



TEXAS A&M FOUNDATION

Established in 1953

LEAD BY
EXAMPLE

Texas A&M Foundation

The Texas A&M Foundation was created in 1953 as the primary academic fundraising institution for Texas A&M. We partner with former students, organizations and other supporters to match their charitable passions with opportunities for purposeful philanthropy in Aggieland.

- **Our Mission:** The Texas A&M Foundation builds a brighter future for Texas A&M University, one relationship at a time.
- **Our Focus:** Endowed gifts of 25,000 or more directed to these passion areas:



University Programs &
Capital Building Projects



Faculty &
Research



Undergraduate Scholarships &
Graduate Fellowships



Student Activities &
Campus Traditions



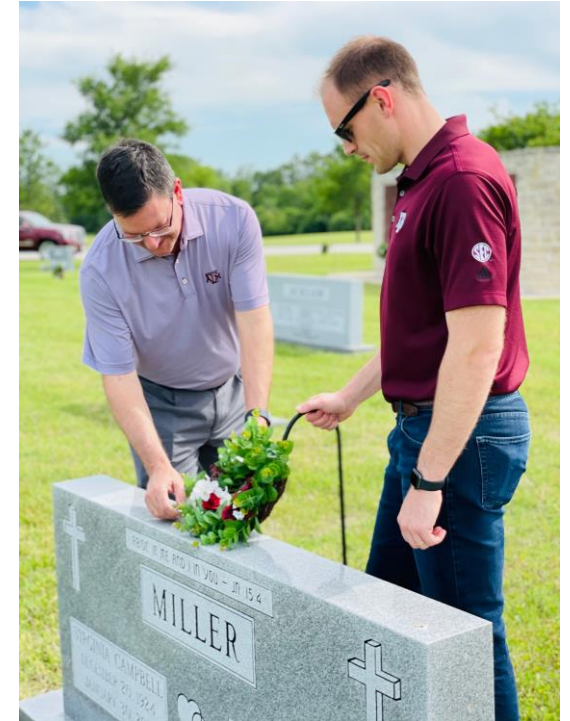
PHILANTHROPY

AT TEXAS A&M

Discover philanthropy's true purpose at Texas A&M University and how its fundraising affiliates help drive our academic community.

Recognition Programs

- **The Sterling C. Evans Medal** award recognizes individuals who make outstanding contributions to the reputation and strength of Texas A&M and the Aggie community.
- **Legacy Society** recognizes individuals, corporations and organizations whose cumulative, current giving to the Texas A&M Foundation, Texas A&M University, the 12th Man Foundation, The Association of Former Students, the Corps of Cadets Association, or the George and Barbara Bush Foundation totals \$100,000 or more.
- **Heritage Membership** honors individuals and families who have made planned gifts to benefit Texas A&M.
- **The Murray Fasken '38 Partner in Philanthropy Award** celebrates Aggie faculty and staff who demonstrate dedicated and lasting participation, commitment and creative leadership to philanthropy and Texas A&M.

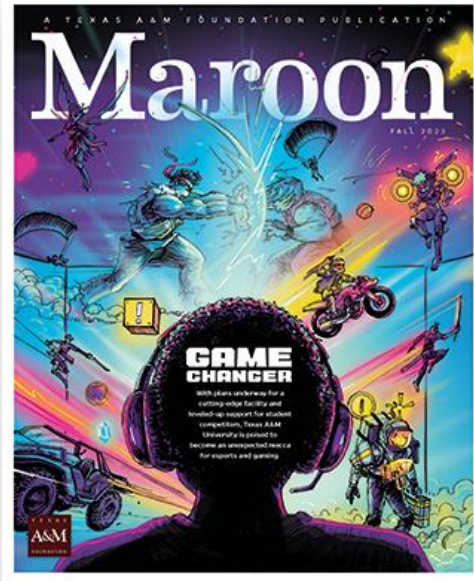


Honoring Heritage Members at Muster and their commitment to creating a brighter future for Texas A&M

Communication Initiatives



- Spirit is the Foundation's flagship publication and has been mailed three times annually since 1998.
- Spirit shares news from all units across campus about major donors, major gifts and major giving opportunities, with some additional content unrelated to development.



- Maroon launched in 2020 targeted to a younger audience demographic.
- Maroon engages younger Aggies with the Foundation and raises awareness about lower-level giving opportunities and introductory giving methods, such as pledge payments, matching gifts and online giving.



- Heritage Magazine is the Foundation's planned giving publication, highlighting planned giving donors, planned giving methods, and the impact they are making across campus.



- The Giving Academy is a video series designed to help former students learn more about the process of giving to Texas A&M and making an impact on campus.
- GivingAcademy.com

Texas A&M Foundation - FY23 Fundraising Impact

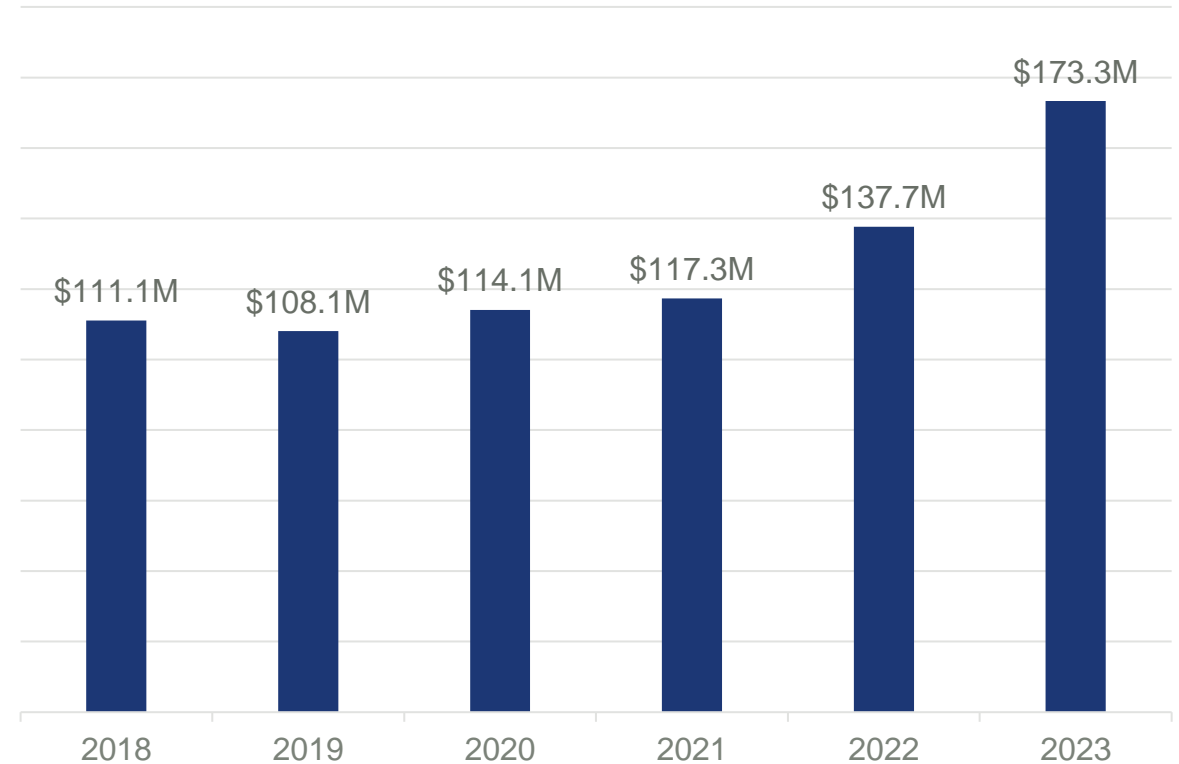
- Total fundraising exceeded **\$250 million** through current and planned gifts.
- We provided **\$173 million** in philanthropic support from endowment management and donor gifts to Texas A&M, directly impacting the lives of countless students, faculty and programs.
- **492 new scholarship and fellowship endowments** were established, aiding thousands of hardworking students in pursuing a Texas A&M education.
- Donors established **11 new faculty chairs and professorships**, bringing the total faculty endowments held at the Foundation to 450.
- There are over **13,000 students** on campus today supported by endowed scholarships managed through the Texas A&M Foundation.
- Corporate partner philanthropic giving topped **\$40 million** with gifts across diverse industries.
- We manage more than **9,600 separate accounts** for directed giving, each representing the aspirations of donors to support specific areas of interest on campus.
- We manage **\$3.2 billion** in total assets, a testament to our donors' trust in our stewardship.



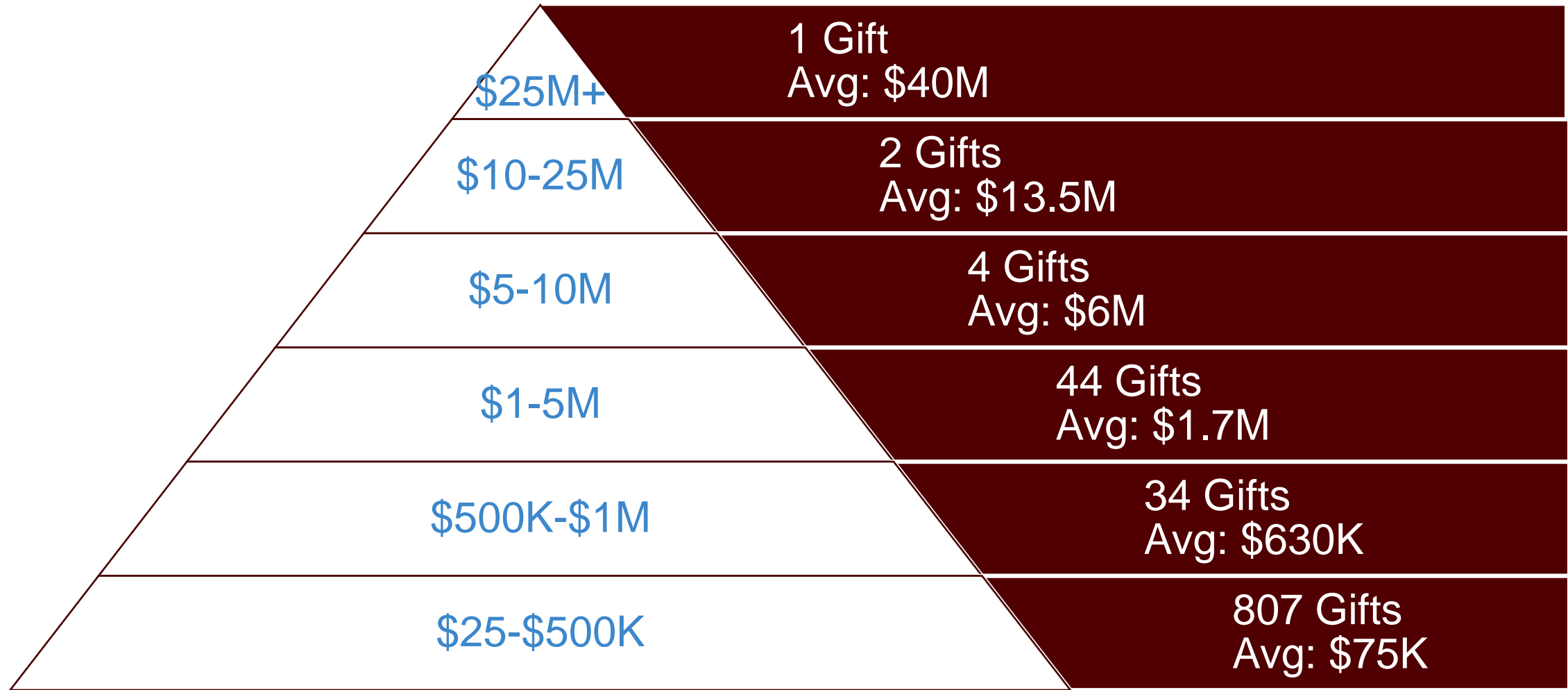
Foundation Contributions to Texas A&M

- In 2023, the Foundation received more than **15,000 gifts** and made **\$173.3 million** available to Texas A&M.

Funds Made Available to Texas A&M



Historical Major Gift Performance



Individual Philanthropy – Donor Deliberations

THE PROSPECT:

- Is the idea compelling?
- What change happens?
- Who is doing the work?
- Did they accomplish the goal?

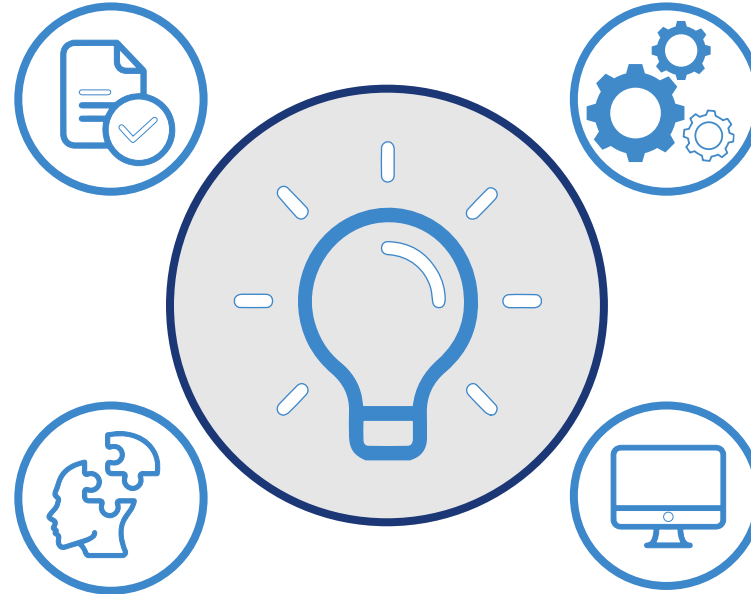
THE UNIVERSITY:

- Define the problem
 - *People focused*
- Construct the promise
 - *Imagine a world...*
- Explain the how
 - 3-5
- Extend the invitation
 - *Come along*

Compelling Ideas

- Donors want to know:
 - *“Is this a good investment for how I want to change the world?”*

Simple View (3 ft)
“We need a new building”



Visionary Impact (30,000 ft)
“Imagine a world where no human knows hunger”

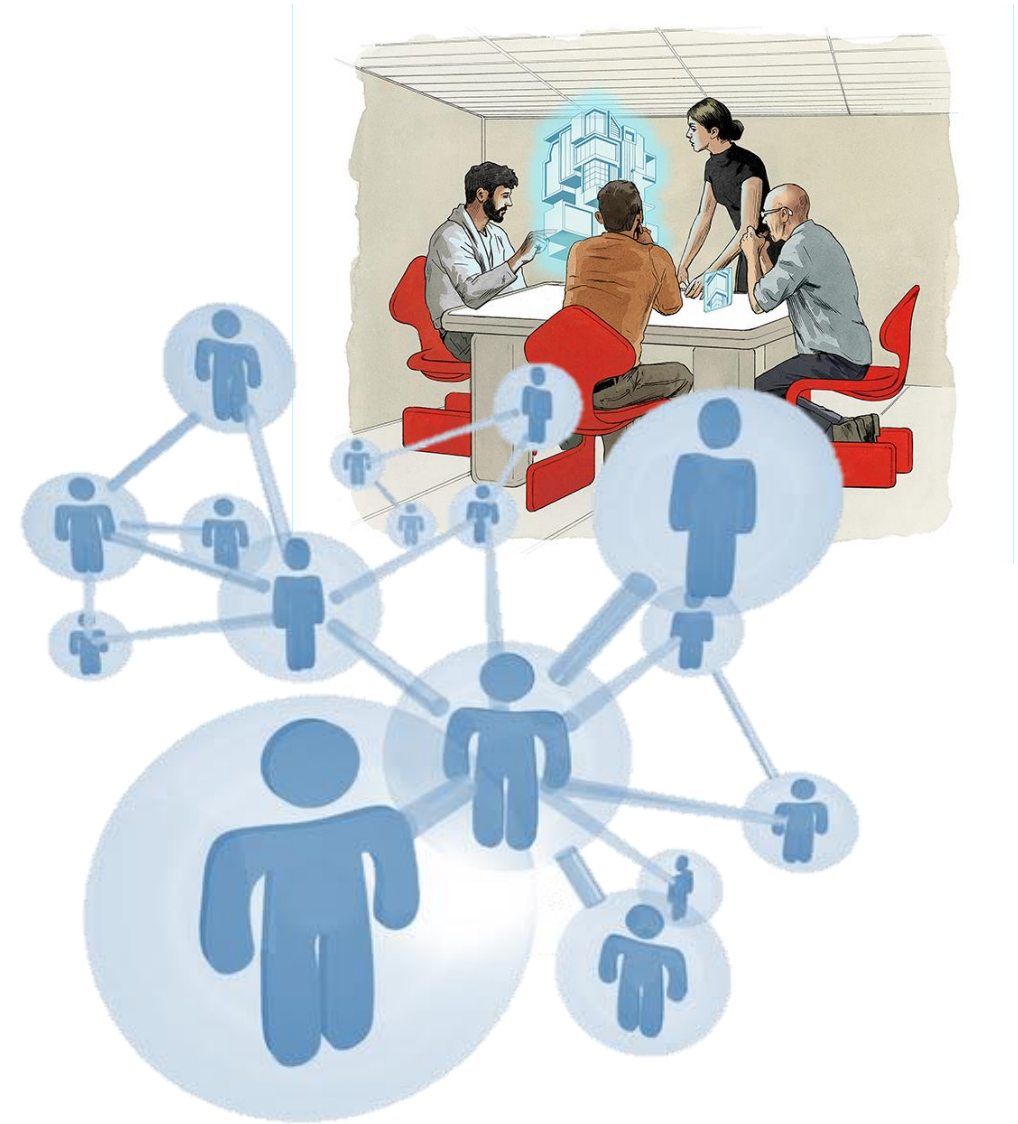
Transformative Impact

- Donors want to understand
 - *What positive change happens if I give this money?*
 - *What is the change for Texas A&M? For me? For the world?*



Credible Connections

- Donors want to know:
 - “How will I be part of solving the problem?”
 - “Who will be doing the work?”
 - “Do I trust them?”



Finally...the donor expects RESULTS

“95% right is still wrong...I would have given you \$100M if you would have achieved the goal.”



Partnership Opportunities

- Private Foundations
- Corporate Partners
- Individual Benefactors

- Compelling Projects
- Interdisciplinary Idea

- Discussion + Questions

Foundation Point of Contact

- Tom Pool
 - Assistant Vice President for Corporate and Foundation Relations
 - tompool@txamfoundation.com



QUESTIONS?



THANK YOU

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A&M

FOUNDATION

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