



Dear Donor,

The Humboldt State University Advancement Foundation had an exciting and very green year. I am excited to report that, with your generous support, our endowment has grown to its largest size since its inception. With this growth, and our peer-leading investment returns (fueled by some innovative green investment strategies), we were able to award more scholarships and grants than in any other year.

Some inspiring stories are outlined in this report, including the very successful Go Green Fund that met its goal of raising \$100,000 for student-led, sustainability projects targeted at reducing costs and making the campus a shade greener.

The HSUAF board also reorganized to make us more aligned with our mission. These changes include the creation of a new board committee focused on stewarding grants awarded, and the incorporation of a Real Estate investment vehicle. The new committee will ensure donations are used efficiently, effectively and for their desired purpose. The Real Estate vehicle enables the Foundation to accept gifts of, or invest in, strategically interesting properties for the university without jeopardizing our other investment assets, while also giving us more options to “green-up” our investment portfolio.

With your help, we are building a stronger and greener Humboldt State, more capable of delivering transformative experiences for our students that prepare them for an exciting, sustainable future.

In gratitude,

Duncan Robins
HSUAF Board Chair '16-'17



HUMBOLDT STATE UNIVERSITY

Thank You!

Office of Philanthropy

Nelson Hall West, 2nd Floor
1 Harpst St, Arcata, CA 95521
707.826.5200 | giving@humboldt.edu

loyalty.humboldt.edu

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*HSU Advancement Foundation is the 501(c)(3)
which accepts charitable donations on behalf
of Humboldt State University.*

HUMBOLDT STATE UNIVERSITY

How Your Gifts are Changing Lives

A Report to our Donors • FY 2016-17



New Initiatives

- **Go Green Fund Board Campaign:** The board completed its first successful fundraising campaign to raise \$100k for the new Go Green Fund, which included a \$20k matching gift from a board member. The fund will support paid student interns to work on green-campus initiatives.
- **HSU Crowdfunding Program:** HSU launched a crowdfunding platform to highlight creative fundraising opportunities and engage campus partners in successful fundraising initiatives. Four projects were tested, including a successful \$20,000 campaign to fund repairs on HSU’s research vessel, the Coral Sea. The campaign’s success will allow HSU to continue offering this hands-on learning experience to students, which will support approximately 25,000-30,000 students over the expected life span of the vessel.
- **Planned Giving Growth:** HSU’s planned gift outreach program resulted in a record 8 new charitable gift annuities (CGAs), a 160% increase in HSU’s CGA portfolio, along with several bequest commitments. Prior efforts resulted in nearly \$700k from Alumna Alice Whitson, who established an endowment for HSU’s School of Education through her will.



By the Numbers

23,862 Total Gifts **6,390** Total Donors **1,546** New Donors

Financials

\$6.6 million in total charitable donations distributed through the HSU Advancement Foundation to Humboldt State University for education, community service, and research programs thanks to donors like you.

For Every \$1.00 given, 95 cents goes directly to educational and community programs.

Impacts

650+ students received scholarships, awards, internships, and assistantship opportunities.

\$1.8 million in donor funding was provided for student support—from academic mentoring and food security to scholarships, awards and internships.

606 Humboldt Loyalty Partners the growing number of donors who make recurring gifts (monthly or quarterly) to the Humboldt Loyalty Fund, a powerful way to help HSU meet changing needs and enhance education for today’s students.

\$470k in charitable giving supported HSU athletics.

\$30.9 million in endowment market value managed by HSU Advancement Foundation reflecting a 13.95% return for the fiscal year.

Fiscal Year 2016-17

Gifts from the Heart

Alice Whitson



When HSU alumna Alice Whitson (Education '53) passed away at the age of 82, she left a \$678,947 bequest to support future teachers at Humboldt State University. Alice’s bequest will go toward enhancing the Multiple-Subject Teaching Credential Program. A lifelong teacher, Alice attributed her success to the high-quality and affordable education she received at Humboldt State.

Manuel C. Kaster Bike Share Station



Emeritus Zoology Professor Manny Kaster fulfilled his dream of establishing HSU’s first bicycle share station just weeks before passing away in May of 2017. Manny taught Zoology at HSU for 27 years until his retirement in 1994. He was an avid bicyclist and his gift of \$31,684 will establish the Manuel C. Kaster Bike Share Station to provide access to bicycles on the HSU campus.

Dr. Lowell Diller and Green Diamond



A former Humboldt State professor and Green Diamond Resource Company wildlife biologist, Lowell made important contributions to forest and wildlife management in Northern California. After he passed away, Lowell’s family established an HSU scholarship in his name. Green Diamond joined in with a \$50,000 gift to permanently endow the Lowell Diller Wildlife Scholarship, making it available for future generations of HSU scholars.

Joan Berman



HSU librarian emerita Joan Berman worked 42 years in the HSU Library, serving as the Special Collections Librarian for 17 years. In 2017, Joan made a significant gift to facilitate the renovation and grand opening of the HSU Library’s new Special Collections area, which will feature a lab space that combines primary source research and digital technology to enhance teaching and learning at HSU.