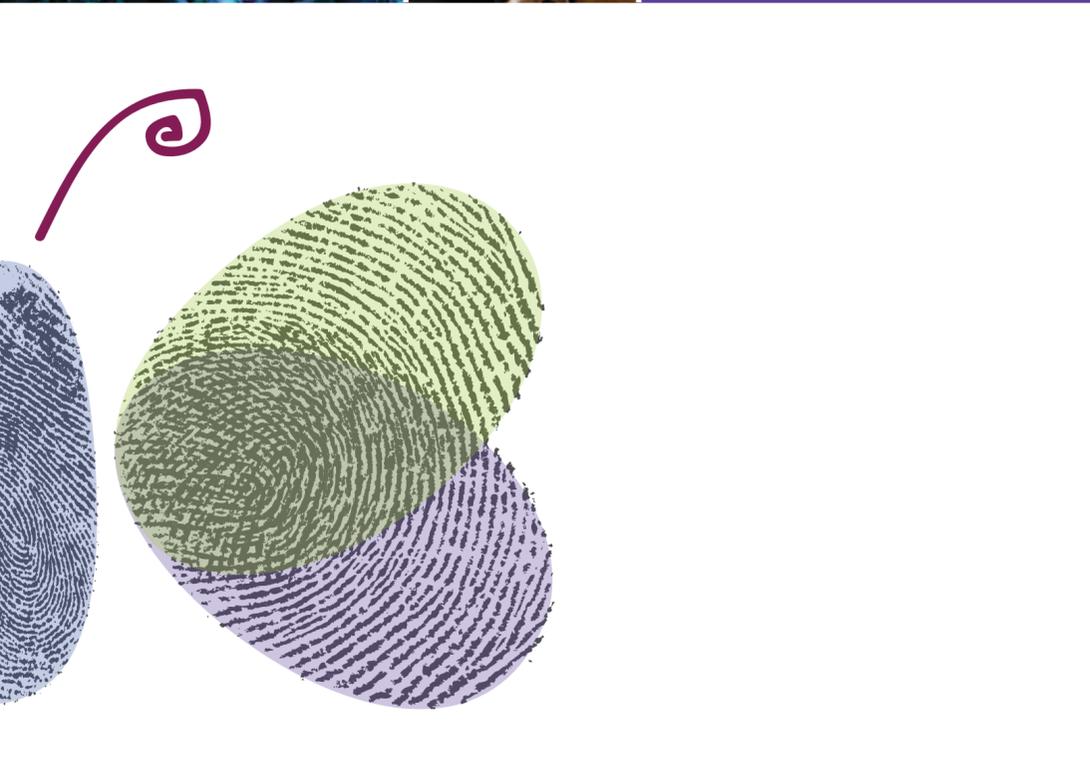




*alumni*  
vision



*engage*  
students



Our University. Our Moment.  
**THE CAMPAIGN FOR UCONN**



**MAKING our *mark.***  
2010 CAMPAIGN REPORT



*giving*  
back




*The University of Connecticut*  
**FOUNDATION**  
INCORPORATED

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Storrs, CT 06269-3206  
800.269.9965 or 860.486.5000  
[ourmoment.uconn.edu](http://ourmoment.uconn.edu)



FACULTY  
impact



# MAKING OUR *mark*



In the year since we publicly launched *Our University. Our Moment. The Campaign for UConn*, we are grateful for the passionate encouragement and contributions from our alumni and friends, despite a challenging economy.

More than 68,000 donors have made gifts since we began the leadership phase of the campaign in July 2006. Building on the success of our previous campaign—which raised more than \$325 million from 1998-2004—these results speak to a strong and growing culture of philanthropy at the University of Connecticut. Graduates who in the past would depart without a second thought are now giving back in ever-increasing numbers to benefit future generations of students and faculty.

We have titled this report *Making Our Mark* to acknowledge the thousands of benefactors who understand that private support is essential for UConn to remain the top-ranked public research university in New England and truly one of the most dynamic in the country.

Every donor makes a mark on the quality of students UConn is able to attract and retain. They do so through scholarships and fellowships, or by providing resources to enhance enrichment opportunities like clubs and activities, study abroad, internships, living and learning communities, and so much more. They also enable faculty in their classrooms and laboratories to pursue advanced scholarship and research that expand the borders of knowledge.

Each fall, an increasingly remarkable group of students arrives at UConn prepared to make their mark in the world. The future is where your philanthropic support and the lives of these students will intersect, bringing tangible benefits to society in the form of a better-educated workforce and prospects for innovation in fields spanning the sciences to the arts.

In time, we hope today's graduates will become tomorrow's donors in appreciation for the opportunities they were given to succeed at UConn. And so the cycle will continue, with each successive generation leaving its mark on the ones to come.

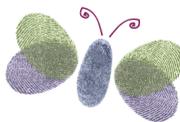
Through your generosity, you are building a tradition that will define and sustain this institution in future years.

Thank you for supporting the University of Connecticut.

Sincerely,

Timothy Holt  
CHAIRMAN, BOARD OF DIRECTORS  
*University of Connecticut  
Foundation*

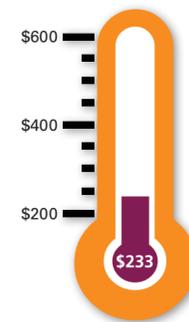
John K. Martin  
PRESIDENT  
*University of Connecticut  
Foundation*



## Our University. Our Moment.

*Our University. Our Moment. The Campaign for UConn* is the largest fundraising campaign in the University's 128-year history. With a goal of raising \$600 million, the campaign will dramatically increase private support for scholarships and fellowships for UConn's students; endowed chairs and research support for faculty; new programmatic improvements on every campus; and countless enhancements across the entire University community. The importance of this campaign cannot be overstated. In order to achieve the University's aspirational goals of becoming a top 20 public research university, UConn must dramatically increase its endowment; increase the number of privately funded scholarships, fellowships and chairs; and support the already groundbreaking research conducted here.

(Dollars in millions) as of 09/30/10



## FINANCIAL *Performance*

The University of Connecticut Foundation's financial performance was unquestionably affected by the global economy, yet there were many bright spots in the overall financial picture.

The Annual Giving program enjoyed an increase this year, and the endowment also grew by nearly 6.5 percent, recovering some of the losses experienced during fiscal year 2009.

New gifts and commitments (\$33.2 million) and revocable and deferred planned gifts (\$12.3 million) totaled \$45.5 million. Of this amount, donors directed \$27.4 for programs, \$11.6 for scholarships, \$3.9 million for faculty support and \$2.6 million for capital projects. Donors designated \$28.2 million for the Storrs and regional campuses, \$7.7 million for the UConn Health Center, and \$9.6 million for athletics. Donors gave \$5.9 million in annual gifts, including the *Fund for UConn*, which provides support for immediate needs across UConn's campuses.

Forty-five new endowments were established through the Foundation, bringing the total number of these funds to more than 1,270.

The number of households donating increased slightly this year to 29,157, bucking a national trend that has seen declines in the number of donors at many universities over the past decade. Alumni contributed \$16.1 million, parents donated \$1 million, other individuals gave \$12 million, corporations gave \$7.7 million, and foundations and other organizations gave \$8.7 million. Alumni participation remained relatively strong at 18 percent compared with a sampling of our peer institutions.

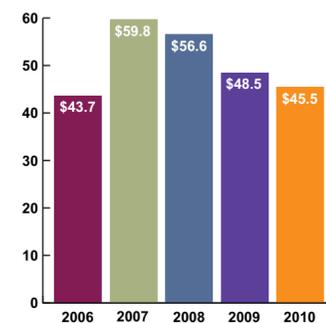
The University requested \$23.1 million of the \$28.2 million made available through spendable gifts and endowment spending allocation to support scholarships, fellowships and awards (\$7.9 million); faculty and staff (\$8.3 million); programs and research (\$4.3 million); and facilities and equipment (\$2.6 million).

The pooled investment portfolio posted a 9.0 percent gain for the fiscal year. Owing to the decision to maintain a lower exposure to risk, the Foundation portfolio underperformed relative to the policy fund benchmark and broader objectives benchmark, which earned 12.4 percent and 9.8 percent, respectively, over the same time period.

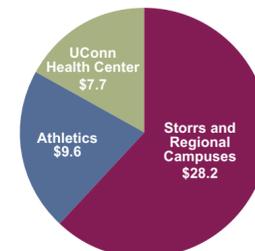
Total endowment net assets at the Foundation finished the year at \$263 million, an increase from \$247 million in 2009. Overall, the performance of our investments resulted in the Foundation being honored in the category of Small Non-Profit of the Year by *Institutional Investor Magazine's Foundation & Endowment Money Management*. The Foundation was recognized for its work in asset allocation and risk management.

The Foundation's total assets now equal \$348 million, an increase of \$26 million from 2009.

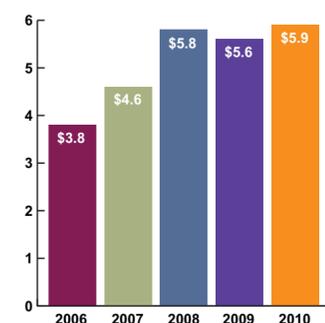
### New Gifts and Commitments (Dollars in millions)



### Distribution of New Gifts and Commitments (Dollars in millions)



### Annual Fund Giving (Dollars in millions)



For complete results, please visit [campaignforuconn2010report.org](http://campaignforuconn2010report.org).

# STORIES OF *Giving*

## A Scholarship Student Becomes a Scholar, Then a Scholarship Donor

Dr. Jack Rowe has had many titles in his life: professor at Harvard and Columbia, CEO and chairman of Aetna, CEO of Mount Sinai Medical Center and School of Medicine in New York City, chair of the board of the University of Connecticut, and one last title that actually came first: scholarship student.



He and his wife, Dr. Valerie Rowe, a former professor at Fordham University, took their commitment one step further recently with a \$2 million pledge to the UConn Honors Program. The gift will provide much-needed support to the existing John and Valerie Rowe Health Professions Scholars Program, which encourages academically gifted students from underrepresented groups and low-income families to enter the health professions.

## Retired Faculty Member Returns 30 Years of Benefits as a Gift

John Löf arrived at UConn in 1952 as an assistant professor of electrical engineering, and over the years, watched as both technology and the campus expanded. Löf's aims never changed, though. As director of the Computer Center on campus, he spent thousands of hours helping faculty, staff and students understand the use and usefulness of computers.



At 94, he is still helping. He has left the UConn Foundation a bequest of \$1 million—the sum total of his retirement benefits—for graduate education in the School of Engineering.

## Cancer Survivors Pledge \$1 Million to Fight Disease

Richard and Jane Lublin, a couple driven to helping find a cure for cancer and inspired by the power of private giving, have pledged a bequest estimated at \$1 million for the Carole and Ray Neag Comprehensive Cancer Center at the UConn Health Center.



The gift will support the work of leading clinician-scientists including Upendra Hegde, M.D. Hegde is assistant professor of medicine, associate director of medical oncology in the melanoma program, and co-director of the head and neck/oral oncology program.

## Fast-track Program Addresses Nursing Shortage

Sachiko Ruwet '09 majored in nutrition and minored in biology while an undergraduate at UConn, but found that practicing her skills as a nutritionist after graduation left her curious about the "big picture" of an individual's health.



Today, through the Master's Entry Into Nursing (MEIN) program at the School of Nursing, she is working toward a degree where she can apply her educational background to the nursing dilemmas of today. Ruwet's education is funded in part by a scholarship from the Paul L. Jones Scholarship Fund, supported by a trust which has cumulatively given more than \$1 million to the School of Nursing over the past several decades.

## Grant Places Writing Skills at Center Stage

The ability to write is often overlooked in the search for more saleable skills. But becoming an engineer, a pharmacist or a physician does not diminish the need for writing prowess.



The Davis Educational Foundation of Falmouth, Maine, created by Elisabeth and Stanton Davis after Mr. Davis's retirement as chairman of Shaw's Supermarkets, will help that effort with a \$203,000 grant to further the teaching of writing to freshmen. The grant specifically aids UConn's rapidly growing and increasingly popular Learning Communities, which bring together students of similar interests or majors.

For additional stories of giving and to read more about the stories included here, please visit [campaignforuconn2010report.org](http://campaignforuconn2010report.org).

## YEAR IN *Review*

The worldwide recession challenged the Foundation in fiscal 2010, although prudent investing and a strategic approach to donor cultivation and stewardship provided opportunities to look ahead to a year of growing potential for the \$600-million fundraising campaign, *Our University. Our Moment. The Campaign for UConn*.

The full Year in Review may be found on our Web site at [campaignforuconn2010report.org](http://campaignforuconn2010report.org).

## Our University. Our Moment.

The largest fundraising campaign in UConn's history kicked off in September 2009, capping a sustained period of planning to identify fundraising priorities, as well as the 'silent phase,' when key donors stepped forward with leadership gifts.

## Changes and Opportunities Ahead

In June, former UConn president Philip E. Austin assumed the office again, on an interim basis. The next chapter of the UConn Health Center began with a landmark \$362-million measure to revamp and expand John Dempsey Hospital, improve the medical and dental schools, and establish the UConn Health Network.

## Scholarship Support

Responding to the difficult financial environment, many major donors focused on providing scholarship support and took advantage of the President's Challenge Award program, which is designed to raise \$100 million in scholarships and fellowships.

## The Health Center's White Coat Gala, Major Gifts

Major gifts recognized superb care at the Health Center, and the inaugural White Coat Gala was held, raising \$450,000 (gross) for clinician-scientists. It was also a very positive year building the alumni relations programs for the School of Medicine, School of Dental Medicine and graduate programs.

## Athletic Success on the Field and in the Classroom

UConn was in NCAA championship play in ten sports, as well as four Big East championships. The women's basketball team earned its second consecutive national title, and football competed in its third straight consecutive bowl appearance. There were nine All-America selections during the past year, and in the classroom, nearly 50 percent of student-athletes achieved at least a 3.0 GPA. The UConn Club celebrated its 57th year of supporting student-athletes, raising nearly \$170 million in that time.

## CAMPAIGN *Leadership Overview*

The public launch of *Our University. Our Moment. The Campaign for UConn* in September 2009 showcased the aspirations of the UConn Foundation and the entire University. For more than three years prior, a groundbreaking amount of planning, visioning and effort was exerted to ensure the campaign would be a success.



From major donors like Carole and Ray '56 '01H Neag committing early with transformational gifts in the silent phase of the campaign; to a dedicated corps of volunteers coming together through the National Development Council (NDC) and Campaign Steering Committee; and the ongoing support of tens of thousands of donors each year; the entire UConn community has rallied behind the goals and strategy of *Our University. Our Moment*.

Joining the ranks of the country's top-20 public research institutions will take a concerted effort by UConn's leadership, faculty, staff, friends and alumni to steer the institution forward on a innovative, visionary path. Many are taking the lead and doing just that, guiding the rest of us to make our UConn all that we want it to be. This is our University, and this is our moment.

For a listing of campaign leadership, including the National Development Council and Campaign Steering Committee, please visit [campaignforuconn2010report.org](http://campaignforuconn2010report.org).