



# 2020-2021 ANNUAL REPORT

## Our Social Media Followers



Facebook: **26,521**

Twitter: **14,034**

LinkedIn: **1,489**

Instagram: **7,661**

# 11,541

K-State license plates in Kansas, Texas and Maryland combined

# 97%

retention rate of plate holders



# 3,078

donors support our annual fund, Tradition Founders, contributing \$628,051



## WILDCAT DISCOUNTS

# \$23,292

saved by Association members through Wildcat Discounts

# \$550,000

Awarded in scholarships to 500 students

## A NOTE FROM THE PRESIDENT AND CEO

Dear friends,

As we continue to monitor developments in regards to the COVID-19 pandemic, I remain grateful for and impressed by the resilience, adaptability and perseverance shown by members of our K-State family throughout these unprecedented times.

The Association staff is pleased to support a mindful, safe and productive return to campus this fall and we continue to collaborate with our campus partners to ensure the success of our faculty, staff and students. We have resumed in-person events and we will maintain a virtual option, when possible. We encourage you to visit our website, [k-state.com](http://k-state.com), to keep informed about events in your area.

Despite the challenges faced this past year, we did experience many successes. We set an all-time high in contributions received for our annual fund, Tradition Founders. Additionally, while our spring awards programs were held virtually, we were not deterred from recognizing the amazing student leaders on campus.

Together, with your support, we found ways to encourage each other and advance Kansas State University. The Alumni Association's mission "to lead and inspire lifelong involvement that will benefit Kansas State University and all members of our Wildcat Community" still remains our guiding principle and we thank you for supporting us through these challenging times as we strive to continually achieve this goal.

Take care and Go 'Cats!

**Amy Button Renz '76, '86**  
**President and CEO**  
**K-State Alumni Association**

# ASSOCIATION BOARD OF DIRECTORS

Nabeeha Kazi Hutchins '96, Washington, D.C., chair  
 Candace Hart Duncan '75, Bethesda, Md., chair-elect  
 Kendal Frazier '73, Centennial, Colo., past chair

**Terms expire in 2022**

Frank Hernandez III '92, Houston, Texas  
 Debbie Leckron Miller '75, Council Grove, Kan.  
 Dr. Jeff Luty '89, Abilene, Kan.  
 Cmdr. Tim Oswald '93, Oak Harbor, Wash.

**Terms expire in 2023**

Chancy Montera Love '07, Denver, Colo.  
 Rich Macha '80, Rehoboth, Del.  
 Lori Francis Rogge '94, Leonardville, Kan.

Mike Simms '89, Kansas City, Mo.  
 Brent Wiedeman '97, '05, Colby, Kan.

**Terms expire in 2024**

Dr. Curt Coffman '90, Phoenix, Ariz.  
 Jeff Ellison '90, St. Joseph, Mo.  
 Jody Isch Lancaster '88, Ottawa, Kan.  
 Zach Maier '09, New York, N.Y.  
 Suze Brink Parker '81, '83, Overland Park, Kan.

**Terms expire in 2025**

Morgan Fisher '04, Arlington, Va.  
 Lydia Peele Kinkade '09, Overland Park, Kan.  
 Steve Lacy '76, '77, Des Moines, Iowa  
 John Niemann '93, Mount Hope, Kan.

Karen Wiley Works '76, Humbolt, Kan.

**Standing directors**

Richard Myers '65, Manhattan, Kan., K-State president  
 Carl Ice '79, Westlake, Texas, chairman, board of directors, KSU Foundation  
 Curt Frasier '73, Beloit, Kan., treasurer  
 Amy Button Renz '76, '86, Manhattan, Kan., secretary  
 Michael Dowd, Spring Hill, Kan., student body president  
 Megan Klug, Manhattan, Kan., Student Alumni Board president  
 Greg Willems, Manhattan, Kan., ex officio member, president and CEO, KSU Foundation

## FINANCIAL OVERVIEW

**current assets**

\$2,270,816

**investments**

\$15,650,906

**building & land**

\$7,429,273

**other assets**

\$123,985

**total assets**

\$25,474,981

**current liabilities**

\$493,340

**other liabilities**

\$1,269,221

**total liabilities**

\$1,762,561

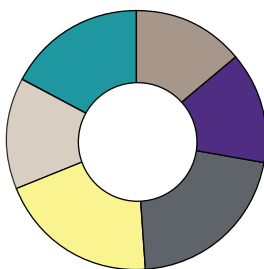
**total net assets**

\$23,712,420

**total unrestricted reserves**

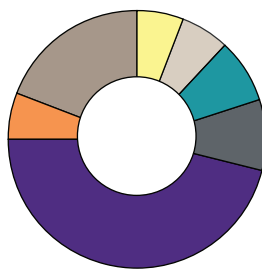
\$5,367,764

### Operating Expenses



- 14% - Management & general
- 14% - Stewardship programs & awards
- 14% - Membership, development & fundraising
- 17% - Alumni Center occupancy & depreciation
- 20% - Communications & data services
- 21% - Constituent programs & services

### Revenues



- 6% - Contributions, restricted
- 6% - Sales, commission & events
- 6% - University partnerships
- 8% - Membership dues
- 9% - Royalties
- 19% - Contributions, unrestricted
- 46% - Investment revenue (net)

## WHO BELONGS TO THE ALUMNI ASSOCIATION?

**MEMBER AFFILIATION**

Graduates	36,026
Students	394
Friends	3,562
<b>TOTAL</b>	<b>39,982</b>

**MEMBER BY LOCATION**

Kansas	23,871
Out of state	15,758
International	205
Lost	148
<b>TOTAL</b>	<b>39,982</b>

**MEMBER BY DECADE**

1920	4
1930	4
1940	178
1950	1,533
1960	3,963
1970	6,955
1980	5,391
1990	5,378
2000	4,179
2010	3,481
2020	4,960
Friends	3,562
Students	394
<b>TOTAL</b>	<b>39,982</b>

**ALL LIVING K-STATE GRADUATES**

Kansas	94,369
Out of state	93,523
International	5,970
No address	4,275
<b>TOTAL</b>	<b>198,137</b>

*\*As of 5/15/2021*

*Alumni Association mission: To lead and inspire lifelong involvement that will benefit Kansas State University and all members of our Wildcat Community.*