

# ENDOWMENT REPORT

2021

NKU NORTHERN  
KENTUCKY  
UNIVERSITY  
FOUNDATION

The mission of Northern Kentucky University is to deliver innovative, student-centered education and engage in impactful scholarly and creative endeavors. NKU's devoted supporters enrich this mission and empower our graduates to attain fulfilling careers and create meaningful lives while contributing to the overall vitality of our region.

In considering the many ways to support Northern Kentucky University, the decision to invest in our endowment sustains the development of NKU's campus, the academic achievements of our students and the acquisition of distinguished faculty. Endowed gifts establish support for today while ensuring NKU continues to rise to new heights for years to come.

The generosity of our endowment donors provides a firm foundation upon which NKU can build a diverse and driven student body and work to be a more inclusive and vibrant community. By drawing together people and perspectives that aim to make a difference, we can form the next generation of passionate leaders and problem-solvers.



**367**  
**INDIVIDUAL FUNDS**  
MAKE UP THE NKU FOUNDATION  
ENDOWMENT

**\$4,376,710**  
**PROVIDED BY THE**  
**NKU FOUNDATION**  
**ENDOWMENT**  
FOR YEAR ENDED JUNE 30, 2021

## IMPACT STORIES

Behind every gift is a meaningful and inspiring story. The annual NKU Foundation endowment report spotlights hand-selected features of students and donors fueled by NKU's tradition of giving. The generosity of our donors has a lasting and direct impact on the lives of students and the prosperity of NKU's campus. Thank you for your dedication to NKU's mission, community and the region beyond.

### STUDENT IMPACT: LAUREN GOODWIN 2020-2021 NKU FOUNDATION STUDENT LEADERSHIP AWARD WINNER

To say that Lauren Goodwin is an outstanding student is an understatement. Over the past four years, her achievements are a trifecta featuring academic success, on-campus leadership and advocacy for her peers. Lauren is honored to have her work, often conducted behind the scenes, recognized by the NKU Foundation Student Leadership Award.

"I tend to like to work in the background ... I like to do things and don't necessarily care about getting



LAUREN GOODWIN

the recognition for it ... receiving it [NKU Foundation Student Leadership Award] was cool, and it humbled me knowing that people appreciated what I was doing."

Graduating with her bachelor's degree in May 2021, this criminal justice major is not leaving NKU just yet. Lauren is continuing her education by pursuing her Juris Doctor degree at Chase College of Law. It is not surprising that Lauren has decided to stay at NKU to further her education. Since the beginning of her undergraduate career, she has had steadfast involvement in the NKU community.

"It hurt to think about walking away from NKU and continuing my education somewhere else ... this place has become my home, and these people are my family."

Lauren's resume includes on-campus jobs and leadership positions in the Women's Soccer Club and the

**\$3,182,000**  
**PAID FOR STUDENT**  
**FINANCIAL AID**  
FOR YEAR ENDED JUNE 30, 2021

Northern Kentucky Leadership Institute. During 2020, a relentless year, she served as the President of NKU's Student Government Association, the Student Regent to the university's Board of Regents and the student representative on the COVID-19 Preparedness Team.

Getting and staying involved on campus is something Lauren believes is crucial to creating a robust college experience and not just earning a degree. "Your time at NKU is going to be what you make it," she says.

Lauren shares that through her own experience, she noticed that additional involvement opportunities arose through conversations with peers and on-campus activities. Lauren states, "How do we balance making sure students of all backgrounds know what resources exist? Because until you're plugged in at NKU, you don't know about all the great things offered. Once you are plugged in, the opportunities to get involved kind of snowball from there."

As a low-income and Pell-eligible student, getting financial aid was always a big deal for Lauren. "Without those scholarships and on-campus jobs, I don't know how I would have been able to pay for it [tuition] ... getting any aid helped me maintain my academic success ... without those [scholarships] I wouldn't have had time to be as involved as I was," she says.

### DONOR IMPACT: ZALLA FAMILY

When listening to Sheila and Mary Zalla speak about their late son and brother, Michael Francis Zalla, it is clear that the admiration they have for him is immeasurable. "He was an incredible young man, and I wish everyone could have known him," says Sheila. In 1986, Michael tragically lost his life in an automobile accident. Preceding his death, he was an engaged and inquisitive honors student at Northern Kentucky University.

When Michael graduated high school from the much smaller Covington Latin School, Mary recounts that making the switch to NKU opened a whole new world of people and perspectives for him. Michael was known to be a brilliant and friendly young man to whom people gravitated.

These friendships and connections at NKU complemented Michael's ambitious nature and desire to get involved on and off-campus. "Michael threw himself into the world of NKU and the experiences it had to offer," says Mary.

After Michael's accident, Marty Zalla, Michael's father, suggested

creating a way to remember and honor him. This desire led the family to establish the Michael Francis Zalla Memorial Foundation. Since the Foundation's creation in 1987, the Zalla family has supported various organizations and causes, including their status as long-time donors to Honors initiatives at NKU. Most recently, they established a scholarship for students in the Honors College. During Michael's college career, he was among some of the first members to join what was then the NKU Honors Club.

Michael created strong bonds with his peers in this program, and the program's mission is something the Zalla family wholeheartedly supports. "It's great how it transformed from a program into an institutionalized college ... I believe it recognizes the excellence across every discipline ... encouraging inclusivity of its members and adding diversity of study within their fields," says Mary.

The Zalla family recently met the inaugural recipients of the Michael Francis Zalla Honors Scholarship. This experience was gratifying for the Zalla family. Sheila divulged just how impressed she was by the scholarship recipients, "It's all about these kids. I'm just so amazed by them. They are all serious students that carry themselves with poise."

**NKU**  
**FOUNDATION**  
**ENDOWMENTS**  
**PROVIDE**  
**FUNDING FOR:**

**ACADEMIC**  
**SUPPORT**

**INSTRUCTION**

**PUBLIC**  
**SERVICE**

**RESEARCH**

**STUDENT**  
**FINANCIAL**  
**AID**

**UNIVERSITY**  
**FACILITIES**  
**AND**  
**EQUIPMENT**

**\$710,000**  
**FACULTY SUPPORT**  
FOR YEAR ENDED JUNE 30, 2021



ZALLA FAMILY WITH MICHAEL FRANCIS ZALLA HONORS  
SCHOLARSHIP RECIPIENTS

The Zalla family encourages anyone considering investing in an endowment or scholarship in education to go for it, "It's all about enriching the lives of young adults... you're giving to the students and their educators which is so important and fulfilling," Sheila says. Mary emphasizes the rewards of investing in NKU specifically, "I think NKU is such a unique place to invest for many reasons. First, it is still so young and innovative. But also, because NKU is so affordable, more students can feel the impact of your giving."

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**DONOR IMPACT:  
DR. LAURA TRICE AND  
DR. LARRY GIESMANN**

In the late 1980s, and as a non-traditional student, naysayers were eager to deter Dr. Laura Trice from pursuing medical school. But when Laura first spoke to Dr. Larry Giesmann, NKU's pre-med advisor at the time, she heard something different. Laura recalls, "Working full-time and as a mother of three children, he did not turn me away. In fact, he said, 'Show us what you can do!'" This encouragement gave Laura the assurance she needed.

Fast-forward to the current day, Laura is the Palliative Care Medical Director for St. Elizabeth Healthcare and has been married to Larry for over 23 years. The pair still profoundly admire the community at NKU and emphasize the importance of faculty members' influence on their students. "At first, I didn't realize the kind of impact a faculty member could have on the life of a student ... it's amazing how you can help people choose what they want to do for the rest of their life," says Larry.

Combining their value of education with the realization that they could positively impact the lives of students interested in

pre-med studies or biological sciences, in 2016, the couple established the newly titled Larry Giesmann Biology Scholarship. This scholarship supports students who have declared biological sciences as their major.

This dynamic duo is passionate about more than just the sciences. An additional area on campus that they support is NKU athletics. In 2015, they established the Larry Giesmann and Laura Trice Endowed Scholarship. This gift provides an undergraduate scholarship for a student-athlete competing on the intercollegiate men's cross country team at NKU.

This particular investment is near and dear to the hearts of Larry and Laura for a few key reasons. To begin, Larry developed a love for cross country running in his youth and became quite successful. In addition to Larry's experience, all of their children also ran cross country, forming a family bond over the sport. Regarding NKU's program, Laura shares, "NKU has an amazing team, and we attend their meets when we can. Cross country isn't a high-visibility sport like men's basketball, and we believe our scholarship helps shine a light."



**DR. LAURA TRICE AND  
DR. LARRY GIESMANN**

Interacting with the recipients of their giving is always a rewarding experience. Larry notes that these students often tell him how he and Laura changed their life and he always responds by saying, "No, you changed your life. We didn't do anything but encourage you to do it."

**\$131.2**  
**MILLION**  
**ENDOWMENT POOL**  
**MARKET VALUE**  
AS OF JUNE 30, 2021

**\$152,385,000**  
**IN TOTAL ASSETS**  
AS OF JUNE 30, 2021

**ABOUT THE NKU FOUNDATION**

**Our Mission**

Our mission is to secure, invest, steward and distribute private resources in support of Northern Kentucky University, to advocate for the University's best interests and to build lasting relationships with alumni and friends.

**Our Vision**

The NKU Foundation will be the most impactful foundation of all regional public university foundations.