



**BALL STATE
UNIVERSITY**
Foundation



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Historic Support Fuels Our Vital Mission

Private philanthropy enables our University to fulfill its vital mission: to empower our students to pursue fulfilling careers and lead meaningful lives.

In Fiscal Year 2023, our graduates and benefactors contributed more than 37,000 gifts to our University. They demonstrated their generous support by contributing and memorializing more than \$58 million in new gifts and commitments—the highest fundraising total in our history—for the fifth consecutive year. These funds, which represent a 54-percent increase over last year's total, benefit our students and support our academic and co-curricular programs.

We are pleased to share this Fiscal Year 2023 Ball State Foundation Annual Report. Highlights include the Foundation's activities and financial support, as well as features on our donors and messages from our students about the impact of our benefactors.

As Ball State continues to break records year after year, we are positioned to pursue our most ambitious fundraising goals yet. In October 2023, our University will launch *Our Call to Beneficence: The Campaign for Ball State University*—a campaign that will further support the success of our students, and our ability to expand our campus and community impact. Stay tuned in the coming months to learn how you can participate in this ambitious campaign.

Your philanthropic investments allow us to build on our historic success. We hope that you feel called to continue investing in the transformative impact our University has on our students and the vitality of our communities. Your support makes a positive difference in the lives of the people whom we serve.

Sincerely,



Geoffrey S. Mearns
President, Ball State University



Michael C. Ray, '83
Chair, Ball State University Foundation Board of Directors

MORE THAN
\$58 million+
RAISED

Average
donor
age

55

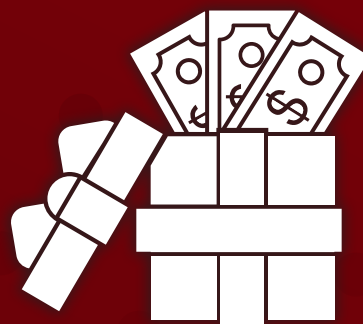


Grad year with the most donors...**1993**

Donors from every grad year...
1949-2023

Median annual
gift amount

\$50



37,000+
GIFTS

Top 5 states by donor
in **RED**



22,472

TOTAL NUMBER
OF DONORS

Guided by Beneficence

The culture of philanthropy runs deep at Ball State—from our origins with the Ball Family to our alumni, friends, and fans who pay it forward through their generosity and service. When you're a part of the Ball State community, giving back is what you do. Whether through the purchase of a Ball State license plate or through committing to a monthly gift, Cardinals are creating a brighter future. **WE FLY**



As a philanthropy professional at a healthcare nonprofit, **Jonathon Maple**, '11 MAE '14, understands the importance of monthly giving. "I see the power of monthly giving in my career, so I wanted to carry this forward and 'practice what I preach.'" A member of the Ball State Young Alumni Council and monthly donor for seven consecutive years, Jonathon is among a growing group of donors who have elected to make a monthly gift.



Emerging as a growing trend, automatic monthly giving offers convenience and approachability to many donors looking to make an impact. Recently launched, the Frequent Flyers society recognizes donors who make recurring gifts, month-after-month and year-after-year, demonstrating their admirable loyalty and commitment to Beneficence.

Heather Closson, '13, knew that she wanted to give back to her alma mater when reflecting on what Ball State had given her. "Dividing a meaningful gift into twelve smaller payments makes sense for my personal budget—and automated payments make it easy to give," she explained. Frequent Flyers can choose to direct their monthly gift to the fund(s) they care about most, providing sustaining support all year long. "As a former scholarship recipient, I have experienced that no gift is too small. Giving monthly allows me to maximize my impact on current Cardinals in need of financial support. Every dollar counts when it comes to supporting students." Learn more about becoming a Frequent Flyer by visiting bsu.edu/foundation/frequentflyers. **WE FLY**



Giving back monthly makes me feel like I am carrying out Beneficence in my life, ensuring that Ball State continues to soar to new heights.

—**Heather Closson**, '13



\$437,350
 raised from more
 than 18,775 license
 plate purchases
 (7/2022–6/2023)



One of the legacies in my family to have impacted my decision to go to Ball State was my older sister Mae. She graduated with a degree in Organizational Communications with honors. She was also an RA on campus. Every time I visited, I fell more in love with the campus. She took me to all of the campus events, such as Homecoming Week, Late Nite, and Friday Night Filmworks—all of which helped me feel so welcome here at Ball State. I also hope to become an RA next year, just like my sister, so I can help students here on campus feel as welcome as I did, and so they can call Ball State home. The Alumni Legacy Scholarship means so much to me and is helping me continue my education. With this scholarship, I am now able to take Summer classes to help me graduate on time.

—**Megan Baczynski**
 Elementary Education '25

Ball State has been a part of my family for a while now. My mom and her brother went to Ball State, and my older sister is a current student. I've grown up with this sense of home and happiness that is connected to Ball State. Wherever my place at Ball State leads me, I want to graduate knowing I made my mark. I hope to make a meaningful and lasting impression by using my passions to influence change. Overall, the Ball State University Alumni Legacy Scholarship has aided me in pursuing my passions, being a leader, and continuing the lifelong memories created for my family and I at Ball State.

—**Zoey Leisure**
 Pre-Occupational Therapy '26

Funded by the Ball State Indiana license plate program, Legacy Scholarships are awarded to selected in-state freshmen and/or currently enrolled students who demonstrate success in academics and extracurricular achievement.



Ensuring Student Success

Hope Stauffer, '23, is an aspiring filmmaker, designer, and animator. As a recent graduate who is now pursuing a master's degree in Emerging Media Design and Development, Hope's classes and immersive learning projects have helped her develop skills to pursue her career goals of being a multimedia producer in the film industry. Working with professors and peers has been a source of encouragement and inspiration for Hope. "My peers and professors are truly passionate about what they're studying and teaching. It is easy to thrive in an environment where everyone strives for excellence." Upon receiving the Chad Muller Editorial Scholarship, created in memory of former Ball State student Chad Muller, who passed away in 2001, Hope felt inspired after she learned of Chad's story. "Prior to applying for the scholarship, I did some research to understand who Chad Muller was. In doing so, I discovered that he was a student with great potential, incredible drive, creativity, and was loved by his peers." Hope also received a renewed sense of purpose when Chad's father, Thomas Muller, addressed the recipients at a banquet. "He explained how our work as videographers and storytellers impacts people, and made me realize how important our work is." She added: "We should approach every video and project with the belief that it will inspire others—and hopefully create change for the better." Scholarships provide obvious and necessary financial benefits to recipients. As we see in Hope's case, they can also be a source of encouragement and motivation. **WE FLY**

The Power of **Scholarships**

1,650
recipients
of donor-funded
scholarships in AY 2022–2023

\$3,933

the average amount of
unmet need for students
in AY 2022–2023

80%
of Ball State students
qualify for financial aid

No. 1
University

in Indiana in Social Mobility Institutions that advance social mobility by enrolling and graduating large proportions of economically disadvantaged students.

in Indiana for First-Year Experience Institutions providing first-year seminars or other programs that bring small groups of students together with faculty or staff.

\$3,000,000
in donor-funded scholarships awarded in AY 2022–2023



“We should approach every video and project with the belief that it will inspire others—and hopefully create change for the better.

—Hope Stauffer, '23

New Scholarships Established in Fiscal Year 2023

CAP Alumni Legacy
Scholarship Fund

Gary and Donna Whitt
Family Scholarship

Genevieve and Chester
Wingate College of
Business Scholarship

Genevieve and Chester
Wingate Music Scholarship

Hackworth Scholarship

Lionel J. and Edith B.
Neiman Memorial
Scholarship Fund

Linda Daugherty Friedrich
Fund for School of Art

Linda Daugherty Friedrich
Fund for School of Music

Dale Whitehead Musical
Scholarship Grant

Tom and Bea Mertens
School of Music
Scholarship

Kimberly Ruse Roberts
Theatre Education
Scholarship

Hannaford-Ferrill Memorial
Scholarship

Gene Frankland Scholarship
in Comparative Politics and
International Relations

Jeanne Carole Ross and
Ross Family Teachers
College Scholarship

Judy Weil and Bob Hall
“Shine Your Light” Teachers
College Scholarship

Ben and Joyce Bristor
Family Scholarship

Langley and Boelyn Fields
Scholarship

Indiana Academy Alumni
Scholarship

Indiana Academy
Scholarship for Martinsville
High School Students

Stephen Powell College
of Communication,
Information and
Media Scholarship

College of Health
Scholarships

College of Health Advisory
Board Scholarship
Endowment

Markle Family Endowed
Scholarship

Carl L. Wright Fund

Emens Scholarship in honor
of Dean John W. Emert

Scholarship Recipients



Journalism has been the driving force in the past four years of my life for a reason. Journalism is something I feel empowered by, and feel is equally empowering for others. Scholarship support has allowed me the opportunity to focus on my studies and receive my degree with more financial ease.

—Kate Farr, '26

Pond Family Media Scholarship



This scholarship has helped me pay tuition and allowed me to put money towards fulfilling my dream of studying abroad and learning more sustainable design methods other cultures have been putting into practice, so that I can work closely with communities that do not have access to thoughtful and sustainable design.

—Ricardo Ayala, '23

Barnes Architecture Scholarship

I am sincerely thankful for scholarship support throughout my time at Ball State. Because of donors, I have been able to focus on developing my knowledge, my professional experience, and my personal life. For this, I am ever grateful. Donor generosity has inspired me to give back to others. One day, I hope to be able to have a scholarship to grant to students that will help them as I have been helped.

—Elijah Hudson, '23

Tim and Laura Roberts Scholarship



I chose to attend Ball State University not only because it has a fantastic Musical Theatre program, but because it continually makes getting a higher education accessible and possible for a first-generation, queer, Latin student who is financing their own education. The Theatre program has some of the most supportive faculty that make attending Ball State a joy and extremely rewarding. The scholarships I've received have allowed me to focus more on my education and training. If it weren't for the generosity of donors and the faculty who believe in me, I would not be able to attend school in the first place.

—Lucia Vazquez, '24

William and Maudames Conner Fine Arts Scholarship, Sutton Foster Scholarship, Hunden Musical Theatre Scholarship



Mission-driven Volunteers

Mentoring has existed as part of Ball State's DNA for many years. From faculty-student research mentorships to the Honors College peer mentoring program of 30 years—mentoring opportunities abound. In response to the University's Destination 2040 strategic plan, the Ball State Alumni Council committed to making alumni-to-alumni mentoring a key priority. Today, mentoring programs are being developed in each college alongside well-established, vibrant programs such as the SOAR program within Miller

College of Business, True Cardinal Mentoring program between football alumni and current players, and most recently, the Top 100 Mentoring program.

Mentoring opportunities are available at any time via Cardinals Connect, the Ball State-only platform for alumni and students to connect with other graduates and potential employers—empowering them to expand their professional networks. To learn more about Cardinals Connect, visit

cardinalsconnect.com

WE FLY



“It has been quite a rewarding experience to be able to connect with a fellow Alumni member and discuss their goals for the future. My mentee is probably much more prepared for life than I ever was at that age. Mentoring allows for a safe space for the mentee to ask questions. It allows the mentee to try to gain an understanding of what to expect as they begin their careers.

Being able to provide answers and life experiences that I wasn't provided after graduating is an amazing opportunity to have. My mentee is able to state exactly what they want from life. They know what steps they have to take to achieve their goals and a steady backup plan. This is an important lesson we all can use.

—**Ebonee Doblasse**, '06 MS '10

Generations of alumni, friends, and fans have contributed to the vitality of the University by regularly volunteering—even just a few hours a month. From mentoring current students to organizing a reunion, the University offers countless opportunities for contributions of time and talent. For **Giang Petroviak**, '14, president of the Ball State Young Alumni Council (YAC), she felt compelled to continue her involvement after graduation and has done so for nearly a decade. “Ball State provided me with many opportunities to find my purpose and passion, and because of this, I am always happy to give back to the university that gave me so much,” shared Giang. In addition to her role as YAC president, Giang participates in mentoring through Cardinals Connect and is involved with the Northeastern Indiana Alumni Council. In 2021, she joined the Campaign Advisory Council. “I have been



able to make so many Ball State connections through my time volunteering. I have been able to meet individuals in my city, as well as across the country, that have the same passion and love for Ball State that I do,” she reflected.

While Giang has seen her professional and personal network enriched through volunteering, her desire to positively impact students is the driving force behind her volunteer work at Ball State. As a first-generation college student and an immigrant, Giang found college to be difficult at times. “The faculty, staff, and peers I had during my time helped me navigate the challenges of higher education and gave me opportunities to gain leadership skills and find my passion for student affairs. I hope that through my time volunteering, another student who is in a similar situation as I was can also be provided the opportunity to be successful and to find their passion.”



2022 Day of Beneficence

The Cardinal Spirit of Giving

In its fifth year, One Ball State Day (OBSD) continues to inspire Cardinals to give back.

The 24-hour online fundraising initiative, which started at midnight on April 5 this year, brought the Ball State community together from near and far. Ball State alumni, friends, and fans broke fundraising records for the fifth consecutive year. More than \$1.2 million was raised to support our students and our programs.

While the OBSD website was abuzz, with gifts coming in every minute, Ball State's campus celebrated with festivities and events all day long—including Pizza with the President, Shirts and Shakes, Cardinal Cab, and the first-ever Dash and Splash, which saw faculty and staff paddling across Lewellen Pool on giant inflatable ducks to compete for additional challenge dollars for their areas. Funds raised on One Ball State Day go to support student scholarships, programs and initiatives, resources for faculty and students, and immersive experiences that prepare Ball State students to have fulfilling careers and meaningful lives. **WE FLY**

“Donor support encourages our students to know that people are invested and interested in their development. It allows us to send students to professional conferences, buy instructional materials, and invest in new technology. With OBSD giving, we will increase our funding for students to travel to professional conferences. These contributions encourage and energize students and faculty. Thank you!”

—**Dr. Lindsey Blom**

Department Chair of the School of Kinesiology and Professor of Sport and Exercise Psychology



“We love our donors! Donor support makes it possible for us to award 12 scholarships annually, repair and replace equipment, pay for student award and contest submissions, defray the cost of study abroad trips, support student travel for productions and conferences, and many other things. It helps us continue to offer consistent, meaningful experiences for all of our students.”

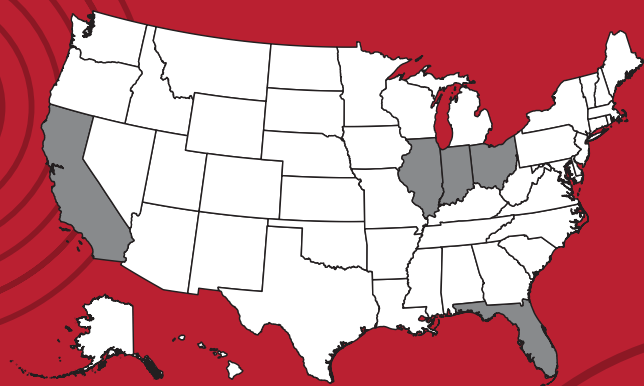
—**Paige Waters**, '03 MA, '09

Teaching Professor and Assistant Chair of Media



THANK YOU FOR YOUR SUPPORT!

A NEW RECORD
\$1.2 MILLION+
FUNDS RAISED

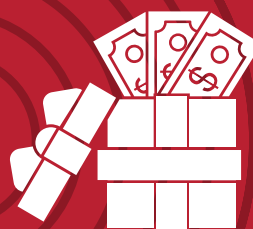


Gifts From All 50 States
Top 5 Giving State in Gray

#OneBallState
trended on Twitter



\$130,000+ raised from
510+ Social Media
Ambassadors



**TOTAL NUMBER
OF GIFTS**
7,514



**TOTAL NUMBER
OF DONORS**
4,744

MOST ATHLETICS GIFTS

- Field Hockey
- Gymnastics
- Men's Golf
- Baseball

TOP 3 AREAS BY AMOUNT RAISED

- Theatre and Dance
- Indiana Academy
- Athletics



**DONORS FROM
EVERY GRAD YEAR**
1950-2023

966 donors gave their
first-ever gift on OBSD 2023

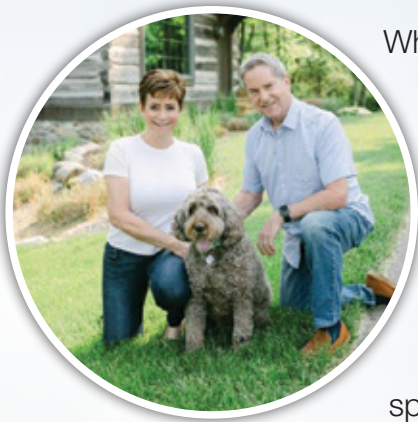


**ONE
Ball State
DAY**

Transforming Spaces, Inspiring Creativity



Ball State's beautiful campus is always getting better. Campus enhancements benefit not only our students, but also the surrounding community. Through the generosity of benefactors, we are empowered to add and improve facilities that accommodate innovation in living, learning, and community engagement. **WE FLY**



When **Charlie Brown**, '71, and his wife, Louise Tetrick, were presented with a plan in 2020 to build an outdoor amphitheater on Ball State's campus, they didn't need the detailed architectural renderings to see the vision. "My main inspirations were to add to the beauty of Ball State and to drive as many people as possible—alums, students, or the community—back to the campus," Charlie shared. Situated between Pruis Hall and Noyer Complex, the Brown Family Amphitheater offers an exemplary performance space for

students and faculty

in Art, Music, and Theatre and Dance programs, as well as for touring musicians and performers. Modern in its design, the amphitheater was thoughtfully and comprehensively designed to meet a wide range of production and audience needs. The facility features dressing rooms, a green room, storage space, a control room, a loading dock, and a booth/mix station. "I wanted to serve the campus and community—to draw people to the campus so they can understand and appreciate Ball State University," said Charlie. Reflecting on his time as a student in the early 70s, Charlie remembered loving the campus experience and being engaged in both educational and extracurricular activities. "I'm proud to be a Ball State alumnus; I can tell you that. And the pride comes out when I get on campus. That's what I want more people to do. Let's get them on campus to see what Ball State has to offer." **WE FLY**

In collaboration with our many campus and community partners, the Brown Family Amphitheater will enable our Art, Music, and Theatre and Dance programs to come together as never before. This new space will spark creativity and inspire partnerships for generations to come.

—**Seth Beckman**, MM '90 DA '96
Dean of the College of Fine Arts



With generous support from Indiana Academy alumnus **Mason H. Smith**, '05, a new makerspace classroom at The Indiana Academy for Science, Mathematics, and Humanities will be available for Indiana Academy faculty and students beginning in Fall 2023. "One of the most important things the Academy provided to me when I attended was exposure to a set of new experiences: lots of classes that had been previously unavailable to me, different clubs and activities, and classmates with a diverse range of hobbies and interests," Mason reflected. "So, when the makerspace classroom idea came up, I was immediately drawn to the opportunity to provide future Academy students with the chance to discover a new area of interest." Divided in half, the makerspace was designed and renovated as an interactive learning space, fostering learner engagement and peer-to-peer interaction. In one half, mobile chairs and tables allow students and faculty to configure the room based on their classroom and teaching needs. The second half provides a place for students who are working on engineering, science, or humanities projects that require additional physical space. Mason expressed: "I strongly believe that all students should have the chance to reach their full potential, regardless of need, and that keeping the Academy affordable for all students and their families is key to its success. I hope that my contribution will help the Academy continue that mission. **WE FLY**





OUR CALL TO *Beneficence*

The Campaign for Ball State University

You're invited

**Join us as we launch
Ball State's largest-ever campaign**

**October 20, 2023, 7 p.m. ET
bsu.edu/live**

The Pillars of Our Campaign

The background of the entire page is a photograph of three tall, classical columns with ornate capitals. The columns are light-colored and stand against a clear blue sky. At the base of the columns, there are trees with autumn-colored leaves in shades of orange, yellow, and green. The columns are arranged in a slightly receding line from left to right.

Ensure

Student Opportunity
and Success

Enrich

the Academic
Experience

Expand

Our Campus and
Community Impact



BALL STATE UNIVERSITY FOUNDATION

In the spirit of gratitude, we express our appreciation to you—our alumni, friends, and fans—for your selfless service and for your generous philanthropy.

This is Our Call to
Beneficence...and Yours!
bsu.edu/give

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Muncie, IN 47304

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