



AUBURN UNIVERSITY FOUNDATION

FY16 ANNUAL REPORT

DEAR ALUMNI & FRIENDS:



We are pleased to share with you this report of the outstanding year the Auburn University Foundation had in support of *Because This is Auburn — A Campaign for Auburn University*. In addition to reaching a number of milestones and surpassing our goals in several areas in FY16, we became the first university in the state to raise \$1 billion in a fundraising campaign. We did so with more than 16 months remaining in the campaign.

Through more than 75,000 gifts providing nearly \$172 million in FY16, members of the Auburn Family continued to demonstrate their commitment to the university through generous philanthropic support.

These gifts — which represented all levels of support — are making it possible for Auburn to recruit the very best students and faculty whose academic achievements raise the bar on an already world-class undergraduate education. They also enable us to develop programs that prepare students for a global workplace and create campus facilities where students turn inquiry into discovery, and discovery into practical innovation.

We are grateful to those who made transformative gifts in FY16 and to those who provided loyal, annual support.

Taken together, our gifts ensure a promising future for our institution.

We are proud that, because of your generosity, we have reached the \$1 billion milestone. Nevertheless, we know there still is much work to be done. We encourage you to continue to be involved with Auburn and to provide a margin of excellence through philanthropic support. This is how we demonstrate that the Auburn Family truly does stand together for something greater.

A handwritten signature in blue ink, appearing to read 'Tom Gossom Jr.'.

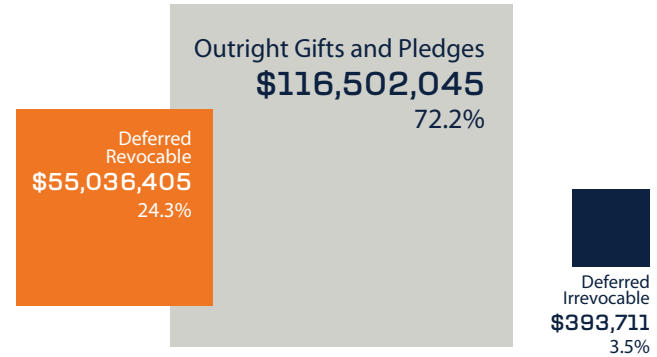
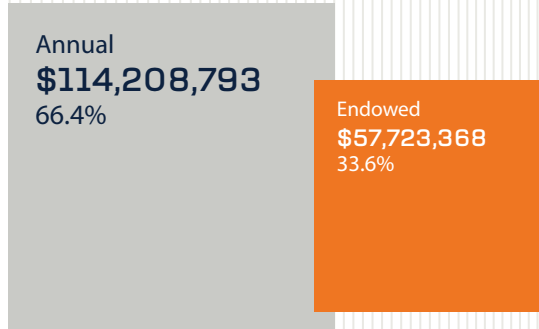
Thomas Gossom Jr. '75
Chair, Auburn University Foundation

A handwritten signature in blue ink, appearing to read 'Jane DiFolco Parker'.

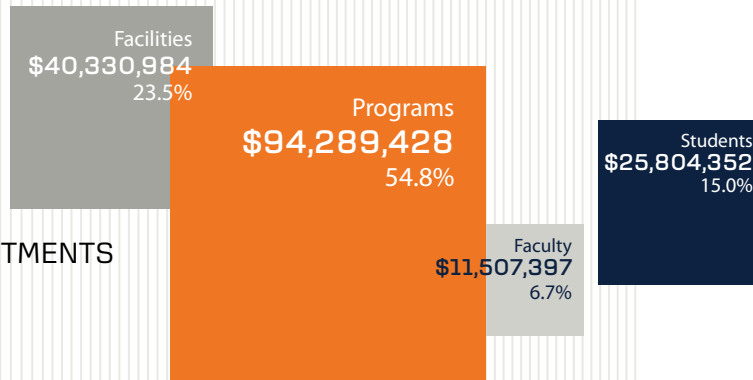
Jane DiFolco Parker
*Vice President for Development, Auburn University
President, Auburn University Foundation*

FY16 SUMMARY

ANNUAL VS. ENDOWED



NEW GIFTS & COMMITMENTS TYPE



NEW GIFTS & COMMITMENTS

TOTAL RAISED

\$171,932,161



AUBURN UNIVERSITY

Milestones: Campaign Progress in Percentages



CAMPAIGN GOAL: \$1 BILLION

... AND COUNTING!

75%

100%

50%

GENEROUS GIVING and a deep sense of loyalty from our alumni, friends, and corporate partners led Auburn to become the first university in the state to raise \$1 billion in a comprehensive fundraising campaign. FY16 contributions to

of people who are connected to it,” said Auburn University President Jay Gogue '69. “I couldn’t be more proud or more grateful for all the people who have invested so generously.”

Because This is Auburn — A Campaign for Auburn University resulted in the campaign reaching its \$1 billion goal in record time — more than a year earlier than projected and with 16 months remaining in the campaign.

During FY16, the university raised \$171.9 million through 75,452 gifts from 42,118 donors, 9,179 of whom were first-time donors. Gifts to the endowment accounted for more than 33 percent of the year’s total. As a result of these gifts, 14 of the university’s schools, colleges, and units achieved more than 100 percent of their individual fundraising goals. Six additional units have reached at least 90 percent of their campaign goals.

“The fact that we achieved our goal so early in the campaign is an enormous commentary on the special place that Auburn has in the hearts and minds



FY16

METROPOLITAN CAMPAIGN EVENTS

FY16 EVENTS TOOK PLACE IN

Atlanta

Birmingham

Houston

Huntsville

Metro DC

Tampa

AND RAISED A TOTAL OF

\$39,199,227

FROM DONORS WHO ATTENDED

Clockwise from top left, Frank Deese '15 describes his study abroad experience; Pam Haney shares how Auburn is developing elite detection dogs; Michael O'Neill '74 highlights the importance of a new performing arts center; and nursing student Jeremy Ellis describes the role of faculty mentors in his education.

IN SUPPORT OF *Because This is Auburn — A Campaign for Auburn University*, Auburn hosted campaign events in cities throughout the country during FY16. These events, held in Birmingham, Huntsville, Houston, Tampa, Washington, D.C., and Atlanta, focused on the campaign's top priorities and their potential to shape Auburn's future.

Current students shared how scholarships created a path for them to attend Auburn and dream bigger about their future. Alumni provided examples of the impact Auburn had on their lives, both personally and professionally. Stories from faculty mentors who challenge and inspire our students; examples of innovative research that is making the world a smarter, healthier, and safer place; and illustrations of state-of-the-art facilities that better accommodate new teaching and learning styles enabled attendees to see first-hand the power of this campaign to preserve the Auburn experience for generations to come.

Attendees were challenged to support the campaign by masters of ceremonies, including Bruce Pearl, Auburn's head men's basketball coach; Rod Bramblett '88, director of broadcast operations and voice of the Auburn Tigers; Thomas Gossom, Jr. '75, professional actor and chair of the Auburn University Foundation; and Michael O'Neill '74, also a professional actor.

These events inspired attendees to commit more than \$39 million in philanthropic gifts to the campaign.



THE FY16 ANNUAL FUND

\$3,128,730

FY16 ANNUAL FUND TOTAL—A RECORD-BREAKING YEAR

16,479

TOTAL NUMBER OF ANNUAL FUND DONORS IN FY16

4,540

INCREASE IN ALUMNI DONORS TO THE ANNUAL FUND

3,208

NUMBER OF FIRST-TIME ANNUAL FUND DONORS

Digital Fundraising

FY 15 \$356,806

+211%

FY 16 \$1,111,151

AUBURN UNIVERSITY'S ANNUAL FUND had a record-breaking year in FY16, surpassing the \$3 million mark for the first time in history by raising \$3,128,730. Overall, 16,479 donors gave to the Annual Fund, with 3,208, or 19 percent, being first-time donors.

The Annual Fund's goal is to attract and engage new donors and retain and encourage loyal, annual donors. Annual Fund gifts are defined as those below \$25,000. In FY16, this goal was accomplished using a variety of strategic methods, including the phonathon, direct mail, and online solicitations, as well as targeted appeals sent to specific school, college, and unit audiences.

Online fundraising was particularly successful and was a major factor in achieving — and surpassing — the Annual Fund's goal of \$2.55 million. Online gifts increased by 211 percent from the previous year.

Perhaps the most significant achievement of FY16 for the Annual Fund was the acquisition of 4,540 more alumni donors than in FY15. These numbers represent not only tremendous success in fundraising, but also a healthy future for philanthropy in support of Auburn University. This increase in alumni engagement attests to the Annual Fund's continued efforts to build loyalty and a strong commitment to securing the university's future, which strengthens Auburn's national rankings.



In FY16, the Annual Fund increased
its number of *alumni donors* by 55 percent.



FY16 TIGER GIVING DAY

31%

OF TIGER GIVING DAY PARTICIPANTS
WERE **FIRST-TIME DONORS**

18

PROJECTS WERE FULLY FUNDED BY
TIGER GIVING DAY DONORS

38/7

TIGER GIVING DAY DONORS CAME FROM
38 STATES AND 7 COUNTRIES

IN FY16 AUBURN HELD ITS FIRST university-wide online crowdfunding initiative — Tiger Giving Day. This 24-hour event had two goals: to attract new and lapsed donors by providing an experience different from Auburn’s other fundraising efforts; and to generate publicity for Auburn programs that are not necessarily well-known.

Tiger Giving Day promoted more than 20 projects from throughout the university and challenged alumni, friends, faculty, staff, and students to help fund these initiatives in 24 hours. Funding goals started at \$2,500, allowing donors to give smaller amounts, and still serve as vital participants in project outcomes. A website displayed each of the projects, with real-time updates as gifts occurred. Donors also received real-time updates about the project progress throughout the day.

Projects ranged from securing new whiteboards for the library, to constructing a spider web climbing structure at the Kreher Preserve and Nature Center’s playground, to building affordable housing in rural Alabama. Several news outlets featured stories about individual projects, including constructing an obstacle course for detector dogs in the Canine Performance Sciences program and funding scholarships for veterans through the Auburn Alumni Association.

With gifts from donors in 38 states and seven countries, 18 of the 24 projects were fully funded, raising a total of \$411,000.

Clockwise from top left: Study abroad students enhance their learning through cultural experiences; Rural Studio builds a 20K home; students construct a spider web climbing structure at the Kreher Preserve; and one of Auburn’s detection dogs undergoes training.

FY16

BLACK LEADERS IN PHILANTHROPY

AUBURN UNIVERSITY'S black alumni established two important goals to help ensure the success of *Because This is Auburn — A Campaign for Auburn University*. The first goal — to raise \$3.5 million — was surpassed last fall when the university reached the \$3.7 million mark in gifts from black alumni.

The second goal, which emphasizes participation, is to have at least 1,964 black alumni make a gift of any size to the campaign. This number commemorates the year in which Harold Franklin, Auburn's first African-American student, was admitted to the university.

Since Auburn received its first gift from a black alumna in 1980, contributions from black alumni and friends have increased steadily. By the end of FY16, 1,794 of Auburn's 8,685 black alumni had made a gift to the campaign.

To encourage participation in these goals, Auburn held its first Black Leaders in Philanthropy event in Atlanta last summer. Thomas Gossom, Jr. '75, Auburn's first African-American athlete to graduate, served as master of ceremonies for the event. Serving as chair of the Auburn University Foundation Board of Directors at that time, Gossom encouraged attendees to support their alma mater by becoming more involved through various activities and increasing their philanthropic giving to the university.

\$3.7 million

RECEIVED FROM BLACK ALUMNI AS OF FALL 2016,
SURPASSING THE \$3.5 MILLION GOAL

1,964

CAMPAIGN PARTICIPATION GOAL FOR
AUBURN UNIVERSITY'S BLACK ALUMNI

Attendees at the Black Leaders in Philanthropy reception in Atlanta, clockwise from top left: Sara Phillips, Chelsea Phillips, and Jacquetta Lindsey; Thomas Gossom, Jr., emcee; Ronald Crawford and D'ablo Hunter; and JoyEllen Freeman and Abe Williams.





FY16

CAMPUS FACILITIES

Performing Arts Center

Total cost: \$65 million

Private support needed: \$40 million

Raised to date: \$25.7 million

Harbert College of Business Building

Total cost: \$40 million

Private support needed: \$20 million

Raised to date: \$17.2 million

Engineering Student Achievement Center

Total cost: \$40 million

Private support needed: \$30 million

Raised to date: \$30 million

School of Nursing Facility

Total cost: \$29 million

Private support needed: \$5.8 million

Raised to date: \$3.1 million

\$40 million

TOTAL RAISED IN FY16 FOR FACILITIES

THE AUBURN FAMILY'S support of facilities through *Because This is Auburn — A Campaign for Auburn University* is helping create new and innovative teaching and learning environments across campus. Renovations have taken place on several existing facilities and construction began on new facilities that require philanthropic support.

A \$5 million gift from Dorothy Davidson is helping to renovate Broun Hall, the home of the Department of Electrical Engineering. Philanthropic gifts are creating the university's first facility specifically designed for nursing education and constructing the new Mell Classroom Building that will accommodate emerging teaching and learning styles.

A new performing arts center will offer exceptional artistic programming that will increase Auburn's breadth of cultural expression for both the university and the community. A first for Auburn's campus, the project was made possible by a lead gift of \$25 million from John and Rosemary Brown, 1957 Auburn graduates.

Raymond '82 and Kathryn '81 Harbert committed \$15 million to construct a new business education building for the Harbert College of Business to accommodate new teaching methods and technology and provide space for the college's growing enrollment.

Construction is underway for the new Charles C. Miller, Jr. Poultry Research and Education Center, which will advance Auburn's standing as a global leader in poultry research, instruction, and outreach. The project is possible in part by a \$2.5 million gift from Charles C. "Buddy" Miller III and his wife, Pinney Allen.

Throughout the remainder of the campaign, creating world-class teaching and research facilities will be an integral part of the university's fundraising priorities.

Clockwise from top left: Performing Arts Center, Harbert College of Business Building, Engineering Student Achievement Center, School of Nursing Facility.

FY16

AUBURN'S ENDOWMENT

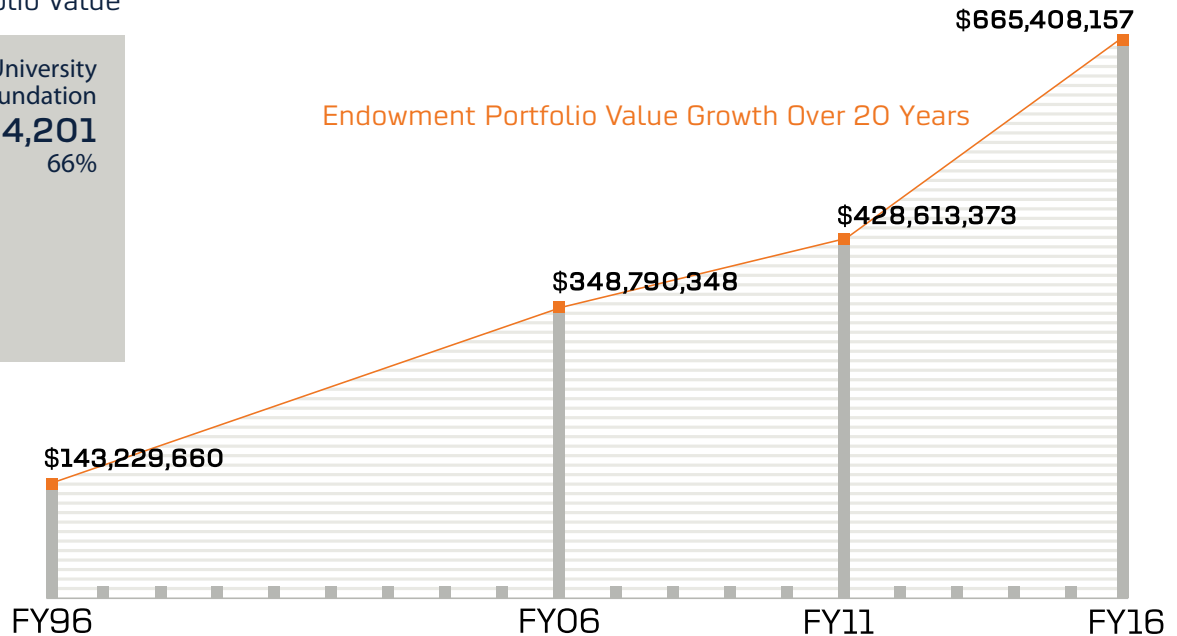
Change in Portfolio Value Over the Previous Fiscal Year



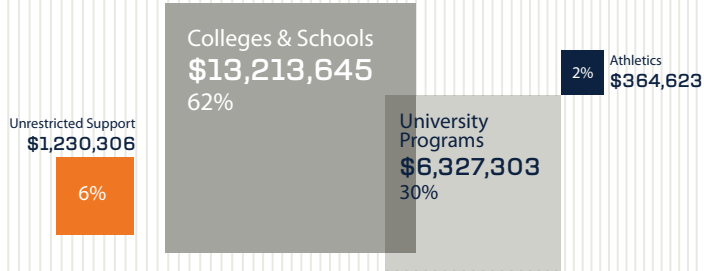
Share of Endowment Portfolio Value



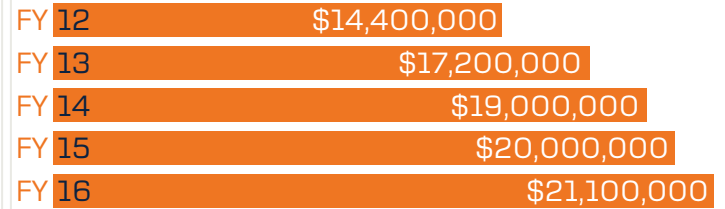
Endowment Portfolio Value Growth Over 20 Years



FY16 Endowment Distribution of \$21.1 million:
Designated Unit Areas



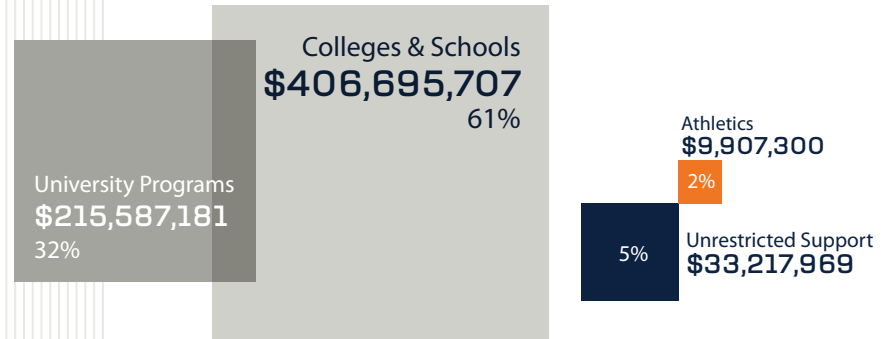
Endowment Distribution: 5-Year Impact



FY16 Endowment Distribution of \$21.1 million:
Designated Purpose



Share of Endowment Portfolio Value Among Divisions



FY16 FINANCIALS

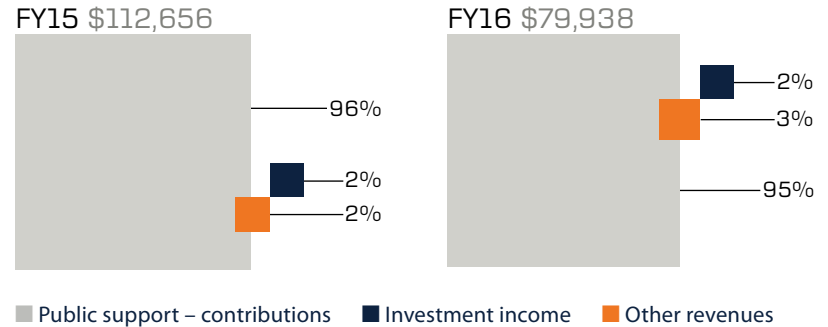
Consolidated Statement of Financial Position (in millions)

The following presents the condensed financials for the fiscal years ending Sept. 30, 2016 and 2015, 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 8, 2016.

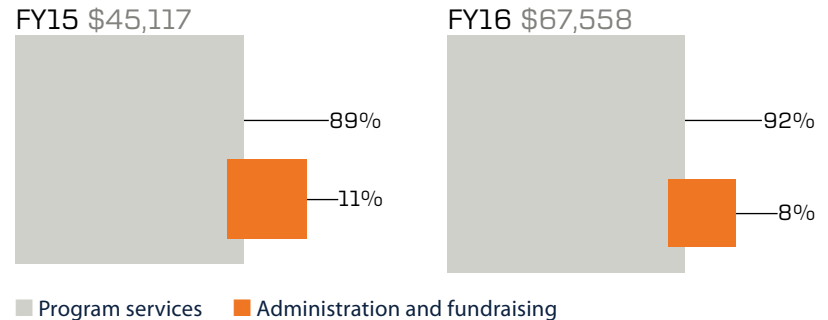
	FY15	FY16
Total Assets	\$ 552	\$ 601
Total Liabilities	\$ 26	\$ 27
Total Net Assets	\$ 526	\$ 573
Investment Gains (Losses)	\$ (20)	\$ 35
Changes in Net Assets	\$ 48	\$ 47

Consolidated Statement of Activities and Changes in Net Assets

Revenue and Other Support (in thousands)



Expenses (in thousands)



FY16

AUBURN UNIVERSITY FOUNDATION BOARD MEMBERS

Executive Committee

Chair

THOMAS GOSSOM, JR. '75

Actor, Writer, and Consultant, Best Gurl, Inc.
Fort Walton Beach, Fla.

Vice Chair

MICHAEL A. McLAIN '72

CEO, Managing Partner, ICON Investment Partners
Atlanta, Ga.

President

JANE DiFOLCO PARKER

Vice President for Development, Auburn University

Treasurer

Chair, Administration and Finance Committee

RONALD M. DYKES '69

Retired Chief Financial Officer, Bellsouth
Atlanta, Ga.

Chair, Audit Committee

WALTON T. CONN, JR. '85

Global Quality and Risk Management Partner, KPMG LLP
Darien, Conn.

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

REBECCA M. DUNN '70

Retired Senior Vice President, BellSouth
Birmingham, Ala.

Ex-officio

President, Auburn University

DR. JAY GOGUE '69

Chancellor, Auburn University at Montgomery

DR. JOHN G. VERES III '76 (through July)

DR. CARL A. STOCKTON

Chair, Auburn University Real Estate Foundation, Inc.

EDWARD N. MILTON '74

Senior Managing Director, CR Richard Ellis
Atlanta, Ga.

President, Auburn Alumni Association

WILLIAM JACKSON "JACK" FITE '85

CEO, Fite Building Company Inc.
Decatur, Ala.

Board Members

Faye Stone Baggiano '79

Melanie Barstad '75

Dottie Kenady Blair '81

Thomas R. "Randy" Campbell '84

Cheryl Casey '83

William J. Cox '88

Sharlene Reed Evans '86

Melissa Brown Herkt '77

Gregory L. Heston '85

John A. Jernigan, M.D. '75

Benny M. LaRussa, Jr. '82

William R. McNair '68

Gerald W. Smith '61

Steven R. Spencer '78

Walter S. Woltosz '69

Board Support

Wanda Sperow

Foundation Secretary

Laurel Hendrix '98

Foundation Assistant Secretary

Regena Isbell, CPA, '93

Foundation Assistant Treasurer

Shauna Monroe '03

Foundation Assistant Treasurer

Mark Thomson, CPA

Foundation Assistant Treasurer

AUBURN UNIVERSITY FOUNDATION

Auburn, Alabama 36849

auburnuniversityfoundation.org



AUBURN UNIVERSITY
FOUNDATION

because.auburn.edu

Auburn University is an equal opportunity educational institution/employer.

