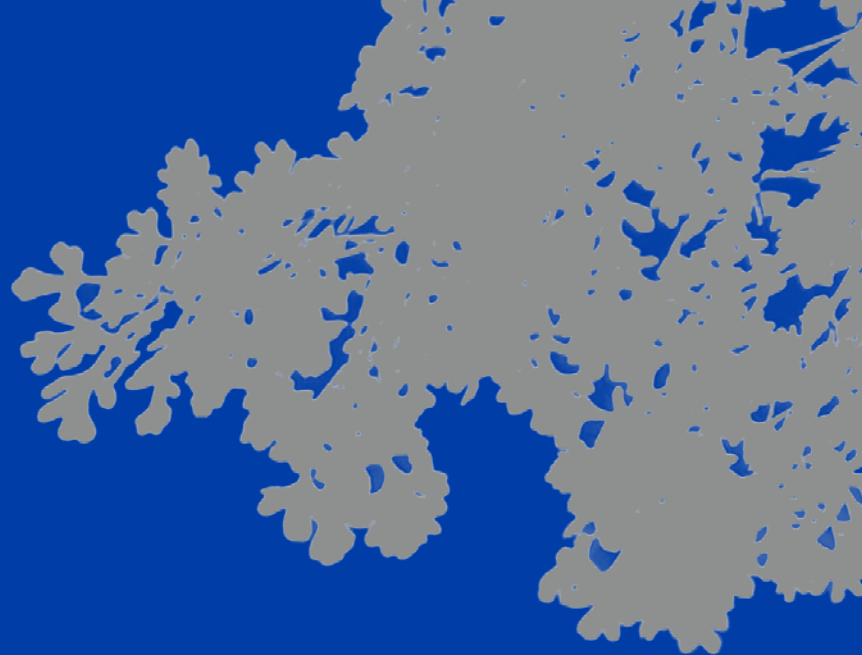
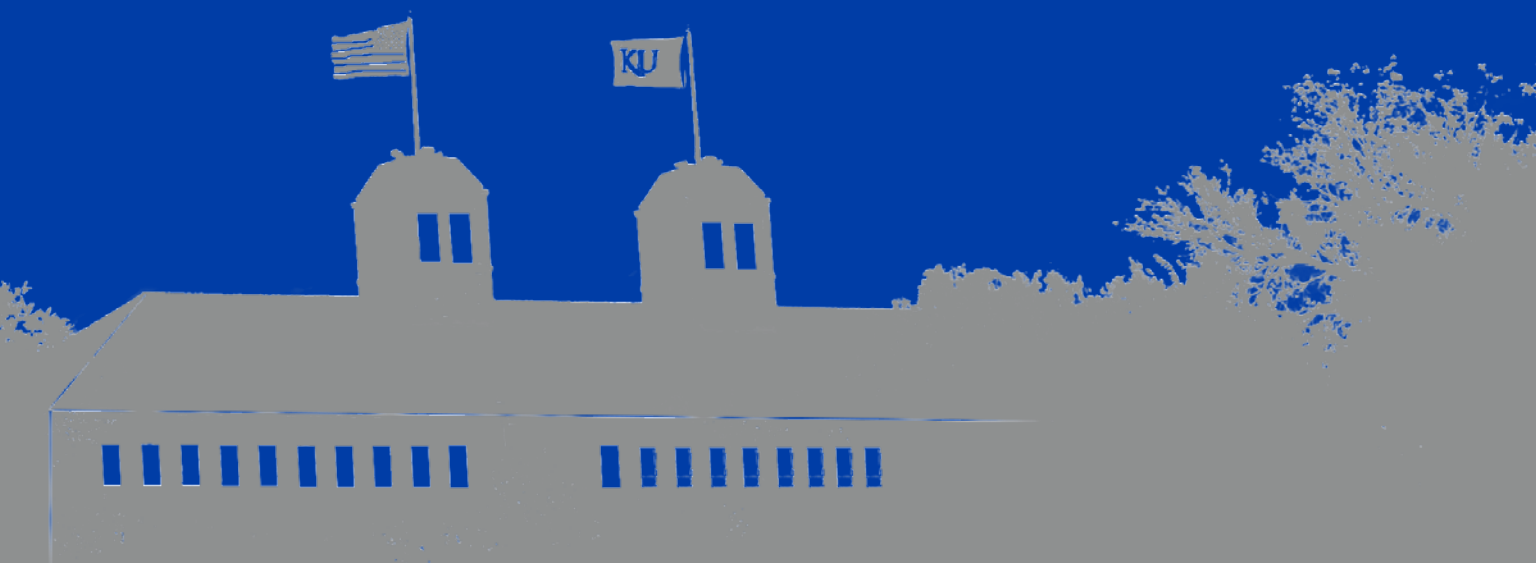


2014
KU Endowment
Annual Report



Excellence Sustained



Excellence, sustained — and rewarded

The foremost international association of educational institutions has honored the University of Kansas for the overall performance of its fundraising programs — for the third consecutive year.



The Council for the Advancement and Support of Education (CASE) named KU and just three other public research universities to receive its 2014 Educational Fundraising Award.

In recognition of the three years of success, CASE conferred an additional award on KU, for Sustained Excellence in Educational Fundraising.

While we are proud of this achievement, we know the true credit goes to thousands of alumni and friends. You bring the love and passion that enable us to carry out our mission. We offer our heartfelt gratitude and admiration, for without your generosity, none of this would be possible.

*Excellence is an art
won by training and
habituation. We do not
act rightly because we
have virtue or excellence,
but we rather have
those because we have
acted rightly. We are
what we repeatedly do.
Excellence, then, is not
an act but a habit.*

Aristotle

Dear friends,

Sustaining excellence is no easy task. It takes a great deal of persistence and hard work, and an unwavering belief in reaching the next higher goal.

That's why we're so proud of what we've accomplished this year on behalf of the University of Kansas and The University of Kansas Hospital, thanks to your generosity. In fiscal 2014, for the seventh consecutive year, private giving reached another record — \$253.2 million — a remarkable 45 percent increase from last year.

By all counts, it was an outstanding year. Our support for the university and hospital also set a new record of \$124.1 million, and returns in our Long-term Investment Program reached 16.8 percent.

There's a nobility of purpose in the many areas you support. Many students would not be here but for scholarship funds provided by private donors. These students leave KU transformed, ready to lead richer lives and use their skills and knowledge to serve their communities. The state is transformed every year, too, as some 4,300 undergraduates and 2,400 graduate students renew the supply of emerging leaders.

Thanks to your support, KU researchers are addressing some of the great challenges of our time — climate change, energy and transportation, cancer, diabetes. They are uncovering new ways to use literature and the arts to enrich people's lives and expand our thinking. They are unlocking the past and illuminating the future. And they are pioneering treatments that extend and improve the lives of patients.

We don't take your generosity for granted. It's a light shining brightly on KU's present and future.

With our deepest gratitude,



Drue Jennings
Chairman of the Board



Dale Seufferling
President



To sustain our most precious resource — people

Far Above: The Campaign for Kansas was launched to help the University of Kansas and The University of Kansas Hospital achieve their loftiest goals. The campaign seeks support to educate future leaders, advance medicine, accelerate discovery and drive economic growth. This year's record giving, provided through *Far Above*, is gratifying, and it provides momentum to sustain our efforts.

This success confirms our belief in the value of education to lift students and society. The campaign is already delivering results, strengthening both the hospital and the university and making our ambitions a reality. *Far Above* donors have created hundreds of scholarships and dozens of professorships, and have directed their support to research initiatives and capital improvements at the hospital and across all campuses.

Yet, while we have met some goals, others remain. We still need enhanced funding for scholarships and graduate fellowships, to enable more future leaders to make their educational dreams a reality. We must continue to bolster our support for faculty, so that we can continue to recruit and retain the highest caliber of teachers, scholars and researchers.

I have every confidence that we will achieve these goals and more. The desire to lift students, and the society we serve, unites us as Jayhawks, and is what will drive us to even greater heights. Thank you for being part of that effort.



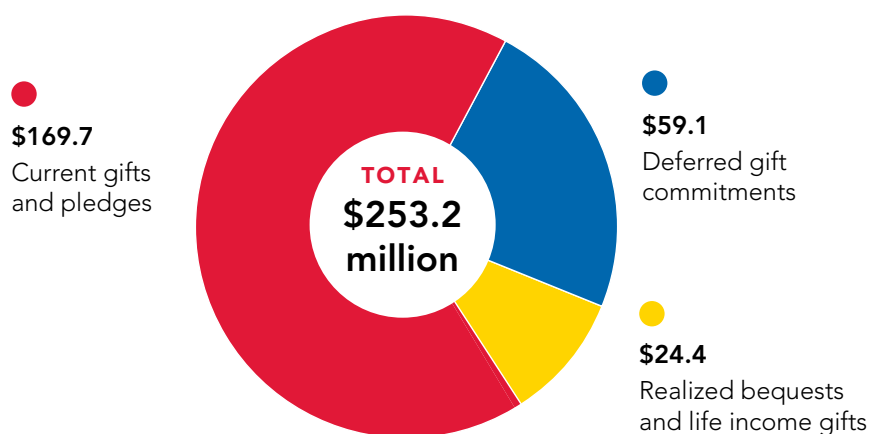
Bernadette Gray-Little
Chancellor



Record fundraising, sustained

The university and The University of Kansas Hospital enjoyed continued generous support from donors to KU Endowment through fiscal year 2014. Total fundraising reached a record high: \$253.2 million, an increase of more than 45 percent over last year. This marks the seventh year in a row of record fundraising.

Donors earmark the great majority of gifts to KU for specific purposes. KU Endowment is ethically and legally bound to administer gifts with those purposes foremost in mind.



All through the year

Annual Giving donors support KU by responding to appeals sent by direct mail, email and telephone. In fiscal 2014, these donors supplied \$6.4 million, a record amount. They made 43,150 gifts this year through Annual Giving, with an average size of \$149.25, the highest average ever.



Online offerings

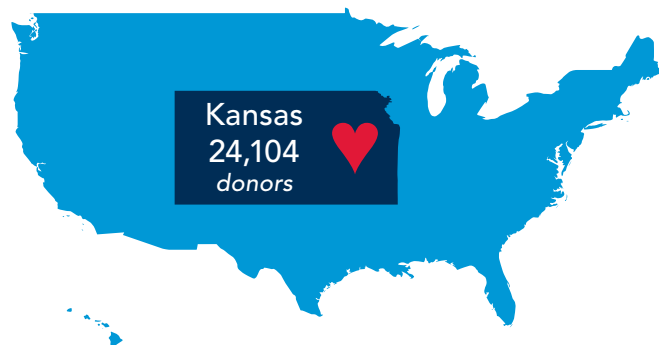
Thousands of donors took advantage of KU Endowment's secure online giving process during the fiscal year, making 5,424 gifts totaling about \$2,130,195.



Excellence from everywhere

We at KU Endowment strive to support KU's excellence, but it is our donors who do the real work of building and sustaining it. Donations came this fiscal year from 41,401 individuals, corporations and foundations.

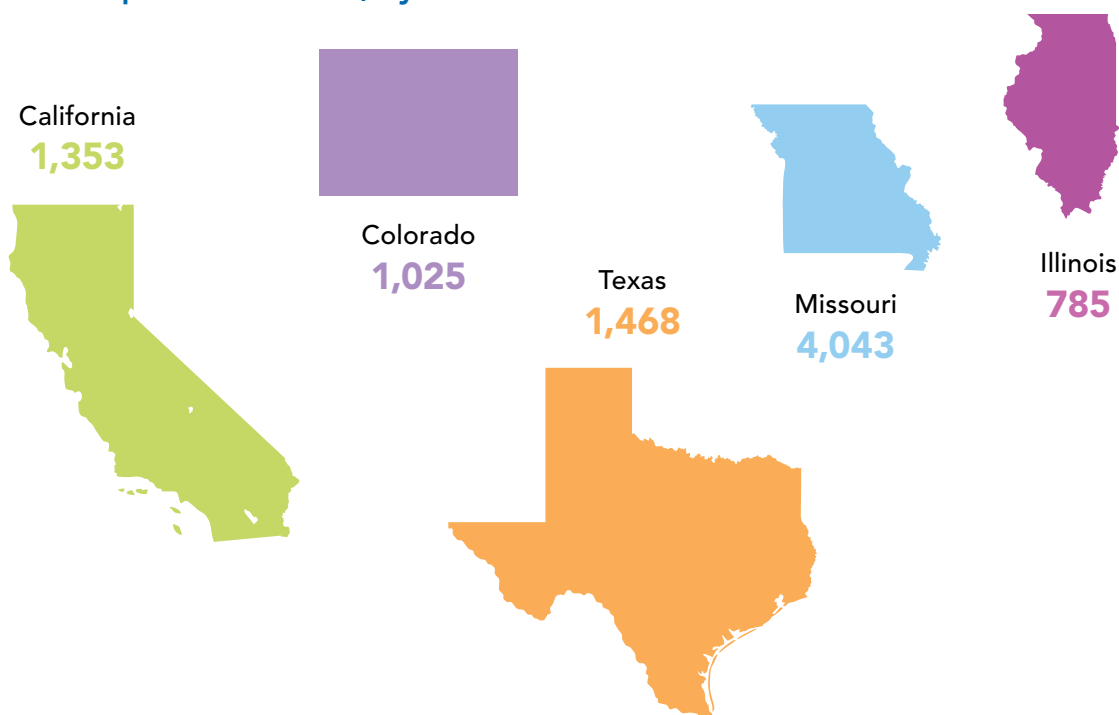
About 60 percent of donors reside in Kansas. We also received donations this year from all 49 other states, the District of Columbia, Guam, the Virgin Islands, Puerto Rico and almost 30 foreign countries.



Our donors

24,829	alumni individuals
14,890	non-alumni individuals
1,682	organizations
41,401	total
4,937	first-time donors
\$7,669,183	total donations from first-time donors

Top 5 other states, by donors



Evidence of excellence



Christina Hixson, of Las Vegas, Nev., created the Hixson Opportunity Awards, which provide \$5,000 renewable scholarships for 11 KU freshmen each year. In this video, some Hixson scholars share their stories.

Gifts have the power to transform students' lives.

With scholarship support, KU students have amazing opportunities at their fingertips. This year, about 6,500 students received scholarships from KU Endowment funds, totaling \$28.3 million.

To celebrate, we've posted a collection of videos in which a few of these students explain how scholarship support has helped them flourish at KU.



To view these and more scholarship videos, please go to www.kuendowmentorg/scholarships



Ansley Bender found a school with a welcoming community.



Beth Fentress was able to focus on studies without the stress of paying for college.



Evan Traylor felt KU was truly investing in his education.

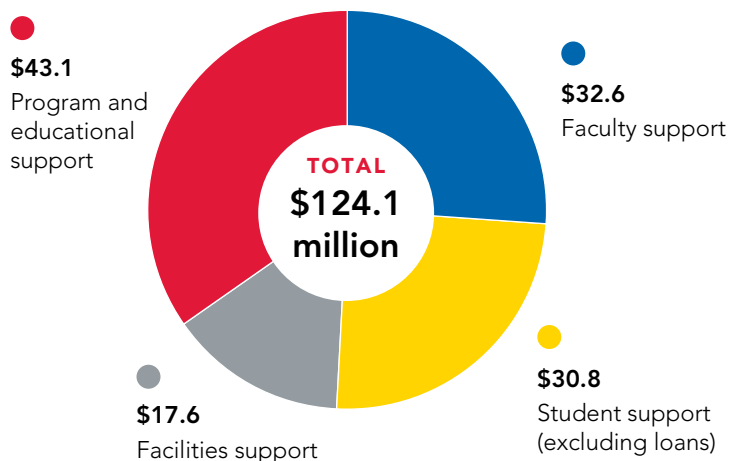



John Handley wanted to get an education independently, without student loan debt.

To sustain the institution

If KU is to sustain its excellence, private support will become increasingly important. With state support now below 20 percent of operating budget, the university depends increasingly on private giving to fund its growing needs. In fiscal 2014, KU Endowment disbursed \$124.1 million in institutional support for the university and The University of Kansas Hospital, a new all-time record. This represents payments from endowed funds as well as expendable gifts.

Since our founding in 1891, we have provided about \$2.1 billion in support to the university.





No problem can
withstand the assault
of *sustained* thinking.

Voltaire

To sustain students

Isaiah Logan almost didn't make it to KU.

"KU was the dream place for me, the best fit," he said. "Being a small-town boy, thinking I'll probably go back to a small-town location, I thought I should be educated in a place that emphasized that. But because of financial restrictions I really had to take a look at whether it was KU or some other place. Luckily, KU Endowment stepped in and offered me the difference between in-state and out-of-state tuition, and that was the difference between my coming here or not."

During Logan's eight-week family medicine rotation, he spent six weeks in Pleasanton, Kansas, primarily in a family medicine clinic. He also worked in the hospital, doing surgery, working in the emergency room, and "just about everything."

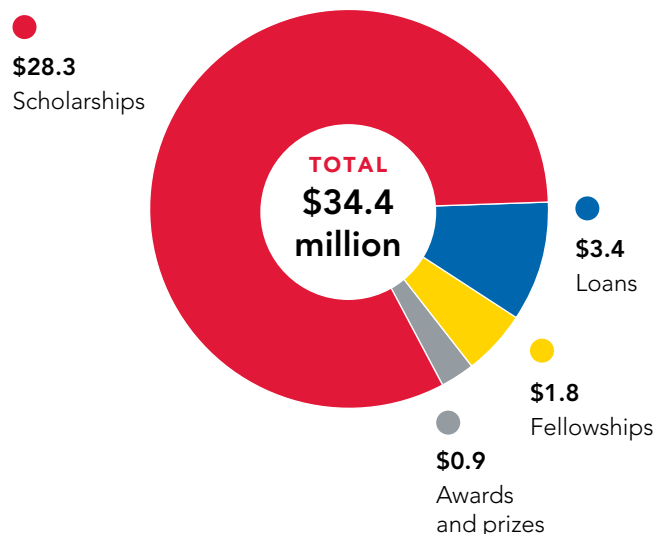
"It was probably the best experience I've had so far in medical school, as far as interaction with patients goes. I actually felt like I was a doctor."

"I've really enjoyed my experience here at KU. I've been president of the medical student assembly for two years and done tons of things I probably wouldn't have experienced at any other location. So I really do appreciate the donors and KU Endowment for making it possible for me to be here."

This year, about 6,500 students like Isaiah Logan received scholarships from KU Endowment funds, totaling \$28.3 million. Loans, fellowships, awards and prizes raised the total of direct aid to students to \$34.4 million.

Also this year, private donations created 91 new funds supporting scholarships and fellowships and 20 new student award and prize funds.

In our quest to educate future leaders, we believe scholarships constitute both the great equalizer and the impetus for academic distinction.



Find something that
you're really interested in
doing in your life. Pursue
it, set goals, and commit
yourself to *excellence*.
Do the best you can.

Chris Evert



Isaiah Logan
Burlington, Texas
Medical Student, Class of 2015
Office of Cultural Enhancement
and Diversity National Institutes of
Health Scholarship

To sustain faculty

Rosemary O'Leary was happy to return to her alma mater.

After she earned a bachelor's degree in English, a master's in public administration and a law degree, all from KU, she earned a Ph.D. in public administration from Syracuse University. She taught at Indiana University-Bloomington and Syracuse for 24 years.

Two years ago, KU beckoned, and O'Leary returned to take a named, endowed professorship, to join KU's School of Public Administration — with the highest-ranked program in local government management in the country — and to teach alongside “the best professor I ever had” — John Nalbandian, now retired.

“I believe my focus should be on students as great learners, rather than on myself as a great teacher,” she said. “I concentrate on four streams in the classroom: knowledge, critical thinking, creative thinking, and an enthusiasm for public service.”

Her research centers on collaboration as a leadership and management strategy. She also offers training, presentations, coaching and workshops for working administrators, exploring collaboration as applied to their challenges.

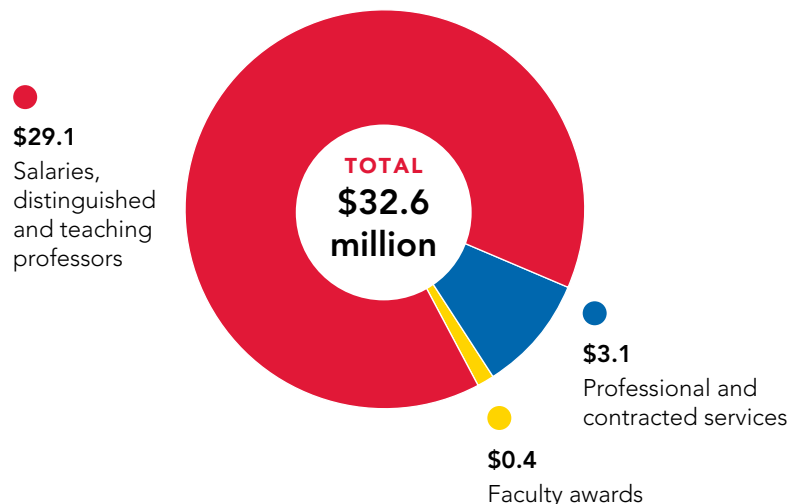
“As a professor of public administration, I believe it is my responsibility to share my knowledge with practitioners and to learn continuously about the challenges they face,” she said.


Without faculty members like O'Leary, KU could not sustain its success. The faculty now numbers more than 2,600 people who, in addition to teaching, pursue promising research and offer public service across Kansas and beyond.

This year, donors enabled KU Endowment to provide \$32.6 million in direct support to faculty. Private giving boosts salaries, provides awards honoring excellence, and supports professional development and travel.

In fiscal 2014, donors gave \$4.7 million to establish six new professorships, four at the KU Medical Center and two in Lawrence. Faculty members holding named, endowed positions at the university now number 182.

Endowed professorships often qualify for additional salary enhancement by the Kansas Partnership for Faculty of Distinction Program. Since the state established this program in 2000, donor support for KU faculty has enabled the university to receive \$9 million in supplemental funding.





*Without an educated
populace, democracy
cannot *sustain* itself.*

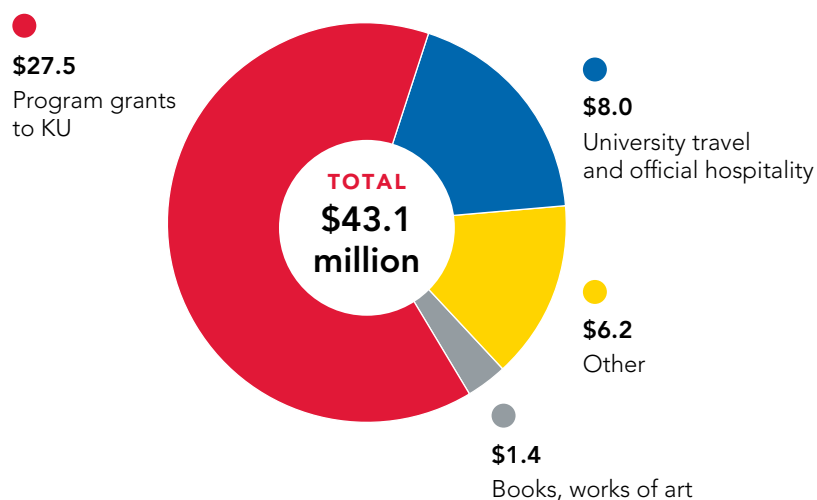
Phylicia Rashad

Rosemary O'Leary
Edwin O. Stene Distinguished
Professor of Public Administration

To sustain academics

Private giving through KU Endowment strengthened academic programs across the university. Philanthropy enabled KU to bring top-flight scholars, thoughtful lecturers and breathtaking performances to the campus. It also expanded the scope of outreach programs throughout the state and supported valuable acquisitions by KU's library system and museums.

This year, donors enabled KU Endowment to provide \$43.1 million to support educational and program activities at KU.



*Excellence is to do a common
thing in an uncommon way.*

Booker T. Washington



In October, visiting artist and former Marine Folley Tamba and KU students discussed poems written during and in response to World War I. The Spencer Museum of Art's Public Programs and Visitor Experience Manager, Amy Duke, arranged the session; her position is supported by KU Endowment's Friends of the Art Museum Fund.

To sustain facilities

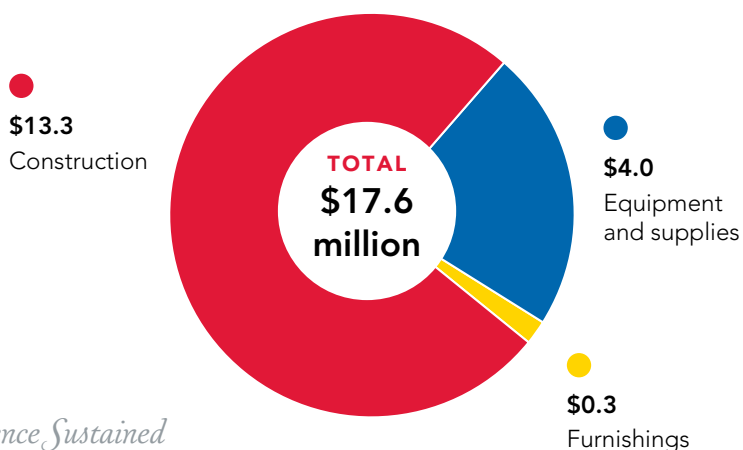
In October, students and faculty occupied a new, contemporary addition to Marvin Hall.

Known as The Forum, it contains a commons space and a 121-seat lecture hall. It's the largest project ever handled by Studio 804, a program in which KU architecture students handle virtually all the design and construction work. Private donors largely funded the \$1.5 million project.

We also saw significant progress on several high-profile projects made possible by generous donors; all are due for completion in 2015 or 2016. Milestones include:

- **Capitol Federal Hall** — Utility relocations and a drilled-pier foundation base are complete for the new home for the School of Business.
- **DeBruce Center** — Foundation work has begun on this innovative student center on the south part of the Lawrence campus; it also will house Naismith's Rules of Basketball.
- **Marie S. McCarthy Hall** — Site preparation is complete for this student apartment complex near Allen Fieldhouse. Foundation work will begin in December

Expenditures for facilities, \$17.6 million this year, are determined by the timing of the university's construction projects and often shift significantly from year to year.



Productivity is never an accident. It is always the result of a commitment to *excellence*, intelligent planning, and focused effort.

Paul J. Meyer



KU students install living plants in a green wall at The Forum. The building, a showpiece for the School of Architecture, Design & Planning, is expected to receive LEED Platinum certification.

Statement of financial position

ASSETS	thousands June 30, 2014	thousands June 30, 2013
Cash and cash equivalents	\$ 5,567	\$ 9,162
Receivables: <i>Loans, pledges, other</i>	\$ 144,707	\$ 86,634
Investments: <i>Securities, trusts held by others, interest in other KU Endowment entities*, real estate</i>	\$1,640,409	\$1,426,315
Property on or adjacent to university campus: <i>Land, buildings, equipment & furnishings, less accumulated depreciation</i>	\$ 33,509	\$ 34,785
Deposits and other assets	\$ 5,856	\$ 5,783
TOTAL ASSETS	\$1,830,048	\$1,562,679

LIABILITIES AND NET ASSETS		
Liabilities: <i>Accounts payable, accrued expenses, securities lending obligation, life income gift payables, agency funds</i>	\$ 104,504	\$ 95,889
TOTAL NET ASSETS	\$1,725,544	\$1,466,790
TOTAL LIABILITIES AND NET ASSETS	\$1,830,048	\$1,562,679

*Other entities include the KU Endowment Charitable Gift Fund, a separate 501(c)3 entity that administers gifts divided between KU Endowment and other charitable beneficiaries.

The Statement of Financial Position and Statement of Activities are excerpted from KU Endowment's 2014 financial statements, which have been audited by Ernst & Young, LLP. The full statements are posted at www.kuendowment.org/auditreport.

Statement of activities

REVENUES, GAINS AND OTHER SUPPORT	thousands June 30, 2014	thousands June 30, 2013
Fundraising: <i>Contributions & grants received & pledged; bequests; life income gifts; other</i>	\$ 193,067	\$ 143,318
Income from asset holdings: <i>Investments; realized and unrealized gains (losses) on investments and trusts held by others; real estate; other income</i>	\$ 208,073	\$ 120,550
Other receipts	\$ 2,020	\$ 3,047
TOTAL REVENUES, GAINS & OTHER SUPPORT	\$ 403,160	\$ 266,915

EXPENSES		
University support (see note below): <i>Student support; faculty support and contractual services; construction, furnishings, equipment & supplies; program and other educational support</i>	\$ 124,100	\$ 119,444
Supporting services: <i>Administrative and fundraising support; asset management expense; depreciation</i>	\$ 20,306	\$ 18,061
TOTAL EXPENSES	\$ 144,406	\$ 137,505
CHANGE IN NET ASSETS	\$ 258,754	\$ 129,410
NET ASSETS AT BEGINNING OF YEAR	\$1,466,790	\$1,337,380
NET ASSETS AT END OF YEAR	\$1,725,544	\$1,466,790

Note: Expenditures from agency funds, which are owned by the university but managed by KU Endowment, provided additional university support of \$10.9 million in fiscal 2014 and \$10 million in fiscal 2013.

Asset values and allocations

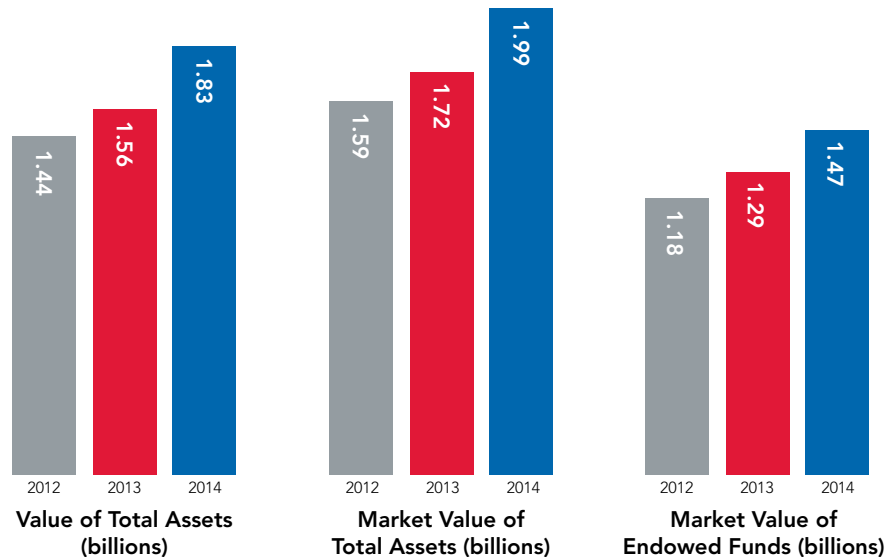
Marketable securities compose 86 percent of KU Endowment's total assets; the balance is primarily real estate owned by KU Endowment, loans to KU students and faculty, and outstanding pledges.

Value of total assets—Book value of assets, plus unrealized gain or loss on marketable securities, according to audited financial statements. This excludes unrealized appreciation of real estate and other special holdings.*

Market value of total assets—Includes unrealized appreciation of real estate and other special holdings.*

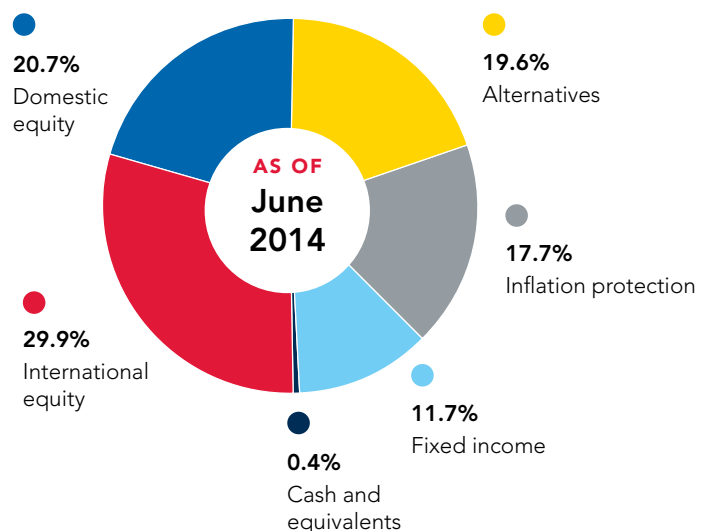
Market value of endowment—Reported in accordance with the Standards of the National Association of College and University Business Officers.

*Unrealized appreciation of real estate and other special holdings is not audited and is not recorded on the Statement of Financial Position.



Asset allocations

The Long-term Investment Program is designed to generate the maximum return consistent with minimum volatility. It is diversified both by asset class and within asset classes.



Sustained support

KU Endowment manages endowed funds with care to provide a stable, perpetual source of support for learning, discovery, patient care and public service. In fiscal year 2014, our investments experienced strong positive returns. We invest endowed and similar long-term funds collectively in our Long-term Investment Program, which includes more than 3,500 individual accounts. The value of these funds makes up 71.8 percent of KU Endowment's total assets.

The program outperformed its benchmark for the fiscal year, with a total return of 16.8 percent, compared to 16.7 percent for the benchmark. For the five-year and ten-year periods ending June 30, 2014, the program posted returns of 11.9 percent and 7.5 percent, exceeding the benchmark returns of 11.6 percent and 7.4 percent respectively. For the 26-year period ending June 30, 2014, the program has exceeded its absolute financial objective of preserving the real (inflation-adjusted) value of endowment principal, by producing a total return of 9.2 percent compared to 8.6 percent for spending plus inflation.

Global returns in fiscal year 2014 were uniformly positive. Equity returns were particularly strong, with many countries posting double-digit returns. Developed markets as a whole have now recovered their 2007 peak. Accommodative central bank policies and generally stable economic conditions in the U.S., Europe and Asia supported these gains.

Given an environment where central banks continue to do whatever it takes to keep market prices stable, we remain committed to the core principles of the endowment model with an equity-biased, broadly diversified portfolio that is rigorously rebalanced.

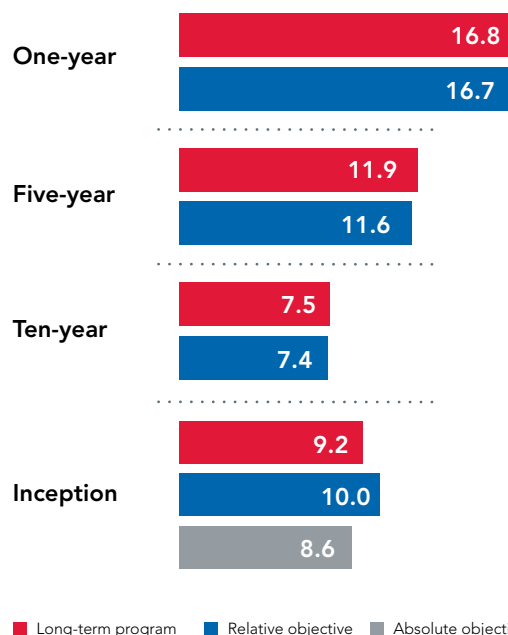
Performance objectives

Over the long term, the absolute objective is to achieve a total return that meets or exceeds the rate of inflation, as measured by the Consumer Price Index, plus the total spending rate from the Long-term Investment Program. The relative objective is to achieve a total return that meets or exceeds a combined benchmark of appropriate capital market indices, weighted according to the portfolio's target asset allocation. This chart shows the total return for the portfolio since the inception of performance measurement in June 1988.

Past performance is not necessarily indicative of future performance. Performance is net of external investment-related expenses (e.g., managers, custodians and consultants).

Long-term Investment Program Performance

(as of June 2014)



Board of Trustees

The Executive Committee of the Board of Trustees governs KU Endowment and takes responsibility for ensuring that it will provide significant support for KU now and in the future. Members of the board at large elect the Executive Committee.

The entire board, up to 75 members representing KU throughout the United States, meets annually during the fall on one of the KU campuses. Six standing committees oversee specific areas of operation and meet throughout the year. Board members receive no compensation for their service.

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M.D. Michaelis
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Chair Emeritus ●

Elected in 2013 ■



*Perfection is not attainable,
but if we chase perfection
we can catch *excellence*.*

Vince Lombardi

In Memoriam

John Graber Eriksen, Hutchinson, died May 8, 2014, in Denver, at age 78. He entered KU in 1953 and earned a degree from the School of Business in 1957. After serving in the U.S. Air Force, he returned to Hutchinson and joined the family business, Eriksen's Inc., where he became the company's president. He later worked for the First National Bank of Hutchinson, retiring as vice president of business development. John served on the boards of several community organizations as well as the boards of the KU Alumni Association and the Greater University Fund. He was elected a KU Endowment Trustee in 1983 and was elected Life Trustee in 2010.

Chancellors Club Roll of Honor

These leadership donors have made generous contributions to KU Endowment, as recognized by their membership in our top giving societies.

As loyal alumni and friends, they have given to sustain the excellence of KU and The University of Kansas Hospital both for today and for tomorrow. This Roll of Honor recognizes support during fiscal 2014 from more than 1,400 exceptional individuals.

Mount Oread Society *Cumulative outright giving of \$5 million or more*

Dana & Sue Anderson
Justin R. & Jean Pinne Anderson
Dr. & Mrs. Marc A. Asher
David G. & Suzanne Deal Booth
A. Joseph &
Jean Stiner Brandmeyer
Paul DeBruce
Bob & Connie Eaton
Donald J. Hall Sr.
Mr. & Mrs. Forrest E. Hoglund
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Tom L. Kivisto
The Hon. Carl C. Krehbiel
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Mrs. Louis L. Ward

Mount Oread Society *Cumulative outright giving of \$1 million or more*

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Robert Regnier
Victor Regnier
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 Rosita Elizalde-McCoy

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 Charles Higginson

Art Director/Designer
 Sarah Meiers

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 Charles Higginson

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 Mark McDonald,
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