Pride in Our Past, Building for Our Future
The past year was a milestone for Georgia State University in more ways than one.
The year 2013 marked Georgia State’s centennial, of course, with numerous opportunities for reflection on the university’s journey from a small evening business school to the nationally recognized public research institution it is today.

But 2013 also happened to be the best fundraising year in our history, with $38.3 million donated to the university by our community of generous supporters. Because of those gifts, we were able to offer even more scholarships to hard-working students who otherwise might not have been able to afford a college education. We grew the programs that help those students get real-world knowledge and experience both here and abroad. And we expanded the facilities that give Georgia State’s world-class professors and their students a place to discover — including a brand-new, state-of-the-art College of Law building that broke ground in September.

The fruits of our record-breaking fundraising year funded countless projects and helped Georgia State become an even bigger and more vibrant part of downtown Atlanta. The common thread, though, is that every dollar donated to Georgia State in 2013 touched students’ lives and helped move them along the path to graduation and achievement.

For that reason, this report is more than just dollar figures and budget lines. It also tells the real-life stories of how those dollars are making a difference for students. The numbers indicate that we are gathering major momentum in our efforts to build financial support from the community; the stories should inspire confidence that Georgia State is investing that support wisely as we prepare for our next hundred years of discovery, camaraderie and success.
There are many wonderful people in Atlanta and far beyond who give generously so that we can continue to increase the value of a Georgia State degree.”

President Mark P. Becker

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President Mark P. Becker

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Georgia State’s centennial year has been record-breaking in many areas — freshman applications, research funding, graduation and retention rates hit all-time highs. It has also been a phenomenal year for private giving to the university. In this annual report, you’ll meet some of the special people who’ve helped make our university the best it can be.

One of the biggest success stories from the past fiscal year came from the College of Law, which tripled its fundraising goal and secured funding for a new building, currently under construction at the corner of Park Place and John Wesley Dobbs Avenue. A $5 million pledge from the Robert W. Woodruff Foundation, along with major gifts from law alumna Catherine Henson and former Dean Marjorie Knowles, helped drive that effort. In September, we were delighted to host nearly 500 guests at the groundbreaking, and we look forward to a ribbon cutting in 2015.

Also in this report, learn how alumnus William B. White is giving back to the university he credits for more than a quarter century of success in the business world. Learn how Helen Aderhold is honoring her late husband John with scholarship funds that will assist students for generations to come.

And see how the Women’s Philanthropy Initiative is providing financial assistance to students who otherwise could not afford a college education.

Finally, follow the story of alumna Ann-Marie Campbell, who rose through the ranks of corporate America and now endows merit-based scholarships in the J. Mack Robinson College of Business.

There are many wonderful people in Atlanta and far beyond who give generously so that we can continue to increase the value of a Georgia State degree.

In this, our 100th year, we thank them all.

Sincerely,

Mark P. Becker
President
What a great year this has been. Our 100th anniversary year has seen great progress on a number of fronts, none more significant than the area of student success.

The first goal in the university’s strategic plan states that Georgia State will become “a national role model for undergraduate education by demonstrating that students from all backgrounds can achieve academic and career success.” Let me share some examples of progress that is being made on this important goal.

The graduation rate has increased to 53 percent, up six points in the last two years. In the past decade, the rate is up 22 points, the fastest increase of any university in the country. When you count our students who graduate elsewhere, the rate climbs to 76 percent, a rate comparable to many flagship universities.

Programs such as Freshman Learning Communities, Keep HOPE Alive, the Summer Success Academy, and the use of predictive analytics in advising have resulted in greatly increased student success.

The number of degrees conferred grew to 7,500 this year, up from 5,800 just five years ago. We graduated more African-American students this year than any other nonprofit university in the country.

Scholarship support for our students has increased from $1.8 million in FY 2011 to $3.1 million in FY 2012 to just under $7 million this past year. As the total cost of a Georgia State education has increased to almost $20,000 per year, and with lower levels of support from state and federal funding, scholarships from Georgia State’s alumni and friends become more important than ever.

With much gratitude for all of your support,

Ken Bernhardt
Chair
GEORGIA STATE UNIVERSITY FOUNDATION BOARD OF TRUSTEES
AS OF JUNE 30, 2013

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Over the past few generations, women have gone from being largely unrepresented in the working world to embarking on careers to achieving leadership positions at the highest levels of business, academia and government. Today, as these leaders amass wealth and influence of their own, the Women’s Philanthropy Initiative is inspiring them to guide those resources toward Georgia State.

“As women achieve success in the corporate, educational and non-profit sectors, they have an opportunity to give back to the community,” says Ray Uttenhove, executive vice president of SRS Real Estate Partners and a member of the Georgia State University Foundation board. “The Women’s Philanthropy Initiative is designed to empower female leaders to effect change through gifts of time, talent and resources to Georgia State with a major focus on scholarships. WPI shows women how to increase their impact by making financial contributions that make a real difference in students’ lives.”

In introducing women to philanthropic giving, says Laura Voisinet, Georgia State’s First Lady, the initiative isn’t just gearing its message toward multimillionaires. “Increasing student success is our number-one goal at Georgia State, and when you hear about the difference that we’re making, the story is so compelling. Not only that, you realize you can make a difference with targeted, modest amounts — you don’t have to be a million-dollar donor; you could do it for $500 or $1,000. Then it becomes not just exciting but attainable, and something that can have an enormous impact.”

Taylor Briggs, a senior majoring in speech communication and a recipient of the Women’s Philanthropy Initiative Scholarship, is an example of that impact. “I’m fortunate to be graduating 100 percent debt-free, because my education has been paid for by grants, scholarships and out of my own pocket,” she says. “That was one of my main goals when I started college, and it’s left all my options open for me when I graduate.”

Taylor says she hopes to pursue a graduate degree in deaf education once she graduates; for now, she’s working her way through school at the Emory Autism Center — a job she found through University Career Services. It’s a story Voisinet and many of her colleagues identify with.

“I worked my way through school, and my parents weren’t in a position to help me out,” she remembers. “So when I hear students talk about balancing jobs and schoolwork and watch them scramble for scholarships, all of that comes flooding back into my mind because I was in their shoes at one time. Their stories resonate so strongly, it’s easy to be their champions and do whatever we can to help them.”
A New Home for Law Students and Alumni
“When I started law school, my son was six months old, so Georgia State having a child development center was one of the attractions for me,” she recalls. “That and being able to go during the day or night. Having that nontraditional program for people who weren’t 21 and single, going straight from undergrad to law school, was valuable.”

For many years, Henson has actively supported the college and university in multiple ways, serving on the school’s Board of Visitors, teaching Education Law as an adjunct professor and assuming leadership roles on the university’s Foundation Board. In addition to her recent leadership donation to the law building campaign, Henson has endowed a scholarship and professorship at the college.

“You need the classroom for the magic to happen,” she says. “It will be nice to have a building that’s dedicated solely to the law school and has lots of space for collaboration among students and their professors.”

In addition to the extremely generous gift from Henson, the school also received a major gift from former Dean Marjorie Knowles. “For Marjorie to give us such a generous gift, after having given so much as a professor and dean, is amazing,” Kaminshine says. “It shows you the degree to which people believe in this school and what it can achieve.

“Together both Marjorie and Cathy demonstrate how the people associated with this school are true leaders, not just for our alumni but for the entire community,” Kaminshine says. “Their leadership has helped the university become a great institution, and they’re helping us make it even better.”

Since its founding in 1982, the Georgia State College of Law has made the most of its cramped, retrofitted space in the Urban Life Building. Now, with the help of its alumni and friends, the college will have a building that reflects the quality of its programs.

“We are literally out of space,” says Dean Steven Kaminshine. “It’s not only a matter of reconfiguring space for different purposes. We have no room for additional faculty or staff, and while it’s customary for law schools to have multiple student-run law journals, we have only one and wouldn’t know where to put another.”

The new 200,000-square-foot facility, scheduled to open its doors for fall semester 2015, will pay direct dividends for students, who will have greater access to faculty members whose offices will be on the same floors as the customizable classrooms. “Everything’s not just held in 50- or 100-person lecture halls,” Kaminshine says.

The two-story law library offers space for both quiet study and collaborative learning. The new building includes space for additional clinics and centers to further community outreach. And the new international commercial arbitration center will support Atlanta’s goal of being a choice venue for the legal and international business communities, promoting greater interaction with Georgia State law students.

Supporters of the college and its building include Cathy Henson (J.D. ’89), a member of one of its first graduating classes in the 1980s.

Law school dean Steven Kaminshine (left) gives credit to leadership donors such as law alumsra Cathy Henson for helping make the new law building a reality.

“It shows you the degree to which people believe in this school and what it can achieve.”

Dean Steven Kaminshine
Since coming to Atlanta more than 50 years ago, Bill White has fallen in love with the city, its history and its attractions. He’s a member of the Atlanta History Center, the Georgia Trust for Historic Preservation and the Atlanta Preservation Center, among many others. He’s even served as a volunteer walking tour guide for Ansley Park, a historic Atlanta neighborhood. “You never stop learning, because you’ve got to be up to date on everything.”

Bill knows firsthand the value of continuing education. In 1964, after four years of what had started as a promising career at an Atlanta business magazine publishing company, he decided the job lacked the opportunities he wanted and was “going nowhere.” That spring, Bill attended a social meeting at the Heart of Atlanta Motel, where a guest speaker with multiple degrees inspired him to go back to school.

That fall, Bill enrolled in business school at what was then called Georgia State College. He earned his M.B.A. in June of 1966, and just a few months later he had a job at IBM. “That was the first time IBM had interviewed at Georgia State, and I’m very thankful for the fact that Georgia State enabled me to get into IBM,” he says. “It was the right combination of ingredients coming together. If that combination had never occurred, I don’t know if I’d have ever had another opportunity like that.”

IBM also gave Bill the chance to participate in its employee stock-purchase plan — to which he allotted 10 percent of his salary over 26 years. Now he’s showing his gratitude to Georgia State by donating a portion of that stock as a legacy gift, which will support university-wide scholarships granting today’s students wider opportunities of their own.

Just as he’s seen plenty of changes happen in Atlanta over the years, Bill has observed plenty of positive change at Georgia State as well. “I’m impressed by what I see going on on the campus these days,” Bill says. “And I hope that what I leave for scholarships can help other students the way Georgia State helped me.”

“'I'll always be thankful that I was with IBM, and that I was able to get accepted at Georgia State.'”

Georgia State
Opened Up a World of Opportunity for Bill White —
Now He’s Returning the Favor

Bill White, seen here at the site of the Atlanta History Center, has Georgia State to thank for opening up opportunities for him with IBM. Now he’s giving back to the university and supporting students through scholarships.
When you’ve risen high enough in your corporate hierarchy to have your own bobblehead doll made, it can be hard to stay grounded. But even though Georgia State alumna Ann-Marie Campbell is president of Home Depot’s Southern Division, overseeing 690 stores and more than 100,000 employees, she hasn’t forgotten where she started — as a cashier at store No. 216 in North Miami Beach, Fla.

“I understand about going to college and having to work for a living, juggling multiple things at once,” Campbell says. “I was able to move up in the company because people reached out and helped me. It went from a job to a career because I had people who believed in me.”

Hard work and a willingness to “be bold” helped Ann-Marie rise through the ranks — and so did the M.B.A. she earned from Georgia State. This past year, she endowed the Ann-Marie Campbell Scholarship at the J. Mack Robinson College of Business to help future Georgia State students make the same climb she did.

For the Campbell Scholars, those scholarships have been more than just money for tuition — they’ve been the start of a valuable relationship. “I was a little nervous to meet her,” says junior accounting major Julia Ngai, who got to meet Ann-Marie at Home Depot headquarters this past August. “But afterward, I went to Career Services and applied for Home Depot’s summer internship. And when I e-mailed her, thanking her for her time and letting her know that I’d applied, she told me to keep her updated with all the internships I was looking at.”

Ann-Marie’s commitment to the Campbell Scholars mirrors the commitment she’s kept during her 28 years at Home Depot — part of an overall corporate culture, she says, that reminds her she, too, is there to serve.

“For me, the good thing about being with a company with values like Home Depot’s is we’ve always been taught to give back,” Ann-Marie explains. “And giving back to the leaders of the future is something we should all do.”

Georgia State Helped Ann-Marie Campbell Rise to the Top —
Now She’s Helping Future Students Achieve Similar Success

“Giving back to the leaders of the future is something we should all do.”
The success Helen Aderhold achieved in life was not without obstacles. Some students attend college on the “six-year plan”; for Helen, it ended up being closer to 30 years.

“I went to college for one year at the Florida State College for Women, which is now Florida State University,” she says. Following this, she studied in business school to learn secretarial skills.

But it wasn’t until age 47 that Helen — by then married and a mother of a son — was able to resume her studies. “I felt strongly that returning to college was my goal,” she says. “It seemed frightening at first that I might disappoint my family and not be able to manage it all, but all went well. I have had a place in my heart for Georgia State ever since.”

That place is a generous one. Fifteen years ago, Helen’s late husband, John, gave a donation to Georgia State that helped build the Helen M. Aderhold Learning Center in the Fairlie-Poplar District. (“He called it a ‘birthday present,’” Helen recalls, shaking her head and smiling.) Helen herself kicked off Georgia State’s centennial year with a gift to the John Aderhold Fund for Excellence, which supports unrestricted scholarship funding for students.

As someone whose own education had to be delayed at a time when college opportunities for women were not a priority, Helen says she’s excited to contribute to a school that makes so many opportunities available to people of all genders, races and backgrounds. “Georgia State is an amazing place,” she says. “Everybody seems to take the same side, and it is the side of helping students become successful. Georgia State has so much to offer students who might never get to go to college otherwise. During this process, they learn that this was probably the most important decision of their lives.”
Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary 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:

- To be informed of the organization’s mission, of 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 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.

Developed by: American Association of Fundraising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), Association of Fundraising Professionals (AFP).


New Endowments Fiscal Year 2013

With gratitude, Georgia State relies on the invaluable support provided by the following new endowments established between July 1, 2012 and June 30, 2013.

John E. Aderhold Fund for Excellence Scholarship
Helen M. Aderhold

Ann-Marie Campbell Scholarship Endowment
Ann-Marie Campbell

Diaz Foods Scholarship
Rene Diaz

John M. Dyer First Generation Finance Scholarship
John M. Dyer

Epsilon Omega Chapter of Kappa Sigma Gene Epps Leadership Award Scholarship
Anthony R. Claxton, John A. Lanier Jr., McRae F. Williams

Luke and Susan Gregory Scholarship Endowment
Luke and Susan Gregory

Robert H. Hankla Endowment Award
Alice K. Hankla

L. Lynne Hogue Professorship in Law
Thomas J. Guzzo

Tony G. Holcombe Endowment for the J. Mack Robinson College of Business
Tony G. and Pam G. Holcombe

Hotels Equities Scholarship
Frederick W. Cerone

Amy R. Lederberg Award for Outstanding Research in Educational Psychology
Carol Springer Sargent

Connie and Ken McDaniel Scholarship
Connie D. and W. Ken McDaniel

North Point Hospitality Group Scholarship
S. Jay Patel

The Debiannne and Robert Peterman Scholarship Fund
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Wayne and Ruby Cole Reid Scholarship
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Mary A. and Sigmund C. Romski Scholarship
Maryann Romski, Beth Romski, Gerard Romski

Georgette Azeff Samaritan Nursing Scholarship
Georgette A. Samaritan

Stuart Schwarzschild Scholarship Fund
Stuart Schwarzschild *

Michael S. and Cynthia C. Shannon Scholarship
Michael S. Shannon

Edith and Tim Twomey Scholarship Endowment in the School of Accountancy
Edith and Timothy J. Twomey

The Aileen and Chris Valianos Music Scholarship Fund
Aileen B. and Chris J. Valianos

William B. White Scholarship Fund
William B. White

* deceased
FY13 Financial Highlights

An annual foundation expenditures for the benefit of Georgia State University graph.

Foundation total assets graph.

Foundation endowment pool balance graph.

Funds raised graph.
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 groundbreaking gifts provide fundamental support of the university’s mission as a premier research institution.
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.
The Legacy Circle recognizes alumni and friends who have included Georgia State University Foundation in their estate plans. These enduring gifts made by our Legacy Circle members ensure the long-term security and excellence of the university.
The Partners Circle represents those donors whose gifts totaled $1,000 or more between July 1, 2012 and June 30, 2013. These annual gifts provide vital support for Georgia State.
The donor lists in this publication include gifts made between July 1, 2012, and June 30, 2013. Every effort has been made to ensure all information is accurate. We welcome your feedback. Please contact Kim Cretors, Director of Donor Relations and Donor 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.

In the past 10 years, Georgia State has raised its graduation rate by 22 percentage points. In the last five years, the total number of conferred degrees has risen from 5,800 to 7,500.