

# PHILANTHROPY REPORT 2018-19

**THANK YOU FOR YOUR SUPPORT.**



**PennState**  
Smeal College of Business

A **GREATER**  
**PENN STATE**  
FOR 21<sup>ST</sup>  
CENTURY  
EXCELLENCE

## MESSAGE FROM THE DEAN



I am a firm believer that when the Smeal College of Business community comes together, great things happen.

The information that follows demonstrates the impact of your philanthropic support for our faculty and students. I hope you feel a sense of pride in the good things that are happening because of you.

We have made great progress in the first three years of the *A Greater Penn State for 21st Century Excellence* fundraising campaign. Your philanthropy is opening our doors to students from every background, creating transformative experiences that will change the lives of our students, and making a lasting impact on the world.

I look forward to all that is possible in the years ahead.

With gratitude,

Charles H. Whiteman  
John and Becky Surma Dean

**A GREATER  
PENN STATE  
FOR 21<sup>ST</sup>  
CENTURY  
EXCELLENCE**

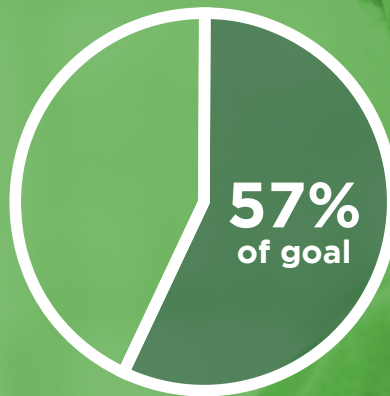
## CAMPAIGN SUMMARY

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.

**A GREATER PENN STATE FOR  
21ST CENTURY EXCELLENCE UPDATE**  
Through June 30, 2019

**Smeal Campaign Total**

**\$36,600,427**



**Percent of goal for each campaign imperative**

**Open Doors**

**91%**

**Impact the World**

**70%**

**Create Transformative  
Experiences**

**10%**



# SMEAL SCHOLARSHIP STATISTICS

Out of the total Smeal student body,



**52%**

of Smeal undergraduate students received  
some form of scholarship or award\*



**47%**

of financial aid  
recipients have  
unmet need\*

**10%**

of Smeal students  
are Pell eligible\*

# ENDOWED GIFTS/NAMED ANNUAL FUNDS UPDATE

# 50

new scholarships, awards, program funds, and endowed faculty positions created during fiscal year 2019



# \$11M

Endowment growth during fiscal year 2019

## DONOR SPOTLIGHT



**Jason and Julie Borrelli**

Smeal College of Business Real Estate Advisory Board member Jason Borrelli '94 ENG '06 MBA and his wife, Julie '94 HHD, created the **Jason and Julie Borrelli Faculty Chair in Real Estate** during fiscal year 2019. "The thing that has become quite clear to me during my time with the board is the importance of endowed faculty positions," Jason said.

Endowed faculty positions are crucial to attracting and retaining leaders in their fields and transforming our student's education.

"It's so joyful to be able to give back to Penn State," Julie added. "To come in and create something that can have such an impact and such longevity is a beautiful thing."



**SMEAL IS GIVING**  
**FISCAL YEAR 2019**

**#GivingTuesday Campaign**

**Smeal  
raised**

**\$32,440**

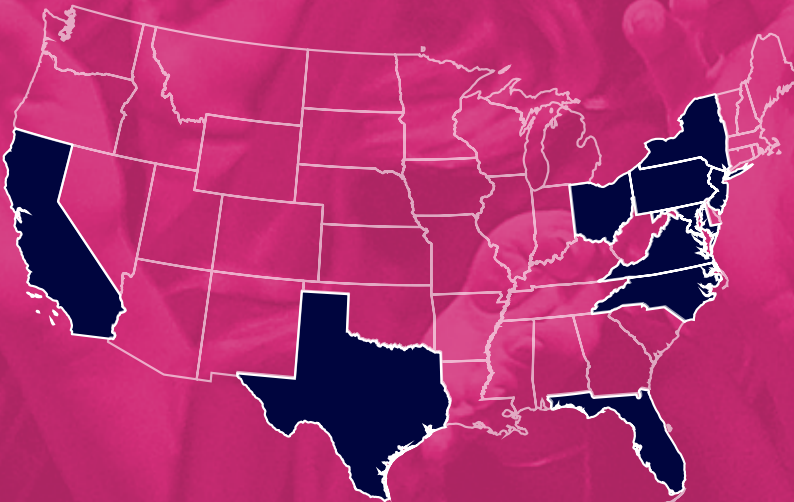
**including the  
largest single  
gift in Penn State  
#GivingTuesday history**



**Smeal received gifts  
from graduates  
of the class of**



**'44 to the class of '18**

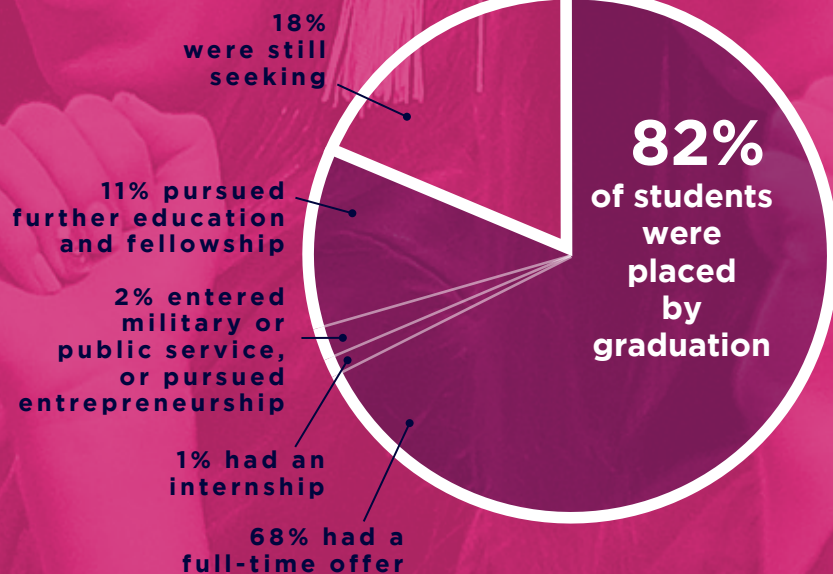


**Top 10 states for  
Smeal alumni giving**

- |       |        |
|-------|--------|
| 1. PA | 7. CA  |
| 2. NJ | 8. OH  |
| 3. NY | 9. TX  |
| 4. VA | 10. NC |
| 5. FL |        |
| 6. MD |        |

# UNDERGRADUATE STUDENT EMPLOYMENT DATA

## Placement Data\*



## Top Hiring Companies (full-time)\*



\*figures as of 2017/18 academic year

**Smeal College of Business**  
The Pennsylvania State University  
209 Business Building  
University Park, PA 16802-3603



**PennState**  
Smeal College of 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](https://raise.psu.edu)** to make a gift today. Or, for more information, reach out:

**Michelle K. Houser**  
Senior Director  
Development and  
Alumni Relations  
**814-865-7830**  
**[mkb117@psu.edu](mailto:mkb117@psu.edu)**

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<https://policy.psu.edu/policies/ad85>

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