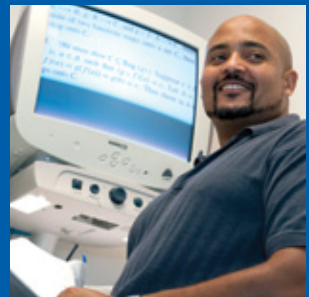




2010 ANNUAL REPORT

# *Opening doors*



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Photos (l to r): GSU football player and 4.0 student Kalan Jenkins at the new Football Practice Complex; Rice Scholar Elizabeth Avent and Gerontology Institute Director Elisabeth Burgess; GSU student Eric Givens in the testing center at the Margaret A. Staton Office of Disability Services.

# Message from Georgia State University President **Mark P. Becker**



*As we kick off another year,* there is much to be excited about at Georgia State University. The launch of Panther football this fall at the Georgia Dome complements our academic and research initiatives to help round out the college experience for our growing and talented student body.

Recently, I was delighted to learn that the GSU Foundation raised more than \$20 million in fiscal year 2010, surpassing its goal of \$18 million. This is an impressive accomplishment, especially given the nation's economic status during this time. I appreciate all the hard work the foundation's talented staff, volunteers and supporters did to achieve — indeed, surpass — the goal. Under the leadership of Walter Massey, GSU's new vice president for development and president of the foundation, I look forward to even more successes in the future.

In this annual report, you will meet some of the people who helped the GSU Foundation have a banner year; most notably Pete Petit (page 4). His generous gift helped fund the Parker H. Petit Science Center; a sprawling, state-of-the-art research facility that opened in March. Pete also made a cornerstone gift to help fund a beautiful new football practice facility. I am personally grateful to Pete and his family for their enduring support of GSU.

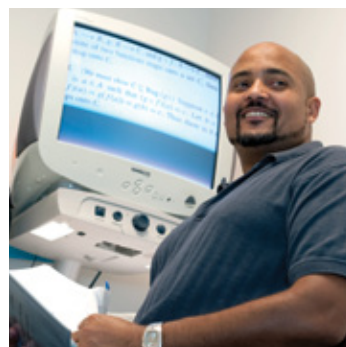
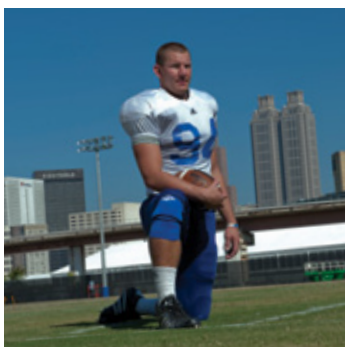
Also in this report, you will read about some of our best and brightest students, including our Rice Scholars (page 6), who are supported through the generosity of Charles and Catherine B. Rice, and you will learn more about our Margaret A. Staton Office of Disability Services (page 8) and the woman whose support has made it such an invaluable resource to our students.

I also extend a special thank you to the members of our Cumulative Lifetime Giving Circles, along with our Heritage Society members. The support of these individuals and organizations, along with that of thousands of other GSU donors, helps ensure that Georgia State University is recognized for the great university it already is — and that it blazes new trails to ensure an even brighter future. Thank you for all you do.

Sincerely,

A handwritten signature in black ink, reading "Mark P. Becker". The signature is fluid and cursive, with a long, sweeping underline.

**Mark P. Becker**  
President







# Message from Georgia State University Foundation Chair **Bill Balzer**

*My first year as chair* of the Georgia State University Foundation Board of Trustees has been an exciting experience.

Nancy Peterman, president of the foundation and vice president for development at GSU, retired at the end of the fiscal year. Nancy's tireless efforts — despite our challenging economy — assisted Georgia State University Foundation in raising \$2 million above its projected goal for fiscal year 2010.

Replacing Nancy is Walter Massey, the former associate vice president of constituent programs in the foundation.

Walter came to GSU after a 22-year career at Florida State University where he served as vice president of the foundation there and played a significant role in two major campaigns that raised \$300 million and \$600 million respectively.

He has 32 years' experience in higher education and served as dean of students at Embry-Riddle Aeronautical University before moving into development. His extensive experience and knowledge in university fundraising will build on our recent successes and elevate our efforts toward continually higher levels of achievement.

The foundation trustees and I look forward to working with Walter to enhance the value of the foundation and its support of Georgia State University.

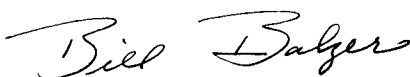
I also want to share with you a few exciting reminders of upcoming events at Georgia State.

The inaugural season of Panther football kicked off on Sept. 2, and we look forward to much more excitement through the season closer on Nov. 18 against Alabama.

The Rialto Center for the Arts begins its 2010–2011 series in October with Flamenco music and dance from Spain and concludes in April with a performance by the Big 3 Palladium Orchestra featuring the music of Machito, Tito Rodríguez and Tito Puente.

We look forward to seeing you at these and other events in the coming year at Georgia State.

Sincerely,



**Bill Balzer '98**





# Advancing possibilities



Gifts from **Parker H. "Pete" Petit** are coming to life in Georgia State's new science center and new football practice complex

Parker H. "Pete" Petit chooses his investments carefully, and in the past year, he once again demonstrated his faith in the future of Georgia State University with a \$1.5 million gift toward GSU's Football Practice Complex.

"There is now a tremendous opportunity for Georgia State to increase its preeminence from an educational standpoint," Petit said, "and become a very, very strong economic driver for Atlanta as well as Georgia."

Petit's history with Georgia State dates back to 1970. That's when, shortly after he launched his first company, Healthdyne, Inc., he realized he needed to quickly gain business acumen to be successful in the entrepreneurial world. At night he worked toward an MBA at Georgia State and learned accounting and finance, among other essential business tools. He graduated in 1973 with an MBA in finance.

"If I had not been able to go to Georgia State at night, I probably would have had a business failure somewhere early on," said Petit.

Failure never occurred. Forty years later, Petit is now positioned as chairman and CEO of MiMedx Group, Inc., an integrated developer, manufacturer and marketer of biomaterial-based products. And over the years, he has given generously to GSU. His gift of \$5 million gave rise to the Parker H. Petit Science Center, which opened in spring of 2010 and is set to boost GSU's research and education stature. And his most recent gift of \$1.5 million for the Football Practice Complex is the largest contribution ever made to the Department of Athletics.

"Pete is an incubator and cultivator of new ideas," said Cheryl L. Levick, athletics director at GSU. "Look at the companies he's built and sold. He has been captivated by our dream of football and felt it worthy to support."

Petit, who played high school football and coached his son's youth football teams, has a long-standing friendship with and respect for GSU football coach Bill Curry. He also has seen the powerful connection between sports and academics.

"I felt strongly that a football program at Georgia State would assist the university in becoming a broader educational institute," he said.

Petit, who has served on the Board of Trustees of the Georgia Research Alliance, had a similar instinct about what a state-of-the-art, 350,000 square-foot science center could do for a university that, he noted, had achieved success in the sciences despite a lack of sufficient space. He has already seen his generous donation attract top talent to GSU.

The Petit Center will house three of the university's five prestigious Georgia Research Alliance Eminent Scholars: biologist Dr. Julia Hilliard (*right*), immunologist Dr. Jian-Dong Li, and cancer researcher Dr. Binghe Wang. The GRA, a public-private partnership, helps build the state's technology-rich economy through attracting scholars to the state's research universities; helping to create centers of research excellence; and converting research into products, services and jobs that drive the economy.

And while the Petit Science Center will help facilitate groundbreaking research by scholars like these, Petit sees students as the ultimate beneficiaries.

"I told the students at the ribbon cutting ceremony that beneficial wealth is created in this country by science and technology," he said. "So I said you have a real opportunity through the science center to build your career and to create wealth and prosperity for yourself and many others."



# Expanding Opportunities



The **Charles and Catherine B. Rice Foundation** funds a unique scholarship at Georgia State for students from Early County

By age 14, Charles Barton Rice Sr. was foreman of a crew of men drilling wells for his father's small business in Early County, the JB Rice Plumbing & Electrical Company. He was already learning to manage adult responsibilities, play fair in business and commerce, and work hard.

"Dad laid the foundation for my entrepreneurial spirit without realizing it," said Rice, who founded Atlanta-based Barton Protective Services Inc. in 1977 and grew it into one of the largest contract security service firms in the country, employing more than 13,000 associates.

Rice's commitment to his rural home — a place he remembers fondly for its swirling gnats, steamy heat and midnight freight train soundtrack — spurred the 2004 creation of the Charles and Catherine B. Rice Foundation, which is dedicated to revitalizing communities, preserving historical landmarks and safeguarding natural resources, among other goals. Through the foundation, Charles and Catherine Rice launched "Early County 2055," a project to revitalize the southwest Georgia county and help create more opportunity for its 13,000 citizens. That project sparked a unique scholarship program at Georgia State University for incoming freshmen from Early County or transfer students from Bainbridge College's Early County campus who commit to earning a certificate in gerontology along with their degree.

The Rice Scholarship offers a \$10,000 annual stipend renewable for up to four years, an expense-paid study abroad experience, membership in a professional society and a laptop and printer.

Susanne Reynolds (*right*), a 20-year-old transfer student from Bainbridge College and incoming Rice Scholar, has lived in a small community her whole life, but she anticipates life in Atlanta with excitement.

"I think it's really going to help me branch out of my comfort zone, out of a rural area into an urban area. Not as a different person, but as an improved person," said Reynolds, whose interests include theatre and journalism. After earning her degree, she plans to return to her home in Miller County, which borders Early County and has a population of less than 7,000, to work with underprivileged, at-risk children.

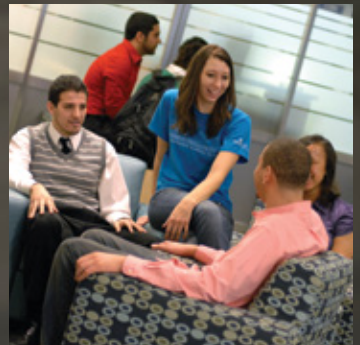
Greg Chisholm, scholarship coordinator for GSU's Honors Program, noted that the Rice Scholarship is especially important for Georgia State, as it helps fulfill the university's mission to serve all corners of the state. And the scholarship's goal of giving back resonates.

"It helps teach the students about service, both while they're at the university, and as something they'll continue to do throughout their lives," he said.

While at GSU, Rice Scholars may major in anything, but in the course of earning their certificate in gerontology, they gain awareness of a pressing social need. Elisabeth Burgess, director of GSU's Gerontology Institute, said that, in general, rural areas over the last 30 years have seen an exodus of young people, leaving behind an aging population. Rice Scholars are exposed to the needs of this population and how best to serve them through mentors, health fairs and professional conferences, as well as coursework.

"The opportunity for students from a small county in rural Georgia to get access to this information, I see it as snowballing," said Burgess. "We're not just educating them. We're educating everyone they know."





# Supporting Success



## **Margaret A. Staton**

has worked tirelessly  
and given generously to  
help meet the needs of  
Georgia State students  
with disabilities

In contrasting her high school career — juggling three jobs and wrestling with learning disabilities to maintain a 3.5 grade-point average — with her time at Georgia State University, Cassidy Cain doesn't even try to contain her enthusiasm. The Margaret A. Staton Office of Disability Services has ratcheted down her stress level and boosted both her academic success and her happiness.

Since Cain arrived on campus two years ago, she has made the most of the office's services for her learning disabilities, which include dyslexia, and last semester she earned a 4.0 grade-point average. Along the way, she has found a role model for perseverance and success: Margaret A. Staton herself, a GSU alumna who has worked tirelessly on behalf of students with disabilities. In the years since she graduated, Staton has given generously to the university, including the endowment that funds Cain's scholarship.

"She's definitely someone I can look up to and say, 'If she can do it, I can do it,'" Cain said.

Staton, who has used a wheelchair since she was two, entered GSU in 1965, where she earned a bachelor's degree in psychology and a master's in counseling. On campus Staton lobbied for students with disabilities, focusing on issues ranging from physical access to buildings to rehabilitation and counseling. In 1999, after Staton's more than three decades of dedication to GSU, the Office of Disability Services was renamed the Margaret A. Staton Office of Disability Services to recognize her contributions.

One of the many people Staton inspired is Linda Mona, who received her Ph.D. in clinical psychology from GSU in 1998 and is a nationally recognized expert in the field of sexuality and disability. Staton helped fund Mona's research, and in the process, forged a mentorship with Mona, who also uses a wheelchair.

"She was very much a catalyst in facilitating and promoting research on disabilities at Georgia State, and an unexpected byproduct was this amazing mentoring relationship," Mona said, describing Staton as a "silent angel to the community."

Today, the Margaret A. Staton Office of Disability Services serves nearly 700 students annually. According to Rodney Pennamon, director of the office, approximately 11 percent of GSU's 30,000-plus students have a disability.

"We serve everyone from A to Z, so that in itself is a challenge," he said. "As the university grows, we want to stress the impact and importance of what we do on campus."

Pennamon's goals include securing more space if possible, increasing the staff and making sure GSU has the latest technology — technology that helps people like Eric Smith (*right*), a 2009 graduate of GSU who was also a recipient of the Margaret A. Staton Scholarship. Though he went blind when he was a teenager, he is today an accomplished musician, aspiring jingle writer and legal mediator. Sitting in his office in a midtown Atlanta skyscraper, Smith described the technology that read his exams aloud and his struggle to learn math without being able to see.

As he worked toward a degree in history with a minor in music, Smith knew the Staton Office was always there to advocate for him. "I knew they would make it right," Smith said. "If I needed to voice my opinion about something, they'd always hear it."





# Giving to Georgia State University Foundation

## Gifts and Pledges

*All gifts to Georgia State University Foundation are meaningful investments that enhance the academic and campus experience for our students, support the research and teaching of our faculty, and help strengthen our programs in Atlanta, across the state, throughout the country and around the globe. For more information about ways to give, please call **Walter Massey**, president of the foundation and vice president for development at Georgia State, at 404/413-3401.*

An outright gift to the foundation may be made as a single contribution or pledged for a term of up to five years. Several forms of property may be accepted as gifts.

### Cash

Cash is the simplest way to make a gift. Checks should be made payable to "GSU Foundation." Money orders, wire transfers and bank drafts are also acceptable. Credit card gifts, including Visa, MasterCard, Discover and American Express, may be made online at [www.gsufoundation.org](http://www.gsufoundation.org).

### Marketable Securities

Marketable securities may offer double tax savings. For securities that have gained value and have been owned at least a year and a day, the gift is tax deductible at the market value of the securities and also avoids capital gains

taxes. For stock transfer instructions, please call **Marion Campbell**, director of gifts and records management, at 404/413-3446.

### Mutual Fund Shares

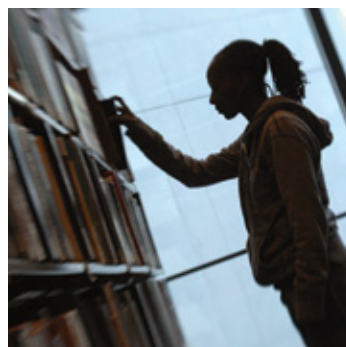
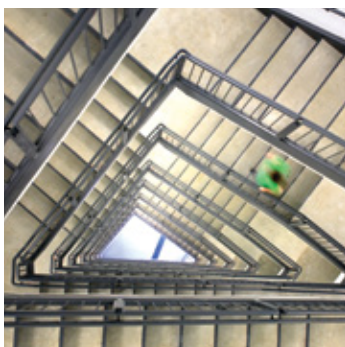
If long-term appreciated, mutual fund shares can enjoy the double advantage of a charitable deduction and capital gains tax avoidance. Transfer procedures vary depending on whether the shares are held in "street name" at a brokerage house or in the books of the mutual fund company. For assistance with gifts of mutual fund shares, please contact **Christine Butler Eckoff**, senior director of gift planning, at 404/413-3425 or [ceckoff@gsu.edu](mailto:ceckoff@gsu.edu).

### Personal Property Gifts

Gifts of personal property may be accepted. Deductions are determined, in part, by the relationship of the property to the mission of the university.

## Gift Planning

*The Office of Gift Planning is pleased to assist donors in structuring current and deferred gifts to maximize the use of assets and charitable deductions. For more information about gift planning, please contact **Christine Butler Eckoff**, senior director of gift planning, at 404/413-3425 or [ceckoff@gsu.edu](mailto:ceckoff@gsu.edu) or visit [www.giftplanning.gsu.edu](http://www.giftplanning.gsu.edu).*





## Bequests

The most common form of deferred gift to the foundation is a bequest contained in an individual's will or revocable (living) trust. Bequests can be written for a specific amount, a percentage of the estate or the remainder of the estate. Cash, securities or property may be willed to the foundation. Please contact the Office of Gift Planning for sample bequest language.

## Gifts of Retirement Plans

Naming the foundation as a primary or contingent beneficiary of a retirement plan — for example, an IRA, SEP or 401(k) — can result in a “tax-wise” deferred gift as these assets receive favorable tax treatment at the owner's death. A gift of IRAs or other retirement accounts can generate double tax savings when the foundation is made the beneficiary. In addition to avoiding any estate taxation, the foundation will not be subject to income tax on withdrawals as would be the case with other non-charitable beneficiaries.

## Life Income Gifts

A life income gift, such as a charitable gift annuity or a charitable remainder trust, can provide you or your loved ones with an income for the duration of your lives or for a specific number of years. You may receive a current income tax deduction as well.

**Charitable gift annuities** are agreements between donors and the foundation to exchange gifts for a fixed income for life. Payout rates are determined by the ages of the individuals receiving the income. Donors receive an immediate income tax deduction, and a portion of the annuity income is tax-free. Payments can begin immediately or be deferred to a future year.

**Charitable remainder trusts** are created when property is transferred to a trustee in exchange for the trustee's agreement to pay the donor an income. Payouts can be fixed or variable. The trust ends at the death of the last of the beneficiaries or at the expiration of a term of years, and the remainder is distributed to the foundation. An immediate income tax charitable deduction is allowed for the remainder value.

## Charitable Lead Trusts

Charitable lead trusts enable donors to transfer money or property to a trustee who makes payments to the foundation for a specified number of years, after which the principal is returned to the donors or other individuals designated by the donors. The income to the charitable beneficiary can be varied or fixed. The lead trust can provide income, gift, estate and generation-skipping tax avoidance.

## Gifts of a Retained Life Estate

Donors can generate a current income tax deduction by giving a home or farm to the foundation and retaining the right to use the property during their lifetimes. The property will also be removed from your taxable estate.

## Life Insurance

Life insurance may be accepted as a cash value gift. A popular gift is an in-force, paid-up policy that a donor no longer needs and names the foundation as owner and beneficiary. For a gift of a policy that is not fully paid, later premium payments may also be deductible for tax purposes. The tax deduction is based on the replacement value, which varies according to policy details. The Office of Gift Planning can also assist in a section 1035 life insurance exchange to create both a cash gift and a larger death benefit from an in-force policy.

## Closely Held Business Interests

Business interest gifts include corporations, LLCs, partnerships and other forms of business organization, each of which has unique tax considerations. Tax deductions are based on appraised market values.

## Real Estate

Gifts of real estate, including residential, business or agricultural property, may be accepted as a gift. Both fractional and total ownership may be considered. The tax deduction is based on the appraised value.

This information is shared for educational purposes. Foundation and university staff do not give tax advice. Donors should consult professional advisers for legal, tax and financial advice.

# Cumulative Lifetime Giving

Georgia State University Foundation extends its sincere gratitude to the following individuals and organizations in recognition of their cumulative lifetime gifts totaling \$50,000 or more. We are also grateful for the tremendous support received annually from our President's Society and Suttles Society members in furtherance of our mission to provide the highest quality education, research and facilities at Georgia State. To view our complete list of donors, please visit [www.gsufoundation.org](http://www.gsufoundation.org).

AS OF JUNE 30, 2010

## The Founders Circle (\$5 million and above)

Parker H. and Janet Petit  
J. Mack and Nita Robinson/  
J. Mack Robinson Foundation  
Carl Zwerner

Anonymous  
Bank of America Corp.  
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## The Patton Circle (\$1 million to \$4,999,999)

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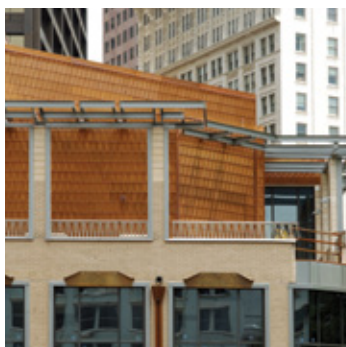
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Manufacturing Inc.  
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Towers Watson

Deceased \*



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(\$100,000 to \$249,999)

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Kenneth and Frances Reid

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Juanita S. Stokes

David A. and Nancy Stonecipher

Ted Townsend

Paul Wachter

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Jeanene and Bruce Weiner

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Group Inc.

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Andrew and Eula Carlos  
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Argus Financial Software

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Educational Foundation Inc.

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Herman J. Russell Foundation

ING Life of Georgia

Institute for Mobile Markets  
Research

International Association of  
Fairs and Expositions

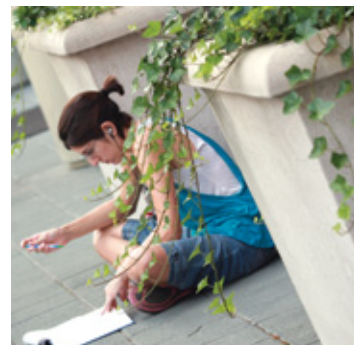
Iowa Child Foundation

Jack Tarver Foundation

James M. Cox Foundation of  
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Jesse Parker Williams Foundation  
 John H. and Wilhelmina D. Harland  
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 Anthony P. and Mary D. Burger  
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Deceased\*

# Cumulative Lifetime Giving

## The University Circle (continued)

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Established in 1989, the Heritage Society recognizes alumni and friends who have included Georgia State University Foundation in their estate plans. The members have made enduring gifts to ensure the long-term security and excellence of the university. Eligible gifts include bequests and estate gifts, IRAs and retirement plans, charitable gift annuities, charitable remainder trusts, gifts of residence or farm with retained life estate, charitable lead trusts and life insurance policies. For more ideas and information, please contact **Christine Butler Eckoff**, senior director of gift planning, at **404/413-3425** or **ceckoff@gsu.edu**.

AS OF JUNE 30, 2010

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Kathy and Lawrence Ashe^  
John W. Baker  
Richard K. Babush  
E. Jo Baker-Henry  
J. Fred and Linda Bailey  
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Bennett A. Brown III  
Brian S. Brown  
John H. Bullock  
W. Lee Burge\* and the Burge Family  
Almand "Bo" Carroll\*  
Martha Baum Sikes Carlton

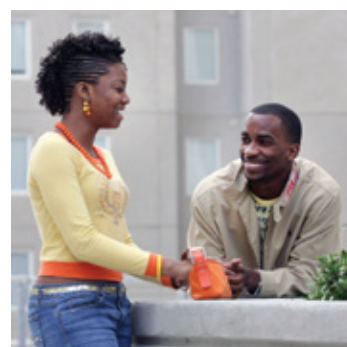
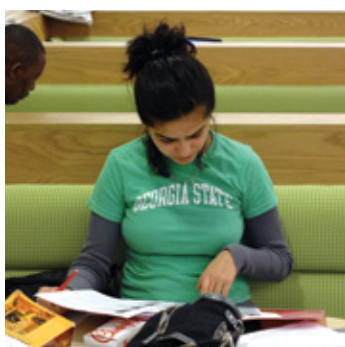
Raymond and Karen Cash  
J. D. and Lenora\* Caswell  
Willie Mae Cathcart\*  
Christopher Christian^  
Burton Cloud\*  
H. Vincent Clanton  
Michael J. Coles and Donna  
Novak Coles  
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New member in 2009–2010 ~

New member in 2008–2009 ^

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# The Heritage Society

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 Alfred Williams\*  
 Ralph H. Williams  
 Kirk S. Wimberly III  
 Wayne and Rebecca\* Woody  
 Alice C. Young

New member in 2009–2010 ~

New member in 2008–2009 ^

Deceased\*





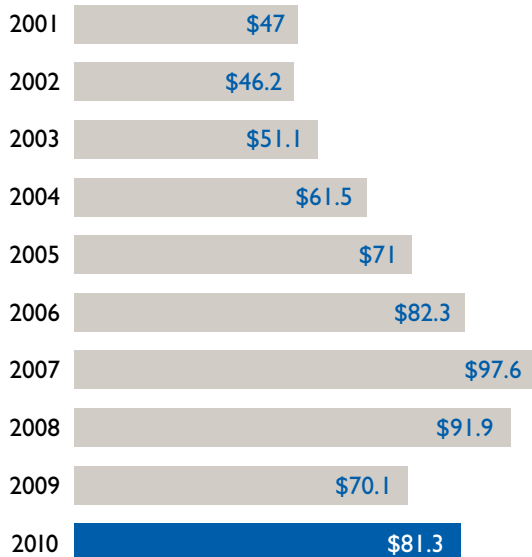
# Georgia State University Foundation

## Financial Highlights Fiscal Year 2010

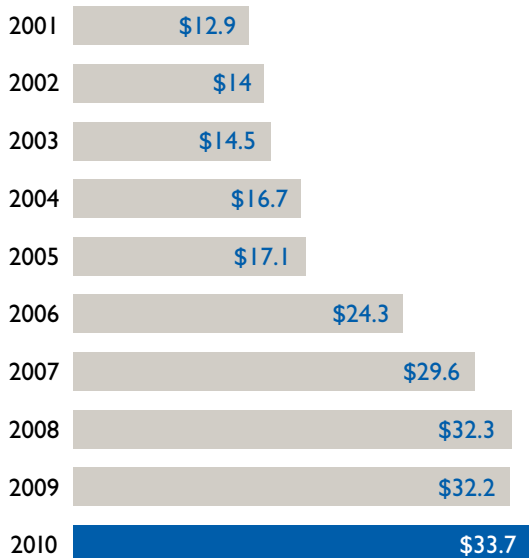
### Funds Raised *Dollars in Millions*



### Foundation Endowment Pool Balance *Dollars in Millions*

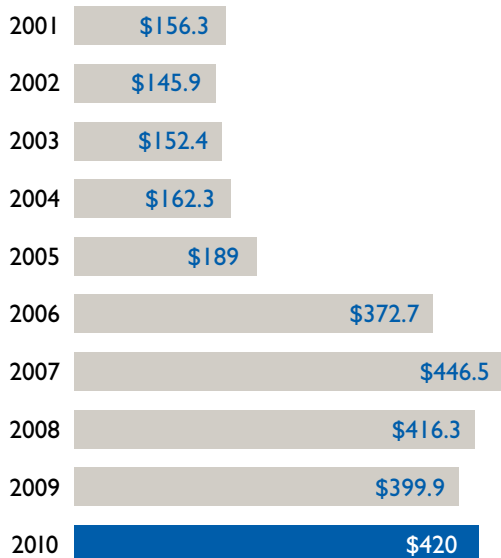


### Annual Foundation Support for the Benefit of GSU *Dollars in Millions*



### Foundation Total Assets

*Dollars in Millions*





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The donor lists in this publication include gifts made between July 1, 2009, and June 30, 2010. Every effort has been made to ensure the information is accurate. We apologize in advance for any possible errors or omissions and would appreciate hearing from you with corrections. Please contact **Kim Cretors**, director of donor relations, at **404/413-3424** or **[kcretors@gsu.edu](mailto:kcretors@gsu.edu)**.

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