

Our endowment allows donors to create a lasting impact by investing in our students and the resources that support their success: scholarships, academic programs that distinguish NKU from its peers, student research, faculty excellence, and our outstanding facilities.

The endowment provides a firm foundation of assets that are held in perpetuity, providing long-term sustainable support that allows NKU to help our students achieve their educational goals, fueling a lifetime of continued development and achievement.



RODNEY D'SOUZA
FIFTH THIRD BANK ENDOWED
PROFESSOR OF ENTREPRENEURSHIP

FACULTY/STUDENT IMPACT
From business owner in India to student then professor at Northern Kentucky University, Rodney D'Souza uses his entrepreneurial skills to provide opportunities to today's NKU students.

D'Souza is the director of the Center for Innovation and Entrepreneurship and teaches NKU students about new venture creation, new venture management, and business plan writing. D'Souza is also the Fifth Third Bank Endowed Professor of Entrepreneurship—one of the highest academic awards that can be bestowed on a faculty member. "It's a highlight of my academic and professional

career," D'Souza says. "This generous donation from Fifth Third Bank supports our academic and co-curricular programs, fosters research, and most importantly, supports our students' innovative and scholarly work."

D'Souza serves on the scholarship selection committee for students in entrepreneurship at NKU, where he notes that 80 percent of the university's students work 20 or more hours a week to help pay for their education. Throughout his years of experience in the classroom, D'Souza has noticed that his students who attend NKU on scholarships focus more of their attention on academic and co-curricular pursuits, and less on having to work to pay for college. "Students who receive the financial generosity and support from donors are not only extremely grateful, but also hold themselves to a higher standard," he says. D'Souza says that being awarded a scholarship instills a

55%

INCREASE IN GIFTS
FOR YEAR ENDED JUNE 30, 2015
WHEN COMPARED TO
YEAR ENDING JUNE 30, 2014

\$692,000

**AVAILABLE FOR
FACULTY SUPPORT**
FOR YEAR ENDED JUNE 30, 2015

279

INDIVIDUAL FUNDS
MAKE UP THE NKU FOUNDATION
ENDOWMENT



JARED YOUNG
COO, VEGY VIDA AND FIFTH
THIRD ENDOWED SCHOLARSHIP
RECIPIENT



MARISA YERACE
JAMES C. AND RACHEL M.
VOTRUBA ENDOWED
SCHOLARSHIP RECIPIENT

pay-it-forward mindset, and encourages these recipients to give back in the future—just as they have been helped.

D’Souza calls scholarships a gateway to opportunities for students at NKU. “Rewarding hard work and academic success through scholarships for our students alleviates one of their biggest roadblocks to success—paying for college,” he says. “Donors, such as Fifth Third Bank, are of great importance to this University. Your contribution and ongoing commitment positions our students for success in this competitive business world. Thank you for investing and entrusting us with the

rewarding pursuit of educating our future leaders.”

Jared Young is changing the world for the better. And if it weren’t for the help of NKU donors and scholarships, Young says his dreams and goals would have been greatly delayed - and may not have happened at all.

Young, a 23-year-old Entrepreneurship major from Burlington, Ky., is a former student of Rodney D’Souza’s and graduated last May. He did so without a load of student loan debt. Along the way, he was able to focus on his dream instead of worrying about how he would pay for school.

“For a long time, I had a routine where I would go to school, then go to work at a pizzeria to help pay for it,” Young says. “When I received scholarships I was able to focus on doing what I wanted to do.”

Young was awarded three scholarships, including the Fifth Third Endowed Scholarship, and by 2014, he was able to start his business: Vegy Vida, healthy dips for children created to mask the bitter taste of vegetables. Young’s Vegy Vida products are launching in regional supermarkets this fall.

“I am blessed that I received the Fifth Third Endowed Scholarship,” Young says. “It allowed me to explore my dream of becoming an entrepreneur before graduating, and gave me the extra time to fully take advantage of the resources NKU has to offer. As soon as I graduated I was able to hit the ground running with my business. This would have never been possible without the support of the Fifth Third Endowed scholarship.”

And what would he say to those people who helped him by donating to NKU?

“What do you say to someone who helped you achieve your dreams?” he says. “I say thank you. Their gifts are facilitating us changing the world, and that will cause a ripple effect.”

STUDENT IMPACT

First, let’s make a couple of things clear: One—**Marisa Yerace** says everyone has to find their own definition of success. Yerace, a 19-year-old junior from Richmond, Ky., came to NKU as a Theatre major. Now, she’s an English major.

Two, as Yerace says, “NKU means paying it forward.”

“I used to think you had to have a very clear, defined path ahead of you to be successful: Go to college, get a specific degree, have these specific internships, and move to a specific place for a specific job,” she says. “Something I learned at NKU very early on was that this wasn’t the way you had to go about it.”

“You could meander,” she says. “Get the degree you want and find a job you never knew existed. Success is everywhere. But make sure and pass on the help you’ve received.”

Like when she became a recipient of the James C. and Rachel M. Votruba Endowed Scholarship. She knew she had to give back.

“I was surprised when I came to NKU,” Marisa says, “because I was seeing an entire campus culture built around helping and mentoring each other. I knew I wanted to give back to this supportive campus culture.”

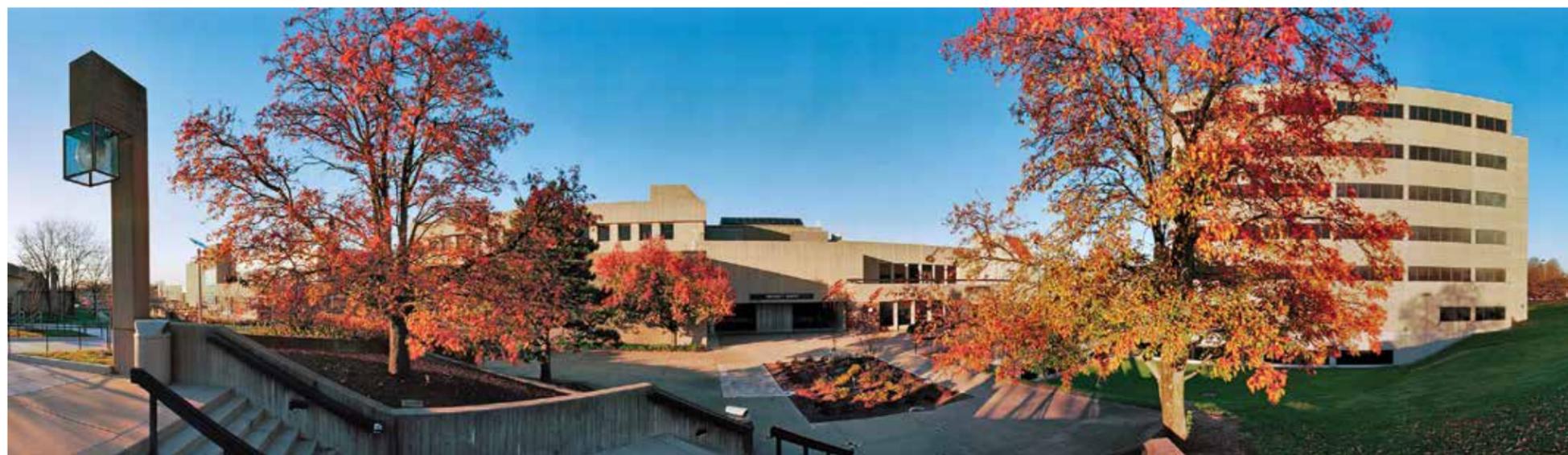
This has been her road. She continues to give back.

“If you bother to put forth a little effort in meeting people, getting involved, and trying to succeed, you’ll find a plethora of faculty and students who want to help advance you,” she says.

Like those who provided her scholarship.

DONOR IMPACT

“NKU has played a vital role in my life both professionally and personally,” said **Kara Williams** who graduated from NKU in 2001 with a degree in organizational communication. Williams is Founder + Chief Strategist of Shoestring Strategies, a marketing and strategic impact firm designed to support small business and non profit organizations in Greater Cincinnati.



\$2.9 MILLION
PAID FOR STUDENT
FINANCIAL AID
FOR YEAR ENDED JUNE 30, 2015

844
STUDENTS
RECEIVING
SCHOLARSHIPS
FOR YEAR ENDED JUNE 30, 2015

NKU
ENDOWMENTS
PROVIDE
FUNDING FOR:

INSTRUCTION

RESEARCH

PUBLIC SERVICE

ACADEMIC
SUPPORT

UNIVERSITY
FACILITIES AND
EQUIPMENT

STUDENT
FINANCIAL AID

“NKU is where I learned the value of service learning and realized I loved giving back to the community,” said Williams. She has served in various volunteer capacities at NKU, and is currently the secretary of the NKU Foundation, chair of its Membership Committee, and a member of the Executive Committee.

She has financially supported many causes on campus including the James C. and Rachel M. Votruba Endowed Scholarship which supports students like Marisa Yerace. Williams said, “Of course, I recognize firsthand the transformative power of education and want to give back to the institution that taught me how to view the world from many perspectives and in a different way. Helping to fund a scholarship that directly impacts students is my way to open that door for others.”

ENDOWMENT IMPACT

One of the primary goals of the NKU Foundation is to exercise effective and responsible stewardship of the gifts to the university. The NKUF Investment Committee in consultation with its professional investment advisor, Fund Evaluation Group, LLC (FEG), proactively manage



KARA WILLIAMS
SECRETARY,
NKU FOUNDATION



JASON JACKMAN
CHAIR,
INVESTMENT COMMITTEE

the foundation’s portfolio. Staff and Investment Committee members comprise diverse areas of expertise which bring a wealth of financial experience to the management of the Foundation’s investments.

With the input of FEG, the Investment Committee hires investment managers whose portfolios fit within the Foundation’s investment policy of long-term growth and minimizing risk versus reward. Target allocations and investment managers are reviewed on a quarterly basis to ensure objectives are being met, and assets are rebalanced to keep them in line with the target ranges for each asset class.

Jason Jackman, chair of the Investment Committee and member of the Executive Committee, attributed the endowment’s success to strong governance from the Investment Committee.

“Our endowment, which directly contributes to our student success and the faculty, programs, and facilities that support them, stands as a testament to the dedication and generosity of the volunteers, alumni, and friends of NKU,” Jackman said. “We have you to thank for continuing NKU’s legacy of success by supporting and developing the leaders and citizens of tomorrow.”

\$94.9 MILLION
ENDOWMENT POOL
MARKET VALUE
AS OF JUNE 30, 2015

\$107,244,000
IN TOTAL ASSETS
AS OF JUNE 30, 2015

ABOUT THE FOUNDATION

Our Mission

Our mission is to secure, invest, steward and distribute private resources in support of Northern Kentucky University, to advocate for the University’s best interests, and to build lasting relationships with alumni and friends.

Our 2020 Vision

We will be recognized by the NKU community, donors and friends, peer organizations, and regional leaders for excellence in fundraising, stewardship, and advocacy which advances Northern Kentucky University.