

Creating Personalized Impact Reports | 02.24.16

Abby Fox & Sarah Sims

Please find a list below of additional resources from the “*Creating Personalized Impact Reports*” webcast. These resources will be referenced during the webcast by the instructors. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Pre-Webcast Resources

1. [Sample Impact Report Implementation Plan](#) – Pages 2 – 3 – Oklahoma State University Foundation’s detailed instructions and timeline of their impact report implementation.
2. [Sample Impact Report Interview Questions](#) – Page 4 – Interview questions grouped by type of donor (current scholarship recipients, former scholarship recipients, faculty members, fellow donors)
3. [Sample Impact Report Outline](#) – Pages 5 – 6 – Page-by-page outline for critical content needed in an impact report
4. [2015’s Generic Giving Report](#) – Pages 7 – 8 – Sample report that can be adapted to many comprehensive giving goals
5. Generic impact reports for:
 - a. [Corporation](#) – Pages 9 – 16
 - b. [Individual \(2\)](#) – Pages 17 – 40
 - c. [Project \(+ cover letter\)](#) – Pages 41 – 49

Impact Report Implementation Plan

Compliance and Stewardship, in cooperation with other OSUF departments, will develop and implement comprehensive impact reporting in FY13. The purpose of these reports is to show donors the positive impact of their gifts, demonstrate their donations are being used according to their intent, express our gratitude for their continued support of OSU and inspire them to continue giving to the university. The following steps will be taken to ensure the timely implementation of this project.

Task	Goals for Accomplishing the Task	Anticipated Completion	Actual Completion
Research impact reporting occurring at other universities.	<ol style="list-style-type: none"> 1. Review ADRP listserv history on impact reporting. 2. Do an online search for philanthropic impact reporting. 3. Identify and contact peer universities to discover if comprehensive impact reporting is done there and how. (OU, Stanford, UC San Diego & TU) 	1/11/13	1/14/13
Create a menu of possibilities/rough outline of what we'd like to include.	<ol style="list-style-type: none"> 1. Gather all information found during research. 2. Put together a "menu" of things that can be included in the reports. This will include things that have been done at other universities and ideas that came up during research. 3. Based on institutional knowledge, make a rough draft of what Compliance and Stewardship would like to see in the report. 	1/14/13	1/22/12
Organize a task force* to review samples and discuss possibilities, content and formatting. Schedule a preliminary group meeting and follow up meetings as necessary with individuals.	<ol style="list-style-type: none"> 1. Review departments who will be involved in the process and identify members to include in the task force. *Ken Sigmon (Dev.), David Loyless (Dev.), Diane Crane (Dev.), Paige Eubanks-Barrow (DR), Michal Shaw (C&S), Abby Fox (C&S), Jennifer Kinnard (Marketing), Cluadette Pippin (Accounting), Chris Campbell (Research) and Charles Cameron (IT). 2. Schedule the preliminary meeting and create an agenda for it. 3. Attend the meeting, taking notes and making action items. 4. Plan follow-up meetings as necessary. 	1/22/13	1/28/13
Work with OSUF departments to fine-tune information gathering and formatting based on content decided.	<ol style="list-style-type: none"> 1. Meet individually with departments to discuss the specifics of how to get the information we need for the report. 2. Learn what their priorities/timelines for completion will be. 	2/25/13	2/21/13
Develop a test reports.	<ol style="list-style-type: none"> 1. Identify two donors who have multiple areas of giving and would benefit from an impact report. 2. Begin gathering information, conducting interviews and making requests 	3/11/13	3/29/13

Last Updated: 5/31/13

	for the test reports based on learned departmental priorities/timelines. 3. Obtain copies of the test report proofs to share with the task force.		
Write an impact report procedure, which will include a timeline for completion.	1. Use the knowledge gained through the test reports to create the procedure and timelines for further impact reports. 2. Share this procedure with Michal (C&S) and make adjustments as necessary before presenting it to the task force.	3/18/13	3/19/13
Share test reports and procedure with the task force.	1. Schedule a final task force meeting and create an agenda for it. 2. Share the test reports and get the group's feedback on how close we got to what they wanted, what changes need to be made, etc. 3. Share the impact report procedure and timeline and get the group's feedback on whether or not it's realistic and appropriate for their needs.	3/21/13	4/2/13
Refine reports and share with the Leadership Team, along with the procedure and timeline.	1. Request time on the Leadership Team meeting agenda. 2. Make any agreed upon and necessary changes to the test reports and procedure that the task force requested. 3. Make copies of the updated test reports and procedure to share.	4/30/13	4/30/13
Announce impact reporting plans and benefits at the quarterly deans and administrators meeting to encourage involvement and university-wide partnerships.	1. Work with Janiece to request that Ken be added to the agenda and that any support information is added to the presentation. 2. Provide Ken with a briefing on the project and some talking points to hit during the meeting. 3. Michal will attend the meeting to answer any questions that come up regarding the reports.	5/15/13 (This meeting was changed to August)	
Upon Leadership Team approval, roll out the impact reporting process to development staff at its monthly meeting.	1. Request time on the development team lead luncheon agenda. 2. Speak to development team leads about the purpose of these reports, the steps we went through to create them and how impact reports will be generated as part of the individualized stewardship plans being developed by Donor Relations. 3. Share the test reports with them via Power Point.	5/31/13	5/31/13
Prepare impact reports as requested by Donor Relations.	1. Begin working with Donor Relations to create individualized impact reports for donors. 2. Keep an eye on the quantity of reports and the staff time involved to ensure we agree to the appropriate timeline for each.	5/31/13	5/31/13

Scholarship Recipients

Why did you choose to study (discipline) at OSU?

How has your scholarship helped to improve your educational experience?

What are your goals for the future and how do you think your education will help prepare you?

What does it mean to you to have support from others as you work toward your goals?

Is there anything you'd like to say to the donor?

Former Recipients

What are you doing today and how are you using the education you gained at Oklahoma State?

Why did you choose to come to Oklahoma State?

What did it mean to you to receive a scholarship during your time at OSU?

Would you ever consider giving back to help students like donors helped you?

What are your long-term goals?

Is there anything you'd like to say to the donor?

Faculty Members

Tell me a little bit about the work you do in the college.

What attracted you to OSU?

How does having support from donors impact your success and the success of the department?

Do you feel you have the resources you need to instruct students and perform research?

How have you seen the college grow since you started?

Is there anything else you'd like to add?

Fellow Donors

Tell me a little bit about what it's like working with the donor.

What do you think it is about the donor that makes him/her such an effective advocate and volunteer?

How have you seen the donor inspire others to give back and make a difference?

How have you seen others benefit from the donor's service?

Is there anything else you'd like to share about the donor?

Impact Report Title: "Paying it Forward: The DONOR Story"

Page 1 – Letter from University President Burns Hargis

- Reference the DONOR's OSU story and how their generosity is making the stories of others possible. Include how their scholarship fund and generous gifts to our athletic program have provided resources to advance the university.
- Photo of the President

Page 2 – Giving Generously

- Summarize the importance of the DONOR's academic and athletic gifts
- Include comprehensive giving total
- Include a timeline of their notable gifts, highlighting major gifts throughout the years and providing pictures of various initiatives funded. (GIA video board, photo of the DONOR with scholarship recipients, etc.)

Page 3 & 4 – Facilitating Progress

- Briefly reference how the DONOR has contributed to the progress taking place at OSU. Make specific reference to their generosity toward the Men's and Women's Basketball Locker Room Construction, the Athletic Director's Fund, POSSE Auction and the Spears School of Business football suite.
- Give specific examples of how their gifts to the Athletic Director's Fund have helped to meet our most vital needs and impacted several sports teams. (GIA video board project, tennis team, etc.)
- Give specific examples of how the SSB suite has helped advance the college
 - o Include the number of guests hosted in the SSB suite
 - o Include stories about how the suite has helped to attract potential students and has inspired donors to give
 - o Include photos of the DONOR and/or SSB suite guests
- Pulled quote and photo of the Vice President for Athletic Programs and Director of Intercollegiate Athletics Mike Holder referencing how the DONOR's faithful annual support has helped to provide for the needs of student athletes and strengthen our sports programs.

Page 5 & 6 – Inspiring Future Generations

- Briefly reference how a Christmas gift for the DONOR over 10 years ago began a scholarship endowment that has contributed to the success of business students.
 - o Provide the total amount of scholarships awarded, number of students benefitting, etc.
 - o Pulled quote and photo of one current scholar
 - o Pulled quote and photo of one past scholar
- Mention how they are impacting the lives of others beyond their scholarship recipients (students who benefit from listening to the DONOR speak, SSB Associates who have been

welcomed into the DONOR's home and had the opportunity to work with them, and alumni who look up to their example of leading with integrity)

- Photo of DONOR speaking to SSB students
- Pulled quote and photo from SSB Dean Ken Eastman referencing the importance of having strong, ethical leaders in the business industry who are willing to invest in the next generation.
- Include a listing of OSU honors and awards
 - Include a photo of the OSU Alumni Hall of Fame induction ceremony
- Final message of thanks for their growing loyalty and devotion to OSU

COMPREHENSIVE GIVING SUMMARY:

PISTOL PETE

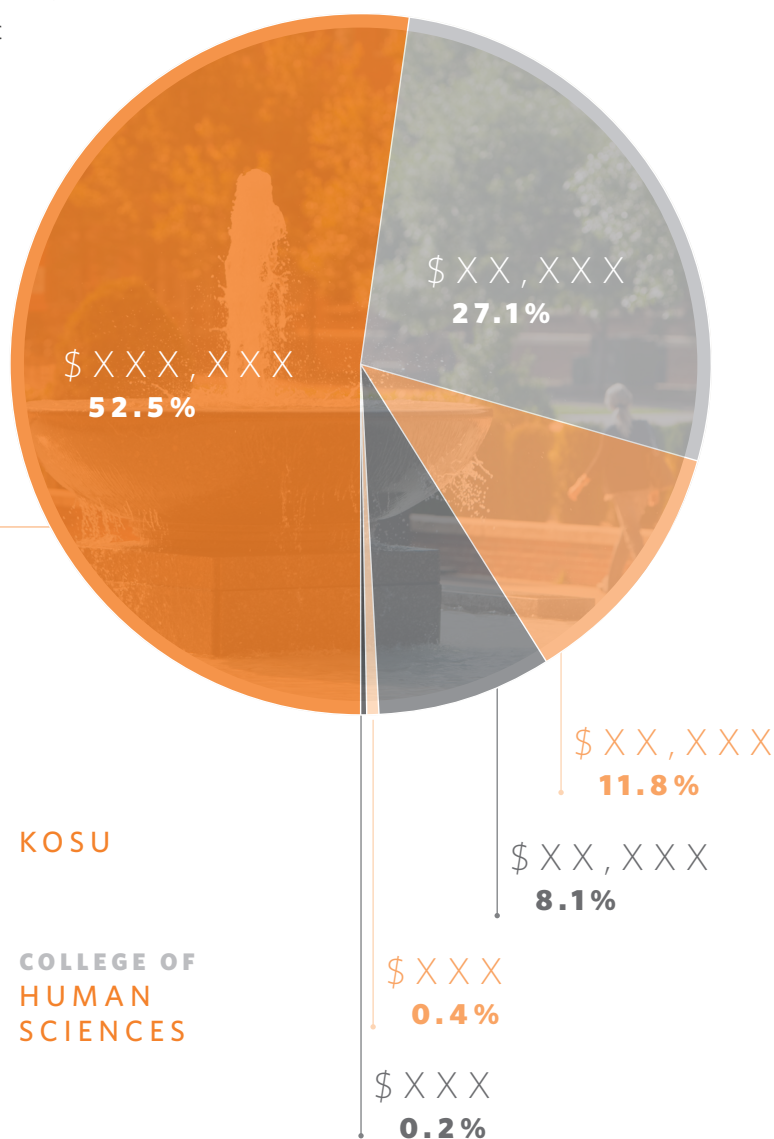


For 25 years, your generosity toward Oklahoma State University has made progress possible. You have enthusiastically contributed to the academic and athletic success of future generations of Cowboys and Cowgirls. Your gifts have created the Pistol Pete Endowed Professorship and provided resources to vital programs like Women for OSU and KOSU.

While your philanthropy is not driven by recognition, we are pleased to provide you with this comprehensive giving summary to showcase your wide-ranging support of Oklahoma State. **We are grateful for your incredible dedication to your alma mater.**

COMPREHENSIVE GIVING TOTAL:

\$ XXX,XXX



COLLEGE OF
ARTS & SCIENCES



KOSU



ATHLETICS



COLLEGE OF
HUMAN
SCIENCES



GENERAL
UNIVERSITY



OTHER

TIMELINE OF YOUR **NOTABLE GIVING**

- 1990** • First gift of \$XXX to benefit the **Friends of Music**
- 2001-2013** • \$XX,XXX in gifts and services to benefit **KOSU**
- 2006-2013** • \$XX,XXX in gifts to benefit **athletic** seating
- 2007** • \$XXX,XXX planned gift commitment to create the **Pistol Pete Endowed Professorship**

“With this resource, we have been able to recruit a first-rate faculty member. He is a prolific researcher and outstanding teacher and mentor to our students. **The endowed funds have allowed us to address a significant department need by funding graduate student travel for research and presentations at academic conferences.** The funds have also been used to bring guest speakers to OSU to present on publication within the discipline. All of these efforts promote the visibility of OSU's graduate program.”



• **Richard Frohock**, Professor and Head of the English Department

- 2009-2015** • \$XX,XXX in gifts to benefit the **Women for OSU program**
- 2010** • \$XX,XXX pledge to launch the **Pistol Pete Endowed Professorship**
- 2010** • \$X,XXX gift to benefit the **Women for OSU Endowed Student Scholarship Fund***



*Since inception, the Women for OSU Endowed Student Scholarship Fund has provided awards to **29 student philanthropists representing 2 OSU campuses and 23 academic majors.**

Beyond your generous gifts, Oklahoma State has benefitted greatly from your leadership. As a trusted member of our Board of Governors and OSU Council, you have used your talents and expertise to contribute to the success of OSU and our students. **Thank you for working tirelessly to ensure a bright future for our university and its students.**



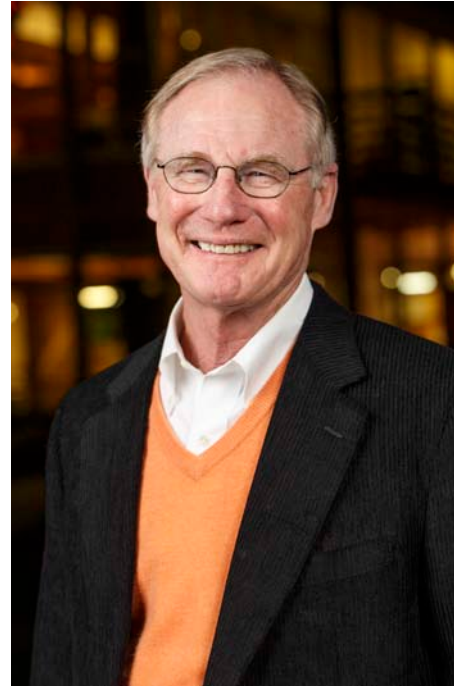
THE “COMPANY” DIFFERENCE: 10 YEARS LATER

A SNAPSHOT OF YOUR IMMEASURABLE IMPACT ON OKLAHOMA STATE UNIVERSITY

Dear “Company” Executives,

As we prepare to celebrate the 10-year anniversary of the “Company” Lab, we are pleased to share this report with you, which highlights the impact your gifts have made on our thriving geology program.

For more than a decade, **the partnership between “Company” and Oklahoma State University has provided incredible opportunities to our students, faculty and the greater Oklahoma community.** Your support has benefited four colleges across two OSU campuses. But perhaps the ““Company” Difference” can be seen most prominently in the Boone Pickens School of Geology.



This program uses advanced, hands-on training and applied research to ensure our students are prepared to meet the challenges of the 21st century. Clearly, we would not be equipped to provide this high level of preparation to our students were it not for your visionary gift in early 2005.

The “Company” Geology Laboratory changed the face of geological study at Oklahoma State. Your investment employed new technologies that revolutionized teaching and research methods and are still adding value to our program today. In addition, the generous scholarship and fellowship funding you provide has supported the next generation of geoscientists. These individuals are meeting the petroleum industry’s workforce needs in Oklahoma and beyond, bringing new talent and skills into the field.

Thank you for making these and so many other contributions to advance knowledge and discovery at Oklahoma State.

All the best,

A handwritten signature in orange ink, which appears to read "Burns", written in a cursive, flowing style.

V. Burns Hargis
OSU President

TRANSFORMATIVE GIVING

The mission of Oklahoma State University is to improve the lives of people through innovative instruction, groundbreaking research and valuable outreach programs. Private gifts are essential to our ability to dream big, accomplish audacious goals and make a difference in our growing community. Your generosity toward the Boone Pickens School of Geology has been game-changing. Early on, you saw a need to create a high-tech environment that would provide the necessary tools to ignite a passion for geological study while preparing students to enter the field. This initial investment, along with your continued support, has enabled unprecedented program growth that has made a lasting influence on the quality of education we are able to provide.

IMPACT BY THE NUMBERS

\$XXX,XXX

IN SCHOLARSHIPS AWARDED TO **XX STUDENTS**



791

STUDENTS ATTEND CLASSES HELD
IN THE GEOLOGY LAB ANNUALLY

15

NEW FACULTY MEMBERS HIRED

2005 GEOLOGY GIFT



REVOLUTIONARY TECHNOLOGY

Prior to the opening of the “Company” Geology Lab, faculty members checked out rolling carts with a projector in advance of every class. This shared equipment was cumbersome and had limited capabilities, especially when exploring complex concepts like 3D structures. **But the department’s facilities quickly changed from some of the least advanced in higher education to the most advanced thanks to your support.**

Today, thousands of students have been actively engaged in the learning and research taking place in the Geology Lab. Instead of passing around models and looking at flat diagrams, our students now benefit from 3D projectors, which enable an entire classroom to clearly and efficiently learn complex concepts. In addition, SMART board technology, found in nearly every corner of the Geology Lab, allows for interactive teaching and collaboration among faculty and students.



“ **The impact of the Geology Lab is tremendous.** The teaching resources enable me to give insightful presentations and connect with students in the classroom. Many universities only have in-classroom projector technology for PowerPoint presentations. **To have the ability to utilize the system in real time and draw right on maps and cross sections is invaluable. It’s a really good facility and well-advantaged in comparison to a lot of other institutions, which helped attract me to join the department.”**

| Jack Pashin, professor and Chair for Basin Research

The renovations and instrumentation provided by the Geology Lab donation came at a time when geology programs across the country were experiencing decreases in the number of students and faculty. **“Company” created a distinct step-change for the Boone Pickens School of Geology, ushering in a new era of geological study.** The original goal of the lab was to create the best undergraduate geology teaching facility in the nation, and ten years later, the Geology Lab still rivals the teaching environment found at other institutions. The longevity of its impact can be attributed to your commitment to provide the most advanced technology available in multipurpose spaces that have adapted over time to fit our

Area	Visualization Lab	Collaboration Lab	Sedimentary Analysis Lab
Tech.	3D Projector SMART Board Technology Video Conferencing	3D Projector SMART Board Technology	3D Projector SMART Board Technology Video Conferencing Microscopes and Microscope Projection
Use	Originally designed for experimentation in rock cutting, this space has transformed to create a clean home for the department’s students and faculty to gather, collaborate and study. Rock cutting has been moved to an off-site lab identified to facilitate the “Company” gift. 297 students utilize this lab for classes each year.	The layout of this room is perfect for class discussion. Undergraduate and graduate students benefit from “Company” presentations and info sessions routinely hosted in this space, as well as its ability to display large core samples for study. 101 students utilize this lab for classes each year.	Designed to be split down the middle and used as one or two classes, this space is always full. In fact, we have no need to split it due to growing class sizes. The availability of microscopes at each student station and the 3D Projector make it our most popular space for teaching and research. 393 students utilize this lab for classes each year.

IMPACTFUL ASSISTANCE

The Geology Lab impacts every geology student at Oklahoma State, but the support you provided along with this gift created scholarship and fellowship programs that gave even greater opportunities to some of our most outstanding students. As the cost of higher education rises, so does the importance of financial aid. By providing annual support for scholarships and endowing the “Company” fellowship, you have helped us compete nationally to attract top undergraduate and graduate students who have an interest in the petroleum industry and will meet growing workforce demands.

	Number of Recipients	Amount Awarded
Scholars Program in Geology ('05-'09)	X	\$XX,XXX
Graduate Fellowships in Geology (endowed funds continue to support awards today)	XX	\$XXX,XXX



What I like specifically about oil and gas is the competitive, fast-paced environment. It's an important industry to the economics of our country, and I enjoy being a part of something big like that. **The classes I've taken at OSU are helping prepare me for a career, and the “Company” Fellowship is a big part of why I came to Oklahoma to get my degree.** The funds from this fellowship are sufficient to keep me from being stressed out and worried about money, which gives me peace of mind.”

| OSU Graduate, '15 geology graduate student and “Company” Fellow



As a student at OSU, “Company” was one of the first companies I heard about. Receiving the “Company” Scholarship meant I didn't have to work off-campus. It allowed me to take a position as a TA and stay immersed in the OSU culture, enriching my educational experience. **It also introduced me to “Company” as a “Company”, which led to me working here today.**

“Company” is a fantastic “Company” with a great culture, friendly work environment and the resources you need to get your job done. I couldn't ask for a better working experience. **I didn't know much about oil and gas before coming to OSU, but I'm thankful several of my instructors had ties to the industry so I knew what to expect and could pursue this kind of job after graduation.”**

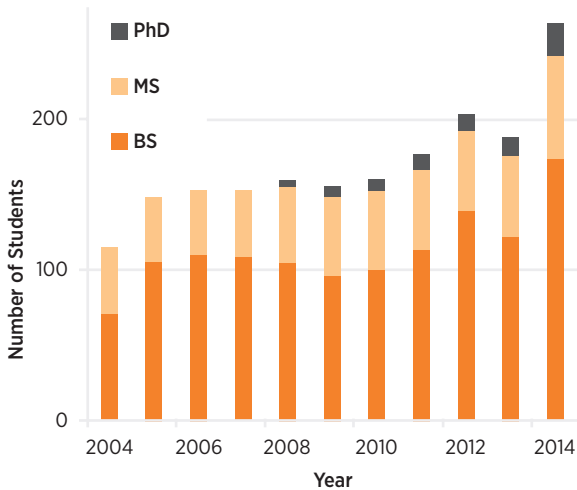
| OSU Graduate, '09 geology and economics graduate and “Company” geologist

OSU students have a reputation for being motivated, hard-working individuals who are willing to tackle any task set before them. Pair this with the fact that a majority are from Oklahoma or seek to stay here after graduation, and that makes them ideal candidates to join the “Company” team. You employ at least XX OSU graduates as geoscience staff members, and we hope to see this number increase in the coming years through more recent initiatives like the “Company” Geoscience Scholarship. Your generous annual contributions of \$XX,XXX to this fund since 2008 have impacted XX students.

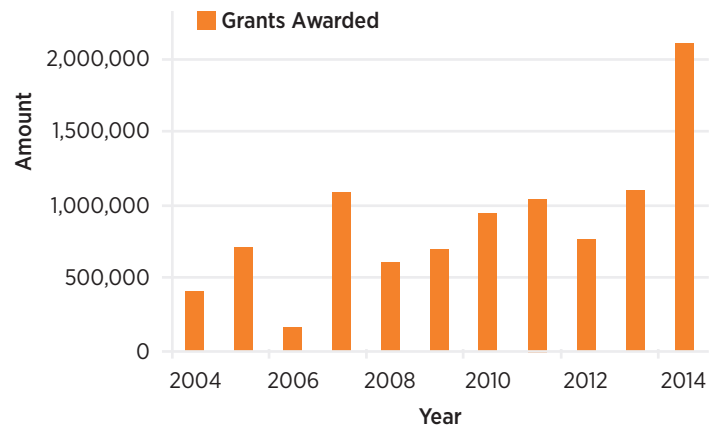
LASTING INFLUENCE

The “Company” Difference is profound in our Boone Pickens School of Geology. Your support jumpstarted program growth on a large scale leading to increased class sizes, the addition of a Ph.D. program, the hiring of 15 new faculty members and a dramatic 440% increase in grant funding. These accomplishments would not have been possible without the value added by the Geology Lab and your continued partnership.

**Student Totals
2004-2014**



**Grants Awarded
2004-2014**



The day I came to interview was the day they were opening the Geology Lab. It was, and still is, a showcase for incoming students and faculty that highlights our commitment to providing the infrastructure they need to do excellent work. **Anyone who looks at our program can see the tremendous growth that has come from the direct investments of companies like “Company”.**

We have a “Company” Chair that allowed us to bring in a world expert, scholarship and fellowship programs that are attracting top students, instrumentation that is comparable to what is being used in the field, and facilities that help draw extramural funding and make us extremely competitive. **Thanks to this support, we’ve not only been able to grow in numbers — but also in quality. It truly has had an impact on every aspect of the educational process.”**

| Estella Atekwana, Department Head, Regents Professor and Chair of Hydrogeology



Notable Faculty Additions

	Title	Area of Expertise
Jack Pashin.....	Professor and “Company” Petroleum Chair of Basin Research	When Dr. Pashin came to OSU in 2013, he brought years of experience in sedimentary geology, shale gas and basic analysis. He has been a key partner with the College of Engineering, Architecture and Technology in the development of the new petroleum engineering program, which is housed in CEAT and already showing high student enrollment.
Mohamed Abdelsalam.....	Professor and Chair in Geophysics	Dr. Abdelsalam became a faculty member at OSU in 2012. He is a geoscientist focusing on research and education in structural geology, geophysical applications and geospatial information sciences.
G. Michael Grammer.....	Professor and Chair of Petroleum Geoscience	Dr. Grammer is a respected researcher studying carbonate sedimentology, carbonate reservoir characterization and petroleum geology. Prior to coming to OSU in 2012, he served as the associate editor for the Journal of Sedimentary Research, a role he continues today.

Over the next ten years, Oklahoma State will work to continue improving our geosciences learning environment to ensure industry alignment. A major priority will be advancing the existing “Company” facilities with web conferencing capabilities that will improve distance learning and establishing an endowment to provide stable technical and maintenance support. The addition of a state-of-the-art computational geophysics laboratory will expand educational opportunities and ensure the future growth and success of the Geology Lab. We are committed to meeting the growing needs of this dynamic field.

Thank you for your vital partnership, which has made the progress of the last decade possible.

BRANDING SUCCESS™

THE CAMPAIGN FOR OKLAHOMA STATE UNIVERSITY.

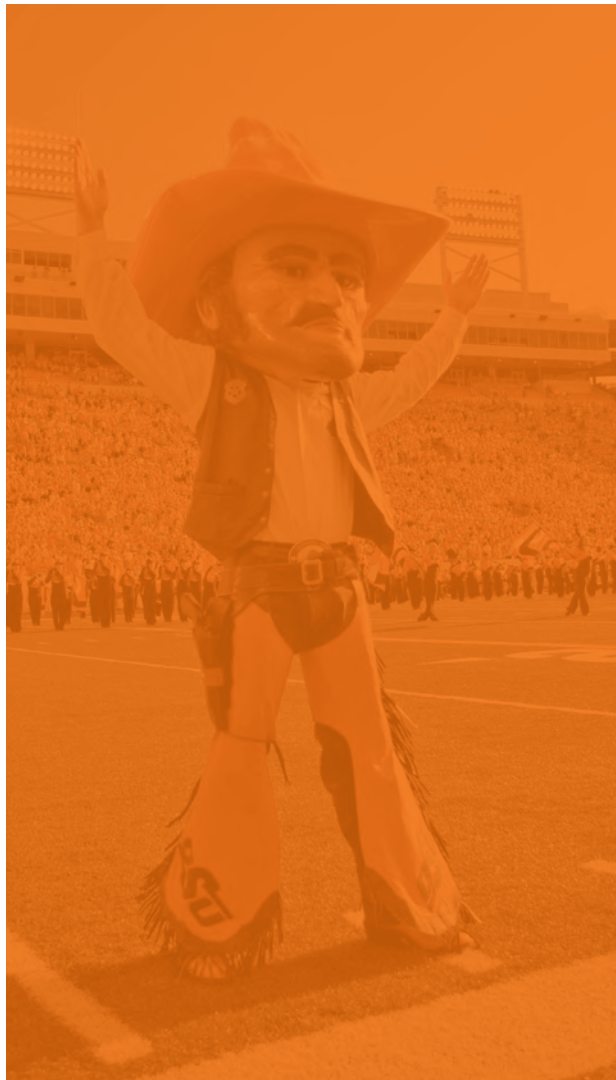
Branding Success is the boldest higher education fundraising campaign in the history of the state of Oklahoma. Our goal is to unleash the transformative power of people and ideas at OSU. The campaign is securing support for student scholarships, faculty, facilities and programs. At the heart of this initiative is empowering Oklahoma State to pursue the vision of becoming a premier land-grant university.

The ambitious campaign is the work of alumni and friends who share our intrepid spirit. They are determined to ignite the potential of this great university. By joining them, you seize an extraordinary opportunity to change this university, this state and this nation. We know what we need to do. With your help, we will succeed.



OKLAHOMA STATE UNIVERSITY FOUNDATION

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info@OSUgiving.com | OSUgiving.com



PASSION & LEADERSHIP

ONE FAMILY'S MOUNTING IMPACT ON OSU

A SNAPSHOT OF YOUR IMMEASURABLE IMPACT ON OKLAHOMA STATE UNIVERSITY



Dear [REDACTED],

We hope you enjoy this report on the tremendous impact your time and treasure have had on Oklahoma State University. Whether to academics or athletics, your support has not only had a positive influence on OSU but has also enabled students to achieve their dream of a degree.

Your support of the Alumni Association's mission to connect alums back to the university and develop friends generally is so helpful. Because of your support, and the support of others, the Alumni Association is able to tell the story of Oklahoma State to more people and to tell it more frequently.

And, of course, [REDACTED], your leadership of [REDACTED] has been and continues to be transformative. Your leadership, energy and enthusiasm have breathed new life into that campus. The profile of [REDACTED] is much higher thanks to your leadership. We are also very proud of your service as [REDACTED] for the state of Oklahoma.

At the heart of it all, your passion and your support of OSU changes lives. Thank you! And Go Pokes!!

V. Burns Hargis

President of Oklahoma State University



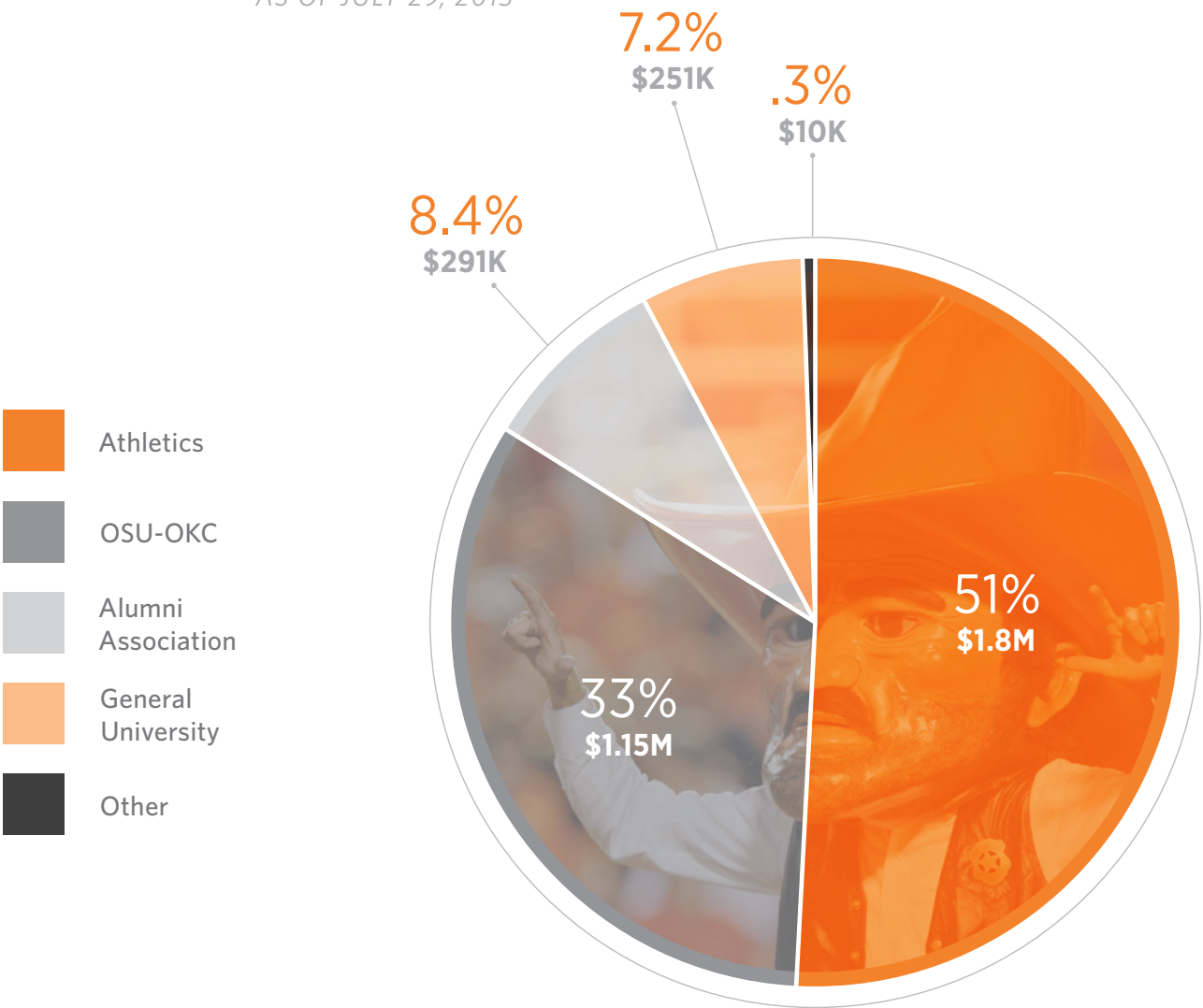
GIVING GENEROUSLY

For more than 30 years, your generosity has helped transform OSU and create opportunities for our students, alumni and university programs to grow and flourish. **Your gifts have benefited 44 funds across 10 units and two Oklahoma State University campuses.** Such faithful, wide-ranging generosity is rare, and we value your commitment to advancing our land-grant mission.

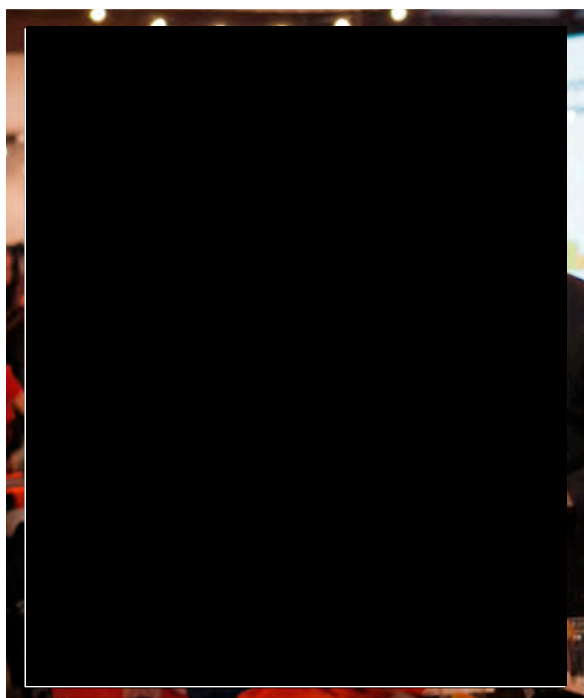
Comprehensive Giving

\$3,484,720

AS OF JULY 29, 2015



Timeline of Your Notable Gifts


1982

First gift of **\$2,000** to benefit VIP athletic seating

1993

\$100,000 pledge to benefit the Alumni Traditions Fund

1999-2015

More than **\$506,000** in gifts and services to benefit OSU Men's Basketball operations

2007

\$20,000 to benefit the construction of the ConocoPhillips OSU Alumni Center Endowment

2007

\$325,000 commitment to create the Athletic Suite

2010-2014

\$105,000 in gifts to benefit the Homecoming and Student Programming Endowment

2010-2013

\$250,000 in gifts to endow the Family Scholarship

2013-2015

\$158,000 in gifts and services to benefit OSU Football operations

2014

\$36,500 in gifts to benefit the "Paint This Town Orange" OSU-OKC Scholarship Event

2014

\$1 million planned gift commitment to create the Endowed Scholarship

CONTINUING A TRADITION

The Oklahoma State University community is unique because we truly are a family. Our shared traditions and experiences weave us together, creating an incredible bond throughout the generations. This bond continues to grow stronger and stronger because of individuals like you. Not only do you share your passion for Oklahoma State with all who know you, but you also take every

opportunity to adopt students into your extended family. You nurture and guide them throughout their time at OSU. Through your strong support of OSU Athletics and the OSU Alumni Association, you are preserving and improving our traditions so others can experience what it means to be a Cowboy. Even more students feel at home here at Oklahoma State thanks to your efforts.



“ **When I came on my official visit, I immediately felt surrounded and a part of the OSU family on the Stillwater campus and community.** The personal relationships I formed because of athletics encouraged me to seek the same connections in my academic department. **Because of that, I have made lifelong connections throughout the entire OSU community.”**

| Katy [REDACTED]

2015 Female Scholar-Athlete of the Year, Cowgirl Equestrian

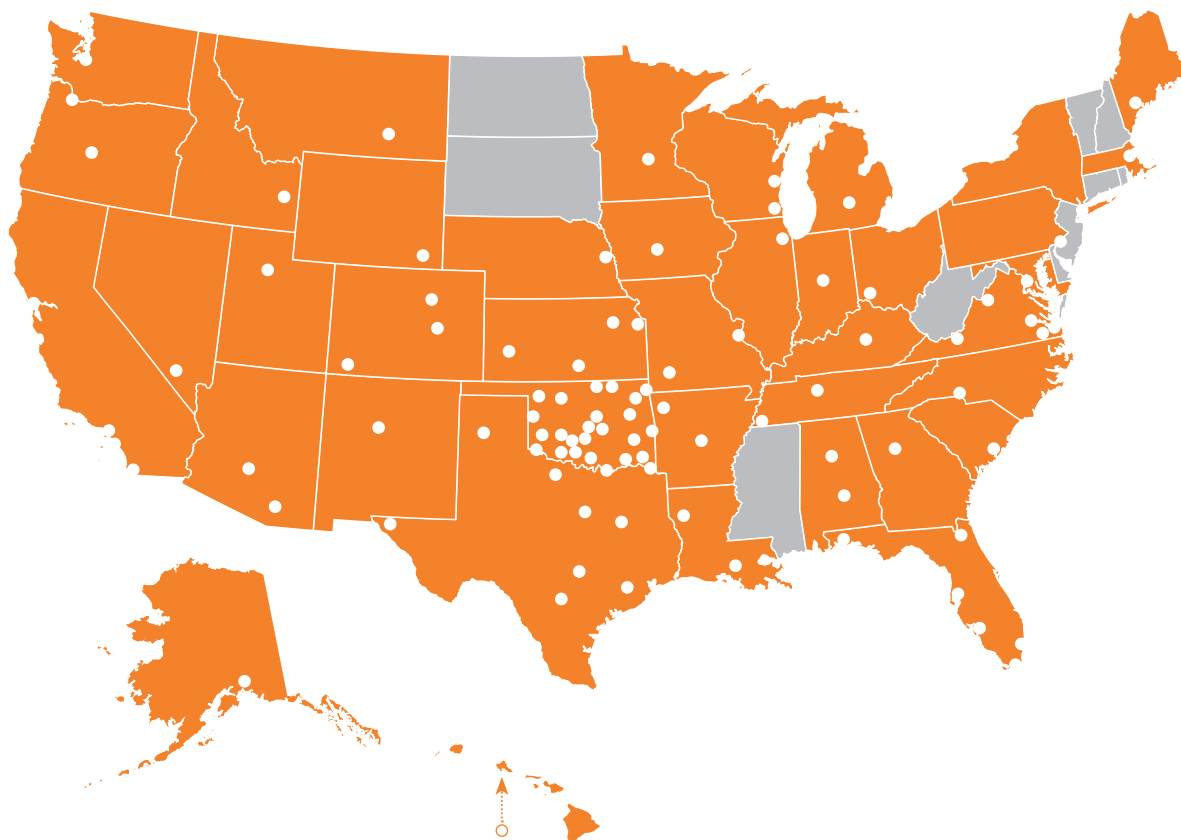
“ [REDACTED] have been tremendous supporters of our athletic teams and student-athletes over the years. Whether they are cheering on our football and basketball players or donating flight services, we can always count on them to go above and beyond. **The impact they have made on OSU Athletics is truly remarkable.”**

| Mike Holder

*Vice President for Athletic Programs
and Director of Intercollegiate Athletics*



30,431 OSU ALUMNI ASSOCIATION MEMBERS
are engaged through chapters in nearly every state



“ The progress that has taken place at the Alumni Association over the past decade has been incredible. **We would not have been able to accomplish all of this without leaders like [REDACTED]. They have not only stepped up with financial support, but, on many occasions, they’ve rallied others to do the same.** This has provided us the opportunity to nurture orange connections like never before, ensuring today’s students inherit a lifelong passion for OSU. The [REDACTED] family and extended family are synonymous with Oklahoma State and the OSU Alumni Association.”



| Chris Batchelder
OSU Alumni Association President

FUELING PASSION

From your experience as OSU students, you know first-hand the opportunities that come with higher education. Your endowed scholarship funds provide these same opportunities to students who wish to continue their education but face financial barriers to complete their OSU degree. These scholarships are an extension of the work [REDACTED] does on a daily basis to

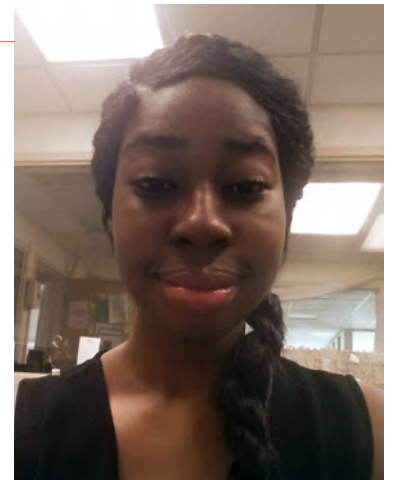
advocate for the kids on her campus. She's a valued mentor, counselor and advisor who cares for students as members of her own family. The [REDACTED] scholarships will continue this legacy far into the future as they provide financial support to passionate individuals who dream of improving their lives through education.

“ **I am very grateful for this scholarship because I am paying for school on my own.** I always wanted to go to college; I just didn't know all the details about filling out financial aid and applying for scholarships. Everyone at OSU has been awesome. They are cooperative, friendly and helpful. Anytime I have a problem, I go to Mr. William's office and there is some kind of solution. **OSU has really been a stepping stone that will help me get where I want to be in life.**”

| Nicole [REDACTED]

'17 cardiovascular ultrasound student and

'15 [REDACTED] Scholar



“ **I wasn't sure I would go to college to begin with, but I always knew it was a good thing.** We have a family farming operation and business is a big part of it. What I learned at OSU has given me good baseline knowledge so I can be a part of financial conversations. **Without my scholarship, I would have had to work more hours and take even more time away from my education, which would have ultimately impacted my success.**”

| Ben [REDACTED]

'15 OSU agribusiness graduate and former

[REDACTED] Family Scholar

“ **Your scholarship made my dream possible.** I always knew I wanted to work with adolescents but wasn’t sure how big an impact I could have on them. After teaching for one semester, I realized that many students just need someone to care for and believe in them. I was able to not only do that, but also help them learn important math skills that will benefit them their entire life. **Teaching is a low paying but very rewarding career. Being able to graduate with no student loans has made all the difference!”**



| **Katie**
'14 OSU elementary education graduate and former
Family Scholar

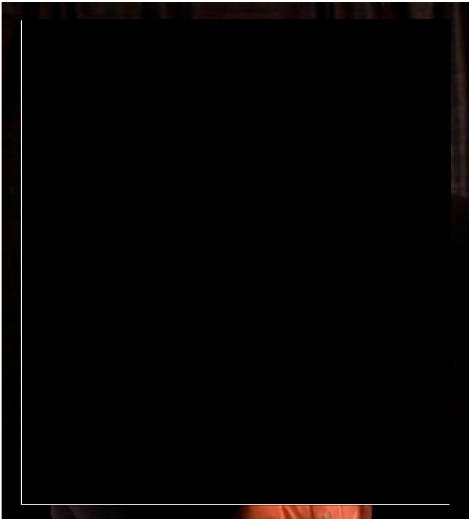


IMPACT BY THE NUMBERS

SCHOLARSHIP	NUMBER OF SCHOLARS	TOTAL AMOUNT AWARDED TO DATE
<div></div> Family Scholarship	8	\$18,700
<div></div> <div></div> Endowed Scholarship	1	\$1,500
TOTAL IMPACT	9	\$20,200

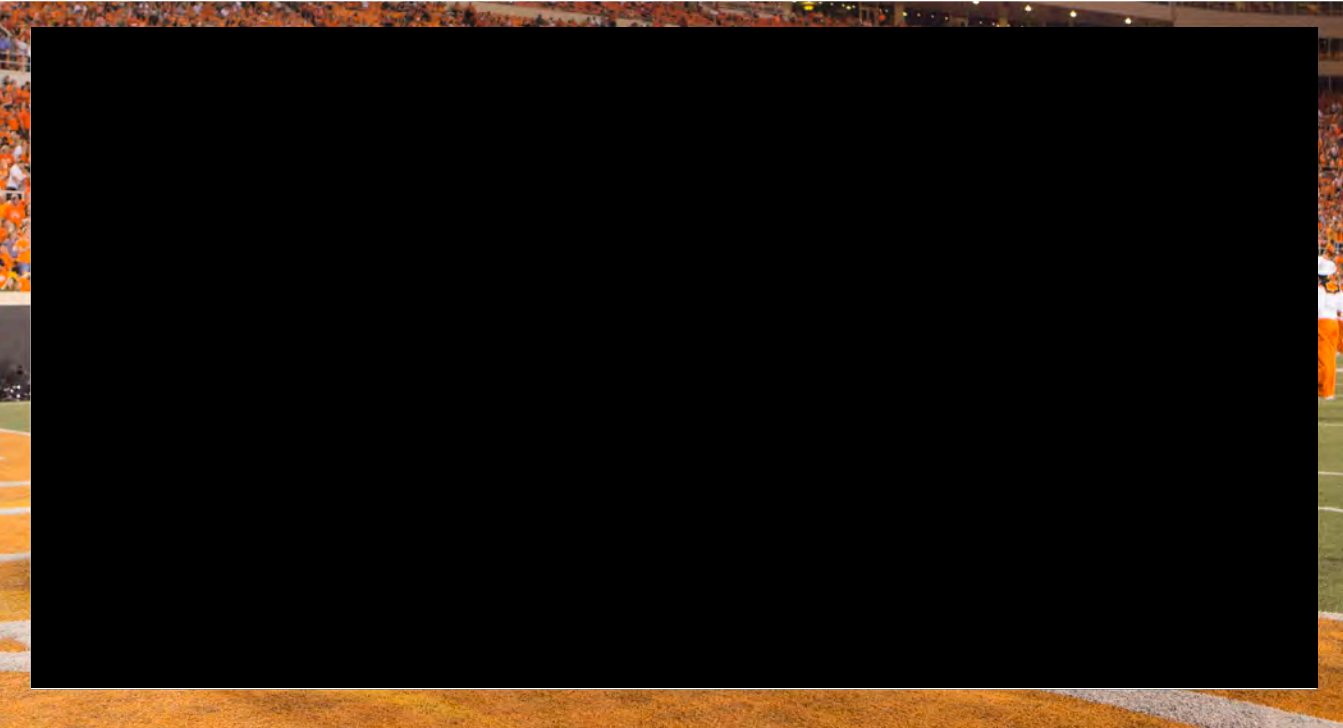
LEADING BY EXAMPLE

In addition to your philanthropic support, OSU has benefited greatly from your wise counsel and service. True leaders roll up their sleeves and work side-by-side with others to make the world a better place. You have definitely demonstrated this at OSU and in dozens of other organizations across the state of Oklahoma through your service on volunteer and advisory boards. We are incredibly grateful for the contributions you make as leaders on our campuses.



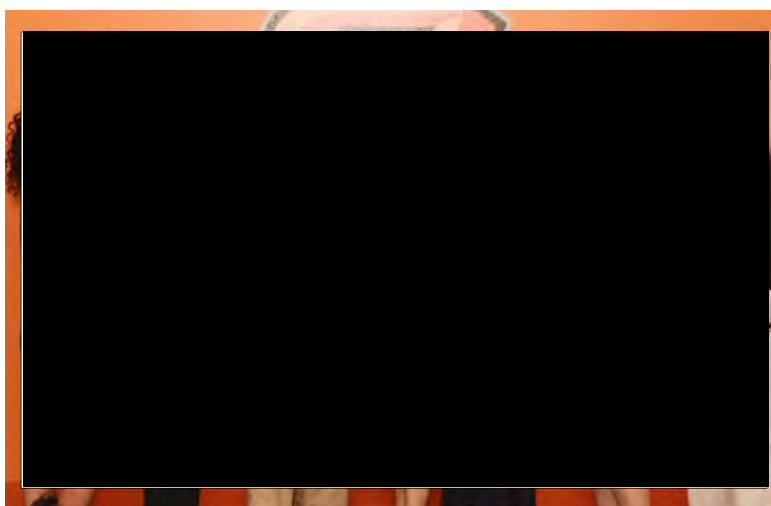
Notable OSU Honors and Service

- **2007-2012** - OSU Alumni Association Leadership Council | [REDACTED]
- **2008** - Presidential Creativity Project Committee | [REDACTED]
- **2008-2014** - *Branding Success* National Campaign Committee, OSU Alumni Association | [REDACTED]
- **2011-Present** - [REDACTED] President | [REDACTED]
- **2011-Present** - OSU Foundation Board of Governors | [REDACTED]
- **2013** - Distinguished Alumni Award | [REDACTED]



“ [REDACTED] are exemplary leaders who others are eager to follow. They have a heart for our students and work tirelessly to improve the lives of others. **Together they have made a tremendous impact on the future of OSU-OKC, OSU Athletics and the entire university system.**”

| Kirk Jewell
OSU Foundation President



Few families have made such a significant impact on Oklahoma State University. We thank you for your faithful gifts and service. **You truly are making a difference in the lives of our students and in the future of our university!**



As the private fundraising organization for Oklahoma State University, the OSU Foundation exists to unite donor and university passions and priorities to achieve excellence.

The Foundation manages donor contributions so the university can provide the most advanced educational opportunities to students. From scholarships to community programs to important research, OSU donors generously support the spirit and tradition of Oklahoma State University's land-grant mission.

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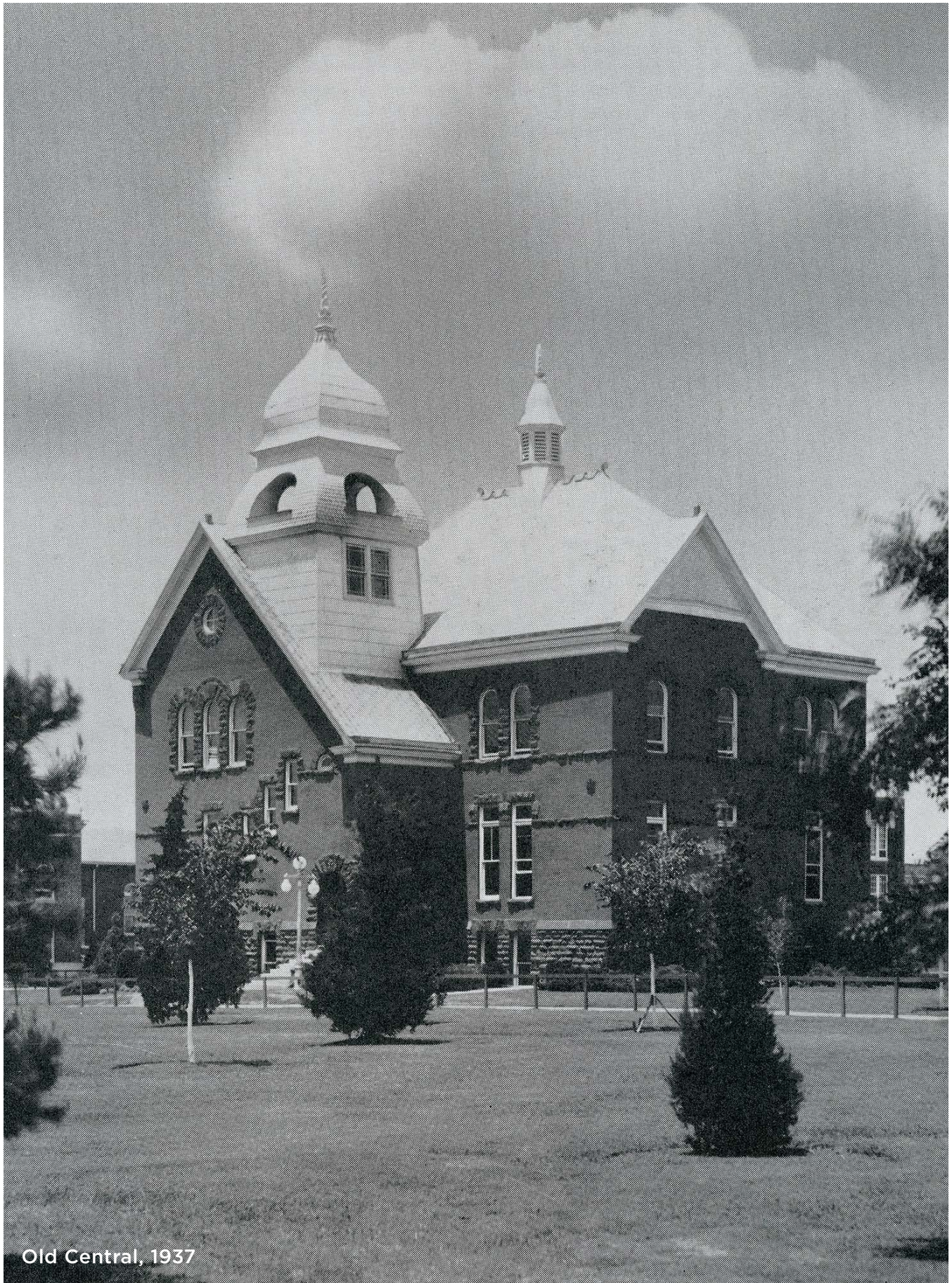
OSU supporters fuel our historic growth and unprecedented excitement. We continue to witness an ongoing transformation at Oklahoma State, and all gifts help ensure we continue this tradition of excellence.

DISCOVER YOUR ORANGE PASSION
OSUGIVING.COM



GRANTING OPPORTUNITY: **THE PISTOL PETE STORY**

A SNAPSHOT OF YOUR IMMEASURABLE IMPACT ON OKLAHOMA STATE UNIVERSITY



Old Central, 1937

Dear Pete,

The personal investments you and Pistol Patty have made in Oklahoma State University have had an incredible impact on a remarkable number of students over the years. Through your generosity, you have improved their educational experience and our university as a whole.

I struggle to think of a better role model for our students in the College of Agricultural Sciences and Natural Resources. Not only did you bravely serve our country during World War II, but the hard work and dedication you put into your education resulted in a successful career that has allowed you to give back in honor of those who helped YOU. You are a true pioneer. Through your scholarship funds, you and Patty have not only created educational opportunities for students but also inspired other alumni to join you in giving back to their alma mater. I have no doubt the scholars benefitting from your generosity will one day do the same, expanding your influence to an untold number of future generations.

You and Patty have always been passionate about helping those who cannot afford college. We are fortunate to have been able to help you achieve this goal and graduate many wonderful, talented students who would not have had the opportunity to go to college without your support. As you know personally, the experiences and knowledge gained on our campus will dramatically transform their futures. You have made the seemingly impossible a reality for them and, in the process, improved their lives and the lives of those around them. What a wonderful gift!

As we celebrate your 95th birthday, we recognize how fortunate we are to call you a Cowboy. You and Patty have had a profound impact on the College of Agricultural Sciences and Natural Resources and OSU through your philanthropy. Thank you for helping us soar among the clouds of possibility! I hope you enjoy this gift, which is meant to serve as a picture of the significant difference you've made in the lives of Oklahoma State students and staff members. We are all better for knowing you. May the coming years bring nothing but the best.

Very best regards,



Kirk Jewell
President, OSU Foundation



LEADING SUCCESS

As state funding continues to decline, private support has never been more vital to the success of Oklahoma State University. Without donors like you, we would not be able to provide the quality of education made possible through your gifts. The *Branding Success* campaign has taken us to heights that we could not have dreamed possible a decade ago. Your leadership and support throughout this initiative has been vital to its success. In addition, your gifts have touched each pillar of the campaign from students and faculty to programs and facilities. Thank you for leading the charge!



APRIL 1983

First gift of \$XXX to the Animal Science Fund

AUGUST 1984

\$XX,XXX gift to establish the Pistol Patty and Pistol Pete Endowed Fund for Agriculture

AUGUST 1986

\$X,XXX gift to establish the Clark A. Kinhead Scholarship

APRIL 1987

\$X,XXX purchase of the No. 1 Brick from the “old” Animal Husbandry Building and \$X,XXX purchase of the No. 1 Photograph of the building

AUGUST 1989

Planned gift documented, pledging support for existing scholarships and the Animal Science Alumni Endowment Fund

JULY 2005

Additional planned gift documented, establishing the Pistol Patty and Pistol Pete Memorial Food Science and Technology Endowment and the Pistol Patty and Pistol Pete Memorial Animal Science Endowment

JUNE 2007

\$XX,XXX stock gift to establish the Dr. Donald G. Wagner Animal Science Endowed Scholarship

JULY 2011

Largest gifts given - \$XXX,XXX to establish the William Brown Agricultural Education Student Teaching Assistance Program, and \$XXX,XXX each to existing scholarship funds: Pistol Patty and Pistol Pete Endowment Fund for Agriculture, Alex McKenzie Scholarship, Dr. Donald G. Wagner Animal Science Endowed Scholarship, Clark A. Kinhead Scholarship

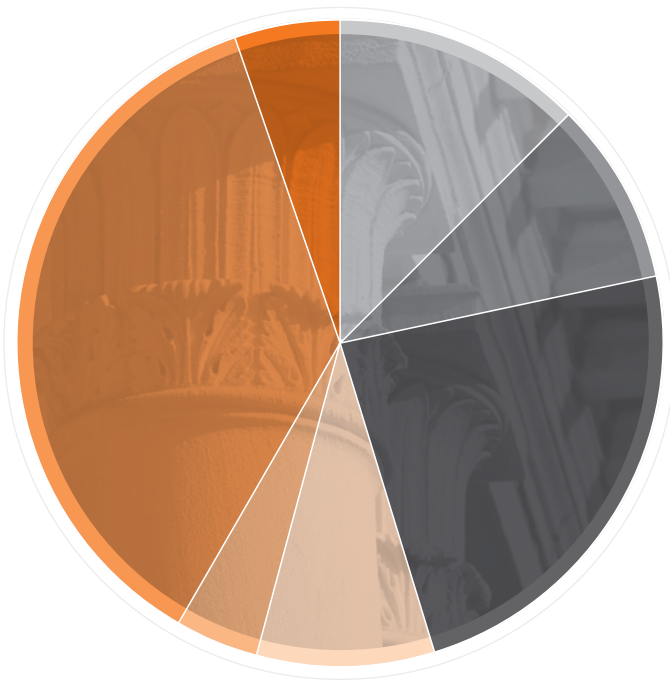
MAY 2013




Most recent gifts given to the Animal Science Alumni Endowment and the Animal Science Alumni Association Endowed Livestock Judging Team Scholarship

COMPREHENSIVE GIVING

\$X,XXX,XXX

AS OF AUGUST 1, 2013

SCHOLARSHIP SPENDING
SINCE 2005:

-  Alex McKenzie Scholarship
\$XX,XXX
-  Pistol Patty & Pistol Pete Endowed Fund for Agriculture
\$XX,XXX
-  Bullet & Pistol Pete/Robert & Nell Totusek Endowment Fund
\$XX,XXX
-  Clark A. Kinkead Scholarship
\$XX,XXX
-  Dr. Donald G. Wagner Animal Science Endowed Scholarship Fund*
\$X,XXX
-  William Brown Agricultural Education Student Teaching Assistance Program*
\$XX,XXX
-  William E. Brown Scholarship
\$X,XXX

*These funds were endowed after 2005.

\$XXX,XXX

TOTAL AMOUNT PROVIDED TO STUDENTS
SINCE ACADEMIC YEAR 2004-05

Endowments are essential to ensuring the future success of Oklahoma State University. You and Patty have given generously toward endowments since the 80's. These endowments have provided life-changing scholarships to dozens upon dozens of Oklahoma State students.

It is remarkable to see just how much support has been provided. The graph above represents the amount paid from your scholarship funds since academic year 2004-05. **This is just a portion of how much these endowments have awarded since their creation and as they mature, even more students will be touched by your financial support.**

REMEMBERING THE PAST, HONORING MENTORS



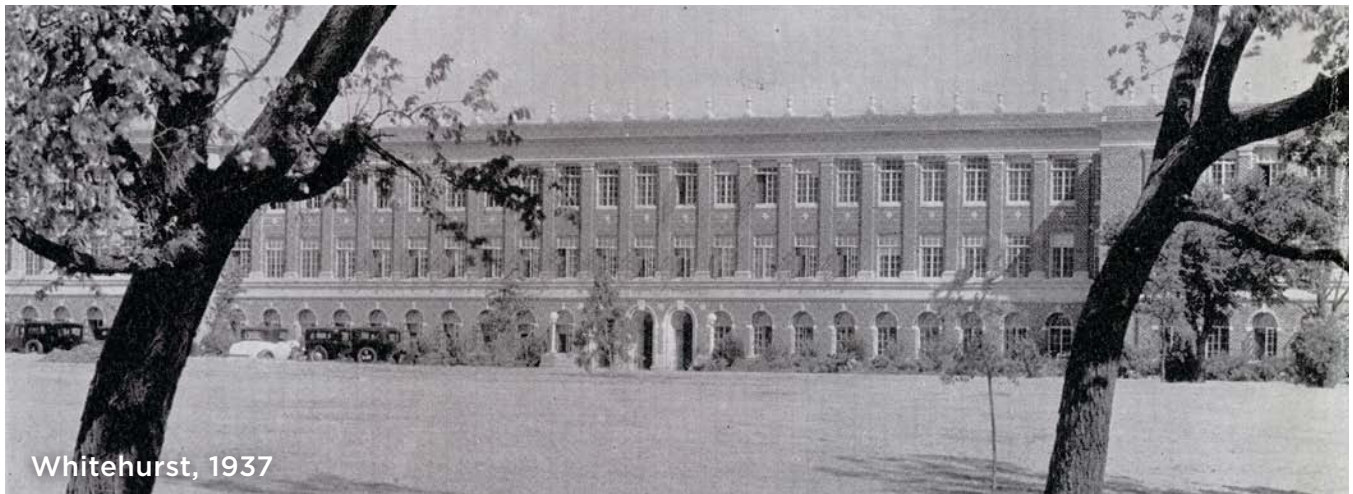
No one who achieves success does so without acknowledging the help of others. **The wise and confident acknowledge this help with gratitude.**

| Alfred North Whitehead

There is great joy in acknowledging those who've helped you in the past and doing what you can to honor their efforts by helping others. Pete, you and Patty have consistently done just that through your generosity at OSU.

Many things have changed on our campus since the 1930's. Oklahoma A&M received a new name, Whitehurst has a completed basement and the red tile roofs have been replaced by shingles. However, we still have faculty members like Alex McKenzie

and Clark "Andy" Kinkead investing their time and talent to teach students life lessons and shape them as people. These men spent many years as herdsmen caring for sheep and horses while educating students and producing nationally ranked judging teams. As you can attest, the lessons learned in the sheep barn stick with you and apply to much more than raising animals. By honoring these men and their Animal Science predecessors, Don Wagner and Bob Totusek, you are ensuring their legacy at OSU continues to impact students for years to come.



Whitehurst, 1937



Sheep Barn, 1920s



Alex McKenzie, 1937



Pete, one thing that you've done, in addition to the very generous endowments you've established, is you've created a climate for giving. And because of your generosity, a lot of other scholarships have been set up also. Certainly, I know in the case of my wife, Nell, and me, we set up a scholarship because of the impact of your generosity and our desire to give back to generous people like you."

| Dr. Robert Totusek



You established a long legacy of helping students realize that the university helps them, and at some point when they enjoy the fruits of their education that they also will feel more likely to give back to the university to help future students fulfill their dreams, get an education, be able to better themselves in terms of getting a good job and certainly to help better the world."

| Dr. Donald Wagner



But none of this would have been possible without the guidance of William Brown, your ag teacher who dedicated his life to his students. His encouragement led you to OSU with nothing more than \$82 and a new bicycle. Through your hard work, dedication and ability to survive on Post Toasties, you not only completed your degree but also thrived at OAMC. From your first flight with the Air Force ROTC to your first date with Patty, your experiences here had a profound impact on your future. What a gift Mr. Brown gave you and what an honor it must be to "pay it forward" in his name.



AGR House, 1939



Murray Hall, 1939



1934 Chicago World Fair

INVESTING IN THE FUTURE, CHANGING LIVES

Students are the heart of OSU. Each semester we welcome fresh faces who have come to better themselves and gain the skills needed to be successful in life. However, students often face many barriers that keep them from pursuing their dream to attend college. Key among them are financial limitations that can prove to be insurmountable for some of our most dedicated students. You and Patty had a soft spot for these individuals and your scholarships reflect this. Your contributions have been the difference maker in many lives and they will continue to provide vital aid to the students who need it most.



The generosity of Pistol Pete is helping me to begin my college career **focused on being a student and not questioning how I will pay for my higher education.**

| **OSU Student**, William E. Brown Scholarship Recipient,
Agricultural Education Major, Orlando, OK



The Alex McKenzie scholarship helped lessen the burden of the cost of getting a great education from OSU. This also allowed me to further my studies beyond a B.S. degree and remain at OSU to get my M.S. in meat science under Dr. J. Brad Morgan. My time at OSU allowed me to create a great knowledge base and network of friends and colleagues in the field of food/meat science. This network led me to interview with Marel and land a great job with them. My opportunities with Marel have been endless and have allowed me to travel all over the U.S. and world working side-by-side with customers from many different regions.

I was raised with the saying ‘do unto others as you want done to yourself.’ The generosity of Mr. and Mrs. Pistol Pete has driven me to do the same for the younger classes and generations to come in the OSU Animal Science Department.”

| **OSU Graduate**, 2009 Animal Science Graduate and Food Technologist/Research Technologist
at Marel Meat Processing in Des Moines, IA

“

The Pistol Patty and Pistol Pete Scholarship is enabling me to work my way toward graduating debt-free. This allows me to thrive within Oklahoma State University with no worries regarding future monetary issues.”

| **OSU Student,** Pistol Patty and Pistol Pete Scholarship Recipient, Animal Science Major, Edmond, OK



“

As an out-of-state student from Arkansas pursuing dual degrees, my tuition was costly. Having grown up raising and showing sheep across the country, the Animal Science Department was a perfect fit. Upon graduation, **I was humbled to leave school without any student debt, which gave me a huge start as a business owner in what society was calling a drowning economy. I'm so grateful for receiving a paid education that ultimately shaped my career.**



What I majored in at OSU is exactly what I do everyday. The professors in CASNR fully prepared me for my dream job – advertising for purebred livestock producers across the world. Outside of the classroom, my extensive training on the Meats and Livestock Judging Teams prepared me for life situations and encounters. **I am eternally grateful to those who had an impact on me receiving my secondary education. Someday my husband and I, too, hope to give back to students, so that they might receive the education of their dreams.”**

| **OSU Graduate,** 2012 Animal Science and Agricultural Communications Graduate and Founder of Rural Route Creations, a one-stop livestock marketing agency

PROPELLING US FORWARD



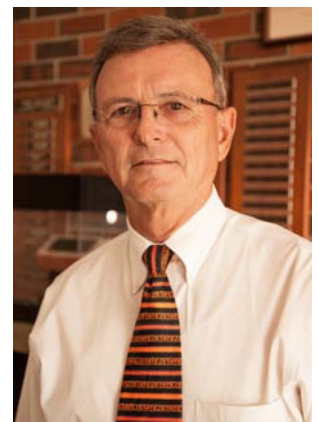
It's been said that hovering is for pilots who love to fly but have no place to go. OSU is proud to have visionary alumni that can see a better future on the horizon and make a commitment to help us get there. You and Patty are two of those alumni and year after year, you found new ways to ensure the success of the College of Agricultural Sciences and Natural Resources and its students. Whether through scholarships, commitments to the Oklahoma Food and Agricultural Products Research and Technology Center, or helping Alpha Gamma Rho construct a new fraternity house, we continue to be humbled by your generosity.

As we celebrate this wonderful milestone in your life, we want you to know just how great your impact on Oklahoma State has been. It will only continue to grow with each passing year. **Thank you for always remaining "Loyal and True."**



It's certainly been a wonderful relationship that we've had together, Pete. And I think back as I look through the years, and I'll always remember all the wonderful times and be able to share those with even my grandchildren and those that I come in contact with. **I hope that your generosity will be something that is carried on for years, and that young people will learn and look upon what you've done for them and they will, in return, do the same thing for others."**

| Larry Shell







OKLAHOMA STATE UNIVERSITY FOUNDATION

400 South Monroe | Stillwater, OK 74074 | Ph. 800.622.4678 | Fax 405.385.5102
info@OSUgiving.com | OSUgiving.com

Dear "Donor,"

The Boone Pickens School of Geology is recognized as a premier program for both undergraduate and graduate students, and initiatives like the Geoscience Education Chair in honor of Jim Puckette continue to expand student opportunities for success.

Through your investment, you are ensuring our ability to recruit and retain world-class faculty, such as Dr. Jim Puckette. In addition to his accomplished research on sedimentary basins, which has made him an internationally known scholar, Dr. Puckette has led the OSU Les Huston Geology Field Camp for almost 20 years and mentored countless students.



As we celebrate the creation of this chair position, we would like to pause and thank you for your support. Endowed faculty positions are critical to the future of OSU because they expand excellence both inside and outside of the classroom. Additional funding facilitates research efforts and provides the resources needed for a hands-on approach to learning. Over the years, our graduates have continued to enter the workforce prepared for challenging demands, and their success is a testament to the high-quality education obtained at Oklahoma State. In order to maintain this level of education, we must invest in the hard working faculty members who devote themselves to furthering knowledge and discovery.

This report highlights the impact Dr. Puckette is making at OSU. Thank you for your ongoing commitment to and support for the Boone Pickens School of Geology through this chair. Your generosity ensures OSU students will continue to become the next generation of geological leaders in Oklahoma and beyond.

Best regards,

A handwritten signature in orange ink that reads "Bret". The signature is stylized and fluid.

Bret S. Danilowicz
Dean of the College of Arts and Sciences



A LEGACY WORTH HONORING

GEOSCIENCE EDUCATION CHAIR IN HONOR OF JIM PUCKETTE

Meaningful Giving

In 2012 an incredible opportunity arose to honor one of the most influential geological leaders in the history of Oklahoma State University. In response to an unprecedented matching gift program, former students, classmates and friends from across the nation came together to establish the Geoscience Education Chair in Honor of Jim Puckette. Dr. Puckette has a contagious passion for geology that inspires everyone he meets — including his students. In fact, it is because of that inspirational passion that this chair was established. This position currently supports the work of Dr. Puckette but will be available in perpetuity to support the work of faculty members who serve as influential mentors to their students and are strongly engaged in practical geological laboratory experiences, like the OSU geology field camp.



Each and every contribution you make toward this fund is a meaningful investment in the future of the Boone Pickens School of Geology and the generations of students who will study there. With initial donations qualifying for a 1:1 match from Boone Pickens and the Oklahoma State Regents for Higher Education, this position is sure to carry on Dr. Puckette's legacy and have a long-lasting impact on the educational opportunities available at OSU for many years to come.



August 2012

43 Donors

+

6 Matching gift companies

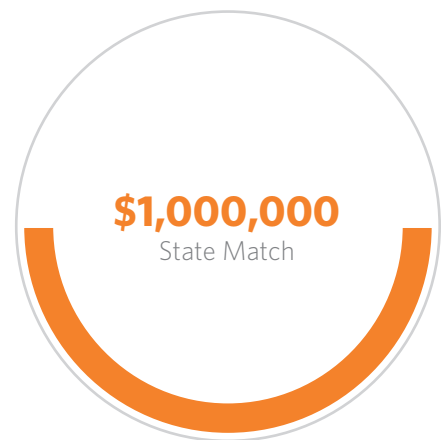
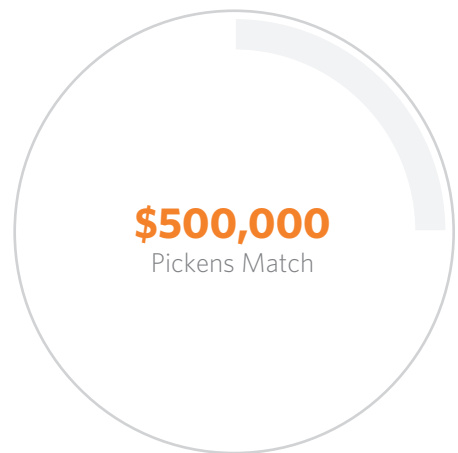
\$500,000

Boone Pickens match

\$1,000,000

State match

December 2014



\$2,000,000

AUGUST 2012 - DECEMBER 2014

TOTAL
IMPACT

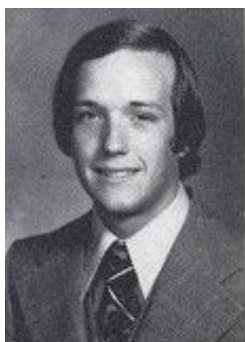
Homegrown Leadership

Dr. Jim Puckette's legacy at OSU started long before he joined our faculty. Dr. Puckette first came to the university in the 1970s to earn a bachelor's degree in geology and secondary education. During his time as an undergraduate, he was involved on campus through the Education Student Council and the Blue Key Honor Society. After graduating, he became an exploration geologist with a research specialty in conventional and unconventional reservoirs.

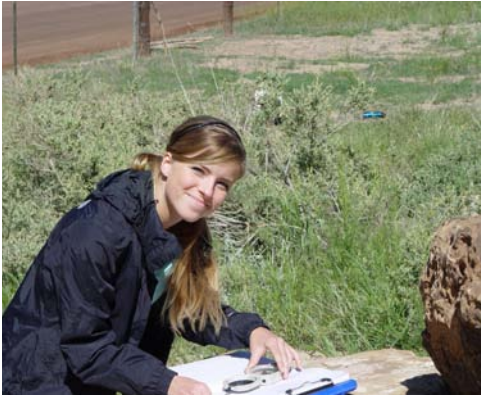


He later returned to OSU, earning his Master's degree in geology in 1990 and his doctorate in environmental science in 1996. He returned once again in the '90s as an assistant professor in the Boone Pickens School of Geology, where he has mentored both undergraduate and graduate students. Puckette's love for geology was ignited when he attended OSU geology field camp in Colorado as a student, and that passion inspired him to return to the camp as a teacher 20 years later. In addition to his various publications, teaching responsibilities and field instruction, Puckette finds time to give back to the community by speaking to Boy Scouts and public schools about geology.

From supervising dissertations and Wentz research to mentoring students, Dr. Puckette's legacy has impacted countless student lives. But it is his leadership with the OSU geology field camp that has truly made an impact for aspiring geologists.



Dedicated Service



Dr. Puckette is among the experienced faculty from many universities who lead the way with extensive knowledge about regional geology and help students apply their own perspectives through hands-on activities. This opportunity equips them with better skills in collaboration, deductive reasoning and experimental analysis, which will enhance their performance in the workforce. By training these young professionals, Dr. Puckette has encouraged them to find the same passion he did through his own experiences, and his guidance continues to empower the next generation of geological leaders.

OSU Les Huston Geology Field Camp

MORE THAN

700

OSU STUDENTS HAVE
ATTENDED SINCE 1996

IN THE PAST 8 YEARS

46

INSTITUTIONS HAVE
HAD STUDENTS ATTEND

“Field camp is our first opportunity to get outside of the classroom and really interact with the rocks. We really get to expand our knowledge and experience active learning. My favorite part of field camp is that we get to interact and collaborate with students from Arkansas, Georgia and even New York and learn from their different backgrounds. **Learning from Jim Puckette made camp even better, though, because he is one of the most supportive professors in the School of Geology. He's always willing to help, and you can see his passion for geology.**”



OSU Student geology undergraduate, class of 2015

Influential Mentorship

Throughout his years as an educator and advisor, Dr. Jim Puckette has gone above and beyond to assist and guide students in their collegiate and professional pursuits. As a result, he has played a tremendously influential role in the lives of many. The Boone Pickens School of Geology is fortunate to have someone as enthusiastic and selfless as Dr. Puckette serving in this capacity. It is because of him that we have so many bright scholars attaining their goals in this field.

“

I met Dr. Puckette when I was admitted into the graduate program at OSU. He has been so helpful in my thesis because he is so knowledgeable about local Oklahoma geology, which is the subject of my work. **He inspires me to learn more about geology, and he is so motivated and excited to teach.** Everywhere we go, we find people who know Dr. Puckette because he is so friendly. **He is a great professor who played a big part in me securing a job at Devon Energy after graduation.”**

OSU Student geology graduate, class of 2015



“

Many classes at Oklahoma State geology are focused on the practical application of geology as it pertains to the oil and gas industry, not theoretical. This helped me excel in job interviews and ultimately helped me obtain a job. **Dr. Puckette has been approachable in helping me achieve my goals and finish my thesis in a timely manner. His experience as a geologist in the oil and gas industry has given him the ability to effectively answer questions about the industry and help me prepare to be successful in the industry.** The connections and experience I have gained while at OSU has been invaluable, and I hope to continue to work in the oil and gas industry in the future.”

OSU Student geology graduate, class of 2015



“

I accepted a job with a leading energy company, and the coursework at OSU has definitely prepared me for working in that environment. We really get to learn how to scientifically solve industry problems, and there is a great group of people in the program. **Dr. Puckette is such a great contact to have, and he is always there if I need him.** He has helped me order supplies for my research, and his classes really taught me how to think like a geologist. **We have such established alums from the geology program, and I think OSU has the best geology program in the nation.”**

OSU Student geology graduate, class of 2015



Dr. Jim Puckette has played a monumental role at Oklahoma State University since he first stepped foot on campus nearly four decades ago. This chair provides funding to keep him at Oklahoma State so he can continue his important work. It also ensures that future educators will have the financial support they need to impact students and their educational experience in a similar way. Thank you for being a part of its creation and playing an important role in perpetuating Dr. Jim Puckette’s remarkable legacy far into the future.



“

Jim has been and continues to be every student’s favorite professor. I appreciate the generosity of our alumni in honoring Jim in such a special way. **The Geoscience Education Chair honoring Jim will ensure that we continue to attract outstanding faculty to the Boone Pickens School of Geology and build a world class geoscience program.”**

Dr. Estella Atekwana Head of the Boone Pickens School of Geology





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