



ANNUAL REPORT

FISCAL YEAR
2017-2018

Funding scholarships, programs and facilities
in support of championship athletics

A WORD OF GRATITUDE

Thank you for your generous support of Texas A&M Athletics and the 12th Man Foundation

TO OUR DONORS,

The 2017-18 fiscal year was outstanding for the 12th Man Foundation as we were successful in our mission of funding scholarships, programs and facilities in support of championship athletics at Texas A&M University. Additionally, it was a unique period of transition for the Foundation, which will position our organization for lasting success.

In total, the Foundation transferred \$68.2 million to Texas A&M Athletics in FY17-18. Those funds have a direct impact on the lives of our student-athletes while also ensuring Texas A&M has the resources needed to compete at the highest levels of collegiate athletics.

Revenue figures vary as we move beyond the landmark Kyle Field redevelopment project and react to the changing fiscal needs of Texas A&M Athletics. However, one responsibility that remains a top priority is our commitment to being good stewards of donor funds. I am proud to report that we reduced expenses 7.5 percent in FY17-18, and we will continue to operate with fiscal responsibility as well as develop and implement best practices to improve the stewardship of funds.

In the past year, we have made great strides through our new partnership with Paciolan, which stands out as college athletics' leader in ticketing, fundraising, marketing, analytics and technology solutions. While there is always work to be done to provide the highest level of technology services, I am confident our systems and security are better positioned than ever before.

As we look to the future, we are excited and proud to dedicate two new facilities this spring as Texas A&M will officially unveil Davis Diamond, the state-of-the-art facility and home for Aggie Softball, and E.B. Cushing Stadium, the future home of A&M's nationally-prominent track and field program. These best in class venues would not have been possible without the generous contributions from loyal 12th Man Foundation donors or the leadership of Texas A&M's Athletics administration.

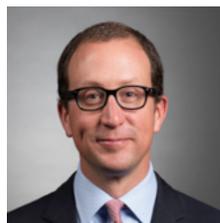
We are diligently working toward fundraising goals on a trio of projects for FY18-19 – renovation of the Women's Basketball Student-Athlete Center, building an Aquatic

Center for the Aggie Men's and Women's Swimming & Diving programs and improvements to the Davis Player Development Center to ensure it remains on the cutting edge of player performance and nutrition in the hyper-competitive world of college football. Another of our highest priorities remains the 1922 Fund, which represents our desire to endow scholarships for all student-athletes at Texas A&M. Donors pledged more than \$1.3 million to the 1922 Fund in FY17-18.

We are also pursuing several initiatives in the coming months that will better position our organization to increase annual philanthropic giving as well as grow ticket sales. Among these include a long overdue evaluation of our organization's membership levels and programs with the goal of streamlining options for existing and potential donors to encourage involvement. Additionally, we will examine our New Graduate program and outreach efforts to current students as we look to cement a lasting relationship with these critical populations that represent our next generation of donors and ticket buyers.

There is much to accomplish in the future as we strive to be the industry leader in athletic fundraising and provide outstanding service for existing and prospective donors. Our goal is for our donors to know the difference they make on the lives of our student-athletes and our ticket buyers to enjoy unmatched experiences inside one of our world-class sports venues.

Thank you for your support and the profound impact you have on the future of Texas A&M Athletics.



Gig 'em!

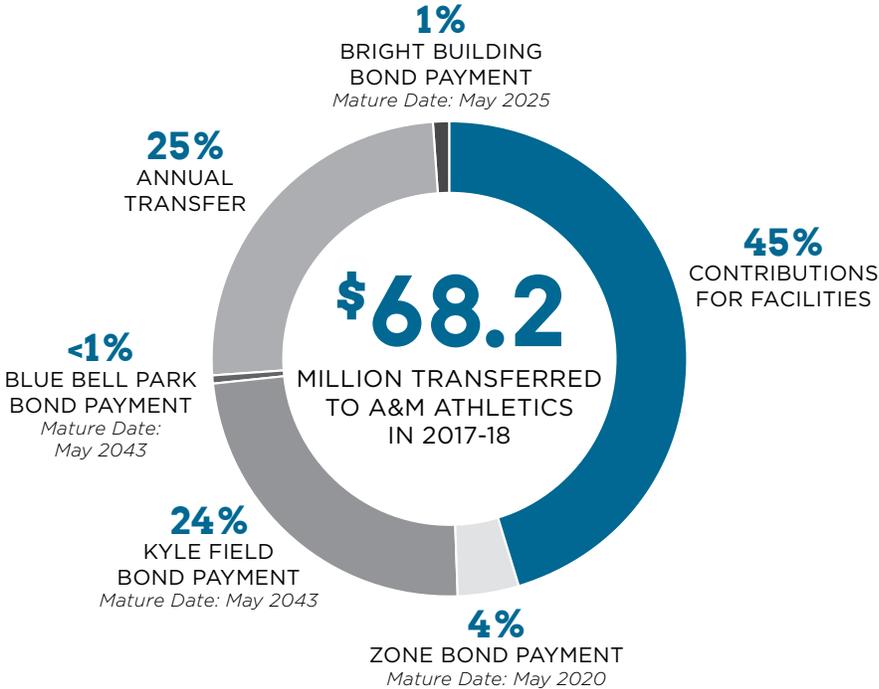
Travis Dabney '96
President & CEO

FUNDS TRANSFERRED TO TEXAS A&M ATHLETICS

The 12th Man Foundation transfers funds annually to Texas A&M Athletics

YOUR SUPPORT IS VITAL TO CHAMPIONSHIP ATHLETICS

The 12th Man Foundation's annual transfer to Texas A&M Athletics included \$30.9 million in contributions for facilities and \$20.4 million for bond payments in 2017-18.



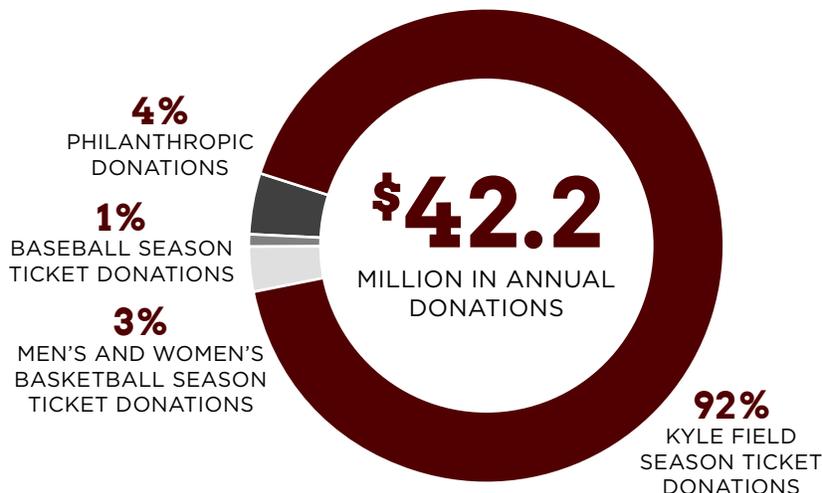
“ WE ARE SO BLESSED TO HAVE THE FACILITIES AND RESOURCES THAT WE DO. WE ARE PROVIDED WITH SO MUCH, AND THIS HELPS US EXCEL. TEXAS A&M IS AN AMAZING INSTITUTION AND I AM SO THANKFUL TO SOON BE GRADUATING. I HAVE LEARNED SO MUCH THROUGH BEING A STUDENT HERE, NOT ONLY THROUGH MY EDUCATION, BUT THROUGH THE TRADITIONS AND VALUES A&M HAS. I AM A BETTER PERSON BECAUSE I HAVE ATTENDED TEXAS A&M.

— AMY HOUSER '19
VOLLEYBALL STUDENT-ATHLETE

ANNUAL FUND

Annual donations consist of philanthropic gifts as well as contributions tied to season ticket purchases

ANNUAL DONATIONS



YOUR ANNUAL GIFTS ARE CRITICAL TO THE 12TH MAN FOUNDATION'S MISSION

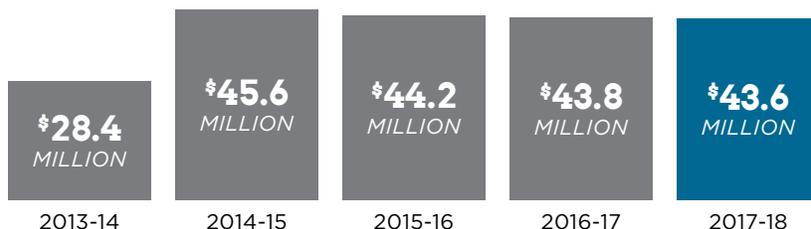
Donors contributed \$1.7 million in philanthropic gifts to the 12th Man Foundation's Annual Fund in 2017-18.

While donations tied to season tickets are the lifeblood of the Annual Fund, the philanthropic gifts make an indelible difference in funding championship athletics.

ANNUAL DONATIONS SINCE 2013-14

YOUR ANNUAL CONTRIBUTIONS HELP FUND SCHOLARSHIPS AND PROGRAMS FOR TEXAS A&M STUDENT-ATHLETES

These numbers show the last 5 years of annual donations made to the 12th Man Foundation (including both cash donations and distributions from the Foundation's endowment).



ANNUAL FUND

THE 12TH MAN FOUNDATION'S ANNUAL FUND DEPARTMENT IS A MULTI-FACETED GROUP CONSISTING OF DONOR SERVICES, DONOR PREMIUM SERVICES AND TICKET SALES & DEVELOPMENT.

Dedicated to membership management and attentive stewardship to donors, the core foundation of the Annual Fund department is what allows each and every donor to make a substantial impact and to experience the benefit of their giving through the organization of various events and accommodations.

Donor support of the Annual Fund keeps the Foundation operating at its greatest potential, securing the development of the future and facilitating excellence within Texas A&M Athletics.

In return, the Annual Fund department strives to deliver the best possible experience to donors to show appreciation for their annual contributions and philanthropic gifts throughout the year, no matter the occasion.

TO LEARN MORE ABOUT HOW YOU CAN MAKE AN IMPACT, CONTACT THE ANNUAL FUND DEPARTMENT AT 979-260-2397



Michael Solomon '04
Senior Vice President of Annual Fund and Donor Services



Samantha Milroy
Director of Annual Fund



Callie Boenigk '14
Manager of Annual Fund

ANNUAL FUND

Every annual fund donation combines to help furnish a significant portion of Texas A&M Athletics' budget

DONOR SERVICES

THE DONOR SERVICES DEPARTMENT IS DEDICATED TO PROVIDING AN EXEMPLARY EXPERIENCE FOR EVERY 12TH MAN FOUNDATION DONOR.

When you call the 12th Man Foundation, the friendly voice that greets you is likely a member of our Donor Services staff. They are here to serve you and are always happy and eager to help.

For example, during the football seat selection and relocation process in May 2018, the Donor Services staff answered 4,105 phone calls assisting with many of the 4,614 donor appointments.

IF YOU NEED ASSISTANCE, CONTACT DONOR SERVICES AT 979-846-8892 MONDAY - FRIDAY, 8 A.M. TO 5 P.M.



Esther Matthaehi '06
Manager of Donor Services



Lindsey Aguilar '16
Donor Service Coordinator



Melissa Chavarria
Donor Service Coordinator



Amber Morgan
Donor Service Coordinator



Aubrey Rotello
Donor Service Coordinator

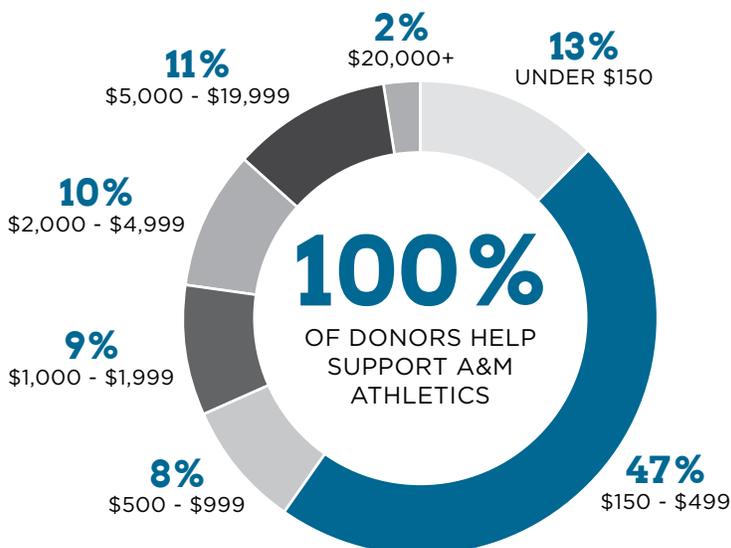


Maggie Smith
Donor Service Coordinator

ANNUAL FUND DONORS BY THE NUMBERS

OF THE 18,697 12TH MAN FOUNDATION DONORS, OVER 75 PERCENT IMPACTED A&M ATHLETICS WITH A CONTRIBUTION UNDER \$2,000

As the figure below illustrates, every donor truly makes an impact. No matter how large or small, your annual contribution is the most effective way to provide Texas A&M Athletics with the resources and flexibility to meet the needs of student-athletes and athletic programs.



WHAT YOUR DONATION PROVIDES

\$150
MEALS FOR ONE WEEK OR ONE WEEK OF SPORTS MEDICINE

\$500
ONE MONTH OF ACADEMIC AND STUDENT DEVELOPMENT OR BOOKS FOR ONE SEMESTER

\$1,000
BOOKS FOR ONE YEAR OR ONE MONTH OF MEALS AND ACADEMIC AND STUDENT DEVELOPMENT

\$2,000
ROOM, BOARD AND ATHLETIC PERFORMANCE AND NUTRITION FOR ONE MONTH

\$5,000
ONE YEAR OF SPORTS MEDICINE OR 20% OF OUT-OF-STATE TUITION FOR ONE YEAR

\$20,000
TEAM TRAVEL AND MEALS FOR ONE YEAR OR ONE YEAR OF TUITION, ROOM AND BOARD

Example expenses are per scholarship student-athlete

ANNUAL FUND

The 12th Man Foundation had 18,697 active donors in calendar year 2017 in all 50 states and 211 of 254 counties in the state of Texas

18,697

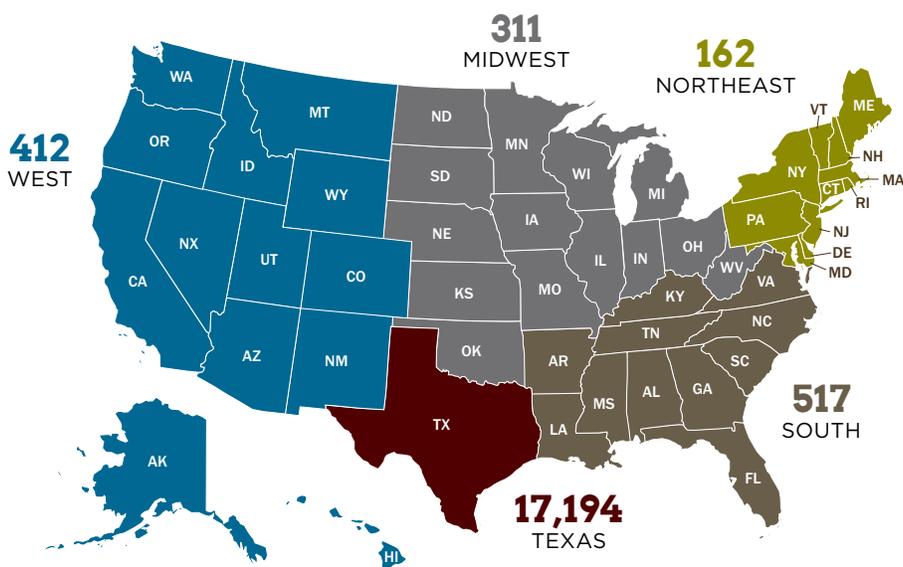
ACTIVE MEMBERS OF THE 12TH MAN FOUNDATION

9,786

ACTIVE MEMBERS WITH FOOTBALL SEASON TICKETS

8,911

ACTIVE MEMBERS WITHOUT FOOTBALL SEASON TICKETS



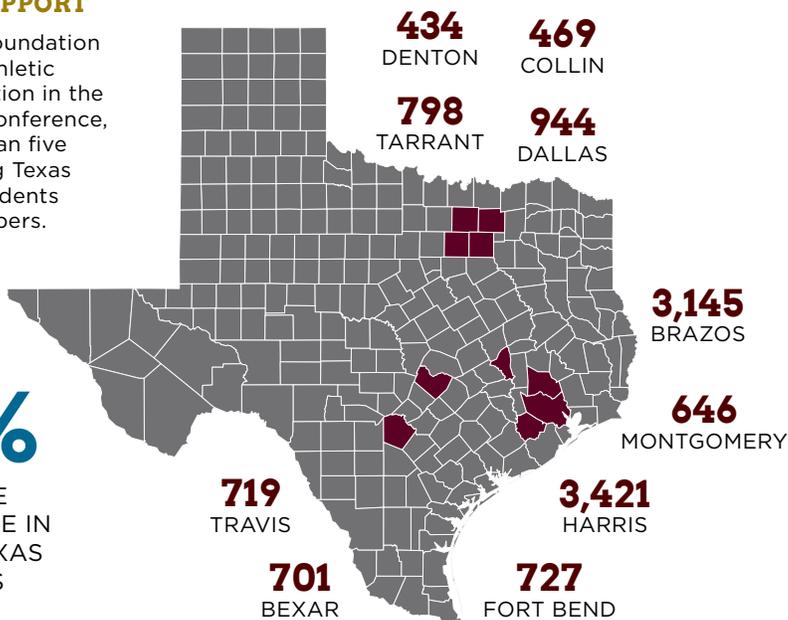
Excluding 101 active accounts without state residency information or from international locations or US territories

IN THE NATION'S BEST CONFERENCE, YOU SET THE STANDARD FOR ATHLETIC SUPPORT

The 12th Man Foundation is the largest athletic donor organization in the Southeastern Conference, however less than five percent of living Texas A&M former students are active members.

64%

OF ACTIVE MEMBERS LIVE IN THESE 10 TEXAS COUNTIES



PREMIUM SERVICES

SERVING AS THE ADVOCATE FOR EXTRAORDINARY EXPERIENCES AND EXCEPTIONAL HOSPITALITY, THE PREMIUM SERVICES DEPARTMENT STRIVES TO ENSURE THAT ALL DONORS FEEL THE BENEFIT OF THEIR GIVING THROUGH THE SERVICES THAT THEY PROVIDE.

Whether you are enjoying the top-notch accommodations tied to suite and club experiences, or benefitting from the organization of special events and upscale travel outings, donors can rest assured that Premium Services is working relentlessly to serve them with well-deserved and unique experiences that speak volumes to our appreciation for their support.

CONTACT THE PREMIUM SERVICES DEPARTMENT AT 979-260-7575 FOR ANY QUESTIONS RELATED TO PREMIUM SEATING, SPECIAL EVENTS OR TRAVEL EXPERIENCES



Britton Douglass
Senior Director of Premium Services



Logan Kickham '14
Manager of Suites & Clubs



Shelley Nemeec '89
Director of Events & Travel



Haley Clark
Manager of Events & Travel

TICKETING

Ticket sales through the 12th Man Foundation are a vital part of Texas A&M Athletics' budget, accounting for nearly a third of its total revenue

TICKETING

THE 12TH MAN FOUNDATION'S TICKETING DEPARTMENT IS THE OFFICIAL SOURCE FOR TEXAS A&M ATHLETICS TICKETS.

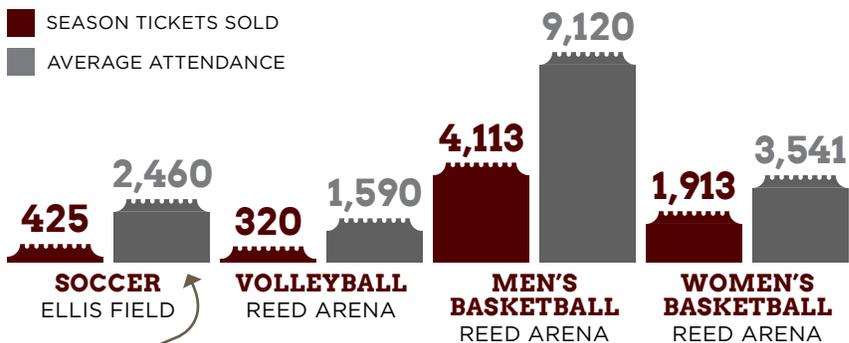
The Ticketing department provides ticket services for donors online at www.12thmanfoundation.com, by phone at 888.99.AGGIE and in person at the Kyle Field North Ticket Box Office, seasonally at the Reed Arena Box Office and at other athletic venue box offices during events.

TO PURCHASE TICKETS OR FOR TICKET-RELATED QUESTIONS, CONTACT THE 12TH MAN FOUNDATION AT 888-99-AGGIE.

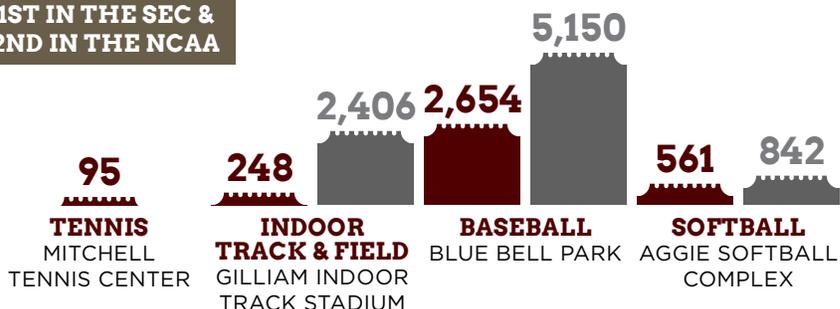
THE 12TH MAN STANDS ALONE IN COLLEGIATE ATHLETICS

Season ticket holders are the foundation of every athletic program. Your loyal support at our home athletic venues not only impacts the outcome of the game, it helps provide the very best experience for our student-athletes. Purchasing season tickets is also a great way for donors to accrue priority points.

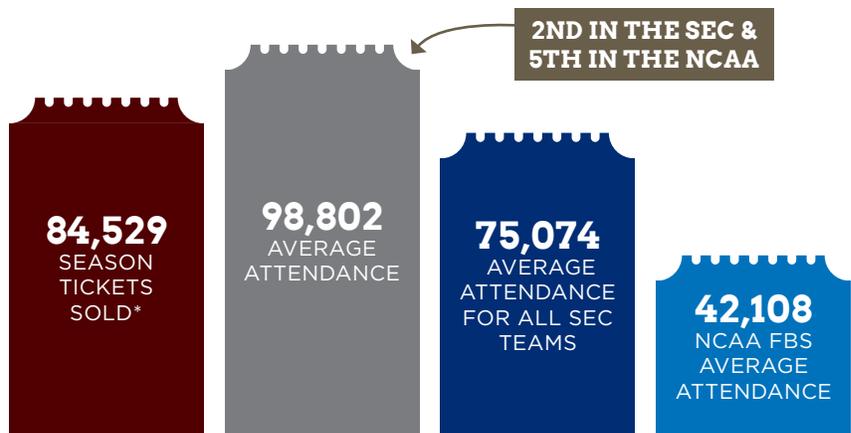
SEASON TICKETS AND ATTENDANCE



1ST IN THE SEC & 2ND IN THE NCAA



2ND IN THE SEC & 5TH IN THE NCAA



FOOTBALL

KYLE FIELD

\$38.5

MILLION IN TICKET REVENUE TRANSFERRED TO TEXAS A&M ATHLETICS

34,830

STUDENT SPORTS PASSES SOLD

94,858

SEASON TICKETS SOLD ACROSS ALL SPORTS

*Kyle Field season tickets sold (above) includes student sports passes sold

MAJOR GIFTS

Major gifts are given to support capital improvement projects, student-athlete scholarships or direct support for a particular sports program

MAJOR GIFTS

THE 12TH MAN FOUNDATION'S MAJOR GIFTS STAFF WORKS DILIGENTLY WITH DONORS WHO SEEK OPPORTUNITIES TO MAKE A TRANSCENDENT IMPACT ON THE PURSUIT OF ATHLETIC EXCELLENCE AT TEXAS A&M.

Providing unmatched service and stewardship, they guide you through the giving process, focusing primarily on elevating excellence within the scholarships, programs and facilities that set student-athletes up for success during their time at A&M.

Whether you wish to support educational endowments such as the 1922 Fund, or prefer to direct your gifts toward specific sports or ongoing facility campaigns, the Major Gifts staff takes pleasure in helping donors make a lasting impact in the lives of Aggie student-athletes.

CONTACT THE MAJOR GIFTS STAFF AT 979-260-7595 TO STRENGTHEN YOUR CONNECTION WITH TEXAS A&M ATHLETICS



Brady Bullard '95
Senior Vice President
of Major Gifts



Jacob Green '80
Vice President of Major
Gifts and Endowments



Kelly Corcoran '95
Vice President of
Major Gifts



Clint Dempsey '04
Vice President of Major
Gifts & Planned Giving

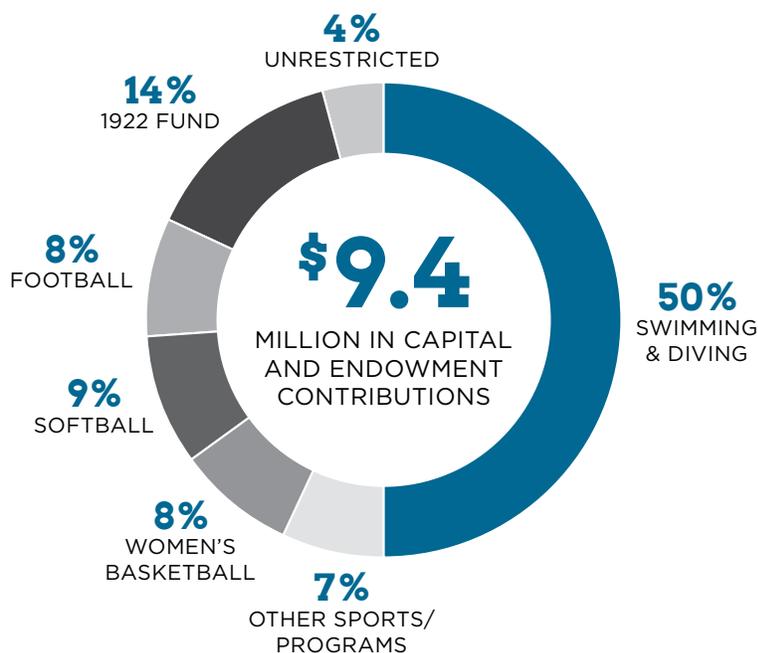


Lauren Hickey
Manager of Donor
Relations



Lauren Cooper '17
Manager of
Development Services

CAPITAL PLEDGES AND ENDOWMENTS



YOUR GIFTS ARE TRANSFORMATIONAL

Major gifts create a legacy between donors and Texas A&M Athletics while enhancing the educational and athletic opportunities for student-athletes.

PLANNED GIVING

WITH PLANNED GIVING, YOU CAN PROVIDE FOR YOUR FAMILY'S FUTURE NEEDS WHILE MAKING AN IMPACT ON AGGIE STUDENT-ATHLETES TODAY AND TOMORROW

Planned gifts are typically after-life gifts established through a donor's estate plan.

These include direct bequests, gifts of appreciated assets, IRA distributions, life insurance, trusts, annuities, property or cash.

For more information on planned giving, contact Clint Dempsey at 979-260-7584.

\$21.2

MILLION IN
PLANNED GIFTS
PLEGGED IN 2017-18

ENDOWMENT VALUE AND DISTRIBUTION

The 12th Man Foundation's endowment funds are
invested by the Texas A&M Foundation

ENDOWMENT FUNDS	BALANCE AS OF 6-30-18	DISTRIBUTION
12th Man Endowment (1972-2012 Endowment Fundraising)	\$65,291,083	\$2,645,371
Football Scholarship Fund	\$2,378,657	\$88,643
Men's Golf Scholarship Fund	\$31,848	\$1,205
Women's Golf Scholarship Fund	\$110,456	\$4,542
Baseball Scholarship Fund	\$854,924	\$34,774
Men's Basketball Scholarship Fund	\$333,980	\$11,747
Swimming & Diving Scholarship Fund	\$327,786	\$20,230
Unrestricted Scholarship Fund	\$269,240	\$8,547
Track & Field Scholarship Fund	\$385,246	\$10,173
Center for Student-Athlete Services	\$175,262	\$6,863
Women's Basketball Scholarship Fund	\$160,568	\$4,782
Women's Soccer Scholarship Fund	\$171,686	\$6,096
Volleyball Scholarship Fund	\$27,743	\$1,141
Women's Tennis Scholarship Fund	\$54,247	\$2,231

*This list is a portion of the 46 endowment funds
maintained by the 12th Man Foundation*

DONORS PLEDGED \$1.3 MILLION IN SUPPORT OF STUDENT-ATHLETE SCHOLARSHIP ENDOWMENTS TO THE 1922 FUND IN 2017-18.

A gift to the 1922 Fund is a direct investment in the long-term viability and success of Texas A&M Athletics. Our goal is to fully endow scholarships for every student-athlete at Texas A&M, building a sustainable model of funding where your investment can provide the opportunity for Aggie student-athletes to excel on the field, in the classroom and in the community.



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