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.
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

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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

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 perseverance 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.”

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.”
As of June 30, 2012

Mark P. Becker, President
Georgia State University

William C. Baler ’98, Chair
UPS (retired)

Karen E. Barnhard, Vice Chair
J. Mack Robinson College of Business
Georgia State University

Walter T. Massey, President
Georgia State University Foundation

Mark A. Phillips ’74, Secretary/Treasurer
Bank of America Corporation

Helen M. Aderhold ’76, ’01
Community Leader

Steven Asplundh ’86
Asplundh Tree Expert Company

John Bauer ’89
Tropical Fruit & Nut Company

Sandra Bergeron ’82
Private Investor & Corporate Board Member

Kathy T. Berry ’72, ’86
Georgia Press Association (retired)

Frances L. Breeden ’80
SunTrust Banks (retired)

Anthony P. Burger ’71
Pritchard and Jorden, Inc.

Brad Ferrer ’81
CNN

David H. Fitch
Schroeder, Wheeler & Fitch LLP

Timothy J. Gunter ’83
IDP

David F. Haddow ’82
Haddow & Company

Catherine C. Hanlon ’89
Georgia School Council Institute

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

Elizabeth A. Kenny ’99
Philanthropist

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

Richard H. Leary ’74
Friedman, Fleischer and Lowe, LLC

Lee A. Maceczak ’84
Out Creek Associates

Anton H. Maloy ’76
Deloitte & Touche LLP

Peter R. Miller ’73
Wills Investment Counsel

Jerry J. Rudloff ’81, ’88, ’05
Finance and Administration

Georgia State University

Deepak Raghuvar ’98, ’06, ’09
Deepak Raghuvar Family Foundation

Julie A. Ramea ’75
Burger King (retired)

William D. Reeves ’59
Reeves Development Company

Douglas F. Reel
Right-Way Services LLC

T. Dallas Smith ’86
T. Dallas Smith and Company

J. Grover Thomas Jr. ’85
Trustmark Insurance Company

Ray E. Uddevall ’72, ’75
SKS Real Estate Partners

Jeffrey L. Warwick ’85
Bank of America Merrill Lynch (retired)
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.”
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...now I’m in the position where I can give back.”
Everything changed for Suzan M. Zoukis when she told a friend that she and her 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)
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 Hispanic 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.

“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. Clean 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 Georrganne F. Honeycutt Fellowship
Kenneth W. and Georganne F. Honeycutt

Kirkland-Sattelmeyer Scholarship
Leigh Kirkland and Robert D. Sattelmeyer

Pediatrics Healthcare Endowed Nursing Scholarship
Joseph D. Sarsam and Joseph Hamaslak Pediatrics Healthcare for Kids

Robert Shaw Choral Scholar Award
John B. Hoberken and Florence Kapliff *

Shanti V. Sitaraman Intestinal Pathobiology Endowment
Andrew T. Gaweitz, Didier Merlin and GSU College of Arts & Sciences Biology Department faculty

Tom McCollister Endowed Memorial Scholarship in Journalism
Georgia State University Foundation, Inc.

* Deceased

* Dollars in millions

FINANCIAL HIGHLIGHTS

Funds Raised

Foundation Endowment Pool Balance

Foundation Total Assets

Annual Foundation Expenditures for the Benefit of GSU

2007 2008 2009 2010 2011 2012

2007 2008 2009 2010 2011 2012

2007 2008 2009 2010 2011 2012

2007 2008 2009 2010 2011 2012

2007 2008 2009 2010 2011 2012

2007 2008 2009 2010 2011 2012

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* Dollars in millions

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Peggy Cooley

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Elizabeth A. and Michael P. Kenny

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

Tom McCollister Endowed Memorial Scholarship in Journalism
Georgia State University Foundation, Inc.

* Deceased

* Dollars in millions
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.

LARGES

$10 million and above
Anonymous
J. Mack and Nita Robinson / J. Mack Robinson Foundation
Bank of America Corp.
Robert W. Woodruff Foundation

SPARKS

$5 million to $9,999,999
Paige H. and Janet Petit
Carl R. Zwerner
Georgia Research Alliance
The Goizueta Foundation

PATTER

$1 million to $4,999,999
John * and Helen Aderhold
Elena D. Amos * / John B. and Elena Amos Foundation
Sandra and Douglas Bergeron / Bergeron Family Trust
Peter E. Blum
Bobby Lee Cook
Thomas and Ann Cousins
Bill and Jill Dahlberg
Robert E. Heck
Ralph and Marjorie Knowles
Kenneth and Donna Lewis
R. Charles Loudermilk Sr
Herman J. Russell
Dean Day Sanders
William J. Urey Jr
Ernest G. Welch *
Francis Welsh *
Andrew and Carolyn Young

* Deceased
After-School All-Stars

J. W. & Ethel I. Woodruff Foundation

Joseph K. * and Lou T. Taylor

Margaret A. Staton

Bill and Susan T. reeves

Bernard B. * and Eugenia A. * ramsey

Henry J. * and nancy K. * Miller

Henry F. McCamish Jr. / HFM Foundation

richard and Susan Lenny

Michael and Elizabeth Kenny

James and Sarah Kennedy

vesta and david Jones / owens Trust

duane and drada Hoover

virginia Ezzard *

Cherry L. Emerson Jr. * and Mary L. Emerson

ruth dobbs

Family Foundation Inc.

John H. Cowart Sr. and Judy E. Cowart / John H. Cowart Foundation Inc.

C. L. Chandler Jr. *

Christopher Carpenter and Catherine C. Henson

W. Lee Burge * and the Burge Family

Ken and Kathy Bernhardt

Timothy A. Benick

$500,000 to $999,999

KELL

$100,000 to $249,999

UnIvErSITy

Carol r. Geiger and Henry F. Anthony

r. Brad and Marie B. Foster

A. L. Feldman *

William E.* and victoria o. * Farnell

Elze and Evern Cooper Epps

Julian and Sue Eidson

Marilyn P. and Kirk T. dornbush


david A. and Cantey L. deeter

Jarrett and Mary davis

Alonzo A. * and Gwendolyn M. * Crim

James and Patricia Copeland

William E. * and Mary Colburn

david A. * and Marcia Baker * Carroll

Linda S. and Lloyd L. * Byars

Maxwell M. Burns

Anthony P. and Mary d. Burger

Edward P. Burke

Linda S. and Lloyd - Byam

Ahmad "Ab" * and marcia B. * Carroll

William E. * and Mary Colburn

James and Patricia Copeland

Alonzo A. * and gwennibyl d. * Crt

James and Mary Davis

David A. and carolyn J. * Day

H. Talmage dobbs Jr. *

R. Howard dobbs Jr. *

Marjorie C. and Hilary d. dornbush

Jon and Sue Eidson

H. Fenwick Huss

Kenneth W. and Georganne Honeycutt

Joe Frank and Mrs. Elizabeth C. Harris

Courtney Hearn

Jon Frank and Mrs. Elizabeth C. Harris

Kenneth W. and Georganne Honeycutt

Loyce H. Lesley

David and brothers Lowenkopf

$100,000 to $499,999

Anonymous (1)

Sam and Angie Allen

Anonymous (3)

E. vachel and Shirley C. Pennebaker

William C. Pate and Judy Trotochaud

Timothy and diane Parks

F.A. o’daniel Foundation

Keith Alan and Marsha S. o’daniel /

ralph C. and Margaret U. * Moor

L. Anthony and Jackie E. Montag

Margaret K. Lupo * / Merle K. Lott Trust

G. Michael and les Lummkin

Margaret K. Lupo * / Merle K. Lott Trust

l. Anthony and Jackie E. Montag

ralph C. and Margaret U. * Moor

Keith Alan and Marsha S. o’daniel /

p. A. o’Daniel Foundation

Tiffany and Daisy Parks

William C. Pate and Judy Trotochaud

E. vachel and Shirley C. Pennebaker

"Deceased"
"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 someone’s life.”

Caitlin Myers, Kenny Scholar
partners circle

THE PARTNERS CIRCLE REPRESENTS THOSE DONORS WHOSE GIFTS TOTALED $1,000 OR MORE BETWEEN JULY 1, 2011, AND JUNE 30, 2012. THE ANNUAL GIFTS PROVIDE VITAL SUPPORT FOR GEORGIA STATE.


SILVER

$5,000 and above


22

23
“If I can help at least one other person to make their life better…then that will help me to be successful as well.”

Chrystal Ferreira, Goizueta Scholar
• to be informed of the organization’s mission and the way the organization intends to use donated resources and of its capacity to use donations effectively for their intended purposes.

• 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 feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

• to be informed of the organization’s mission and the way the organization intends to use donated resources and of its capacity to use donations effectively for their intended purposes.

• 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 feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that contributes to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights: