17 different causes systemwide. They provide scholarships to Music Education majors, graduate students in Public Health, women athletes, and to students pursuing careers addressing global initiatives. They support the USF Library, Athletics, Women in Leadership & Philanthropy and WUSF to name a few more.

As the first female president of USF, Betty Castor has a passion for education, and a penchant for being bold. During her tenure from 1994-1999, the university underwent tremendous transformation, including the introduction of football in 1997. As significant of an achievement as that was, Betty proudly points out that she also inaugurated the USF band and brought women’s soccer to USF. In fact, advocating for women is something she does often, and has hallmarkd her decades of public service.

It was as an advocate for young women that Castor’s career began. While still a college student at Glassboro State College (now Rowan University) in her home town of Glassboro, N.J., she headed a project to send educational supplies to the developing country of Uganda. Her advocacy earned her an invitation from President John F. Kennedy to attend Uganda’s independence celebration in 1962, and a seat on Air Force One. After graduating, she returned to teach in Uganda and volunteered to participate as an instructor in the first Outward Bound program for secondary school girls, where she helped to lead a group of young women to the summit of Mt. Kilimanjaro, the first all-women's team to do so.

It marked the beginning of a career dedicated to education, public service and breaking down barriers. In addition to her firsts at Kilimanjaro and USF, Betty was also the first woman to be elected to the Hillsborough County Commission, the first woman to become president pro tempore of the Florida Senate, and, as Florida’s education commissioner, the first woman ever elected to the Florida Cabinet.

During her nearly 20 years in political office she championed causes such as the Equal Rights Amendment, ending discrimination, and funding spouse abuse centers statewide. She was also a fierce advocate for early childhood education and children’s health initiatives, a passion she continues to share with her husband of more than 25 years, Sam Bell.

Throughout his 14-year tenure as a member of the Florida House of Representatives (1974-1988), Sam became one of its most respected members, serving as majority leader, chairing the Rules Committee, as well as the Commerce Committee and being twice appointed chairman of the Appropriations Committee. Using his leadership skills and convictions about the responsibility of elected officials to affect change, he fought for children’s issues; solutions to Florida’s substandard infrastructure; and the need for better funding of social services.

It was his passion for the latter, and his commitment to improving health outcomes for the most needy, that was instrumental in bringing the first college of public health in the state to the USF campus. “When we started the College of Public Health at USF there had not been a new college of public health in this country for 20 years,” he commented.
“As a legislator, health and health issues were a lot of what I was involved with, and children’s health in particular, so I’ve been the one and only chair of the advisory board for the college for 30 years.”

Under his leadership, USF’s College of Public Health has become renowned for addressing critical public health issues both domestically and abroad, researching cures for global diseases such as malaria and river blindness, and confronting the challenges of delivering health and wellness care to needy children across the country. The college was recently ranked by *U.S. News and World Report* as one of the top 20 graduate schools nationwide.

Obviously proud of the college’s accomplishments, Sam jokes that, “I would step down if I could get anybody else to take the job!” when in fact, it is clear that neither he nor Betty have plans to stop any time soon.

In addition to his work on behalf of the College of Public Health, Sam continues to practice law as an attorney at Buchanan, Ingersoll & Rooney, while Betty recently became the chair of the prestigious Fulbright Scholarship Board (of which the College of Public Health has incidentally produced an impressive eight Fulbright scholars).

Although they are glad to have shifted the political spotlight to their children (Betty’s daughter Kathy is a current member of the U.S. House of Representatives while another daughter, Karen, served in the Florida House) they remain committed to lending their influence and support to the many issues important to them, particularly education.

“Having both served in the legislature, we know what (educational) funding does not do,” said Betty. “We know of the needs, and feel strongly that our dollars go much further when we give to the university.”

They also continue to give just as generously of their time, gladly passing on their knowledge and experience to the next generation of trailblazers. They can often be found talking with students on campus, listening to their stories, encouraging their success, and leaving them feeling... powerful.
will be military veterans, thanks to the continued support of JPMorgan Chase & Co. who awarded FC2 a grant to launch a pilot program to combat these threats. Hackers target the government and businesses at an alarming rate. The front line of this new war is on the University of South Florida campus at the Florida Center for Cybersecurity (FC2), a statewide resource established in 2014 by the Florida Legislature.

The Florida Center for Cybersecurity, USF and veterans lead the charge against cybercrime with a generous grant from JPMorgan Chase & Co. The goal is to rapidly integrate these brave men and women into entry-level careers in the cybersecurity field in the 21st century. They've been empowered to make decisions, lead teams and work in stressful environments. That's useful training for veterans ready to fight cybercrime. The center's goal is to expand this program in terms of capacity and geography, while also creating pathways for unemployed and underemployed individuals.

Perhaps the best perk from New Skills for a New Fight is that the training is completely free for the initial cohort of recruits. Global financial services firm JPMorgan Chase & Co. provided a $300,000 grant through the USF Foundation to help cover the cost. The gift is part of the firm's ongoing financial support to grow educational opportunities that leverage the abilities of these incredibly talented individuals to meet a critical national need.

"America's military veterans bring tremendous technical skills and leadership abilities to their new careers," said USF System President Judy Genshaft. "The University of South Florida is proud to partner with JPMorgan Chase & Co. in providing services to promote veterans' successful transition into civilian life, the classroom and into meaningful careers." The front line of this new war is on the University of South Florida campus at the Florida Center for Cybersecurity (FC2). The Florida Center for Cybersecurity, USF and veterans lead the charge against cybercrime with a generous grant from JPMorgan Chase & Co. The Florida Center for Cybersecurity, USF and veterans lead the charge against cybercrime with a generous grant from JPMorgan Chase & Co. The Florida Center for Cybersecurity, USF and veterans lead the charge against cybercrime with a generous grant from JPMorgan Chase & Co.
CHANGING BATTLEFIELDS

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**CYBERSECURITY** is a new battleground in the fight to keep our nation safe. Hackers target the government and businesses at an alarming rate. The front line of this new war is on the University of South Florida campus at the Florida Center for Cybersecurity (FC2), a statewide resource established by the Florida Legislature in 2014. The soldiers will be military veterans, thanks to the continued support of JPMorgan Chase & Co. who awarded FC2 a grant to launch a pilot program to combat these 21st century cyber threats.

“Military veterans bring a good ability to be trained and rapidly so,” explains Adam Sheffield, Cybersecurity Program Manager at FC2. “They’ve been empowered to make decisions, lead teams and work in stressful environments. That’s useful because the cybersecurity field can be chaotic and requires the ability to work collectively as a team.”

A military veteran and USF alum himself, Sheffield is in recruitment mode, looking to fill 20 slots in the New Skills for a New Fight program. The educational initiative — the first offering out of FC2 — will provide fast-paced and intensive, face-to-face training for veterans ready to fight cybercrime. The center’s goal is to expand this program in terms of capacity and geography, while also creating pathways for unemployed and underemployed individuals.

The goal is to rapidly integrate these brave men and women, especially those with security clearances, into entry-level careers in the cybersecurity field in less than a year.

Starting with academic courses offered through the College of Engineering, participants will complete scenario-based drills and earn certifications before finishing the program with 15 weeks of on-the-job training.

“A four-year degree is great, but some companies are still spending months to train these new graduates,” says Sheffield. “In order to shorten that time frame, we’re focusing solely on specific job roles, like Incident Responder.”

Perhaps the best perk from New Skills for a New Fight is that the training is completely free for the initial cohort of recruits. Global financial services firm JPMorgan Chase & Co. provided a $300,000 grant through the USF Foundation to help cover the cost. The gift is part of the firm’s ongoing financial support of efforts to grow educational opportunities for veterans. Last year, the banking giant gave a $235,750 grant to the USF Office of Veterans Services to promote veterans’ successful transition into civilian life, the classroom and into meaningful jobs.

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FOR DUKE ENERGY, USFSP MAKES “SENSE”

THIS YEAR, USF St. Petersburg is proudly celebrating its 50th anniversary. What began as a small commuter college along St. Pete’s Bayboro Harbor, for an inaugural class of 260 freshman, has now grown to a bustling academic community of more than 4,500 students. Over the past 50 years, the school has undergone a dramatic transformation. Yet, one thing has remained the same — the support of Duke Energy.

Throughout its multi-decade involvement with USFSP, the utility formerly known as Florida Power Corporation, has contributed more than $3 million to USF's waterfront campus as part of the company's research objectives and community outreach priorities, which are often focused on STEM (Science, Technology, Engineering and Math) education initiatives.

“As a utility, we understand the need to encourage and develop the next generation of engineering talent,” said Melissa Seixas, Duke’s Tampa Bay area government and community relations manager and a 1995 graduate of USFSP’s master’s program and co-chair of the campus’s year-long 50th anniversary celebration.

As the largest utility company in the country, Duke Energy recognizes the importance of innovation. The Fortune 250 company spends millions of dollars annually on sustainability initiatives to produce power that is affordable, reliable and clean.

Likewise, the University of South Florida St. Petersburg is committed to instilling and directing best environmental practices throughout its campus and curriculum. Together, the two have formed an alliance aimed at finding solutions to the energy needs of the future.

At the start of the 2014 semester, Duke announced USFSP would receive a $1 million grant as part of the company’s SunSense® program, which funds research aimed at developing innovative solar energy storage solutions.

“Our partnership with USF St. Pete gives us an opportunity to conduct research at the university level, as well as an opportunity to do it here in our Florida headquarters city,” said Seixas.

As part of the grant, Duke installed a 100-kilowatt solar photovoltaic (PV) system atop the university’s 5th Avenue South parking garage, turning it into a Net Zero garage capable of producing more energy than is required to supply its power needs.

“What makes this installation unique is the battery storage component,” said Seixas. “There are 318 photovoltaic panels that actually power the garage when the sun is shining. In addition, excess energy produced by the system is stored in a 200-kilowatt battery system that can be used at night or when the sun is not shining.”

Data collected from the panels is analyzed by students at the College of Engineering on USF’s Tampa campus, while kiosks placed throughout the St. Petersburg campus display real-time energy consumption and output figures, contributing to USFSP’s sustainability efforts.

“We worked really hard to get the SunSense® grant because we knew how beneficial it would be to our overall objective of getting our students more environmentally engaged,” commented senior Environmental Science and Policy student David Vasquez, who is also the secretary of sustainable initiatives for student government.

“It’s about creating awareness of the importance of being environmentally responsible, and this project, along with Duke’s support, makes that possible.”

Other contributions from Duke Energy support the Oceanography Camp for Girls — a USF College of Marine Science Program on USFSP’s campus — and training for middle school math teachers seeking certification in digitally enhanced mathematics education. “We are committed to supporting STEM education,” affirmed Seixas, “because we understand that’s what’s going to change the face of our energy future.”
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Other contributions from Duke Energy support the Oceanography Camp for Girls — a USF College of Marine Science Program on USFSP’s campus — and training for middle school math teachers seeking certification in digitally enhanced mathematics education. “We are committed to supporting STEM education,” affirmed Seixas, “because we understand that’s what’s going to change the face of our energy future.”
THE THUNDEROUS OVATIONS that fill Amalie Arena at Tampa Bay Lightning games are normally directed at the Bolts players skating on the ice below. But this past year, cheers and applause rocked the building on three different nights for individuals whose generosity, dedication and passion have made a major impact at the University of South Florida.

Pam and Les Muma, Lee Bird Leavengood and Mary Ann Massolio were all selected as Lightning Community Heroes – an honor bestowed upon deserving Tampa Bay area residents making a difference in the lives of those around them. Each winner – chosen by a selection committee after a rigorous nomination and vetting process – is awarded $50,000 by the Lightning Foundation and Lightning Community Hero program to spend in a personally meaningful philanthropic way.

Started in 2011 by Lightning owner Jeff Vinik and his wife Penny, the program has so far distributed $9.1 million to a total of 179 Heroes.

“Rather than focus the Lightning’s philanthropy on a specific area of giving, such as health and wellness, we really wanted to create a program centered on philanthropy that spoke directly to our fans and inspired them about all the different ways in which people in our community are making an impact,” explained Elizabeth Frazier, executive director of the Lightning Foundation and vice president of philanthropy & community initiatives.

“So rather than just giving the checks directly to the nonprofits, we decided to create a program that would harness the power of telling stories of great people making a difference in our community to the 19,000 fans in our building every game night. We focus on stories and on people, and then those people help decide where the money will go. That process is part of our own transformation in the way we engage our fans in our philanthropic giving.”
Stories the Lightning focused on with a connection to USF were as diverse as they were compelling. The Mumas, both USF alumni, were honored during the first period of a playoff game against Montreal in May 2015. Les soaked in the celebratory moment, donning a Lightning jersey emblazoned with his name on the back after the crowd watched a video detailing the couple’s commitment to giving back to their school and community: donating $25 million, the single largest individual gift in USF’s history, to the College of Business; their financial assistance to Tampa General Hospital; and their efforts to shape promising young individuals into successful business leaders of the future. The Mumas donated the $50,000 check from the Lightning to USF’s Sports and Entertainment Management Program.

When Lee Leavengood was honored at a Lightning game in October 2014, she proudly held up a Lightning jersey bearing bold letters that spelled out LEARNING. Her word choice was fitting, indeed, considering how Leavengood has worked tirelessly to provide further education for Tampa Bay area senior citizens, through the Osher Lifelong Learning Institute at USF.

USF Donors Lee Bird Leavengood (left), Mary Ann Massolio (top), and Les Muma (bottom), receive Lightning Community Hero checks from Lightning owner Jeff Vinik.

More than 10,000 seniors have participated in workshops and seminars at USF, enriching themselves with 300 affordable courses each year available in classrooms all over Hillsborough County. She donated half of her $50,000 to the Tampa Bay History Center and half to the Osher Lifelong Learning Institute at USF.

Mary Ann Massolio was also singled out during a game last October. She marked the occasion in a poignant manner, lifting up a Lightning jersey displaying the name Jay – a tribute to her youngest son, who passed away after a courageous fight with cancer.

Soon after she began a career in pediatric oncology 25 years ago, Jay was diagnosed with Stage 4 non-Hodgkins lymphoma and, only six months later, he was gone. Massolio dealt with the crushing loss by dedicating herself to helping children and families dealing with cancer.

She went on to form an array of partnerships to assist cancer patients and family members – such as a brain tumor support group at Shriner’s Hospital on the USF campus, equine-assisted therapy at Quantum Leap Farm in Odessa, Fla., and a legislative coalition called Alliance for Childhood Cancer.

As executive director of the 1Voice Foundation, she helps coordinate a wide range of support for those battling cancer and funding for pediatric cancer research at USF’s Morsani College of Medicine. Massolio donated $25,000 to Quantum Leap Farm and $25,000 to support hematology research related to acute lymphoblastic leukemia (ALL) under the direction of Dr. Cameron Tebbi, the division chief of the pediatric hematology/oncology division, in the USF Health Department of Pediatrics.

“What’s great is that these amazing people were all chosen for completely different reasons,” Frazier added. “Every Hero’s story and journey has been different, which is part of the beauty of the program. By showcasing people in addition to nonprofits, we’re trying to let our fans know all the different ways they can give back to the community.”
Student Ruby Ramos conducts research in USFSM’s new biology lab. Only two years ago, USFSM didn’t offer science as a field of study, but the arrival of freshman and sophomore students for the first time — making it has covered formative capital expenditures — pushed the boundaries of faculty and student collaboration in biological research. The majority of that support has gone to funding undergraduate scientific projects, was aided by a $50,000 gift that contribution represents nearly $400,000 to build.

The University of South Florida Sarasota-Manatee’s tree-lined, modern campus hold a remarkable story of philanthropy — and push the boundaries of faculty and intellectual vibrancy. Relocating from NASM and Mote Marine Laboratory to USF Sarasota-Manatee, the University will now have access to significantly more body of knowledge. Selby Scholars. They also helped us with our construction efforts to partner with other institutions and most recently with the biology research labs on modular buildings in a corner of campus.

Dr. Jane Rose, USFSM’s dean of the College of Arts, views Selby’s support as invaluable at a time in which the state was placing emphasis on science of giving. "In many ways, they have led the way and have encouraged philanthropy in others over the years. "Philanthropy is not just a concept to the folks at the Selby Foundation," said Joel Momberg, President for Advancement and Alumni Affairs. "We love that," she said. "We want to reward them for their partnering because it has helped us attract more students and allow those students to do undergraduate research — and because they are such an integral part of our community."

Chancellor for University Advancement. "They have embraced their mission to grow and meet the varied needs of its community and throughout the world."

We at the Foundation are extremely grateful for the partnership with Mote was very instrumental in that the subject be added to the curriculum. It is an ideal partner for USFSM and its need for new faculty research lab. This has absolutely changed the dynamics of our university."

"In a larger sense," she said "the Selby Foundation's support to help the students of USF Sarasota-Manatee. We at the Foundation are extremely grateful for their continued support to help the students of USF Sarasota-Manatee. The majority of that support has gone to funding undergraduate scientific projects, was aided by a $50,000 gift that contribution represents nearly $400,000 to build."

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"Philanthropy is not just a concept to the folks at the Selby Foundation," said Joel Momber...
Science of Giving:

SELBY FOUNDATION SUPPORTS NEW BIOLOGY LABS FOR USFSM

THE TWO BEIGE, modular buildings in a corner of the University of South Florida Sarasota-Manatee’s tree-lined, modern campus hold a remarkable story of philanthropy – and push the boundaries of faculty and student collaboration in biological research.

Inside, an entire world of science and endless possibilities unfolds. On a recent afternoon in the newest of these small concrete structures, students are busy studying mosquitoes under a microscope – hoping to find ways to control their populations – in this state-of-the-art, fully equipped laboratory that cost nearly $400,000 to build.

The 600-square-foot space, shared by professors who team with undergraduates on all manner of scientific projects, was aided by a $50,000 gift from the William G. and Marie Selby Foundation to further the evolution of USFSM’s biology and STEM (Science, Technology, Engineering and Math) programs. But that contribution represents only the latest example of the Selby Foundation’s transformative philanthropy in USFSM’s 40 years of existence.

Since 1975, the Foundation has granted $2,236,000 to USF Sarasota-Manatee. The majority of that support has gone to funding undergraduate scholarships, but roughly a half-million dollars of it has covered formative capital expenditures — money that has allowed the campus to grow into an intellectually vibrant and visually stunning home to more than 2,000 students.

“The Selby Foundation has always been a great supporter of ours and this latest gift continues that partnership,” said Dennis Stover, Regional Vice Chancellor for University Advancement. “They have helped us beyond measure with ongoing giving through two different scholarships of significant amounts: our Selby Achievers and our Educators Scholars. They also helped us with our construction of two student labs at Mote Marine Laboratory, and most recently with the biology research labs on campus.”

Only two years ago, USFSM didn’t offer science as a field of study, but the arrival of freshman and sophomore students for the first time — making the school a fully accredited four-year institution — required that the subject be added to the curriculum.

“The partnership with Mote was very significant, but it couldn’t have happened if we didn’t have donors like the Selby Foundation step up and help us build out those student labs,” added Stover. “Biology was first offered last year as a choice for a major, and now it’s already full, with more than 100 students, which tells you how important it is for us. With the arrival of the sciences, you need research labs — and Selby stepped up once again to help us with the faculty research lab. This has absolutely changed the dynamics of our university.”

Dr. Jane Rose, USFSM’s dean of the College of Arts and Sciences, views Selby’s support as invaluable at a time in which the state was placing emphasis on STEM programs.

“In a larger sense,” she said “the Selby Foundation has helped give USF Sarasota-Manatee the chance to provide additional research opportunities to students and faculty, and prepare students to succeed in our community and throughout the world.”

“Philanthropy is not just a concept to the folks at the Selby Foundation,” said Joel Momberg, CEO of the USF Foundation and Senior Vice President for Advancement and Alumni Affairs. “In many ways, they have led the way and have encouraged philanthropy in others over the years. We at the Foundation are extremely grateful for their continued support to help the students of USF Sarasota-Manatee.”

Selby Foundation President Dr. Sarah Pappas welcomes the opportunity to help USFSM in its mission to grow and meet the varied needs of its burgeoning student body.

As an entity that specializes in capital grants, Selby is an ideal partner for USFSM and its need for new buildings and labs, she explained. Meanwhile, the university’s efforts to partner with other institutions in the area, such as Mote and other colleges, has earned high marks from the Selby Foundation board.

“We love that,” she said. “We want to reward them for their partnering because it has helped them attract more students and allow those students to do undergraduate research — and because they are such an integral part of our community.”

Student Ruby Ramos conducts research in USFSM’s new biology lab.
“Every year on Scotty’s birthday, a group of his friends visit his grave and pass great stories of all of the fun they shared with one another. It’s a time to celebrate his life, as well as the gifts that go to the University of South Florida. How Scotty loved USF!”

Brenda Light
Established the Scott Taylor Endowed Scholarship in her son’s memory.

“My dad loved kids and wanted to ensure they were educated. We see that hope fulfilled every day through this fund. I think tutoring brightens the outlook and lives of these kids, and that’s a great asset for our community.”

Rick and Judy Mott
Established the Olin Mott USF Tutor-a-Bull Endowment fund in memory of Rick’s father, Olin Mott.

“The opportunity to give is so powerful. Tampa and USF have been my home for the last 15 years. My wife Tonya and I want to leave a legacy for others to follow. We are very fortunate to be able to do this and appreciate everything that the program, athletic department and USF has done for us and our family.”

Jose Fernandez
Head Coach, USF Women’s Basketball
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“Why we give”

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Jose Fernandez
Head Coach, USF Women’s Basketball

“I have given something to the University of South Florida and why I hope to give more. USF was the foundation for my life in the United States. Hence, I consider this my duty to give back to the university. I hope that my little contributions can have some impact on students, so they also can enjoy similar fruits of success.”

Kumar Ramachandran, MSIE ’87
CEO, Gram Suchana Solutions Pvt Ltd

“Publix’s founder, George Jenkins, was committed to helping young people who were steadfast in pursuing their educational dreams despite facing significant adversities in their lives. Our Foundation is proud to continue his vision by supporting the Jenkins Scholars program. The program, first launched at USF during the 1994-95 school year, has assisted more than 80 Jenkins scholars from USF to date. We are proud to help these fine young people pursue their personal and professional goals.”

Tina Johnson, BUS ’80
Advisor to CEO and Treasurer, Publix Super Markets Charities

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**Donor Giving**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>ALUMNI</td>
<td>$46,706,967</td>
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<tr>
<td>CORPORATION</td>
<td>$51,379,550</td>
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<tr>
<td>EMPLOYEE</td>
<td>$2,536,566</td>
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<td>FRIEND</td>
<td>$17,132,176</td>
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<tr>
<td>PARENT</td>
<td>$1,063,633</td>
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<tr>
<td>PRIVATE FOUNDATION</td>
<td>$8,362,420</td>
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<tr>
<td>OTHER</td>
<td>$3,366,213</td>
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<tr>
<td>TOTAL:</td>
<td>$130,547,525</td>
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## STATEMENT OF FINANCIAL POSITION

**For Year Ended June 30, 2015**

### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Cash and Operating investment pool</td>
<td>$ 69,912,378</td>
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<tr>
<td>Endowment investment pool</td>
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<td>Contributions receivable, net</td>
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<tr>
<td>Other assets</td>
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<tr>
<td><strong>Total assets</strong></td>
<td><strong>$ 593,860,172</strong></td>
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### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td>$ 38,623,025</td>
</tr>
<tr>
<td>Net assets</td>
<td>555,237,147</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$ 593,860,172</strong></td>
</tr>
</tbody>
</table>

## STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

### REVENUES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Contributions, gifts, and bequests</td>
<td>$ 50,388,286</td>
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<tr>
<td>Investment gains, net</td>
<td>14,235,688</td>
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<tr>
<td>Other revenues</td>
<td>15,151,747</td>
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<tr>
<td><strong>Total revenues</strong></td>
<td><strong>$ 79,775,721</strong></td>
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### EXPENSES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Support of university programs and activities</td>
<td>$ 46,922,244</td>
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<tr>
<td>Operating, fundraising and other expenses</td>
<td>18,369,231</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$ 65,291,475</strong></td>
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<tr>
<td>Other activity</td>
<td>$ 38,343</td>
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<tr>
<td>Change in net assets</td>
<td>14,522,589</td>
</tr>
<tr>
<td><strong>Net assets, beginning of year</strong></td>
<td><strong>$ 540,714,558</strong></td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td><strong>$ 555,237,147</strong></td>
</tr>
</tbody>
</table>

Cherry Bekaert issued an unmodified (clean) opinion on the USF Foundation’s financial statements for FY 2014-2015 with no management letter comments.

In 2014-2015, $7 million was expended for scholarships and awards granted to USF students and $22 million was distributed for salaries and other supplements in support of USF faculty and staff.
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2014-2015 USF FOUNDATION BOARD OF DIRECTORS

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**Chair**  
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President & CEO  
Simmons Management Services, Inc.  
Tampa, FL

**Immediate Past Chair**  
Gordon L. Gillette ’81, ’85  
President  
Tampa Electric/Peoples Gas  
Tampa, FL

**Vice Chair**  
Joe P. Teague  
Teague Financial Group (Retired)  
Tampa, FL

**Treasurer**  
Ray "Chip" Newton  
Treasurer  
National Psoriasis Foundation  
St. Petersburg, FL

**Assistant Treasurer**  
Oscar J. Horton  
President  
Sun State International Trucks  
Tampa, FL

**Secretary**  
Mark Fernandez  
Sr. VP & Chief Sales Officer  
Tampa Bay Rays Baseball, Ltd.  
St. Petersburg, FL

**Audit Chair**  
George Morgan, CPA ’76  
Health Care Executive (Retired)  
Sarasota, FL

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**Board Members**

Don A. Aripoli, PhD  
VP Emeritus for Student Affairs (Retired)  
Missouri State University  
Springfield, MO

Alan C. Bomstein  
President & CEO  
Creative Contractors, Inc.  
Clearwater, FL

Shaukat H. Chowdhari, MD  
President & Medical Director  
University Pain Management Center  
Tampa, FL

Jeffrey D. Fishman ’92  
President  
Investors Title & Settlement Services, Inc.  
Tampa, FL

John C. Greer ’72  
Owner & President  
Westshore Consulting  
Tampa, FL

Tina P. Johnson, ’80  
Advisor to CEO  
Publix Super Markets, Inc.  
Lakeland, FL

Ann Liguori ’82  
President  
Ann Liguori Productions, Inc.  
Westhampton, NY

Peter Baronoff ’80  
Chairman & CEO  
Promise Health Care  
Boca Raton, FL

Angela M. Brewer ’82, ’84 (Ex-Officio)  
President, USF Athletics Association  
University of South Florida  
Tampa, FL

Cornelia G. Corbett  
Community Volunteer & Philanthropist  
Tampa, FL

Judy L. Genshaft, PhD (Ex-Officio)  
President  
University of South Florida System  
Tampa, FL

Michael Griffin ’03 (Ex-Officio)  
President, USF Alumni Association  
University of South Florida  
Tampa, FL

Brian P. Keenan ’86  
Regional President, West & Central Fla.  
First National Bank of the Gulf Coast  
Tampa, FL

John Long ’82 (Ex-Officio)  
COO & Sr. VP, Business and Finance  
University of South Florida  
Tampa, FL

The Hon. Franklin N. Biggins ’69  
Circuit Court Judge (Retired)  
Magistrate Court of Fulton County  
Atlanta, GA

Darryl M. Burman ’80  
Vice President & General Counsel  
Group 1 Automotive, Inc.  
Houston, TX

T.J. Couch ’94, ’05  
Vice President  
University Commercial Center  
Tampa, FL

Richard Gonzmart  
Owner  
Columbia Restaurant Group  
Tampa, FL

Stephanie Holmquist-Johnson, PhD ’81, ’05,’14  
President  
Holmquist Educational Consultants, Inc.  
Plant City, FL

Tod Leiweke  
CEO  
Tampa Bay Lightning Sports & Entertainment  
Tampa, FL

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University Commercial Center  
Tampa, FL

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To accomplish this objective, the USF Foundation considers all combinations of asset classes in order to obtain the highest level of return, given an acceptable level of risk. The Investment Committee is the Foundation Board’s conduit for the investment of all funds held by the USF Foundation.

The Investment Committee makes recommendations to the Board for such investment initiatives as asset allocation and manager selection. Those recommendations approved by the Board are implemented by the Foundation’s management with the assistance of a professional investment advisor and asset custodian. The Foundation publishes an annual Investment Prospectus which provides further details on the investment objectives, philosophy of asset management, asset allocation plan, investment manager communication, spending and fee policies, and gift acceptance criteria.

For additional information contact our office of Donor Relations & Stewardship at 813.974.2035 or visit the Foundation’s publications section of our website at UNSTOPPABLE.USF.EDU.

THE USF FOUNDATION is a private, not-for-profit corporation chartered pursuant to Florida law as the legal conduit for the solicitation, acceptance, investment, and distribution of all private gifts made to the University of South Florida System. The USF Foundation promotes higher education in general, and specifically encourages the advancement of teaching, research, and public service through private support for the university’s academic and student development endeavors.

The Foundation is guided by a Board composed of business and community leaders who are vitally interested in the welfare of higher education in the greater Tampa Bay region and in Florida. The Board directs the receipt and administration of private funds, properties, and services contributed, in support of activities directly related to the mission of the University of South Florida System.
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The text of this 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.