

# PURPOSE

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## USF at 50: *coming of age*

**Dr. Gus Stavros – a pioneer long associated with philanthropy and education in Florida, and a generous donor, was appointed to the State's Board of Governors this year.**

**H**is appointment signals a strong voice for education at all levels. Stavros also will create a presence through the example he and his wife, Frances, set of the power of individuals, corporations and foundations coming together to fund solutions for education's greatest challenges.

The University of South Florida benefits from the three gifts that Stavros and Frances believe every citizen can offer: **time, talent and treasure**. Through their service and involvement on boards, their

selfless generosity and wisdom, they opened doors for thousands teaching the values of free enterprise, citizenship, entrepreneurship and giving back.

The Stavroses are but one couple who have brought their combined time, talent and treasure to USF over the years. Since its inception, the USF Foundation has called upon its Board to lead the way in philanthropic efforts raising USF's endowment from \$589,842 in 1968 to \$329 million in 2006.

A major threshold was crossed in 2005 with a landmark gift valued at \$34 million from former USF Foundation Board member Dr. Kiran C. Patel and his wife, Pallavi. Together they provided funding for the Patel Center for Global Solutions that will function, not as a lofty think-tank, but rather as the locus for solving the world's most complex social, economic and cultural issues.

Leading the way in USF's first two campaigns, Hinks and Elaine Shimberg invested in USF on multiple fronts.

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# The State of the University

*“Today, it is with great pleasure that I stand before you and say – unequivocally – the state of our university is strong!”*

**This statement kick-started USF President Judy Genshaft’s 2007 State of the University address to the community.**



Photo: Joseph Gamble / University Relations

Progress and research were the focus of Genshaft’s 2007 address, which highlighted some of the main ideas driving USF’s new strategic plan.

Genshaft wasted no time in emphasizing that USF is a university on the move. “And that move is upward!” she said. She supported this statement by noting, last fall USF was chosen as one of only 63 public research universities in the country to be named to the highest tier of the prestigious Carnegie Foundation for the Advancement of Teaching in a designation known as *Research University with Very High Research Activity*. USF was one of only three Florida institutions included in the top tier.

The President noted with pride that USF was recognized by the National Science Foundation as one of the two fastest-growing research institutions in the nation – second only to Vanderbilt.

Genshaft detailed several bricks and mortar projects in various stages of construction on each of the USF campuses, including the completion of the new campus center at USF Sarasota-Manatee; a new residence hall, bookstore and parking garage at USF St. Petersburg; and the opening of a new joint use facility

at USF Lakeland. On the Tampa campus construction on a 194,000 square foot Center for Advanced Health Care is underway and the new 126,000 square foot Health Pavilion South at Tampa General Hospital is also under construction.

Projects on the drawing board in USF’s future include a Visual and Performing Arts teaching facility, the Patel Center for Global Solutions, and the Science and Technology building at USF St. Petersburg.

Genshaft explained the importance philanthropy plays in USF’s many successes. “Private dollars directly support our students, our programs, and our faculty.” She added that almost \$70 million in private gifts was raised last year, of which \$2.4 million was contributed by USF’s own faculty and staff.

“Philanthropists choose USF because they understand that we are serving our community and the world,” she said. “We have transformed USF into the kind of institution that makes a difference in peoples’ lives.”

Though much of her speech addressed the state of the University, Genshaft also

touched on the beginning stages of USF’s Strategic Plan, which will be presented to the Board of Trustees later this spring.

“Our goal is very simple, but very ambitious: we plan to meet the criteria for membership in the Association of American Universities,” Genshaft said. She explained that AAU is an association of 62 leading research universities in the United States and Canada. Each is distinguished by the breadth and quality of research and graduate education, and membership is by invitation only.

In making her case, Genshaft said, “We are the bellwether for social and scientific concerns – most notable are health, pharmaceuticals, international trade, technology, gerontology, and urban development. Because of our fine faculty, I believe strongly that USF is in the best position to become the second Florida institution invited to join the AAU. We will be ready to be invited!”

To view streaming video of President Genshaft’s State of the University address, log on to: [http://usfweb2.usf.edu/president/add\\_rpts.html](http://usfweb2.usf.edu/president/add_rpts.html). You can also download her speech in a PDF format at that site.

*“We have transformed USF into the kind of institution that makes a difference in peoples’ lives.”*

– JUDY GENSHAFT

message from the  
**PRESIDENT**

DEAR FRIENDS,

Graduation is always a great time of year to truly appreciate why the University of South Florida exists. This spring, USF sent 4,705 new graduates into the world ready to hit the ground running. These same graduates are the business leaders of tomorrow, the educators of today, and the largest workforce serving our community.

I can't help but reflect on how the University's unprecedented growth, world-class research, and impact in the community continue to develop to extraordinary levels, perpetuating the tradition of excellence that has sustained USF for a half-century.

The leadership, vision and generosity of thousands of alumni, friends and volunteers help USF achieve prominence. Leading the way in this transformational philanthropy are those of you who make up our USF President's Council.

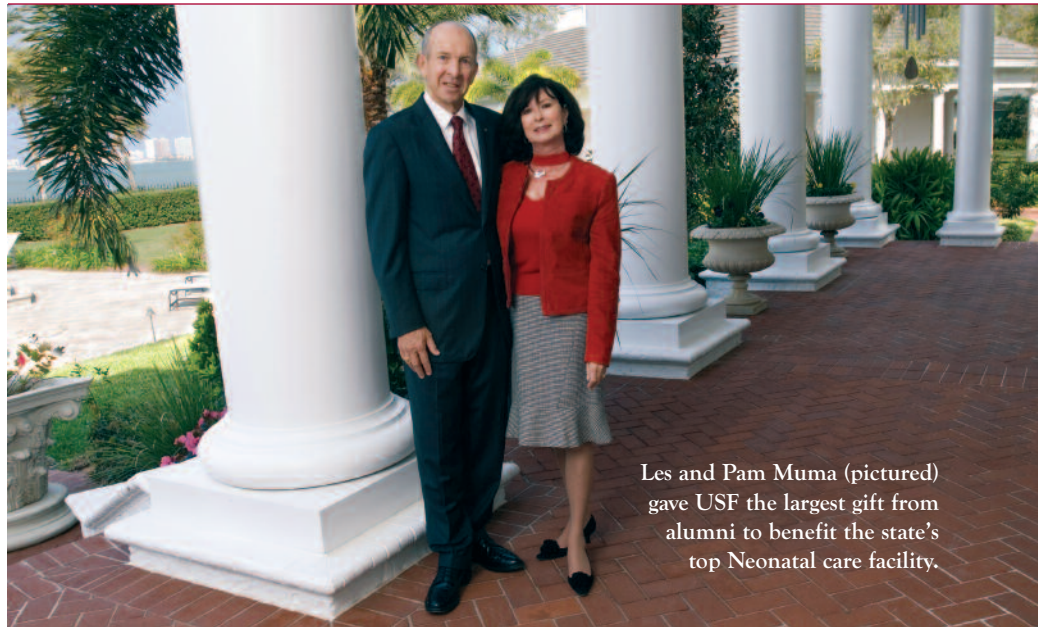
While your support is impressive, it is what our students and faculty can accomplish through your generosity that is the true catalyst for progress. For example, this year, private giving helped the USF Foundation award more than \$2.7 million in scholarship assistance to 1,900 students.

Your philanthropy helped to attract and retain some of the world's best teachers through endowed professorships. You provided the funds to build world-class research facilities. And you influence research that is having real-world applications that improve our quality of life. Through your collective efforts over the past 50 years, we have grown to become the ninth largest university in the country with an impact that extends to the furthest corners of the globe!

At this monumental point in our history, we look forward to a future that holds no boundaries. It is your generosity that grants this university the opportunity to be great, and I encourage you to remain steadfast in your support of USF as we prepare for our next 50 years and beyond.

Sincerely,

Judy Genshaft  
President



Les and Pam Muma (pictured) gave USF the largest gift from alumni to benefit the state's top Neonatal care facility.

USF AT 50: COMING OF AGE continued from cover

Photo: Joseph Gamble / University Relations

The Shimbergs' support to health, the arts, education and athletics contributed directly to USF's rapid escalation as a nationally ranked research university over the past two decades.

Through the example set by these philanthropists, USF closed the final six months of its 50th Anniversary year with two multi-million dollar gifts that marked the University's coming of age and rapid ascension among research universities. More important than the combined value of these dollars, which represents \$27 million, is the impact to be realized on several fronts.

Frank Morsani, also on the USF Foundation Board, and his wife, Carol, led the way in 2006 with a gift worth \$17 million to support USF's new Center for Advanced Healthcare and USF Athletics. The healthcare project, spearheaded by USF Health, will be a model for teaching students in an advanced patient care center. This \$64 million project is currently under construction and will receive \$7 million from the Morsanis' gift, which will be matched by the state.

In addition, the Morsanis' gift will provide \$3 million to help build a new football practice complex and a new stadium for the women's softball team. The support provided by the Shimbergs and Morsanis set a cornerstone in USF's entrée into the Big East in 2005 and the road to its first post-season bowl win last December. Their philanthropy has helped bring USF into the homes of millions of Americans

through a strong, emerging presence in the Big East. More visibility will mean more interest in learning about USF's strong academic and research achievements which will herald a surge in recruiting top-notch faculty and students.

The most recent transformational gift came from two USF alumni and will have an impact on many fronts. In December, Les and Pam Muma gave the largest gift from alumni that USF has received to date. Their contribution, valued at \$14 million, is also one of the largest gifts in Florida to support research and care for newborns.

The gift supports a partnership between Tampa General Hospital and USF to build research and medical teams, laboratories at USF, and expand the Neonatal Intensive Care Unit at TGH.

*"Our alumni and friends have reached a point where they understand and appreciate what this university means to our community,"* says President Judy Genshaft. "They know their investment in USF will bring measurable, positive outcomes for the people of our community and beyond."

Dr. Stavros proudly points to the origins of the word philanthropy from the Greek word *philanthrōpía* (*philanthrōpos*) which refers to the love for people. This is the hallmark of the USF Foundation Board. The standard of time, talent and treasure is one to which all its members strive. We honor USF's philanthropists for charting a course into the future.

# USF names new Vice President and CEO of University's Foundation

University of South Florida President Judy Genshaft recently announced the appointment of J. Jeffrey Robison, vice president and chief executive officer of the USF Foundation. The appointment is effective June 11.

**"**Jeff Robison has a truly impressive track record and we are very excited about his joining the Foundation's team," said Genshaft. "He has played an integral part in raising over \$1.4 billion in four different university campaigns. We are confident his leadership abilities will serve USF as we continue to grow and move forward."

Robison comes to USF from Case Western Reserve University, where he has served as vice president for development since 2005. He led a major gift campaign that is on schedule to raise \$77.9 million, a 22 percent increase over the previous year. During his tenure, the annual fund increased \$1 million, reversing a downward trend.

*"I am very pleased that Jeff Robison is coming to USF as vice president of development,"* said Gus A. Stavros, a successful Florida businessman and noted philanthropist for whom USF's Center for Free Enterprise and Economic Education is named. Stavros has also served as president of the USF Foundation Board of Trustees and was co-chair of the USF Great Achievements and Great Expectations fundraising campaign. *"I worked with Jeff at Florida State University when he was president of the FSU Foundation and found him to be very dedicated, very capable and an outstanding foundation president."*

Robison served as president of the FSU Foundation from 1994 to 2005. While there he oversaw fundraising of more than \$870 million and two successful campaigns. Before that, he rose to associate director of university development at the University of Florida between 1980 and 1988. He also has spent a significant part of his career in the Buckeye state, at Ohio State University (1973 to 1978), The Ohio



Photo: Courtesy of Case Western Reserve University

*"I'm looking forward to my return to Florida. I have been hearing great things about USF and am excited about becoming a part of President Genshaft's and the Foundation's team that will help this great university achieve its goals for the future."*

**J. JEFFREY ROBISON**

State Development Fund (1978 to 1980) and Ohio University (1988 to 1994).

Provost Renu Khator, who headed the search committee, noted, *"Jeff Robison emerged from the field of candidates as particularly qualified to bring USF the quality of leadership the foundation requires."*

"I'm looking forward to my return to Florida," said Robison. "I have been hearing great things about USF and am excited about becoming a part of President Genshaft's and the foundation's team that will help this great university achieve its goals for the future."

At USF, Robison will oversee the entire Advancement division which includes Alumni Affairs, Foundation Business and Finance Services, Development, the Executive Office, and Public Broadcasting. He will be responsible for the development and coordination of annual and long-range strategic fund-raising plans; growth of the Alumni Association; budget preparation and forecasting; analysis and interpretation of department performance; as well as oversight and management of the identification, cultivation, solicitation and stewardship of annual and major gifts to the University.

He will work closely with President Judy Genshaft, the USF Foundation Board of Trustees, the USF Alumni Association, and fund-raising counsel to plan and execute all phases of a comprehensive campaign and will lead ongoing efforts to improve all aspects of the University's advancement enterprise.

Throughout his career, Robison has built comprehensive fundraising programs at three universities and directed four campaigns with the amount of private funding totaling about \$1.4 billion.

Robison will replace Jo-Ann Alessandrini, who has served as Interim Vice President for University Advancement for the past 19 months. During her interim tenure, Alessandrini oversaw the highest fiscal year fundraising effort in USF's history and has successfully managed a division-wide reorganization process.

The Ohio University graduate holds a Bachelor of Science degree in English and a master's degree in the administration of higher education. Robison is married to Nancy Stepina and has five children. He also received All-America honorable mention and All Mid-American Conference honors as a member of OU's football team.

*"Jeff Robison has a truly impressive track record and we are very excited about his joining the Foundation's team"*

— JUDY GENSHAFT



# Castor strengthens USF's *global impact* as head of Patel Center

Provost Renu Khator has named former USF President Betty Castor as the executive director of the university's Dr. Kiran C. Patel Center for Global Solutions. Under Castor's leadership, the university's faculty will carry out the Center's applied research strategic plan to contribute solutions to global problems.

**K**hator also announced the addition of three new staff members, including one of the world's top environmental scientists.

"Betty Castor is uniquely qualified to lead the Center as it focuses on water, international trade, urbanization/migration and education issues," said Khator. "Betty's background and vision are a perfect fit for the USF Patel Center for Global Solutions. Her professional experience and leadership skills, paired with her global knowledge and experiences, will enhance the Patel Center's already growing reputation for

distinguished research, education and global programs that promote sustainable, healthy communities across the world."

Castor will oversee all aspects of this solutions-oriented research center, which will develop cutting-edge technology and offer innovative policy advice to decision makers in both the public and private sectors.

*"I am excited about this wonderful homecoming, which will enable me to work with USF faculty in various academic disciplines and take this great university's*

*ongoing global research and outreach efforts to a new level,"* said Castor. "Our generous and visionary donors can be sure of an energized commitment to improving the quality of life in the developing countries."

Castor's immediate tasks include assembling an advisory board of local, national and international experts on globalization, overseeing the completion of the Center's new building, and concentrating on development efforts to build foundation support and expand the endowment.



**The President's Council is the University of South Florida's premier university-wide recognition for donors. We consider the President's Council our partners in progress. The President's Council is made up of three areas of recognition.**

## **Lifetime Giving Recognition** **JOHN AND GRACE ALLEN SOCIETY**

The John and Grace Allen Society, named in honor of USF's founding President and First Lady, includes alumni and friends who have contributed more than \$100,000 cumulatively to the university. Members of the John and Grace Allen Society help USF live up to the Allens' expectations in greater ways than anyone could have dreamed to be possible. The John and Grace Allen Society distinction is a lifetime honor recognizing tremendous commitment demonstrated by generous philanthropy.

## **LIFETIME ASSOCIATES**

This group of over 570 donors supported USF during the university's initial years of organized development. At the time of their gift, the generosity of these donors was distinguished by lifetime recognition in the President's Council. While USF now honors such donors in the University Society, we are proud to uphold the Lifetime Associates' initial distinction and consider this group of donors lifetime President's Council donors.

## **GOLD CIRCLE SOCIETY**

The Gold Circle Society is a lifetime distinction honoring USF faculty and staff members who have made a long-term commitment to the University through their service and philanthropy. Recognition in the Gold Circle is extended to faculty and staff who have given to the University's Faculty/Staff Campaign for at least 15 consecutive years or a total of at least 20 years. The investment of time, service, and financial support from USF's own is inspiring and allows us all to look very optimistically at what lies ahead for our university.

## **Annual Giving Recognition** **THE UNIVERSITY SOCIETY**

The University Society of the President's Council is an annual recognition of donors who give \$1,000 or more during the fiscal year to USF toward unrestricted or designated funds. Gifts from University Society donors are truly significant; such gifts directly and immediately provide students and faculty with the best resources available in higher education. We are grateful for the University Society's decision to help us reach tomorrow's goals today.

## **Planned Giving Recognition** **THE LEGACY SOCIETY**

The Legacy Society honors individuals who are entrusting the University with their investment in USF's future. Legacy Society honorees mark the path for USF's future through planned gifts and the path they mark is the legacy they leave. Understanding the preparation involved when planning bequests, such gifts are particularly meaningful and the university is proud to include the Legacy Society as a part the USF President's Council.

# John and Grace Allen Society Celebrates Their Impact on Philanthropy

On May 3, more than 100 members of the John and Grace Allen Society of the USF President's Council gathered for an evening of fine food, jazz and even some dancing, to celebrate the annual gathering of USF's most distinguished giving society.



Pictured left to right: Steve Wilson, Jael Donato Rodriguez, Ahmad Al-Jallad, Mimi Ghosh, & Elisa McQueen.



USF's First Lady Grace Allen & President Judy Genshaft.



USF Jazz Band.

The Society, named in honor of USF's founding President and First Lady, includes alumni and friends who have contributed more than \$100,000 cumulatively to the University.

Just shy of her 99th birthday, Grace Allen shared with the audience how pleased she is to have witnessed her late husband's

dream of "starting something great" at USF come to fruition and credited her fellow Society members for making USF a ranked national university.

Some of USF's most accomplished Honors College students shared with the crowd how philanthropy has created opportunities that will influence their

future. The group of students represented future doctors, entrepreneurs, scholars, and scientists – all of whom credit private giving for providing an exceptional undergraduate experience.

This special evening came to a close with the smooth sounds of USF's award-winning jazz band.

## SUPPORT USF

ARE YOU CONSIDERING MAKING A GIFT TO THE UNIVERSITY OF SOUTH FLORIDA?

### Gifts should be mailed to:

USF Foundation, Inc.  
USF Gibbons Alumni Center  
4202 East Fowler Avenue, ALC100  
Tampa, Florida 33620

### Or Give Online:

To make a gift that will have an immediate impact at USF you may give online by logging onto <http://www.giving.usf.edu> and clicking on the "Give Now" icon.

## PURPOSE & PHILANTHROPY

A news resource for the distinguished members of the USF President's Council, produced by the Office of Development Communications, three times annually, with the purpose of showing philanthropy at work at the University of South Florida.

For more information, or if you have comments and suggestions about this publication, please call the Office of Development Communications at (813) 974-5146 or email [jeanody@admin.usf.edu](mailto:jeanody@admin.usf.edu). Visit <http://giving.usf.edu> to support USF.

## USF UNIVERSITY OF SOUTH FLORIDA

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