



TOWSON UNIVERSITY
FOUNDATION



2023

ANNUAL REPORT

RISING Together

Complete financial statements are available upon request.



It has been an incredible first few months as the 15th president of Towson University—during which I have been so very impressed by the immense generosity of our Tiger community. In a short time, I have witnessed the transformative impact of the TU Foundation (TUF) and its commitment to our students and to our community at large.

Thanks to the steadfast leadership of TUF President Edna Primrose '84, and RISE campaign co-chairs Dr. Nancy Grasmick '61, '92 (hon.) and Fran Soistman '79, '15 (hon.), we just celebrated the incredible success of the \$100 million RISE campaign—a truly historic achievement that will meaningfully support our great university for years to come. This remarkable triumph is the result of a team effort and a testament to TU's culture of philanthropy. Every person who contributed, no matter the dollar amount, should feel pride in knowing they played a role in this milestone, and know our university is very grateful for your generosity and your engagement.

A major propeller of this lasting impact is the TUF Grant Program. As a psychologist for more than 40 years, I am particularly moved by the program's efforts to support suicide prevention on our campus, which you can read about on Page 5. Now more than ever, we must increase awareness and education about suicide risk and teach skills to successfully assist students in crisis. The good work of the Towson University Counseling Center, supported by the TUF Grant Program, is helping to do just that.

And be sure to read What Our Students are Saying—the section of the report that brings to life our students' personal stories of gratitude. Above all, everything we do at TU is for them. I hope you will be as touched by their appreciation as I am.

I've often said that TU provides access to excellence as an engine of opportunity for our students and for the community. The TU Foundation fuels that engine. It is timely that as I begin my tenure, the TUF begins its next chapter. I believe that together, we will help our great university to be even greater in its next era.

As we close the book on this year and look to the future, I am inspired and assured knowing you are part of our TU community.

On behalf of our students, faculty, staff, alumni and donors, I sincerely thank you and the Towson University Foundation for all of your efforts that further strengthen our university.



DR. MARK GINSBERG
President
Towson University

It's hard to believe that last year at this time, I was writing to you as the new president of the TU Foundation. A lot has happened in the last 12 months.

We closed the RISE campaign with more than \$102 million raised (see the highlights of our recent RISE celebration on Page 4); more TU Foundation (TUF) grants were awarded, bringing the total to nearly a half million dollars in funding since the program began five years ago; and, we welcomed Dr. Mark Ginsberg as the 15th president of Towson University. Alone, each of these events is significant. But together, they send a message of progress—that TU and the TUF are doing big things—expanding our TU community, raising money to fund noteworthy programs and welcoming a leader who will make our great university even greater.

President Ginsberg will be inviting our TU Foundation Board to join him on his Listening Tour in early 2024. I encourage our board members and donors to bring your voices forward so our collaboration with the university will continue to progress. The success of our partnership with the university ensures that our students will thrive and make a difference in the greater Baltimore region and beyond. And for everyone in our TU community, I encourage you to participate as well. Send President Ginsberg an email—if you have an idea, share it! You can reach him at presidentsoffice@towson.edu.

On a sad note, I would be remiss if I didn't acknowledge the passing of Dr. Julius "Dean" Chapman, TU's first dean of minority affairs. As Melanie Perreault, TU's provost and executive vice president for academic and student affairs, so eloquently stated, "Our work continues every day to build upon and honor his legacy for generations to come." I am among thousands of TU alumni who are part of that legacy. I would not be here today as TUF president without Dean Chapman. The transformation of this institution into the diverse, inclusive and welcoming university that it is today is a tribute to Dean Chapman and others who have demonstrated that we all have the opportunity to make the ordinary extraordinary.

My hope is that this holiday season and 2024 bring you, and those most important to you, the opportunity to share and receive peace and kindness.



EDNA PRIMROSE '84
President
Towson University Foundation

TU Foundation Grant Program

Over the last five years, the TU Foundation (TUF) has awarded grants totaling nearly \$500,000 in each of the six colleges and numerous divisions at TU.

In 2023, \$100,000 in grants supported five projects including interdisciplinary faculty research, leadership development, mental health and academic success. The TUF received 19 applications requesting more than \$450,000 in funding.

The following projects benefitted in 2023 from TUF grant awards made in December 2022.

- **Colleges of Health Professions and Liberal Arts: The Correlation Between Communication and Cognitive Disorders, Academic Success, and Involvement with Disciplinary Actions for Black and Latinx Youth**

This collaborative project with the Department of Speech-Language Pathology & Audiology and the Department of Sociology, Anthropology & Criminal Justice investigates communication and cognitive disorders (CCD) in Black and Latinx males and potential correlation with disciplinary actions. The research team will identify factors related to CCD in the targeted population, disseminate the findings to the broader professional community and educate speech-language pathology and criminal justice students about social and youth justice through an elective, interdisciplinary Inside Out course. Additionally, this research project will recruit undergraduate and graduate research assistants from both departments.

- **Fisher College of Science & Mathematics: Rapid Identification of Gunshot Residue Using Surface-enhanced Raman Spectroscopy**

Current testing for gunshot residue (GSR) in forensic casework is time consuming and expensive. Faculty in the Department of Chemistry will work to develop a cheap, rapid and sensitive analysis for screening and confirming GSR. The research will yield shorter turnaround times for prosecuting cases, thereby improving social justice. This project will engage five undergraduate students in forensics research and open opportunities for them to intern through local laboratories.

- **The Dr. Nancy Grasmick Leadership Institute: 2023 Signature Forum – Ethical Leadership**

Inspiring successful careers rooted in strong leadership principles, the annual Signature Forum and Leadership Symposium will focus on providing Maryland leaders, educators and policy makers access to the newest information and research on current topics. Through a tapestry of leadership development programs, leaders will stand apart to positively impact their businesses, the economy and the community. The forum will feature a top-tier, nationally recognized keynote speaker on the relevance of ethical leadership in today's culture.

- **Division of Student Affairs: Suicide Prevention: Expanding Campus Support**

The TU Counseling Center (TUCC) aims to expand the ways it reaches students who may be struggling with suicidal thoughts, feelings or behaviors. TUCC will provide increased training to faculty, staff and students on how to notice and support students in distress and provide easily accessible and strategically placed crisis information for students. Read more (facing page) about progress that is being made thanks to the grant funding.

- **Division of Enrollment Management: Tutoring & Learning Center Peer Academic Coaching Program**

The Tutoring & Learning Center (TLC) is implementing a peer academic coaching program to meet the growing number of students who need support. With the funding, the TLC's professional staff is training peer coaches to help students enhance their general study skills and learning strategies, such as self-efficacy, and metacognition and supporting between 150–200 additional students annually.



MOTOROLA SOLUTIONS
FOUNDATION

Towson University's Center for STEM Excellence B'More Codes program was awarded a \$30,000 grant from the Motorola Solutions Foundation, the charitable arm of Motorola Solutions. 2023 marks the third consecutive award for TU, with all grants totaling \$85,000.

TU's B'More Codes program brings engineering and robotics to middle and high school classrooms in the Baltimore metropolitan area. Teachers participate in a professional development workshop to build their capacity to teach engineering design, expand their experience with robotics and learn about careers in tech.

The tech sector employs a relatively low percentage of African Americans (7.4%), Hispanics (8%), and women (36%) compared to the private sector.* Key to improving diversity in tech is ensuring that students from all backgrounds have access to technology education. However, many science and engineering teachers do not have sufficient training in coding and robotics or in using hands-on teaching tools to engage students in these topics.

The Motorola Solutions Foundation has a long-standing commitment to supporting programs that benefit underrepresented populations and partners with organizations like TU that align with its values of accountability, innovation, impact, diversity and inclusion.

**According to the U.S. Equal Employment Commission*

"We are honored to partner with Towson University and are immensely proud of the work they are doing to drive positive change within the community."

KAREM PÉREZ

Vice President of Diversity, Equity and Inclusion and Executive Director of the Motorola Solutions Foundation



**Need help?
You are not alone!**

24/7 Support Available

TU Counseling Center
410-704-2512

The National Suicide & Crisis Lifeline: **988**

1

2

3

GRANT FEATURE

Suicide Prevention: Expanding Campus Support

GRANT AWARD FUNDED:

- 4000 magnets with suicide prevention information—one for every room of every residence hall
- Highly visible signs that will be installed on the top stories of campus parking garages
- Wide-scale efforts to empower students, faculty and staff to notice when students are in distress and to effectively reach out and help connect them with resources
- Multiple training venues for the campus community, including Kognito, an interactive digital training platform, and QPR (Question, Persuade, Refer), a workshop facilitated by TUCC staff
- The purchase of incentives for the completion of both Kognito and QPR
- The purchase of iPads that allow participants to engage in the Kognito training in varied locations

NATIONALLY

25.5% of adults ages 18–24 seriously considered suicide in the past month*



*2020 CDC study

The percentage of TUCC clients reporting suicide attempts **has increased in the past several years.**

A history of past attempts **increases** a student’s lifetime risk for suicide.

TUCC CLIENTS IN FY23



1

Mollie Herman, director, TUCC and Amber Lea Walser, coordinator of Anxiety & Depression Services, TUCC

2

Magnets provided to Residence Life

3

Signage for parking garages

5



1



2



3



4

RISE Campaign Celebration

On Nov. 15, close to 200 donors, friends, faculty and staff gathered in celebration of the historic RISE campaign, which raised more than \$102 million in gifts and commitments over eight years. Student performances, videos, music and reflections from campaign co-chairs Fran Soistman '79, '15 (hon.) and Dr. Nancy Grasmick '61, '92 (hon.); Vice President Brian DeFilippis; Provost Melanie Perreault; SGA President Jordan Colquitt and President Mark Ginsberg were among the evening's highlights. The campaign closed on June 30, 2023. More than 29,000 new donors gave to support the campaign, including 9,500 alumni.

"This historic achievement was made possible by deeply committed volunteers, the inspired leadership of our campaign co-chairs Fran Soistman '79, '15 (hon.) and Dr. Nancy Grasmick '61, '92 (hon.), incredibly generous donors and the collective dedication of our faculty and staff."



BRIAN DEFILIPPIS

Vice President of University Advancement
EVP, Towson University Foundation

- 1 What's a celebration without a little confetti?
- 2 RISE Donor Wall located in the University Union.
- 3 Doc dressed for the occasion.
- 4 Fran Soistman and Nancy Grasmick, RISE Campaign co-chairs, receive gifts of appreciation from Brian DeFilippis.



1



2

DONOR FEATURE

**Gordon and Marsha Becker '99
Endowed Scholarship for
Percussion Performance**

A fundraiser to benefit the Gordon and Marsha Becker '99 Endowed Scholarship for Percussion Performance was held at the Auburn House on Oct. 12. Established by Marsha Becker in recognition of the central role the performing arts and the College of Fine Arts & Communication (COFAC) played in the lives of her and her late husband, Gordon, the scholarship provides support exclusively for percussion performance.

Marsha taught in both the Department of Music and the Department of Theatre Arts in COFAC. Over the past several years, and especially near the end of Gordon's life, percussion performance students brought joy and comfort to them.

"The Becker Endowment for Percussion Performance makes it possible for us to recruit gifted young performers. I am grateful to Marsha and Gordon for their generosity and vision."



DR. MICHELLE HUMPHREYS
Associate Professor, Music

1 Gordon and Marsha Becker '99 Scholarship for Percussion Performance recipients with Marsha Becker '99: Braeden Devnew – 2023 Scholarship, Ailee Morrison – 2024 Scholarship

2 Matchstick Percussion, a Maryland-based percussion quartet dedicated to new music and growing the percussion repertoire



DONOR PROFILE

Doug '80 and Therese Erdman

The first Term Professorship in the College of Health Professions has been established through a generous gift from Douglas F. '80 and Therese J. Erdman. The inaugural Douglas F. '80 and Therese J. Erdman Term Professorship in Autism Studies will be awarded to a tenured or tenure-track professor or associate professor in spring 2024. The timing of the gift is well-aligned with TU's new doctorate in autism studies and the September dedication and re-opening of the Institute for Well-Being (IWB) that houses the Hussman Center for Adults with Autism. The interdisciplinary doctoral program began in fall 2023 and is the first of its kind in Maryland and one of only a few in the U.S. The professorship will provide funding for up to five years to a faculty member who will pursue research in the field of autism studies that leads to evidence-based programming and interventions.

LEAVING A LEGACY

Earl Killian

The early years of TU Athletics were shaped by Earl Killian. He came to Towson in 1950, where he coached basketball for 13 seasons and baseball for 24, winning two Mason-Dixon Conference championships. He also coached wrestling and served as the athletic director and director of intramural sports before retiring from TU in 1973. He was a fixture in TU Athletics for almost a quarter century and, much as he did during his time at TU, he remained active well into his 90s, golfing weekly. He passed away in September 2022 at the age of 102 with a plan in mind for his legacy to live on at TU.

Killian's love for TU athletics ran deep. His generosity did as well.

As part of his estate, he left a bequest to establish scholarships for baseball and general athletics. The first of the scholarships will be awarded in FY'24. "A bequest can be added to your will," says Kathleen Hider, director of planned giving & major gifts. "It's as easy as adding a few sentences."

If you have questions, contact Kathleen at [410-704-6287](tel:410-704-6287) or Khider@towson.edu ■

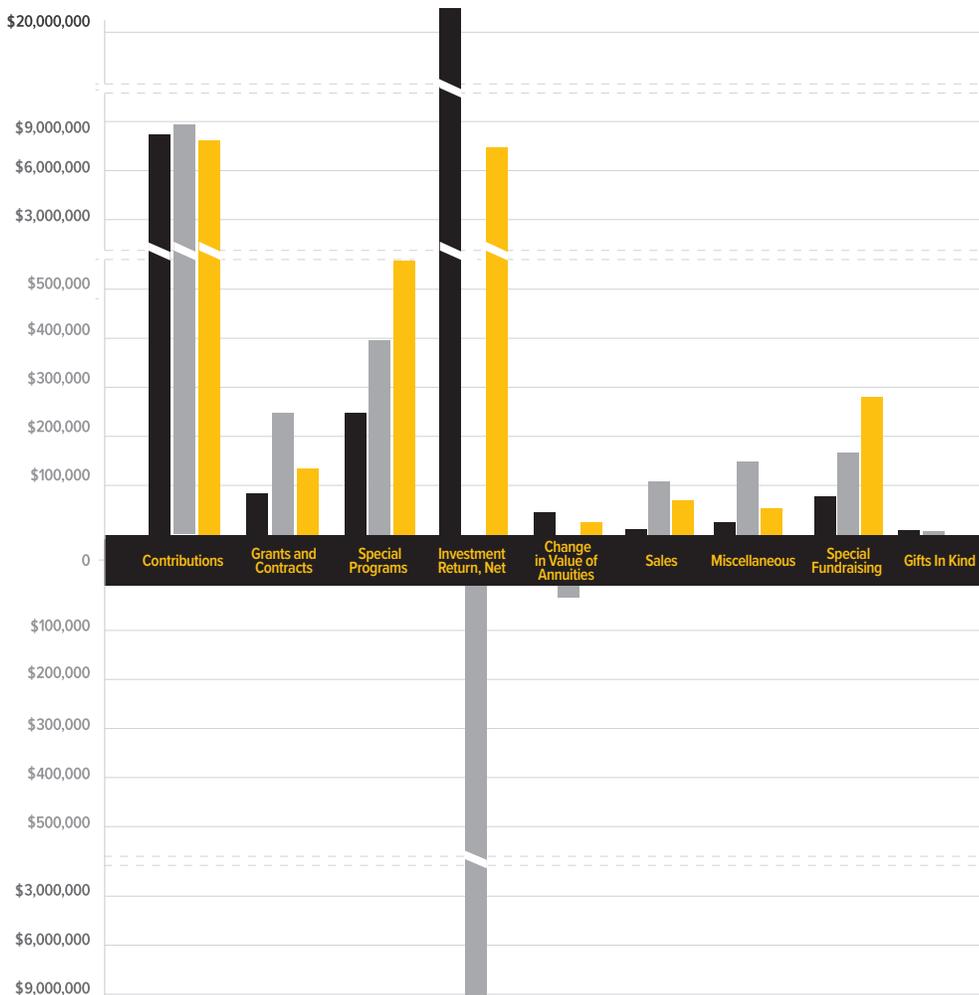


"TU played a vital role in my life. I spent 36 years at IBM, met my wife, Gersha, and our son became an alum in 2022. TU was central to it all."

LAFON PORTER '87 | 10 years of consistent giving, member of FCSM Dean's Advisory Council

Summary of Support and Revenue

	2021	2022	2023	2022–23 Change
Contributions	7,893,977	8,555,981	7,607,229	(948,752)
Grants and Contracts	84,193	251,577	114,151	(137,426)
Special Programs	247,917	398,486	659,625	261,139
Investment Return, Net	20,637,970	(9,155,357)	7,086,886	16,242,243
Change in Value of Annuities	45,560	(21,641)	33,143	54,784
Sales	11,651	102,099	81,193	(20,906)
Miscellaneous	24,501	150,685	60,947	(89,738)
Special Fundraising	78,383	177,964	294,323	116,359
Gifts In Kind	13,685	12,050	0	(12,050)
Total Support and Revenue	29,037,837	471,844	15,937,497	15,465,651

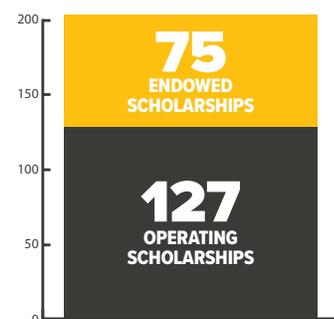


Scholarships

202

NEW SCHOLARSHIPS

established and administered through TUF during RISE.



Report of Investments/Investment Strategy

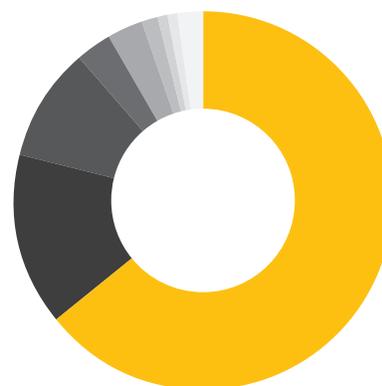
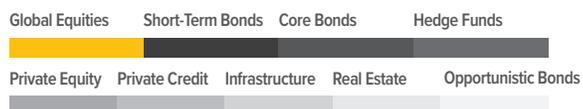
ASSET ALLOCATION



Percent, %



SUB-SECTOR ASSET ALLOCATION



Percent, %



Summary of Functional Expenses

	2021	2022	2023	2022-23 Change
University Programs, Support and Scholarships	4,909,824	8,965,732	7,908,529	(1,057,203)
Management and General	713,706	719,424	791,764	72,340
Fundraising	368,548	488,504	493,482	4,978
Total Functional Expenses	5,992,078	10,173,660	9,193,775	(979,885)



Performance Results: TU Foundation Strong Net-of-Fee Results

	Performance ending June 30, 2023			
	1-Year	3-Year	5-Year	10-Year
Towson University Endowment	8.3%	8.3%	6.8%	7.5%
Policy Index	11.3%	7.1%	6.6%	7.7%
Peer Ranking* <i>(1= Best, 100= Worst)</i>	67	31	23	18

● Towson ranks in the top 18th percentile over 10 years against peers

Strong Risk-Adjusted Returns**

0.9%
Annualized Alpha

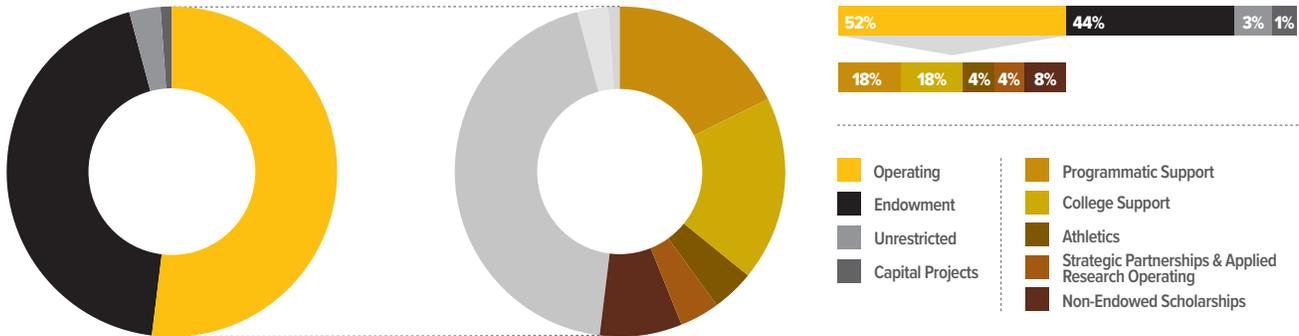
86.3%
Down Market Capture

1.7%
Lower Standard Deviation

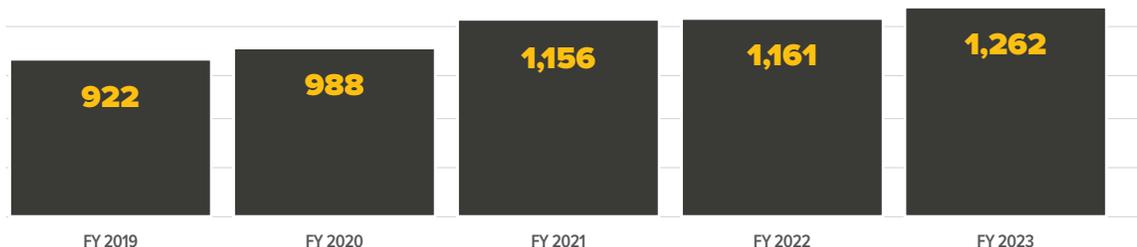
*Source: InvMetrics All E&F \$50 million- \$250 million

**5 Years Ending June 30, 2023, Relative to Policy Benchmark

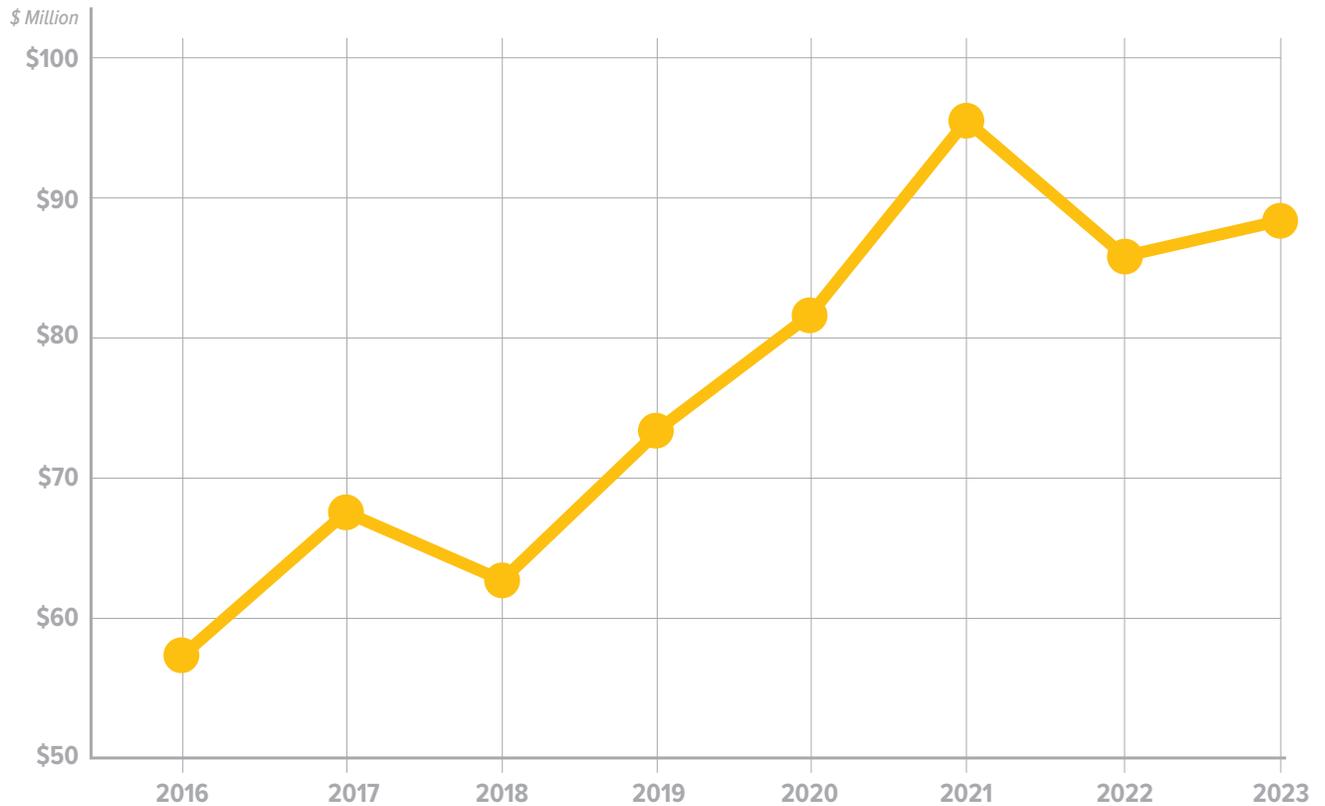
FY 2023 Total Giving by Designation



TU Foundation Scholarships Awarded FY 2019–23



Endowment Growth



NACUBO FY 2022 Results: Towson University Foundation Excels

	Performance ending June 30, 2022			
	1-Year	3-Year	5-Year	10-Year
Towson University Foundation Endowment	-8.7%	6.6%	7.0%	8.1%
NACUBO: All Public Colleges & Universities	-8.2%	7.1%	6.9%	7.5%
NACUBO: \$51 Million to \$100 Million Endowments	-9.7%	5.8%	5.9%	6.9%

- Towson outperforms all public colleges and universities over 5- and 10-year time periods.
- Towson outperforms peers of a similar size over all time periods.

Statements of Financial Position

ASSETS	2021	2022	2023	2022-23 Change
Cash and Cash Equivalents	3,832,517	11,136,043	4,592,271	(6,543,772)
Accrued Interest Receivable	79,019	103,539	159,143	55,604
Investments	102,958,838	85,649,798	100,548,813	14,899,015
Contributions Receivable	5,115,527	6,080,553	6,492,454	411,901
Other Assets	255,691	161,575	110,131	(51,444)
Equipment	142	3,703	2,270	(1,433)
Charitable Trusts	161,439	139,797	114,318	(25,479)
Total Assets	112,403,173	103,275,008	112,019,400	8,744,392

LIABILITIES	2021	2022	2023	2022-23 Change
Accounts Payable and Accrued Expenses	698,210	1,257,749	2,019,399	761,650
Scholarships Payable	3,650	17,762	1,256,782	1,239,020
Total Liabilities	701,860	1,275,511	3,276,181	2,000,670

NET ASSETS	2021	2022	2023	2022-23 Change
Without Donor Restrictions	4,599,785	3,255,255	4,163,468	908,213
With Donor Restrictions	107,101,528	98,744,242	104,579,751	5,835,509
Total Net Assets	111,701,313	101,999,497	108,743,219	6,743,722

TOTAL LIABILITIES AND NET ASSETS	112,403,173	103,275,008	112,019,400	8,744,392
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What Our Students Are Saying

"Education is one of the most important priorities in my life, and I work hard every day to make those who support me proud. I am honored for having been selected for such a precious scholarship."



NATALY LOZA

Don Miguel DeCervantes/Latin American Scholarship Award

"Your commitment to honoring Jordan Feder's memory through this scholarship is both inspiring and touching. It serves as a reminder of the profound impact we can have on others. I am honored to be a beneficiary of this legacy."



HAILEY DOYLE

Jordan Feder Memorial Endowed Scholarship

"This scholarship will help me take another step toward becoming the educator that I want to be. I am grateful for your support, and I hope to exceed any and all expectations of me."



STEFAN NGUYEN

Margaret Duke Chambers Scholarship



"This scholarship will enable me to concentrate even more on my academics now that my financial burden has been lessened. I will make it my goal to help others by providing scholarships in the future."



KYLE BANSA

Primrose-Better Scholarship

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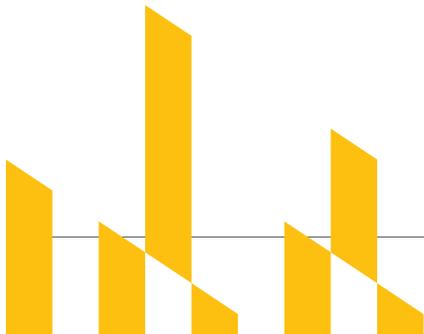
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