PARTNERSHIP MAKES IT POSSIBLE
During a fundraising year like no other, K-Staters proved loyal, giving $177.4 million in gifts, pledges and commitments in FY20. These results would not have been possible without the extraordinary partnership of K-State leaders like you.

In the following pages, we are proud to share what your partnership with the KSU Foundation made possible in FY20.
The KSU Foundation is K-State’s strategic partner for philanthropy. The professionals at KSU Foundation inspire and guide philanthropy toward university priorities to boldly advance K-State. Together with our donors, we were able to deliver exceptional philanthropic outcomes to K-State in FY20.

- **$91.1M** Cash (including outright gifts and endowment distributions) made available to K-State through the KSU Foundation in FY20.

- **$177.4M** Total gifts and commitments raised by the KSU Foundation in FY20.

- **$128.5M** Gifts and commitments raised for the academy alone in FY20.

*Where donors gave*

In FY20, donors gave:
- **$128.5M** to K-State academics and programs.
- **$45.8M** to Athletics/Ahearn Fund.
- **$2.9M** to the K-State Alumni Association.

$4.1M

The university’s investment in KSU Foundation’s professional fundraising services in FY20 (actual).
K-STATE'S RETURN ON INVESTMENT ON FUNDRAISING

48x

return on investment
5-year average.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Fundraising</th>
<th>Investment in Fundraising Services (Actual)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY16</td>
<td>$150.6M</td>
<td>$3.006M</td>
</tr>
<tr>
<td>FY17</td>
<td>$152.6M</td>
<td>$3.275M</td>
</tr>
<tr>
<td>FY18</td>
<td>$174.2M</td>
<td>$3.586M</td>
</tr>
<tr>
<td>FY19</td>
<td>$212.3M</td>
<td>$4.105M</td>
</tr>
<tr>
<td>FY20</td>
<td>$177.4M</td>
<td>$4.181M</td>
</tr>
</tbody>
</table>

Total fundraising
K-State's investment in fundraising services (actual)
The three-year fundraising average reached an all-time high of $187.3 million, a 26.3% increase over the previous three years.

$177.4M new gifts and commitment.

$81M in planned gifts.

41 a record 41 gifts of $1M or more.

Fundraising for the Innovation and Inspiration Campaign was completed June 30, 2020, exceeding it’s $1.4 million goal by more than $200 million.
GROWING SCHOLARSHIPS

$650K Initial investment (one donor).

$7.5M 8 donor matches.

$14.75M in new scholarship matches.

$140K supporting 220 students in 2019-20.

162 New scholarships created.

$53M Gifts and commitments raised for scholarships and student success, up from $47M in FY19.

$18.6M Delivered to campus to support student scholarships and success.
REAL ESTATE STRENGTHENING K-STATE

$92M

In the last 18 years, the KSU Foundation has seen growth in total real estate holdings. Some are gifts of property from donors, other are acquired by the KSU Foundation to strengthen K-State’s teaching, research or service.

With some of those holdings, the KSU Foundation is able to create strategic real estate development projects that enhance K-State and the Manhattan, Kansas, communities. Each project helps surround the K-State campus with supportive partners that advance our land-grant mission.

STRATEGIC REAL ESTATE DEVELOPMENT

KANSAS DEPARTMENT OF AGRICULTURE

The KSU Foundation built the original Kansas Department of Agriculture’s 50,000-square-foot headquarters building in 2014. In 2020 the Foundation built 20,000 square feet of new lab facilities for Kansas Department of Agriculture adjacent to their headquarters building.

STORMONT VAIL HEALTH

In partnership with the KSU Foundation, Stormont Vail Health will develop the Cotton O’Neil Manhattan Medical Campus, a 55,000-square-foot medical office building to be located in the K-State Research Park. The projected completion date is the fall of 2022. Stormont Vail and Kansas State University announced their plans to form an academic partnership in the College of Health and Human Sciences’ Physician Assistant Program in September.
THE EDGE COLLABORATION DISTRICT AT K-STATE

The Edge Collaboration District at K-State is a partnership between Kansas State University and the KSU Foundation to inspire industry collaboration along the northern edge of our campus. It’s where industry, research and talent come together to produce meaningful innovations and real outcomes to Kansas and beyond.

ALUMNI VILLAGE AT K-STATE

Alumni Village at K-State will provide a one-of-a-kind living experience in Manhattan, Kans. It is situated in the 1700 block of Anderson Avenue along the south side of the iconic campus and walkable to the Aggieville entertainment district.

MASTER PLANS, PROJECT SCOPING & CONSTRUCTION

From concept to ribbon cutting, the KSU Foundation’s real estate team delivers master planning, project scoping and construction management services to philanthropically funded capital projects. In FY20, project and value management provided by KSU Foundation represented almost $4 million in cost savings to the university.

MORRIS FAMILY MULTICULTURAL STUDENT CENTER

A 13,440-square-foot facility adjacent to the K-State Student Union, the Morris Family Multicultural Student Center has been a dream for many generations of K-State students. This new center will include gathering, eating and performance spaces, student and multicultural student organization group spaces, a kitchen, office spaces and core-support space.

MCCAIN AUDITORIUM LOBBY EXPANSION PROJECT

An expansion and renovation of this space will provide a lobby that is welcoming and aesthetically pleasing, allowing social interaction by patrons, engagement activities, and artist interaction activities.

COLLEGE OF AGRICULTURE’S MASTER PLAN

From feasibility to project scoping, the KSU Foundation helped K-State’s College of Agriculture develop a new facilities master plan. The $274-million project, which will be funded with private, corporate, state and federal dollars, will allow the college to fuel future innovation and feed the world.
$628.7M
Market value of K-State’s long-term investment pool, up from $613.4 million in FY19.

2.6%
Return earned on investments.

4.5%
Distribution rate of a three-year average market value.

INVESTMENT PERFORMANCE IN FY20
The KSU Foundation is committed to prudently managing your generous gifts in support of K-State and its mission. The Long-Term Investment Pool serves as the investment vehicle for all individually endowed funds. Returns generated from a globally diverse investment mix allow endowed funds to make distributions to campus in support of each fund’s purpose.

To say that this has been a year of extremes would be an understatement. Only a few short weeks after hitting record highs in February, equity markets retreated to 2016 levels as the global pandemic led to a virtual shutdown of economies around the globe. Yet, by the end of June, we were well on the way to recovering a significant part of those losses.

A disciplined, long-term focused strategy is required to navigate through this type of volatility. Staying the course by rebalancing to strategic asset allocation targets within stated risk tolerances is our guide. This disciplined approach, based on well-vetted investment and distribution policies, strengthens our ability to create confidence for our donors and recipients of their generosity.

For additional information regarding FY20’s investment results, please visit: ksufoundation.org/financials/investments

DOLLARS MADE AVAILABLE TO CAMPUS FOR

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Success</td>
<td>$18,603,048</td>
</tr>
<tr>
<td>Faculty Support</td>
<td>$5,354,952</td>
</tr>
<tr>
<td>Facilities</td>
<td>$23,940,407</td>
</tr>
<tr>
<td>Programs</td>
<td>$9,161,124</td>
</tr>
<tr>
<td>Excellence</td>
<td>$32,439,636</td>
</tr>
<tr>
<td>Designation Pending</td>
<td>$1,694,910</td>
</tr>
<tr>
<td>Total</td>
<td>$91,194,077</td>
</tr>
</tbody>
</table>
LONG-TERM INVESTMENT POOL MARKET VALUE

$628,723,073

INVESTMENT PERFORMANCE
for period ending June 30, 2020

Annualized returns (%)

<table>
<thead>
<tr>
<th></th>
<th>1 Year</th>
<th>5 Year</th>
<th>10 Year</th>
<th>20 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long-Term Investment Pool</td>
<td>2.60</td>
<td>4.97</td>
<td>7.07</td>
<td>5.40</td>
</tr>
<tr>
<td>Policy benchmark</td>
<td>1.98</td>
<td>5.21</td>
<td>7.24</td>
<td>5.10</td>
</tr>
<tr>
<td>Absolute objective</td>
<td></td>
<td></td>
<td></td>
<td>8.16</td>
</tr>
</tbody>
</table>

(expected inflation) 6.16 (endowment distribution and management fees)

FY20 Partnership Report
At the KSU Foundation, we strive to deliver each team member’s pinnacle career experience.
At KSU Foundation, our objective is to be, pound for pound, the best development shop in the country.

TOP-QUARTILE PERFORMANCE
(Based on a national study of 155 colleges and universities)

11¢
Cost to raise a dollar through KSU Foundation. National average is 25¢.

$3.8M
Dollars raised on average per KSU Foundation development officer. The national average is $1.8M.

15.5%
K-State alumni gave in FY19. The national average is 5%.
### Points of Pride

<table>
<thead>
<tr>
<th><strong>2018-19 John W. Nason Award for Board Leadership</strong></th>
<th><strong>3,939</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Awarded by the Association of Governing Boards to the KSU Foundation’s Board of Directors.</td>
<td>Thank-you notes written by students to donors.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>52</strong></th>
<th><strong>42</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students are members of the Kansas State University Student Foundation.</td>
<td>total events supported by KSU Foundation, with 2,282 total attendees. 17 events were cancelled due to the pandemic.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>16.8%</strong></th>
<th><strong>17</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in KSU Foundation social media engagement in FY20.</td>
<td>awards from CASE District VI for best practices in communications and fundraising.</td>
</tr>
</tbody>
</table>
Trustees have documented a planned gift for K-State.

350 Trustees serving as K-State’s premier advocates, ambassadors and investors.

30% of total campaign giving came from trustees.

$482.3M in total campaign giving by trustees.

121 Trustees have documented a planned gift for K-State.
Fund Management

5,798
Open funds

$91.2M
FY20 dollars made available

$81.3M
FY20 dollars spent

89%
of FY20 dollars spent

Partnership Opportunities for FY21

• Improve institutional accountability for generating impact from philanthropy through optimal use of financial distributions.

• Access to institutional data that will support our evolution into targeted custom marketing and donor engagement with current and prospective donors.

• Maintain leadership commitment to engaging donors.

• Strengthen mutual understanding of the priority setting process.

• Continued growth in the use of our real estate expertise to assist the institution with project scoping, value management and construction execution.

• Leverage KSU Foundation leadership expertise in the planned operational efficiency initiatives at the institution.

• Better coordination and alignment on strategy and communication by the institution and KSUF in economic development activity.