



THE LEAD BY EXAMPLE CAMPAIGN
A PRESENTATION FOR THE FACULTY SENATE
Texas A&M University

Virtual Meeting via Zoom
Monday, April 12, 2021

LEAD *by* EXAMPLE CAMPAIGN: AN OVERVIEW

Jan. 1, 2012 to Dec. 31, 2020

Lead by Example Campaign Overview

- Thank YOU for all you do for higher education! We exist to serve Texas A&M ... and can't thank the faculty and staff for your efforts to help create a brighter future.
- Raised **\$4.25 billion** for Texas A&M University students, faculty, and programs
- A **nine-year campaign** from Jan. 1, 2012 to Dec. 31, 2020
- Publicly launched in **November 2015** with just over **\$1.675 billion** committed
- A **joint fundraising effort** between the university and its affiliated fundraising organizations
- The largest fundraising endeavor **ever undertaken** in Texas
- Faculty and staff contributed **over \$62M** towards the campaign goal in real estate, planned gifts, stock transfers, and other gifts.

The Affiliated Organizations for Texas A&M University

Five affiliated entities

Independent with own board of directors/trustees

Each add value in their own way for Texas A&M University



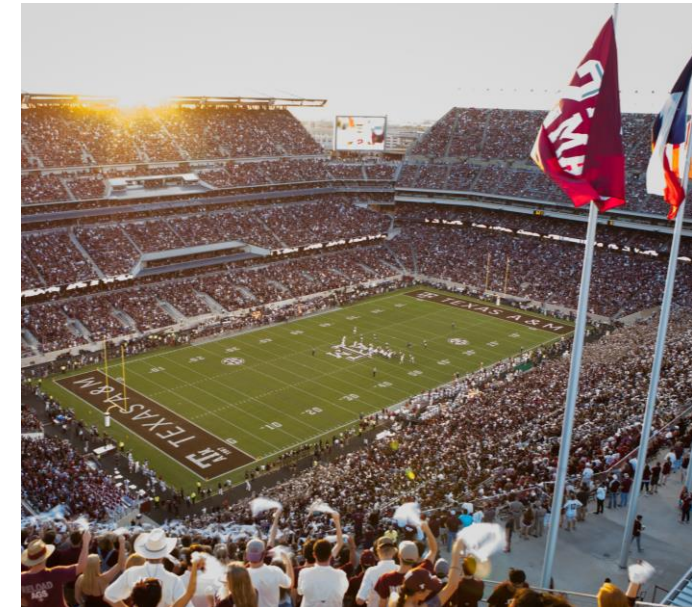
The Association of Former Students

- Founded in 1897 as TAMU's alumni organization.
- **Mission:** The Association of Former Students raises the university's **Annual Fund**, which supports current and former student activities, academics and traditions, as well as faculty enrichment and awards.
- Donors can give **unrestricted gifts of any size** to The Association.
- Strengthens the Aggie Network through A&M Clubs, Class Agents and Traveling Aggies trips.
- Oversees the Aggie Ring program and the TAMU Distinguished Alumni Awards.
- Provides approximately \$10M-15M annually in the form of operations and program support to include approximately **\$4M-\$6M in unrestricted funds** to the university.
- **\$143M towards the \$4B *Lead by Example* campaign.**



12th Man Foundation

- Founded in 1950.
- **Mission:** The 12th Man Foundation **enhances Texas A&M's athletic success** by funding scholarships, programs and facilities in support of championship athletics.
- Receives substantial funding from athletic ticket sales, but also raises endowed gifts to support athletics programs in perpetuity.
- 53% of TAMU Athletics programs are funded by 12th Man donations.
- 75% of 625 student athletes receive financial aid from 12th Man donors.
 - *1922 Fund is an effort to endow scholarships for all student athletes.*
- Oversees the E. King Gill Award.
- \$41M in Annual season ticket sales donations, \$15.6M in major gifts or other Athletic philanthropic support in 2020.
- **\$698M towards the *Lead by Example* campaign.**



Texas Aggie Corps of Cadets Association

- Founded in 1993, it is a membership-based nonprofit.
- **Mission:** The Corps of Cadets Association **promotes, preserves and perpetuates the Texas A&M Corps of Cadets** by supporting former, current and future cadets.
- Annual fund model of funding focused on the Cadet experience.
- Provides support to cadets and helps fund:
 - *Freshmen Orientation Week*
 - *11 Corps Athletic Teams*
 - *Fish Drill Team*
 - *Aggie Band*
 - *Parsons Mounted Cavalry*
 - *Cadet recruiting*
- Hosts Rally to the Guidons, Hall of Honor Gala and Senior Dining Out, a formal military-style banquet for graduating cadets.
- **\$8M towards *Lead by Example* campaign.**



TEXAS AGGIE
CORPS of CADETS
ASSOCIATION

George & Barbara Bush Foundation

- **Mission:** The George & Barbara Bush Foundation is **dedicated to preserving the historic legacies of President and Mrs. Bush** by supporting and promoting education and service-oriented programs at the George H.W. Bush Presidential Library and Museum and The Bush School of Government and Public Service.
- Annual Funding and project-based model of philanthropy.
 - *HMX1- and 4141 Locomotive current large projects underway*
- Provides approximately \$1M a year to support the Bush School of Government and Public Service and approximately \$1M a year to support the Bush Presidential Library.
- **\$28M towards the *Lead by Example* campaign.**



George & Barbara
BUSH FOUNDATION

Texas A&M Foundation

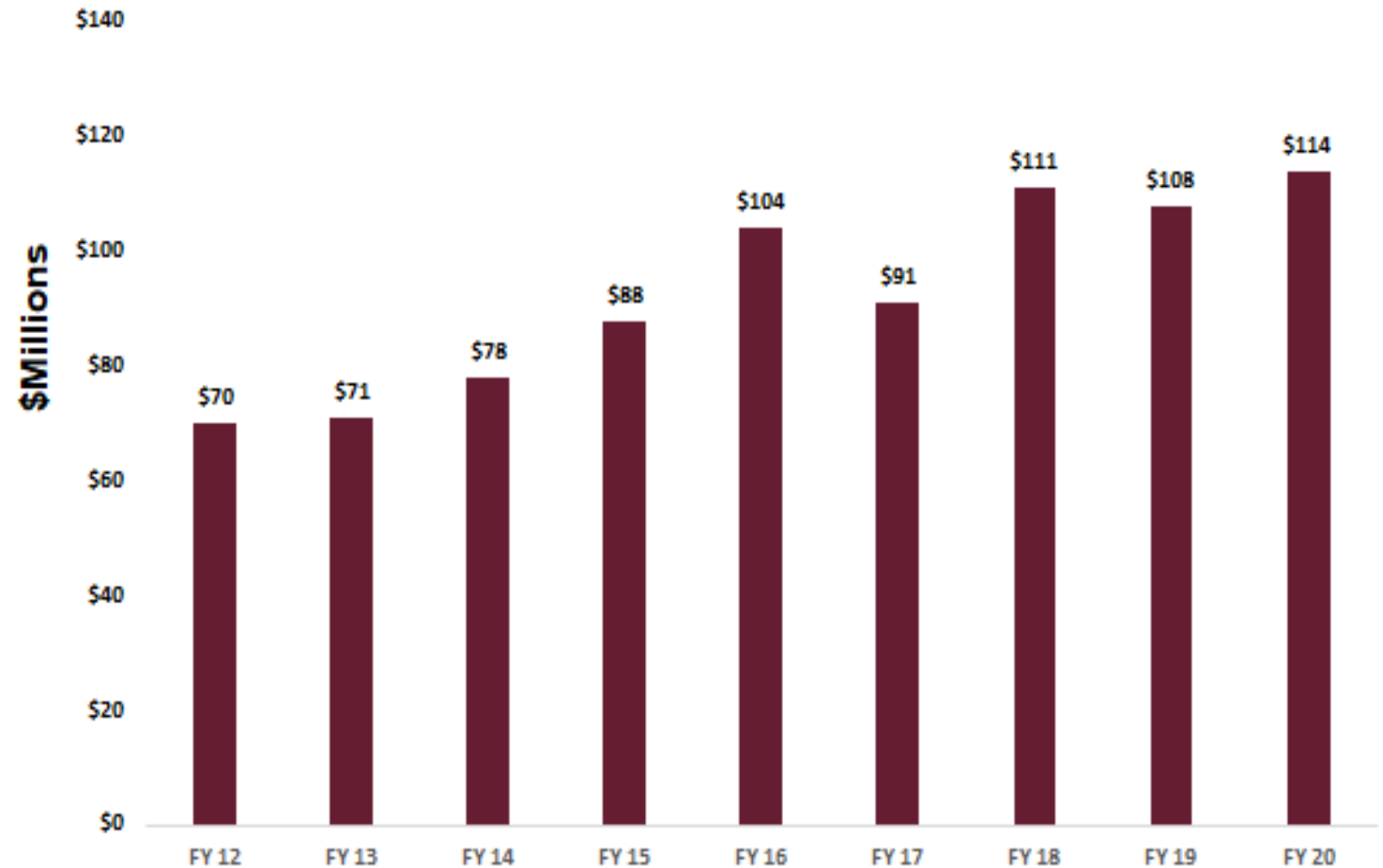
- Founded in 1953, current team numbers ~180.
- **Mission:** The Texas A&M Foundation **builds a brighter future** for Texas A&M University, one relationship at a time.
- **Vision:** To be among the **most trusted philanthropies** in higher education.
- Focuses on raising major endowed gifts for the university (\$25K+).
- More than \$2.7B in assets under management for TAMU.
- Donors give **directed gifts** to fund student scholarships, faculty chairs/research, capital construction, and student activities/traditions.
- Made **\$114.1 million available to TAMU in FY20**.
- **Oversee the Sterling C. Evans Medal and the Partner in Philanthropy Award as well as the President's Endowed Scholarship, Endowed Opportunity Award and the Foundation Excellence Award.**
- Maroon Coats are student ambassadors of the Foundation.
- Manage the Long-Term Investment Pool (LTIP) currently valued at over **\$2.27B**
- **\$2.6B in philanthropy towards *Lead by Example* campaign.**



Texas A&M Foundation

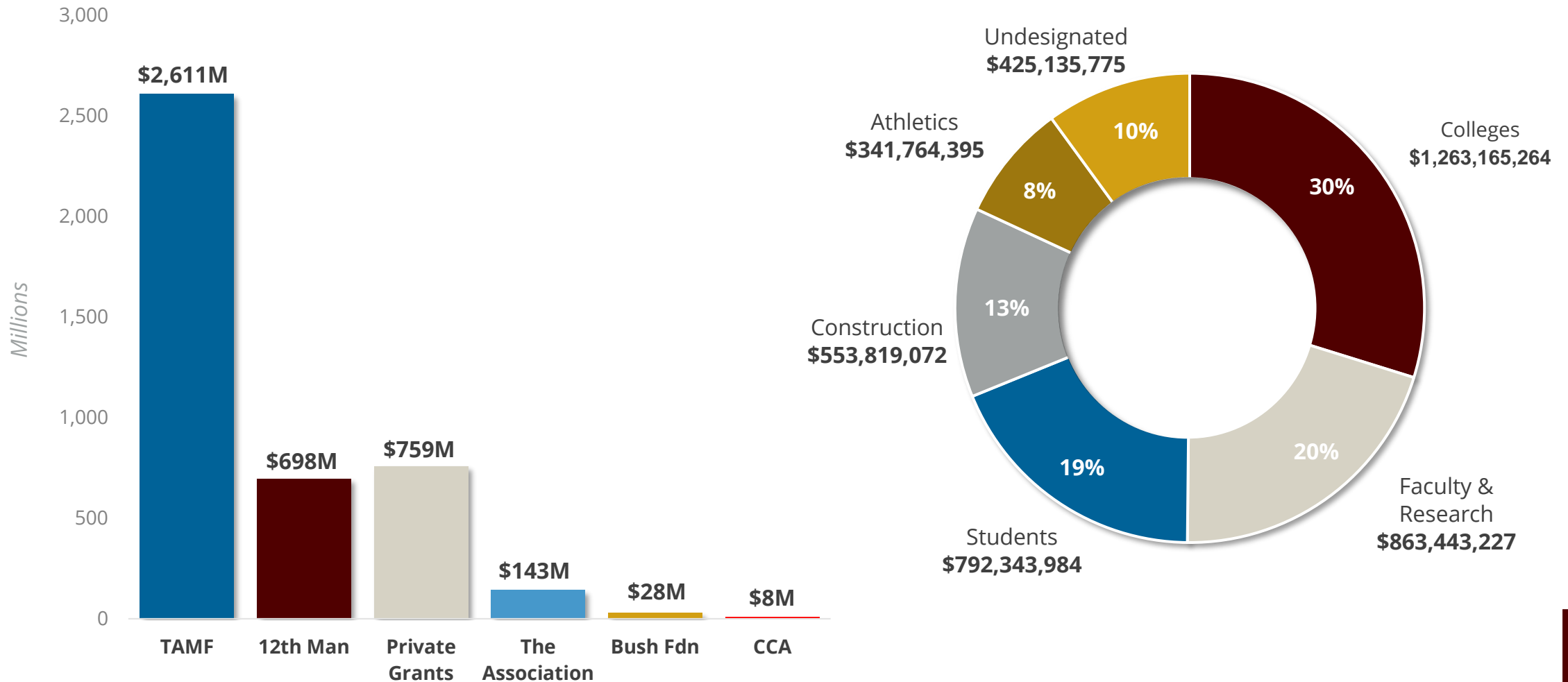
Philanthropic (Investment Returns + Passthrough Gifts) Outcomes of Significance

- The Texas A&M Foundation provided over **\$114 million** to Texas A&M in 2020.
- The Texas A&M Foundation has an average 20-year investment rate of return of **7.5%** (as of 12/31/20).
- The Foundation has an average cost of **13.5 cents** for every dollar raised during the past 5 years.
Best in class.

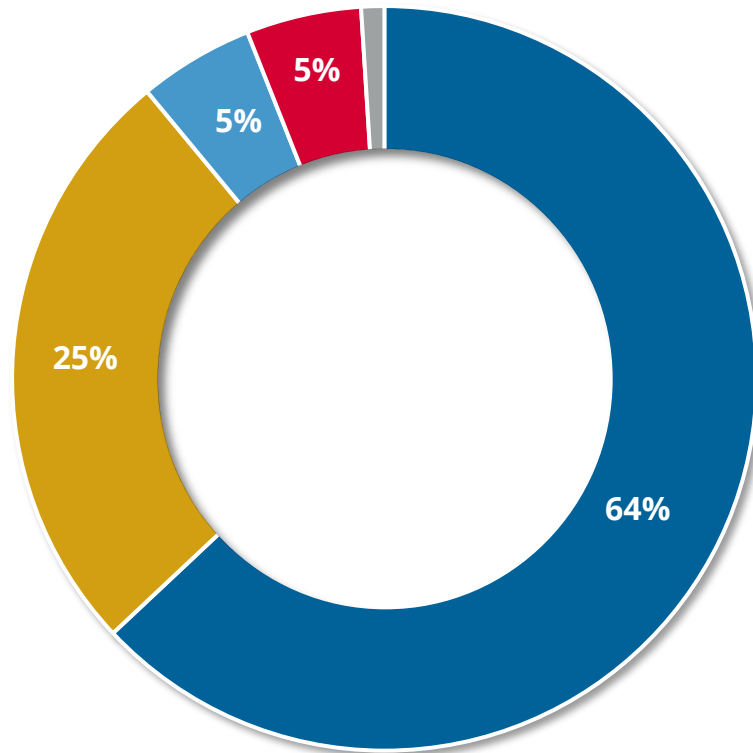


Campaign Gift Total by Affiliates and Gift Use

JAN. 1, 2012 – DEC. 31, 2020



Who Gave to the Campaign?



64% Former Students

25% Friends

5% Corporations

5% Organizations

1% Private, Family & Other Foundations

New Endowments

- **3,364** new endowments were created during the campaign
 - **2,677** scholarships and graduate fellowships
 - **127** faculty chairs, professorships and fellowships
 - **560** other endowments*

**Includes those supporting student organizations, college-based programs and excellence funds, study abroad initiatives and the university libraries, among others.*



Scholarship Support

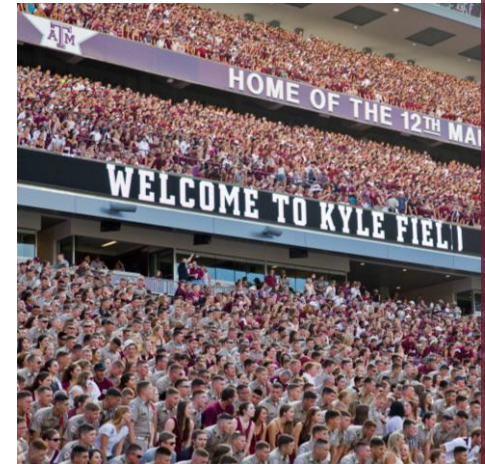
- Donors funded **4,499 scholarships**—**2,677** of which are endowed.
- Currently philanthropy supports over 9,250 students every semester at Texas A&M University.
- Endowed Scholarship Breakdown:
 - 1,575 College/Department-Specific Scholarships
 - 627 Corps of Cadets Scholarships
 - 133 Endowed Opportunity Awards
 - 103 President's Endowed Scholarships
 - 93 Graduate Fellowships
 - 522 Foundation Excellence Awards
 - 49 Study Abroad Scholarships
 - 28 Regents' Scholarships
 - 14 Southerland Aggie Leader Scholarships



Major Campaign Accomplishments

Construction

- Davis Diamond
- Dentistry Clinic and Education Building (Dallas)
- E.B. Cushing Stadium
- Francis Hall renovation
- Haynes Ring renovation
- John D. White '70 – Robert L. Walker '58 Music Activities Center
- Kyle Field renovation
- The Leach Teaching Gardens
- McAllen Campus
- Memorial Student Center renovation
- Quad Renovation, complete with four new Leadership Learning Centers
- Thomas G. Hildebrand, DVM '56 Equine Complex
- Zachry Engineering Education Complex



Major Campaign Accomplishments

Academic Programs

- 44 Farms International Beef Cattle Academy
- Aggie ACHIEVE Program
- Albritton Center for Grand Strategy – Bush School
- Brockman Scholars Program
- Dean's Choice Scholar in Mays Business School – Brockman Foundation
- Don and Ellie Knauss Veteran Resource & Support Center
- EnMed (Engineering Medicine) Program
- Hagler Institute for Advanced Study
- Halliburton Engineering Global Program
- Haynes Scholars
- James Benjamin Department of Accounting
- J. Mike Walker '66 Department of Mechanical Engineering
- Keyes Family real estate gift for the College of Veterinary Medicine & Biomedical Sciences
- McFerrin Center for Entrepreneurship
- Norman Borlaug Endowed Research Scholars Program
- Petroleum Ventures Program
- Reynolds and Reynolds Entrepreneurship Bootcamp for Veterans
- Reynolds and Reynolds Sales Leadership Institute
- Science Leadership Scholars Program
- Washington D.C. Teaching Site for the Bush School of Government and Public Service
- Wm Michael Barnes '64 Department of Industrial & Systems Engineering
- Zachry Leadership Program




Now what? Post Campaign for The Texas A&M Foundation?

To be among **THE MOST TRUSTED** philanthropies in higher education.
Building a brighter future for Texas A&M, one relationship at a time.

TAMF Strategic Alignment Framework and our three focus areas:

- Our **Team** members
- Our **Donors**
- Our **University** Partners, includes affiliates
 - ***To be the "Amazon of philanthropies"***
 - *Amazon knows what we are buying, when we are buying it, and makes it easy to buy...*
 - *Leverage technology and data to unleash our full potential and make the largest impact*
 - ***Donor Centric Mindset – show the return on philanthropic investment***
 - *Intrinsic and extrinsic value varies by donor*
 - *Stewardship and engagement matter*



The Texas A&M Foundation builds a brighter future
for Texas A&M University, one relationship at a time.
We aspire to be among the most trusted
philanthropies in higher education.

