

Foundation Annual Report 2008



Missouri State
UNIVERSITY



Table of Contents

Foundation Message	page 5
Investing in Missouri State	page 6-15
Our Year in Review	page 17
Annual Funds	page 32
Ways of Giving to Missouri State University	page 34
The Founders Club	page 39
The Founders Club Dinner	page 40-41
Financial Highlights	page 46-49
The Founders Club Membership	page 50-59
The Founders Club Membership - In Memoriam	page 60-61
University Leadership	page 62-63
Development & Alumni Relations Staff	page 64-65
Development & Alumni Relations Staff Directory	page 66

Foundation Message



Dear Alumni, Donors and Friends of Missouri State:

Thank you. With your help, the Missouri State University Foundation has had a record-breaking year and, as a result, the University continues its progress toward the goal of “Imagining and Making Missouri’s Future.”

Over the past year, the Missouri State Foundation received a record \$14,050,400 million in gifts, the vast majority of which was to support the excellent work of our faculty and students. For example, nearly 40 new endowments for faculty professorships and chairs and students scholarships were established over the past year.

The Foundation’s endowment now stands at over \$53 million, despite the fluctuating stock market. Growing the endowment continues to be a high priority, as it provides the long-term funding stability that supports the University’s constant improvement.

Private support through annual giving and the endowment is crucial for Missouri State University to achieve the goals it has established in its long-range plan. More and more, private giving provides the resources that make the difference between good and excellent. Working together – University administration, development and alumni relations staff, and volunteers – we help gain the funds that sharpen the University’s vision.

An important next step is launching the first-ever comprehensive campaign for Missouri State University. We have completed initial research and are moving toward a target goal that will be substantial, but attainable. We will use the campaign to build the endowment, improve facilities, and enhance special programs. We are already working on lead gifts, with a public announcement about the campaign anticipated for 2009. We hope you will join us in this important effort.

What difference will your private support make? Just consider.....

- As we seek to recruit and graduate excellent undergraduate and graduate students, scholarships, assistantships and other financial support are essential.
- Outstanding faculty are more likely to join us and stay at the University because of the support that private funding provides for endowed chairs, endowed professorships, equipment and additional operating support.
- State-of-the-art facilities and equipment prepare our graduates for successful careers, especially in the sciences and technology. Many times, private gifts provide this support.
- Special programs, such as the cutting-edge research at the Roy Blunt Jordan Valley Innovation Center, depend on private funding to succeed.
- Co-curricular programs, such as debate, music programs and intercollegiate athletics, depend on private funding to be competitive.

As you can see, there is much to do if we are to become the University we want to be. “Imaging and Making Missouri’s Future” is a goal we take seriously 365 days a year. We know it is ambitious, but with your help, we will achieve it.

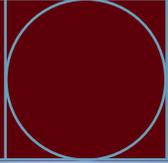
Thank you for your continued support. We appreciate it.

Best regards,

Pat L. Sechler
President
Missouri State University Foundation

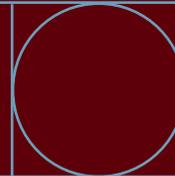
Michael T. Nietzel
President
Missouri State University

W. Brent Dunn
Vice President for University Advancement/
Executive Director, Missouri State
University Foundation



Investing in Missouri State





Karen Horny

Dean, Library Services

Member of The Founders Club

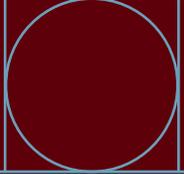
Established the General Book Fund

“Libraries, especially those in higher education, are essential to improving life for students by way of strengthening their ability to understand their choices as citizens. I’m committed to that ideal. That’s why I chose to invest,” said Karen Horny, Dean of Library Services.

Karen established the Missouri State University General Book Fund four years ago with a gift of \$10,000 and continues to donate on an annual basis. Though most of the library’s books and videos have been purchased through part of Missouri State’s regular appropriations and other special endowments, the General Book Fund has helped add a total of close to one million items to the library collection.

In 2007, Meyer Library’s users made more than 600,000 library visits and conducted more than 170,000 searches using the library’s electronic resources.

“I feel like I’m returning some of what I receive from the University, contributing to an area where I can see we need help, because I’m able to do so.”



Clessie Nelson Oswald Scholarship

Established by Tony Oswald, '66



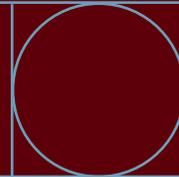
“You never know what kind of impact you may have on a person or what they will accomplish in life that will impact other people,” said Tony Oswald.

Having grown up with a sister, Tony understands the importance of sharing. It’s a lesson his mother taught him when he was young. Her dedication to making sure both of her children were college-educated also was a priority in the home. When Tony became an adult, he decided to establish the Clessie Nelson Oswald Scholarship Fund in his mother’s name, demonstrating his commitment to keeping the values she instilled in him.

Tony’s giving is unique in another way, as well. As an insurance agent for State Farm, he works for a company that provides support for higher education through an individual matching gift program. As a result, Tony’s recurring donation to the four-year, renewable scholarship fund will be doubled annually.

There are more than 8,800 corporations and businesses nationwide that match private gifts from employees to Missouri State. Gifts are often matched at a dollar-for-dollar rate; however, some companies offer programs that match at double, triple and, in some cases, quadruple the rate of the employee contribution.

“I think most people feel giving back is important. The great thing about doing it this way is that you can really maximize your contribution.”



Carl Dickey, '56

Member of The Founders Club

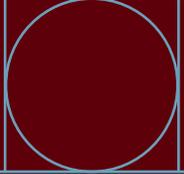
Dedicated Phone Campaign Contributor

“I received an excellent education at Missouri State University. I know there are other people who deserve to have the same,” said Carl Dickey.

Carl believes in Missouri State’s mission to develop educated persons. For 27 years, he has given annually through the Missouri State Phone Campaign, a program critical in raising substantial financial support for the University’s current students and academic programs. Until his retirement from Safeco Insurance in 1995, the company matched up to \$5,000 of Carl’s gifts to the Phone Campaign.

The Missouri State Phone Campaign was established in 1981. In fiscal year 2008 more than \$560,000 was pledged to the University through this program. Current Missouri State students employed by the Phone Campaign, phoned more than 50,000 alumni in fiscal year 2008, as well as parents and friends of the University.

“I’ll give to the school as long as I can afford it. The way my retirement is set up, I hope to be able to afford it for years to come.”



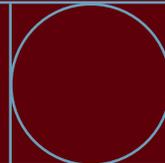
Dr. Dennis Schmitt

Professor of Agriculture
Member of The Founders Club
Recipient of the Alumni Professorship in Reproductive Biology

“Professorships are recognitions of long-term accomplishments that prove Missouri State is interested in improving the research of its faculty, which creates better experiences for its students,” said Dr. Dennis Schmitt.

With the aid of the Alumni Professorship in Reproductive Biology, Dr. Schmitt continues to grow the research opportunities through the establishment of a junior research scientist position in the University’s agriculture reproductive biology laboratory. In the next several years, the laboratory will focus on reproduction of exotic and endangered species, one of Dr. Schmidt’s areas of expertise. In early 1998, he made history as the first veterinarian to perform a successful artificial insemination procedure of a captive Asian elephant. The calf was born at Dickerson Park Zoo in Springfield.

“A professorship is perpetual. It is a way of recognizing excellence for several generations, unlike research funding or awards, which are for a limited time. Prospective students hear about professorships and are attracted to programs that include them. This elevates the caliber of student who attends Missouri State.”



Our Year in Review

When the clock struck midnight on June 30, the Missouri State University Foundation's gifts and commitments for the just-completed fiscal year totaled a record \$14,050,400. That amount surpasses the previous all-time high of \$11,826,286 (set in 2005-06) by more than \$2 million.

Since 2005, the Foundation has averaged nearly \$1 million in gifts per month, and in keeping with the University's goals of increasing student access to higher education and maintaining quality faculty, the Foundation added nearly 40 new endowed funds (scholarships and faculty positions) this year.

In the past year, the Foundation provided \$12 million in private support to the University. This provision made possible \$4.5 million for student services and scholarships, which allowed for the awarding of \$1.4 million toward 1,078 student scholarships.

In addition, at a time when national numbers show a decrease in alumni giving, a University record of more than 8,000 Missouri State alumni contributed to their alma mater this past fiscal year.

"Our goal has always been to increase the number of donors and to engage our alumni in this area," said Brent Dunn, vice president for university advancement and executive director of the Missouri State University Foundation. "The University has made a concentrated effort to make more visits to alumni and friends throughout the country. While it's great to break records, it's the impact of these gifts that we celebrate."

The majority of the funding for Fiscal Year 2008 (July 1, 2007 – June 30, 2008) has been committed to academic purposes, Dunn said. Additionally, \$5 million has been given and pledged in support of JQH Arena.

"The investments that our donors made in Missouri State University this past year are extraordinary – both in terms of the generosity that they represent as well as the students, faculty, staff and programs that they will help support," said Missouri State President Michael T. Nietzel. "We are extremely grateful for these gifts, and we are determined to fulfill the potential that they have created for the University."

The Missouri State University Foundation was established in 1981 as the fundraising arm of the University. Since then, the Foundation has received \$144 million in outright gifts and another \$31 million in deferred gifts has been committed. The endowment now stands at over \$53 million.

"We're here to provide funds and to enhance the educational opportunities for our current and future students," said Pat Sechler, president of the Foundation. "It's exciting to see that so many alumni and friends continue their involvement with the University. Their support is critical to Missouri State's tradition of success."

Springfield native and 1954 Missouri State graduate Gordon McCann has committed to donate his collection of music and folk-life material to the special collections and archives department of the Duane G. Meyer Library. McCann's collection includes more than 2,000 recorded fiddle tunes (well over 65,000 including variations) and more than 3,000 hours of fiddle music. In addition, McCann has more than 200 notebooks full of tunes, transcriptions and biographical information on the musicians. The collection will be transferred over a period of time, with the oldest tapes to be digitized first as library staff process and archive the material for use by future generations of researchers.





The Darr Family Foundation has pledged \$1 million toward the completion of Phase III improvements to the Darr Agricultural Center. These will include the construction of a learning/service building at the center that includes class/meeting rooms, offices, a small animal laboratory, a greenhouse and a shop. The total cost for Phase III improvements is expected to be approximately \$2.8 million.



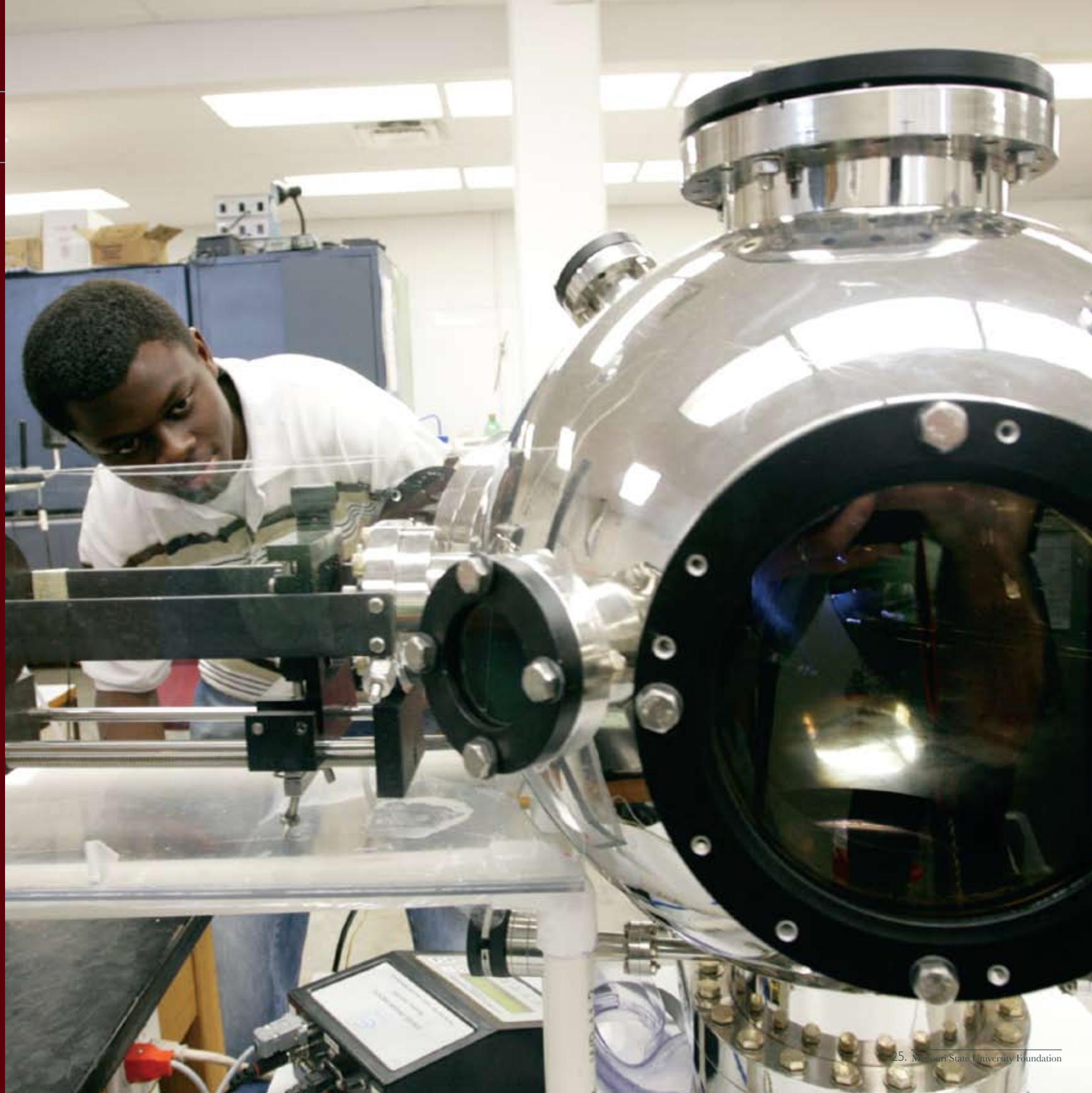
More than \$7.2 million in private gifts has now been donated or pledged to support JQH Arena at Missouri State University. Included in that total is \$5 million in private funding the University committed to raise for construction of the facility above and beyond the \$30 million lead gift from John Q. Hammons.

The \$67 million JQH Arena, named for Hammons in recognition of his \$30 million gift, is under construction and will be completed in time for the 2008-09 basketball season. The facility will have more than 11,000 seats, a grand entrance, 24 private suites, more than 100 loge seats, 55 courtside seats, a Hall of Fame, a team souvenir store and a ticket office.

A number of alumni, friends and area businesses have contributed toward the arena. Recognition of these gifts will be seen throughout the new home of the Bears and Lady Bears.



On January 23, Missouri State University's Roy Blunt Jordan Valley Innovation Center was awarded its first corporate gift, \$125,000 from the Bank of America Charitable Foundation. The gift will enhance JVIC by funding the construction of an electromagnetic device fabrication laboratory. The work performed in this lab will add to continued economic development spurred by JVIC, which houses the University's Center for Applied Science and Engineering (CASE), the Center for Biomedical and Life Sciences (CBLS), Springfield Innovation, Inc., the nonprofit arm of the center, and offices and research space for JVIC senior corporate affiliates.





The Missouri State Promise Scholarship was established to help the neediest of Missouri's students complete a college degree. The scholarship pays the difference between the cost of tuition and required fees and any federal, state or other scholarship aid the student may have received to ensure that the total gift aid will cover their tuition and fees and a standard book allowance. Because of a revised state program to better address financial need and because of significant contributions from private donors, the income cap for the scholarship increased from 100 percent to 150 percent of the national poverty level for freshmen and transfer students who entered the University in the fall of 2008. In 2007-08, 33 students were awarded the Promise Scholarship, totaling \$38,148. The University expects 30-50 more students to qualify as a result of raising the income cap.

Veterans injured since Sept. 11, 2001, who want to continue their education at Missouri State University will have assistance, thanks to a new scholarship fund endowed by friends of the University, John and Fredna Mahaffey. The Operation Promise Scholarship provides up to \$3,000 per year to veterans who have been physically injured in combat since Sept. 11, 2001. Born in St. Joseph, Mahaffey moved to Springfield in 1949, after serving in the U.S. Army. He has enjoyed a successful career as founder of Mahaffey Enterprises. Fredna, an alumna of the University of Wisconsin, is a member of the Junior League of Springfield and also is active in the community.

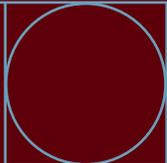


In its mission to develop educated persons, it is essential that the faculty of Missouri State serve as role models and intellectual leaders. The faculty members who hold endowed positions set high standards for achievement. They have earned their positions through sustained and scholarly accomplishments.

At Missouri State, we compete nationally for talented faculty, who are vital to strong academic programs. We must not only attract outstanding faculty, but also reward them for their excellence in educating students and representing the University.

That's why we have increased the number of endowed chairs and professorships from three to 25 in the past two years. The donors who have established these endowed positions have set a precedent by investing in Missouri State's mission.





Annual Fund

The annual giving program seeks private gift support from alumni, parents, faculty, staff, emeriti faculty and friends to help sustain and enhance the collegiate experience. Every gift to the Annual Fund, no matter the size, is vitally important to help provide the resources needed to continue the academic excellence provided to students and faculty. During Fiscal Year 2008, the University received 31,143 annual gifts, raising more than \$6 million. Of that amount, over \$80,000 was contributed through matching gifts.

Gifts made through the Annual Fund to the General University Fund provide resources for the areas of greatest need and greatest opportunity. Additionally, each college and many departments and programs have a general fund, as well as a scholarship fund specifically for that area. Academic areas use their general funds to address current needs, such as travel and equipment needs, and they utilize scholarship funds to reward deserving students.

There are numerous ways in which annual gifts can be made to Missouri State. Some of the most well known are:

- Direct mail campaigns
- Brick Bear Paths at the Robert W. Plaster Student Union
- Ride with Pride collegiate license plates
- Senior Class Gift Campaign, for graduating seniors
- All-University Campaign, for faculty and staff giving
- The Missouri State Phone Campaign

Messages of gratitude, honor and love inscribe the bricks of the PSU Brick Bear Paths. The bricks are located in front of the Robert W.

Plaster Student Union for greatest visibility. Funds raised benefit the Union and have provided artwork, refurbished furniture and funded important replacements and maintenance that benefit students and many visitors to campus.

Ride with Pride is the collegiate license plate program for Missouri residents. By enrolling in the program, donors not only show pride for the University, but also help provide 10 scholarships to students each year by contributing a minimum of \$25 to the Missouri State Collegiate License Plate Fund. Missouri State alumni, students, parents and friends who are residents of Missouri are eligible to apply.

The Senior Class Gift Campaign offers graduating seniors, who will soon be our young alumni, an opportunity to show their support by contributing to projects that will become part of their class legacy. Each senior is asked to make a gift of \$25 to his or her Senior Class Gift Fund. These gifts have funded scholarships, trees, benches and one senior class gift provided artwork to Plaster Student Union memorializing Sept. 11, 2001. The Senior Class of 2008 chose to leave its lasting mark on the University, as well as be a part of JQH Arena. Its gift is a bronze bear statue for the student concourse area of the arena.

The All-University Campaign provides an annual opportunity for faculty and staff members to show support for Missouri State University and its programs. Appreciation is extended to all faculty and staff who contributed to making the All-University Campaign a success in Fiscal Year 2008.

The Missouri State Phone Campaign, a key component of the Annual Fund, provides more than 40 current students the opportunity to have one-on-one contact with alumni, parents and friends of the University. Calls are made on behalf of the six academic colleges, in addition to several special campaigns including The Parents Campaign to benefit the Duane G. Meyer Library, Adopt-the-Band, KSMU Public Radio Station, Ozarks Public Television, The Performance Society and the Senior Class Gift Campaign. During Fiscal Year 2008, student callers phoned more than 50,000 alumni and raised more than \$560,00 in pledges for academic and special campaigns.

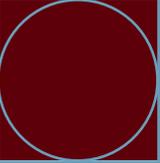
Much of the academic support given through the Phone Campaign helps fund student scholarships and the areas of greatest need for the academic colleges. The Phone Campaign gives alumni and current students the opportunity to learn from one another while helping to create a brighter future for Missouri State students. Callers update records, obtain e-mail addresses for the Alumni and Friends E-Newsletter, collect business information, provide campus news and updates, as well as answer questions about the University. Many of the student callers are working their way through college and have financial assistance from scholarships supported from the Missouri State Annual Fund and from generous individuals who support the University.

There are varied opportunities to participate and provide support to Missouri State University. Whatever your gift size and wherever the designation, your annual gift is so very important and so incredibly appreciated!

Alumni donors set record for participation

In Fiscal Year 2008, more Missouri State alumni made gifts to the University than ever before. This level of participation speaks volumes to the pride alumni feel while also strengthening the institution. Many corporations and foundations review alumni participation before awarding grants and making gifts. It also serves as a factor in college rankings such as *U.S. News and World Report*, an annual publication that provides prospective students information to help make their higher education choices. Alumni are helping Missouri State, its programs and students in many ways when they choose to support the University.

Thank you to alumni, parents, friends, faculty and staff for making this another successful year for the Annual Fund.



Ways of Giving

Gift planning allows donors to choose from a variety of options so that they may tailor their giving specifically to meet their philanthropic goals. Gift planning also provides the most beneficial strategy to meet the benefactor's needs.

Gifts may be made as outright contributions to the Foundation or can be made through a deferred gift. Realizing that every gift reflects the goodwill of diverse individuals, the Foundation stands ready to aid donors, their attorneys and financial advisors in choosing a gift option that will be suitable for each contributor's needs. The Missouri State University Foundation appreciates the generous support of our donors. Giving options to consider include:

Gifts of Cash — For the great majority of alumni and friends, most gifts to the University are in the form of cash, usually by credit card or check and made payable to the Missouri State University Foundation. This contribution is the easiest and provides a charitable income tax deduction for those who itemize. The Missouri State homepage offers a link to make gifts online or alumni and friends can go to www.missouristate.edu/giving/.

Matching Gifts — More than 8,800 corporations and businesses match private gifts from employees, retirees and spouses to educational institutions. Gifts are often matched at a dollar-for-dollar rate; however, some companies offer programs which match at double, triple, and in some cases quadruple, the rate of the employee contribution.

- Find out if your (or your spouse's) company will match your gift by talking with your Human Resources Office or by visiting www.matchinggifts.com/missouristate.
- If your company participates in the matching gifts program, follow your employer's

instructions — mail your completed forms, including your gift, to the Missouri State University Foundation.

- If you have questions regarding matching gifts, please contact the Missouri State University Foundation.

Gifts of Securities — You can make your gift to the University by contributing appreciated assets — such as stocks, bonds, mutual funds or real estate. Your tax advantages are maximized if you donate appreciated assets that you've owned for more than one year. You obtain an income tax charitable deduction for the full current market value of the asset and you avoid the capital gains tax that you would have paid if you sold the asset outright.

You may deduct your total charitable gifts of appreciated property for the year for up to 30% of your adjusted gross income for that year. If your total charitable gifts of appreciated property for the year exceed 30% of your AGI, you may carry over the excess for up to five subsequent years.

Whether you hold your securities in certificate form, or in a brokerage account, we can provide simple instructions on making your gift of appreciated securities — including stock-transfer forms and a letter-of-instructions form for your broker.

Gifts of Real and Personal Property — Real estate can be contributed outright or through a life-income gift. You can contribute your entire property or a fractional interest of it. You can even contribute your personal residence but continue to reside there for the rest of your life.

A gift of future interest in your home lets you continue to enjoy your home while obtaining a substantial current income tax charitable deduction.

Gifts of Life Insurance — When properly arranged, life insurance offers an attractive way to leverage relatively low premium payments to make

a major gift to the University. If you no longer need all the life insurance that you own, you may want to name the University as a beneficiary or contingent beneficiary. Any benefit the University receives from your insurance will be excluded from your taxable estate.

By taking the additional step of naming the University as irrevocable beneficiary and owner of your life insurance policy, you obtain an income tax charitable deduction equivalent to either the policy's cash surrender value or replacement value. If additional premium payments are due, you can deduct those premiums as charitable contributions each year.

Gifts Through a Will or Living Trust — Your bequest to the University or any of its colleges through your will or living trust can take any of a number of forms. You can bequeath a specific dollar amount, or a portion of what remains after your obligations to others are fulfilled. You can designate your bequest to support the University as a whole, or a specific college, or program. Through your bequest you can establish a permanent, named fund for scholarships, program support, professorships or the like.

Please contact us for draft language to ensure that the University and its colleges and programs will fulfill your wishes as you intend. We can also provide information about estate planning and the benefits of naming the University in your will.

Gifts of Retirement Plan Assets — By naming Missouri State University as survivor beneficiary of your qualified retirement plan, you can greatly reduce your estate's overall tax burden and increase the amount passing to your children or heirs. Because retirement plan assets are subject to multiple layers of taxation at the owner's death, in the form of federal and state

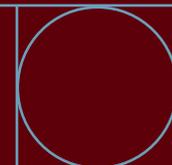
estate tax as well as income tax, retirement assets are taxed much more heavily than other estate assets. If left to a non-spouse, taxes can claim in excess of 75% of a plan's accumulations.

However, careful planning for the disposition of retirement plan assets will avoid unnecessary tax costs. By naming a qualifying charity such as Missouri State University as a survivor beneficiary of your retirement assets, the gift becomes completely exempt from estate tax, income tax and generation-skipping transfer tax, permitting you to make your gift at very low actual cost to your heirs. If you intend to leave a legacy to Missouri State University or another qualified charity through your will, prudent planning might call for you to make your gift from retirement plan assets instead, leaving the lesser-taxed assets to your family.

Gifts That Pay Income — There are a number of ways for you to make a gift to the University that will pay income. Such a gift will pay benefits back to you, either for your entire life or for a specified number of years, after which the University will use the remaining gift assets for the purpose you specify.

A life-income gift may be worthwhile if you want to make a gift but need to retain or increase the income you receive from your assets. It can be especially attractive if you own low-yielding but highly appreciated securities, and want to increase your income while avoiding capital gains taxes. And you also obtain a substantial income tax charitable deduction when you make your gift.

The various types of life-income gifts that are available permit you to fashion a gift arrangement that best fits your financial needs. You can structure your life-income gift to pay income to yourself and another person or persons. Your gift can pay a fixed or variable income; it may



include tax-free income in whole or part; and you can arrange for the income payments to commence immediately or at a future date, such as the date of your planned retirement.

A charitable life-income plan can also maximize your family's income from the survivors' benefits of your qualified retirement plan. You can designate a charitable life-income plan as survivor beneficiary of your retirement plan.

When the retirement assets pass into the life-income arrangement, the income tax is avoided and the estate tax is substantially reduced or eliminated. This combination of tax savings gives the charitable life-income arrangement a larger fund available for investment than if you directly designate your heirs as survivor beneficiaries of your retirement plan, resulting in much higher income for your heirs.

• **Charitable Remainder Trust** — A charitable remainder trust (CRT) is a trust that provides for a specified distribution, at least annually, to one or more beneficiaries, at least one of which is a charity, such as Missouri State. The distribution must be paid at least annually for life or for a term of years, with an irrevocable remainder interest to be held for the benefit of, or paid over to, Missouri State. The specified distribution must be either a sum certain, which is not less than 5% and not more than 50% of the initial net fair market value of all property placed in trust (a charitable remainder annuity trust), or a fixed percentage, which is not less than 5% and not more than 50%, of the net fair market value of the trust assets, valued annually (a charitable remainder unitrust).

• **Charitable Gift Annuity** — A Charitable gift annuity (CGA) is a life income gift. You transfer assets now to Missouri State University, receiving a charitable deduction for a portion of the transfer, and you or a beneficiary receives income for the rest of your life or a fixed period of time. The income received each year is equal to a fixed percentage of the original gift. This percentage is dependent upon the age of the beneficiary (or beneficiaries) at the time the CGA begins to pay out income. Upon the passing of the last surviving beneficiary, Missouri State University will use any remaining annuity assets to support the program you designated when you established the CGA.

• **Deferred gift annuity** — A deferred charitable gift annuity is similar to a charitable gift annuity except that the payments are deferred to a future date. A donor may defer payments to years when income is needed more, such as retirement. The donor obtains a substantial charitable income tax deduction in the year that the gift is made. Because payments are deferred, allowing the principal to grow, the donor enjoys a high payout rate later. A deferred gift annuity is an excellent way to make a gift and receive a charitable income tax deduction while providing income for the future. Regardless of your age or the timing of the income, you can take the charitable deduction for a portion of the gift in the year you make the gift. A portion of the payments you receive each year may also be exempt from certain income taxes.

Gifts That Pass Assets to Heirs — When you create a charitable lead trust, the initial or "lead" interest is paid out to Missouri State annually for either a predetermined number of years or for the duration of your life. Thereafter, the assets of the lead trust are either returned to you or passed on to your children, grandchildren, or other loved ones. If the assets are to be returned to you, you receive an income tax deduction when the trust is created. If the assets are passed on to heirs, applicable estate or gift taxes on the value of the gift are reduced or completely eliminated.

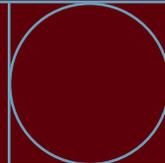
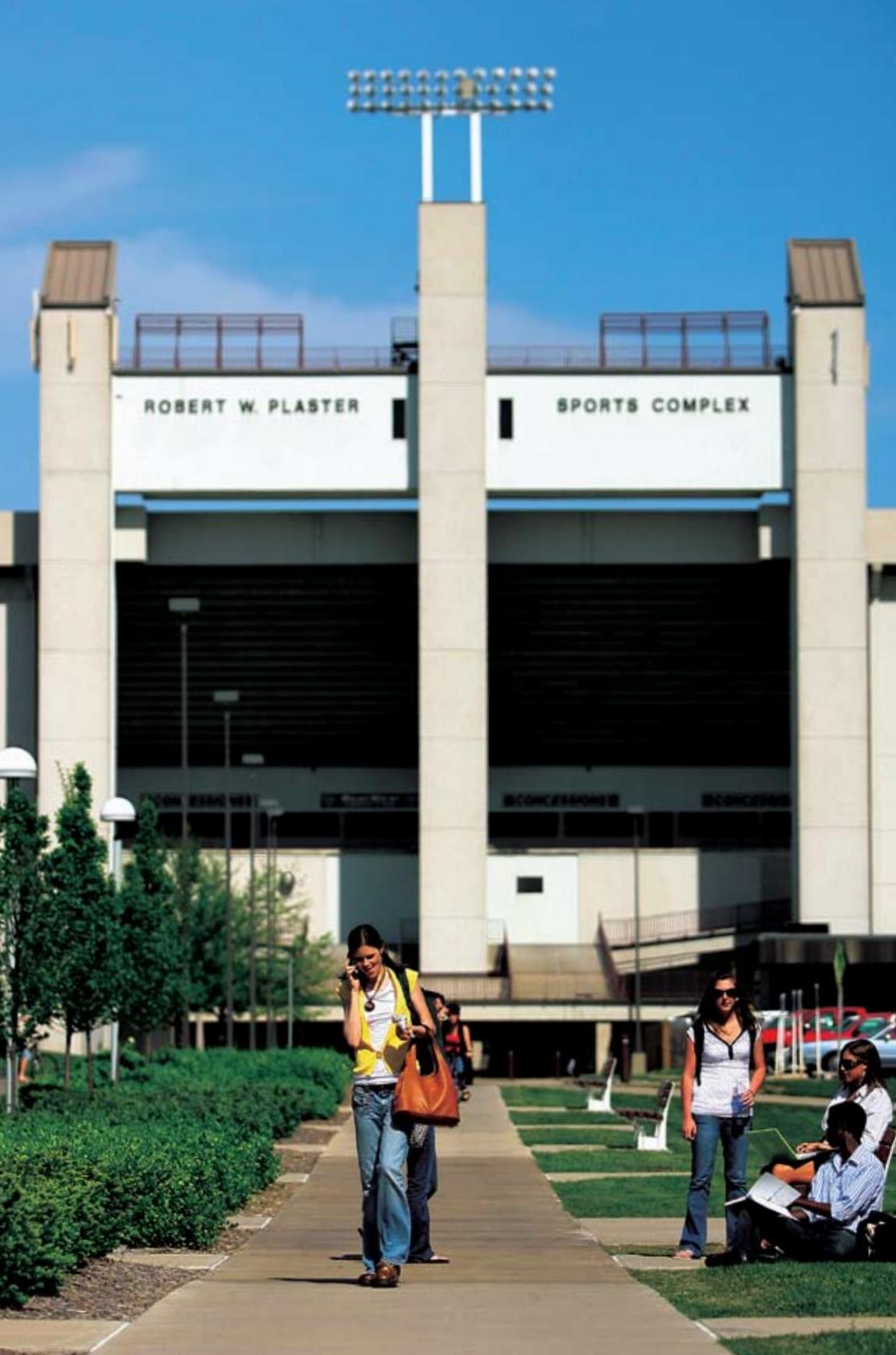
A charitable lead trust can be a powerful tool in gift and estate tax planning, but the technical complexities require careful consideration. The Missouri State University Foundation is glad to work with you and your financial advisors to see if a charitable lead trust is the right plan for you.

There are many ways in which to provide support and help build the future of Missouri State University. Each and every gift helps ensure that we fulfill our mission.

For additional information on Foundation guidelines for particular types of gifts, we invite you to contact us at:

Missouri State University Foundation
 Kenneth E. Meyer Alumni Center
 300 South Jefferson, Suite 100
 Springfield, MO 65806
 Phone: 417-836-4143
 Fax: 417-836-6886
Foundation@missouristate.edu





The Founders Club

The Founders Club is Missouri State University's most prestigious organization for recognizing major donors for capital and academic projects.

It exists to:

- Assure proper and deserved recognition to those individuals, businesses, foundations, organizations and corporations that support the University;
- Provide the continuity and framework within which substantial and lasting gifts and bequests may be made;
- Encourage and stimulate active interest in and support for the University by its loyal alumni and friends; and
- Establish the means for the interchange of ideas with the President and other officials regarding future directions for the University.

Members of The Founders Club make a minimum commitment of \$10,000 in cash, securities, or real or personal property to the Missouri State University Foundation, usually in payments of \$1,000 or more annually for academic, administrative or capital programs. Additionally, membership is extended to those making planned gifts through a bequest, life income agreement, trust agreement or another acceptable planned or deferred giving instrument with a value of at least \$10,000.

Each year medallions are presented to those members whose generosity significantly exceeds

the minimum level of giving necessary to qualify for membership. The minimum cumulative giving levels are as follows:

Founders Medallion	\$ 1 million
Platinum Medallion	\$ 500,000
Sterling Medallion	\$ 250,000
Presidents Medallion	\$ 100,000
Silver Medallion	\$ 50,000
Bronze Medallion	\$ 25,000

Deferred gift arrangements are recognized at the appropriate medallion level.

The Founders Club membership is found in the list that follows on page 50-61. Statements of acceptance for membership received after June 30, 2008, will be listed in next year's Annual Report.

It is an honor to recognize these donors for their outstanding commitment to the University.



The Founders Club Dinner 2008

A Night in Casablanca - June 27, 2008

The evening's events began with a reception for medallion recipients at Juanita K. Hammons Hall for the Performing Arts. The event recognized 43 new medallion recipients and honored past medallion honorees for their generous support to Missouri State University.

Immediately following the medallion reception, more than 300 members and guests headed to the University Plaza Hotel for a Casablanca-themed evening. With brown, orange and teal tapestries draping entry doors to the ballroom and jeweled chandeliers hanging from the ceiling, members and guests traveled back in time to 1940's Casablanca.

The Moroccan-styled evening set the stage to welcome 33 new The Founders Club members during Fiscal Year 2008. During the program a video displaying donors, scholarship recipients and faculty highlighted the importance of giving and how private support creates opportunities at Missouri State University. Those featured in the video expressed heartfelt thanks to those who choose to support the University with private contributions. Members of the Missouri State Pride Bands performed musical numbers throughout the evening's festivities that left everyone asking them to "play it again."

Dr. Michael T. Nietzel, University president, and Pat L. Sechler, Foundation president, provided remarks and highlights from the past fiscal year, and expressed their gratitude to those who have given such generous support to Missouri State.

The Missouri State University Foundation would like to express sincere appreciation and gratitude to the evening's sponsors:

Celebration sponsors

AG Edwards/Wachovia
BKD, LLP
Commerce Bank
Bill and Virginia Darr
Merrill Lynch
Charlie and Mary Beth O'Reilly

Milestone sponsors

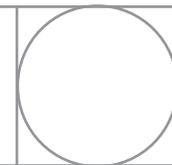
Nadia Cavner Group at BancorpSouth
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MISSOURI STATE UNIVERSITY
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“Our goal has always been to increase the number of donors and to engage our alumni. While it’s great to break records, it’s the impact of these gifts that we celebrate.”

W. Brent Dunn

Vice President for University Advancement/Executive Director,
Missouri State University Foundation

FINANCIAL HIGHLIGHTS - MISSOURI STATE UNIVERSITY FOUNDATION

Every year Missouri State University receives thousands of private contributions from a variety of sources. These contributions support the University's students, faculty and programs and allow Missouri State to offer an exceptional educational experience to all who attend. During Fiscal Year 2008, the Missouri State University Foundation received 32,970 gifts totaling more than \$14 million which is the largest giving total in one year to the University. Contributions from 26,304 donors were received this past fiscal year, with over 8,000 of those donors being Missouri State University alumni. Our donors helped

the University enhance projects and programs throughout the University, including scholarships, facilities, faculty development and research. These donors — alumni, parents, friends, corporations, foundations, faculty, staff and students — have demonstrated their commitment and desire to improve the quality of education Missouri State University offers. The incredibly generous support of all of our donors is what allows the University to continue to ensure academic excellence and once in a lifetime experiences at Missouri State University.

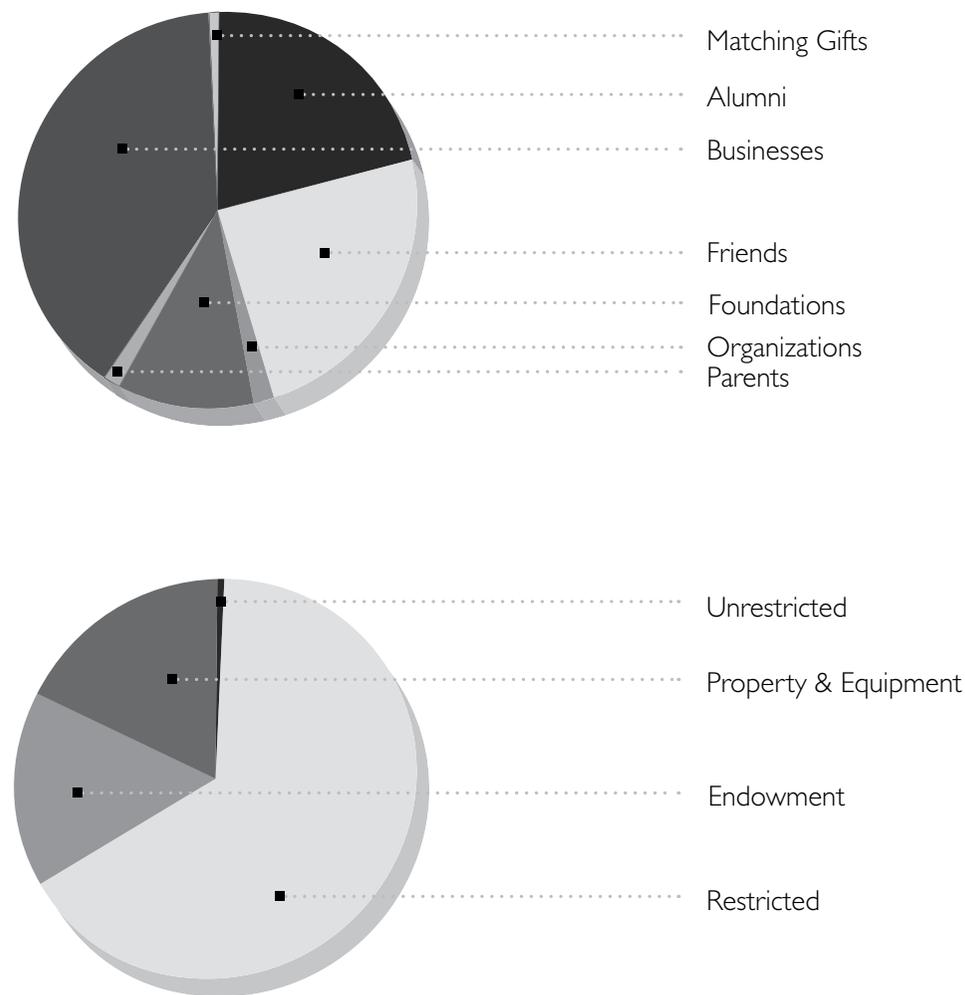
FISCAL YEAR 2008 CONTRIBUTIONS

SOURCES

Alumni	\$ 3,014,196
Friends	\$ 3,378,057
Parents	\$ 204,752
Foundations	\$ 1,560,146
Organizations	\$ 216,544
Businesses	\$ 5,596,198
Matching Gifts	\$ 80,507
Total	\$ 14,050,400

PURPOSES

Unrestricted (Area of Greatest Need)	\$ 89,247
Restricted (Annual student financial aid and academic, athletic and administrative programs)	\$ 9,311,257
Endowment	\$ 2,198,558
Property & Equipment	\$ 2,451,338
Total	\$ 14,050,400



FINANCIAL HIGHLIGHTS - MISSOURI STATE UNIVERSITY FOUNDATION

Statement of Financial Position June 30, 2008 and June 30, 2007

	2008	2007
Assets		
Cash and cash equivalents	\$ 8,884,513	\$ 6,071,328
Accounts receivable, net	19,742	28,061
Investments	60,347,217	62,965,609
Investments held in trust	876,272	1,002,321
Investments held for resale	123,126	141,237
Pledges receivable, net	41,203,896	40,064,520
Real estate held for resale	360,382	523,382
Cash value of life insurance	518,186	487,929
Construction in progress	252,877	
Real estate and equipment, at cost	2,738,940	2,738,940
Accumulated depreciation	(1,765,142)	(1,696,363)
Total Assets	\$ 113,560,009	\$ 112,326,964
Liabilities		
Accounts payable and accrued expenses	\$ 333,049	\$ 165,633
Pledges payable	114,600	234,271
Annuity obligations	517,121	532,647
Funds managed for Missouri State University	199,762	199,762
Total Liabilities	1,164,532	1,132,313
Net Assets		
Unrestricted	6,677,687	6,229,442
Temporarily restricted	71,900,293	73,447,602
Permanently restricted	33,817,497	31,517,607
Total Net Assets	112,395,477	111,194,651
Total Liabilities and Net Assets	\$ 113,560,009	\$ 112,326,964

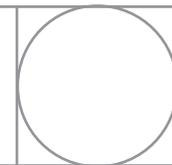
Statement of Activities Year Ended June 30, 2008

	2008
Total Revenues, Gains and Other Support	\$ 14,379,033
Expenses and Losses	
Instruction and academic program support	2,078,933
Student services	2,580,739
Institutional support	213,392
Scholarships	1,601,401
Broadcast services	954,877
Rental expenses	560,041
Capital projects - Missouri State University	1,729,548
JQH Arena debt service	1,858,501
Costs of direct benefits to donors	232,148
Fund raising	825,453
Other expenses and losses	543,174
Total Expenses and Losses	13,178,207
Change in Net Assets	1,200,826
Net Assets, Beginning of Year	111,194,651
Net Assets, End of Year	\$ 112,395,477

The Statements of Financial Position and Statement of Activities are excerpted from Missouri State University Foundation's 2008 financial statements, which have been audited by BKD, LLP. The complete report is available on the Missouri State University website under Foundation Accounting.

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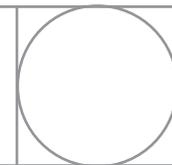


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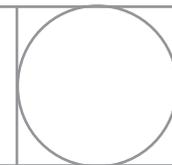


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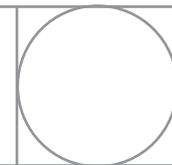


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