UNITE
MAKING A DIFFERENCE, TOGETHER

Annual Report
Fiscal Year 2015
The University of Cincinnati
Foundation
Fundraising for the
University of Cincinnati, UC Health
& the UC Alumni Association
Five simple letters, profound with meaning.

At the UC Foundation, we focus every day on the causes that unite us in our work and in our passion.

We UNITE for hard-working students.

We UNITE for first-class patient care.

We UNITE for top-tier faculty.

We UNITE for ground-breaking research.

We UNITE for game-changing scholarships.

We UNITE for UC, UC Health & the UC Alumni Association.
For six consecutive years, The Princeton Review has ranked UC among the world’s greenest colleges.
“As we move forward into the future, the University of Cincinnati will not swerve from imagining an even better tomorrow.”

— Santa J. Ono, PhD
President, University of Cincinnati
@PREZONO
Traveling frequently to the University of Cincinnati and University of Cincinnati Foundation offices from my home in Chicago provides ample time for me to reflect on the importance of the various roles played by our foundation team — our devoted and skilled professional staff, our many volunteers and friends and our trustees.

The result of these united efforts was another successful year of fundraising, as our donors committed over $140 million to the university, UC Health and our Alumni Association. Even more impressive, we experienced a 20 percent jump in the number of donors from last year, as more than 36,000 alumni and friends gave back. To top it off, our Faculty and Staff Campaign achieved an unprecedented 72 percent participation rate that generated contributions of nearly $14 million!

As an early riser, I often leave my “home away from home” at the nearby Kingsgate Hotel across from the UC Medical complex to stroll through the winding campus walkways before sunrise. I rarely encounter anyone else and I can stop and take in the quiet beauty of our campus. The tranquility stands in stark contrast to what follows in a few short hours as thousands of students continue their pursuit to make dreams of fulfilling and productive futures come true. In no small measure, these dreams are transformed through the collective generosity of our donors and benefactors who answer the call.

A few numbers drive this point home. Enrollment at the university for the 2015–16 school year reached a record 44,096 students, requiring unprecedented levels of faculty hiring, program support and student financial aid. The FY16 university budget includes endowment income and private support of almost $120 million, which goes toward funding $62 million in scholarships and fellowships, as well as various research and educational programs. As you can see, philanthropic support is critical in delivering the exceptional educational experiences our university provides.

On behalf of the UC Foundation Board of Trustees, please accept our gratitude and know that your involvement and generosity truly make a difference in the lives of our students and our community. Whether through cutting-edge research conducted by our faculty, the quest for improved health solutions underway in our medical community or the achievements of our students and alumni across the globe, we are united in our pride for the great university we serve!
Last year, the University of Cincinnati Foundation marked a new milestone with *Transcend*, the first annual report published in the foundation’s history. The new publication gave us the chance to celebrate the impact donors make on the University of Cincinnati by highlighting stories of their transformational philanthropy and the incredible opportunities it provides our students, faculty, researchers, physicians and UC community.

This year, we are proud to once again share such stories with you by focusing on the impact donors make when they come together to support UC, UC Health and the UC Alumni Association. From gifts that help change the lives of individuals to programs that impact the entire UC community and beyond, it is truly amazing what can be achieved when Bearcats unite.

Inside, not only will you find a recap of our fundraising activities and our partners’ achievements from the previous year, but you also will find stories of Bearcats coming together to make a difference.

Last year, your support changed our students’ and patients’ lives. Donor support helped a UC swimmer bounce back from tragedy and realize a childhood dream. Scholarship support helped UC Blue Ash students explore new horizons by travelling to Peru for the first time.

UC programs celebrated important milestones. One foundation’s generosity helped the UC Neuroscience Institute pursue leading-edge research into the most aggressive form of brain cancer. A $4 million estate gift from an esteemed alumnus and his wife laid the groundwork for a new honors program in the McMicken College of Arts and Sciences.

Ongoing support of the Ohio Innocence Project led to the exoneration of three men convicted of crimes they did not commit, one of whom spent nearly 40 years in prison.

I am proud of the work that our Advancement team does every day, and I am honored to be part of a community that changes lives. Thank you for your support in everything we do to prove that when Bearcats unite, amazing things can happen.
Among the top 30 design schools on the planet.

—BusinessWeek
Imagine being convicted of a crime you didn’t commit.
Imagine spending nearly 40 years in prison for a crime you didn’t commit.
Imagine being sentenced to death by electrocution for a crime you didn’t commit.

Ricky Jackson of Cleveland, Ohio, doesn’t have to imagine it. He lived it.
“I... was sentenced to death by electrocution for a crime I didn’t commit,” said Ricky Jackson, testifying on the witness stand Nov. 18, 2014. Jackson was exonerated that day, thanks to the donor-funded Ohio Innocence Project (OIP) within the Lois and Richard Rosenthal Institute for Justice at the University of Cincinnati College of Law.

The OIP harnesses the energy and intellect of UC law students and seeks to identify inmates in Ohio prisons who are actually innocent of the crimes they were convicted of committing. Innocence is often determined by DNA testing, but can include other types of new evidence such as new witnesses, new expert testimony or evidence of police misconduct.

Jackson won his innocence after a key witness admitted lying to police. Just days after his release, Jackson traveled to UC to thank those responsible for his freedom.

“They came through like a knight in shining armor,” Jackson said about the UC students, faculty and staff who worked on his case. “They saved my life.”

UC donors also played a big part in winning his freedom. “Fundraising efforts on behalf of the OIP have played a huge part in this case,” said Mark Godsey, OIP director. “We were able to get the funds needed to hire private investigators who went door-to-door interviewing potential witnesses.”

Defending the Innocent

UC’s donor-funded Ohio Innocence Project works with students to free the wrongfully convicted

Richard Rosenthal with Ricky Jackson.

Since the OIP’s 2003 inception, more than 600 donors have contributed more than $5.2 million toward its efforts. “Through fundraising efforts, we’ve been able to make it a year-long program,” Godsey said about the OIP program. “We’ve been able to have about 200 students participate in the program.”

John Markus, one of Jackson’s student case workers, said his experience working for the OIP has been life-changing. “I’ve joked with family and friends that my law career may have peaked before it even started,” Markus said about his role in freeing Jackson.

“Students like John Markus are an infusion of energy to the OIP program each year,” Godsey said.

The program is competitive for students. With only 20 spots available each year, students must interview to be part of the OIP. Interviews begin in March and students begin work after Memorial Day. Students get to experience all levels of work, from speaking with police to interviewing witnesses to writing 90-page case briefs.

“It is truly a student-driven program,” Godsey said. “In about 40 percent of OIP cases, we’re able to investigate and find the true perpetrator. It would not all be possible without the students.”
“UC Health, Cincinnati’s academic health system, brings the most advanced specialized medical care to our region. This leadership is built on nearly 200 years of medical research, innovation, scientific discovery and the delivery of compassionate care. Our success is made possible thanks to donors like you.”

— Richard P. Lofgren, MD, MPH, FACP
President and CEO, UC Health
The University of Cincinnati is known for its co-operative education, its world-renowned architecture and its research prowess. Last fall, more than 1,000 UC students came to know it for something else: its transformational donors.

The inaugural UC Thank-A-Giver day gave students on all four UC campuses an introduction to the power of philanthropy, and 1,200 of them were moved to write thank-you notes to the benefactors who help make a UC education possible.

The day, known by its Twitter hashtag #UCTAGDay, was the brainchild of Adrienne McDade, director of annual giving at the UC Foundation. Fittingly for today’s student body, the day played out both on campus and over social media, becoming both a real and virtual event.

“We’re trying to build a new culture of student engagement, and part of that process is educating students on the impact of philanthropy,” said McDade. “So, in the weeks leading up to the event, we placed 137 tags on three campuses, all of which explained an impact of philanthropy.”

Through the tags, the Office of Annual Giving told the story of how philanthropy has shaped UC. Many provided students with an “aha!” moment by demonstrating how the parts of campus they use every day are made possible by UC donors. One such tag outside a computer lab explained that the lab only exists because of philanthropy.

For McDade and the Annual Giving team, helping current Bearcats understand the power of giving back is just the first step. She knows that Bearcat students eventually become Bearcat alumni.

“Ultimately, we want them to start thinking now about how they can give back to their alma mater as alumni,” said McDade. “We want them to understand that they can enhance the lives of future students through the giving of their time, talent and treasure.”

In fact, students involved in the project learned valuable lessons about the importance of volunteering. Members of the Student Alumni Council and senior class officers gave their time on #UCTAGDay, uploading photos to social media and helping their fellow students write thank-you notes and sign a large “Thank You” banner that was displayed in Tangeman University Center.

This past spring, donors began receiving the thank-you notes in the mail, and the response was enthusiastic. Some of the notes were written by scholarship recipients and student-athletes, while others focused on general philanthropic support.

At the heart of UC is an enduring testament to the power of philanthropy. McMicken Hall is named for the university’s first benefactor, Charles McMicken, whose $900,000 gift in 1858 was the catalyst in UC’s development.

This was a revelation for modern-day Bearcats. “As we talked to students about philanthropy, many were surprised to learn the story of Charles McMicken,” said McDade. “I think most of the students I spoke with didn’t know his story, and how philanthropy has touched the university for nearly all of its history.”

Now they do, and as this annual event grows, more and more students will learn that thanking a giver is just the first step to becoming one.
Since its 2007 inception, the annual Ride Cincinnati community event has raised more than $2 million for breast cancer research at the University of Cincinnati Cancer Institute, a collaboration between UC and UC Health.

“I’m proud to ride for such a noble cause, and I thank everyone for supporting the life-changing work happening at the UC Cancer Institute.”

— Rodney M. Grabowski
UC Advance Bike Team Captain
Year at a Glance

Bearcats unite to lift UC to new heights

From national rankings to inaugural events, fiscal year 2015 was a record-setting one for the University of Cincinnati, UC Health and UC Alumni Association. It was big for philanthropy, too. Everyone — from patients to clinicians, students to researchers and faculty to staff — teamed up to give back their time, talent and treasure in what was the third-most successful fundraising year in UC Foundation history.

The timeline to the right represents just a sampling of achievements and milestones for UC, UC Health and the UC Alumni Association.

AUGUST 2014
UC enrollment breaks records with 43,691 students.
The UC Health Stress Center, a treatment program for patients suffering from posttraumatic stress disorder, opens thanks in large part to a $400,000 investment from the Joey Votto Foundation.

OCTOBER 2014
The inaugural Bowties for Scholarships luncheon brings together Cincinnati celebrities who help raise more than $50,000 for student scholarships.
UC’s Bearcat mascot celebrates his 100th birthday.

U.S. News & World Report ranks UC Health’s University of Cincinnati Medical Center and West Chester Hospital among its list of “Best Hospitals.”

SEPTEMBER 2014
The Corbett Foundation announces a $1 million gift to the UC College-Conservatory of Music to benefit the J. Ralph Corbett Distinguished Chair in Opera.

NOVEMBER 2014
Thousands of UC alumni, students, faculty, staff and friends celebrate Homecoming Zinzinnati downtown the same weekend as America’s largest Oktoberfest.
The UC Foundation announces a $500,000 pledge from UC Health surgeon Peter Stern, MD, to create The Peter and Sandy Stern Diversity Scholarship in the UC College of Medicine.

DECEMBER 2014
UC enjoys its most successful GivingTuesday on record, receiving more than 750 gifts totaling nearly $60,000 in just one day.
The Bearcats football team makes its 16th bowl game appearance, its 8th in nine years, at the Military Bowl in Annapolis, MD.

FEBRUARY 2015
UC celebrates Black History Month with more than 20 events across campus, including a solidarity walk and tribute to Dr. Martin Luther King, Jr.
A $1.6 million gift from alumnus James B. Helmer Jr. is announced to benefit the new building fund for the UC College of Law.

APRIL 2015
The Princeton Review recognizes UC among its Green Colleges.
A student chapter of the Association of Fundraising Professionals (AFP) is established at UC — only the 38th student chapter in the United States.

MAY 2015
PayScale ranks UC No. 1 for return on investment among Ohio’s state universities.

JUNE 2015
UC Health becomes the largest provider of immunology and rheumatology services in the region with the acquisition of Cincinnati Arthritis Associates.
The Bearcats men’s basketball team wins an overtime thriller on a last-second shot by Troy Caupain to advance to the third round in the NCAA Tournament.

JULY 2014
Thousands of UC alumni, students, faculty, staff and friends celebrate Homecoming Zinzinnati downtown the same weekend as America’s largest Oktoberfest.

JULY 2014
UC celebrates Black History Month with more than 20 events across campus, including a solidarity walk and tribute to Dr. Martin Luther King, Jr.
A $1.6 million gift from alumnus James B. Helmer Jr. is announced to benefit the new building fund for the UC College of Law.

SEPTEMBER 2014
The Princeton Review recognizes UC among its Green Colleges.
A student chapter of the Association of Fundraising Professionals (AFP) is established at UC — only the 38th student chapter in the United States.

FEBRUARY 2015
UC celebrates Black History Month with more than 20 events across campus, including a solidarity walk and tribute to Dr. Martin Luther King, Jr.
A $1.6 million gift from alumnus James B. Helmer Jr. is announced to benefit the new building fund for the UC College of Law.

APRIL 2015
The Princeton Review recognizes UC among its Green Colleges.
A student chapter of the Association of Fundraising Professionals (AFP) is established at UC — only the 38th student chapter in the United States.
In 2014, The Rev. Dr. Larry Paul "LP" Jones, was enjoying breakfast with his wife, Nancy, the Priest-In-Charge at St. Barnabas Episcopal Church, when he stood up to get a cup of coffee and froze.

Nancy asked what was wrong, and LP couldn’t respond. The two did not know it then, but LP was battling the most aggressive form of brain cancer — glioblastoma.

In October 2014, LP was officially diagnosed.

“What kind of time do we have?” LP asked his physician. “I have a grandson due to be born next month, and one due in March. Will I see them?”

The physician told LP that he should see the first one. “That was a whole lot of words without very many,” LP said.

LP and Nancy turned to the University of Cincinnati Neuroscience Institute, a collaboration between UC and UC Health, for help.

“A UC physician told me, ‘This is a very serious disease, but you’ve got a shot at some life,’” said LP. Treatment commenced and LP beat the odds and was able to meet both grandchildren.

In March 2015, the Brain Tumor Center at the UC Neuroscience Institute received a $3 million gift from the Anna and Harold W. Huffman Foundation, of which LP serves as a trustee, and Nancy serves as president. The gift created The Anna and Harold W. Huffman Endowed Chair in Glioblastoma Experimental Therapeutics and The Glioblastoma Therapeutics Research Fund. One of the country’s most respected researchers in the field, David Plas, PhD, has assumed the position as chair and is now charged with developing a nationally recognized and funded glioblastoma research program.

“This gift provides our team the freedom to tackle the biggest problems in glioblastoma therapy,” Dr. Plas said. “Because of generous donors like the Huffman Foundation, we can pursue the most attractive opportunities that have the potential for being a home run in cancer treatment and care.”

Dr. Plas seeks to translate new findings from cancer biology studies into glioblastoma therapies. Research efforts will investigate new targets to help slow the spread of cancer and prevent chemotherapy resistance. He hopes to balance his approach for long-term payoff and near-term success.

“Dr. Plas is the ideal scientist to lead this new program and foster collaborations among researchers at UC and Children’s Hospital,” said Ronald Warnick, MD, medical director of the UC Brain Tumor Center and the John M. Tew, Jr., MD, Chair in Neurosurgical Oncology. “This endowed chair clearly demonstrates how partnerships with the community can accelerate cancer research and care in Cincinnati.”

Please visit ucbraintumorcenter.com to learn more about the life-changing work of the UC Brain Tumor Center.

By the numbers

Since its 2008 inception, the UC Brain Tumor Center has grown considerably. It now has:

Three endowed chairs
John M. Tew, Jr., MD Chair in Neurosurgical Oncology
Harold C. Schott Endowed Brain Tumor Molecular Therapeutics Chair
Anna and Harold W. Huffman Endowed Chair in Glioblastoma Experimental Therapeutics

Seven researchers (up from one dedicated researcher in 2008)

More than 3,700 donors who generously support its efforts*

*Fiscal year 2015

A Gift for the Future
$3 million gift to propel brain cancer research at UC Brain Tumor Center

In 2014, The Rev. Dr. Larry Paul "LP" Jones, was enjoying breakfast with his wife, Nancy, the Priest-In-Charge at St. Barnabas Episcopal Church, when he stood up to get a cup of coffee and froze.

Nancy asked what was wrong, and LP couldn’t respond. The two did not know it then, but LP was battling the most aggressive form of brain cancer — glioblastoma.

In October 2014, LP was officially diagnosed.

“What kind of time do we have?” LP asked his physician. “I have a grandson due to be born next month, and one due in March. Will I see them?”

The physician told LP that he should see the first one. “That was a whole lot of words without very many,” LP said.

LP and Nancy turned to the University of Cincinnati Neuroscience Institute, a collaboration between UC and UC Health, for help.

“A UC physician told me, ‘This is a very serious disease, but you’ve got a shot at some life,’” said LP. Treatment commenced and LP beat the odds and was able to meet both grandchildren.

In March 2015, the Brain Tumor Center at the UC Neuroscience Institute received a $3 million gift from the Anna and Harold W. Huffman Foundation, of which LP serves as a trustee, and Nancy serves as president. The gift created The Anna and Harold W. Huffman Endowed Chair in Glioblastoma Experimental Therapeutics and The Glioblastoma Therapeutics Research Fund. One of the country’s most respected researchers in the field, David Plas, PhD, has assumed the position as chair and is now charged with developing a nationally recognized and funded glioblastoma research program.

“This gift provides our team the freedom to tackle the biggest problems in glioblastoma therapy,” Dr. Plas said. “Because of generous donors like the Huffman Foundation, we can pursue the most attractive opportunities that have the potential for being a home run in cancer treatment and care.”

Dr. Plas seeks to translate new findings from cancer biology studies into glioblastoma therapies. Research efforts will investigate new targets to help slow the spread of cancer and prevent chemotherapy resistance. He hopes to balance his approach for long-term payoff and near-term success.

“Dr. Plas is the ideal scientist to lead this new program and foster collaborations among researchers at UC and Children’s Hospital,” said Ronald Warnick, MD, medical director of the UC Brain Tumor Center and the John M. Tew, Jr., MD, Chair in Neurosurgical Oncology. “This endowed chair clearly demonstrates how partnerships with the community can accelerate cancer research and care in Cincinnati.”

Please visit ucbraintumorcenter.com to learn more about the life-changing work of the UC Brain Tumor Center.
Donors have helped shape virtually every aspect of the University of Cincinnati. Gifts to UC create the buildings that comprise beautiful campuses, fund top-tier academic programs and provide opportunities that expand students’ horizons. For a group of students at UC Blue Ash, donor-funded grants provided a once-in-a-lifetime chance to explore the history and culture of ancient Peru.

Earlier this year, 11 UC Blue Ash students and their professor spent two weeks studying and traveling in Peru as part of the college’s accelerated study abroad program. The trip gave students an opportunity to improve Spanish language skills through daily study and immersion in a Spanish-speaking society. Equally important, they were able to explore the history and culture of one of Latin America’s most ancient civilizations.

“Peru is such a beautiful and unique country. As the main host of the Inca civilization, it is a great place to learn about history, art, culture and the pre-Columbian and pre-Inca civilizations,” said UC Blue Ash Spanish professor Angel Anorga, who led the study abroad trip.

For some, the trip presented their first opportunity to travel outside the United States, and a challenge to explore new frontiers — both geographical and personal.

“This trip has helped me grow so much personally,” said Taylar Glasgow, a UC Blue Ash junior studying international relations. “Before, I was not comfortable with the idea of traveling out of the country, but now I am considering the idea of living abroad for a whole year. As result of this experience, if I am faced with making an uncomfortable choice or taking the easy way out, I am always going to challenge myself.”

Jimmy Mills, a political science and economics major who participated in the trip, said he was surprised by his ability to carry on lengthy conversations in Spanish. “I never thought I could do that. The whole experience was amazing, and it has definitely made me more confident in my abilities to explore new places and meet new people.”

For Mills, the recipient of a UC Blue Ash Dean’s Scholarship, that opportunity could not have happened without the philanthropic support he has received from UC donors. “I don’t think I can express how appreciative I am for being able to take this trip, it was a life-changing experience that has made me much more confident in my abilities. It is great that UC Blue Ash provides this opportunity and also that I received financial support to make this trip possible.”

Donor generosity has transformed UC. For these UC Blue Ash students, it has transformed the way they experience and think about the world, too.

Expanding Horizons
Philanthropic support helps UC Blue Ash students study abroad
A research heavyweight.
— The Chronicle of Higher Education
Financial Highlights

UC Foundation and UC Health Foundation Combined

REVENUES

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>61,292,541</td>
<td>66,835,684</td>
</tr>
<tr>
<td>University fee</td>
<td>8,062,641</td>
<td>3,481,534</td>
</tr>
<tr>
<td>Assessment fee</td>
<td>11,338,351</td>
<td>11,297,354</td>
</tr>
<tr>
<td>Investment gains, net</td>
<td>3,876,990</td>
<td>40,048,213</td>
</tr>
<tr>
<td>Other</td>
<td>1,222,746</td>
<td>1,640,937</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>$85,793,269</td>
<td>$123,303,722</td>
</tr>
</tbody>
</table>

EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributions to University of Cincinnati</td>
<td>42,050,907</td>
<td>37,243,602</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>22,668,481</td>
<td>17,344,641</td>
</tr>
<tr>
<td>Assessment fee</td>
<td>4,967,365</td>
<td>4,337,821</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$69,686,753</td>
<td>$58,926,064</td>
</tr>
<tr>
<td>Change in present value of annuities payable</td>
<td>291,537</td>
<td>1,018,823</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES AND OTHER DEDUCTIONS</strong></td>
<td>$69,978,290</td>
<td>$59,944,887</td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NET ASSETS, BEGINNING OF YEAR</strong></td>
<td>$424,971,981</td>
<td>$361,613,146</td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td>$440,786,960</td>
<td>$424,971,981</td>
</tr>
</tbody>
</table>

ASSETS

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>8,112,508</td>
<td>3,344,872</td>
</tr>
<tr>
<td>Pledges receivable, net of allowance</td>
<td>77,878,609</td>
<td>75,841,933</td>
</tr>
<tr>
<td>Investments</td>
<td>349,816,291</td>
<td>337,795,210</td>
</tr>
<tr>
<td>Beneficial interest in assets</td>
<td>12,680,470</td>
<td>12,301,397</td>
</tr>
<tr>
<td>Property and equipment</td>
<td>3,794,767</td>
<td>2,023,548</td>
</tr>
<tr>
<td>Other assets</td>
<td>1,157,454</td>
<td>5,834,160</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$453,440,099</td>
<td>$437,141,120</td>
</tr>
</tbody>
</table>

LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>2,934,658</td>
<td>1,816,126</td>
</tr>
<tr>
<td>Agency payable</td>
<td>433,268</td>
<td>972,000</td>
</tr>
<tr>
<td>Trusts held for the benefit of others</td>
<td>916,818</td>
<td>1,053,266</td>
</tr>
<tr>
<td>Present value of annuities payable</td>
<td>7,033,366</td>
<td>7,318,904</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>1,330,009</td>
<td>1,008,843</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$12,653,139</td>
<td>$12,169,139</td>
</tr>
</tbody>
</table>

NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS</strong></td>
<td>$440,786,960</td>
<td>$424,971,981</td>
</tr>
</tbody>
</table>

TOTAL LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$453,440,099</td>
<td>$437,141,120</td>
</tr>
</tbody>
</table>

Fiscal Year 2015 Commitments

$140,422,175
IN TOTAL FUNDS

BY DOLLARS

PLEDGES $673,324
PLANNED GIFTS $24,808
MATCHING GIFTS $31,127
OUTRIGHT GIFTS $64,208

BY PURPOSE

NON-GOVERNMENT RESEARCH FUNDING $12,884
CORPORATION $12,934
EQUIPMENT $3,916
PLANNED GIFTS $29,756
Private Foundation $10,900
FRIEND $17,284
UNRESTRICTED $12,934
SCHOLARSHIPS & FELLOWSHIPS $6,951
CHAIRS & PROFESSORSHIPS $3,916
FACILITIES & EQUIPMENT $9,174

University of Cincinnati Fundraising History
with Campaign Averages

Years 1975 – 2015

MILLION

$250
Total Commitments
Campaign Averages

$200

$150

$100

$50

$0

2015

1975
Managing the University of Cincinnati’s $1.2 billion endowment can be a tall order. Fortunately for UC’s generous investors, UC’s Chief Investment Officer Karl Scheer stands 6 feet 6 inches with a top-notch team behind him. His office expertly manages UC’s endowment assets, balancing expected returns and risks in support of the university’s long-term goals.

**QUESTION: WHAT BROUGHT YOU TO UC?**

Karl Scheer: I consider myself a third-generation Bearcat (my grandfather and mom are UC grads), and it has been wonderful to meet many other talented, generous and friendly members of the UC community. Between my own roots and the tremendous impact this institution has on so many lives, managing UC’s endowment capital is very rewarding. I find inspiration in knowing that our efforts ultimately help students, professors and researchers perform their important work, and I’m grateful to be part of the UC family.

**Q: HOW DOES YOUR OFFICE MANAGE SUCH A LARGE PORTFOLIO?**

KS: I’m fortunate to work with many talented individuals, because managing the endowment is really a team effort. Our skilled and dedicated investment committee (see sidebar) helps me and the rest of our investment team get better at what we do every day. Plus, President Ono, his staff and the UC Board of Trustees are excellent partners and leaders for the investment program and provide quality governance that drives positive outcomes. When you combine this level of expertise with the investment benefits of a permanent pool of capital with predictable spending and consistent investment objectives, we all work together to achieve success.

**Q: HOW DOES YOUR INVESTMENT PHILOSOPHY INFORM OVERALL STRATEGY?**

KS: I’m a long-term fundamental value-oriented investor at heart. Many investors are unable to resist the latest fad in investment markets, but I learned early on that you have to focus on owning assets at or below their value and you cannot chase returns. At UC’s investment office, we are very focused on removing our emotions from investment decisions and avoiding behavioral mistakes that may lead to undesirable results. Our strategy is based on a highly disciplined effort to know our managers intimately and rebalance underperforming investments.

**Q: WHAT IS YOUR TEAM’S GREATEST STRENGTH?**

KS: The team excels in its combination of strategy, talented advisors and long-term thinking. These elements have helped create an ideal environment for growth and stability. While markets can change dramatically in the short term, we have established a track record of growth when taking a longer view. For instance, our three-year performance (up over 9 percent per year) and five-year performance (up nearly 10 percent per year) is very strong. This growth is especially exciting when you consider how many wonderful things are supported by the endowment around UC.
“Everyone at UC Health, including West Chester Hospital, is committed to providing our community with the very best in patient-centered medical care. We continuously strive to drive innovation through groundbreaking research in addition to educating and inspiring the next generation of health care professionals. Our vision is to be a regional leader in solving complex medical problems and to serve as an invaluable community partner.”

— Kevin Joseph, MD
Président and CEO, West Chester Hospital
Getting Back in the Pool

After a two-year hiatus, Keire returns to swimming and wins big for the Bearcats

Donor support helps make student dreams a reality every day. For one Bearcat, a scholarship to the University of Cincinnati created the opportunity to bounce back from a trauma, and fulfill a childhood dream.

At age 7, Jackie Keire told her mom she wanted to be a competitive swimmer. She took to the water naturally, under the careful instruction of her mom in their small backyard pool.

The water became a happy spot for her. A place she could leave her troubles behind. A peaceful place. Her place.

“I felt at home in the water,” Keire said.

Then one day she didn’t feel at home. Her father, Kanut, died unexpectedly. Keire was just 16, and the relief she once found in swimming was replaced by new demons.

It took nearly two years for Keire to get back in the water. “I remember sitting on the steps with my mom talking about wanting to get back into it. It really didn’t seem like two years had passed. It felt like two months."

So Keire got back in the pool, but she faced another challenge. Schools that would have lined up to recruit her before knew nothing of her return. She didn’t have current race times, so she began personally reaching out to schools.

“I wanted someone to believe in me,” she said.

Fortunately, UC and two other donors did.

The Bearcats swim coaches saw something in Keire. She was extended an offer to be a Bearcat, and received a scholarship made possible by two generous donors. That support didn’t just make Keire grateful, it inspired her to give her all while at UC.

“I’m extremely proud of Jackie’s accomplishments this year,” said head coach Mandy Commons-DiSalle. "She continues to improve in the pool and really embodies the Bearcat spirit as a student-athlete at Cincinnati. I expect this trend to continue and am looking forward to seeing how she progresses and leads our program in the upcoming year. She has her sights set on the Olympics next year and we are working hard toward this goal."

Keire has some advice for aspiring college athletes and young swimmers, “Appreciate what is given to you, take advantage of the opportunity and say thank you."

In June 2015, UC named Keire the Female Athlete of the Year.
In October 1995, Milton Margolis, a 1939 graduate of University of Cincinnati’s McMicken College of Arts and Sciences, stood in front of an audience of his peers to accept a humanitarian award. In his remarks, the former vice-chairman of Host Apparel quoted political philosopher Edmund Burke, saying, “The only thing necessary for evil to triumph is for good men and women to do nothing.”

Just one month later, Milton passed away. His legacy, however, lives on.

In November 2014, McMicken College received a $4 million gift from the estate of Magda Margolis, Milton’s late wife. Magda, an escapee from communist Czechoslovakia, met Milton on a blind date in New York. The two fell in love, and wed in 1964.

Magda’s estate gift established the Magda and Milton Margolis Fund for Arts and Sciences at McMicken College, which will be used to create a new honors program within the college and will benefit scholarships, faculty, research and diversity initiatives.

“This incredibly generous gift from the late Magda Margolis will create both immediate and long-term impact for our students, faculty and programs,” said Ken Petren, dean of the McMicken College of Arts and Sciences. “The Margolis fund will provide the college with a permanent source of flexible support, giving academic leaders like me the ability to respond to opportunities and challenges now and in the future.”

The new McMicken Honors Scholars Program will be designed to attract the very best students from across the nation — those who exhibit a high degree of academic performance, intellectual curiosity, creative thinking, leadership and a commitment to service. These talented students will engage in a rigorous program of liberal arts scholarship and receive four-year renewable, full-tuition awards as well as dedicated funding to support study abroad experiences, internships and independent research.

“I’m excited about the impact this major gift will have on the ability of our university’s oldest and largest college to recruit the best and brightest students to Ohio,” said UC President Santa J. Ono. “The McMicken College of Arts and Sciences serves more than 8,000 students and boasts 500 faculty members, and this gift is sure to benefit a large number of them through scholarships, fellowships, research funding and more.”

In addition to funding the new McMicken Honors Scholars Program, the gift will provide seed funding and supplemental support to faculty whose research is innovative and interdisciplinary and has the ability to attract external grants. It also will incentivize faculty to deliver course content in creative ways that increase student engagement and knowledge retention. Finally, the gift will support programmatic investments and travel needed to recruit and retain students and faculty from underrepresented groups.

Somewhere, Milton and Magda are smiling.
UC Foundation Leadership

RODNEY M. GRABOWSKI, MBA, CFRE
President, UC Foundation
Vice President for University Advancement, UC
CEQ, UC Health Foundation

LAURA A. BOLDUC
Vice President for Donor Engagement

DEBORAH J. ROBINSON, PhD
Vice President for Development

THOMAS D. FREEMAN, MBA ‘87
Vice President and Chief Financial Officer
Treasurer, UC Foundation Board of Trustees

LYNNETTE M. HEARD, Méd, CECH ’75
Executive Director of Foundation Board Relations
Secretary, UC Foundation Board of Trustees

JENNIFER L. HEISEY, A&S ’97
Executive Director, UC Alumni Association
Vice President for Alumni Relations, UC Foundation

CARRIE WHITE
Vice President for Advancement Services

UC Foundation Board of Trustees

CHAIR
Robert L. Fealy
Elmhurst, Illinois

RODNEY M. GRABOWSKI, MBA, CFRE
Cincinnati, Ohio

IMMEDIATE PAST CHAIR
Steven A. Wilson
Fort Lauderdale, Florida

PRESIDENT
Rodney M. Grabowski, MBA, CFRE
Cincinnati, Ohio

TREASURER
Thomas D. Freeman, MBA
Cincinnati, Ohio

SECRETARY
Lynnette M. Heard, Méd
West Chester, Ohio

TRUSTEES
Shakila L. Ahmad
Mason, Ohio

Peter A. Alpaugh
Cincinnati, Ohio

Clark E. Beck, Sr., PE, SGI
Dayton, Ohio

John B. Berding
Cincinnati, Ohio

Elroy (El) Bourgraf
Cincinnati, Ohio

Henry T. Brown
Wolfe, Massachusetts

Otto M. Bugh, Jr.
Cincinnati, Ohio

Kenneth V. Byers, Jr.
Cincinnati, Ohio

Daniel P. Camrich
Carmel, Indiana

PhD D. Collins
Cincinnati, Ohio

Patricia L. Klingbiel Connell
Elmhurst, Illinois

Sean P. Connell
Elmhurst, Illinois

Sally W. Coni, FSA
Cincinnati, Ohio

Todd C. De Garmo
Washington, DC

Thomas E. Dewey
Cincinnati, Ohio

David B. Dillon
Kansas City, Missouri

Robert E. Dobbs
Cincinnati, Ohio

Dianne G. Donkilmann
Cincinnati, Ohio

Brian L. Hall
Cleveland, Ohio

Donald C. Harrison, MD
Cincinnati, Ohio

Carrie K. Hayden
Steamboat Springs, Colorado

Robert A. Heinemann
Cincinnati, Ohio

Stuart G. Hoffman, PhD
Pittsburgh, Pennsylvania

Kathryn A. Hollister
Cincinnati, Ohio

Thomas H. Huens, Jr.
Cincinnati, Ohio

Gary F. Johns
Cincinnati, Ohio

Timothy E. Johnson, PhD
Cincinnati, Ohio

Joseph P. Judge
Washington, D.C.

Barbara W. Keiller
Cincinnati, Ohio

Robert L. King, Jr.
Pinecrest, Florida

Marvin P. Knollbein
Cincinnati, Ohio

William H. Kral
Dayton, Ohio

Levi H. Laugh, Jr.
Cincinnati, Ohio

Jerry P. Lenzen
Carlsbad, Connecticut

Laura L. Learmonth, Esp.
Cincinnati, Ohio

Doreli S. Learmonth, Esp.
Cincinnati, Ohio

William E. Lauver
Cincinnati, Ohio

Rae Ann Mang
Nothcreek, Massachusetts

Darrell D. Miller, Esq.
Los Angeles, California

Thomas E. Mitchell
Cincinnati, Ohio

Jeffre E. Moine, II
Cincinnati, Ohio

William B. Manning
Cincinnati, Ohio

Shelton P. Murphy
Cincinnati, Ohio

Jacqueline C. Neumann
Cincinnati, Ohio

Valerie L. Nowell
Cincinnati, Ohio

Cora R. Ogil, PhD
Cincinnati, Ohio

Michael J. Pianta
Manistee, Michigan

R. Michael Prescott
Cincinnati, Ohio

Ellen Rieveschl
Cincinnati, Ohio

Alex F. Riche, Jr.
Cincinnati, Ohio

Ryan M. Roelby
Cincinnati, Ohio

James A. Schiff
Cincinnati, Ohio

Michael T. Schuler
Manville, Ohio

James C. Schwab
Cincinnati, Ohio

Richard C. Seal
Cincinnati, Ohio

Tony J. Shepley
Cincinnati, Ohio

Randall E. Smith
Cincinnati, Ohio

John H. Tew, Jr., MD
Cincinnati, Ohio

Richard E. Burchard
New York, New York

Woodrow H. Wilson
New York, New York

Myron E. Ullman, III
Cincinnati, Ohio

Barbara M. Valentine
Cincinnati, Ohio

Nancy Russell Hamant, EdD
Cincinnati, Ohio

Robert J. King, Jr.
Cincinnati, Ohio

Myron E. Ullman, III
Cincinnati, Ohio

Charles E. van der Laan
Cincinnati, Ohio

Margaret K. Valentine
Cincinnati, Ohio

W. M. Van Meter
Cincinnati, Ohio

Robert F. Ambach, MPA
Cincinnati, Ohio

Beverly Daversat, PhD
Cincinnati, Ohio

Gene L. Glazer, PhD, RN, CFRE
Cincinnati, Ohio

Richard J. Harknett, PhD
Cincinnati, Ohio

Richard L. Hefley, MD, MPH, FACP
Cincinnati, Ohio

William Troy Keen
Cincinnati, Ohio

Santa J. One, PhD
President, University of Cincinnati
Cincinnati, Ohio

TRUSTEES EMERITI
Eugene R. Alligood
Belmar, Texas

James E. Blakeman
Dayton, Ohio

Clifford H. Coors
Cincinnati, Ohio

William H. Dickhoner
Cincinnati, Ohio

Johnie B. Grumley
Cincinnati, Ohio

Nancy Russell Hamant, EdD
Cincinnati, Ohio

Renee J. Katz
Cincinnati, Ohio

James C. Kaesz
Tucson, Arizona

David M. Lano
Cincinnati, Ohio

Jerome P. Montopoli
Cincinnati, Ohio

Marjorie Motch
Cincinnati, Ohio

Edward W. Wedbush
Covington, Kentucky

Marjorie Motch
Cincinnati, Ohio

H.C. “Buck” Nickoff
Cincinnati, Ohio

Yeume C. Robertson
Cincinnati, Ohio

S. Jay Stewart
Bogota, Florida

J. Clay Stinson
Bellevue, Kentucky

Edward H. Welches
Ranch Santa Fe, California

Jeffrey L. Wyler
Cincinnati, Ohio

* As of June 30, 2015
= Herschede Society
Ways to Give

The continued success of our beloved university is largely supported by the generosity of alumni and friends like you. When you give your time, talent and treasure, you enable the University of Cincinnati to provide students and faculty with experiences that transcend the norm and positively affect lives for generations to come. No matter how or how much you give, your generosity makes a difference.

There are many ways to give, including:

- Cash Gifts
- Pledges
- Matching Gifts
- Honorary and Memorial Gifts
- Endowments
- Gift Plans and Bequests
- Stocks, Bonds and Mutual Funds
- Personal Property and Real Estate
- Life Insurance

MAKE AN IMMEDIATE IMPACT
Visit uc.edu/give today.

CONTACT
To learn more about the many ways you can give back to UC, visit uc.edu/foundation or call the UC Foundation at (513) 556-9658.