

THE RICE INVESTMENT



2018 CASE PLATINUM AWARD
BEST PRACTICES IN COMMUNICATION AND
MARKETING

RICE UNIVERSITY



THE RICE INVESTMENT

Undergraduate students with family income below \$65,000* will receive a grant that covers full tuition, mandatory fees, and room and board.

Students with family income between \$65,000 and \$130,000* will receive at least a full-tuition scholarship.

Students with family income between \$130,000 and \$200,000* will receive at least a half-tuition scholarship.

Rice students who qualify for The Rice Investment will not be required to take out student loans as part of their financial aid packages.

*With typical assets



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PLAN: KEY MESSAGE PLATFORM

Title	The Rice Investment
Tagline	<i>Talent Deserves Opportunity</i>
Background	<ul style="list-style-type: none">• The Rice Investment is a new initiative that expands Rice’s legacy of commitment to low- and middle-income families by increasing access to a world-class education through enhanced financial aid offerings.• The Rice Investment further expands the university’s financial support to low- and middle-income families by providing talented students an opportunity to attend college tuition-free, regardless of their ability to pay. In addition, the Rice Investment eases the cost of a college education for upper middle-income families.• The initiative launched Tuesday, Sept. 18, with a media announcement, followed by additional opportunities for exposure during Rice’s Volunteer Leadership Conference in Houston 9/21-9/22, the National Association for College Admission Counseling (NACAC) National Conference 9/25-29 and Presidential Visits in Austin 9/26, San Antonio 9/27, Washington, D.C. and West Houston.
Opportunity	<ul style="list-style-type: none">• Position Rice as a national leader in providing innovative financial aid solutions to support low- and middle-income families and their students, providing access to a top-tier education at a time when many families are struggling to make ends meet.



PLAN: KEY MESSAGE PLATFORM

Themes

Removing barriers

We're reducing student and parent contributions toward the cost of a top-tier college education so that more talented low-income and middle-income students can chart their futures at Rice. Middle-income families feel the financial squeeze in paying for a college education, and some families ultimately opt to send their kids to schools based on what they feel they can afford and not on best academic fit.

A legacy of support

Rice has a **long history of keeping college affordable** and meeting all demonstrated need. It's how we started, it's what we've maintained, and now we are going beyond that with the Rice Investment, increasing access to a quality education for middle-income students.

Accessibility and impact

The Rice Investment is, indeed, **an investment in the promise of all students who demonstrate talent, initiative and drive to positively impact the world** – regardless of background, socioeconomic status or ability to pay for college. Rice is one of a select number of institutions that admits students based on academic merit rather than ability to pay. As such, Rice has been practicing need-blind admissions since 1912.

Inspirational, aspirational, optimistic

Tone



PLAN: ADDITIONAL TALKING POINTS

- The Rice Investment builds onto a **continuum of support** that includes no loans for families up to \$200,000 – an expansion of the former threshold of \$80,000 – a commitment to meeting 100% of demonstrated financial need, strong partnerships with programs that support low-income/high-achieving scholars and other efforts to provide access for all students.
- Rice is a **national leader** in offering competitive financial aid.
- The Rice Investment will continue to attract and support a **talented and diverse student body**, fostering a dynamic community of scholars who bring a range of ideas, experiences and perspectives that has long marked the Rice experience.
- We are putting a strong foot forward in **addressing the challenges faced by families with moderate income** at a time when it's needed more than ever. The average cost of attending a private university is just under \$40,000 while U.S. median family household income is approximately \$72,000 annually. The Rice Investment helps make achieving a top-notch education more affordable.
- **Rice alumni have long expressed interest in access and affordability** for low- and middle-income students to their alma mater, and have been integral in the momentum behind the Rice Investment based on Rice's heritage as a tuition-free institution.
- We are **removing obstacles** that prospective students face when considering Rice, while increasing access and affordability for these undergraduate students. To support this vision for affordability, we will raise \$150 million in endowment funding.



PLAN: AUDIENCE & GOALS

AUDIENCE

- **Rice alumni and friends**
 - Roughly 7,000 donors and prospects
 - Young alumni (classes of 2008-2018)
 - Scholarship recipients
 - All other alumni
- **Students**
 - Prospective students
 - Current UG students (classes of 2019-2022)
 - Graduate students
 - International students
- **Parents and families**
 - Parents of prospective and current students
 - Parents of Class of 2019 and young alumni
 - Parents of international students
- **Rice faculty and staff**
- **Broader public**
 - Houston/national media (U.S. News)
 - High school educators and counselors
 - Rating agencies, foundations and other universities

GOALS

- Position Rice as a leader in providing accessible and affordable education among top tier schools.
- Create a flexible, broad based message platform that the university can use to generate scholarship gifts, recruit students and increase Rice's reputational value.
- Engage and excite constituents with a message of optimism; win their hearts, minds and resources of time and philanthropy.
- Acknowledge and anticipate questions from alumni, students and families about the rising cost of education.

**Phase I: Pre-Launch
Early – Mid September**

- 9/01 Key Donors Identified
- 9/12 BOT Announcement and Resolution
- 9/21 ARA Board Resolution

**Phase II: Public Launch
September 18**

- 9/18 Messaging to prospective students/families begins*
- 9/18 Websites updates complete
- 9/18 Social Media Blitz
- 9/18 All Alumni Email from President Motion Graphic Video Launch***
- 9/18 Press Release/Press Conference**
- 9/22 Volunteer Leadership Conference
- 9/26-9/27 Presidential Visits

**Phase III: Continued Messaging
October – and beyond**

- October: Envision Newsletter/website
- October/November: Additional Presidential Visits
- 11/01 All Alumni Town Hall (Homecoming and Reunion)
- November 14: Live Action Video online***

PLAN: TIMELINE

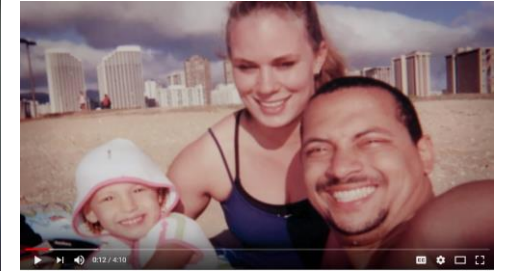
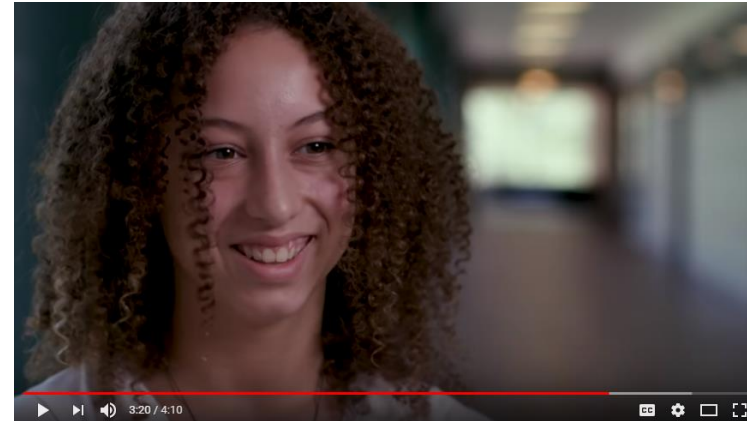
High level (above)
Detailed (below)

September 2018	October 2018	November 2018	December 2018	January	February	March	April	May	June
Launch of The Rice Investment (9/18)	raDAR - ongoing updates	raDAR - ongoing updates	raDAR - ongoing updates	raDAR - ongoing updates	raDAR - ongoing updates	raDAR - ongoing updates	raDAR - ongoing updates	raDAR - ongoing updates	raDAR - ongoing updates
Motion Graphic Video	Develop stewardship strategy	Develop stewardship strategy	Implement stewardship strategy	Ongoing stewardship	Ongoing stewardship	Ongoing stewardship	Ongoing stewardship	Ongoing stewardship	Ongoing stewardship
All Alumni Letter	All alumni newsletter featuring TRI video (Oct. 5)	All-alumni Town Hall - HC&R (11/2)	Web enhancements w/ Video Booth content	ARA Board Video Booth	Envision Newsletter: TRI Feature (email send to all UG alumni)	Q3 Challenge w/ TRI focus		Envision Newsletter: TRI Feature (email send to all UG alumni)	EOFY AF Solicitations TBD
Follow up text available for MGOs	Presidential Visit - Denver (10/1)	Video Booth at Registration - HC&R	RAF Q2: A. Thacker TRI Call Out Faculty/Staff		Quarterly Check-in w/ MGOs to discuss TRI resources			Quarterly Check-in w/ MGOs to discuss TRI resources	
All DAR websites featuring TRI	Rack Cards	Live Action Video Debut							
Volunteer Leadership Conference (9/22)	Follow Up email to all attendees	Include TRI link in HC&R follow-up email (11/12)	Undergrad Alumni Existing Scholarship Endowment Letter (A. Thacker)						
The Rice Investment Rack Cards	RAF AFLG Proposal: TRI Call Out	Envision Newsletter: TRI Feature / email to all UG alumni (11/16)							
Presidential Visit - Austin (9/26)	Gift Planning: TRI Call Out	Presidential Visit - Houston/Memorial (11/13)							
Motion Graphic Video	Presidential Visit (Washington, DC)	The Rice Investment Sample Proposal for MGOs							
Rack Cards	Motion Graphic Video	The Rice Investment Talking Points for MGOs							
Follow Up email to all attendees	Follow Up email to all attendees	Quarterly Check-in w/ MGOs to discuss TRI resources							
Presidential Visit - San Antonio (9/27)	RAF Q1 appeal with TRI buckslip (Oct. 22)								
Rack Cards									
Follow Up email to all attendees									

COMMUNICATIONS: VIDEOS

MOTION GRAPHIC VIDEO

<https://youtu.be/kOgLo2U1MrQ>



"TALENT DESERVES OPPORTUNITY" VIDEO

<https://youtu.be/Nk5mgQF21VQ>

RICE.EDU/THERICEINVESTMENT

Admissions subsite, launched Sept. 18

Our Commitment

FAMILY INCOME RANGE*	GRANT TO INCLUDE
\$50,000 and below	Full Tuition, Fees, Room and Board
\$65,001 - \$120,000	Full tuition
\$120,001 - \$150,000	Half Tuition

*Assuming typical assets and typical family circumstances.

Rice remains dedicated to meeting 100 percent of demonstrated financial need. The Rice Investment may be met through a combination of loans, grants and institutional gift aid. Any additional demonstrated need may be met through work-study and/or additional gift aid.

President David W. Leebron



COMMUNICATIONS: WEBSITES

ENVISION.RICE.EDU/THERICEINVESTMENT

Giving subsite, launched Sept. 18

2018
VOLUNTEER LEADERSHIP
CONFERENCE




 RICE ALUMNI

RICE UNIVERSITY ALL-ALUMNI TOWN HALL



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THE RICE INVESTMENT
TALENT DESERVES OPPORTUNITY



SHARE YOUR STORY!

How did your Rice experience impact your path? Want to say thanks for a great education? Take a few minutes to share your excitement about The Rice Investment, a bold new financial aid initiative that significantly expands scholarship support for low- and middle-income Rice students.

Learn more about The Rice Investment at enrollment.rice.edu/theinvestment.

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COMMUNICATIONS: EVENTS

Rice President David W. Leebron traveled across the United States to share the news about The Rice Investment with Rice alumni, parents and friends. Development and Alumni Relations and the Office of the President collaborated on the messaging and collateral, which included videos, talking points/anticipated questions, invitations and more.





- Volunteer Leadership Conference, Houston, Sept. 21-22
 - Breakout sessions for The Rice Investment featuring VP for enrollment Yvonne Romero da Silva
 - Keynote address by President Leebron
 - Recap: <http://volunteer.rice.edu/2018-volunteer-leadership-conference>

- Presidential Visits (alumni, parents and friends):
 - Austin, Sept. 26
 - San Antonio, Sept. 27
 - Denver, Oct. 1
 - Washington, D.C., Oct. 30
 - West Houston, Nov. 13

- Homecoming and Reunion “Town Hall”, Houston, Nov. 1
 - Included presentation from President Leebron and “The Rice Investment” video booth, asking alumni to tell their own scholarship stories

COMMUNICATIONS: SOCIAL MEDIA



-  **Clay Stallworth** I've never been prouder to be an Owl.
Like · Reply · 9w  4
-  **Ryan Jenkins** Thank you Rice University for the opportunity you have given my daughter.
Like · Reply · 9w  4
-  **Andrea Usanga** I LOVE MY ALMA MATER! Plan on increasing my monthly giving as well!
Like · Reply · 10w  3
-  **Michele McDonald** Still so amazed that this is my daughter's college. What an awesome announcement!
Like · Reply · 10w  4

- The **Rice University Facebook** announcement on Sept. 18 garnered 63,000 views, 1,200 reactions/likes, 824 shares and 146 comments. The **Rice Alumni Facebook** reached over 1,400, with 710 unique video views and over 900 engagements, including 185 likes/reactions, 26 shares and 4 comments.
- The video was posted to **@RiceUniversity Twitter** page, where it received 15,100 views, 403 likes and 193 retweets. It was reposted to the **@RiceAlumni Twitter** page, where it had more than 8,300 impressions and 72 engagements, including 30 likes and 10 retweets.
- The motion graphic video on **Rice University YouTube** had more than 7,900 views.



YOUTUBE.COM

TALENT DESERVES OPPORTUNITY

In September 2018, Rice University announced a new plan to significantly expand financial aid to low- and middle-income students and families, allowing many...

COMMUNICATIONS: RICE MAGAZINE

PRESIDENT'S NOTE

DAVID W. LICKERSON

Back to the Future



SIX YEARS AGO, we celebrated the centennial of the opening of Rice University. There was a great deal to celebrate. This included not only all we had achieved over a century — all the students we had educated and the impactful research we had conducted — but also, great future ahead. This was made possible in no small measure by the generosity of our alumni and friends, who contributed over \$1 billion to the future success of our university during our Centennial Campaign.

Three years ago, we passed another milestone, albeit one we admittedly took little notice of. The year 2019 marked 50 years since Rice, which had been laid on the streets by founding, started changing tuition. At the time this decision was made, Rice's endowment was not especially large, and the additional resources were necessary if Rice were to be able to continue providing the best quality education and pursuing its aspirations to be one of the leading research universities.

Why had Rice been free in the first place? Our original benefactor, William Marsh Rice, our founding president, Edgar Odell Lovell, and our first board of trustees recognized a need to expand educational opportunity to young people, especially in Texas, who otherwise could not afford it. There was little in the way of educational scholarships in the early 20th century. One might sum up the basic founding philosophy of Rice in three words: *Talent deserves opportunity.*

Over half a century, Rice provided this opportunity to all admitted, regardless of their means, by not charging tuition. That approach ended in 1971 after Rice changed its charter to allow it to charge tuition. This moved fairly with that decision, Rice also started to provide scholarship assistance.

In the 50 years since, many things have changed across the landscape of higher education. Tuition has increased to high levels. Debt burdens have for some become unsustainable, and have reduced the choices available to graduates. Rice has had one of the most generous financial aid programs. Particularly in recent years, we have made it more affordable to those from low income families, providing more generous financial aid and not requiring students from families earning less than \$40,000 a year to take on loans to pay their educational costs.

What has become increasingly clear across America is that, while very substantial resources have been made available to low income students, students from middle-income fam-

MAGAZINE.DONOR@RICE.EDU

President's column, fall 2018
<https://magazine.rice.edu/2018/10/back-to-the-future/>

RICE UNMATCHED



"My Rice education has given me the tools and resources I need to make my dreams come true. The scholarships I've received have forever changed my world and my future."

In high school, Lily Wulfmeyer '20 knew Rice was the perfect place to pursue her interests in engineering, creative writing and music. She soon realized that cost might be a barrier. "When I received my acceptance, I was thrilled," Lily says. "But I needed to figure out if my family could make this work." A generous financial aid package made Rice possible. Today, she is pursuing a degree in English, leading a student art collective and co-editing a literary arts magazine.

Lily illustrates a fundamental Rice value: talent deserves opportunity. Beginning in the fall of 2019, a new financial aid initiative — **The Rice Investment** — will significantly expand support for low- and middle-income families. With a commitment to raise \$150 million in need-based, endowed scholarships, Rice is investing in the promise of all students who demonstrate talent, creativity and drive to positively impact the world.

We believe this bold step reflects our founding principles. Carefully taking this step before we have raised all the funding risk to ensure that we have seen it through again on alumni and friends step for what we believe Rice is the forefront of education and research and we believe Rice and our students contribute to the betterment of our world.


At Rice, we see firsthand the difference that students from every background can make in every human endeavor. It is the very essence of our university that Rice must remain affordable for every student who can ours admission. Why? Because talent deserves opportunity.

Read Lily's full story and learn more about The Rice Investment at envision.rice.edu/thericeinvestment.

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Rice Investment Giving ad, fall 2018

RICE UNLIMITED



David Senter '20 and his siblings were raised on their family's farm in Tennessee. His mother and father prioritized education from the start, even leaving the farm to be closer to good schools. "My parents sacrificed a lot for our education," David says. "We knew that our grades were important and that we needed to work hard to qualify for scholarships." Today, the computer science major has found his groove, preparing for a career in tech management, leading campus tours for middle-school students and serving on Baker College's cabinet. "The day that I got into Rice was an amazing day. Not only did I have acceptance into my dream school, I also had this amazing financial package that was going to cover just about everything. It was all that I ever wanted."

With the support of the Rice community, **The Rice Investment** will significantly expand scholarship support for low- and middle-income students. Visit envision.rice.edu/thericeinvestment to watch a video about David's story and to learn why your support is vital to the success of The Rice Investment.

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Rice Investment Giving ad, winter 2018

FUNDRAISING: ENVISION RICE

The quarterly Envision Rice print newsletter (Nov. 2018) went to ~7,000 managed prospects and leadership donors and focused exclusively on The Rice Investment. Stories include students, parents, faculty member, high school guidance counselor and alumni.



UNMATCHED

“At Rice, I’ve had opportunities to study, participate in meaningful research and, most importantly, figure out more about who I am. My scholarships have given me a real sense of contentment and hope for the future.”
— LEAH OLIVO '21

Talent Deserves Opportunity: Advancing Affordability and Excellence

As a first generation college student, Leah Olivo '21 found it challenging to navigate the college financial aid process. With limited guidance, she restricted her initial college list to a few state schools. However, when she was faced with an unmanageable tuition bill at a large, public university, Leah took a gap year to explore better ways to finance her education.

Her research taught her to think big. Leah investigated top universities that provided significant financial aid, and Rice quickly became her dream school. During a campus visit, she felt inspired by the friendly and collaborative campus culture, and she set her sights on making her Rice education a reality. Now, in her sophomore year, Leah is full of enthusiasm and optimism. “I have figured out more of who I am and what my future will look like. I’m so happy here—my freshman year was an amazing experience.”

Leah’s story demonstrates both the potential for attracting talented students and the need to increase financial support and transparency so that more students like Leah can find their way to Rice. Rice’s recently announced financial aid initiative, The Rice Investment, specifically expands financial aid for low- and middle-income students and includes at least full tuition scholarships and

grants for those with incomes up to \$130,000 (see details inside).

In the days following the announcement, alumni and friends responded with excitement and enthusiasm for a principle that is woven into the very fabric of the university—that talent deserves opportunity.

“When the Rice Investment was announced, I got really emotional,” recounted Alice Walker '96. “But it wasn’t a surprise. It was a formalization of what I already knew—Rice has always been generous with financial aid. They treasure their students, and they work to create a supportive environment. Now we are sharing

our values with the entire world.”

The Rice Investment is a meaningful step towards true affordability. “For a lot of middle-income students, affordability really does drive the decision of where they’ll attend college,” explained Matt Hayles '08. Thinking back to his own education, Hayles remarked, “I am so grateful for that experience. Rice changed my life, and I’m so proud that Rice is committed to doing that for more people like me. As an alumna, I recognize that I need to support this initiative. It can’t work unless it’s supported by philanthropy.”

Scholarship support contributes to a student body that is rich in perspective, ideas and creativity. Leah Olivo '21 (pictured below) is double majoring in biochemistry and art history. “Rice has been very good to me,” she explains. “I’m excited to know that I can have a career that makes a difference.”



new initiative has already generated one third of the \$150 million in endowed funding needed to sustain The Rice Investment. With the support of alumni and friends, this powerful program will yield generations of students armed with the values of achievement, excellence and an appreciation for true diversity. In this sense, gifts to The Rice Investment provide benefits beyond the individual student. The perspectives and abilities generated by a Rice education positively affect families, communities and the wider world.

“Those of us who were able to attend Rice when there was no tuition understood the profound impact that had on our families and our lives,” explained Suzanne Glascock '62. “Through focus, hard work and determination, we earned a spot at Rice and experienced the satisfaction of contributing to our future success. The Rice Investment will give many more deserving young scholars that same experience, and through endowment gifts is support of The Rice Investment, we can participate in that sense of satisfaction all over again.”

To learn more about The Rice Investment and to watch the “Talent Deserves Opportunity” video, visit envision.rice.edu/thericinvestment.

The Rice Investment

AFFORDABILITY FROM EVERY ANGLE

Rice’s new financial aid initiative — The Rice Investment — is a bold step towards making an extraordinary education affordable to talented students from all walks of life. By reducing student and parent contributions, low- and middle-income students can confidently choose Rice as the place to develop their abilities and talents. We talked with students, parents, alumni, faculty and even a high school counselor to see the challenges of affordability from all angles and to explore how substantial scholarship support can impact the lives and choices of students and families.



A FAMILY DECISION

For middle-income families with multiple college-bound students, paying for education can be a unique challenge and complex undertaking. The Rice Investment provides a straightforward solution.

One of five children, Judson Webb '21 was the first in his family to venture beyond his home state of North Carolina for college. With three older brothers, Judson’s family was well-versed in college tuition costs. They knew he would need a competitive financial aid package to make his Rice dream work. “I was thrilled to have been accepted. I was also relieved to find out that the cost of my college education wouldn’t impact my siblings’ plans. My scholarship has been essential to ensuring opportunity for my whole family.” Now a double major in computer science and statistics, Judson has helped to finance his education through the work-study program.



A LIFE-CHANGING OPPORTUNITY

For many low-income and first-generation students, it can seem like a scavenger hunt to seek out and understand a complex financial aid process, but The Rice Investment provides a clear and transformative pathway to Rice.

With help from Questbridge, an organization that connects exceptional students from low-income backgrounds with leading universities, Nathaniel Forrester '19 made his Rice ambitions a reality. “My scholarship has allowed me to focus on growing as a person and developing as a student. Plus, it has taken a huge burden off of my family. They don’t have to worry about me. They know I’m taking classes over at Harvard, who is proud. It’s a student EMT at Rice. You get to be there in big moments in people’s lives.” Nathaniel explained, “You have the opportunity to make a difference in people’s lives.”



A HELPING HAND

Often, parents carry the lion’s share of financing their children’s college education. The Rice Investment not only makes a top-tier education available to all students, but it also relieves families of overwhelming financial responsibilities.

Jennifer and Stuart Litwak, parents of a freshman student, were so moved at the announcement of The Rice Investment, that they were immediately inspired to give to the university. They’ve been thrilled with their daughter’s experience at Rice so far—the scientists, the advisory services, the friendships, and they want all exceptional students to have the same opportunity. “When we heard that The Rice Investment could remove the burden from families so that their kids could truly pursue their education, it made us feel really good about what Rice stands for. We knew it was absolutely the right decision for us.”



A CULTURE OF CARE

Issues surrounding affordability can heavily influence students’ educational choices and their subsequent path after graduation. The Rice Investment gives them the freedom to choose a major and career without oppressive financial restraints.

Caleb McDaniel, associate professor of history and college magistrate, is a touchpoint for many students — both in the classroom and at Duncan College. “Affordability is one of the biggest issues facing our students,” McDaniel explained. “I’ve seen firsthand how concerns about affordability shape a host of student decisions.” McDaniel sees freedom from serious financial concerns as essential to student development. “Because students juggle themselves as maintaining Rice University’s culture of care. To us, such is what The Rice Investment is also about—taking care of all our students and providing them with all the benefits that a Rice education and the college system have to offer.”



A NATIONAL REPUTATION

As a top-20 school, Rice competes on a national level for talented students. The Rice Investment brings the university into clear focus as a premier — and affordable — education.

Michelle Walsh, the lead counselor at a West Windsor-Plainsboro High School in Princeton Junction, New Jersey, advises over 1600 students, all with high hopes for their college admission process. Part of her job includes educating families about college opportunities that are well-rounded academically and financially. “Balancing affordability and prestige is very difficult. Our kids work so hard. They get accepted into top schools but often have to rethink their plan when cost gets in the way. Providing students with transparent affordability is really important.”



A TRADITION OF SUPPORT

Students have no control over their families’ financial health. The Rice Investment is about awarding and promoting talent regardless of a student’s economic status.

While home over winter break during her junior year, Alice Walker '96 learned that her father would no longer be able to pay her tuition. At a loss for what to do next, Walker visited the financial aid office looking for help. She met with a financial aid officer who miraculously found a scholarship to cover her last year. Walker has never forgotten this merciful act. “For me, The Rice Investment lets all students know that there is a place for them at Rice. The Rice Investment didn’t tell me anything I didn’t already know about Rice. Rice has always supported its students. Now it’s a story we are telling to the entire world.”

By the Numbers

The Rice Investment offers a clear view of financial aid packages. Here’s the breakdown for students, degree-seeking undergraduate students:

BELOW \$45,000
Students with family income below \$45K receive at least:

Full Tuition
Full Room & Board

\$45,000-\$130,000
Students with family income of \$45-\$130K receive at least:

Full Tuition

\$130,000-\$200,000
Students with family income of \$130-\$200K receive at least:

Half Tuition

Students receiving these awards will not be required to borrow to fund their education.

Student Loans

*Rice typical award

ASSERTING LEADERSHIP

The Rice Investment places the university among the nation’s best schools in offering generous financial aid. The investment takes effect at least \$1 billion for families at the following income levels:

Rice \$130K
University of Chicago \$125K
Stanford \$125K
Dartmouth \$100K
MIT \$75K

WAYS TO SUPPORT THE RICE INVESTMENT
The university will launch The Rice Investment and shoulder much of the immediate cost starting in the 2019-2020 academic year. In order to fully sustain this program, we must raise \$10 million in new endowed financial aid endowments by June 2025. Here’s how to support this historic effort:

MAKE AN ENDOWED SCHOLARSHIP — Establish a new endowed scholarship program of \$10,000 payable over 1-5 years or contribute to an existing endowment.

MAKE A PLANNED GIFT — Our team can structure a gift payable while you fund significant commitment to The Rice Investment. Contact the Office of Gift Planning at giftplanning@rice.edu to explore options suited to you.

To discuss giving opportunities, contact your development officer or reach us at:
713-548-4005
1-800-451-2100
Envision.Rice.edu/thericeinvestment



FUNDRAISING: ENVISION RICE

The newsletter was followed by a three-part email series highlighting “extended” stories online.

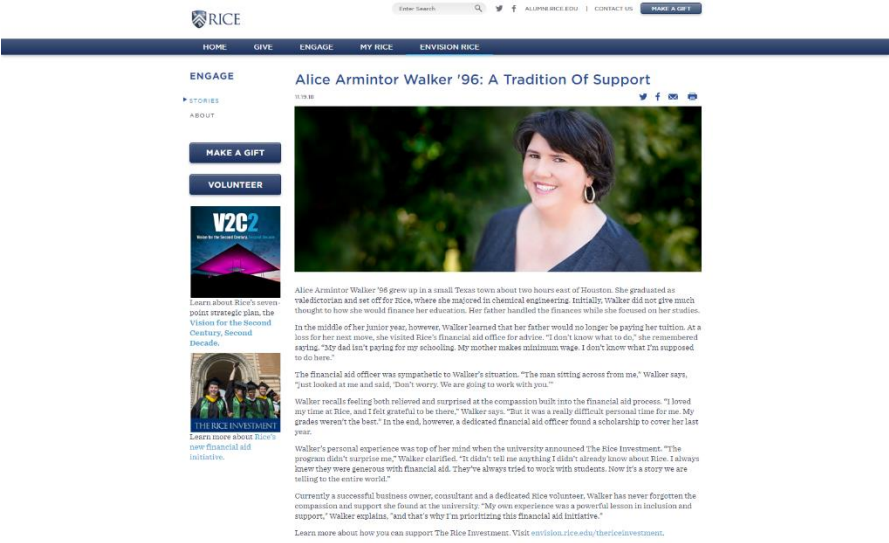
<http://envision.rice.edu>

When **Alice Armintor Walker '96** (pictured above) went home for winter break during her junior year, she learned she'd need to pay for her final year of Rice on her own. Quite suddenly, her circumstances had changed, and Alice was left to figure out the complex world of financial aid. Luckily, a dedicated financial aid officer stepped in to help.

For Alice, The Rice Investment is the continuation of a historically generous financial aid policy. “My own experience was a powerful lesson in inclusion and support,” she explains, “and that’s why I’m prioritizing this financial aid initiative.”

READ ALICE'S STORY

Learn how you can support the Rice Investment and read more stories like Alice's — where scholarships are transforming lives — at envision.rice.edu/thericinvestment.



TALENT DESERVES OPPORTUNITY



"This is a major turning point for the cost of higher education."

When Mike '87 and Rebecca Leppala '87 were considering where they each wanted to go to college, the cost of higher education was a huge factor in their decision processes. "We both came from middle-class families, so our choices were limited. Not many prestigious universities were affordable," Mike says. "Rice was a game changer for both of us — at the time it was even less expensive than my in-state tuition," adds Rebecca. The Leppalas were overjoyed when they first heard the announcement about The Rice Investment. "The university's history and values are all about making education accessible

to everybody," Rebecca notes. "This initiative is bringing these values back to the forefront of the university's priorities, and we could not be prouder to call ourselves Rice alumni." The university's new financial aid initiative also holds personal significance for their extended family, as the Leppala's niece, a current Rice student, may be supported by The Rice Investment. "We could not be more excited that this new policy might relieve financial stress for my sister-in-law, who is a widow," Mike remarks. "It's going to give our niece a richer college experience. She can focus on pursuing her dreams, and the socially and economically

diverse student body will expose her to different perspectives." As longtime Rice Annual Fund donors, Mike and Rebecca were thrilled to discover that they could now designate their yearly gifts toward The Rice Investment. "Mike and I will probably never be in a position to be among the biggest donors to Rice, but we make sure that we are consistent with what we can give," Rebecca says. "Going forward, we will continue to support the Annual Fund, and we feel really good knowing that our donations will be supporting The Rice Investment." To read more, visit envision.rice.edu/leppalas.

A STUDENT'S PERSPECTIVE

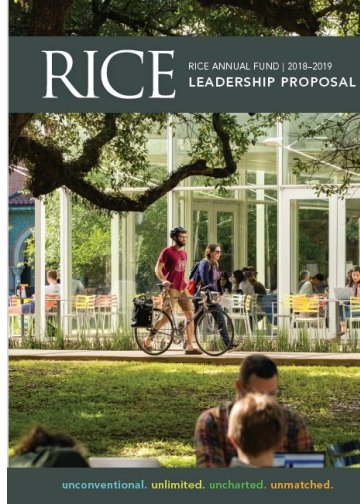
"It is really heartening to see that Rice is making affordability in higher education one of its greatest priorities. When I first heard about The Rice Investment, I thought about how my older sisters would not apply to schools like Rice because they thought our family would never be able to afford the cost. Scholarship support has changed my life, and this new initiative is going to do that for generations to come."

Alicia Selvera '21 (McMurtry)
Chemical and Biomolecular Engineering (Pre-Med)



To read more, visit envision.rice.edu/alicia.

FUNDRAISING: RICE ANNUAL FUND



UNMATCHED ASPIRATIONS REQUIRE A FOUNDATION OF SUPPORT

The fall, the university announced The Rice Investment, a bold new plan to expand scholarship support for low- and middle-income families. While Rice will launch this effort and shoulder much of the immediate costs in the 2019-2020 academic year, it will take the generous philanthropic support of the Owl community to sustain a program of this magnitude, while maintaining the excellence of the student experience. The Rice Annual Fund plays a very special role in this endeavor. First, the Annual Fund provides millions in current scholarship support each year, and these gifts will be all the more vital in supporting The Rice Investment moving forward. Second, unrestricted gifts to the Annual Fund will continue to support a unique undergraduate experience ranked No. 2 for best quality of life and No. 5 for highest students by The Princeton Review. In other words, your leadership gift to the Annual Fund paves the way for deserving students to embrace an extraordinary opportunity at an extraordinary university.

YOU MOVE RICE TOWARD THE FUTURE

Rice continues to rely on the strong tradition of leadership giving to relieve the Annual Fund's goal of raising \$6.25 million in FY19 in support of the scholarship, academic resources and campus life initiatives that keep Rice unique and vibrant.



FY18 GIVING RESULTS

\$7.9 MILLION raised in FY18 to support student life and learning

819 households contributed at the leadership level in FY18

THE RICE INVESTMENT

All Rice, we believe that talent deserves opportunity. Beginning in fall 2019, The Rice Investment will significantly expand financial aid for the university's students and families, allowing many talented students to attend college tuition-free.

Degree-seeking undergraduate students whose families earn less than \$65,000 will receive grants that fully cover tuition, mandatory fees, and room and board.

Students whose families earn between \$65,000 and \$130,000 will receive at least a 50-tuition scholarship.

Performance above benchmark from \$1.91 BNY to \$1.99 BNY

Leadership-level gifts comprised nearly \$5 million, or 64%, of funds raised for the Annual Fund.

These current-use

UNCHARTED

"The Rice education is inspiring me to become the person I want to become."

The Rice '18 have been a strong support for the university's efforts to expand financial aid. As a first-generation college student, she was inspired by the university's commitment to providing a world-class education to all students, regardless of their background. "The Rice education is inspiring me to become the person I want to become," she says. "I am grateful for the opportunity to attend Rice and the support of the university's leadership donors. It has made a huge difference in my life and the lives of many other students like me."

NIA PRINCE '21 (Sud Richardson)
Major in Chemistry

UNCONVENTIONAL

"Creativity is the thing that distinguishes what we do from other institutions."

As a former professional basketball player, James Tour brings a unique perspective to the university. "Creativity is the thing that distinguishes what we do from other institutions," he says. "I am grateful for the opportunity to attend Rice and the support of the university's leadership donors. It has made a huge difference in my life and the lives of many other students like me."

JAMES TOUR
Major in Chemical and Biomolecular Engineering

UNLIMITED

"I am so grateful that scholarship donors opened the door for me to attend Rice."

As a first-generation college student, Michael Do was inspired by the university's commitment to providing a world-class education to all students, regardless of their background. "I am so grateful that scholarship donors opened the door for me to attend Rice," he says. "I am grateful for the opportunity to attend Rice and the support of the university's leadership donors. It has made a huge difference in my life and the lives of many other students like me."

MICHAEL DO '19 (Lowert)
Major in Chemical and Biomolecular Engineering

UNMATCHED

"The professors are completely dedicated to coaching the students in building future professionals."

As a former professional basketball player, Rose Wilkowski brings a unique perspective to the university. "The professors are completely dedicated to coaching the students in building future professionals," she says. "I am grateful for the opportunity to attend Rice and the support of the university's leadership donors. It has made a huge difference in my life and the lives of many other students like me."

ROSE WILKOWSKI
Major in Chemical and Biomolecular Engineering

The Rice Annual Fund end-of-calendar-year mailer (Dec. 2018) features stories of young alumni, Class of '87 alumni (above), college magister/faculty member, the university CIO, students, and parents.

The Rice Annual Fund leadership proposal (Nov. 2018) for prospects of \$2,500 and up highlighted The Rice Investment, as well as featured scholarship stories and a letter from alumni scholarship donors.



Rice University to offer free tuition to low-income and middle-income undergraduate students

By Gisela Crespo, CNN Updated 7:14 PM ET, Tue September 18, 2018



Rice University Will Offer Free Tuition To Families Earning Less Than \$130,000



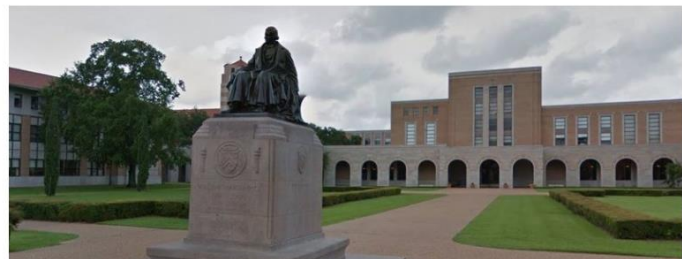
Susan Adams Forbes Staff Education I'm a senior editor in charge of Forbes' education coverage.



EDUCATION Rice University Says Middle-Class And Low-Income Students Won't Have To Pay Tuition

September 18, 2018 - 12:33 PM ET

BILL CHAPPELL



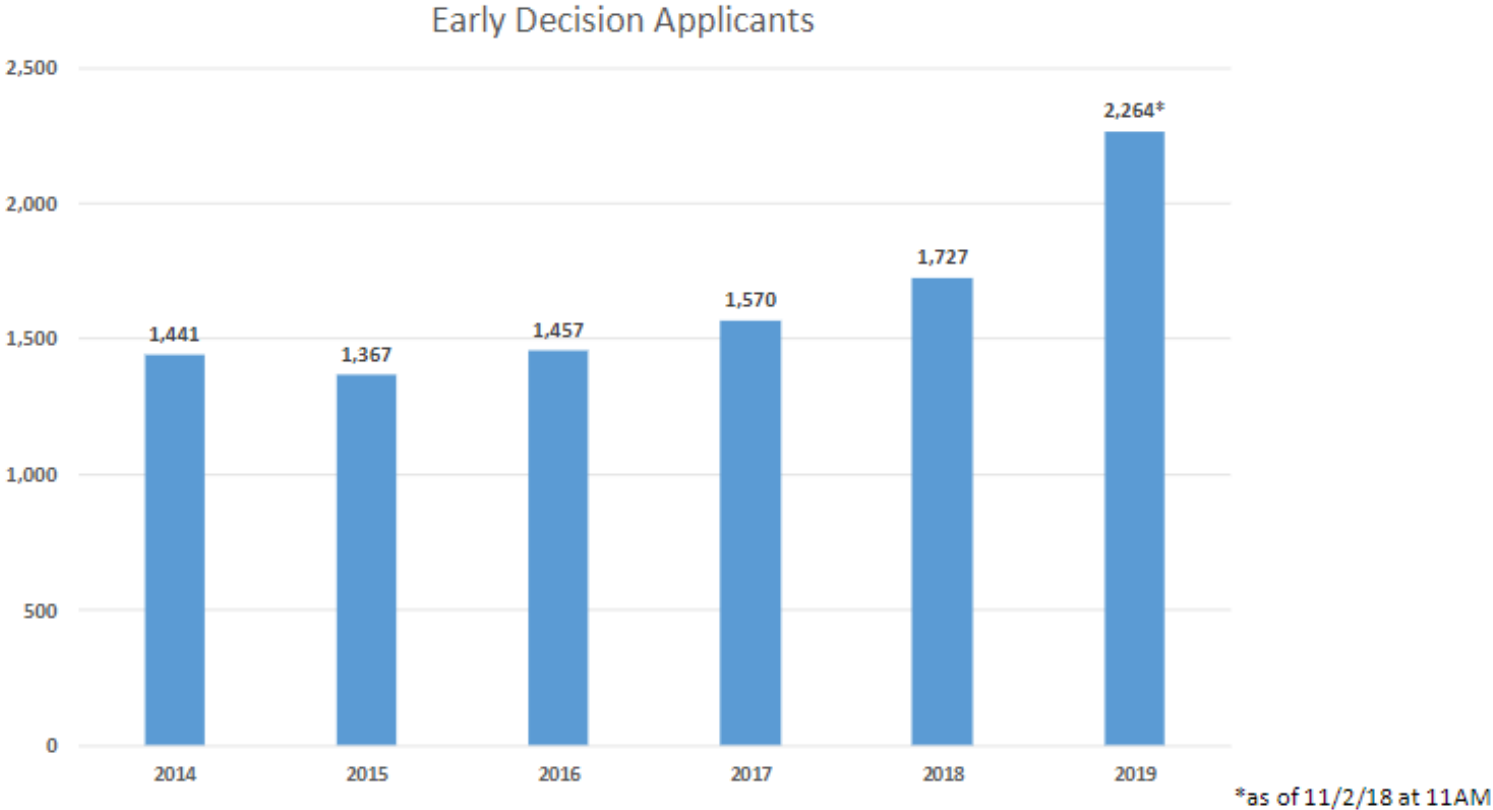
RESULTS: MEDIA/PR

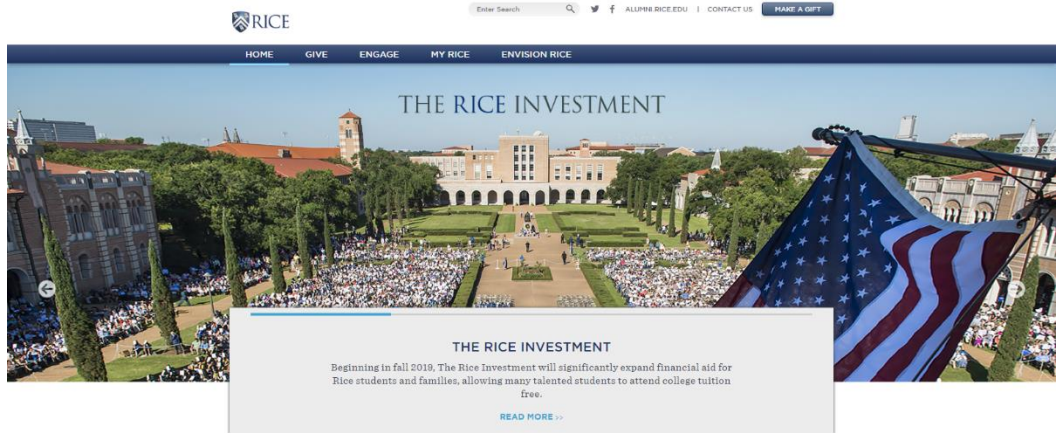
The announcement of The Rice Investment was shared widely among national, regional and local media outlets:

- CNN
- U.S. News & World Report
- Forbes
- NPR
- The Hill,
- Houston Chronicle
- Houston Business Journal
- Television stations in New York, Los Angeles, Chicago and Houston

RESULTS: ADMISSIONS

As of Nov. 2, 2018, early decision applicants increased 31% over the previous year, with much of this success attributed to The Rice Investment.





RESULTS: FUNDRAISING

Rice received several gifts in response to the announcement, including at least \$2.35 million in endowed scholarships and another \$25,000 current-use gift from Rice parents.

Mai Ton, Baker College Sophomore

“It was like, surreal. Indescribable,” Ton said of the moment she heard the news.
“It just felt like a weight was lifted off my shoulders.”

To: Rice President David W. Leebron <president@rice.edu>

Subject: Re: The Rice Investment -- Rice's bold commitment to access and affordability

Yeah. I cried early, but then some of my friends posted about what it means to them and I cried even more. A good day to be at rice

On Sep 18, 2018, at 11:01 AM, Mark Pickrell <mark.pickrell@pickrell.net> wrote:

I cried too. This would have meant so much to our family when I was going to college.

Dad

On Sep 18, 2018, at 9:25 AM, Kathryn Pickrell <kep5@rice.edu> wrote:

It's amazing. One of my good friends was crying on the phone with her parents this morning because it means she doesn't have to worry when financial aid comes out in April. I'm impressed. And so happy.

On Sep 18, 2018, at 9:19 AM, Mark Pickrell <mark.pickrell@pickrell.net> wrote:

I am blown away by the new Rice tuition promise. I hope that you are proud of your college.

UNMATCHED



“ ”

At Rice, I've had opportunities to study, participate in meaningful research and, most importantly, figure out more about who I am. My scholarships have given me a real sense of contentment and hope for the future."

— LEAH OLIVO '21

Talent Deserves Opportunity: Advancing Affordability and Excellence

As a first generation college student, Leah Olivo '21 found it challenging to navigate the college financial aid process. With limited guidance, she restricted her initial college list to a few state schools. However, when she was faced with an unmanageable tuition bill at a large, public university, Leah took a gap year to explore better ways to finance her education.

Her research taught her to think big. Leah investigated top universities that provided significant financial aid, and Rice quickly became her dream school. During a campus visit, she felt inspired by the friendly and collaborative campus culture, and she set her sights on making her Rice education a reality. Now, in her sophomore year, Leah is full of enthusiasm and motivation. "I have figured out more of who I am and what my future will look like. I'm so happy here — my freshman year was an amazing experience."

Leah's story demonstrates both the potential for attracting talented students and the need to increase financial support and transparency so that more students like Leah can find their way to Rice. Rice's recently announced financial aid initiative, The Rice Investment, dramatically expands financial aid for low- and middle-income students and includes at least full tuition scholarships and

grants for those with incomes up to \$130,000 (see details inside).

In the days following the announcement, alumni and friends responded with excitement and enthusiasm for a principle that is woven into the very fabric of the university — that talent deserves opportunity.

"When the Rice Investment was announced, I got really emotional," recounted Alice Walker '96. "But it wasn't a surprise. It was a formalization of what I already knew — Rice has always been generous with financial aid. They treasure their students, and they work to create a supportive environment. Now we are sharing

our values with the entire world."

The Rice Investment is a meaningful step towards true affordability. "For a lot of middle-income students, affordability really does drive the decision of where they will attend college," explained Matt Haynie '03. Thinking back to his own education, Haynie remarked, "I am so grateful for that experience. Rice changed my life, and I'm so proud that Rice is committed to doing that for more people like me. As an alumnus, I recognize that I need to support this initiative. It can't work unless it's supported by philanthropy."

Initial excitement around the

new initiative has already generated one third of the \$150 million in endowed funding needed to sustain The Rice Investment. With the support of alumni and friends, this powerful program will yield generations of students armed with the values of achievement, excellence and an appreciation for true diversity. In this sense, gifts to The Rice Investment promise benefits beyond the individual student. The perspectives and abilities generated by a Rice education positively affect families, communities and the wider world.

"Those of us who were able to attend Rice when there was no tuition understand the profound impact that had on our families and our lives," explained Susanne Glasscock '62. "Through focus, hard work and determination, we earned a spot at Rice and experienced the satisfaction of contributing to our future success. The Rice Investment will give many more deserving young scholars that same experience, and through endowment gifts in support of The Rice Investment, we can participate in that sense of satisfaction all over again."

Scholarship support contributes to a student body that is rich in perspective, ideas and creativity. Leah Olivo '21 (pictured below) is double majoring in kinesiology and art history. "Rice has been very good to me," she explains. "I'm excited to know that I can have a career that makes a difference."



To learn more about The Rice Investment and to watch the "Talent Deserves Opportunity" video, visit envision.rice.edu/thericeinvestment.

AFFORDABILITY FROM EVERY ANGLE

Rice's new financial aid initiative — **The Rice Investment** — is a bold step towards making an extraordinary education affordable to talented students from all walks of life. By reducing student and parent contributions, low- and middle-income students can confidently choose Rice as the place to develop their abilities and talents. We talked with students, parents, alumni, faculty and even a high school counselor to see the challenges of affordability from all angles and to explore how substantial scholarship support can impact the lives and choices of students and families.



A FAMILY DECISION

For middle-income families with multiple college-bound students, paying for education can be a unique challenge and complex undertaking. The Rice Investment provides a straightforward solution.

One of five children, **Judson Webb '21** was the first in his family to venture beyond his home state of North Carolina for college. With three older brothers, Judson's family was well-versed in college tuition costs. They knew he would need a competitive financial aid package to make his Rice dream work. **"I was thrilled to have been accepted. I was also relieved to find out that the cost of my college education wouldn't impact my siblings' plans. My scholarship has been essential to ensuring opportunity for my whole family."** Now a double major in computer science and statistics, Judson has helped to finance his education through the work-study program.



A LIFE-CHANGING OPPORTUNITY

For many low-income and first-generation students, it can seem like a scavenger hunt to seek out and understand a complex financial aid process, but The Rice Investment provides a clear and transformative pathway to Rice.

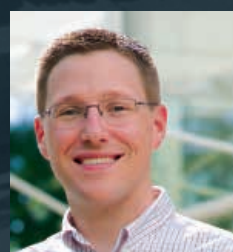
With help from QuestBridge, an organization that connects exceptional students from low-income backgrounds with leading universities, **Nathaniel Forrester '19** made his Rice ambitions a reality. **"My scholarship has allowed me to focus on growing as a person and developing as a student. Plus, it has taken a huge burden off of my family. They don't have to worry about me. They know I'm being taken care of."** Nathaniel, who is premed, is a student EMT at Rice. "You get to be there in big moments in people's lives," Nathaniel explained. "You have the opportunity to make a difference in people's lives."



A HELPING HAND

Often, parents carry the lion's share of financing their children's college education. The Rice Investment not only makes a top-tier education available to all students, but it also relieves families of overwhelming financial responsibilities.

Jennifer and Stuart Litwin, parents of a freshman student, were so moved at the announcement of The Rice Investment, that they were immediately inspired to give to the university. They've been thrilled with their daughter's experience at Rice so far — the academics, the advisory services, the friendships — and they want all exceptional students to have the same opportunity. **"When we heard that The Rice Investment could remove the burden from families so that their kids could freely pursue their education, it made us feel really good about what Rice stands for. We knew it was absolutely the right decision for Rice."**



A CULTURE OF CARE

Issues surrounding affordability can heavily influence students' educational choices and their subsequent path after graduation. The Rice Investment gives them the freedom to choose a major and career without oppressive financial restraints.

Caleb McDaniel, associate professor of history and college magister, is a touchpoint for many students — both in the classroom and at Duncan College. "Affordability is one of the biggest issues facing our students," McDaniel explained. "I've seen firsthand how concerns about affordability shape a host of student decisions." McDaniel sees freedom from serious financial concerns as essential to student development. **"Duncan students pride themselves on maintaining Rice University's culture of care. To me that is what The Rice Investment is also about — taking care of all our students and providing them with all the benefits that a Rice education and the college system have to offer."**



A NATIONAL REPUTATION

As a top-20 school, Rice competes on a national level for talented students. The Rice Investment brings the university into clear focus as a premier — and affordable — education.

Michelle Walsh, the lead counselor at a West Windsor-Plainsboro High School in Princeton Junction, New Jersey, advises over 1,600 students, all with high hopes for their college admission process. Part of her job includes educating families about college opportunities that are well-rounded academically and financially. **"Balancing affordability and prestige is very difficult. Our kids work so hard. They get accepted into top schools but often have to rethink their plan when cost gets in the way. Providing students with transparent affordability is really important."**



A TRADITION OF SUPPORT

Students have no control over their families' financial health. The Rice Investment is about rewarding and promoting talent regardless of a student's economic status.

While home over winter break during her junior year, **Alice Walker '96** learned that her father would no longer be able to pay her tuition. At a loss for what to do next, Walker visited the financial aid office looking for help. She met with a financial aid officer who miraculously found a scholarship to cover her last year. Walker has never forgotten this merciful act. **"For me, The Rice Investment lets all students know that there is a place for them at Rice. The Rice Investment didn't tell me anything I didn't already know about Rice. Rice has always supported its students. Now it's a story we are telling to the entire world."**

By the Numbers

The Rice Investment offers a clear view of financial aid packages. Here's the breakdown for domestic, degree-seeking undergraduates:

BELOW \$65,000
Students with family income below \$65K* receive at least:

- Full Tuition
- Full Fees
- Full Room & Board

\$65,000 - \$130,000
Students with family income of \$65-\$130K* receive at least:

- Full Tuition

\$130,000 - \$200,000
Students with family income of \$130-\$200K* receive at least:

- Half Tuition

Students receiving these awards will not be required to borrow to fund their education.

- X Student Loans

*With typical assets

ASSERTING LEADERSHIP

The Rice Investment places the university among the nation's best schools in offering generous financial aid. The universities below offer at least full tuition for families at the following income levels.

- Rice \$130K**
- University of Chicago \$125K
- Stanford \$125K
- Dartmouth \$100K
- MIT \$75K

WAYS TO SUPPORT THE RICE INVESTMENT

The university will launch The Rice Investment and shoulder much of the immediate cost starting in the 2019-2020 academic year. In order to fully sustain this program, we must raise \$150 million in need-based financial aid endowments by June 2025. **Here's how to support this historic effort:**

NAME AN ENDOWED SCHOLARSHIP — Establish a new endowed scholarship (minimum of \$100,000, payable over 1-5 years) or contribute to an existing endowment.

MAKE A CURRENT USE GIFT — Gifts to the Rice Annual Fund, specifically designated to The Rice Investment, help the program to flourish immediately.

MAKE A PLANNED GIFT — Our team can structure a gift planning vehicle to fund a significant commitment to The Rice Investment. Contact the Office of Gift Planning at giftplan@rice.edu to explore options suited to you.

To discuss giving opportunities, contact your development officer or reach us at:

- 713-348-4600
- giving@rice.edu
- envision.rice.edu/thericeinvestment



Rice University—MS 81
P.O. Box 1892 • Houston, TX 77251-1892

ENVISION THIS

There are a variety of ways to stay connected to Rice and to support the big ideas, brilliant scholars and exceptional students who are moving Rice forward. Here are just a few:

Your Community

RICE ALUMNI HOLIDAY PARTIES

November–December

Rice Alumni holiday parties provide an opportunity to mingle with Rice alumni, parents and friends. Each winter, there are over a dozen Rice alumni holiday parties across the country, including events in New York City, San Francisco, Austin, Dallas, Houston and more. Visit alumni.rice.edu/events/holiday-parties for more information.

CONNECT WITH OWLS IN YOUR REGION

Regional groups provide opportunities for alumni, parents and friends to interact with fellow Owls in their area and stay connected to Rice. The Association of Rice Alumni, in conjunction with local volunteers, establish these groups throughout the world with the goal of fostering community through a range of programs and activities. Visit alumni.rice.edu/groups/regional to learn more.

Your Time

SPEND A DAY WITH A RICE OWL

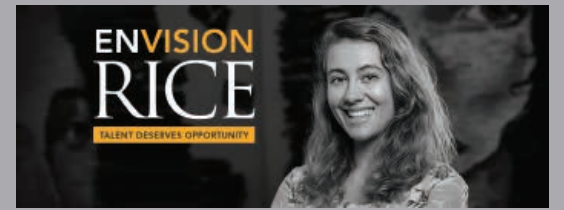
Do you have a day to spend with a Rice Owl? The Owl Edge Externship program, which has served 1,000 undergraduate students to date, is looking for Rice alumni and friends to host a student for 1–5 days (full or half days) during Rice’s spring break on March 11–15, 2019. The deadline for hosts to post a spring break opportunity is Jan. 15, 2019. Visit ccd.rice.edu/employers/externships to learn more.

OUR VOLUNTEERS ARE UNMATCHED

Our volunteers’ passion and dedication enriches the lives and experiences of our students both on and off campus. Explore ways that you can get involved at volunteer.rice.edu.

Your Impact

ENVISION.RICE.EDU/THERICEINVESTMENT



GIVING.RICE.EDU/GIVE/DONORRESOURCES

Discover the resources available to you as a donor and learn the unique role that endowment gifts play in the life of the university.

GIFTPLAN.RICE.EDU

Get the latest tips and resources to make a meaningful gift plan and establish your legacy at Rice, and learn more about To Rice Be True, the university’s bold gift planning initiative.

ENVISION RICE

THE RICE INVESTMENT

TALENT DESERVES OPPORTUNITY In September 2018, Rice University announced a new plan to significantly expand financial aid to low- and middle-income students and families, allowing many students to attend college tuition-free. While The Rice Investment itself is delineated through numbers and income levels, at heart it’s about people — about connecting extraordinary students with an extraordinary education, and about the inspired community of supporters who will boldly invest in our talented young Owls. Look inside this newsletter to discover more about this historic commitment, and watch our newest video, “Talent Deserves Opportunity,” to view the personal stories of two students and an alum whose lives were transformed through the generosity of others. To view the video, go to envision.rice.edu/thericeinvestment.

