



R E T U R N O N I N V E S T M E N T

YOUR DONATION TO THE GEORGIA STATE UNIVERSITY FOUNDATION
IS MORE THAN A FINANCIAL TRANSACTION

It is an investment in the future. Your contribution ensures that coming generations can access the resources necessary to explore and discover knowledge—knowledge that will help them to be successful in their own lives while creating new solutions that benefit their communities and our global neighborhood. We thank you for your past generosity and hope you will remain a supporter as we secure new opportunities for investing in the next generation.



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A MESSAGE FROM PRESIDENT MARK P. BECKER

As Georgia State University prepares to mark its Centennial in 2013, there are many signs of success, particularly among our students, all over campus and well beyond.

Last year Georgia State University conferred a record 7,365 degrees, an increase of more than 1,500 over five years. And, with a one-year increase of 17 percent, Georgia State now confers more undergraduate degrees to African Americans than any other non-profit university in the country. We also are in the top 50 in the nation in conferring baccalaureates to Asian Americans, and we were recently named one of the Top 100 Hispanic Serving Universities in the United States.

Even more encouraging is that, increasingly, our supporters are recognizing and responding to the need for student scholarship funds. In this annual report, you will meet some of the people who are making a difference for Georgia State students as they navigate the challenges of financing a university education.

These successes, and many others, are made possible by the generosity of people like you. I am delighted to report the GSU Foundation raised nearly \$23 million in the most recent fiscal year – \$7.5 million of which will support scholarships for GSU’s students with the greatest financial need. I thank you sincerely for the hard work of the foundation and the many friends of GSU who continue to support our mission of being a premier urban research university.

Sincerely,


Mark P. Becker
President





A MESSAGE FROM BOARD CHAIR KEN BERNHARDT

As Georgia State University gets ready to begin its 100th birthday, I have been reflecting on the incredible changes that have taken place during my many years on the faculty of the J. Mack Robinson College of Business. When I arrived in the 1970s, Georgia State was a very good commuter school with huge potential. While much progress was made over the next several decades, there have been more positive changes in the past three or four years than in any previous decade.

In particular, significant progress has been made in achieving GSU's strategic plan goal of becoming "a national model for undergraduate education by demonstrating that students from all backgrounds can achieve academic and career success at high rates." The size of the freshman class (3,060) and overall enrollment (32,000+) are at all-time highs. We continue to be one of the most diverse universities in the country.

It is important to note that average SAT scores and grade point averages are both up dramatically the past several years. Our retention and graduation rates have been on the upswing, and given the many initiatives underway to improve them, they should continue to rise dramatically in the coming years.

Perhaps most important of all, three years ago only 30 percent of applicants listed GSU as their first choice. Today the number is almost 80 percent. This is a remarkable change, demonstrating the increasing recognition of what is happening at GSU.

The visibility that will accrue from our 100th anniversary, together with the launch of a large comprehensive capital campaign, will ensure continued advancement of the university's reputation.

All of the progress cited above could not have happened without the support from alumni, friends, corporations and foundations. State support has been declining for years, and on a per student basis is below what it was many years ago. The execution of the university's new strategic plan will require increased resources. We thank you for all of your past support for scholarships, faculty research, and academic programs and hope that you will continue to support the university in its efforts to be a premier public research university.

Sincerely,

Ken Bernhardt
Chair, Georgia State University Foundation Board
Regents' Professor of Marketing Emeritus

PHYLLIS PARKER: A LIFT FOR THE FIRST GENERATION

A former gymnast and coach, Phyllis L. Parker understood the value of having a spotter nearby as a beacon of safety. "You can get confidence from someone offering that little extra help that can go a long way," she said. Parker, the daughter of a U.S. Air Force veteran and his Japanese wife, left the gym behind to attend Georgia State University – she was the first female in her family to receive a college degree.

Her journey was not without obstacles. Family matters and financial challenges forced her to take a full time job and switch her classroom schedule to night classes exclusively. She persevered, and her persistence and flexibility paid off when she completed her B.B.A. in computer information systems in 1991.

That persistence and flexibility uniquely prepared Parker for the real-world challenges and opportunities of the digital revolution. She made major career achievements in the volatile industries of risk management, finance and health care, rising to a senior product development executive. She was an entrepreneur who successfully started up and turned around businesses. Her expertise streamlined tasks that today are common, such as providing an instant insurance quote to a consumer.

"I hope that this scholarship can be an essential tool for students to grow, learn and strive. Some just need a little help."

"What I value the most is honesty, integrity and looking out for the best interests of other people."

Today, she is helping remove financial obstacles for students similar to herself. The Phyllis L. Parker Scholarship will support a first-generation student in the J. Mack Robinson College of Business who has at least one parent from another country. Students like that "are at a whole different level with navigating college and the business world," said Parker, whose husband, R. Keith Cox (B.B.A., 1993) attended night classes at GSU with her and was also a first-generation student. "I hope that this scholarship can be an essential tool for students to grow, learn and strive. Some just need a little help."



GEORGIA STATE UNIVERSITY FOUNDATION BOARD OF TRUSTEES

As of June 30, 2012

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Georgia State University

William C. Balzer '98, Chair
UPS (retired)

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J. Mack Robinson College of Business
Georgia State University

Walter T. Massey, President
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Kathy T. Berry '72, '86
Georgia Press Association (retired)

Frances L. Breeden '80
SunTrust Banks (retired)

Anthony P. Burger '71
Pritchard and Jerden, Inc.

Brad Ferrer '81
CNN

David H. Flint
Schreeder, Wheeler & Flint LLP

Timothy J. Gunter '83
IDI

David F. Haddow '82
Haddow & Company

Catherine C. Henson '89
Georgia School Council Institute

Richard J. Jacobson '80
Cox Enterprises, Inc. (retired)

Elizabeth A. Kenny '99
Philanthropist

Marjorie F. Knowles
College of Law
Georgia State University (retired)

Richard H. Lenny '74
Friedman, Fleischer and Lowe, LLC

Lee A. Macenczak '84
Out Creek Associates

Cynthia H. Maloy '76
Deloitte & Touche LLP

Peter R. Miller '73
Willis Investment Counsel

Jerry J. Rackliffe '83, '88, '05
Finance and Administration
Georgia State University

Deepak Raghavan '98, '06, '09
Deepak Raghavan Family Foundation

Julio A. Ramirez '75
Burger King (retired)

William D. Reeves '59
Reeves Development Company

Douglas F. Reid
Right-Way Services LLC

T. Dallas Smith '86
T. Dallas Smith and Company

J. Grover Thomas Jr. '85
Trustmark Insurance Company

Ray E. Uttenhove '72, '75
SRS Real Estate Partners

Jeffrey L. Warwick '85
Bank of America Merrill Lynch (retired)





AILEEN AND CHRISTOPHER VALIANOS:

A MAJOR GIFT FOR SCHOOL OF MUSIC

After two business degrees from Georgia State University, Aileen Valianos (B.S. '78, M.B.A. '81) built a successful agency specializing in health insurance in the northern suburbs of Atlanta. She and her husband, Chris Valianos, an attorney and private equity fund manager, frequently would return to campus for School of Music performances. When they started to plan their estate, they were inspired by a chorus of GSU experiences that had enriched their lives.

"Once Chris and I made the decision that the bulk of our estate would be gifted back to an institution, the next step was to decide on the institution," Aileen Valianos recalled. "After considering social services and religious institutions, we concluded that education had the added benefit of producing positive long-term results."

The couple made a multimillion-dollar planned gift to transform the School of Music with scholarships, faculty and programming. Their support is the equivalent of applause turned into dollars, highlighting that "the level of instruction we provide in the School of Music including the individualized attention offered to each student — is second to none, and the resulting excellence in performance and community impact by our students and faculty is laudable," said school director W. Dwight Coleman. "As we strategize to continue and expand the quality of instruction and programs in the School of Music, the significance of their gift cannot be underestimated."

Aileen and Chris Valianos said that their gift represents how "we have been inspired by the enthusiasm of the faculty, students and the practice and commitment that goes into the education of a musician. Not only are we gifting back to GSU, but we are also demonstrating our appreciation to the School of Music for all the productions we have enjoyed."

"We are also demonstrating our appreciation to the School of Music for all the productions we have enjoyed."

BETH AND MIKE KENNY: BRIDGING GENERATIONS

Family issues brought Beth Kenny to GSU, and now she and her husband, Mike, invest in today's students. When Beth Kenny enrolled at Georgia State University just after turning 40, she wanted to finish her undergraduate degree to benefit herself and her closest family members. To her high school daughter, Kenny wanted to demonstrate that pursuing higher education was valuable at any age. To learn to help care for her parents, Kenny majored in psychology with a certificate in gerontology.

Learning about aging would change how she looked at people of all ages. "Gerontology was for Beth Kenny, as for many others, a calling — something beyond her own personal burden," recalled Frank Whittington, who helped establish GSU's Gerontology Institute. "It helped show her that...offering hope and care to others could infuse one's own life with meaning."

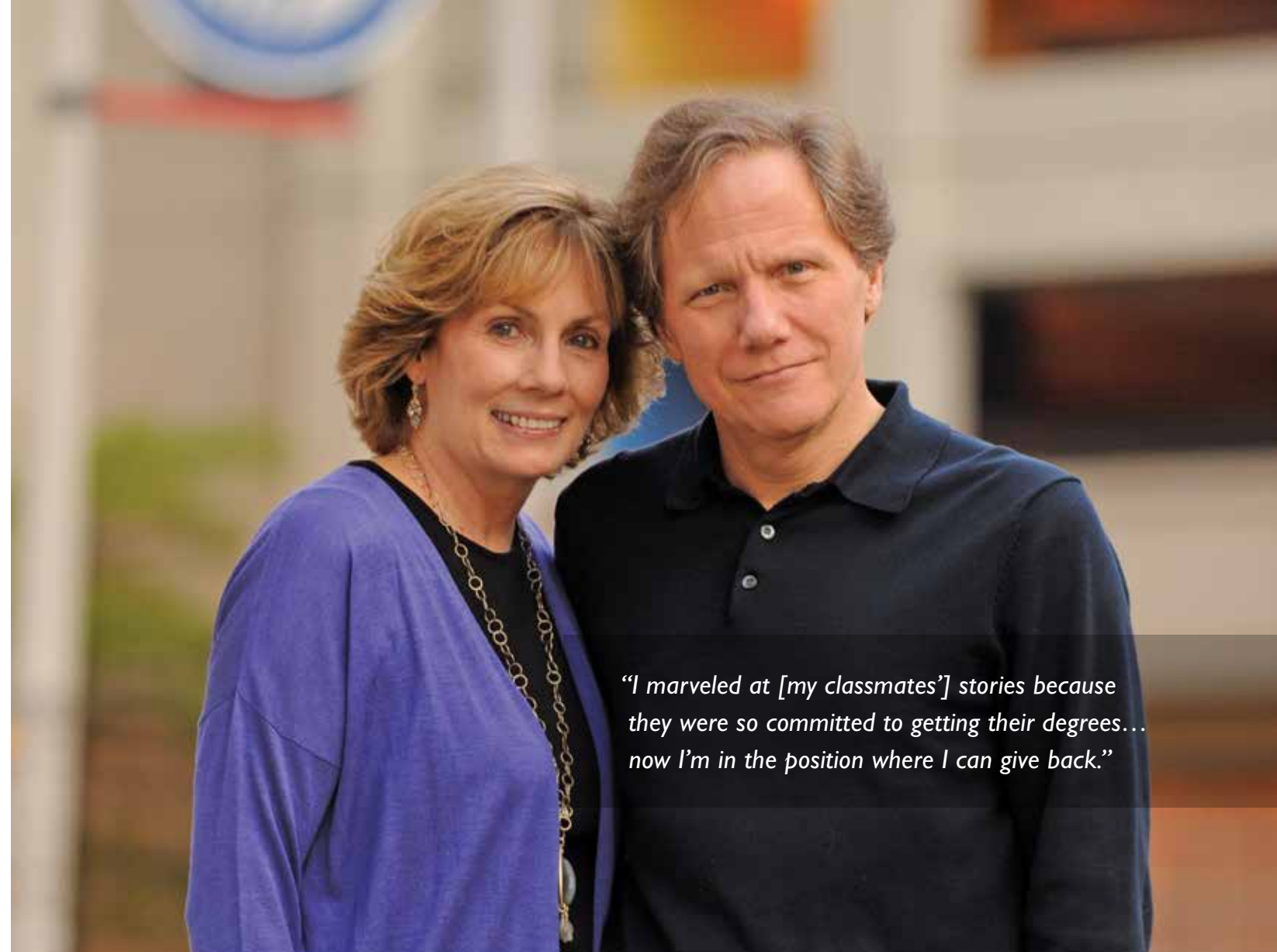
Among her fellow students at GSU, Kenny found diverse motivations and backgrounds. She was particularly impressed how so many juggled jobs, children and classes. Many were first in their families to attend college. Her mindset of helping began to stretch to her classmates' pursuit of education. What could she do? That question would linger well after her emotional graduation in 1999, attended by three generations of her family.

"Her parents were able to see her graduate summa cum laude," recalled her husband, Mike Kenny, an attorney in Atlanta. "Her mother suffered from Alzheimer's, but she was there at graduation, and it was very emotional for Beth's father. Georgia State helped Beth close something that was unfulfilled and that spurred her to continue to learn and be more involved in the community, especially the mission of Georgia State."

To help address the greatest financial need of current students, the Kennys made a \$500,000 gift for unrestricted, university-wide scholarships. This gift follows two others — the Harold V. and Anna Marie Little Scholarship in Gerontology established in 2003; and the Elizabeth A. Kenny Scholarship in Psychology set up in 2008. The new Kenny funding will allow students who are most in need to continue making progress toward completing a GSU degree.

"I only hope that some day I am in a position where I am able to provide funding to GSU university-wide scholarships and make a difference in a student's life in the same way the Kennys have made a difference in mine," said Caitlin Myers, one of the first Kenny Scholars, who expects to graduate in 2014 with a degree in social work. "I would like to make a difference in my community and would be satisfied with any career where I am able to make a positive impact in somebody's life."

Finances — not grades or academic issues — are what most determine whether a GSU student remains enrolled and on track. Their stories today echo those that Kenny saw unfold among her classmates. "I marveled at their stories because they were so committed to getting their degrees," she said. "Funding a scholarship had always been in the back of my mind, and now I'm in the position where I can give back."



"I marveled at [my classmates'] stories because they were so committed to getting their degrees... now I'm in the position where I can give back."

SUZAN AND STEVEN ZOUKIS: PAYING FORWARD THE GENEROSITY OF A STRANGER

Everything changed for Suzan M. Zoukis when she told a friend that she and husband, Stephen M. Zoukis, did not have enough money to afford his second year of law school in New York. The friend offered a phone number to a philanthropist who went on to fund Stephen Zoukis' education in the law. How could the couple pay him back? "It's a gift. Just pass it on," their benefactor said.


"We didn't come from a background of philanthropy, or ever have money for extras for giving, and we never dreamed we would be in the position we are financially today to give back," said Suzan Zoukis (B.A., '84), who supported her husband's success in law and real estate. "That gift was something that changed everything for us. And now we are doing things that can be game changing for others."

Her recent \$1 million bequest will fund unrestricted university-wide scholarships at Georgia State University's College of Arts and Sciences, where Suzan Zoukis' sociology degree profoundly impacted her daily life. "Read any front page and opinion page of a newspaper, and you will cover what a sociologist would address," she said. "That's what I think about all the time."

The Zoukis' endowed fellowship and research fund in GSU's political science department focuses on mandatory minimum sentencing, spurred by her son's incarceration under those federal requirements. "Her gifts play a vital role to help ensure the long-term security and excellence of the university," said Arts and Sciences Dean William J. Long.

"If you have the brains and will to get an education, how much money you have shouldn't detain or hold you back," Suzan Zoukis said, with conviction borne of receiving that help when it was needed most.

"That gift was something that changed everything for us. And now we are doing things that can be game changing for others."



"The Zoukis Endowment is helping Georgia State scholars answer important questions about the effectiveness of mandatory minimums in reducing crime and recidivism rates. The Zoukis' gift is absolutely vital to our faculty and graduate student researchers." — Bill Downs, GSU Professor of Political Science (pictured left to right with fellow researchers Lesley Reid, Mike Fix and Mike Evans)



THE COCA-COLA FOUNDATION: DEVELOPING A NEW GENERATION OF LEADERSHIP

Studies have shown that first-generation college students are more likely to succeed when supported by specialized resources. To this end, The Coca-Cola Foundation has committed \$1.3 million to GSU to establish two scholarship programs and a selection of student success initiatives. The award supports Coca-Cola First Generation Scholarships, the Coca-Cola Global Ambassadors Scholarship program for first generation students, the Coca-Cola Scholars First Generation Freshmen Learning Community Program and the Keep Hope Alive program. The Coca-Cola Global Ambassador Scholarship Program in the J. Mack Robinson College of Business allows first-generation students to receive scholarships to participate in study abroad programs with a focus on emerging markets. The first class of First Generation Scholars, above, attended a Coca-Cola/GSU alumni event earlier this year.



THE GOIZUETA FOUNDATION: STRENGTHENING LATINO LEADERSHIP

“There are many baby steps to being a leader, and all it takes is the right person to help others on their paths. If I can help at least one other person to make their life better in some form or fashion, then that will help me to be successful as well.”

Chrystal Ferreira wrote that in her successful application for Georgia State University’s new Latino Leadership Pipeline Scholarship, funded through a \$4.998 million gift from The Goizueta Foundation. Her words also summed up the aim of the entire program, which is to prepare a generation to lead the next generation in a chain of academic success.

The funding will reach 100 promising Latino high school students with \$10,000 annual scholarships, academic support and internships designed to launch them as successful business leaders. These recipients will give back through service learning and mentoring the next generation of leaders.

“As Latinos, we must encourage one another to strive for academic excellence while still in grade school and to seek higher education in college,” said Adrian Gonzalez, another scholarship recipient. “An education provides endless possibilities. More Latinos with an education will result in more influential and successful Latino leaders within society.”

Georgia State is uniquely poised to ensure this program’s success. Latinos represent the fastest growing student population in U.S. colleges, according to the Education Trust. In Georgia, GSU leads all universities in Latino student enrollment. The graduation rates for GSU’s Latino students have improved dramatically from 38 percent in 2000 to 59 percent in 2010. The \$4.998 million follows gifts of more than \$2.5 million that helped with successful pilots of each Latino Leadership Pipeline program.

“Leaders use anything in their power to improve the lives of others, especially through education,” pointed out Melissa Ramirez, another Latino Leadership Scholar. “As a Latina, I proudly embrace my heritage and believe in our potential.”

*“More Latinos with an education will
result in more influential and
successful Latinos within society.”*

GEORGIA STATE UNIVERSITY FOUNDATION

NEW ENDOWMENTS FISCAL YEAR 2012

WITH GRATITUDE, GEORGIA STATE RELIES ON THE INVALUABLE SUPPORT PROVIDED BY THE FOLLOWING NEW ENDOWMENTS:

Anne Deeley Easterly Endowment

Anne Deeley Easterly and Michael D. Easterly

Cooley Scholarship in the Sciences

Peggy Cooley

The Dr. Cleon C. Arrington Scholarship in the Sciences

Judith F. Arrington

The Elizabeth and Michael Kenny Scholarship

Elizabeth A. and Michael P. Kenny

The Goodale Family Scholarship in International Study

Irene E. Goodale

John Aderhold Fund

The University Financing Foundation, Inc.

John William Armstrong Jr. Endowment in Communication

Lee A. Lumpkin and G. Michael Lumpkin

Kenneth W. and Georganne F. Honeycutt Fellowship

Kenneth W. and Georganne F. Honeycutt

Kirkland-Sattelmeyer Scholarship

Leigh Kirkland and Robert D. Sattelmeyer

Pediatric Healthcare Endowed Nursing Scholarship

Joseph D. Sansone and Joseph Harrelson/ Pediatric Healthcare for Kids

Robert Shaw Choral Scholar Award

*John B. Haberlen and Florence Kopleff **

Shanthi V. Sitaraman Intestinal Pathobiology Endowment

*Andrew T. Gewirtz, Didier Merlin and GSU College of Arts & Sciences
Biology Department faculty*

Tom McCollister Endowed Memorial Scholarship in Journalism

Georgia State University Foundation, Inc.

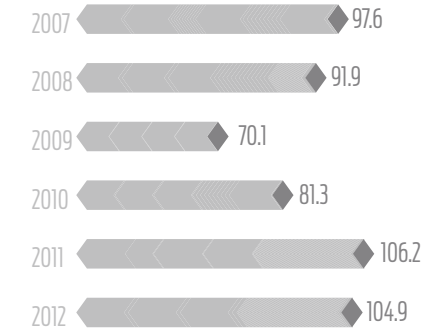
* Deceased

FINANCIAL HIGHLIGHTS

FUNDS RAISED



FOUNDATION ENDOWMENT POOL BALANCE



FOUNDATION TOTAL ASSETS



ANNUAL FOUNDATION EXPENDITURES FOR THE BENEFIT OF GSU



* Dollars in millions



DONORS LIST

LEADERS CIRCLE

GEORGIA STATE UNIVERSITY FOUNDATION EXTENDS ITS GRATITUDE TO THIS PREMIER GROUP OF INDIVIDUALS AND ORGANIZATIONS IN RECOGNITION OF THEIR CUMULATIVE GIFTS TOTALING \$1 MILLION OR MORE. MEMBERS OF OUR LEADERS CIRCLE AND THEIR GROUND-BREAKING GIFTS PROVIDE FUNDAMENTAL SUPPORT OF THE UNIVERSITY'S MISSION AS A PREMIER RESEARCH INSTITUTION.

LANGDALE

\$10 million and above

Anonymous

J. Mack and Nita Robinson / J. Mack Robinson Foundation

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Anonymous (2)

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Greene-Sawtell Foundation

Harriet McDaniel Marshall Trust

Tull Charitable Foundation Inc.

Walter & Marjory Rich Memorial Fund

UPS

Wells Fargo and Co. and directed funds:

Atlanta Foundation

David, Helen & Marian Woodward Fund

Ida A. Ryan Charitable Fund

Mary Allen Lindsey Branan Foundation

Price Gilbert Jr. Charitable Trust Fund

W. M. Keck Foundation

* Deceased

BENEFACTORS CIRCLE

MEMBERS OF THE BENEFACTORS CIRCLE HAVE MADE TRANSFORMATIVE GIFTS TO GEORGIA STATE UNIVERSITY TOTALING \$100,000 TO \$999,999. THE UNIVERSITY IS GRATEFUL FOR THE GIFTS MADE BY THESE ESTEEMED INDIVIDUALS AND ORGANIZATIONS.

KELL \$500,000 to \$999,999

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Reading Recovery Council of North America
Southern Co.
Starr Foundation
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The University Financing Foundation Inc.

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Leila Armknecht
Kathy and R. Lawrence Ashe

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Ernst & Young LLP
Georgia Real Estate Commission
International Association of Machinists & Aerospace Workers
Jewish Federation of Greater Atlanta Inc.
Lettie Pate Evans Foundation
Mary Alice and Bennett Brown Foundation Inc.
Munich Reinsurance Co.
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Raytheon Co. Charitable Gift Fund
Real Estate Alumni Group / Atlanta Board of Realtors Educational Foundation Inc.
Schwab Charitable Fund
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Toyota Motor Corp.

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Stephen and Suzan Zoukis

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Andrew & Eula Carlos Foundation Inc.
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Arthur Andersen LLP
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National Association of Exposition
Managers Foundation Inc.
The New York Community Trust
The Payne Fund
Residential Care Facilities Elderly
Authority of Fulton County
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Salisbury Community Foundation Inc.
Southeastern Bankruptcy Law Institute Inc.
Southeastern Regional Reading Recovery Association
Spencer Educational Foundation Inc.
State Farm Companies Foundation

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- 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.
- To have access to the organization's most recent financial statements.
- To be assured their gifts will be used for the purposes for which they were given.
- To receive appropriate acknowledgement and recognition.
- To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.



GEORGIA STATE UNIVERSITY FOUNDATION
P.O. BOX 3983
ATLANTA, GA 30302-3983



THE DONOR LISTS IN THIS PUBLICATION INCLUDE GIFTS MADE BETWEEN JULY 1, 2011, AND JUNE 30, 2012. EVERY EFFORT HAS BEEN MADE TO ENSURE ALL INFORMATION IS ACCURATE. WE WELCOME YOUR FEEDBACK. PLEASE CONTACT KIM CRETORS, DIRECTOR OF DONOR RELATIONS AND COMMUNICATIONS, AT 404-413-3424 OR kcretors@gsu.edu. GEORGIA STATE UNIVERSITY, A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA, IS AN EQUAL OPPORTUNITY EDUCATIONAL INSTITUTION AND AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER.