



## We appreciate you!

When we kicked off **Our Tomorrow: The Campaign for UNI** last fall, we couldn't have anticipated such an outpouring of support. Looking back on this phenomenal year, we are moved by the Panther family's generous spirit.

In fiscal year 2023, 9,402 donors supported UNI in record-breaking fashion, giving nearly \$58.4 million to scholarships, engaged learning, academic programs and our iconic spaces. Of those supporters, 2,170 were first-time donors to UNI. The 2022–2023 results were a 35% increase over the previous record of \$43.1 million in 2020–2021.

Because of you, we are closing in on our goal of raising \$250 million through this campaign. As of the fiscal year's end, we have surpassed \$230 million in giving through **Our Tomorrow**.

At the end of the day, this campaign is about more than numbers. It's about the stories of lives changed thanks to our incredible Panther family. We have already accomplished so much, and we are excited to see the impact the remainder of the campaign will have on UNI.

Thank you for all you do to build brighter futures for UNI students. We wish you and your family a wonderful holiday season. Go Panthers!



**Linda Cook, '89**  
Chair, UNI Foundation Board of Trustees  
President, Gilbert & Cook, Inc.



**Jim Jermier, '95, '09**  
Vice President for University Advancement,  
President of the UNI Foundation



## FOUR STRAIGHT YEARS OF HISTORIC IMPACT AT UNI

For the fourth year in a row, UNI alumni and friends came together with historic giving to support the students, staff, programs and spaces that make UNI such a vibrant community. The unprecedented \$58.4 million raised in fiscal year 2022–2023 will translate to a multigenerational impact on UNI students, their families and the broader community.

As we reflect on this incredible year, we are reminded that every gift to **Our Tomorrow** shows your commitment to the future of UNI and the greater Panther family. We hope this report demonstrates just how much we appreciate all you do to change lives at UNI. Thank you!

## 2022–2023 Highlights



### DONORS

**9,402**

Donors came together to make an impact on the future of UNI

- + **6,589** alumni
- + **2,371** friends
- + **479** corporations, including **91** matching gift companies
- + **146** donor-advised funds
- + **43** charitable foundations



### ENGAGEMENT

**12,115**

Alumni and friends attended UNI Alumni Association or UNI Foundation events

- + **1,903** donors raised **\$347,383** in just 24 hours on UNI's annual day of giving, #LivePurpleGiveGold
- + **2,170** first-time donors contributed to the campaign



### IMPACT

**\$9,871,182**

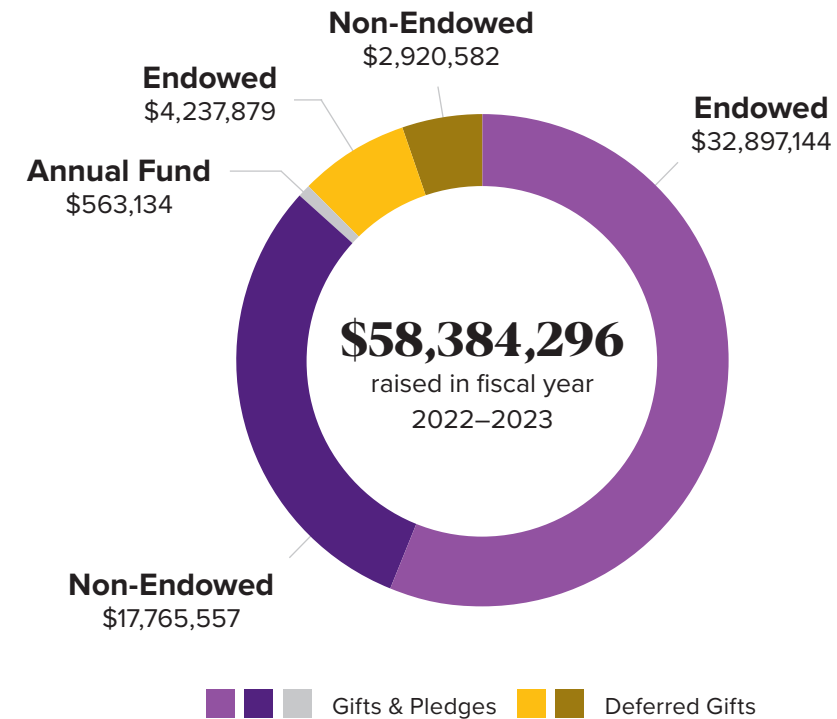
Direct support provided to help the university fulfill its mission

- + **\$6,859,570** in scholarships and other financial support given to students
- + **2,021** students received UNI Foundation-funded scholarships
- + **63** new program funds
- + **55** new scholarship funds

# FY23 by the Numbers

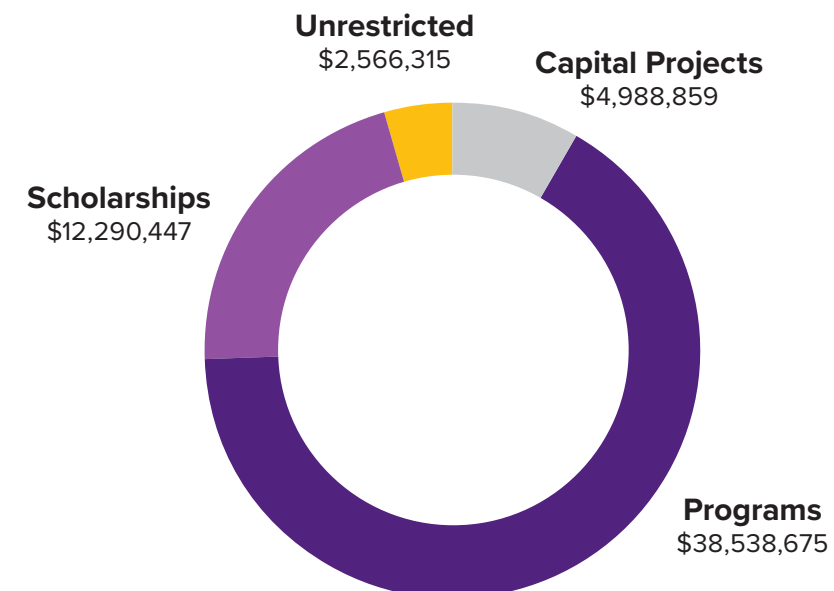
## Fundraising Results

Fiscal year ending June 30, 2023



## Fundraising by Gift Type

Fiscal year ending June 30, 2023



## DAY OF GIVING GAINS RECORD PARTICIPATION

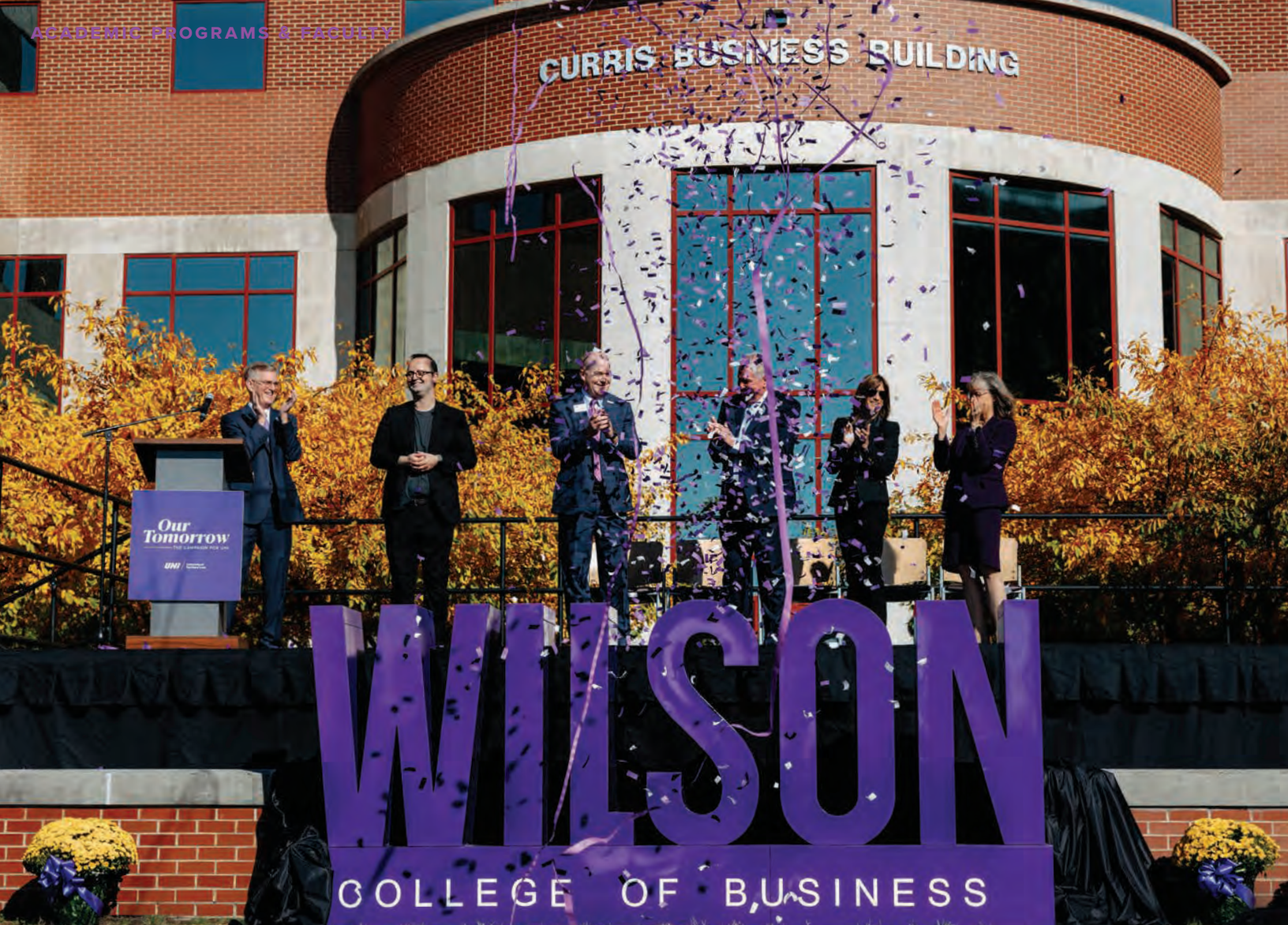
An incredible UNI Day of Giving, #LivePurpleGiveGold, saw record support from alumni, friends and donors. Total donors increased 72% from 2022 and total giving increased 27% from 2022.

- + **1,903** donors
- + Donors from **46** states
- + **\$347,383** raised to support students, faculty and academic programs

## Ending Our Tomorrow

The university endowment continues to be an area of strong performance and growth. During the 2022–2023 fiscal year, that growth resulted in:

- **\$37.1 million** fundraised for endowments
- **38** new endowments established
- **\$186 million** — university's total endowment



# Largest gift in UNI history establishes David W. Wilson College of Business

**DAVID WILSON REMINISCES ABOUT A YOUTH DEFINED BY** Midwestern values: working hard, being humble and doing right.

The Traer native, now 75, acknowledges growing up as the eldest of five children in a lower-middle class family was rarely easy, but his upbringing shaped who he would become. The sweltering summers mowing lawns and delivering the *Des Moines Register* and *Waterloo-Cedar Falls Courier* provided foundational lessons in salesmanship, the entrepreneurial mindset and the value of a dollar.

The journey 30 minutes north to enroll at the University of Northern Iowa would be similarly impactful. He credits the school, and the degree he earned in philosophy, with providing the well-rounded education and critical thinking skills that helped him become successful in business.

Now, after more than 40 years in the auto industry — rising from a “night-time mechanic” in a local dealership as a college student to eventually become chairman and CEO of Wilson Automotive, one of the country’s largest dealerships — Wilson is honoring the impact of his UNI education with a

historic gift to his alma mater.

The \$25 million gift to the College of Business will transform UNI’s renowned business school both in mission and in name, investing in strategic initiatives, faculty and students. It will establish the Wilson Endowment for Integrity and Excellence, advancing business ethics education and ensuring graduates continue to thrive and lead in a rapidly changing business landscape.

In honor of the investment, the largest single gift in UNI’s history, the college will henceforth be known as the David W. Wilson College of Business.

“I’ve had a wonderful life, a terrific career,” Wilson said. “This gift to UNI is made in the hope that this money will transform the university — transform the College of Business. I’m hoping this gift will ensure students will learn to do things the right way.”

“This is a historic moment for our campus. The Wilson College of Business will truly transform business education at UNI, taking our already premier business programs to new heights,” said UNI President Mark Nook. “We’re honored that UNI’s first named college will stand as a testament to David’s belief in the power of education and will provide resources for the university to foster innovation for the future.”

Leslie Wilson, dean of the College of Business, said David and his wife Holly’s gift symbolizes a new chapter for the college, building on its long tradition of excellence.

This most recent contribution expands on David’s previous support, which created the Wilson Chair in Business Ethics in 1999. For the past two decades, the faculty position has educated students about ethics and served as a resource on the topic for the community. The Wilson Chair will play an important role in the vision for the Wilson College of Business.

A portion of the gift also establishes the Wilson Scholars Fund, providing renewable scholarships for students from Tama County, which includes Traer. Wilson also worked with the UNI Foundation to structure his contribution as a challenge gift in hopes of spurring additional support for the university’s *Our Tomorrow* campaign.

“I believe in education,” David said. “If I can make it easier for students to pursue their education ... that will make me very happy.”



## THE NEXT CHAPTER OF UNI BUSINESS

“Current and future business leaders need to be equipped to confront the complexities of a domestic and global economy. They need the critical thinking skills that allow them to live their values and lead with integrity.”

The David W. Wilson College of Business will elevate ethics and integrity as a core component of who we are: through our mission, our curriculum and our brand.”



**Leslie Wilson**  
Dean, Wilson College of Business  
University of Northern Iowa



**VIDEO RECAP**  
Experience the historic gift announcement



Holly and David Wilson, '70

# Campus celebrates return of Campanile bells

**T**HE CAMPANILE NOW RINGS OUT WITH A NEWLY RESTORED SET OF BELLS, THANKS TO MORE than 600 donors to the historic renovation project.

Refurbished by The Verdin Company of Cincinnati, 46 bells returned to campus during the first week of May along with nine new bells, equipping the Campanile carillon with a vastly expanded musical range.

Throughout the week, Panther students, alumni and friends visited campus to get a once-in-a-lifetime photo with the bells before they were re-installed. The Campanile's first 14 bells were on the ground for the public to see up close, something that hasn't happened since the Campanile was originally built in 1926.

Many of the bells were dedicated to various groups, and all were encouraged to come get pictures with their bell: citizens of Cedar Falls, wartime heroes, teachers and others had bells on display.

Phase two of the project will concentrate on the Campanile Plaza, upgrading walkways and rejuvenating overgrown landscape with a new design that showcases the Campanile for all to enjoy.



UNI leadership gathered at the base of the Campanile to recreate a historic photo of the Campanile bells originally taken in 1926.



**VIDEO RECAP**

Relive the milestone moment for our campus icon



## UNI-DOME FUNDRAISING GAINS MOMENTUM

The campaign to build tomorrow's UNI-Dome has surpassed \$11 million raised thanks to leadership gifts from Panther alumni and friends in fiscal year 2023.



**"Our Tomorrow** is about the future. Through this campaign, we have the opportunity to reinforce the foundation of UNI for generations to come."

— Doug and Rosie Lindaman, '72



"Our generation has known the Dome from the time it was built. Now the next generation deserves to benefit from its expansion and renovation."

— Jim, '71 and Bonnie, '72 Raasch



## GBPAC BREAKS GROUND

In June 2023, Friends of the Gallagher Bluedorn and donors gathered outside the facility to celebrate the groundbreaking of a major renovation and expansion of the performing arts center.

The first phase of the \$14.9 million project, upgrading Catherine Cassidy Gallagher Great Hall seating, was completed by summer's end. The remainder of the project will elevate every aspect of the patron experience and continue the center's tradition of providing world-class performing arts for the community and the state of Iowa.

# Central Iowa organizations strengthen UNI@DMACC partnership

**A** THRIVING PARTNERSHIP BETWEEN UNI AND THE DES MOINES AREA COMMUNITY COLLEGE (DMACC) is creating innovative educational opportunities for Central Iowans thanks to generous contributions in the past year. Fueled by a \$350,000 legacy grant from the Altoona-based Prairie Meadows Racetrack & Casino, UNI@DMACC expanded both in-person and online degree programs to ensure greater access to higher education in Polk County.

The Des Moines-based EMC Insurance and Big Four accounting firm KPMG partnered with UNI on the launch of a new, innovative hybrid accounting program as a part of UNI@DMACC.

**“As a nonprofit organization, Prairie Meadows fulfills its purpose by giving back to organizations that support arts and culture, education, economic development and human services. We are excited to see the impact UNI@DMACC will have on our central Iowa community.”**



**Julie Stewart**  
Vice President of Community Relations, Prairie Meadows Racetrack & Casino

“This initiative perfectly aligns with our goals to address the shortage of accounting talent in the market and expand the experiences and diversity of the candidate pool,” added Sean Vicente, managing partner of KPMG’s Des Moines office.

UNI alums Mark and Jill Oman also announced a scholarship to support UNI@DMACC hybrid accounting students, expanding upon previous leadership investments that established UNI’s partnership with DMACC.

In 2023, UNI also announced an expansion of its master’s degree and advanced studies certificate in principalship to include a cohort specifically for Des Moines Public Schools, the largest public school district in the state. The innovative partnership, known as Purple Pathway for School Administrators, will help meet a large need for administrative positions in the district as well as include course content specially designed with the Des Moines Public Schools’ mission, vision and student needs in mind.

The program will include in-person instruction at the DMACC Urban Campus through UNI@DMACC.



## Floyds give back to UNI, fund over 90 scholarships

**M** EETING MORE THAN SIX DECADES AGO AT A UNI ORIENTATION SQUARE dance, Myrna, '63, and Gary, '62, Floyd have made it their mission to provide for future graduates of their alma mater.

The couple taught for a combined 64 years, believing their contribution was partial payback for the great education they received at UNI.

Together the Floyds have created funds that, through the years, have resulted in 94 scholarships and summer research fellowship awards for biology and science

education students. Their future support also calls for the creation of the Myrna and Gary Floyd Endowed Professorship in Plant Biology.

For their support of students and programs, they received the UNI Foundation’s first Presidential Philanthropy Award in 2012.

“To care about students is not a trivial thing,” said Gary. “You have to care that they learn and when your love for that develops, you revel in it ... UNI helped us develop that passion.”

**“With the help of this scholarship, students like me can focus more of our time on enriching experiences rather than strictly working just to afford college.”**



**Alison Peck**  
Recipient, Floyd Endowed Scholarship in Biology

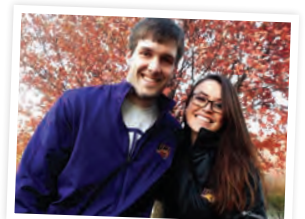
## Young alum creates scholarship

**H** EATHER KNAR IS THE FIRST TO ADMIT ESTABLISHING AN ENDED SCHOLARSHIP ISN'T ON EVERYONE'S “Under 30” checklist.

But as the first of her family to go to college, the 28-year-old said the scholarships she received while studying mathematics and applied economics at UNI opened worlds of possibilities for her. So much so that when Knar’s grandmother died and left an inheritance, Heather and Rob decided the time was right to make someone else’s dreams come true.

Rather than saving the money for a rainy day or donating later in life, the two worked with the UNI Foundation to create the HMK STEM Scholarship Endowment.

“Being able to see the good that it’ll bring throughout our lifetimes was something that was really attractive, and it motivated us to do it now instead of waiting,” Knar said.



# Expanding engaged learning through endowment incentive program

**A SPECIAL OUR TOMORROW ENDOWMENT INCENTIVE** program enabled donors to create lasting legacies with an immediate impact. UNI Foundation funds matched a portion of donor gifts to engaged learning programs, allowing newly established endowed funds to provide immediate resources while the endowment grows.

The incentive matched gifts benefiting a broad range of academic programs including music, teacher education and the natural sciences.

## Jonathon Thull Family and Friends Voice Endowment

Nancy Hagen, '86, created an endowment to honor her late husband through the Jonathon Thull Family and Friends Voice Endowment. Thull, who died in 2020, spent much of his career teaching voice at both Cornell College in Mount Vernon and the University of Northern Iowa, leaving behind an extended family of students who benefited from his teaching over the years.

Hagen said the fund will provide resources for the School of Music to use flexibly in support of engaged learning opportunities such as performances, auditions or for productions under the direction of a visiting artist.

A.J. Plummer, '09, is one of Thull's former students who supported the memorial fund. Throughout his time at UNI, Plummer spent countless hours in the studio with Thull learning about music, vocal performance and — perhaps most importantly — life.



**“I feel that Jonathon had so much more to give, and this is a way for the ripples to continue flowing forward. And we're able to do this at an institution where he really got to flex his creative muscles and be surrounded by really good people.”**

**Nancy Hagen, '86**  
Donor, Jonathon Thull Family and Friends Voice Endowment

“He really engaged all the different aspects of my brain and my interest and my love of music,” Plummer said. “There are some people who point to the brilliance all around us. And for me, Jonathon was one of those people.”

## Marie (Hays) Burke Endowment Fund for Excellence

Matching dollars from the **Our Tomorrow** incentive program helped 1961 Iowa State Teachers College graduate Marie Burke give back to support future UNI College of Education graduates. Burke, whose UNI education launched a 30-year career as a librarian, counselor and educator, said her time at UNI was a formative experience.

“If this fund enables somebody to have educational opportunities they wouldn't have been able to otherwise — I find that very rewarding,” Burke said.

## Rathmell Chemistry & Biology Endowed Undergraduate Research Fund

One way in which UNI sets itself apart is by facilitating opportunities for students to get hands-on, professional experiences — often from the outset of their first semester.

In the sciences, as well as other programs across campus, applied research gives students the chance to dive in and make discoveries alongside faculty and peer mentors.

Jeff and Kimryn Rathmell, both 1991 graduates, say that these foundational experiences shape and mold students in untold ways.

Before they became distinguished scholars and scientists themselves, the Rathmells too were undergraduates working away in the labs of McCollum Hall.

In November 2023, Kimryn was appointed as the next director of the National Cancer Institute. She is currently chair of the Department of Medicine at Vanderbilt University and has been recognized for incredible contributions to kidney cancer research.

The National Cancer Institute is the federal government's principal agency for cancer research and training. The NCI's mission is to lead, conduct and support cancer research across the nation to advance scientific knowledge and help people live longer, healthier lives.

“I definitely see myself in these students today,” she said.

Together, the Rathmells established a fund to provide stipends for students in biology and chemistry to participate in a summer-long research experience with faculty at UNI. Each of them benefited from summer research opportunities while they were undergraduates.

“Very few students, and this is true nationally and not just in Iowa, have had much exposure to real discovery science,” or conducting experiments

in a research-oriented lab setting, explained Jeff, who is a professor of pathology, microbiology and immunology and director of the Vanderbilt Center for Immunobiology.

“Giving students that opportunity to see what it's like — it's going to help them no matter what they do and giving them that opportunity early on can open doors,” he added.

## ENDOWMENT INCENTIVE

The **Our Tomorrow** Endowment Incentive program increased the impact of newly formed endowments by matching a portion of the donor's pledged gift and providing immediate resources while the endowment grows.

Over the past two academic years, the endowment incentive supported:

**+ 46 new endowment funds**

**+ \$2.7 million in total endowment funding**



## Dedication celebrates the expansion of Irvine Prairie

**L**AST JUNE, THE UNIVERSITY OF NORTHERN IOWA CELEBRATED the expansion of Irvine Prairie near Dysart. The occasion included representatives from UNI, the Tallgrass Prairie Center and the Iowa Natural Heritage Foundation. Thanks to a generous gift from Dysart resident Cathy Irvine, the prairie will increase from 77 acres to nearly 300 acres.

Tallgrass prairie is Iowa's original ecosystem, and the Tallgrass Prairie Center at UNI is on a mission to restore it throughout the state. When the restoration of Irvine Prairie is completed in 2029, it will be one of the largest tracts of restored prairie in eastern Iowa.

"We are truly grateful to Cathy Irvine and this land — a living, learning, breathing lab ... a special place that invites exploration, curiosity, peace

and appreciation for nature," said President Mark Nook.

Not only does Irvine Prairie provide a habitat for pollinators and beauty for all to enjoy, it also provides opportunities to test advanced techniques in prairie restoration and management. Students and faculty can get hands-on experience working with the prairie.

"It's a place for all ages to learn about Iowa's rich prairie heritage and appreciate the benefits provided by prairie," said Nook.

Irvine donated the first portion of her late husband David's family farm in 2018. Since then, the Tallgrass Prairie Center has introduced over 100 species of native prairie plants using the most genetically diverse and regionally appropriate seed sources



*Lennox Lasley, a member of the Ho-Chunk Nation of Wisconsin, performs a ceremonial prairie chicken dance at Irvine Prairie as part of the preserve's dedication event.*

available and closely matching species with soil moisture conditions.

At the dedication, guests had a chance to tour the prairie in progress and get a preview of what the land will look like once it's been completely restored.

## Making a difference: Rich and Dee James support gerontology faculty

**F**OR MORE THAN 50 YEARS, RICH AND DEE JAMES HAVE MADE IT their mission to support others through their alma mater. From the UNI-Dome campaign back in the early 1970s to their most recent gift to support gerontology faculty, the couple says they have always given their time, talent and treasure in order to make a difference.

"Both of us were raised in families that encouraged philanthropy," Dee explained. "The community gives to you, and then you give back ... we felt UNI gave us a good education to encourage our success, so we needed to do what we could to help others."

After attending a presentation by Elaine Eshbaugh, Adele Whitenack Davis Professor of Gerontology and head of the program, Dee felt compelled to support her work.

"We were just so impressed with Elaine's knowledge and her vision for the program," Dee said. "The need for expert professionals in the range

of elder care fields is growing rapidly, and we need to support people like Elaine who are providing leadership in this area."

The state of Iowa, and the nation, is facing an extreme shortage of caregivers to provide for a growing aging population. UNI has been at the forefront of addressing the elder care workforce crisis as home to Iowa's sole undergraduate gerontology program as well as the nation's only dementia simulation house training experience.

The James' gift will provide greater resources to support faculty teaching, research and service in the field of aging.

"It takes resources to put the right people in place to lead and expand these important programs like gerontology," Rich said. "It's a chance for UNI to highlight its faculty expertise ... to become a leader in this area and to continue to make an impact."



### WHOLE-PERSON LEARNING

UNI's Social and Emotional Learning Conference returned in the spring of 2023 to provide faculty, students and practicing professionals the opportunity to deepen their knowledge of social and emotional learning competencies, trauma-sensitive practices and self-regulatory behaviors.

Two keynote speakers and a featured children's book author were part of more than 20 presentations and breakout sessions at the all-day conference on campus.

Social and emotional learning, and its connection to behavioral health, is an area that has taken on greater significance in the post-COVID education landscape. It encompasses a "whole person" outlook as part of learning in the classroom. The Iowa Department of Education supports five competencies for social and emotional learning in K-12 classrooms: self-awareness, self-management, social awareness, responsible decision making and relationship skills.

The conference was sponsored by the College of Education and donor support to the UNI Foundation.





Hetrick Hosta Garden  
In Memory of  
Barbara Hetrick Ph.D  
UNI Biology Department Head  
1994-2007

## HETRICK HOSTA GARDEN HONORS LATE PROFESSOR

A gift to the UNI Botanical Center remembers Barbara Hetrick, Ph.D., a longtime member of the Department of Biology. Hetrick served as department head from 1994 to 2007, overseeing a dramatic period of growth that included a major expansion of McCollum Science Hall and the Botanical Center. This garden, located on the west side of the Botanical Center, has been maintained over the years exclusively with the perennials donated by Barb during her lifetime.

The Hetrick family's contribution of a new bench and funds for upkeep of the Hetrick Hosta Garden will ensure it remains a quiet place for relaxation and reflection for all to enjoy.

"The outdoor garden spaces surrounding the Botanical Center are an extension of the biology classroom, where plantings are designed and maintained by Center staff specifically for both classroom use and the aesthetic enhancement of central campus," said Theresa Spradling, professor and head of the Department of Biology. "The Hetrick family's gift provides UNI students, faculty and staff a peaceful place to continue to experience the Botanical Center's diverse outdoor plant collection for decades to come."

**Our  
Tomorrow**  
THE CAMPAIGN FOR UNI

**UNI** / University of Northern Iowa  
Foundation

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