



# Your Investment. Your Impact.

## Philanthropy Report 2017–18



**PennState**  
Smeal College of Business




Thanks to the generosity of our alumni and friends, the Penn State Smeal College of Business is able to provide an extraordinary business education to our students. From merit and need-based scholarships to faculty support to funding for innovative programs and services, your philanthropy is making an impact. We're grateful for the meaningful progress you make possible.

On behalf of our students, faculty, and staff, thank you for all you do to make Smeal a great business school.

With gratitude,

A handwritten signature in dark ink, reading "Charles H. Whiteman".

Charles H. Whiteman  
John and Becky Surma Dean



*“Philanthropy was ingrained in me from the start and it’s a lesson that I learned and followed.”*

## **ALUMNUS CONTRIBUTES TO SMEAL FOR 45 CONSECUTIVE YEARS**

**James B. Miller ‘58** began his career in public accounting with Haskins & Sells, where the firm’s managing partner was adamant about giving back and the organization had been a national leader in local United Way campaigns.

“Philanthropy was ingrained in me from the start and it’s a lesson that I learned and followed,” said Miller, whose family has given a gift to Smeal every year since 1972.

“We owe a lot to Penn State. Once my wife, Joann, our two children, and I got our feet on the ground, we started to give to Penn State, but it is a surprise to learn it has been over such a long period of time,” he said.

“As long as we are around, we’ll continue to support Penn State.”

The Millers—the college’s longest-consecutive donors—have also established the James B. and Joann M. Miller Scholarship at Penn State Altoona and have contributed to a variety of scholarship and program funds at the University, including the Department of Accounting at Smeal, Penn State Athletics, and Penn State Altoona.

# Total Philanthropic Support to Smeal Increases By Nearly 9%

Raised in 2017–18

**\$10,651,243**

**5,581**

Total Gifts and Pledges

**3,561**

Total Donors

**2,830**

Alumni Donors

## INFLUENCING BUSINESS PRACTICES WITH PHILANTHROPY

"The Zimmerman Fellowship has had a direct and tangible effect on my research efforts and my professional development," says Meg Meloy, the Calvin E. and Pamala T. Zimmerman University Endowed Fellow.

Meloy spearheads a robust research agenda at Smeal. Through the funds from the fellowship, she is able to support not only her own research efforts but also the research of several Ph.D. students.



"The research projects examine everything from how consumers' preferences change following a budget contraction of time, money, or space; to consumers' reactions to collaborations between low-cost retailers and high-end fashion designers; to how people experience the emotion of gratitude," said Meloy, who is also president-elect of the Society for Consumer Psychology.

The funds from the endowment also allow Meloy to attend conferences like the Behavioral Decision Research in Management Conference at Harvard, which was started by Nobel Prize winning economists and supports her growth in the field.

# Smeal Awards Nearly 5% More in Scholarship Dollars to Students



*Sophia Rallis, 2022 | "Once I heard about the success of Penn State in the finance field and the Nittany Lion Fund, I knew Penn State was the place for me. Coming from a single-parent home, scholarships have been instrumental in allowing me to pursue my dream of graduating from Penn State."*

Awarded in 2017-18

**\$2,563,513**

**832**


Total Scholarships

**734**

Students Receiving Scholarships

**\$3,081**

Average Scholarship Amount



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A GREATER  
PENN STATE  
FOR 21ST  
CENTURY  
EXCELLENCE

### CAMPAIGN SUMMARY

With a goal of raising \$1.6 billion, the A Greater Penn State for 21st Century Excellence campaign invites alumni and friends to become partners in Opening Doors, Creating Transformative Experiences, and Impacting the World. Smeal is working to raise \$64.5 million as part of the campaign, with distinctive fundraising goals in each of the three imperative areas.

# Smeal Surpasses 30% of Campaign Goal in Year Two

Campaign Total Through June 30, 2018

## \$20,391,669



\$10,784,690

### Open Doors

Attracting students from diverse backgrounds and helping them graduate on time



\$708,034

### Create Transformative Experiences

Providing learning experiences that transcend the classroom and help students develop as global leaders



\$7,460,171

### Impact the World

Helping students and faculty create meaningful changes on campus and beyond



\$1,438,774

### Additional Philanthropy

Supporting other strategic initiatives at Smeal

“There are a lot of talented students with enormous potential who want to go to Penn State.”

### MORE THAN \$1 MILLION IN SCHOLARSHIP AWARDS SINCE 2006

Edward Anchel '60 and his wife Judith endowed the Edward and Judith Anchel Trustee Scholarship with a \$1 million gift to the University in 2006. In 2017-18, 20 undergraduate students benefitted from the Anchels' generosity, sharing \$90,000 in scholarships. This was also the same year that the scholarship fund crossed the \$1 million mark in awards granted.

“There are a lot of talented students with enormous potential who want to go to Penn State,” Anchel said when creating this scholarship. “When you look at your life and all that you’ve accomplished after earning your degree, you want to help make sure that everyone who wants to go to Penn State has the financial means to do so.”

Among the current recipients of the Anchel Scholarship is Smeal finance major Joshua Roeder.

“As a first-generation college student, I was skeptical about how I could afford a Penn State education,” Roeder said. “However, each year, individuals like the Anchels have allowed me to continue this dream.”

The Anchels have also endowed the Jonas H. Anchel Professorship in Business Administration and made provisions in their estate plan to create the Edward and Judith Anchel Undergraduate Scholarship in Business.

# Your Support Makes a Difference

We depend on you, part of our network of generous alumni and friends, to help support the Penn State Smeal College of Business. Visit [raise.psu.edu](http://raise.psu.edu) to make a gift today. Or, for more information, reach out:

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