



2016
ANNUAL
REPORT

LETTER FROM THE PRESIDENT

Dear Friends:

This past year has been an exciting time for the College Heights Foundation. Because of generous donors like you, the CHF experienced its most successful fundraising year to date, and the total endowment has reached a record high. More importantly, we were able to award more than \$5 million in scholarships to more than 2,000 deserving students on the Hill allowing them an opportunity for education and to live the WKU experience to its fullest.

We also began the planning phase of renovation to the Foundation Building thanks to the support of a generous donor. The Foundation Building has served as the home of the College Heights Foundation since 1967, and 50 years of deferred maintenance has taken its toll on the facility. The renovated building will allow more visibility, increased access to donors and students, and create functionality for the constituents we serve. We will also incorporate donor recognition through interactive displays allowing visitors to search and view any of our scholarship funds. The display will allow exploration of guidelines and criteria, donor biographies, history for each scholarship fund, and create greater awareness for the special stories that each fund tells.

Because of your generous funding to the College Heights Foundation, we hope the Annual Report exhibits the impact of your worthwhile investments. The CHF Board of Directors is extremely grateful and appreciative of your commitment and interest in the mission of the College Heights Foundation. We also express genuine appreciation from the students who benefit from your unwavering support and encouragement.

The College Heights Foundation continues to believe in and carry out our motto, Guardian of Trusts. It is our honor to be the stewards of your trust, and we proudly perform that duty daily as we impact the lives of students and play a small role in helping these young scholars grow into well-rounded, productive citizens who give back to their community.

The CHF now administers more than 1,200 different scholarship funds. Scholarships are one of the University's highest priorities, and we are appreciative of all of those who have established endowed scholarship funds to help alleviate the financial pressures of this growing demand.

Thank you for your continued and loyal support, and always remember,
"The Spirit Makes the Master."

Sincerely,



Dr. Donald Smith, President
College Heights Foundation



COLLEGE HEIGHTS FOUNDATION
Board of Directors



Gen. Edward Daniel Cherry



Mr. Alexander Downing



Dr. Jack G. Glasser



Mr. Clarence E. Glover



Mr. R. Harvey Johnston, III



Mr. Marc A. Lovell



Dr. Jerry W. Martin



Mr. Joe B. Natcher, Jr.



Ms. Wanda J. Scott



Mr. Michael L. Simpson
Chair



Hon. Freddie L. Travis



Mrs. Carol H. Wedge
Vice Chair



STATEMENT OF
FINANCIAL POSITION

ASSETS	2016
Cash and cash equivalents	\$ 1,366,101
Interest and dividends receivable	\$ 54,754
Investments	\$ 54,691,031
Beneficial Interest in third party trusts	\$ 4,493,343
Assets held for others	\$ 2,998,069
Other assets	\$ 94,697
Total Assets	\$63,697,995

LIABILITIES AND NET ASSETS

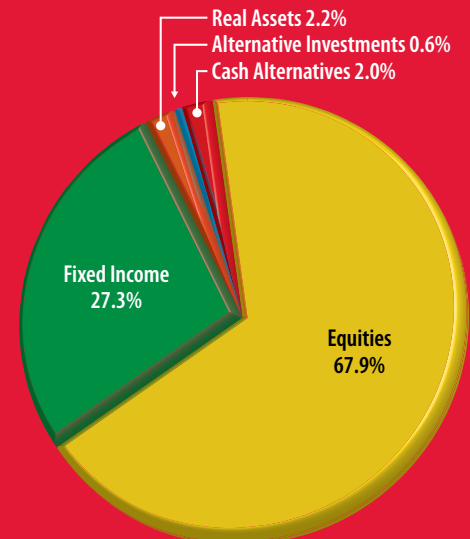
Liabilities

Notes payable	\$ 0
Refundable advances and gift annuity liabilities	\$ 3,021,699
Liability for assets held for others	\$ 2,998,069
Total liabilities	\$ 6,019,768

Net assets

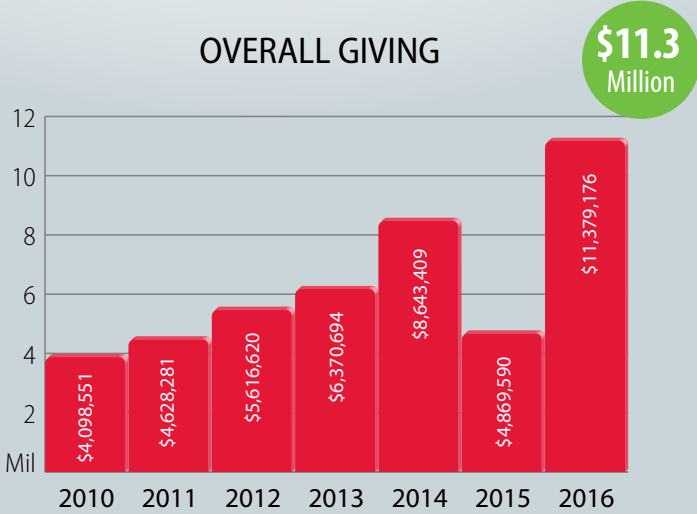
Unrestricted	
Designated for perpetual scholarship fund	\$ 86,240
Temporarily restricted	\$ 1,827,614
Permanently restricted	\$ 55,764,373
Total net assets	\$ 57,678,227
Total liabilities and net assets	\$ 63,697,995

INVESTMENT ALLOCATION

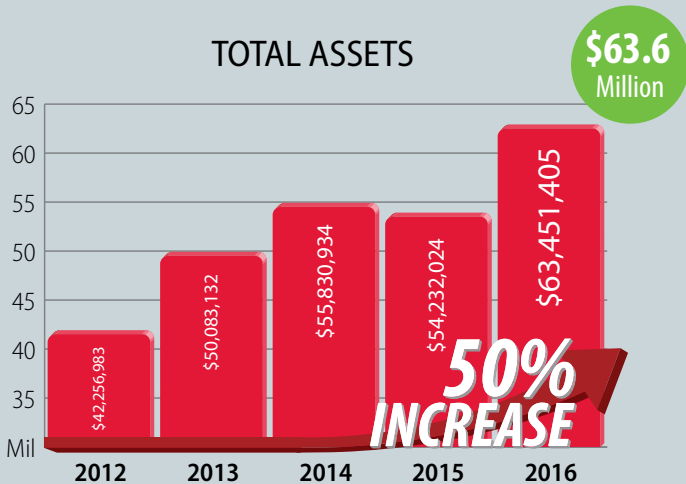


Record-Breaking Year in Fundraising

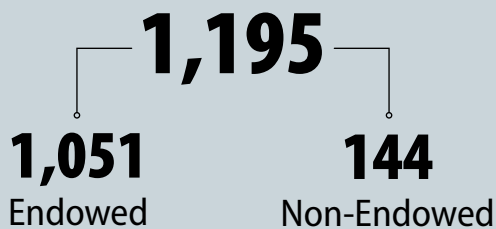
OVERALL GIVING



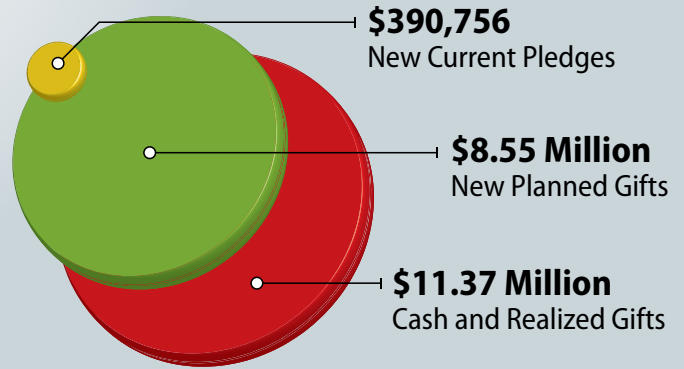
TOTAL ASSETS



TOTAL NUMBER OF FUNDS



PRIVATE SUPPORT RAISED



TOTAL IN 2016
\$20.32 MILLION

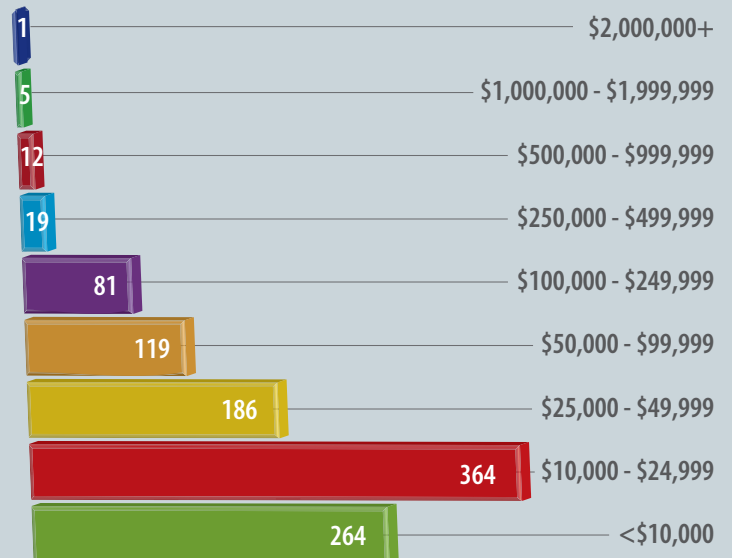
AVERAGE INVESTMENT RETURNS

3 YEAR – 5.83%

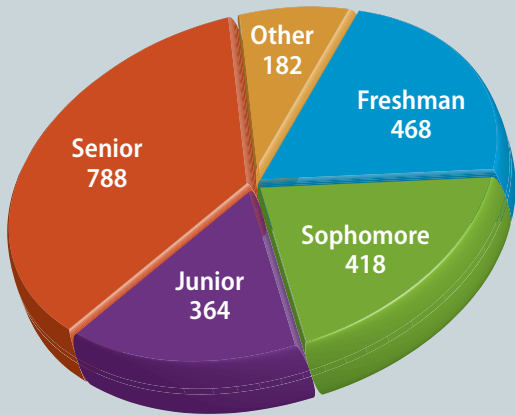
5 YEAR – 8.78%

10 YEAR – 6.26%

ENDOWED FUNDS BY SIZE



SCHOLARSHIP RECIPIENTS
by Classification Level



**MORE THAN
\$5 MILLION**
AWARDED IN SCHOLARSHIPS



2,220
COLLEGE HEIGHTS FOUNDATION
Scholarship Recipients

AVERAGE GPA
of CHF Scholarship Recipients

HIGH SCHOOL GPA



COLLEGE GPA



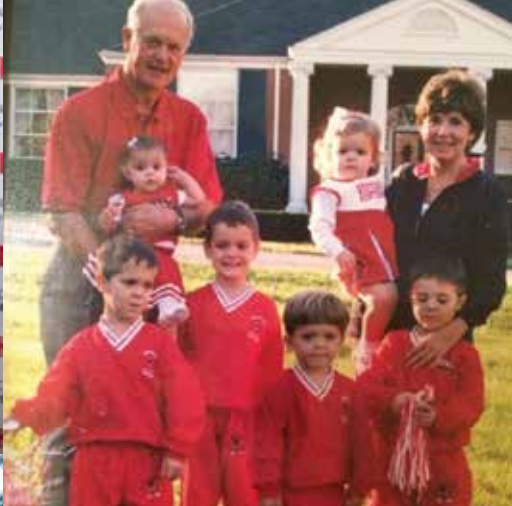
Scholarships really helped me afford college without student loans. Without these scholarships I wouldn't have been able to come to WKU. When I came here for a tour and I saw how beautiful it was, I knew I would apply for any scholarship available so I could come to WKU. Having scholarships has made me appreciate my time at WKU a lot more... (It) lets me know other people are putting their trust in me.

OLIVIA PARKER
Crystal River, FL
Sophomore
Psychological Science



I am a non-traditional student on my second time around. Receiving this scholarship meant I could go back to school and avoid debt. Had I not received this financial help, I would not have considered pursuing another degree. So this scholarship really helped me go back to school. Nursing is a giving and receiving reciprocal relationship. I've received a lot of help and I plan to give back to help others. Receiving this scholarship has just added to the list of people to thank. It also helps remind me to give back now while I'm still here.

JARED CARPENTER
Bowling Green, Ky
Nursing



Thank You



you

NEW SCHOLARSHIP FUNDS 2016



Akebono Learn and Earn
Scholarship Fund



Armbrust/McGee German Culture and
Work Experience Scholarship Fund



Bickett Family
Scholarship Fund



John and Jessica Carver Family
Scholarship Fund



Carl M. and Anna L. Clark Memorial
Scholarship Fund



Col. Charles William (Bill) Crafton
Memorial Scholarship Fund



Thad Crews
Scholarship Fund



Gabbi Doolin Memorial
Scholarship Fund



Dugas Family Visiting
Professorship Fund



Friends of Dugas Community
Park Fund



Brett Ford
Scholarship Fund



Greer Family
Scholarship Fund



Dr. Sharron Halcomb Francis
Scholarship Fund



Dr. Charles Hood
Scholarship Fund



Diane Hunton Athletic
Scholarship Fund



Johnston
Scholarship Fund



Patricia and Nicholas Z. Kafoglis
Endowed Scholarship Fund



Wilma Howard Klein
Scholarship Fund



Blake Li Scholarship Fund
for Baseball



Rick Medlin/Fruit of the Loom
Memorial Scholarship Fund



Owenelle
Gift Fund



Pickerill-Pulsinelli Award
in Economics



Ronnie Sheffer
Scholarship Fund



Becky and Gary Sims
Scholarship Fund



Sitel Learn and Earn
Scholarship Fund



Spantech Learn and Earn
Scholarship Fund



Robyn, Dean, & Lucile Swanson
Scholarship Fund



Alexis Swift Memorial
Scholarship Fund



L. Michael Trapasso
Scholarship Fund



Warren County Conservation District
Scholarship Fund



Judy Walker Woodring Leadership
Scholarship Fund



Mitch and Maclynn Zebrun
Scholarship Fund

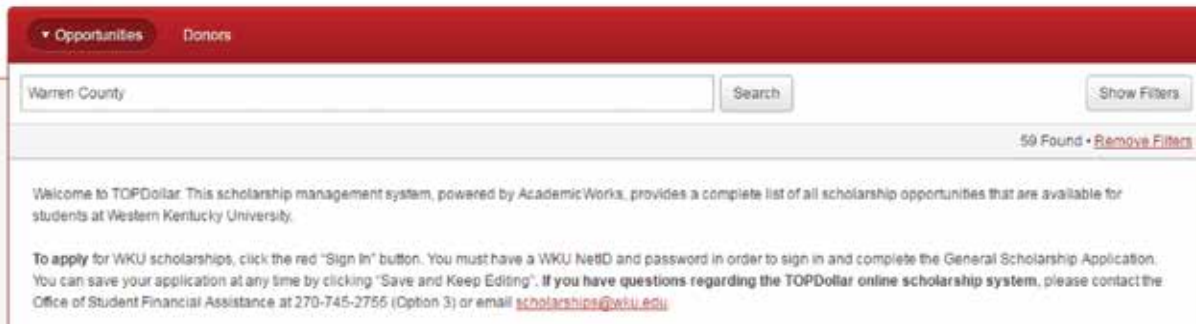


TOP DOLLAR

WKU SCHOLARSHIP SOURCE

TOPDollar should be top of mind for all students at Western Kentucky University. TOPDollar, WKU's comprehensive scholarship management system, is a one-stop-shop for all scholarships. TOPDollar allows students to complete one General Scholarship Application and prompts students to complete any supplemental materials required for particular funds. Last year, the College Heights Foundation awarded more than \$5 million in scholarships to more than 2,000 students at WKU. Undoubtedly, this system eases the search for scholarship funding for WKU students and simplifies the process to enhance the college experience.

www.wku.edu/topdollar



How do students apply for scholarships using TOPDollar?

To apply for WKU scholarships, students sign in to TOPDollar using their WKU NetID and password. Next, they can complete the General Scholarship Application, which will place them into consideration for all scholarships for which they are eligible.

How do students search for scholarship opportunities?

If students wish to identify scholarship opportunities for which they might be eligible to receive, they may type in key words to search for specific criteria. Example criteria include geographic area, academic major or college, extracurricular activities or athletics, hobbies and interests, or specific personal characteristics. Based on the information the University has on file and the information completed in the General Scholarship Application, students will be automatched to available opportunities and submitted to the appropriate awarding entities.

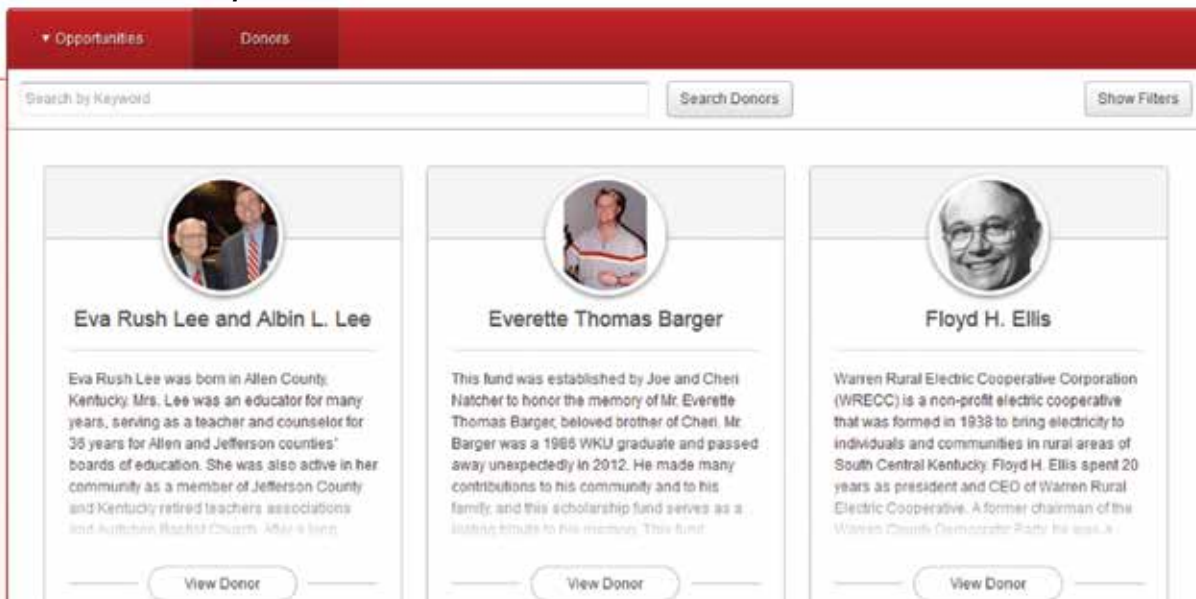
Are all scholarships automatched?

Some scholarship opportunities may not be automatched because they require additional action on the students' part such as a separate application, essay, letters of recommendation, or interview. Those scholarships will be listed as recommended scholarships with a green arrow button after completing the General Scholarship Application. If students are eligible for one of the recommended scholarships, they will be prompted to complete the supplemental materials.

How can one learn more about the donors for scholarship funds?

On TOPDollar, one can read about donors as well as scholarship opportunities. Similar to the opportunities search, there is a keyword for donors and the stories for each unique scholarship fund. One can search for specific donors or individual scholarship funds to find a particular story. These donor stories are shared with student recipients via email once the scholarship award has been made. These donors are the generosity behind each of WKU's scholarship funds, and their contributions provide essential support to allow worthy and deserving students to obtain an education.

www.wku.edu/topdollar



WKU LEADERSHIP

THANK YOU DR. RANDELL FOR *20 Years of* TRANSFORMATION


The College Heights Foundation would like to thank Dr. Gary A. Ransdell for the past twenty years of service to Western Kentucky University and as an ex-officio member of the CHF Board of Directors. Dr. Ransdell has led the charge in two successful capital campaigns throughout his tenure where significant funds were raised and designated for scholarship support to help deserving students obtain an education. The CHF endowment has grown tremendously throughout Dr. Ransdell's presidency from just over \$16 million in 1997 to more than \$63 million this year, and we greatly appreciate his loyal dedication to making scholarships one of the highest priorities at WKU.



WELCOME TO *Dr. Timothy C. Caboni*

The College Heights Foundation would like to welcome Dr. Timothy C. Caboni as the 10th President of Western Kentucky University. We look forward to working closely with Dr. Caboni as we support WKU through furthering the CHF mission of helping worthy and deserving students obtain an education. Dr. Caboni will serve as an ex-officio member of the College Heights Foundation Board of Directors for the duration of his WKU presidency. To read a complete bio on Dr. Tim Caboni, please visit www.wku.edu/president.

Ways to Give

 **Gifts of Cash** - There are three easy ways to make a gift of cash to the Foundation:

 **Mail**


College Heights Foundation
1906 College Heights Blvd., #41016
Bowling Green, KY 42101


 **Call**


(270) 745-4597


 **Online**


www.wku.edu/chf/giving.php


 **Gifts by EFT/Automatic Credit Card** - Some donors prefer the convenience of making a monthly gift in order to spread their entire contribution over an entire calendar year. The CHF offers convenient ways for donors to give monthly through electronic funds transfer, payroll deduction, or automatic credit card.


 **Gifts of Appreciated Securities** - Giving stocks and bonds that have increased in value provides even greater tax benefits than gifts of cash. The market value of the securities is deductible (subject to applicable limitations), and you also avoid paying capital gains tax on the appreciation.

 **Gifts of Closely Held Stock** - A donor may wish to make a gift of stock in a closely held corporation. If you own highly appreciated stock in a company that has significant cash reserves, this may be the best way for you to make a sizeable gift. When closely held stock is gifted, the donor is usually entitled to receive a charitable income tax deduction for the appraised value of the stock, in an amount up to 30 percent of adjusted growth income.

 **Gifts of Real Estate** - A gift of real estate can consist of almost any type of property: a primary residence, a vacation home, a farm or ranch, a commercial building, subdivision lots, or an undeveloped parcel. Such a gift will provide a charitable deduction for the full fair market value of the gift up to 30 percent of your adjusted gross income if you have held it for more than one year.

 **Gifts of Objects** - Donations of artwork, books, equipment, and antique furniture are sometimes appropriate gifts. Before making a gift of tangible personal property, however, please consult with the CHF to confirm your gift can be used as you wish while also meeting the needs of WKU. If your gift is valued at \$5,000 or more, you must have an independent appraisal within 60 days of the gift's transfer to the CHF to determine the value of your deduction.

 **Gifts through Estate** - Many individuals choose to make a meaningful gift by including the CHF as a beneficiary of their estate plans. Planned gifts can provide a perfect opportunity for individuals to maximize their charitable giving while also minimizing the tax consequences of their estate. A variety of estate planning vehicles may be considered including a Will bequest, gift annuities, charitable remainder trusts, charitable lead trusts, retirement funds, or life insurance policies.

 **IRA Qualified Charitable Distributions (QCD)** - IRA owners ages 70½ and older must begin withdrawing from their retirement plans. In lieu of taking the required minimum distribution (RMD), which is generally 100% taxable, individuals may make charitable gifts directly from their IRAs of up to \$100,000 annually. Income tax deductions are not available for IRA QCDs, but the distribution passes to the charitable entity tax free.

Please visit our Ways of Giving site for more information: www.wku.edu/chf/giving.php. You can also contact us at 270-745-4597 to discuss some of these giving vehicles in greater detail to determine the option that might be best for your individual philanthropic needs.

