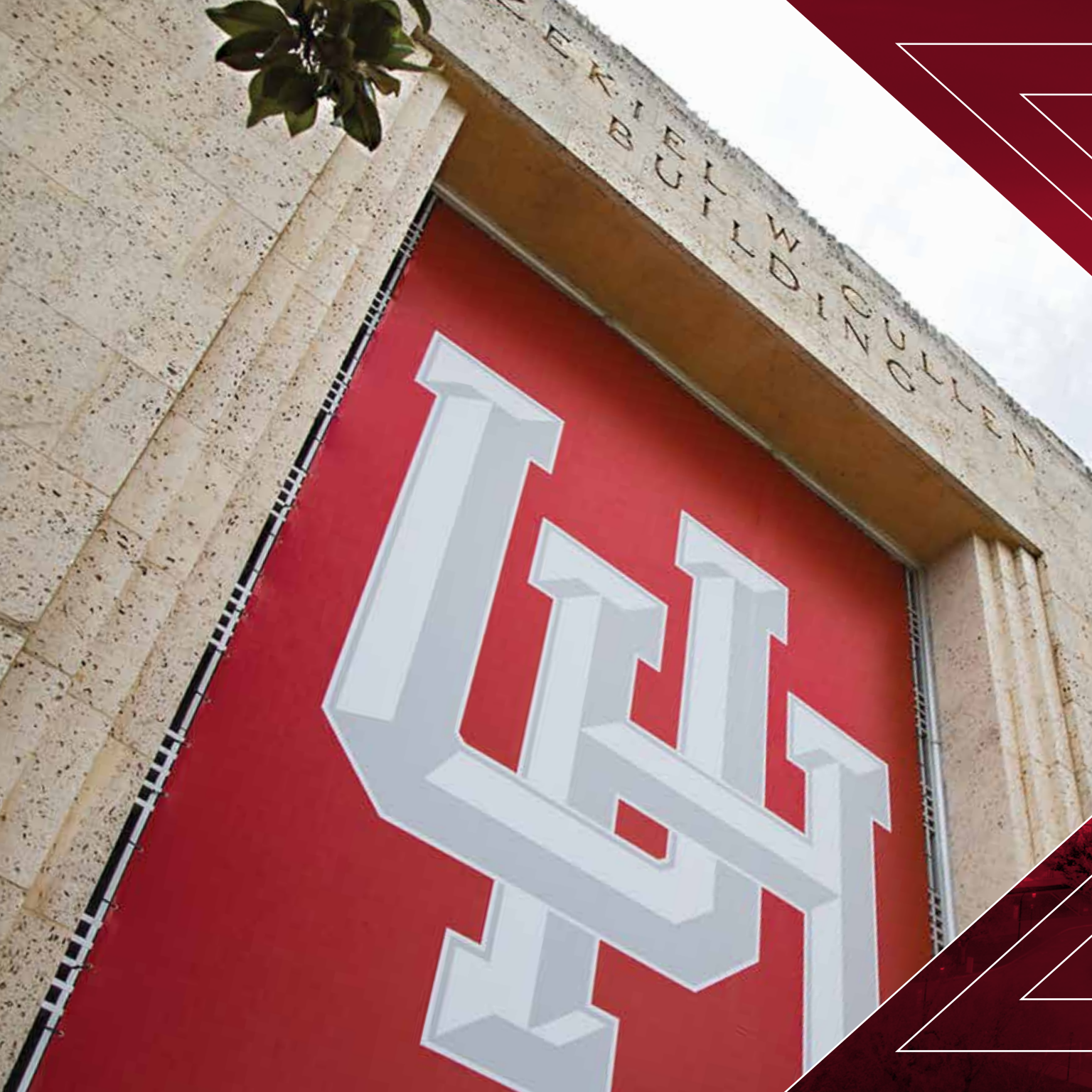


UNIVERSITY OF HOUSTON

UH HERE, WE GO.

JOIN THE CAMPAIGN FOR THE UNIVERSITY OF HOUSTON





FRANKLIN COUNTY
1820





\$1 BILLION.
FOR OUR UNIVERSITY
FOR HOUSTON
FOR TEXAS
AND THE WORLD.

UNIVERSITY OF HOUSTON

UH HERE, WE GO.

HERE: Houston is where it all starts. Not just our Tier One university, but also the nation's fourth-largest city that we call home. Really, "Here" is anywhere in Texas, in the country and in the world where our people are moving forward.

WE: This is about the quarter of a million UH alumni and the more than 150,000 who have stayed in Houston, driving the workforce. The students who are learning to change the world and the professors who are teaching them how. The leaders. The dreamers. The heroes. The go-getters.

GO: To go isn't just to move. To go is to create. To accelerate. To achieve. Here, we go to lunch with Warren Buffett. Go the extra mile for our neighbors. Go all out on Cougar Red Fridays. Go creating new energy sources. Go engineering in deep sea. Go venturing into deep space. And go deep into the end zone.



FUEL — — BUILD TRANS — FORM

TO FUEL students' minds with knowledge, experience and opportunity, ultimately driving our industries here in Houston and around the globe.

TO BUILD on the strengths that have gotten UH this far and that will continue to propel us forward as we explore new frontiers.

TO TRANSFORM lives, our neighborhoods, our city, our state, our nation and our world by transforming UH into a model for what higher education should be.

Here, at the University of Houston, we're keeping these actions in mind as we dive headfirst into this momentous campaign the only way we know how:

**FORWARD, FURTHER, FASTER
FOR HOUSTON.**





—

“JUST AS WE MUST
SAVE SEEDS FROM A
FRUIT AND PLANT
THEM BACK IN
THE SOIL TO GET
A NEW CROP, IT IS
NECESSARY FOR US
TO GATHER THE
ENERGY GENERATED
BY OUR SUCCESSES
AND FEED IT BACK
INTO OUR CURRENT
EFFORTS TO FUEL
THE MOMENTUM.”

—RENU KHATOR
PRESIDENT OF THE UNIVERSITY
OF HOUSTON



▶ OBJECTIVE 1 - SCHOLARSHIPS: \$200 MILLION

WE MAKE SCHOLARS, NOT EXCUSES.

HERE, WE GO: ENCOURAGING STUDENT SUCCESS
WITH SCHOLARSHIPS AND FELLOWSHIPS



“BEING IN THE PROGRAM MEANS SO MUCH MORE THAN JUST RECEIVING FULL TUITION, HOUSING, RESEARCH STIPENDS AND STUDY ABROAD SUPPORT. IT’S ACTUALLY ABOUT THE MEANINGFUL EXPERIENCE OF TAKING PART IN THE UNIVERSITY’S HISTORY-MAKING JOURNEY OF BECOMING A TIER ONE RESEARCH UNIVERSITY.”

- LAI “SALLY” WONG

EVERY SUCCESS STORY STARTS SOMEWHERE.

Scholarship support is almost always a significant — if not deciding — factor in a talented student choosing UH. By funding support for our top students, we can help the most driven individuals begin their success stories right here at the University of Houston.

UH is proof that talent comes from all over. Our students come from 137 different countries, and we have the second-most ethnically diverse public university campus in the nation. We know there are students out there capable of great things but incapable of affording college on their own — in fact, more than two-thirds of UH undergraduates rely on financial assistance. There are also valuable graduate student researchers who, without graduate fellowships, would be unable to take part in the groundbreaking research opportunities at UH.

Once students enroll, this support plays a major part in ensuring they graduate in four years, allowing them to enter the workforce earlier and increase their earning potential. **Imagine the doors we could open by adding \$200 million in scholarship and fellowship funding by 2020.**

TIER ONE SCHOLARSHIP

Provides four full years of tuition plus two years of on-campus living as well as stipends for research and study abroad.

COUGAR EXPERIENCE SCHOLARSHIP

Every annual investment of \$4,000 helps a student live in on-campus housing so they can contribute to campus life and have a better chance at success.



LAI “SALLY” WONG
(B.B.A. '11, M.S. ACCY. '16)
UH'S YOUNGEST AND FIRST
TIER ONE GRADUATE

◆
Sally entered UH from high school with nearly 60 college credits. With help from the Tier One Scholarship, she was able to earn a bachelor's degree (summa cum laude, no less) in only a year and a half. But she didn't stop there. She returned to complete a master's degree and got right to work at PricewaterhouseCoopers in Houston.





BRENÉ BROWN

(M.S.W. '96, Ph.D. '02)

HUFFINGTON FOUNDATION ENDOWED CHAIR IN
THE GRADUATE COLLEGE OF SOCIAL WORK

Brown's 2010 TEDxHouston talk, "The Power of Vulnerability," is one of the most-watched TED Talks in the world, with more than 27 million views. Talk about making an impression. Now, with contributions from supporters like you, we can fund endowed chairs to bring in and support more exceptional faculty in the future.

▶ OBJECTIVE 2 - FACULTY: \$110 MILLION

FUNDING THE MINDS THAT FUEL OUR ACCELERATION

HERE, WE GO: ATTRACTING & RETAINING TOP FACULTY
WITH ENDOWMENTS AND RESEARCH SUPPORT



UH FACULTY
BOASTS A
NOBEL PRIZE
LAUREATE, FOUR
GUGGENHEIM
FELLOWS AND 18
NATIONAL ACADEMY
MEMBERS.

THE UNIVERSITY OF HOUSTON would not be the Tier One university it is today without our outstanding faculty. Though our outward reputation matters, a positive perception starts from the inside-out. A supported team of faculty members is the foundation of everything we strive for at the University of Houston, from student success to groundbreaking discoveries.

We live in the “Energy Capital of the World” with collaborative neighbors like NASA, which puts us in the perfect position to be an industry leader. We take pride in spearheading programs in fields many

other universities aren’t even thinking about. Like the work we’re doing in the National Center for Airborne Laser Mapping, giving researchers an accurate map of our land and what’s under it; the Subsea Systems Institute, generating safe and sustainable offshore energy; and the Borders, Trade and Immigration Institute, changing the way the world thinks about immigration. But centers like these don’t run themselves. Through endowments and research support, we’re fueling the engine of this university, more commonly known as teachers and scholars.



OUR TO-DO LIST IS A TO-GROW LIST

HERE, WE GO: ENHANCING FACILITIES TO INCREASE OUR POTENTIAL

IT'S NOT ENOUGH to think like a modern university. In order to set the pace for tomorrow's standard of higher education, we must refuse to be satisfied with buildings and technology from decades past. We must honor the pragmatic, strong workforce development that the Cullen family envisioned when they championed a public education system in Texas, and elevate it to the best version possible using everything we've learned since then.

Access to the latest resources and equipment will continue to propel UH forward in all aspects, from student life to faculty breakthroughs. The opportunities here for the highest caliber of students and faculty will be competitive with top research universities near and far. And once those movers and shakers get here, they'll realize they couldn't do all they're doing anywhere else. When you take the energy of UH and empower it with the most up-to-date facilities, it leads to advancements the likes of which the world has yet to see.



◆
**HOUSTON
PUBLIC
MEDIA**

■
is home to the nation's first educational television station (TV 8), Houston's rapidly growing source for National Public Radio (News 88.7) and a devoted classical music station (Classical 88.7 HD-2).

◆
**ROOMS
FOR
GROWTH**

// Students who are engaged in campus activities and living in residence halls tend to have higher GPAs and better retention rates.

>7,000

■
students living on campus in residence halls, apartment homes and townhouses.

30%

■
increase in students living on campus in just six years.

25%

■
our goal for undergraduate students in on-campus housing.

▶ OBJECTIVE 4 - HEALTHY HOUSTON: \$350 MILLION

BOOSTING HOUSTON

HERE, WE GO: BUILDING A
HEALTHIER HOUSTON ECONOMY





H

AS A PROUD NEIGHBORHOOD PARTNER of the nation's ever-growing fourth-largest city, UH is bringing students and faculty members together to drive the workforce and fire up the fields of energy, health sciences and the arts. In fact, one in six Houstonians with a college degree earned it from UH. But we're not stopping at a healthy economy — we're also creating a healthier community.

Texas has more medically uninsured residents than anywhere in the country. Our neighbors are more likely to have diabetes, cardiovascular disease and other health issues, and they're also less likely to be screened for cancer. As the University makes strides, so does the city, and vice versa. We're stepping forward to keep both moving full speed ahead.

HOUSTON BY THE NUMBERS

HEWLETT PACKARD ENTERPRISE AND HP INC. // combined, hire more graduates from UH than from any other college or university

3 OUT OF 5 // UH alumni stay in Houston (~152,000)

42 // health-related degree programs and thriving partnerships with the Texas Medical Center

TOP CORPORATE DONORS //

AT&T Inc.
BP P.L.C.
Chevron Corporation
ConocoPhillips Co.
ExxonMobil Corporation
The Halliburton Co.
Hines
Insperity, Inc.
National Oilwell Varco
Schlumberger Limited
Shell Oil Company
TDECU



“THIS GIFT IS PERSONAL. IT REPRESENTS A COMMITMENT FROM MY FAMILY AND ME TO SUPPORT UH IN ITS QUEST TO STRENGTHEN OUR NATIONALLY COMPETITIVE INSTITUTION, BOTH IN ACADEMICS AND ATHLETICS.”

-TILMAN FERTITTA ('78)
PRESIDENT AND CEO OF
LANDRY'S, INC.

▶ OBJECTIVE 5 - ATHLETICS: \$140 MILLION

HAVING A NATIONALLY CELEBRATED ATHLETICS PROGRAM

will put UH on the map in places it currently is not. We have been playing hard, and the work has been paying off. But in order to recruit and train the best student-athletes, we need superior facilities that match our performance. It's time to build an athletics program that our energetic city can rally behind.

#HTOWN

COOGS THROUGH THE YEARS

▶ 1956 - 85 //

Men's Golf wins 16 national championships, ranking the team second of all time (only behind Yale)

▶ 1982 - 84 //

Phi Slama Jama, "Texas' Tallest Fraternity," dunks its way to a #1 ranking

▶ 1984 //

Track and field athlete Carl Lewis ('85) wins his first four of nine total Olympic gold medals



TAKEDOVER

HERE, WE GO: POWERING A NATIONAL ATHLETICS PROGRAM

▶ **1989** //

UH Quarterback
Andre Ware ('89)
wins the Heisman
Trophy

▶ **1998** //

Women's Soccer
ranks first
nationally

▶ **2014** //

TDECU donates
\$15M for a new
football stadium

▶ **2015** //

Chick-fil-A Peach
Bowl win vs. No. 9
Florida State

▶ **2015 - 16** //

Cougars Football
season closes out
in the top 10

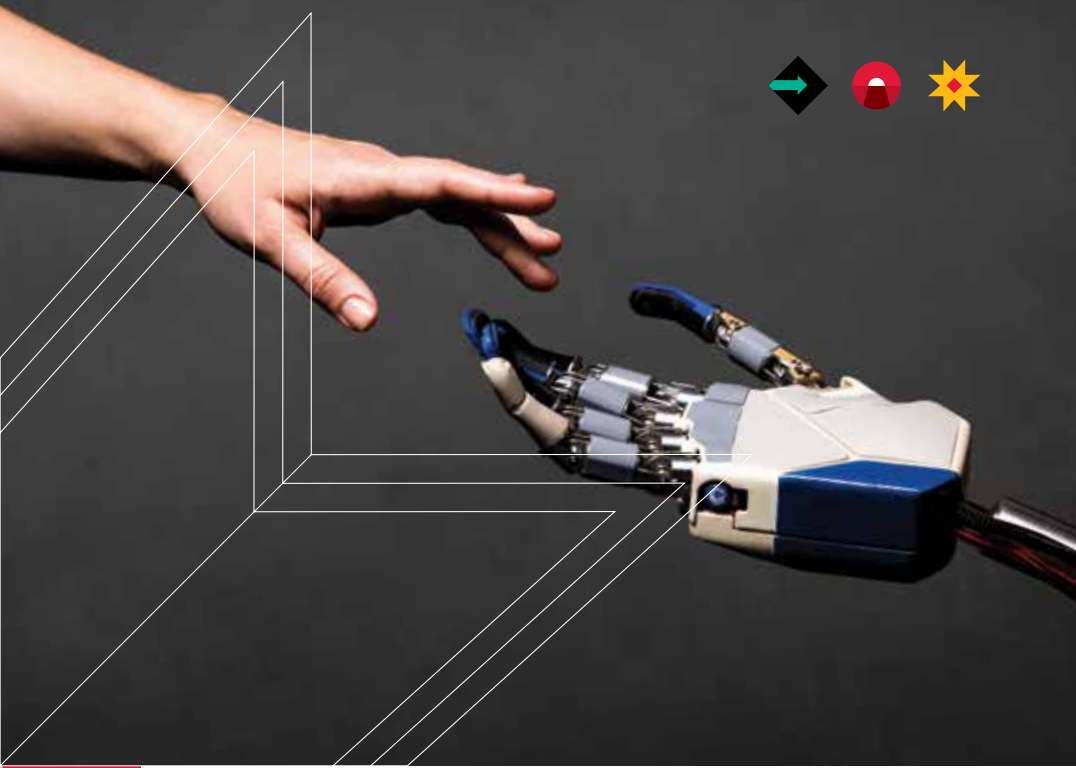
▶ **2016** //

Tilman Fertitta
donates \$20M
for a new
basketball arena,
the Fertitta Center,
opening 2018

WHY NOW?



—
OUR PROGRESS
CONTINUES TO
BUILD, DESPITE
STATE SUPPORT
DROPPING BY HALF,
MAKING PRIVATE
PHILANTHROPY
FROM SUPPORTERS
LIKE YOU THE KEY
TO CAPITALIZING ON
OUR MOMENTUM.



**\$1 BILLION
BY 2020**

Our vision is larger than any amount of time or financial support.

We're determined to make real changes in the five areas of impact outlined in this case statement.

With your help, we can make great strides forward in:

- **SCHOLARSHIPS**
- **FACULTY**
- **FACILITIES**
- **HEALTHY HOUSTON**
- **ATHLETICS**

Whether you're a graduate looking to strengthen your degree, a proud Houstonian looking to further the city's growth, or a business leader looking to energize your industry, there's something in this campaign for all of us.

WE DON'T DO THIS OFTEN. Actually, we haven't held a comprehensive campaign in 25 years. Why? Because we've been focused on growing into the world-class research institution we are today, and we've come a long way since our last campaign.

Under Renu Khator's leadership, UH has been recognized as a Tier One research university by the Carnegie Foundation, and Phi Beta Kappa, the nation's oldest, most prestigious academic honor society, established a new chapter at UH in recognition of the quality of our undergraduate academic offerings.

As the longest-serving chancellor and president in UH history, Khator continues to propel us forward through her commitment to progress. With this campaign, our focus is on 2020 and beyond. Now, our next step is an ambitious one — one that requires an equally ambitious support system.

▶ **CAMPAIGN GOALS**

WHY \$1 BILLION?

WE'RE AIMING HIGH TO MAKE THIS CAMPAIGN COUNT. As we make history, we want as many people and communities to benefit as possible.

Just as we couldn't do this without you, this campaign is coming to fruition as a result of unrelenting effort by the visionaries on our Campaign Executive Committee.

CO-CHAIRS

Tilman J. Fertitta ('78)
Beth Madison ('72)
John L. Nau III
Marvin E. Odum (M.B.A. '95)

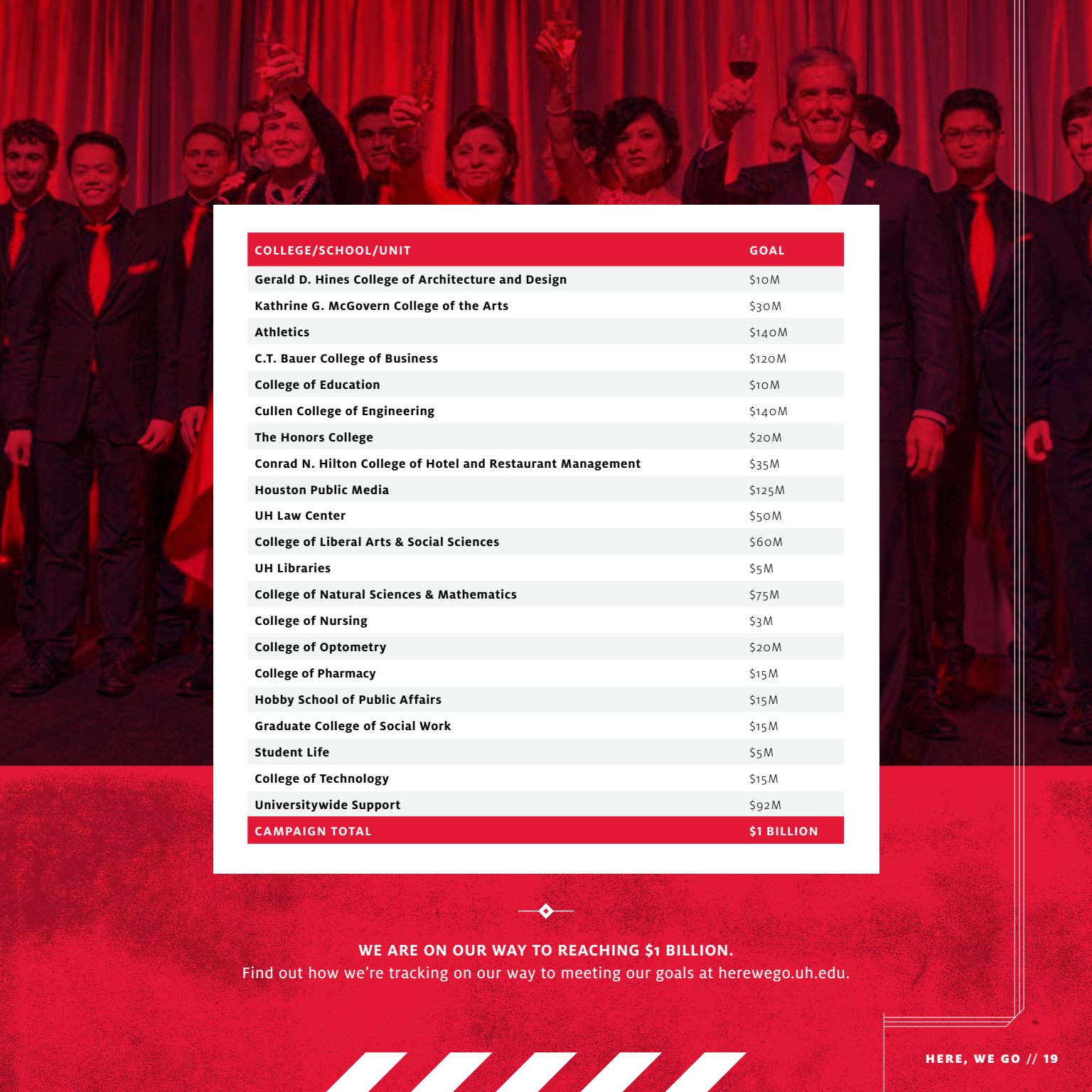
HONORARY CHAIRS

The Honorable William P. Hobby Jr.
Ronald (J.D. '69) and Carolyn Yokubaitis

COMMITTEE

Ken Bailey Jr. (J.D. '72)
Michael J. Cemo ('68)
Stephen Chazen (MFin. '77), Finance Chair
Samuel A. DiPiazza Jr. (M.S. '73)
Joe M. Gutierrez (M.B.A '14)
Barbara Hines
Bill J. Jackson (J.D. '92)

Dorothy Nicholson ('77)
Richard G. Rawson ('72)
Wilhelmina E. "Beth" Robertson
Chang and Salah ('77, M.S. '79) Turkmani
Floyd C. Wilson ('72)
Robert C. Wilson III
Cyvia G. Wolff



COLLEGE/SCHOOL/UNIT	GOAL
Gerald D. Hines College of Architecture and Design	\$10M
Kathrine G. McGovern College of the Arts	\$30M
Athletics	\$140M
C.T. Bauer College of Business	\$120M
College of Education	\$10M
Cullen College of Engineering	\$140M
The Honors College	\$20M
Conrad N. Hilton College of Hotel and Restaurant Management	\$35M
Houston Public Media	\$125M
UH Law Center	\$50M
College of Liberal Arts & Social Sciences	\$60M
UH Libraries	\$5M
College of Natural Sciences & Mathematics	\$75M
College of Nursing	\$3M
College of Optometry	\$20M
College of Pharmacy	\$15M
Hobby School of Public Affairs	\$15M
Graduate College of Social Work	\$15M
Student Life	\$5M
College of Technology	\$15M
Universitywide Support	\$92M
CAMPAIGN TOTAL	\$1 BILLION



WE ARE ON OUR WAY TO REACHING \$1 BILLION.

Find out how we're tracking on our way to meeting our goals at herewego.uh.edu.



UNIVERSITY OF HOUSTON

STATUS: GO

WE'VE NEVER SUBSCRIBED TO THE STATUS QUO. IF IT'S JUST "SATISFACTORY," "ADEQUATE," OR "SUFFICIENT" IT'S UNFINISHED IN OUR BOOK. AT THE UNIVERSITY OF HOUSTON, BREAKING THROUGH THE STATUS QUO MEANS DEMOLISHING THE OUTDATED STEREOTYPES ABOUT WHAT MAKES A UNIVERSITY GREAT.

**HOW WILL WE GET WHERE WE'RE GOING?
BY GETTING A RUNNING START. AND THAT'S WHERE YOU COME IN.**

Raising \$1 billion by 2020 is no small task, but together, we have the power to meet and exceed our goals. With your support, we'll speed up all that we are doing as we chase down all that is possible.



UH HERE, WE GO.

JOIN THE CAMPAIGN FOR THE UNIVERSITY OF HOUSTON

TO LEARN MORE AND MAKE A DONATION TO HELP
US KEEP UP OUR MOMENTUM, VISIT

HEREWEGO.UH.EDU

Eloise Dunn Brice

Vice President, University Advancement

Phone: 713-743-8695

Email: uavc@central.uh.edu

UNIVERSITY OF HOUSTON

