



ANNUAL REPORT

FISCAL YEAR 2019-2020

JULY 1, 2019 - JUNE 30, 2020

WELCOME TO
AGGIELAND

12TH MAN FOUNDATION A MESSAGE TO OUR DONORS

THE SPRING OF 2020 MARKED THE BEGINNING OF a uniquely challenging period in the history of the 12th Man Foundation. In March, alongside our partners at Texas A&M Athletics, our organization confronted the initial impact of the COVID-19 health crisis and began navigating the uncharted waters of operating collegiate athletics amidst a global pandemic.

While recent months have presented unprecedented adversity, Aggies once again rose to the occasion and I remain confident in the bright future and continued success of both Texas A&M University and Aggie Athletics.

This Annual Report represents the financial position of the 12th Man Foundation for the fiscal year ended June 30, 2020. Given the vast changes since year end, significant indicators of the financial stress brought on by the COVID-19 pandemic manifested in the fall of 2020 and will be evident in the years to come.

In FY19-20, 12th Man Foundation donors and season ticket buyers accounted for nearly 60 percent of Texas A&M Athletics' annual revenue. These funds make it possible for our athletics department to remain 100 percent self-sufficient while also supporting Texas A&M University and its mission. Without contributions from loyal and passionate donors, it would not be possible to compete for championships while offering unmatched experiences and opportunities for over 600 Aggie student-athletes.

A source of pride is the continued growth of the 1922 Fund, which represents the 12th Man Foundation's initiative to endow scholarships for all student-athletes at Texas A&M. Since the program began in July 2015, donors have pledged more than \$12.2 million in support for scholarships and the life-changing opportunities they represent for future generations of Aggies.

During FY19-20, Texas A&M celebrated the official openings of the Linda & Dennis Clark '68 Football Performance Nutrition expansion to the Davis Player Development Center and the Barbara C. Barnett Women's Basketball Student-Athlete Center inside the Cox-McFerrin Center. These impressive facilities provide unrivaled resources for our current student-athletes on a daily basis and give Texas A&M a leading edge toward the goal of attracting the premier

student-athletes and coaches from around the country to Aggieland.

In the first three quarters of this fiscal year, the 12th Man Foundation saw a continued trend of growth prior to the beginning of the health crisis. Throughout the uncertain and difficult days and months that followed, I'm proud of how our staff responded with determination and creativity. Despite being faced with budget reductions, an inability to host in-person events and an ever-changing landscape as we approached the 2020 football season, our staff continued to serve donors and the student-athletes of Texas A&M at a high level while remaining focused on being great stewards of the financial resources provided by donors.

As we turn our attention forward, subsequent annual reports will provide a more transparent outlook for long-lasting financial consequences that were sparked by the COVID-19 health crisis.

Though many challenges are ahead, I choose to remain optimistic and focus on the opportunities in front of us. Through it all, we will be steadfast in our mission of funding championship athletics at Texas A&M and are committed to providing exceptional service to our donors and season ticket holders whose support makes everything possible.

On behalf of everyone at the 12th Man Foundation and Texas A&M Athletics, thank you for your loyal and generous support.

Gig 'em!



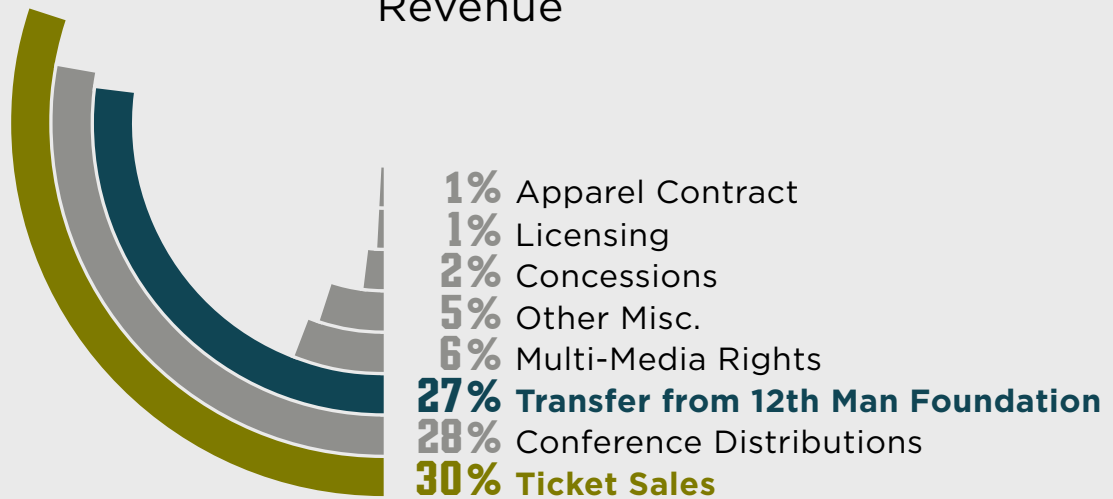
Travis Dabney '96
President & CEO



TEXAS A&M ATHLETICS REVENUE

\$162.4 MILLION

Revenue

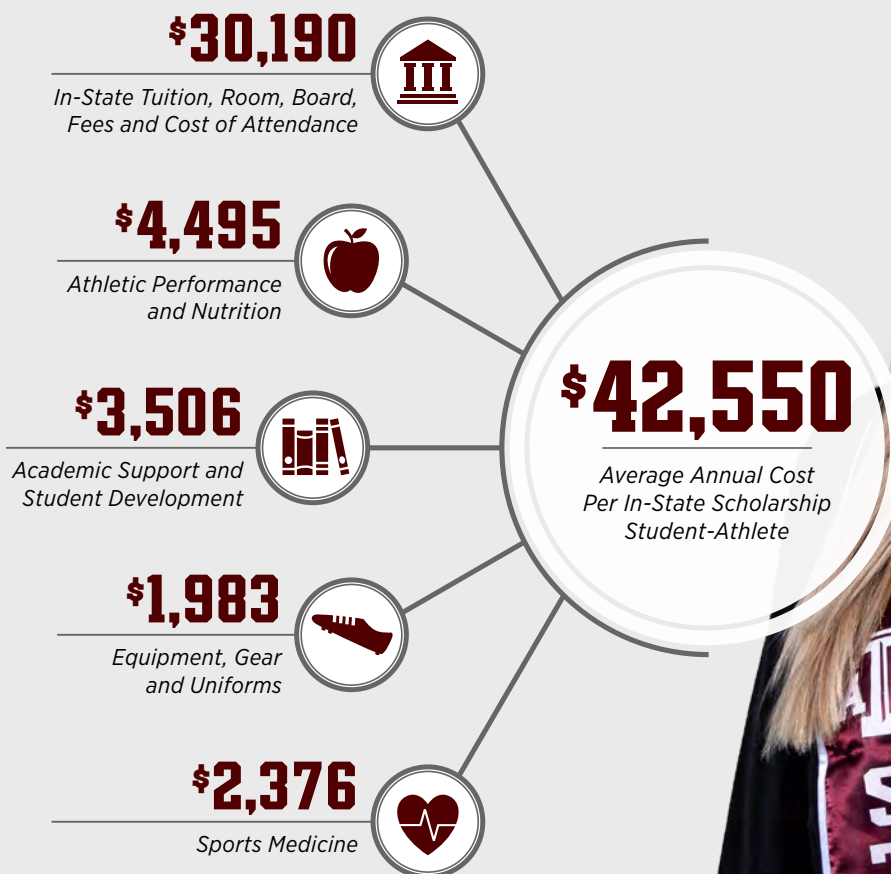


12th Man Foundation donors and ticket buyers provide nearly 60 percent of Texas A&M Athletics' annual revenue.

Donors and ticket buyers are the foundation of a successful athletics department. 12th Man Foundation donors provide unrivaled support to Aggie Athletics, which is 100 percent self-supporting.

Donations contribute directly to the needs of our student-athletes, coaches and staff.

TEXAS A&M ATHLETICS FUNDING SCHOLARSHIPS

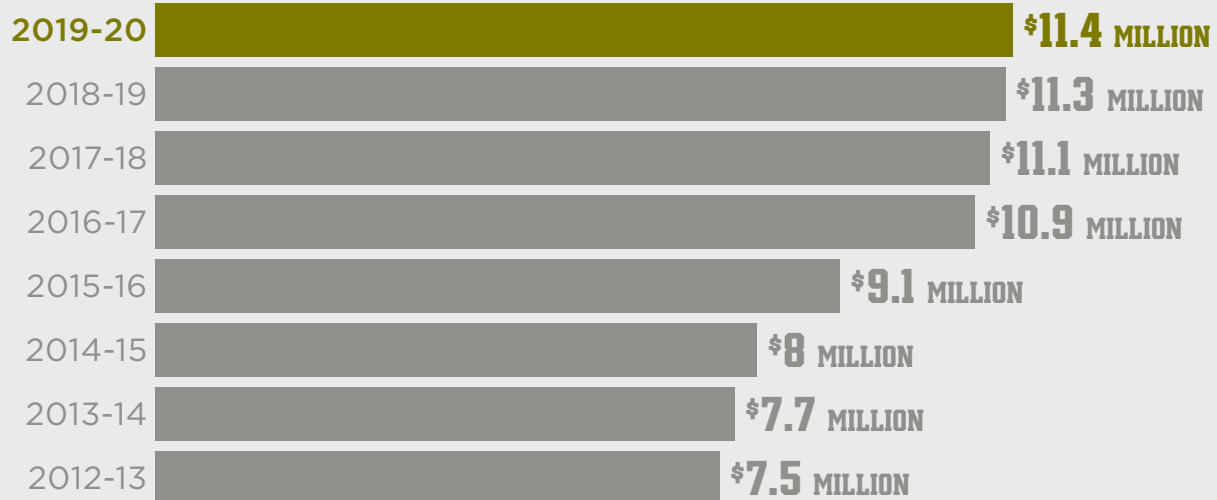


Aggie Athletics features more than 600 student-athletes across 20 sports, with approximately 75 percent receiving financial aid from the athletics department to attend Texas A&M University.

The average annual cost per in-state scholarship student-athlete is \$42,550.

For an out-of-state student-athlete, that figure increases to \$68,052. Nearly a third of A&M's student-athletes are from outside the state.

TEXAS A&M ATHLETICS ANNUAL SCHOLARSHIP COSTS



\$11.4 MILLION

Total Annual Scholarship Costs

Annual scholarship costs increased to a record high of \$11.4 million, which represents a 25 percent increase since the 2015-16 academic year.

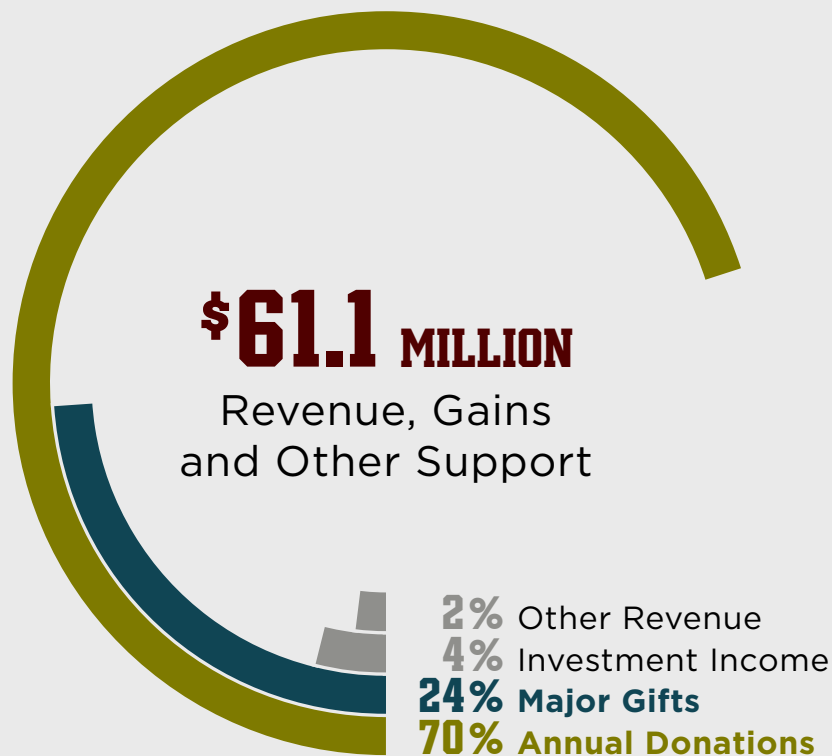
Donors fund the scholarships and resources that help Texas A&M student-athletes be successful in the classroom. While facing the health crisis last spring, Aggie student-athletes recorded the best academic year in A&M Athletics history, setting records in grade point averages and AD Honor Roll selections in 2019-20. For the first time ever, A&M turned in a cumulative GPA above a 3.0.

1922 FUND

Through the 1922 Fund, the 12th Man Foundation is striving to endow scholarships for every student-athlete at Texas A&M. Since its inception in July 2015, donors have pledged more than \$12.2 million in support of student-athlete scholarship endowments to the 1922 Fund.



12TH MAN FOUNDATION REVENUE, GAINS & OTHER SUPPORT



The 12th Man Foundation received more than \$61 million in total contributions, investment income and other revenue.

These revenue sources help fund scholarships, programs and facilities in support of championship athletics at Texas A&M.

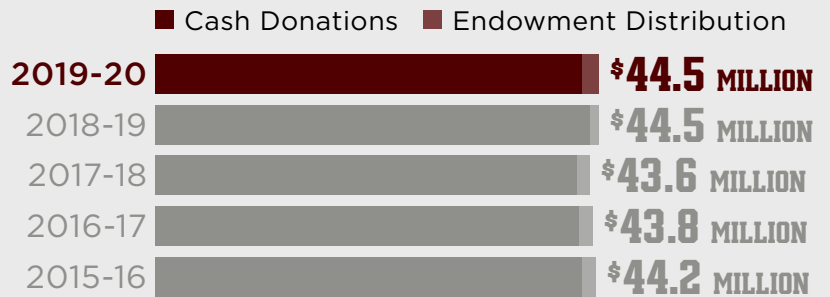
ANNUAL DONATIONS

Annual donations include \$41 million in season ticket donations and \$1.6 million in philanthropic gifts.

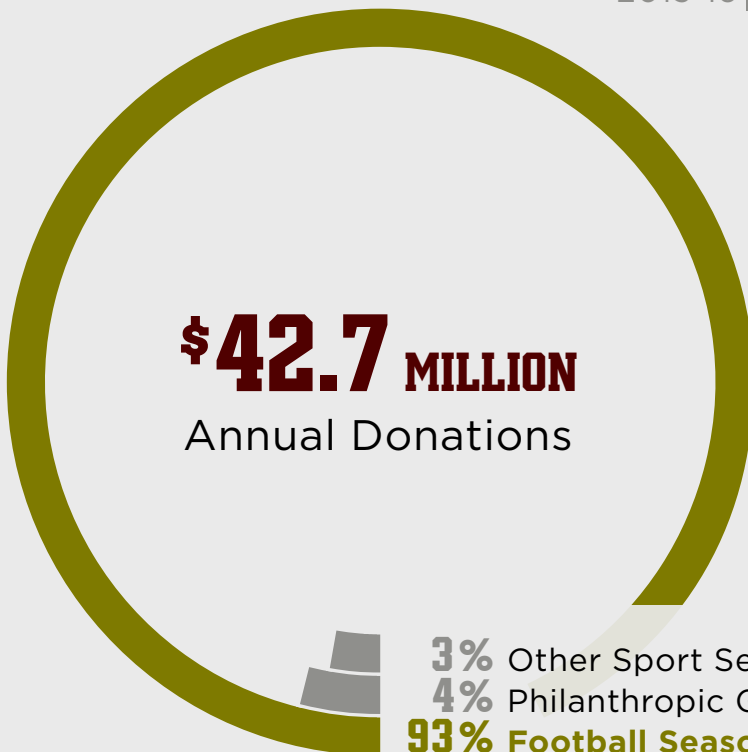
MAJOR GIFTS

Major Gifts include \$10 million in capital gifts, \$3.6 million in endowed contributions and \$1.1 million in support group gifts.

12TH MAN FOUNDATION ANNUAL DONATIONS



↑ **ANNUAL DONATIONS SINCE 2015-16**
The figures above represent the last five years of annual donations made to the 12th Man Foundation (including both cash donations and distributions from the Foundation's endowment).



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

Annual contributions help fund scholarships and programs for Texas A&M student-athletes.

COVID-19 IMPACT

The figures above are prior to losses suffered due to COVID-19. With capacity restrictions and only four games at Kyle Field in 2020, the maximum revenue retained through donations tied to football season ticket purchases is approximately \$9.6 million - a 76 percent loss.

12TH MAN FOUNDATION 2020 MEMBERSHIP



10,569

Active Members of the
12th Man Foundation

Through annual contributions, 12th Man Foundation members supply Texas A&M student-athletes with a first-class education while providing the financial support needed to operate a successful athletics department.

No matter how large or small, making an annual contribution to the 12th Man Foundation 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.

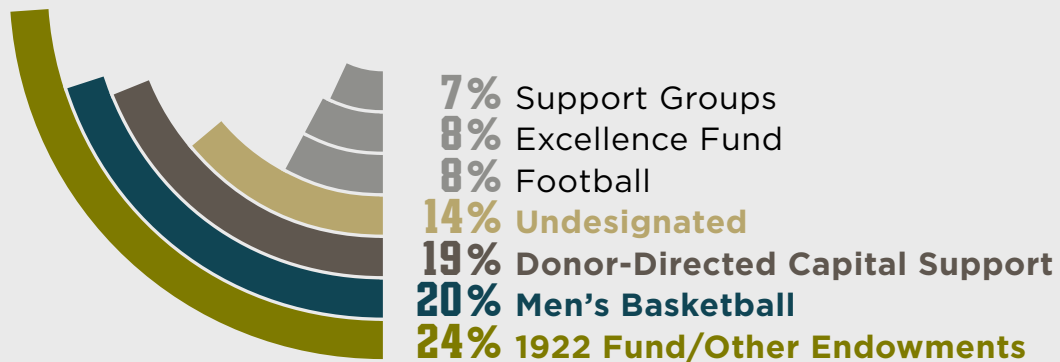
COVID-19 IMPACT

The membership figure noted above is reflective of the economic challenges related to the COVID-19 pandemic and the understandable decisions donors had to make with their charitable giving in 2020. The 12th Man Foundation sincerely appreciates the 10,569 donors who were able to maintain their membership in 2020 and looks forward to welcoming back previous members when they are ready to rejoin.

12TH MAN FOUNDATION MAJOR GIFTS REVENUE

\$14.75 MILLION

Capital and Endowment
Pledges Committed



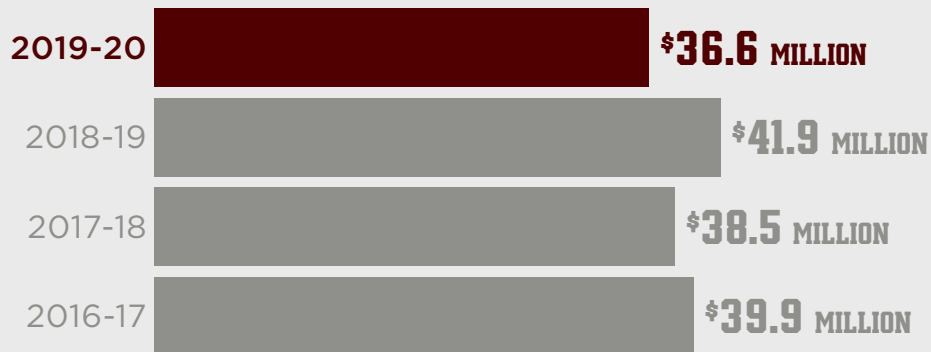
Major Gifts create a legacy between donors and Texas A&M Athletics while supporting capital improvement projects, student-athlete scholarships or particular programs.

These types of donations are crucial to our mission and allow the 12th Man Foundation to connect donors with an area of passion that they can directly impact with a transformational gift.

FUNDING FACILITY PROJECTS

Major Gifts played a pivotal role in the completion of two state-of-the-art facility projects in 2019-20. The 12th Man Foundation and Texas A&M Athletics celebrated the opening of the Linda & Dennis Clark '68 Football Performance Nutrition addition to the Davis Player Development Center in November 2019 and the Barbara C. Barnett Women's Basketball Student-Athlete Center in January 2020.

12TH MAN FOUNDATION TICKET REVENUE



\$36.6 MILLION

Ticket Revenue Transferred
to Texas A&M Athletics

As the official ticket provider for Texas A&M Athletics, the 12th Man Foundation sells tickets for all ticketed Aggie sporting events as well several of the special events that are hosted on A&M's campus.

Ticket sales through the 12th Man Foundation are a vital part of Texas A&M Athletics' budget. The 12th Man Foundation sold 94,711 season tickets across all sports and transferred \$36.6 million in ticket revenue to the athletics department in the 2019-20 fiscal year.

COVID-19 IMPACT

Prior to the end of the fiscal year, over half a million dollars in refunds were processed due to the cancellation of spring sports. That and the inability to sell additional tickets in the spring contributed to reduced ticket revenue in 2019-20.

However, that figure does not reflect the significant financial losses that were suffered due to capacity restrictions and less games at Kyle Field in 2020. The maximum revenue retained through 2020 football season ticket purchases is approximately \$6.3 million – a 76 percent loss in revenue.

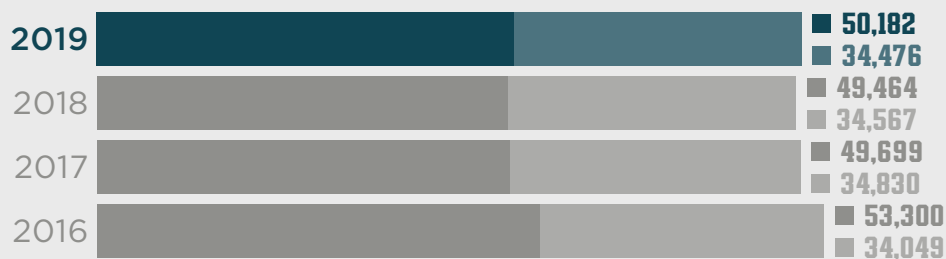
12TH MAN FOUNDATION SEASON TICKETS & ATTENDANCE

FOOTBALL // KYLE FIELD

■ Average Attendance



■ Season Tickets Sold ■ Sports Passes Sold



Kyle Field welcomed more than 710,000 fans in 2019, ranking first in the SEC and fourth in the nation in average attendance.

For the first time since 2016, more than 50,000 season tickets were purchased for Aggie football. When combined with 34,476 sports passes for the greatest student body in college athletics, that total reaches nearly 85,000.

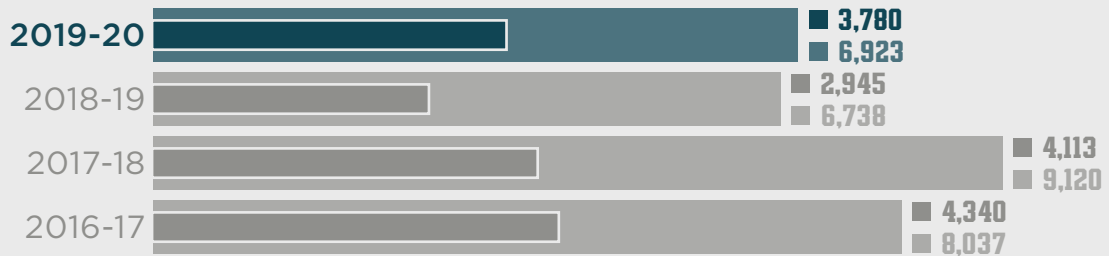
COVID-19 IMPACT

The numbers above do not reflect 2020 football season tickets and attendance, which were significantly reduced due to COVID-19. With capacity restrictions at Kyle Field for the 2020 season, Texas A&M averaged 24,880 fans in the Aggies' four home games.

12TH MAN FOUNDATION SEASON TICKETS & ATTENDANCE

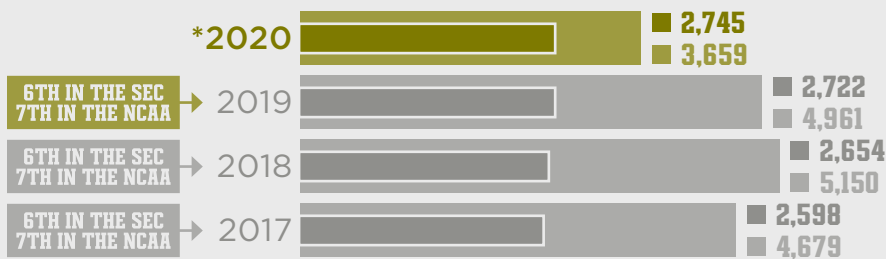
MEN'S BASKETBALL // REED ARENA

■ Season Tickets Sold ■ Average Attendance



BASEBALL // OLSEN FIELD AT BLUE BELL PARK

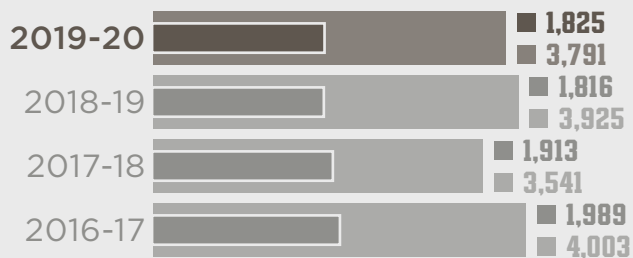
■ Season Tickets Sold ■ Average Attendance



*Season was canceled after 14 home games due to COVID-19

WOMEN'S BASKETBALL // REED ARENA

■ Season Tickets Sold ■ Average Attendance



Men's and women's basketball and baseball season ticket sales all increased in 2019-20.

Almost \$1.5 million was donated to the Annual Fund through the purchase of season tickets for these three sports.

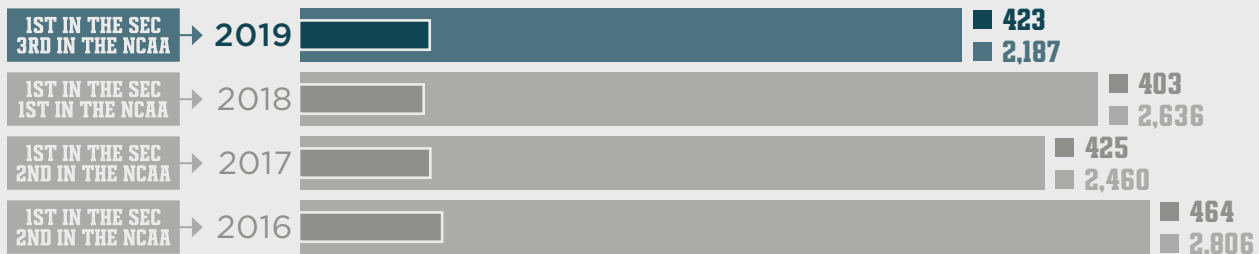
COVID-19 IMPACT

Baseball season ticket holders were offered the option to donate, credit or refund their remaining baseball season ticket investment after the 2020 season was cut short due to the pandemic.

12TH MAN FOUNDATION SEASON TICKETS & ATTENDANCE

SOCCER // ELLIS FIELD

■ Season Tickets Sold ■ Average Attendance



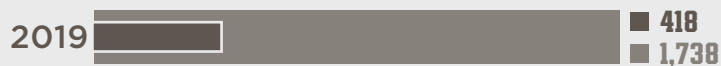
INDOOR TRACK & FIELD // GILLIAM INDOOR STADIUM

■ Season Tickets Sold ■ Average Attendance



OUTDOOR TRACK & FIELD // E.B. CUSHING STADIUM

■ Season Tickets Sold ■ Average Attendance



The 2020 season was canceled due to COVID-19

Aggie soccer continued the program's proud tradition of averaging among the highest attendance in the nation in 2019.

In track and field, the 12th Man Foundation sold a four-year high in season tickets for the indoor program while unfortunately the outdoor season was canceled due to COVID-19.

COVID-19 IMPACT

Following the cancellation of spring sports due to COVID-19, Texas A&M was unable to host any outdoor track and field meets at E.B. Cushing Stadium in 2020 which included the SEC Outdoor Championships.

12TH MAN FOUNDATION SEASON TICKETS & ATTENDANCE

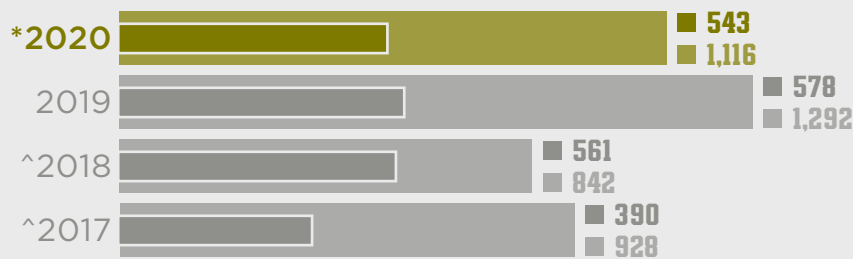
VOLLEYBALL // REED ARENA

■ Season Tickets Sold ■ Average Attendance



SOFTBALL // DAVIS DIAMOND

■ Season Tickets Sold ■ Average Attendance



*Season was canceled after 18 home games due to COVID-19

^Games took place at the Aggie Softball Complex

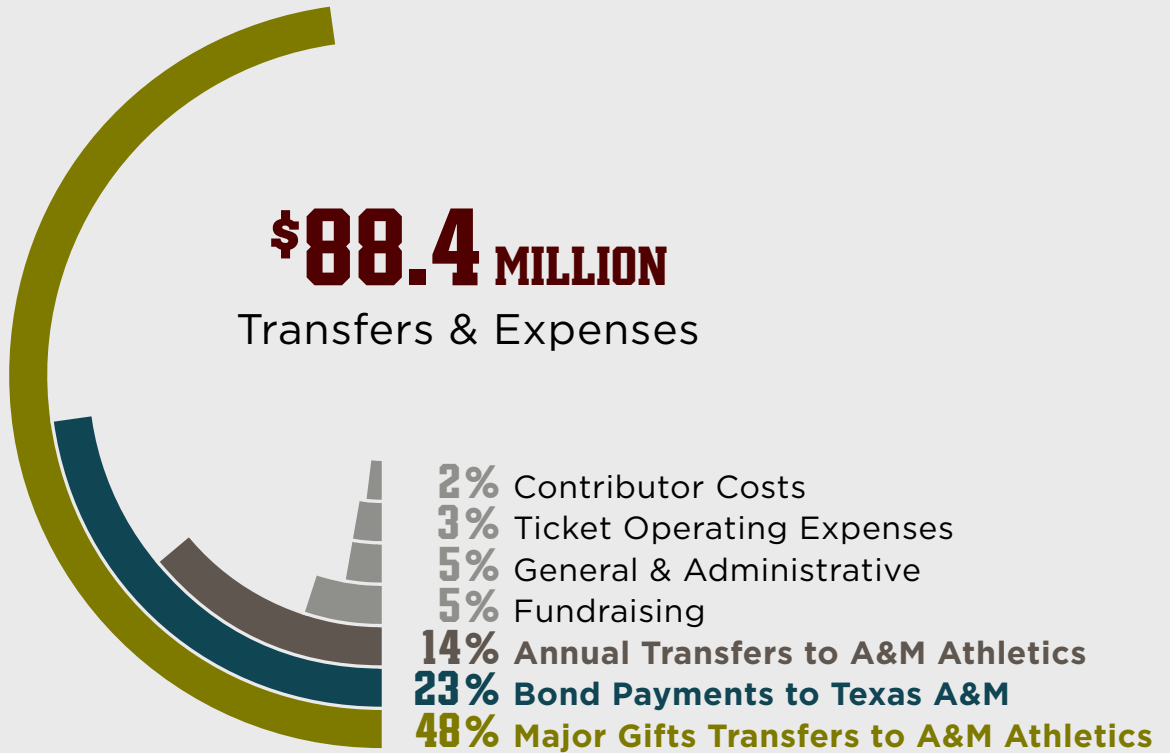
Aggie volleyball finished 14-1 at Reed Arena in 2019 and advanced to the Sweet 16 for the first time in 10 years.

The A&M softball program was preparing to host its 2020 SEC home opener at Davis Diamond when the season was canceled due to COVID-19.

COVID-19 IMPACT

Softball season ticket holders were offered the option to donate, credit or refund their remaining softball season ticket investment after the 2020 season was cut short due to the pandemic.

12TH MAN FOUNDATION TRANSFERS TO TEXAS A&M & EXPENSES

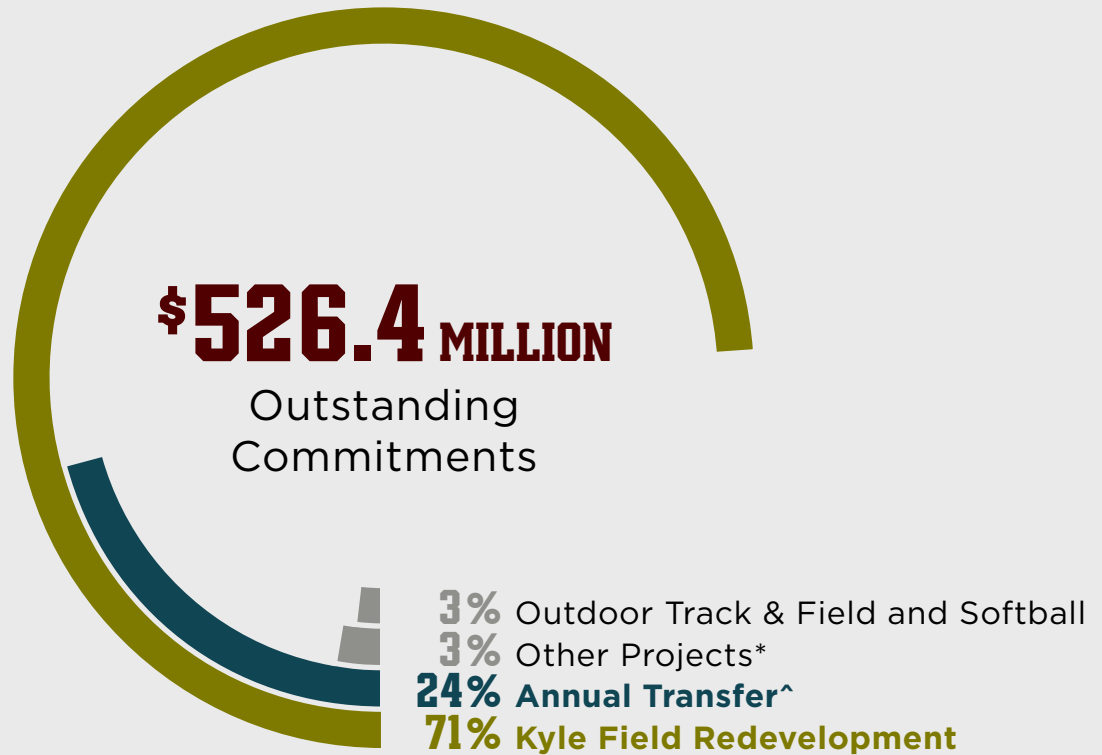


The 12th Man Foundation transferred \$75.8 million to Texas A&M in support of championship athletics, which consisted of capital and endowed funds, bond payments and other athletic support.

The remaining expenses represent ticket operations, fundraising costs and general and administrative costs associated with supporting the efforts of the 12th Man Foundation.



12TH MAN FOUNDATION OUTSTANDING COMMITMENTS



The 12th Man Foundation has more than \$526 million in outstanding commitments to Texas A&M Athletics for facilities and ongoing program needs.

The outstanding commitments include more than \$370 million due in undiscounted principal and interest for the historic redevelopment of Kyle Field.

[^]ANNUAL TRANSFER

Annual Transfer to Texas A&M Athletics through year end June 30, 2028.

***OTHER PROJECTS**

Other projects include Blue Bell Park, Swimming & Diving Upgrades, Bright Complex, Women's Basketball and the Cox-McFerrin Center for Aggie Basketball each making up approximately .5 to 1 percent of the total commitments outstanding.



FUNDING SCHOLARSHIPS, PROGRAMS AND FACILITIES
IN SUPPORT OF CHAMPIONSHIP ATHLETICS