

YEARS of

INSPIRATION

DEDICATION

COMMITMENT

EXPLORATION

COMMUNITY

SERVICE

GROWTH

OUTREACH

BUILDING

LEARNING

ENGAGEMENT

TEACHING

RESEARCH

CREATING

EDUCATING

**SOUTHERN OREGON UNIVERSITY FOUNDATION**  
ANNUAL REPORT 2022





## ENERGY AND COMMITMENT

Dear Raider family,

On behalf of the students, faculty, and staff of Southern Oregon University, the SOU Foundation and its Board of Trustees wish to thank all of our generous donors for their philanthropic leadership in fiscal year 2021-22.

We continue to be inspired by the way in which our Southern Oregon University community steps forward in ways that are bold, path-breaking, and phenomenal. As we transitioned out of the pandemic and began looking forward with energy and enthusiasm, we were met at every step by our generous donors. Coupled with the dynamic new leadership of SOU President Richard Bailey, Jr., we are eager to see how this new and invigorating energy pushes SOU forward. Our sense of optimism is a prelude to great things on the horizon.

During the year, more than 2,000 alumni, friends, foundations, and corporate partners contributed a record-breaking \$7.67 million in private funding to support the university's academic programs, campus infrastructure, service initiatives, and intercollegiate athletics. Philanthropic investments continue to make an increasingly visible mark on the SOU campus.

This report recognizes the leadership of all those who believe in the future of Southern Oregon University. With the generosity of spirit that is the hallmark of our donors, SOU will remain a vital and robust university. All of us are proud of what we accomplished last year, and we are eager to continue building the future together.

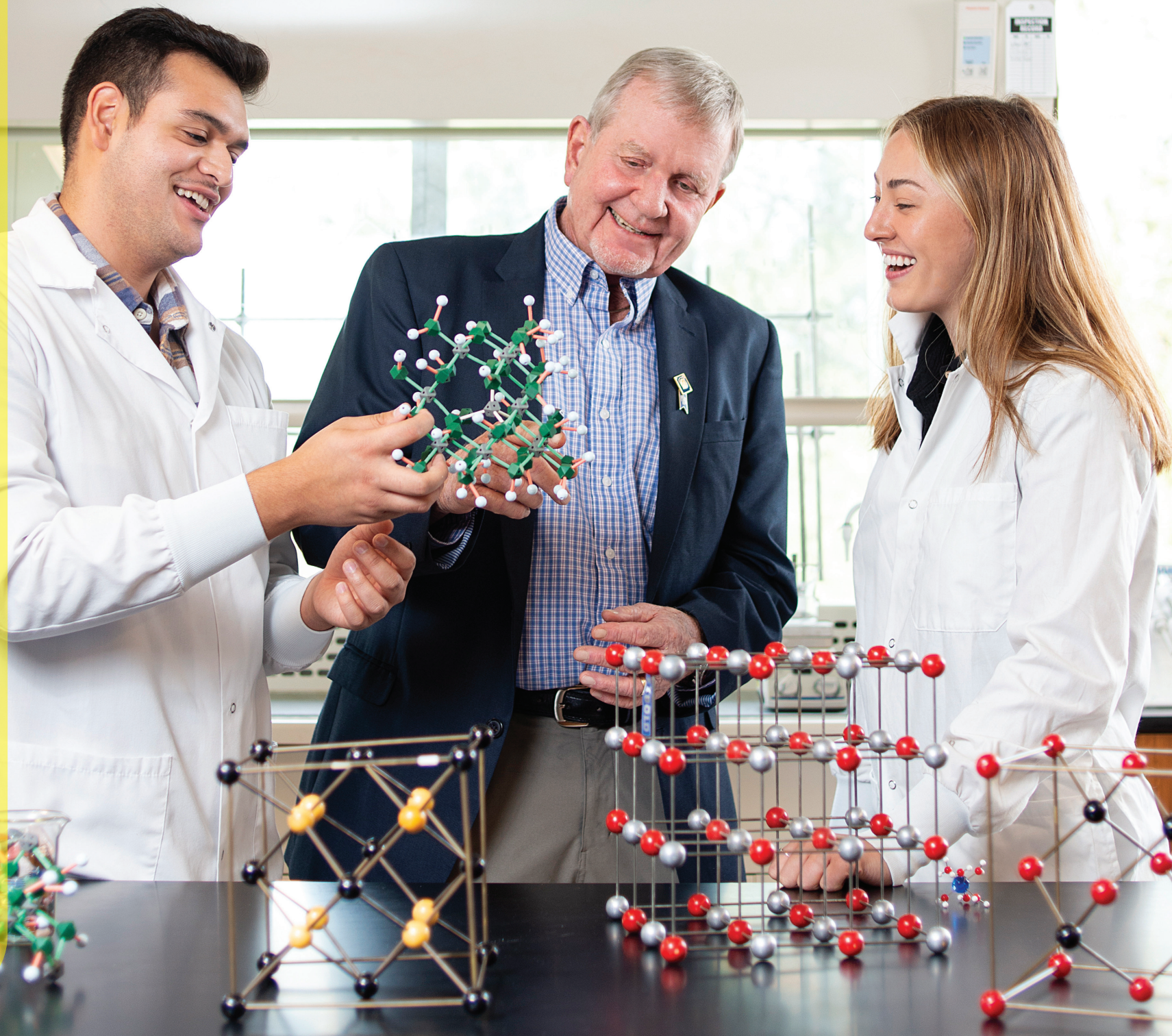
To each of our loyal donors, thank you. We appreciate your commitment to the mission and vision of Southern Oregon University.

**Sue Kupillas**  
President  
Southern Oregon University Foundation

**Janet Fratella**  
Vice President of University Advancement, Southern Oregon University  
Executive Director, Southern Oregon University Foundation



# CHEMICAL BONDS



Semi-retired surgeon Ron Worland, M.D., believes that supporting SOU is an investment in the entire southern Oregon region. “This is our university and our community. It is important to support the students because that will benefit every one of us,” said Worland. Ron and his wife Lou created an endowment for student-faculty research and enabled the purchase of state-of-the-art equipment.

“The department is really something to be proud of,” said Worland. “Some time ago, we had a tour of the chemistry department, and it was remarkable. It makes us feel good to help support such a thriving department.”

Accredited by the American Chemical Society, the chemistry program has a long-held reputation for being a strong program with a rigorous, hands-on curriculum. In fact, undergraduates at SOU are given the opportunity to work with equipment that is generally reserved for graduate students at larger, elite schools. This one element sets the SOU chemistry program apart and creates a pathway for student success early.

Both Ron and Lou have backgrounds in science; Lou’s is in microbiology. The Worlands met at the University of Rochester where Ron was in medical school and Lou in microbiology research. It was not in the lab where their first meeting took place, however, it was at a dinner party hosted by Ron’s eventual professor of plastic surgery. Lou continued her microbiology research at UCLA where Ron completed his general surgery residency before completing training in plastic surgery back at the University of Rochester, New York.

Ron and Lou were moved to support SOU’s chemistry program after a presentation by program chair Hala Schepmann, Ph.D. “We were really impressed with the department, their research, and the relationships with the professors and students,” said Worland. “Lou and I want to support anything that helps people go into medicine and be successful. SOU’s program offers a good foundation for students interested in medical school and so many other careers.”

Worland has seen first-hand the quality research conducted by students during the program’s summer ChemRx Program. “I saw some of the students present their research on the Alameda Fire for their summer project. It was impressive to see that they utilized some of the instruments we helped to purchase,” said Worland.

Giving to SOU has a ripple effect throughout the area, according to Worland. “A large number of people who work in our hospitals or local clinics have had their training at either SOU or OIT, so it is important to support the institutions our people are training in,” said Worland, who has served on the SOU Foundation Board of Trustees since 1999.

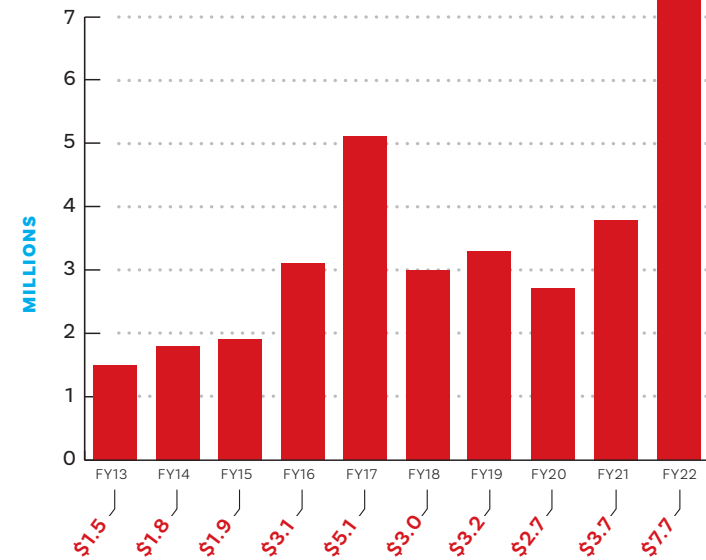
SOU students are the leaders of the future, said Worland. “There’s more to life than being a passenger,” he said, quoting Amelia Earhart. “These students aren’t passengers, they are working hard and we all will benefit from it. Their work will change people’s lives.”



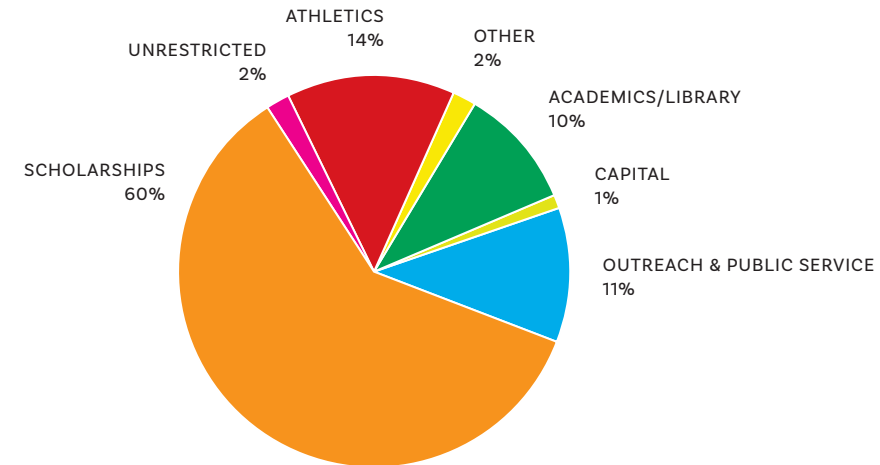
# FISCAL YEAR 2022 OVERVIEW

The Southern Oregon University Foundation received \$7.67 million in private gifts, grants, and pledges to support Southern Oregon University during FY 2021-22. Nearly 2,000 donors contributed toward a range of scholarship funds, academic and athletic programs, and public outreach initiatives.

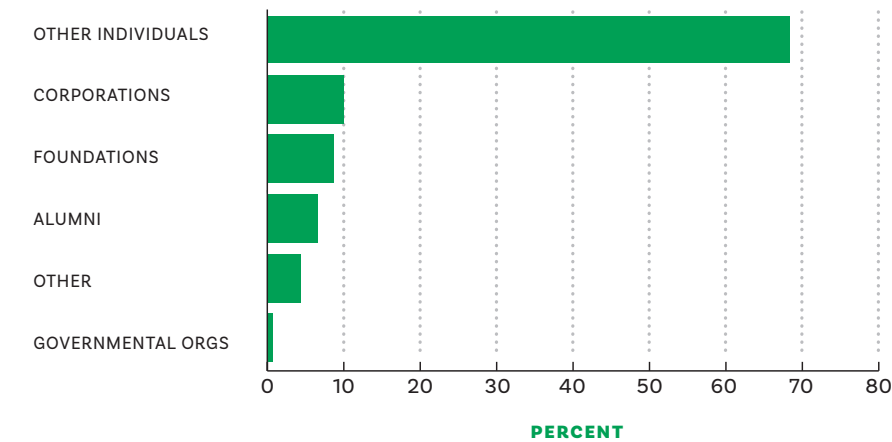
**TOTAL PRIVATE SUPPORT FY 2013-2022**  
(FOR FISCAL YEARS ENDED JUNE 30)



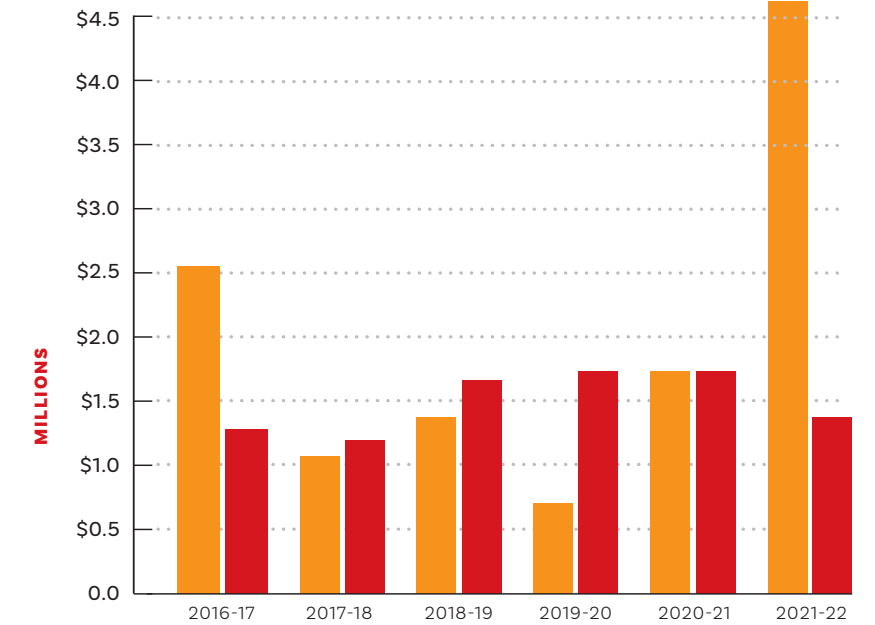
**TOTAL PRIVATE SUPPORT BY DESIGNATION**  
(FY 2022)



**TOTAL PRIVATE SUPPORT BY SOURCE**  
(FY 2022)



**STUDENT SCHOLARSHIPS**



AMOUNT RAISED  
AMOUNT DISTRIBUTED\*

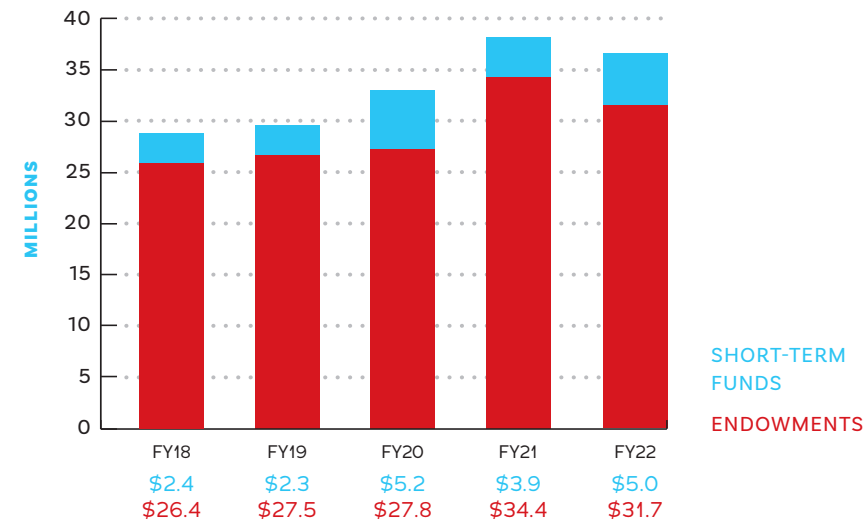
\*includes annual distribution from endowment funds



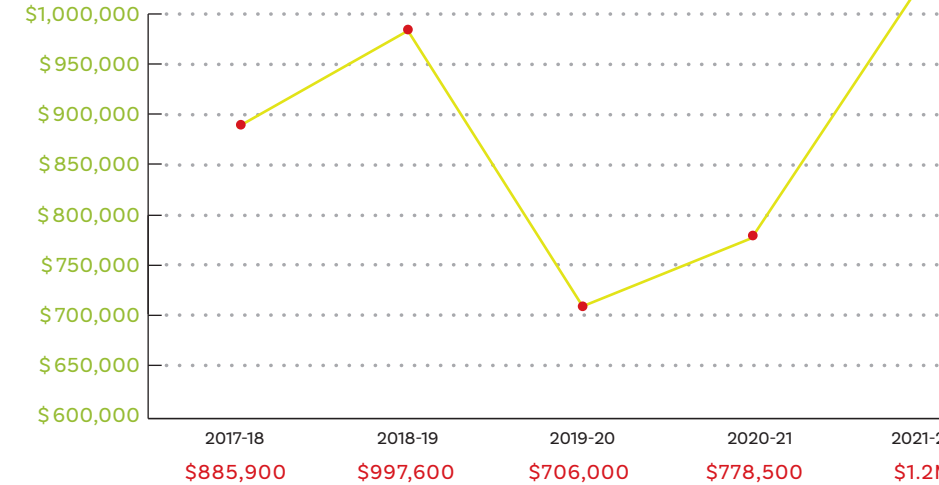
# ENDOWMENT PERFORMANCE

The SOU Foundation holds and manages 248 individual endowment funds with the intent to provide financial support in perpetuity to Southern Oregon University. Endowment funds are created when donors make charitable gifts to support the university's mission. The SOU Foundation has endowment and short-term invested funds totaling more than \$36.7 million—\$31.7 million of which are permanently restricted.

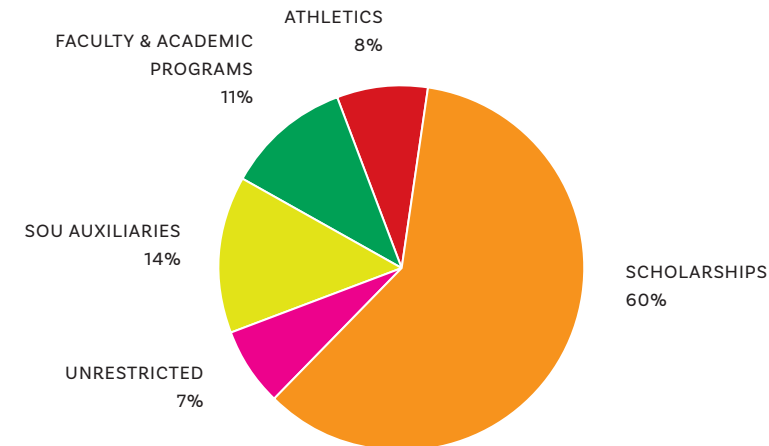
**ENDOWMENT GROWTH FY 2018-2022**  
(FOR FISCAL YEARS ENDED JUNE 30)



**AMOUNT TRANSFERRED TO SOU FY 2018-2022**  
(FOR FISCAL YEARS ENDED JUNE 30)



**ENDOWMENT FUND BY DESIGNATION**  
(AS OF JUNE 30, 2022)



THE FOUNDATION  
DISTRIBUTES 4%  
OF EACH FUND'S  
MARKET VALUE  
TO THE  
UNIVERSITY  
ANNUALLY.



## ENDOWMENT INVESTMENT STRATEGY

The investment objectives of the SOU Foundation reflect the long-term nature of the endowment fund. A desire to grow endowment gifts and to produce a stable and predictable payout stream is balanced with the foundation's commitment to donors to ensure the longevity of the funds in its care.

Considerations that shape the SOU Foundation's investment strategy are:

- Produce a relatively predictable and stable payout stream each year.
- Maintain the purchasing power of the assets over the investment horizon.
- Balance the support of present and future generations of students and faculty.

Accordingly, the SOU Foundation's primary investment objective is to produce a total return net of fees that equals or exceeds the foundation's spending rate and annual administrative fee.





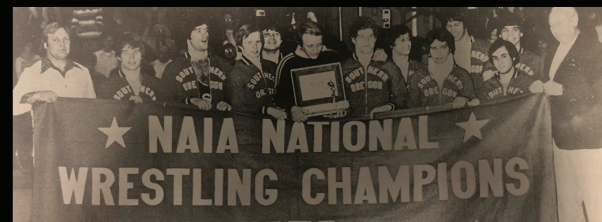
Executive Director Janet Fratella and SOU President Rick Bailey  
with Bob Riehm's sisters, Charlene Trotman and Marvel Bartley

# LEGENDARY WRESTLING COACH CREATES LEGACY

It was arguably no surprise to those who knew SOU wrestling coach Bob Riehm that he bequeathed a significant portion of his estate to the university's men's wrestling program. Riehm had a reputation for generosity. When a wrestler didn't have money to go to his father's funeral, Riehm gave the young man a credit card and the keys to his own car to allow him to attend the funeral. That was the kind of coach and person Riehm was to hundreds of student-athletes.



**BOB RIEHM**  
**1937-2020**



Riehm's \$3 million gift was the largest-ever single gift to the university when it was announced in January 2022. It was also a reminder of his commitment to SOU, the wrestling program, and to the student-athlete. The gift endows the men's wrestling head coach position at SOU and will fund scholarships for the team's wrestlers. "As a coach and mentor, Coach Riehm made an immeasurable impact on the lives of so many student-athletes who came through his program," said SOU Athletic Director Matt Sayre.

Riehm, who passed away in 2020 at the age of 83, started wrestling in elementary school and continued through high school in his home town of Britt, Iowa. He attended the University of Iowa and wrestled for its team. He then taught and coached in Iowa, Nebraska, and Illinois before joining the SOU Raiders in 1969 as head coach of the men's wrestling program.

With a career that spanned 25 years, Riehm led the program to three national championships and mentored some 100 NAIA All-Americans. He created an impressive career record and was later inducted into the NAIA Hall of Fame, Oregon Chapter of the National Wrestling Hall of Fame, and SOU Sports Hall of Fame.

In addition to coaching, Riehm was an entrepreneur, founding what is known in the wrestling industry as the mat lamp. This lamp, placed singularly over the center of the wrestling mat creates drama, focus, and enthusiasm as opponents wrestle.

The university honored Riehm's success in 2011 with the naming of the gym inside what is now Lithia Motors Pavilion. The Bob Riehm Arena serves as the center of competition for the university's men's and women's wrestling teams. "Coach Riehm will be remembered as one of the greatest coaches in Raider history. We're honored to have his name grace our facility and the scholarships he set up to support our men's program," said Sayre.

Riehm was larger-than-life when it came to helping others, mentoring student-athletes, and working to make SOU better. His contributions to SOU and its student-athletes ensure that his legacy will continue to have an impact long into the future.



# FAMILY TRADITION INSPIRES ROTC SCHOLARSHIP



In a single act of giving, Todd Elworthy honored his mother, his grandmother, and his family's long history of service by creating a financial path for motivated ROTC cadets at SOU to complete their degree. "I wanted to make a contribution to education and support students who may not have the means," said Elworthy.

A strong advocate of lifelong learning, Elworthy continued his family's tradition of university giving by establishing the Bernice Cleveland and Carolyn Elworthy ROTC Leadership Scholarship. The scholarship is for ROTC cadets who demonstrate the highest level of service before self, and excellence to their command, professors, and peers.

Named in honor of his grandmother and mother, respectively, Elworthy's gift was SOU's first-ever gift endowing a scholarship for ROTC students. Elworthy chose the ROTC in large part because of his family's military service. His grandfather served in the European theater of World War II then Korea, and his father served during the Korean conflict. Today, Elworthy's daughter carries on the tradition as an officer in the United States Navy.

Elworthy's grandparents lived in Grants Pass until their passing in 2003, and they gave generously to ROTC cadets in Oregon. Their support of higher education, military service, and love of Oregon inspired Elworthy. "I just took their lead and decided to set up endowed scholarships that would outlive me and my family," he said.

Grandmother Bernice and mother Carolyn emphasized the importance of learning and education to Elworthy as a young man. "They are a study in contrasts as to what was available to them in regard to secondary education," he said.

"THERE IS SUCH PASSION AND LEADERSHIP GUIDING THIS UNIVERSITY, AND THAT THRILLS ME. IT IS NOT A DUSTY PLACE. IT IS VIBRANT, A REAL GEM."

"My grandmother was one of the most disciplined people I've ever known; she was smart and driven. She was also a product of the Great Depression and did not have the opportunity to continue her education, as my mother did."

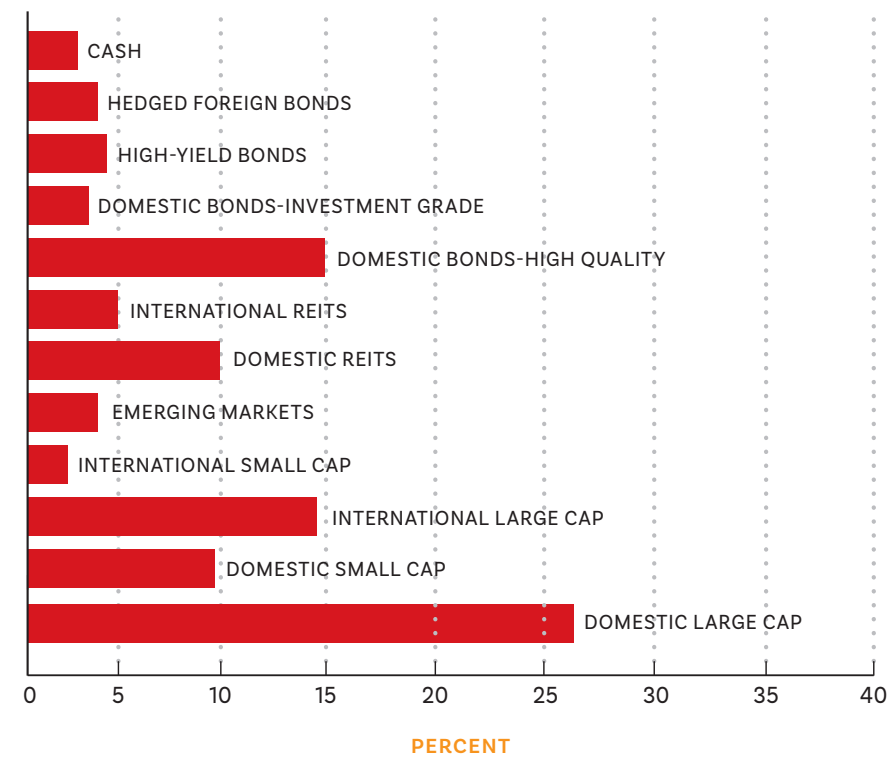
After Elworthy completed his doctoral degree, he chose to honor his grandmother in a very personal way. The family often held gatherings at his grandparents' Grants Pass home and one Christmas during the 1990s, Elworthy planned something special. "I knew how much my grandmother valued school and how much she supported me, so I wrapped up my doctorate diploma and gifted it to her," he said. "I had not seen her cry before that moment."

Although Elworthy spent time in Southern Oregon visiting his grandparents, he was not very familiar with SOU. "I hadn't paid that much attention to SOU, but I was keenly interested in creating some scholarships in Oregon," he said. An invitation to visit the university created the pathway Elworthy needed. "As I learned more about SOU, it just got better and better," he said.

Elworthy hopes the scholarship helps SOU's ROTC cadets achieve their academic and professional goals. "I think it is stellar that they have also chosen to serve our country. I am in awe of these students."



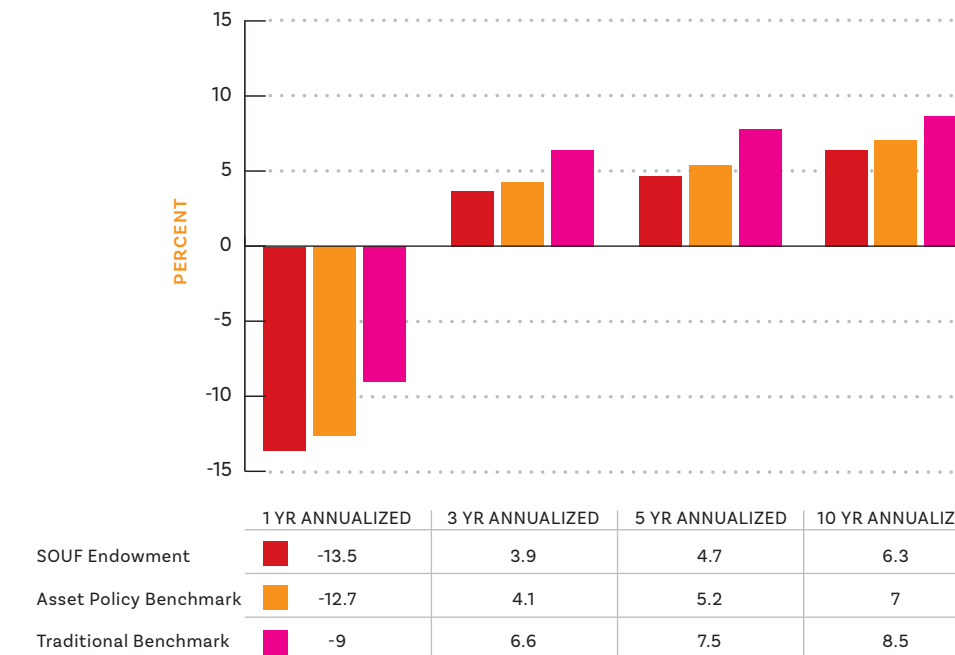
## TARGET ASSET ALLOCATION



The SOU Foundation endowment is managed by TIAA Kaspick and invested in approximately 71% stocks and 29% bonds and cash. Both the stock and bond allocations are broadly diversified across different asset classes and managers. This diversification is designed to lower the expected volatility of the portfolio's returns and help protect against negative market environments.

## INVESTMENT PERFORMANCE

### BENCHMARK RETURN COMPARISONS (FOR FISCAL YEARS ENDED JUNE 30)



The SOU Foundation endowment produced a total return of -13.5% for the period of July 1, 2021 to June 30, 2022. Additions to the endowment for this fiscal year totaled \$4,171,240.



# BRIDGING THE GAP

SOU's Bridge Program makes going to college and earning a degree possible for many students who cannot see higher education in their future. The program, designed to help Oregon students successfully transition to college, is specifically geared for students who are traditionally under-represented in higher education.

"It's an exceptional program," said Lyn Hennion, who was one of the Bridge's earliest supporters. Bridge exists because of research conducted by an SOU professor, which underscored the potential success of students from low-income families, first-generation college students, or situations of extreme trauma. These students demonstrated extraordinary academic talent and drive when provided "wrap-around" services that bolstered their confidence in a variety of ways.

Hennion and her husband, Alex Bellen, are long-time Rogue Valley residents. A retired financial advisor, Hennion was an inaugural member of the university's Board of Trustees and was drawn to support the Bridge Program the moment she heard about it. "These are promising young people who wouldn't necessarily see themselves in college, who probably never thought of it," said Hennion.

Hennion believes a key component of the Bridge Program is student-led mentorship. "The mentors are graduates of the

program, so they understand what these students are going through," she said. After training, Bridge mentors are assigned an average of five students each, and they help guide their mentees through the program. This year, there are 100 freshman Bridge students on campus.

After meeting with several of the students and mentors, Hennion is certain that the first-year Bridge experience sets students up for success. "I hope after the students finish their first year, they not only take comfort in the fact that they successfully completed a year in college, but they are stimulated by the experience throughout their academic careers," said Hennion.

For Hennion, the Bridge Program is just one more example of what makes SOU so special. "SOU is such a remarkable place. Students often talk about the close relationships they make with each other, the staff, and the faculty," she said. "In the science programs, for example, the undergrads get access to the same equipment as the graduate students. Of course, all the students, regardless of majors, have easy access to their professors and hands-on learning."

Hennion said she cannot help but be enthusiastic about SOU's Bridge Program and its students. "I have met some of the students, and every time, I have been impressed," she said.



"I ENCOURAGE EVERYONE WHO CAN TO SUPPORT THIS PROGRAM. IT MEANS A LOT TO GIVE PEOPLE OPPORTUNITIES TO LEARN AND SUCCEED."





"YOU DON'T HAVE TO HAVE  
A BUNCH OF MONEY TO  
INVEST IN OTHER PEOPLE.  
A LOT OF PEOPLE HELPING  
A LITTLE BIT CAN DO A LOT"

# A LEARNING LEGACY

Before George "Keith" Bayne passed away last year, he endowed the Alice Bayne Scholarship in Education, ensuring that his late wife would be remembered and that their shared love of learning would continue to encourage and support future educators.

A professor at the University of Louisville, Keith devoted his career to education. "He was always urging people to get an education and to use that education to find a job they loved," said Kathy Dreyer, Alice and Keith's daughter. "His passion for learning was what motivated my mom to go back to college after being out of high school for so long. She earned her bachelor's degree at SOU, and Dad wanted to create a permanent reminder of who she was."

Alice and Keith met in Colorado in 1954, while Keith was serving in the US Air Force. The two fell in love, married, and raised two daughters. Alice would earn a degree from SOU in 1969, finishing fifth in her class while raising the couple's children. Alice went on to earn a master's degree from the University of Louisville and began a 25-year career teaching fifth and sixth grade.

Dreyer said that throughout the couple's lives, they fed their curiosity through travel, books, and teaching. "If my mom and dad could speak to the recipients of this scholarship, they would say, 'You can do this, and you can take your education and make a difference in the world.'"

The Bayne's energy and drive were an inspiration for their students, but also for Dreyer. A nurse, Dreyer taught nursing for about 10 years. "I really loved teaching. My dad was tickled that I ended up being a teacher," she said.

Dreyer hopes that students who receive the Alice Bayne Scholarship can one day pay it forward to help other students continue with their education. "I hope that students who get this, or any other scholarship, will consider contributing when they are able," she said.

For anyone considering giving to SOU, she said, don't hesitate. "Supporting and encouraging someone in their education is one of the best ways to make a difference in their lives." Dreyer said. "That's just part of the Bayne family philosophy. If you can give money to help someone learn and grow, then do it."

Kathy Dreyer with her son David and granddaughter Libby



GOVERNANCE

BOARD OF TRUSTEES

The SOU Foundation is governed by a volunteer Board of Trustees. By volunteering their time to serve on foundation committees and to build relationships with university donors, trustees play a critical role in securing the long-term financial health of Southern Oregon University. The Board of Trustees serves as the governing board for the SOU Foundation and has fiduciary responsibility for the general business functions of the foundation, including the oversight of the SOU Foundation’s property, assets, and policies.

2021-22  
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# ABOUT THE SOU FOUNDATION

The mission of the Southern Oregon University Foundation is to secure private philanthropic support to advance SOU and to invest and manage gifts responsibly to honor donors' wishes.

Established in 1959, the SOU Foundation is the primary organization through which private support is managed for the benefit of Southern Oregon University. Private gifts and grants to the SOU Foundation are designated to the SOU program or fund of the donor's choosing. Contributions can be made by contacting the SOU Foundation office at (541) 552-6127 or by making a gift online at [giving.sou.edu](https://giving.sou.edu).

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Ashland, Oregon 97520

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Federal Tax ID: 23-7030910



1872-2022  
SOUTHERN OREGON UNIVERSITY





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CELEBRATE

1872-2022