Note: charitable grant funders may ask for some or most of the information contained below. **If an application requests more detailed financial or personnel information than what is listed here or contained on the OCFR website, or if you need to access a grant submission website for which we have already created a login and password,** [**please reach out to us**](mailto:matthew.j.williams@asu.edu) **for assistance.** Different applications will have different requirements and space limitations. In most cases, the “Organizational Description” statement below will be sufficient to answer an application question about the ASU Foundation. **Remember that for ALL charitable grants, the applicant is the ASU Foundation.**

**Applicant Information  
  
Legal Name:** Arizona State University Foundation for A New American University, aka ASU Foundation for A New American University, aka ASU Foundation

**Mailing Address:**P.O. Box 2260  
Tempe, Arizona 85280-2260  
**Physical Address:**300 East University Drive

Tempe AZ 85281-2061

**Phone:** 480-965-3759

**Fax:** 480-727-9656

**Authorized Official/Applicant Information Contact:**  
Ms. Virginia E. DeSanto, CPA, CGMA  
Ph: 480-965-3759

Fax: 480-727-7782  
Email: [OCFRgrants@asu.edu](mailto:OCFRgrants@asu.edu)  
Title: Treasurer  
P.O. Box 2260  
Tempe, AZ 85280-2260

**CEO**: Gretchen E. Buhlig

**Grants Contact Person:**  
Shaun Brenton  
Ph: 480-965-1475

Cell: 602-410-3609

Fax: 480-727-7782  
Email: [shaun.brenton@asu.edu](mailto:shaun.brenton@asu.edu)  
Title: Associate Vice President of Corporate & Foundation Relations  
  
**Check Delivery Contact Person:**  
Cheryl O'Toole  
Ph: 480-965-6468 Fax: 480-727-7368  
Email: [giftprocessing-q@asu.edu](mailto:giftprocessing-q@asu.edu)  
Title: Director of Gift Administration

**ACH Contact**

Daniela Estrada

Ph: 480-727-8540 Fax: 480-727-7368

Email: [destra21@asu.edu](mailto:destra21@asu.edu)

Title: Accounting Clerk

**Date of Incorporation:**June 23, 1955  
 **Employer Identification Number** (also called EIN, TIN or IRS number): 86-6051042

**ASUF DUNS Number:** 073462368

**Arizona Corporation Commission Number:** 00465988

**US Congressional District:** AZ-009  
**AZ Legislative District:** 26  
**County:** Maricopa

**Email:** asuf.info@asu.edu

**Website:** [www.asufoundation.org](http://www.asufoundation.org)

**Social Media:**Facebook: @asufoundation (url: www.facebook.com/asufoundation)  
Twitter: @asufoundation (url: twitter.com/asufoundation)

**Type of Applicant:** 501(C)(3) Non-Profit Foundation.

**Corporate and Foundation Relations Website:**

[www.asufoundation.org/ocfr](http://www.asufoundation.org/ocfr)

Contains:

* ASUF Board Members w/affiliations
* Audited Financial Reports
* Annual Report
* 990 Form
* IRS Determination Letter
* IRS Certification Form
* W9 Form
* Annual Operating Budget
* ASUF Articles of Incorporation
* For other information contact: paco.madden@asu.edu

**ASUF Organizational Description:**

A subsidiary of ASU Enterprise Partners, ASU Foundation for a New American University is one of Arizona's oldest 501(c)(3) organizations, governed by a volunteer board of directors, who provide oversight, leadership, and counsel.

**The ASU Foundation is a private, nonprofit organization that raises and invests private contributions to Arizona State University, a New American University, while advocating for and advancing this transformative university mission and brand. The foundation coordinates and directs all major fundraising campaigns on behalf of ASU and its colleges and schools. This includes raising funds for student scholarships, transformational education ventures, faculty research, programs and projects serving underserved and minority populations, and other ASU initiatives important to the university, its students, and higher education. ASU Foundation manages total private assets of over $1.6 billion (FY 21)[[1]](#endnote-2).**

The history of the ASU Foundation is the story of several generations of people who shared a vision for Arizona State University - a vision that successfully turned a small teachers' college into an educational institution at the front ranks of American research universities. Incorporated in 1955, the foundation took shape through a group of Valley residents who understood that a great city could not be built without building a great university to sustain and support it.

In 2021, the ASU Foundation earned its tenth consecutive four-star rating from Charity Navigator, America’s largest independent charity evaluator. A four-star rating, the agency’s highest, is reserved for the exceptional non-profit that, according to Charity Navigator, “exceeds industry standards and outperforms most charities in its Cause.” The rating indicates a charity’s superior financial health, accountability and transparency and reflects the ASU Foundation’s rigor, responsibility, and commitment to openness.

**ASUF Mission Statement**  
To advance, through philanthropy, the success of Arizona State University as A New American University.  
  
**ASUF Vision**  
To become nationally recognized as themodel for A New American University Foundation.  
  
**ASUF Brief History**  
The Arizona State College Foundation was incorporated in 1955 to raise support for all educational areas. During the 1960s and 1970s, the ASU Foundation continued to raise funds to support a broad range of university initiatives. In the 1980s the growing needs of the university enlarged the role of the foundation to include identifying major gift prospects, maximizing returns, and protecting investments. In 1992, two new critical strategic goals were adopted: increasing the foundation's endowment funds to a minimum of $75 million by 2000 and launching the second major fundraising campaign: ASU Campaign for Leadership. In the late 1990s, campaign priorities were grouped into three broad categories: Great Teachers, Great Students and Great Communities. In 2002, Michael M. Crow became the 16th president of ASU. He set out to transform ASU into a national model for a New American University. This model stresses student success, the social relevance of university teaching and research, a focus on the university's local setting within a global context, interdisciplinary collaboration, and entrepreneurship.

As the largest public research university in the United States, ASU established in its charter, “we are a comprehensive research university that (1) measures success not by who we exclude, but rather by who we include and how they succeed; (2) pursues research and discovery that benefits the public good; and (3) assumes major responsibility for the economic, social and cultural vitality and health and well-being of the community.” President Michael M. Crow assumed leadership in 2002 and has advanced an unprecedented expansion of academic infrastructure, quadruped research expenditures, and attained record levels of diversity in the student and faculty bodies. ASU’s New American University initiative is a model to transform and redesign higher education for the 21st century.

For the past seven consecutive years, ASU has been named the No. 1 university in the country for innovation by *U.S. News & World Report*. ASU is now the largest university in the U.S., a $4.6 billion enterprise with more than 128,000 students (Fall 2020) across five campuses and online and more than 800 degree and certificate programs.

**ASUF Goals**

* Philanthropy – Deliver new gifts and commitments at best-in-class public higher education levels
* People – Build higher education’s top-performing advancement organization representative of the diversity of ASU and its alumni
* Process – Provide a best-in-class donor experience as determined by the Council for the Advancement of Secondary Education and the Association of Advancement Service Professionals
* Delight our customers
* Foster a culture that develops and sustains a high-performing team
* Maintain a lean and efficient shared services organization
* By 2025, maintain a steady state of annual fundraising at $250M.
* By 2025, the endowment will reach $1B.
* By 2025, increase the overall donor count by 25%
* By 2025, increase the amount of planned gifts by 25%.
* By 2025, increase the amount of alumni giving to 20% of total philanthropy
* Meet and exceed fundraising activity metrics
* Further evolve Board of Directors

**ASUF FY20 Accomplishments/Highlights**

* Raised $289 in new gifts and commitments, surpassing $275M goal and marking 6th consecutive year of surpassing annual goal
* Met all 6 objectives for Campaign ASU 2020 (list them out)
* Endowment value reached $958M
* Launched We Care Campaign, a compassion-based donor journey that results in an ask for need-based resources for ASU to support the community during COVID-19
* Expanded the Next Generation Council, to include new young alumni representation from San Francisco and Silicon Valley
* Implemented fully digital processes with the transition to remote work (e.g. Gift Agreements on DocuSign, donor acknowledgements, virtual scholarship interviews, etc.)
* Connect with over 111,800 donors via our new Thankview platform, exceeding industry standards with a 36% open rate
* Lauren Bailey ‘02, Co-founder and CEO of Upward Projects, and Tony Sarsam, CEO of Borden Dairy Company, were elected to the ASUF board of directors
* ASUF achieved a 87% staff retention rate
* ASUF received the highest rating (4-stars) from Charity Navigator for the 9th consecutive year

**ASU Goals**

Instruction

1. To improve the quality of undergraduate education
2. To enhance the number and diversity of the most highly qualified students entering Arizona State University and the Barrett Honors College.
3. To provide support services and courses that assist students in achieving academic success and planning programs of study within their chosen degree curricula.
4. To provide enriched educational opportunities to students by expanding accessibility and delivery of courses.
5. To improve graduate education and promote growth by enhancing programs central to the University's mission and increasing the diversity of students.
6. To promote retention and graduation for undergraduate and graduate students.

Organized Research

1. To maintain and enhance the University's status as a major research institution.
2. To continue and improve University efforts to provide opportunities for undergraduate and graduate students to participate in research and creative activity.

Public Service

1. To provide quality educational and informative television programs and improve services provided to the community especially in rural areas.
2. To continue to stage excellent cultural and other nonathletic special events for various diverse constituents.

Academic Support

1. To manage the number of books and periodical subscriptions owned by the university libraries for increased accessibility.
2. To increase impact and attendance by positioning the Museum as a center for research and discovery around new art forms and ideas for students and the public, utilizing strategies of presenting high quality exhibitions at ASU and international venues, international artist residencies, educational events for broad audiences including classes taught in the Museum, and transdisciplinary collaborative projects on and off campus.
3. To provide students and faculty with the technological resources and services needed to support accomplishment of their academic goals.
4. To develop a cohesive integrated tiered reference/research support service.
5. To provide Library Services as an integral and essential component in the academic success of students and faculty.

Student Services

1. To promote the emotional and physical well-being of students by providing quality health care services.
2. To enhance the quality of students' educational experience by providing programs and services which promote involvement in university activities and enhance opportunities for future employment.
3. To provide services that enhance the likelihood of students' academic success.
4. To provide opportunities for men and women by developing and sustaining programs which help student athletes achieve success, both academically and athletically

Institutional Support

1. To provide efficient and comprehensive human resources programs and services to the university community in areas such as employment, training, employee relations, and other human resource activities.
2. To provide customer-focused, high quality facilities and services to enhance a safe and secure environment in support of the University's mission.
3. To maintain support for all telecommunications systems throughout the University.

**ASU Accomplishments/Highlights**

* Fall Enrollment 2021:
  + First-year on-campus enrollment is up 12% over the previous year--more than 14,350 students.
  + Over 77,000 students are taking classes in person across ASU’s campuses and other locations, compared with 74,000 last year — an increase of more than 4%.
  + About 57,000 students are taking classes through ASU Online, compared with about 52,500 last year — an increase of more than 8%.
  + Approximately 10,800 International students from 152 countries are enrolled in on-campus and online degree programs, compared with 8,600 last year, about a 25% increase.
  + Nearly 28,000 graduate students are enrolled in on-campus and online degree programs, compared with 24,700 last year — a 13.4% increase
* Since the start of the pandemic, ASU has mobilized resources to help the state and our communities combat the spread of COVID-19. More information can be found here <https://eoss.asu.edu/health/announcements/coronavirus/management>
* Times Higher Education ranked ASU in top 8% of universities worldwide (9/1/2021)
* #1 for the most innovative national university in the U.S. by U.S. World and News Report for seven consecutive years (2015 – 2021)

• Top 1% of institutions of higher education worldwide – Center for World University Rankings, 2020

• 29 top 10 graduate programs in the nation, including law, education, business, public affairs, fine arts and others – U.S. World and News Report 2021

• Top-producing university for elite scholars 10 consecutive years – Frank Office for National Scholarships Advisement

• Top 15 in the world for U.S. patents – U.S. National Academy of Inventors and Intellectual Property Owners Association, 2020

• Top 10% Athletics Academic Progress Rate, in the Pac-12, highest in ASU history – NCAA 2020

• #1 in the U.S. and #5 for advancing global impact (poverty, hunger, clean water, energy, and gender equity) – Times Higher Education, 2020

• Top 10 “Best Buy” public school – Fiske Guide to Colleges, 2021

• Named a “best college” with “one of the best journalism schools in the nation” – The Princeton Review, 2020

* Top 20 producer of Fulbright U.S. Student and Fulbright U.S. Scholar awards – Chronicle of Higher Education, 2020

• Top 20 university for undergraduate education – U.S. World and News Report 2021

• Top 10 nationally for best online undergraduate programs – U.S. World and News Report 2021

• Top 10 university for technology company hires – SHL, 2020

**ASU’S COMMITMENT TO RACIAL EQUITY AND SOCIAL JUSTICE**

In response to George Floyd’s death and the ongoing call for systemic racial equity, Arizona State University President Michael Crow issued a call to action on September 2, 2020. Arizona State University’s list of 25 actions to support Black students, faculty, and staff outlines a commitment to “enhancing diversity, growth, and opportunity for Black undergraduate and graduate students, faculty, and staff, while also expanding our academic offerings, community services, and collaborative relationships to the benefit of all underrepresented groups and individuals at ASU.” The action items include a historical study of race and discrimination at the university, establishing multicultural spaces on campus, and training of faculty and staff to address systemic bias in hiring. These steps are not comprehensive and will be updated as the University seeks effective and accountable measures in the fight for equality and social justice. More information on ASU’s commitment and ongoing efforts can be found at the LIFT (Listen, Invest, Facilitate, Teach) Initiative website: https://president.asu.edu/commitment.

ASU is deeply committed to positioning itself as one of the great new universities by seeking to build excellence, enhance access, and have an impact on our community, state, nation, and the world. In order for students learn from the broadest perspectives, ASU strives to ensure that faculty and staff reflect the intellectual, ethnic, and cultural diversity of our nation and world. The university engages in the advancement of knowledge with the most inclusive understanding possible of a range of issues facing the United States and the world.

ASU recognizes that race and gender historically have been markers of diversity in institutions of higher education. However, ASU believes that diversity includes additional categories such as socioeconomic background, religion, sexual orientation, gender identity, age, disability, veteran status, nationality, and intellectual perspective.

In response to Dr. Crow’s call to action, ASU Enterprise Partners (ASUF’s parent organization) announced several initiatives to create more equity and inclusion for our employees, as well as a forum for ongoing conversation to ensure all employees feel welcome. This includes resources and training to help all employees learn and be more aware of what constitutes racism and unconscious bias and a new working team focused on diversity, equity and inclusion.

**ASU Commitment to Sustainability**

Arizona State University is a model for sustainability operations and practices around the country and has made significant strides in several key areas. Through eight overarching sustainability goals – circular resources, climate positive, collaborative action, community success, food reconnection, optimized water, personal action, and resilience – ASU takes seriously its commitment in the fight against climate change. For more information on ASU’s sustainability commitment, go to <https://sustainability-innovation.asu.edu/campus>.

Since 2004, the University has been a global leader in sustainability efforts—creating the Julie Ann Wrigley Global Institute of Sustainability (GIOS), launching the first School of Sustainability in the U.S., and deploying the largest solar energy portfolio of any American university. ASU’s GIOS Board includes many of the world’s leading sustainability thought leaders, influencers, and investors. ASU also has the world’s largest faculty of sustainability scientists and scholars (550+) and annually achieves over $100 million in sustainability research expenditures.

**How ASU/ASUF Measures Impact**

ASU uses a variety of methods to measure its impact including student data and success (access, enrollment, retention, and graduation), faculty excellence, research expenditures, philanthropic funding raised, programming (from arts to zoology), and other efforts to benefit the university and the community.

ASUF supports ASU with private funds raised from individuals and organizations.  Impact is measured by dollars raised, number of new donors and total donors, gift value, size and performance of endowment, and the effectiveness and efficiency of operations.

**Target Population and Geographic Region Served**

ASU Foundation serves Arizona State University and its students, faculty, and staff. We also serve the larger Arizona community through outreach activities, such as children participating in ASU sponsored STEM education in K-12 school and after-school programs and disadvantaged people around the world through ASU global development projects such as Global Resolve and SolarSPELL.

ASU has greatly increased higher education access while more closely reflecting the demographics of Arizona in faculty, staff and student populations.

ASU’s student population from all four Metropolitan campuses and online for fall 2020 totaled 128,788. 37.4% of undergraduate and graduate students were male and 42.7% were female. The remaining 19.9% did not indicate a gender. Below is a breakdown ASU’s student population by ethnicity:

American Indian/Alaska Native 1.1%

Asian 6.4%

Black/African American 5.7%

Hispanic/Latino 22.4%

Native Hawaiian/Pacific Islander 0.3%

Two or more races 4.5%

White 50.4%

International 6.4%

Unspecified 2.8%

In the Fall 2020 for Campus Immersion ONLY, 33.1% of undergraduate students were Pell grant recipients; 31.9% were first generation students

The number of administrators for Campus Immersion ONLY are 110; faculty 4,919; Postdocs 746, staff 7,849, and graduate assistants 4,160.

1-Year Retention Rate (Fall 2019 cohort)………………………………….. 86.2%

4-Year Graduation Rate (Fall 2016 cohort)………………………………… 53.9%

6-Year Graduation Rate (Fall 2014 cohort)………………………………… 67.2%

According to College Factual (<https://www.collegefactual.com/colleges/arizona-state-university/student-life/diversity>), ASU (Tempe Campus) ranks “High Overall Diversity” in comparison to colleges and universities nationwide. The following provides diversity information regarding the Tempe campus.

* Above Average in Racial-Ethnic Diversity (both undergraduate and faculty)
* Male to Female Diversity is Above Average
* High Racial/Ethnic Diversity among Faculty
* Even Balance of Male & Female Teachers
* High Geographic Diversity Across the United States
* There is a large community of international students at Arizona State University - Tempe representing at least 133 countries.
* High Student Age Diversity

In addition to serving university students, faculty, and staff, several ASU centers, institutes, and schools serve the community through education, outreach, and volunteer services and programs. These reach people of all ages from different walks in life in Arizona and beyond. Because of the large number and dispersed nature of these activities, reliable data on persons served is unavailable; however, this number is estimated to be well over in the hundreds of thousands each year.

The University is located on four campuses in the Phoenix metropolitan area (Tempe, Downtown, Polytechnic, and West). ASU also has a campus located at Lake Havasu City, AZ and Los Angeles, CA. In addition to these campuses, ASU has a business and innovation center in Scottsdale, AZ; a policy institute in Washington, DC; and a center in Hawaii focused on conservation.

**Former names:** Arizona State University Foundation  
  
**When and why we changed our name:** The ASU Foundation formally changed its name in 2011 to the Arizona State University Foundation for a New American University. This name change reflects the foundation's commitment to advancing ASU not just as a world class university, but as a New American University that is dedicated to promoting excellence in its research and among its students, faculty and staff, increasing access to its educational resources and working with communities to positively impact social and economic development.

**Recent Leadership Changes:** On December 9, 2019, R.F. Rick Shangraw stepped down as CEO of ASU Enterprise Partners, ASU Foundation’s parent organization. He was replaced by Dan Dillon. Dillon’s previous position was Senior VP and Chief Marketing Officer for Arizona State University. His primary focus was to advance affinity for the University, which his team accomplished by enhancing the integrity of the ASU brand and implementing innovative and impactful marketing activities. Dillon is a seasoned executive with more than 25 years in domestic and global management roles in the highly competitive consumer packaged goods and restaurant industries.

**ASU/ASUF Response to COVID-19:** ASU is committed to an environment that supports student learning, health and wellness. The University has made significant investments in infrastructure that provide critical resources to manage COVID-19. In addition to reconfiguring classrooms and meeting spaces, ASU is providing on-demand COVID-19 testing for all students, staff, and faculty, as well as HealthCheck, a health status verification platform. ASU’s plan reflects current public health guidance (such as requiring face masks, social distancing, testing and contact tracing) and is subject to change. Consistent with efforts to meet learners where they are, ASU offers courses in a variety of learning environments to accommodate students’ needs depending on location or circumstance. This includes Immersion (on-campus, in-person, technology-enhanced learning), Sync (technology-enhanced and fully interactive remote learning using live lectures via Zoom) and iCourses (courses delivered entirely online). On August 20, 2020 ASU resumed on-campus, in-person classes. ASU’s detailed response to COVID-19 can be found at <https://www.asu.edu/about/fall-2020>. ASU Foundation follows Arizona State University’s guidance regarding the response to COVID-19 and has instituted additional measures to ensure the safety and wellbeing of employees, donors, volunteers, and visitors.

**FREQUENTLY REQUESTED FINANCIAL INFORMATION**

**FY22 Total Operating Budget**: $33,800,000

**FY21 Administrative Costs:** $10,499,096 [[2]](#endnote-3)

**FY21 Fundraising Costs:** $19,433,527 [[3]](#endnote-4)

**FY21 Assets Under Management:** $1,625,151,019**[[4]](#endnote-5)**

**FY21 Size of Endowment:** $1,257 million

**FY21 Revenue:** $337,435,181

**FY21 Expenses:** $148,448,920

**FY21 Change in Net Assets:** $188,986,261

**FY21 Surplus/Deficit:** $0

**Top 5 gifts (FY21)**:

$ 21,325,430 – Mastercard Foundation (Scholars Program)

$ 19,462,000 – Verizon (Innovative Learning Lab)

$ 10,026,419 – Charles Koch Foundation (Next Generation University)

$ 9,037,300 – Helios Foundation (Decision Center)

$ 7,015,610 – Bill & Melinda Gates Foundation (National Scale)

**Administrative Costs (Indirects) Language**Per the policies of ASU and ASU Foundation, budgets for charitable grants must include indirect costs at the maximum rate permitted by the granting organization. ASU Foundation will assess 5% and ASU will charge the remaining as recapture of facilities and administrative costs. The balance of indirects will be used by the university to defray the costs of administering the grant.

**EMPLOYESS/VOLUNTEERS/POPULATION SERVED (FY21)**

**Total number of employees**: 141

**Number of full-time employees**: 122

**Number of part-time employees**: 19

**Number of regular volunteers**: 235

**Total population/clients served**: 130,000+

**Top 5 highest paid employees (FY20)**:

Gretchen Buhlig

Kimberly Hopley

Sybil Francis

Patrick McDermott

Scott Nelson

**BOARD (as of 6/30/2021)**

**Number of board members:** 13 (+ 3 voting staff)

**Frequency of Board Meetings:** 3 annually

**Percentage of Board that Financially Supports Organization:** 100%

**Board Member Compensation:** No board members are compensated for service.

**Ethnic and gender diversity of board by percentage:** (7 out of 16) or 44%

**What is the role of the board?**

The directors establish policy and annual goals, oversee fiduciary responsibilities and business affairs, and oversee management of the endowment and investments.

For additional information contact Corporate and Foundation Relations

480-965-6248

1. From ASUF’s FY21 audited financials [↑](#endnote-ref-2)
2. Sometimes referred to by grantmakers as overhead, operational overhead, or operational expenses, administrative costs represent the amount of money spent by the foundation that does not go towards our programs. Expenses in the program service category include gifts and grants transferred to university accounts. [↑](#endnote-ref-3)
3. Fundraising expenses are the expenses incurred in soliciting cash and noncash contributions, gifts, and grants. Expenses in this category include all expenses, including allocable overhead costs, incurred in publicizing and conducting fundraising campaigns, and soliciting bequests and grants from individuals, foundations, other organizations. [↑](#endnote-ref-4)
4. From ASUF’s FY21 audited financials [↑](#endnote-ref-5)