

INDIANA UNIVERSITY
STUDENT FOUNDATION



FOR ALL

The Indiana University **Bicentennial Campaign**

FOR ALL THE LEADERS WE'LL DEVELOP

Who can mold young men and women into the confident, capable citizens our communities need? Who can prepare them to become the leaders they aspire to be? Who can foster a can-do spirit of service and philanthropy to benefit our university, our state, our nation, and the world?

We can. Together.

The IU Student Foundation is the original, the proven model for student service organizations across the country. For more than six decades we have attracted some of the smartest and most talented students Indiana University has to offer, and we've given them the skills and the confidence to tackle whatever they choose to do in life.

Indiana University has a long tradition of shaping students into the best people they can be. The IUSF embodies that tradition—but we can do more. With your help, we will create even more opportunities for them to grow.

Together, we can create a stronger community, a brighter Indiana, and a better world for all.



HONORING A TRADITION OF EXCELLENCE

Over 65 years of IUSF members, steering committees, and Little 500 riders. Sixty-five years of Indiana University students developing their leadership, teamwork, strategic planning, and organizational skills. Sixty-five years of creating leaders who have gone on to apply those skills in their lives, in their careers, and within their communities: That's the impact of the IU Student Foundation.

The IUSF's rich history overflows with student-led programs, fostering a spirit of creativity and empowerment. Past programs such as the Variety fashion show, the Regatta, and IU Sing, to name a few, have instilled a sense of hard work in students and future leaders for a greater philanthropic good.

But there's more. Howdy Wilcox and Bill Armstrong knew what they were doing. They understood that engaged students become engaged alumni. Overall, 13 percent of IU's more than 600,000 alumni donate to the university. Compare that to the whopping 63 percent of the IUSF's 18,700 alumni who give, cumulatively, more than \$260 million for the good of IU. Student Foundation alumni also volunteer at a higher rate than the general alumni population.





**FOR ALL WHO
WILL SHAPE THE
NEXT 65 YEARS**

**GROOMING LEADERS FOR THE
NEXT GENERATION**

Today, the IUSF is thinking about the future. As part of Indiana University's bicentennial anniversary campaign, the IU Student Foundation has the opportunity to strengthen and expand its programming in exciting ways. The heart of the IUSF experience remains what it has always been: Students plan and present programs for the Bloomington campus—including the Little 500, one of the greatest collegiate events in the country. Student members become leaders, make lifelong friendships, and have a whole lot of fun along the way.

Our core mission is not changing: To ensure that IUSF students learn firsthand the importance of philanthropy and service, and that they develop skills that complement their academic pursuits. They still learn by doing, gaining real-world experience they simply can't get in the classroom.

What has changed is the breadth of our efforts. Today, we're committed to developing leaders across our entire membership, not just with steering committees. For each class year, we've designed programs and activities—continuing the core skill sets and providing some new ones—that build specific strengths.

The effects are cumulative: The longer a student stays involved, the stronger his or her abilities will be. We've expanded the range of ways students can be involved during each year of their undergraduate experience, going beyond all the tasks surrounding cycling and the Little 500 weekend.

Some of the activities may have changed, but the core values of the IUSF have not.

People involved in the IUSF not only make a difference at IU while they are students, they continue to make a difference as alumni.

“The IUSF is an organization that really pushes you; it makes you do things that you didn't know you could do. This isn't a four-year organization; this is something that will live with you forever. I'm always going to have the IUSF in my heart.”

—Sarah Alonso
IUSF president 2015–2016

IUSF Highlights:

80

IUSF
SCHOLARSHIPS
AWARDED
ANNUALLY

63%
OF IUSF ALUMNI
GIVE BACK TO IU,
COMPARED TO 13% OF
IU BLOOMINGTON ALUMS

68 YEARS

RUNNING THE LITTLE 500, OUR
NATION'S "LARGEST INTERCOLLEGIATE
BIKE RACE" AND "THE WORLD'S
GREATEST COLLEGE WEEKEND"

LITTLE 500
INSPIRED A
HOLLYWOOD
BLOCKBUSTER FILM,
BREAKING AWAY

\$264 MILLION

IN LIFETIME GIVING TO
INDIANA UNIVERSITY
FROM IUSF ALUMNI

LITTLE 500 HAS ATTRACTED
WORLD LEADERS
(**BARACK OBAMA**),
A RENOWNED CYCLIST
(**CONNIE PARASKEVIN**),
AND CELEBRITIES
(**BEN HIGGINS**)
TO THE
IU BLOOMINGTON CAMPUS

—
LITTLE 500 HAS FUNDED
AND AWARDED OVER
\$2 MILLION
IN STUDENT SCHOLARSHIPS
—

96 STUDENT PROGRAMS
HAVE RECEIVED METZ GRANT
FUNDING SINCE 2007, MORE THAN
\$425,000
IN TOTAL FUNDING

1,000
CURRENT STUDENTS
EXECUTE AND PARTICIPATE
IN IUSF PROGRAMS
ANNUALLY

310
IUSF MEMBERS
WHO HAVE GONE ON
TO SERVE ON THE
IUF BOARD OF DIRECTORS

A MESSAGE FROM

Curtis R. Simic, President Emeritus, Indiana University Foundation

*“Everywhere we look,
caring hands have preceded us.”*

That quote brings to mind the spirit of former IU President Herman B Wells. No person did more to give us a great university at which to learn, mature, and find our way to a life of satisfaction through meaningful work. Wells conceived of the IU Student Foundation—along with Howdy Wilcox—as a means of giving students the opportunity to experience the wonderful feeling that comes from encouraging others and seeing them succeed.

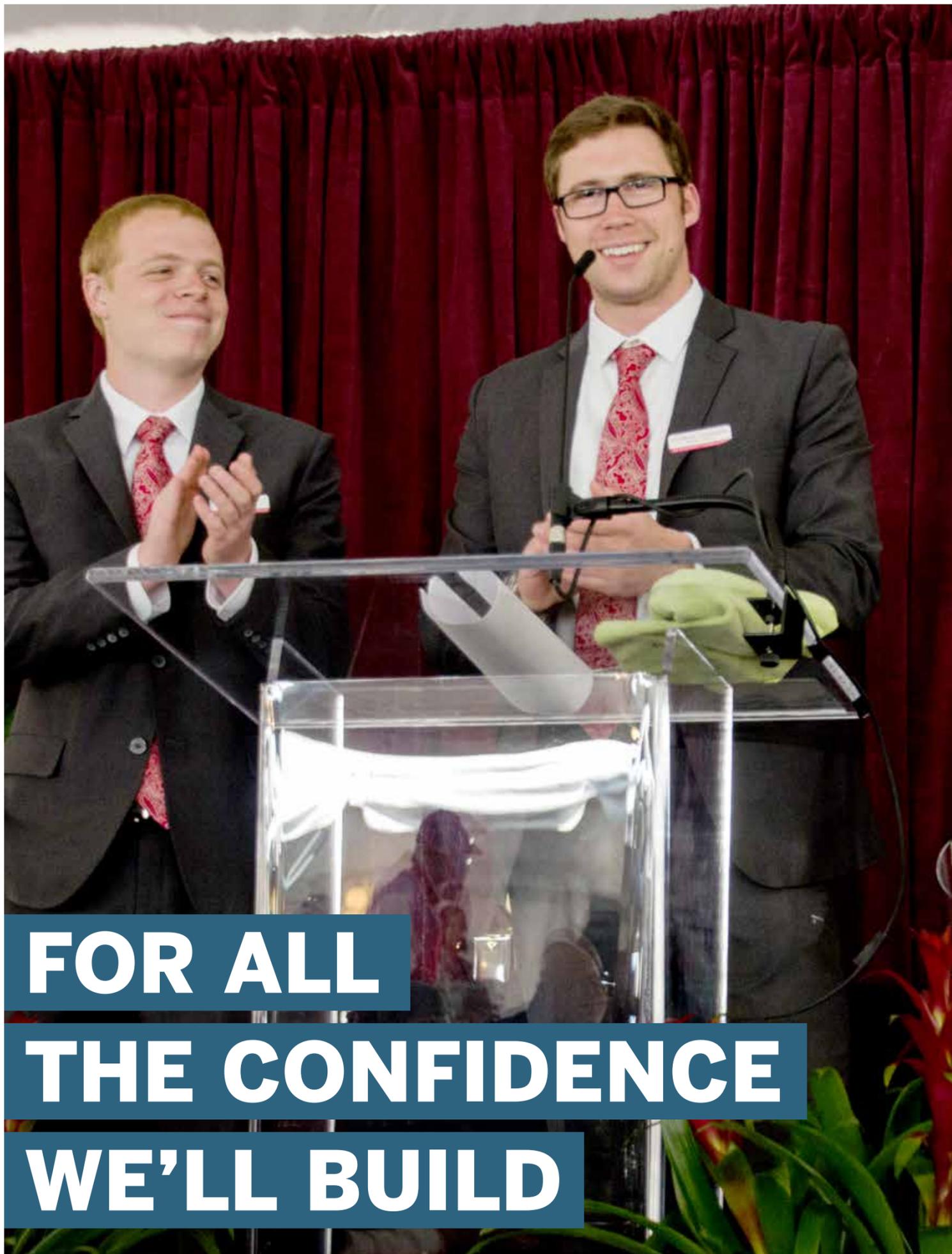
That spirit, that feeling, lasts a lifetime because IU Student Foundation alumni extend their giving hands at nearly five times the rate of the alumni body in general, in the amount of \$264 million, so far. Their support inspires today’s students to become world citizens, citizens who are well equipped to change the course of humanity—for the better.

Curt



OURS IS A BOLD VISION.

And together, we will continue
to create leaders for a lifetime.



IT STARTS WITH YOU

With your help we can reinforce and expand IUSF leadership programming, as well as send more students to workshops, bring in guest speakers, and offer career development seminars.

GOAL #1: LEADERSHIP DEVELOPMENT ENDOWMENT

Alumni and current students agree that learning how to lead is one of the key benefits of joining the IUSF. We are building on that strong tradition. We've taken our earlier leadership practices and formalized them, improved their quality, and increased their effectiveness.

Designed to appeal to a broad range of IU students, the leadership program complements, rather than competes with, other groups on campus. Among the skills it teaches are strategic thinking; organizing and prioritizing; team building and motivating others; problem solving; communication; and assessment.

Cultivation begins with freshmen, and each succeeding class takes on more tasks, expanding their knowledge and building their confidence. By the time they are seniors, they are implementing their skills and leading the organization. Membership-wide offerings such as alumni panels, resume-building workshops, and business etiquette dinners have already been implemented to fine-tune the students' professional acumen. Opportunities to help plan an event as a freshman, act as a subcommittee chair as a sophomore, speak with campus and city officials on behalf of the IUSF as a junior, and fully command an entire program or event start to finish as a senior are just a few examples of how we empower our students to nurture the leader within.

But, we can do so much more. With additional funding, we can invite experts to share their knowledge firsthand with our students and create once-in-a-lifetime opportunities for our entire membership and all riders, not just Steering Committee members. The possibilities for enriched experiences are endless.

“Working with other committee members, you sensed the importance of management and organizational skills and the concept of value of education and how important fundraising was to ensure that educational opportunities were available to many.”

—Tom Olsen
BA'69, Steering Committee '68



Tom Olsen

As an undergrad in the late 1960s, participating on the committee structure of the Indiana University Student Foundation was an incredible, uplifting, and magical experience that also fostered significant skill set development that remains relevant today. The foundation's leadership was charismatic, emphasizing the positive and encouraging you to follow your dreams. Working with other committee members, you sensed the importance of management and organizational skills, the concept of the value of an education and how important fundraising was to ensure that educational opportunities were available to many. Culminating with the Little 500 in the spring of each year, you learned the importance of team building and finding solutions to problems, regardless of how difficult they were. Friendships were real and palpable.



**FOR ALL
THE POTENTIAL
WE'LL UNLOCK**

GOAL #2: IUSF SCHOLARSHIP ENDOWMENT

The most tangible and visible goal of the IU Student Foundation has always been to provide scholarships: "Helping those who help themselves." The Little 500 and other events generate income for that purpose, of course, but the costs of mounting those events have grown with inflation—as have the dollar amount requirements for scholarships. The scholarship endowment enables the IUSF to provide more and greater assistance to members and nonmembers, as well as Little 500 riders, than is possible with event proceeds alone.

Through significantly increasing our scholarship funding, we can update our mission of supporting working students by staying relevant to their needs. We seek to connect these meaningful scholarships with the brightest students who might need the help the most, allowing them new flexibility to experience all that the IUSF and IU have to offer. We believe the IUSF can maximize our impact and directly move the needle on student debt, a crucial issue facing students today.

In addition, Steering Committee members volunteer to work what amounts to a 40-hour-per-week internship, yet we cannot currently offer scholarships to all of them. Your support will help us reward them for their hard work and commitment.

**IT STARTS
WITH YOU**

Your support of the IUSF Scholarship Endowment will help us offer more support to more deserving students.

"Our experience with the IU Student Foundation instilled in us the importance of philanthropy throughout one's lifetime."

—Christopher Bean BS'09, Steering Committee '09 and Abby Bean BA'10, Steering Committee '10

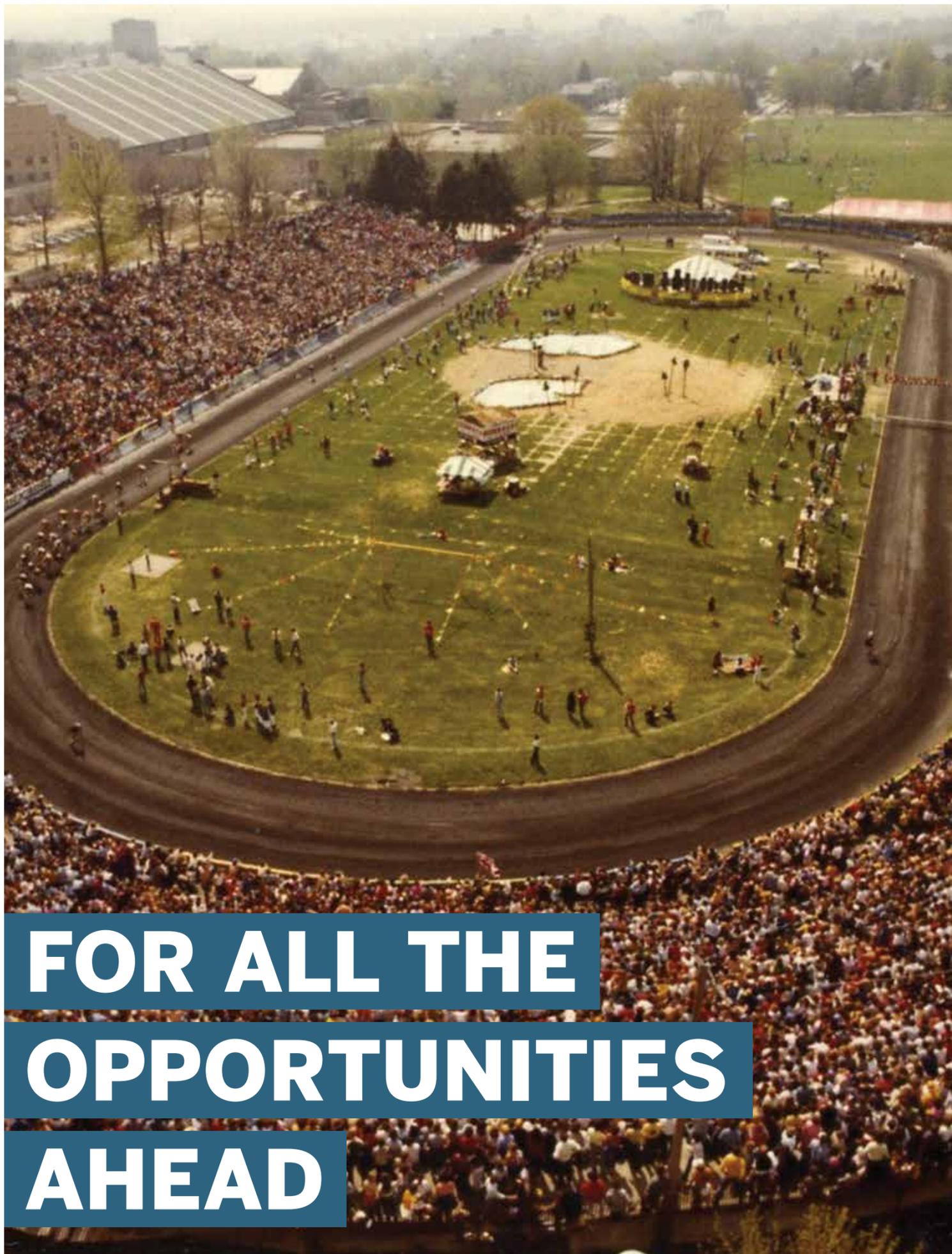


Chris and Abby Bean

We are so grateful for all that Indiana University and the IU Student Foundation have given us—leadership opportunities, professional connections, wonderful friends, and of course, each other. We would not have been able to have these experiences without the help of our families and the caring donors who generously support IU. We were both fortunate enough to receive scholarships that enabled us to further our education and pursue our dreams at Indiana University.

As members of the IU Student Foundation, we had the amazing opportunity to help raise funds to support scholarships for our fellow students. Because of these experiences, we truly understand the life-changing impact that scholarships can have on the lives of the students who receive them. Our experience with the IU Student Foundation instilled in us the importance of philanthropy throughout one's lifetime.

Now that we have graduated and started our professional careers, it is so important to us that we "pay it forward" to help the next generation of Indiana University students to have the experiences and opportunities that we had at IU. We would not be where we are today without the generous support of those who came before us. We continue to support Indiana University and the IU Student Foundation to honor those caring donors and to help pave the way for future generations of Hoosiers.



FOR ALL THE OPPORTUNITIES AHEAD

GOAL #3: THE ARMSTRONG STUDENT FOUNDATION ENDOWMENT

In the 1970s, generous alumni launched the Armstrong Student Foundation Endowment to support the work of the IU Student Foundation. Since that time, however, IUSF programming has expanded greatly. The Women’s Little 500 is now in its 30th year, and we have added year-round cycling events, campus-wide donor recognition and stewardship events such as Thank a Donor Day, and other activities that the students plan and implement. The IUSF’s philanthropic efforts have grown as well. The annual income generated by the endowment will be used to support the operations and activities of the IUSF, the student foundation arm of the IU Foundation as approved by the IUF Board of Directors.

Your support of the Armstrong Student Foundation Endowment provides the IUSF with increased financial sustainability, affording students and staff the freedom to be creative. The critical importance of these flexible funds cannot be overstated. They enable our organization to meet basic operating needs while taking advantage of new opportunities. The gifts help us maintain and improve our goals.

Currently, the endowment supplies roughly a third of the annual budget. Growing the endowment will provide more resources and ensure the IU Student Foundation continues to operate at the very highest level.

IT STARTS WITH YOU

Your support of the Armstrong Student Foundation Endowment will strengthen the IU Student Foundation and help us fulfill our mission far into the future.

“The years I was involved as a student with the IU Student Foundation affirmed a guiding principle passed down to me: Whenever possible, respond to the needs of others before your own.”

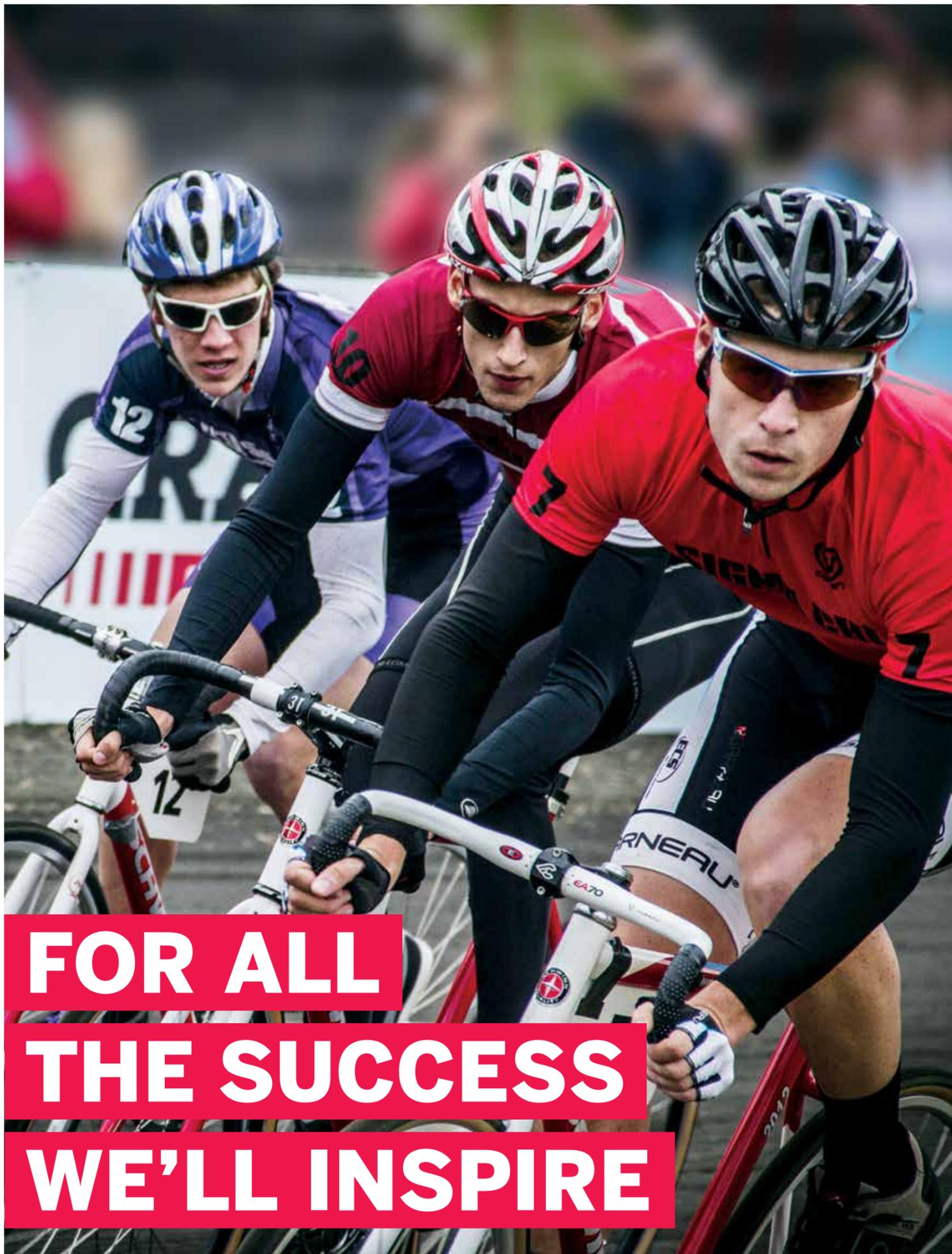
—Joe Hogsett
BA’78, JD’81, MA’07, IUSF Steering Committee ’78, Mayor of Indianapolis



Joe Hogsett

Fortunately, I had prepared for the costs of a quality higher education that IU could provide. But what if I hadn’t possessed the opportunity to be so prepared? For many, the answer to that question was, in no small measure, only by support from the Indiana University Student Foundation, whose scholarships made college more affordable for those in need.

As president of the IUSF Steering Committee in 1977–78, I was convinced that, by volunteering our time and effort, we might make college more affordable for many of our own classmates (and those in years to come). Scholarships for the benefit of others was the goal. Whether all of us working together to raise the money (through the IUSF’s Annual Telethon or by the Little 500 weekend itself) made a difference in the lives of others is left up to them to determine. Regardless, I do know for certain whose lives it did effect. Ours. Those who were primarily responsible for raising the money. And those who, in doing so, learned leadership skills that undoubtedly have enabled success throughout our lives and enabled us to continue the lifelong cycle of giving back. As the current mayor of Indianapolis, that is certainly true for me.



**FOR ALL
THE SUCCESS
WE'LL INSPIRE**

GOAL #4: IU STUDENT FOUNDATION LITTLE 500 SUPPORT ENDOWMENT

IUSF's signature event, the Little 500, and its associated series races are widely recognized as some of the finest student-run events in the country. For many rider and member alumni alike, the experience of participating in the Little 500 was THE defining involvement of their undergraduate years at Indiana University. Setting up, training for, and riding in this special race tests physical and mental strength in ways the classroom just can't provide. As we enter over 65 years of men's races and 30 years of women's races, we celebrate this great history of students taking part in something much bigger than themselves while creating lifelong friendships and memories along the way.

But that doesn't mean we can't make it all better.

The track at Bill Armstrong Stadium is overdue for an upgrade. Our unique track requires frequent maintenance to uphold the highest safety standards. In addition, refinements such as an electronic scoring and lap counting system will enhance the race experience for riders, volunteers, and spectators alike. In addition, the Wilcox House will be improved and updated with new technical infrastructure.

“Developing myself to play many roles from a team member to a team captain over the years I participated as a Little 500 rider was another way in which Little 500 developed me and honed my skills.”

—Ashley Tappan
BA'90, Women's Little 500 rider '88-'90

*Per Indiana University Foundation policy, new endowment accounts which do not become fully funded at the required stated minimum through pledges/gifts at the time of the establishment of the account and through fulfilled pledges/gifts after five years will be converted, and all gifts made available to support the intent outlined in the supporting agreement.

**IT STARTS
WITH YOU**

Your gift to the Little 500 Support Endowment* will sustain and enhance this life-shaping event for future generations of riders, volunteers, and fans.



Ashley Tappan

When I was a young girl, my Dad told me “You can be whatever you want.” My brother was at IU and was riding in Little 500 for the Cutters team. I decided I wanted to become a cyclist, too. Participating in the IU Little 500 made a major impact on me. I was privileged to be part of the first Women's Little 500. Launching this wonderful event for women launched a passion in me for cultivating women's leadership that has spanned over 20 years in business and philanthropy. Today, I coach women all over the world in leadership and sports. These are women who are taking on things they never imagined were possible; I firmly believe sports is a tool for developing leadership. Little 500 allows young women and men to use sports to learn leadership, strategy, focus, teamwork, dealing with failure and much, much more. That is why I believe in investing in IU programs like Little 500 because it is a training ground for our next generation of leaders.

It's your IUSF support

THAT FUELS

LITTLE 500

SCHOLARSHIPS

THAT MADE AN
IU EDUCATION
POSSIBLE FOR
**WILLIAM
RAMOS**

WHO BECAME A
FIRST-GENERATION
COLLEGE
GRADUATE

AND THEN A
TEACHER OF
RECREATION
AND PHYSICAL
EDUCATION

WHO TAUGHT
THOUSANDS OF
KIDS TO SWIM AT
PUBLIC SCHOOLS
AND COMMUNITY
POOLS

BEFORE RETURNING
TO IU TO BECOME

WILLIAM RAMOS,
PhD

NOW AN
IU PROFESSOR

WHO IS TAKING
HIS LESSONS
AND LEADERSHIP
OVERSEAS
TO AFRICA,
AUSTRALIA, AND
TURKEY

AND TEACHING THE LEARNERS
OF TODAY TO BECOME

THE LEADERS

OF TOMORROW

FOR ALL THE MEMORIES YET TO BE MADE

IU Student Foundation alumni are quick to testify that the IUSF experience provided insights, skills, and direction for their future.

The process of planning, organizing, and carrying out major events while student members built character and developed skills that stayed with them their entire lives. The pride and satisfaction, and the feeling of accomplishment when they successfully met their goal, gave them confidence to face whatever life threw at them. And the knowledge that their hard work was in support of something larger than themselves instilled a lifelong attitude of service and volunteerism.

With your help, we'll fulfill our promise to IUSF members by ensuring they have equally rewarding and meaningful opportunities to grow and thrive. Together we can instill in them the same values of service and leadership.

The IU Student Foundation ... preparing Leaders for a Lifetime.



FULFILLING *the* **PROMISE**

INDIANA UNIVERSITY STUDENT FOUNDATION

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