The Power of Philanthropy

A Discussion with the Board of Trustees
February 18, 2022
Philanthropy Campaigns at Penn State

- The Campaign for Penn State (1984–90) $300 million
- For the Future: The Campaign for Penn State Students (2007–14) $2.188 billion
- A Greater Penn State for 21st Century Excellence (2016–22) $2.1 billion goal
The Campaigns...by the Numbers

**ANNUAL AVERAGE CAMPAIGN COMMITMENTS**

All the campaigns raised their goals and revised their projections due to donor response. Original projections in white.

- $107.6M
  - $50M
  - For the future
- $114.3M
- $255.5M
  - $220M
  - $267M
  - For the future
- $295.7M
- $350M*
- $320M*

*Projected results
A Greater Penn State...by the Numbers

Time Elapsed: 93.1% as of January 31, 2022

**Open Doors** – Goal: $740M
Current Progress: $636.4M (86.0%)

**Create Transformative Experiences** – Goal: $293M
Current Progress: $271.3M (92.4%)

**Impact the World** – Goal: $716M
Current Progress: $823.8M (115.1%)

**Total Fundraising progress** – Goal: $2.1B
Current Progress: $2.059B (98.0%)
A Greater Penn State’s Philanthropy Leaders
(individuals or couples; does not include foundations or corporate giving)

- Anonymous
- Donald P. and Vivienne Bellisario
- Eugene B. and Roslyn G. Chaiken
- John R. and Jeanette Dachille McWhirter
- David Meehl
- Mr. and Mrs. Ross Nese
- Dr. Keiko Miwa Ross
- Charles H. "Skip" Smith
- Stephen Taub and Evelyn Burke
- Peter and Ann Tombros

Collectively, the top 10 individual donors have given $235 million -- about 11.4% of the overall campaign total.

When you add in the top 5 corporate and foundation donors ($266.8M), those combined 15 donors account for 1 out of every 4 dollars given in this campaign (24.4%).
Powerful Numbers... Powerful Impact

Our themes have focused on how we can make our great university greater.

So, how has philanthropy impacted our institution?
Open Doors

Private support is helping bring talented students from every background to Penn State—and helping them to graduate on time and move on to successful careers and lives.
Non-Traditional Philanthropy is Impacting Time to Degree

Open Doors Programs

- RaiseMe
- Pathway to Success Summer Start (PaSSS)
- Student Transitional Experiences Program (STEP)
- Smart Track to Success (World Campus)
- Complete Penn State
Scholarship Campaigns

• Open Doors Matching Scholarships
  – Raised more than $31M to secure more than $61M. The average award is $2,596.

• Open Doors Theme: Raised $636.4M of the $740M goal.

• Educational Equity Matching Scholarships
  – 165 committed donor gifts, totaling $11.1M, with a total impact of $24.6M.
Commonwealth Campuses Have Collectively Exceeded Their Open Doors Fund Goals

- 20 Campuses raised $256.8M against a $253.2M goal; 101.4% of goal.
- Abington, Altoona, Behrend, DuBois, Harrisburg, and New Kensington each raised over $10M.
- New Kensington raised $10.3M against a $4.7M goal; 219% of goal.
PaSSS Outcomes: Builds Confidence and Connections, Reduces Time to Degree

• Students at select Commonwealth Campuses may participate in the Pathway to Success: Summer Start (PaSSS) program.

• Steady increase in participation: 91 students in 2017-18 and 326 in 2020-21.

• A total of 963 students have been awarded $1.58M since 2017-18.

• Students credit PaSSS with building their confidence, connecting them with other students and academics, and putting them on a path for early graduation.
**STEP Outcomes: Increases Retention and Academic Achievement**

- The Student Transitional Experiences Program (STEP) is a 6-week summer transition program for change-of-campus students.
- Has served 152 students over the last 4 years.
- 98% of participants in STEP have either graduated or are still enrolled at Penn State; average GPA was 3.05 in 2021.
- 16 of 19 campuses and World Campus have had participants in the STEP program.
  - Most participants from Abington, Altoona, Behrend, Berks, Harrisburg, and Hazleton.
RaiseMe Outcomes: Increases Diversity, Access and Academic Success

• RaiseMe enables high school students who meet certain criteria to earn micro-scholarships toward their college education by meeting goals.

• From 2019-2021, 428 students enrolled with RaiseMe Awards. Of those:
  o 63% are first-generation students
  o 62% are students of color

• Of the 2017 cohort, the 4-year graduation rate is 52%, compared to 32% for non-RaiseMe students from the same high schools.

• Evidence suggests the RaiseMe program is correlated with a strong uptick in success from start through to graduation.
Smart Track for Success Outcomes: Strengthens Connections to PSU, Improves Progress to Degree

• Provides scholarships/support to World Campus students who are first-year students or have less than 18 credits.
• Served 500+ new World Campus undergraduates since 2017.
• Significantly higher next term, year one, and year two retention rates compared to a control group.
• Mean GPA was 2.8; 10% higher than the control group.
• Progress toward degree completion is nearly 15% higher than control group.
• SmartTrack students take on extra leadership roles and engage in meaningful activities. One said the program helped him feel “connected to the university” and not “isolated as a student.”
Complete Penn State Outcomes: Enables At Risk Students to Graduate

- Assists students who experience a situation that negatively impacts their ability to complete their degree.
- Scholarship Awards average $3,000.

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TOTAL AMOUNT OF SCHOLARSHIP DOLLARS AWARDED TO CPS ELIGIBLE STUDENTS: Over 6.5M

*Figures for year five were pulled on 2.7.22. The year is currently in-progress and will closeout at the end of FY22*
• Gene and Roz Chaiken were honored for generously sharing their time, talents and resources with Penn State.

• They made their largest gift to date in Dec. 2021, dramatically increasing the Chaiken Family Trustee Scholarship endowment.

• Gift also honors Susan Welch, dean emerita, with the naming of the Susan Welch Liberal Arts Building.
Educational Equity Scholarship Matching Program is Building DEI Across Penn State

- University-wide, gifts totaled $11.1M, with a total impact of $24.6M.
- One example of the impact is at the College of Medicine, where donors established 15 new scholarships and strengthened two already-existing funds to support students whose gender, race, ethnic, cultural and/or national background contribute to the diversity of the student body.
- College of Medicine donors include the John Crain Kunkel Foundation, Hershey Company, alumni, faculty, and staff.
Returning Athletes Student Fund Provided Support for Senior Student-Athletes Impacted by 2020 Season Cancellations

• In response to the cancellation of the 2020 spring sports season due to COVID, the Returning Athletes Student Fund received $630,000+ including $400,000 from Ed and Helen Hintz.

• The fund covered scholarships for senior student-athletes from spring 2020 who returned to Penn State this year.

“The generosity of Penn Staters is playing an essential role in preparing those who wear the Blue and White to make a lifetime of impact.”
-John Gondak, head coach, XC/Track and Field
Create Transformative Experiences

Philanthropy is providing the opportunities—in our classrooms, on our campuses, and in the larger world—that let students and faculty discover their full potential and make a difference.
Donald P. Bellisario College of Communications is Transforming Communications Education

The Bellisarios’ $30M gift funded Transformative Experiences in the Arts and Humanities and Digital Innovation. It also Opened Doors with $5M in scholarship support.

Since the Bellisarios’ landmark gift in 2018, more than $16.4M has been raised from foundations and individuals for student scholarships, a media-innovator-in-residence program, professorships, facilities support, and entrepreneurial programs including CommVentures.
New Palmer Museum of Art Has Attracted Unprecedented Support for a Building Campaign

- In March 2019, a fundraising campaign was launched with a $13.9M goal to support construction.
- The collective generosity of more than 50 donors, contributed to one of Penn State’s fastest and most successful fundraising campaigns for a building.
- By February 2020, the initial philanthropic goal of $13.9M was surpassed.
- In May 2020, the Board of Trustees approved design and budget; philanthropic goal increased to $22M.
- Today, $21M of $22M has been raised; $1.4M in matching funds for museum operations remains.
Philanthropy is Strengthening Community in Erie

- The Susan Hirt Hagen Center for Community Outreach, Research, and Evaluation (CORE) was established at Penn State Behrend through a philanthropic gift in 1998.
- Today, CORE conducts research that provides positive youth development programming for about 3,000 elementary, middle-school, and high-school students annually.
- A new $6.3M gift will preserve and expand the Federal House at Penn State Behrend and will serve as CORE’s new home.
Planned Giving Has a Quiet But Profound Impact: Consider Dr. George M. Kosco ’68 Sci

• Longtime residents of DuBois, George and Diana Kosco supported Penn State DuBois with $2.5M in philanthropy that will impact teaching, research and service in perpetuity.

• Dr. Kosco also supported Eberly College of Science with scholarship endowments.

“The George & Diana Kosco Trustee Matching Scholarship is instrumental in making a science degree accessible to all. His remarkable gift will continue to transform the lives of many students each year.”

-Tracy Langkilde, Verne M. Willaman Dean, Eberly College of Science
Impact the World

With the visionary gifts of alumni and friends, we are tackling the world’s most pressing problems—and solving them.
A generous gift from Ross and Carol Nese enhanced nursing education through endowed and outright funding for scholarships, faculty and program support, and facilities and equipment.

“We had been on track to graduate over 5,000 new bachelor’s-prepared nurses in the coming decade,” said Dean Laurie Badzek, “But with the Neses’ gift, we can increase the number of nurses entering the profession over the next decade by a minimum of 20% or more.”
Corporate Partnerships, Transforming Opportunities

• In 2017, CSL Behring, a global specialty biotherapeutics leader, committed $4.92M for industrial biotechnology education and research.

• The multidisciplinary Center of Excellence in Biotechnology and the Shared Fermentation Facility (opened in 2018) are engines for collaboration and innovation in biological training and research on the University Park campus.
Philanthropy is Fueling Four Key Initiatives of the Energy University

• Facilitating energy transitions through the Center for Energy Law and Policy.
• Developing solutions through the Consortium for Integrated Energy Systems.
• Strengthening communities through the Global Building Network.
• Advancing literacy and leadership through the Drawdown Scholars Program.
Adding to her generous history of giving to the Palmer Museum, Student Farm, and other initiatives, Dr. Ross is fueling economic development initiatives and programming led by Invent Penn State.

“With these gifts, I hope to encourage the informed, innovative media and exciting new entrepreneurial ventures which are so essential to global understanding and local economies.”

-Dr. Keiko Miwa Ross
Today, 96% of Pennsylvanians have a LaunchBox or Innovation Hub Within 30 Miles of Home or Work

- 4,976 entrepreneurs assisted
- 13,151 faculty, staff, students engaged
- 218 new PA companies
- 464 new startup program graduates
- 486 internships and 302 jobs created
- Over $2M estimated in-kind support
- Close to $24M in external funds leveraged
Thank You!

• The Greater Penn State campaign has had a powerful impact on Penn State, but it’s not over.
• We have completed 98% of our goal and remain focused on reaching the $2.1 billion total by the June 30, 2022 campaign close.