



FISCAL YEAR 2017

Annual Endowment Report





Fall 2017

Mr. and Mrs. Albert Gator
Apartment 101
1938 W. University Ave.
Gainesville, FL 32604-14425

Dear Albert and Alberta,

It is with my deepest gratitude that I enclose your 2017 endowment report from the University of Florida. Your extraordinary commitment enables UF to go further, creating a greater tomorrow for all who benefit from your passion and generosity.

The endowment report reflects the financial status, overall performance and impact of your investment. It is my hope that the materials not only illustrate your philanthropic intentions, but also demonstrate how your contributions will touch lives for generations. If you have any questions about your report, please contact Chief Financial Officer David Christie at 352-392-5475 or dchristie@uff.ufl.edu.

As we strive for a greater impact through research, education and service, I hope you take satisfaction in knowing the transformative power of your commitment. Thank you again for your tremendous dedication and support. Together, we Go Greater!

Sincerely,

A handwritten signature in black ink that reads "Tom Mitchell". The signature is fluid and cursive, with the first name "Tom" and last name "Mitchell" clearly legible.

Thomas J. Mitchell
Vice President for Advancement

COLLEGE OF JOURNALISM
AND COMMUNICATIONS

Message from the Dean

In today's world, the need for professionals who use the power of communication to make the world a better place is greater than ever. Through research, classroom learning, hands-on experience and community outreach, the College of Journalism and Communications is enabling its students to make a difference today and in their future careers.

This past year, we continued our focus on using communication to improve lives. Our student journalists won more than 100 regional and national news awards. Our STEM Translational Communication Center received a \$3 million grant to experiment with messaging approaches to increase cancer screening. The Agency, our strategic communication agency, took on the South Sudan Health Organization as a pro bono client. And our research continued to provide insights to help communicators tell better stories.



Diane McFarlin
Dean

Among other significant achievements this year:

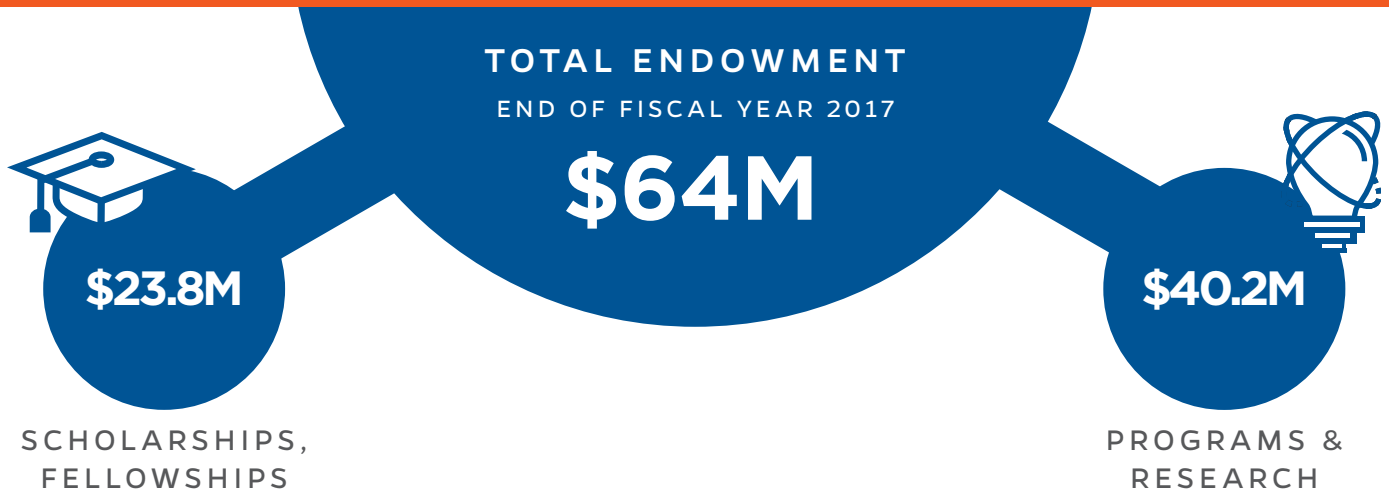
- We won 18 awards in the prestigious Hearst Journalism Awards, including first place in TV Reporting and Best Story of the Year in the National Championships.
- We launched the Media Effects and Technology Lab, experimenting with ways to use virtual reality to tell stories with social impact.
- We hired a new director to expand the mission of the Brechner Center for Freedom of Information.
- With the addition of two scholars, we now have the most cancer communication scholars of any college in the nation.

Many of our accomplishments would not have been possible without your generous contributions, and our goals for the future depend on your continued connection with the college. There is so much more we must do to live up to our obligations to our students and society. We hope our progress will inspire new investments of your time, energy and giving – as well as your pride.



COLLEGE OF JOURNALISM AND COMMUNICATIONS

Your generous endowed support has enabled the college to create and sustain tomorrow's teaching, research and service programs.



FISCAL YEAR 2017 HIGHLIGHTS

- **RECEIVED** over 100 awards, regional and national, in college and professional journalism
- **JOURNALISM DEPARTMENT CHAIR TED SPIKER** named UF's Teacher of the Year
- **LAUNCHED** our Professional Master's program
- **LAUNCHED** Hatch, an immersion venue for experimental and creative storytelling
- **BUILT** a state-of-the-art sports media studio

COLLEGE FACTS

- Only college with a **STEM TRANSLATIONAL COMMUNICATION CENTER**
- One of the **LARGEST DATA JOURNALISM PROGRAMS** in the country
- **ONE OF THE MOST EXTENSIVE PROFESSIONAL IMMERSION PROGRAMS IN THE NATION**, with 12 distinct opportunities. These include The Agency and the Innovation News Center, where students produce content for seven media properties, including the NPR, PBS and ESPN affiliates.

FUND IMPACT REPORT

Dr. Dino C. Scales

Professor and Chair
College of Gator Science



Annual Impact Summary

Albert & Alberta Alligator Professorship in Gator Science

How your endowment was used this year:

Funds were used to support foundational work in defining the chemistry of consumer preferences, the genetic components controlling synthesis of flavor chemicals and defining how to improve flavor quality through molecular breeding.

We achieved these accomplishments and milestones because of your support:

We published a landmark paper in the journal Science in January 2017. The article was the cover story for the issue. It received great press including a story in the science section of the New York Times and a TV interview on CBS News. In that paper we describe exactly which chemicals are essential for consumer preferences in the fruit and identify a set of genes that control their synthesis. We show how breeders have lost taste in the modern commercial hybrids and most importantly, outline the process that will allow breeders to put back superior flavor, hopefully without compromising all of the yield gains that have occurred in the last 50 plus years.

This work has generated significant interest from seed companies and we are very close to a contract with one of the leading seed companies for working together to create high yield varieties with superior flavor.

You should know:

This has been a long process to get to the point where we could show seed companies that we can create opportunities for them and expand market share by producing superior flavor without compromising yield. The companies have

FUND IMPACT REPORT

justifiably been skeptical that we could dissect such a complex process as flavor and have been reluctant to invest in flavor for the last decade. It is with funding from this endowment that we could collect enough information to convince the companies that better flavor is entirely within our grasp.

Goals for the coming year:

We have initiated breeding higher flavor into elite Florida-adapted materials developed by UF breeders. It is still a major effort to introduce flavor genetics into modern cultivars without compromising performance. But we know exactly how to do it and have started the process.

Thank you very much for your ongoing support of our work:

This work has generated enormous positive press for UF. It could not have been done without the long term, no-strings attached funding provided by this endowment.

FINANCIAL REPORT

The Albert & Alberta Alligator Professorship in Gator Science

Life of Endowment

	CONTRIBUTIONS	\$1,000,000
	ENDOWMENT PAYOUT	\$812,300

Fiscal Year 2017 Performance

Balance as of July 1, 2016	\$1,345,504
Contributions	\$1,000,000
Net Investment Return	\$45,946
Endowment Payout	(45,844)
<hr/>	
Balance as of June 30, 2017	\$1,347,606

GLOSSARY OF TERMS



CONTRIBUTIONS

The cumulative amount including state matching funds where applicable.



NET INVESTMENT RETURN

Net investment return is presented before the endowment payout, and includes investment returns less the endowment fee and all investment management fees.



BALANCE

The amount for which the investments can be sold in an open and competitive market.



ENDOWMENT PAYOUT

The cumulative amount includes fiscal year 1990 to present. Fiscal year impact is 4% of the spending base annually and is made available to impact endowment purpose through quarterly distributions.



INVESTMENT POOL

The consolidated pool of endowment funds established by the university for the long-term investment of the endowment.



TRANSFERS AND ADJUSTMENTS

Transfers and adjustments to and from the fund include reinvestment of endowment payout, matching funds or other revenues or expenses.



2017 ANNUAL ENDOWMENT REPORT - SURVEY

Your generous support of the University of Florida through this endowment is truly appreciated.

We would be pleased to receive your feedback on the contents. To share your thoughts, please complete this form and return it in the enclosed envelope or visit www.uff.ufl.edu/aer-feedback to answer online.

OVERALL ENDOWMENT PACKET

Your name _____

How satisfied are you with the endowment packet?

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

Does the information in this packet deepen your understanding of how the university is putting your gift to work?

☐ Yes ☐ Somewhat ☐ No

Does this information make you proud of the impact you continue to have through UF?

☐ Yes ☐ Somewhat ☐ No

ENDOWMENT FINANCIAL REPORT

We strive to report the growth of your investment and magnitude of your impact year-to-year and over the life of the endowment. Was the Endowment Financial Report:

Presented clearly? ☐ Yes ☐ Somewhat ☐ No

Meaningful to you? ☐ Yes ☐ Somewhat ☐ No

Comprehensive? ☐ Yes ☐ Somewhat ☐ No

Does it help you see the significant impact you have through this endowment?

☐ Yes ☐ Somewhat ☐ No

CONTACT INFORMATION

Would you like to continue receiving the endowment packet? ☐ Yes ☐ No

Is there someone other than you, or in addition to you, who should receive this information?

Name _____ Email/Phone _____

Thank you

for your support through UF and for taking the time to provide feedback!



ENDOWMENT

2017



UNIVERSITY *of* FLORIDA

OFFICE OF DONOR RELATIONS

352-392-1691

contact@uff.ufl.edu

www.uff.ufl.edu/endowment