

2019-2020 IMPACT REPORT

TOGETHER WE MADE FUNDRAISING HISTORY



PennState
Smeal College of Business

A **GREATER**
PENN STATE
FOR 21ST
CENTURY
EXCELLENCE

A MESSAGE OF GRATITUDE



This was a historic fundraising year for the Smeal College of Business, even with the challenges created by the pandemic. Several alumni stepped forward with transformative

leadership gifts, including a \$5 million gift from Scott and Marcy Tarriff to create the Tarriff Center for Business Ethics and Social Responsibility and a \$12 million estate commitment from anonymous donors that is the largest single gift in the history of the college.

I am truly humbled by the thousands of our alumni and friends who came together with gifts of all sizes to do incredible things for us in fiscal year 2020. Thank you for your contributions to our success.

A handwritten signature in blue ink that reads "Charles H. Whiteman". The signature is fluid and cursive, ending with a small flourish.

Charles H. Whiteman, Dean

A GREATER
PENN STATE
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CAMPAIGN SUMMARY

With a goal of raising **\$2.1 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 **\$88 million** as part of the campaign, with distinctive fundraising goals in each of the three imperative areas.



FISCAL YEAR 2020: A RECORD-SETTING SUCCESS

Thanks to our alumni and friends, Smeal eclipsed an 18-year fundraising record in fiscal year 2020, raising

\$32.6 million.

This historic milestone would not have been possible without your vision and your drive to create meaningful change for future generations.

WE ARE...
grateful for your support.

TOP FIVE FISCAL YEAR
FUNDRAISING TOTALS
AT SMEAL:

1. 2020: \$32.6M

2. 2002: \$22.1M

3. 2013 \$19.4M

4. 2014 \$17.5M

5. 2019 \$15.9M

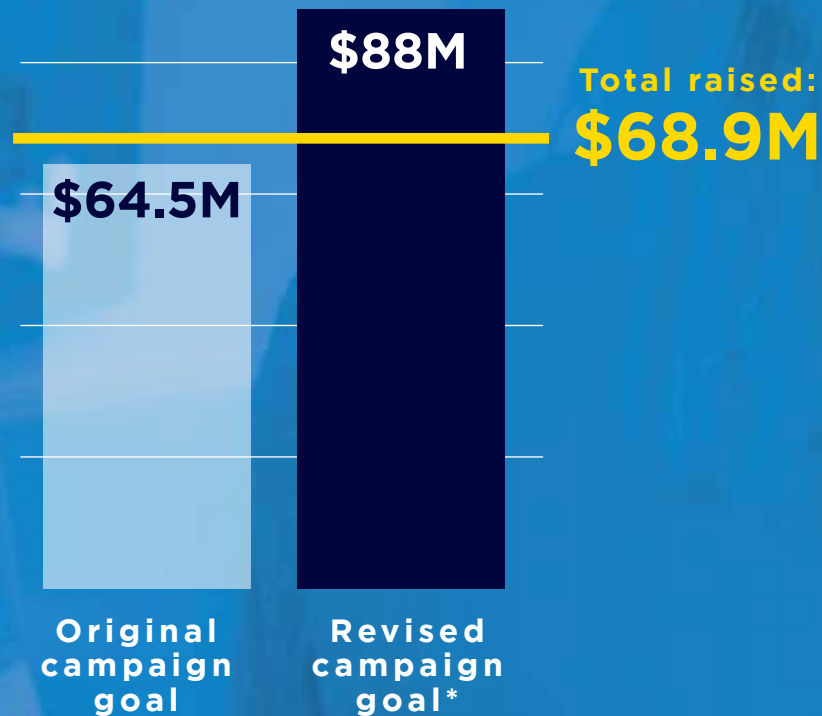
Campaign progress as of June 30, 2020:



78%
of goal



68%
of time elapsed



*Campaign was extended by one year to June 30, 2022.



FISCAL YEAR 2020: A RECORD-SETTING SUCCESS

4,300+
gifts

Nearly
3,000
donors

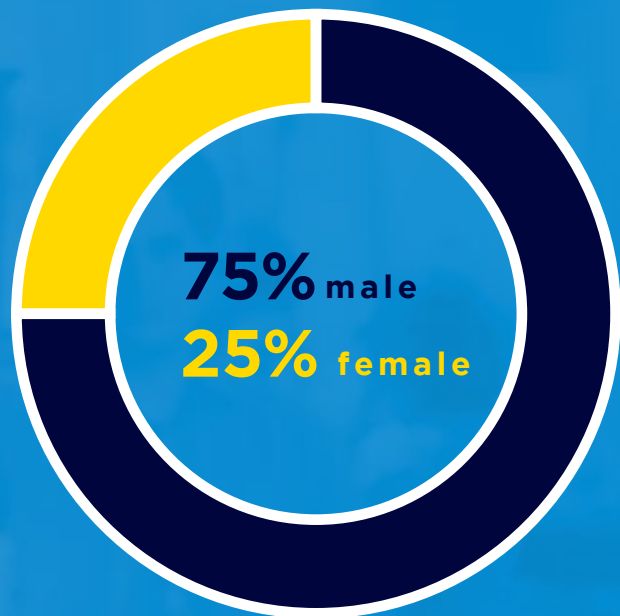
Almost
2,000
Smeal alumni
donors

77%
of gifts were
\$250 and under

Top two majors for giving:

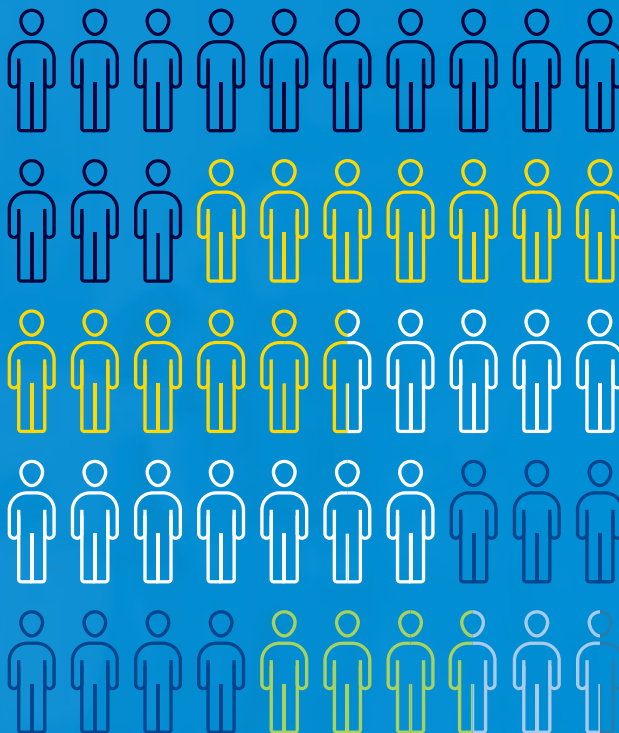
- 1. Accounting**
- 2. Finance**

Of the nearly 2,000
Smeal alumni donors:



8 donors made
\$1M+ commitments,
including two of
the largest single
gifts in the nearly 70-year
history of the college

Age breakdown
of donors:



26%
51-60

25%
70+

23%
61-70

14%
41-50

7%
31-40

4%
30 or
younger

1% Unknown



PERSPECTIVES ON PHILANTHROPY

Philanthropy can be a powerful tool for change. These are two of many quotes that showcase how gifts to Smeal are changing lives and securing the future for many.

“



Universities can have the greatest influence on the next generation of leaders, and it's us—my generation and the next—that have the greatest call to action. When I learned about how Smeal decided to approach this issue, it ignited multiple passions in me: my school, sustainability, climate change. I wanted to be a part of that.”

SUSIE DIETRICH '93 FIN, talking about her decision to support Smeal's newly launched Center for the Business of Sustainability

“



I'm a first-generation college student and an African-American man, and I face many challenges in earning a college degree. After spending my first two years at Penn State Abington, I am excited to attend University Park even though the housing costs essentially double the cost for me. By helping me afford housing, my scholarship will allow me to continue my deep involvement in student organizations and extracurriculars at my new campus.”

PTAH-RAET CRAIG '22 MKTG, recipient of the Suzanne and Robert Davidow Trustee Scholarship, on the impact of scholarship support

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** to make a gift today. Or, for more information, reach out:

Michelle K. Houser

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Development and
Alumni Relations

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Smeal College of Business

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