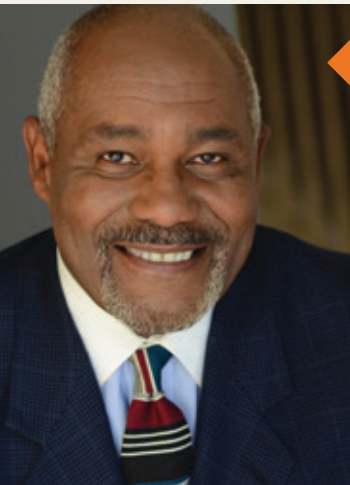


AUBURN UNIVERSITY FOUNDATION

2015 ANNUAL REPORT





DEAR ALUMNI AND FRIENDS:

Philanthropic investment in Auburn University and Auburn University at Montgomery during Fiscal Year 2015 can be summed up with one word: *historic*.

The Auburn University Foundation celebrated several firsts and other notable accomplishments during FY15, including:

- The public launch of *Because This is Auburn — A Campaign for Auburn University*, its first comprehensive campaign to have a goal of \$1 billion
- The largest gift in Auburn's history: a \$57 million commitment from John '57 and Rosemary '57 Brown to help construct the university's first performing arts center and a new student achievement center for the Samuel Ginn College of Engineering
- The first fiscal year in Auburn's history in which gifts and commitments exceeded \$200 million

Your giving through the Auburn University Foundation empowers our students and faculty, helps our programs flourish, and signals to the world the confidence you have in Auburn's mission. Thank you for standing with the entire Auburn Family in ensuring an exciting future for Auburn University.

War Eagle,

A handwritten signature in black ink, appearing to read 'R. Gossom Jr.', written in a cursive style.

Thomas Gossom Jr. '75
Chair, Auburn University Foundation

WHY

**DO WE STAND FOR
SOMETHING GREATER?**

The background of the entire page is a photograph of a football stadium filled with spectators. In the foreground, a large white sign with the text "\$1 BILLION" in bold blue letters is visible. A person in a tiger mascot costume is also present, holding the sign. The word "BECAUSE" is written in a stylized orange font over the left side of the image.

BECAUSE

with the entire Auburn Family working together, we know we can achieve our goal.

One of the hallmarks of Fiscal Year 2015 was the public launch of *Because This is Auburn – A Campaign for Auburn University*, the largest fundraising effort in the university's history. The campaign will raise \$1 billion to support four major areas across the university, creating thousands of new scholarships for students, endowing new chairs and professorships to support faculty, enhancing academic programs, and building new facilities and re-imagining existing ones.

Auburn alumni and friends helped celebrate the public launch prior to the A-Day game. To a crowd of more than 62,000, Thom Gossom Jr. '75, chair of the Auburn University Foundation, encouraged the Auburn faithful to join together in support of the campaign. "Today we rise as one," Gossom announced from the 25-yard line of Pat Dye Field during the pre-game campaign program. "By the end of 2017, we will have raised \$1 billion in support of students, faculty, programs, and facilities."

Following Gossom's announcement, hundreds of campaign volunteers and donors were on the field to welcome the Auburn football team. Gossom, a former football player himself, reiterated that it will take everyone working together to make the campaign a success. "We need every member of the Auburn Family to suit up with us to reach the end zone," he said. "Now we're in the fourth quarter and still need a touchdown to win the game. It will take every gift and the support of everyone for this campaign to succeed."



\$1

BILLION
campaign goal

\$855

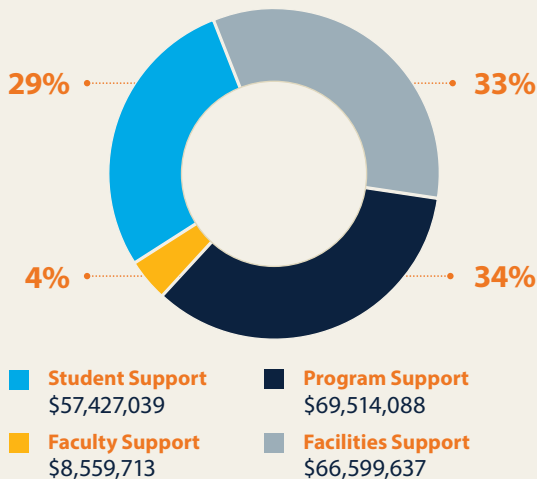
MILLION
*raised as of
September 30, 2015*

1/3

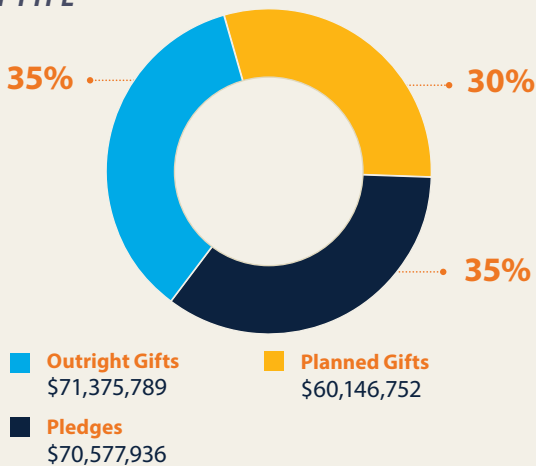
**OF CAMPAIGN
TOTAL**

*in endowments as of
September 30, 2015*

FY15 NEW GIFTS AND COMMITMENTS BY CAMPAIGN FOCUS AREA



FY15 NEW GIFTS AND COMMITMENTS BY TYPE



WHY

**IS AUBURN EXPERIENCING
HISTORIC LEVELS OF SUPPORT?**



BECAUSE

the Auburn Family is rising
to the occasion.

For the first time in Auburn University's history, annual giving by alumni and donors exceeded \$200 million, marking one of Auburn's sharpest annual fundraising increases ever.

"This remarkable level of philanthropic support will have a lasting impact on the future of the institution we love," said Auburn President Jay Gogue. "Each and every gift empowers our students and faculty, helps our programs flourish and signals to the world the confidence our donors have in Auburn's mission."

FY15 giving continued a three-year trend of record-setting fundraising years and included support from more than 5,700 first-time donors.

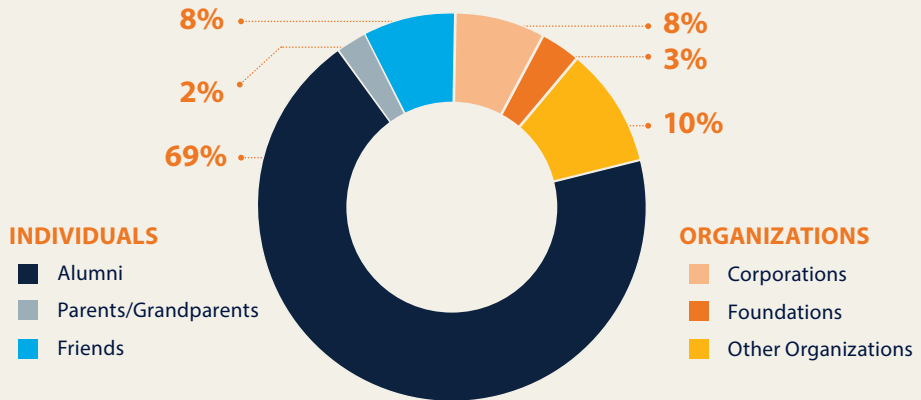
"Our unprecedented success is attributable to our dedicated donors whose gifts of all sizes are propelling our university forward," said Jane DiFolco Parker, Auburn's vice president for development and president of the Auburn University Foundation. "The Auburn Family is indeed unique, and this tremendous response speaks to its commitment to investing in the future of our institution."

The value of donors' gifts varied widely, with contributions across all giving platforms — mail, telephone and online — averaging \$1,892 per individual gift.

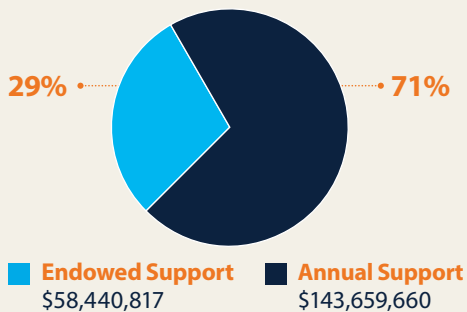
"Generous alumni support is why Auburn now fosters one of the richest academic experiences possible," Gogue said. "Because of the influence alumni participation has on our national rankings, every gift from the Auburn Family — regardless of the amount — holds tremendous potential to strengthen our position and reputation as a top-tier university."



FY15 NEW GIFTS AND COMMITMENTS | BY SOURCE



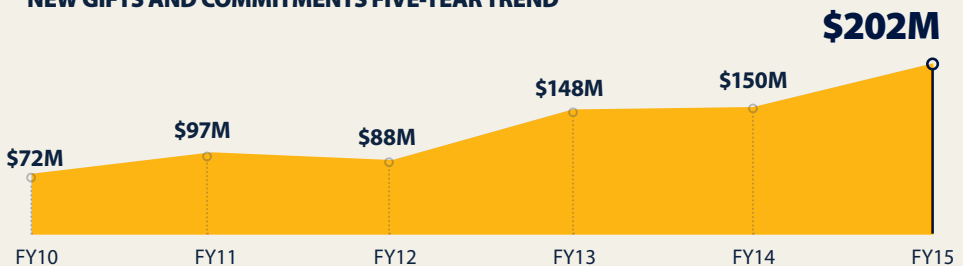
ANNUAL VS. ENDOWED SUPPORT



\$202
MILLION

*In new gifts and commitments,
representing the most successful
fundraising year in the
foundation's history*

NEW GIFTS AND COMMITMENTS FIVE-YEAR TREND



WHY

**ARE WE COMPELLED
TO DO MORE?**



BECAUSE

the belief in a better Auburn drives us.

During the gala celebration of *Because This is Auburn* — A Campaign for Auburn University, John and Rosemary Brown announced a new commitment of \$57 million — the largest gift in Auburn's history. Their generosity will help construct a new, world-class performing arts center which will provide enriching music and theater experiences for generations to come. Their gift also will create a new, state-of-the-art student achievement center in the Samuel Ginn College of Engineering focused on a multitude of student support services including advising, tutoring, career mentoring, and job placement.

"Auburn was a transformative educational experience for us, preparing Rosemary for her career in teaching and laying the foundation for my various roles in industry," said John, who noted that the number 57 has significance to the couple. They graduated and were married in 1957, and celebrated their 57th wedding anniversary in 2015.

"We wanted to do something that not only impacted Auburn students, but also something that would impact the entire community. That is why we decided to do both the student center and the performing arts center," added Rosemary.

The campaign gala took place in an elegantly transformed Beard-Eaves-Memorial Coliseum and expressed a deep appreciation for private philanthropy. With imagery that represented campaign priorities and speakers who shared the significant impact that Auburn has had on their lives, the nearly 550 guests experienced first-hand the importance of preserving the Auburn experience for future generations.



BECAUSE
THIS IS AUBURN.
A Campaign for Auburn University

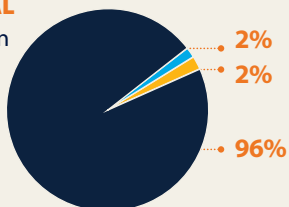


CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

REVENUES & OTHER SUPPORT

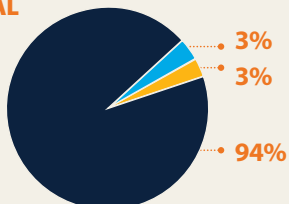
FY15 TOTAL

\$113 million



FY 14 TOTAL

\$70 million

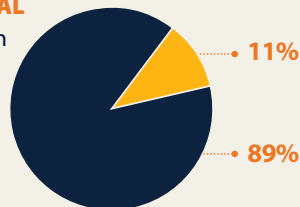


- Public support - contributions
- Investment income
- Other revenues

EXPENSES

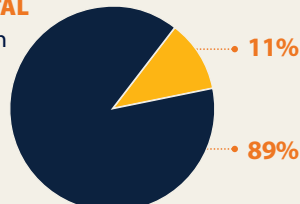
FY15 TOTAL

\$45 million



FY 14 TOTAL

\$39 million



- Program services
- Administrative and fundraising

CONSOLIDATED STATEMENT OF FINANCIAL POSITION *(in millions)*

	FY15	FY 14
Total Assets	\$552	\$505
Total Liabilities	\$26	\$27
Total Net Assets	\$526	\$478
Investment Gains (Losses)	(\$20)	\$35
Changes In Net Assets	\$48	\$66

This information represents the condensed financials for the fiscal years ending September 30, 2015, and 2014, respectively, for the Auburn University Foundation and the Auburn University Real Estate Foundation, Inc. The consolidated financials were audited by Warren Averett, LLC of Montgomery, Alabama, and the firm issued an unmodified opinion dated December 10, 2015.

WHY

**DO WE FOSTER A DEEPER
UNDERSTANDING AND
APPRECIATION FOR THE IMPACT
OF PRIVATE PHILANTHROPY?**

A man and a woman are standing on a stage. The man is wearing a white shirt, a dark bow tie, and a blue vest with a gold and red pattern. The woman is wearing a blue dress with a similar pattern. They are both smiling and looking towards the right. The background is a blue wall with large white letters, partially visible as 'HIS'.

BECAUSE

how far we go will rely on
how hard we're willing to push.

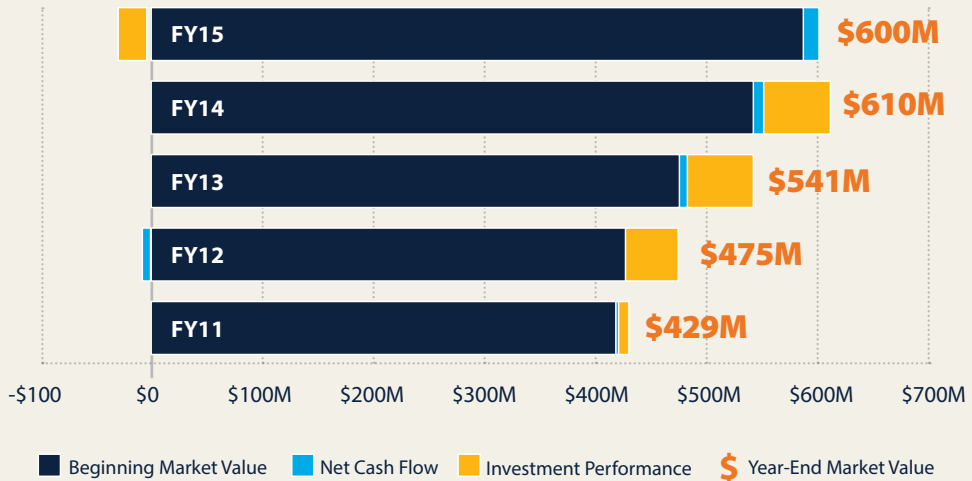
As Auburn works to engage alumni and friends in support of *Because This is Auburn — A Campaign for Auburn University*, the Office of Development hosted the first of a series of regional events in major cities in 2015 to share the purpose and goals of the campaign. These events, over the life of the campaign, will provide an opportunity to engage donors and update attendees on the progress of the campaign. More importantly, these events allow Auburn to demonstrate the impact of private giving on the university's future.

The first event, held at the Country Club of Birmingham in September, was attended by more than 300 Auburn alumni and friends. Bruce Pearl, Auburn's head basketball coach, served as master of ceremonies and spoke of his own journey to Auburn and the importance of the campaign. He encouraged attendees to consider how Auburn has influenced them and how they might support the campaign.

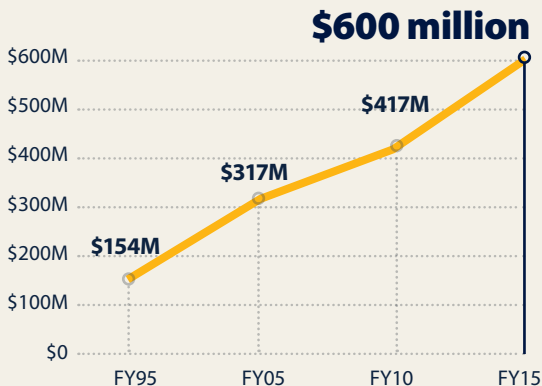
During the course of the evening, Raymond and Kathryn Harbert, two of the campaign co-chairs, revealed the campaign's progress since the public launch — \$828 million as of August 2015. Frank Deese, a 2015 political science graduate, shared how donor gifts to Auburn personally changed his educational journey and inspired in him a belief in giving back to an institution that so significantly shaped his life.



COMBINED VALUE OF AUBURN'S ENDOWMENT PORTFOLIO



ENDOWMENT PORTFOLIO VALUE GROWTH TREND OVER 20 YEARS



A strong endowment is crucial to Auburn's future efforts to educate its students, elevate its faculty's excellence, and strengthen its programs. At the conclusion of FY15, more than 60 percent of Auburn's endowment portfolio was designated to support college and school initiatives, with an additional third earmarked to benefit university-level programs.

WHY

**IS AUBURN'S GREATER DEBT
EVER TO THE FUTURE?**

BECAUSE

who we are tomorrow
depends on what we do today.

Because no other means of private philanthropy can touch so many lives for so many years, a robust endowment is vital to the future of Auburn University. This permanent, self-sustaining source of funding creates a solid foundation of stability and flexibility that benefits the Auburn Family in perpetuity. For this reason, one-third of the total goal of *Because This is Auburn — A Campaign for Auburn University* is related to increasing our endowment.

Endowments help Auburn prepare students for a lifetime of learning and success, ensuring we can provide undergraduate scholarships and graduate fellowships that enable us to attract exceptional and deserving students. With the majority of their educational costs provided for, these students can benefit from a quality academic experience that is unburdened by financial concerns.

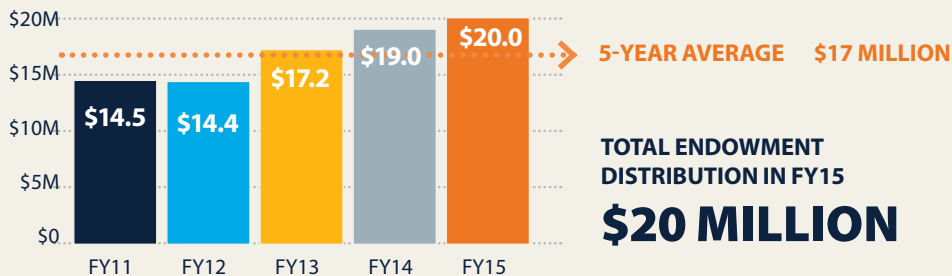
This form of philanthropic support also creates endowed professorships and chairs that allow Auburn to recruit and retain outstanding faculty members who ensure a high quality educational experience for our students. Additionally, endowments support Auburn's commitment to provide critical resources to its students, faculty, and programs through funds for excellence. These reliable funding streams provide broad-based support for a college or unit's general needs.

Once established, an endowment is held permanently and is managed and invested by the Auburn University Foundation. Only the designated payout, based on a spending formula established by the foundation, is distributed annually for spending. Thus, endowments provide funding for their donor-designated purposes for generations to come. These vitally important resources help to ensure Auburn's strength and viability far into the future.

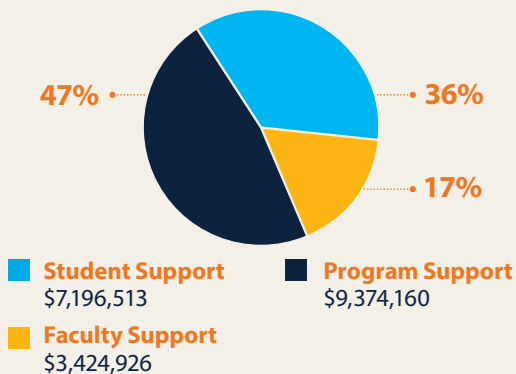


HELLO
my name is
Marylee
CARE-A 2017

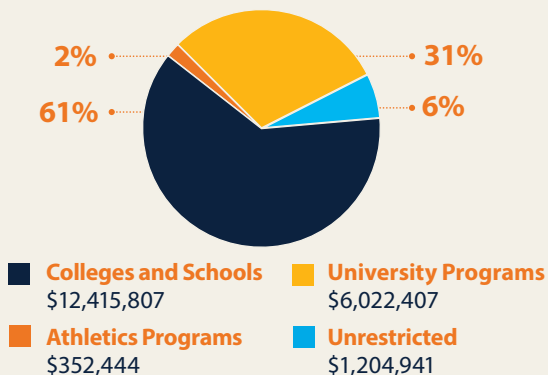
BECAUSE
THIS IS AUBURN.



DISTRIBUTION BY DESIGNATED PURPOSES



DISTRIBUTION BY DESIGNATED AREAS



As part of its fiduciary responsibilities, the Auburn University Foundation distributes earnings from Auburn's combined endowment portfolio to fund the university purposes designated by the donors of these endowments. In this way, their principal continues to grow and the interest income they generate is used to support their designated purposes in perpetuity. The foundation's FY15 endowment distribution represents a 5 percent increase over FY14, an 18 percent increase over its five-year average, and the largest single-year distribution in its 55-year history.

WHY

**DO WE KNOW
WE WILL SUCCEED?**

BECAUSE THIS IS AUBURN.

EXECUTIVE COMMITTEE

Chair

THOMAS GOSSOM JR. '75

Actor, Writer, and Consultant, BestGurl, Inc.
Fort Walton Beach, Fla.

President

JANE DiFOLCO PARKER

Vice President for Development
Auburn University

Treasurer

REBECCA M. DUNN '70

Retired Senior Vice President and
Corporate Secretary, BellSouth
Birmingham, Ala.

Chair, Auburn University Real Estate Foundation, Inc.

FAYE BAGGIANO '79

Retired health care executive
Montgomery, Ala.

Chair, Audit Committee

JOHN W. BROWN '57

Chairman Emeritus, Stryker Corporation
Portage, Mich.

Chair, Development Committee

MAJ. JAMES M. HOSKINS '81

Retired Chairman and CEO, Scitor Corporation,
and Retired Major, U.S. Air Force
Reston, Va.

Chair, Investment Committee

CHARLES D. MILLER '80

Executive Vice President and Global Head of
Distribution, Harbert Management Corporation
Birmingham, Ala.

Chair, Directorship Committee

WILLIAM L. STONE '75

President, Stone Building Company
Birmingham, Ala.

Chair, Administration and Finance Committee

MICHAEL WILLIAMS, M.D.

Interventional Cardiologist, Auburn Cardiovascular P.C.
Auburn, Ala.

Ex officio

President, Auburn University

DR. JAY GOGUE '69

President, Auburn Alumni Association

WILLIAM JACKSON "JACK" FITE '85

CEO, Fite Building Company Inc.
Decatur, Ala.

Chancellor, Auburn University at Montgomery

DR. JOHN G. VERES III



BOARD MEMBERS

MELANIE BARSTAD '75

DOTTIE KENADY BLAIR '81

THOMAS R. "RANDY" CAMPBELL '84

CHERYL LYNN CASEY '83

WALTON T. CONN JR. '85

WILLIAM J. COX '88

RONALD M. DYKES '69

JOE W. FOREHAND '71

MELISSA BROWN HERKT '77

JOHN A. JERNIGAN, M.D. '75

BENNY M. LaRUSSA JR. '82

MICHAEL A. McLAIN '72

WILLIAM R. McNAIR '68

STEVEN R. SPENCER '78

WENDY S. WILSON '88

WALTER S. WOLTOSZ '69

BOARD SUPPORT

ROBERT WELLBAUM III '93, CFRE

Foundation Vice President

WANDA SPEROW

Foundation Secretary

REGENA ISBELL, CPA, '93

Foundation Assistant Treasurer

MARK THOMSON, CPA

Foundation Assistant Treasurer

LAUREL HENDRIX

Foundation Assistant Secretary



WHILE WE CELEBRATE the Fiscal Year 2015 fundraising milestones reflected in this annual report, we continue to look to the future and to the many ways in which we can continue to enhance the experiences of our students; the effectiveness of our faculty; the excellence of our programs; and the importance of high-quality facilities. This report reflects your impact on our ability to preserve and enhance the very special experience for which Auburn is known.

The generous gifts of our alumni and friends provide the margin of excellence that sets Auburn apart from so many institutions. The success thus far of *Because This is Auburn — A Campaign for Auburn University* exemplifies the commitment so many of you have to our university — to *your* university — and the degree to which you are invested in the ongoing impact it will have on the lives of our students and the communities in which they will live and serve.

As we approach the final years of the campaign, I invite your continuing engagement and support. I am humbled by and very grateful for the fact that you continue to help tell your Auburn story through the myriad ways in which your philanthropy transforms our institution.

Very warm regards,

A handwritten signature in black ink, appearing to read "Jane DiFolco Parker". The signature is fluid and cursive.

Jane DiFolco Parker

*Vice President for Development, Auburn University
President, Auburn University Foundation*

FY15: A RECORD FUNDRAISING YEAR

\$202

MILLION

*in new gifts and commitments
for the first time in
Auburn's history*

\$57

MILLION

*the largest single gift in
Auburn's history, from
John and Rosemary Brown*

40,285

*unique individual, corporate,
and foundation donors*

5,887

first-time donors

\$1,892

*average single outright
gift value*

264

*newly created scholarships,
fellowships, and assistantships*





Auburn University Foundation

Auburn, Alabama 36849

AUBURNUNIVERSITYFOUNDATION.ORG

BECAUSE.AUBURN.EDU

Auburn University is an equal opportunity educational institution/employer.