FASTER FARTHER: THE CAMPAIGN FOR **GEORGE MASON UNIVERSITY**

Always forward. Mason has grown from a modest school in the shadow of Virginia's powerhouse universities into a nationally ranked research university with four campuses, eleven schools and colleges, and 34,000 students enrolled in 200 degree programs. That trajectory will only be limited by our shared imagination and investment. We have already proven that we can move faster and go farther by working together. To that end, we have launched a \$500 million comprehensive fundraising effort to ensure that Mason has the resources to provide an education that makes our region healthier, stronger and more culturally vibrant as we perform research on the most complex human challenges of our time.

Faster Farther will secure Mason's place as the intellectual cornerstone that our region needs and that our community deserves. With three campaign priorities focusing our efforts, we seek to shape and improve the future of our students, our faculty, our community and our world.

First, as our ambitions grow, so do our needs for spaces for teaching and research, collaboration and discovery. We are ready to invest in new and upgraded facilities that will reinforce the notion that Mason is on the move, and we seek donors who are driven to make a lasting impact.

Second, we will invest in new avenues to recruit and retain the best and brightest scholar-teachers, those devoted to making our campuses and classrooms come alive, opening eyes and minds and sharing the thrill of discovery. We will establish new endowed faculty chairs and fellowships: recruiting, rewarding, and promoting innovation and

excellence in scholarship and teaching.

Third, we will re-affirm our unwavering commitment to student success—our bottom line. We will significantly increase financial aid resources, expand our online-learning programs to reach those beyond the borders of our physical campuses, and strengthen career-support services for students and alumni.

We know that those who support Mason are never content with what's now: they seek what's next. You have an important role to play as we achieve the goals ahead, moving faster and going farther than our founders could ever have imagined. No matter how you have chosen to contribute to this campaign, we hope you'll see how an outstanding population of students directly benefits from your thoughtfulness. Visit our website to learn more about our vision and the continual progress we are makingwith your help.

GEORGE MASON UNIVERSITY

FASTER FARTHER UNIVERSITY

THE CAMPAIGN FOR GEORGE MASON

George Mason University Foundation, Inc. 4400 University Drive MS 1A3 Fairfax, Virginia 22030 Telephone: (703) 993-8850 Email: campaign@gmu.edu Website: fasterfarther.gmu.edu



FASTER FARTHER

ENDOWMENT GROWTH



ENDOWMENT DESIGNATION ENDOWMENT PAYOUT BY PURPOSE **BY PURPOSE** 5% 7% 8% 11% 41% 14% 36% 34% **Eminent Scholars** Student Financial Aid Eminent Scholars Student Financial Aid **Community/Public Service Community/Public Service** Academic Support Academic Support Other Other

THE GEORGE MASON UNIVERSITY FOUNDATION

was established in 1966 to advance and further the aims and purposes of George Mason University. The foundation is a 501(c)(3) charitable foundation organized and operated exclusively for the benefit of George Mason University. The foundation helps the university in generating private philanthropy. It also manages, invests, and administers private gifts including endowments. An endowment is a fund established by a donor with provisions that limit the spending of the original gift: the "corpus" or "principal." Returns on the investment of the principal are spent or reinvested as the fund grows Endowments may be designated for a specific purpose or general usedepending on donor intentas laid out in a gift agreement signed by the donor, the foundation, and the university. The foundation's endowment has grown from \$12.5 million in 1994 to more than \$73 million as of June 30, 2015.

HOW ARE THE FOUNDATION'S **ENDOWMENT FUNDS MANAGED?**

The Investment Committee of the foundation's Board of Trustees are the financial stewards of the foundation's endowment and are obligated to foster and promote a culture of

fiduciary responsibility. These stewards are obligated to the duties of loyalty, care, and placing the best interests of beneficiaries above all else.

HOW ARE THE FOUNDATION'S **ENDOWMENT FUNDS INVESTED?**

The foundation endowment assets are invested in a widely-diversified portfolio reflecting traditional and alternative equity strategies, international and emerging market strategies, traditional and alternative fixed income strategies, real estate, and private equity. The Investment Committee, which meets a minimum of four times per year, determines investment strategy and hires independent financial advisors to manage the portfolio.

WHAT IS THE ENDOWMENT SPENDING POLICY OF THE **GEORGE MASON UNIVERSITY** FOUNDATION?

The policy seeks to ensure that the present value of existing funds grows at a rate that exceeds inflation minus investment fees, while generating a predictable stream of spendable income. The foundation's "payout" or spending rate is four percent of the three-year rolling average of the market value for endowments with a fair market value (FMV) equal to or exceeding the corpus value. Any

earnings in excess are reinvested in the endowment. A two-percent spending rate will apply for those accounts with a FMV below the original gift value but not less than 80 percent of the corpus. If the FMV has diminished below 80 percent of the corpus, no distribution will be made.

WHAT ADMINISTRATIVE FEES ARE ASSOCIATED WITH THE ENDOWMENT?

Endowment gifts are exempt from transaction fees at the time of the gift. Instead, endowments are charged an annual management fee. For FY2016, this fee is 1.25 percent on the average market value of the endowment. Administrative fees support the cost of managing the endowment.

WHY IS ENDOWMENT **IMPORTANT?**

Endowment is vital to the university's future. State funding, tuition, and student fees provide only a portion of the revenue necessary to provide world-class education and research opportunities. A healthy endowment generates a predictable stream of income and provides financial stability, serving Mason in perpetuity.

ENDOWMENT COMPARISON OF VIRGINIA FOUR-YEAR PUBLIC COLLEGES AND UNIVERSITIES **Endowment Per Student** George Ma James Mad







ENDOWMENT ALLOCATION AS OF JUNE 30, 2015



ason University	\$2,058.36
dison University	\$3,758.62
niversity	\$4,806.18
ate University	\$6,407.56
ion University	\$8,570.79
of Mary Washington	\$10,229.11
University	\$10,610.87
ch	\$25,507.21
ommonwealth University	\$48,436.64
William & Mary	\$94,535.02
litary Institute	\$243,181.76
of Virginia	\$250,545.76