



Advancing the Mission: Why Advancement Matters in UNT's College of Liberal Arts and Social Sciences

Presented by:
Devanté Green
Director of Development

Justin Jordan
Director of Development

Whitney Thomas, Ed.D.
Senior Director of Development



CLASS' Advancement Team



Dr. Whitney Thomas
Senior Director of Development



Devanté Green
Director of Development



Dr. Justin Jordan
Director of Development

National Giving Totals

Americans are Generous

Americans gave a record amount to charitable causes in 2025.



64%

Individual



19%

Foundations



10%

Bequests



7%

Corporations

National Giving Totals
Americans are Generous

\$617.2 Billion

Americans gave a record amount to charitable causes in 2025.



64%

Individual



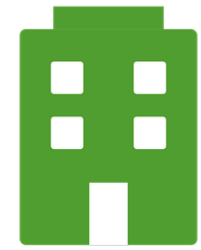
19%

Foundations



10%

Bequests



7%

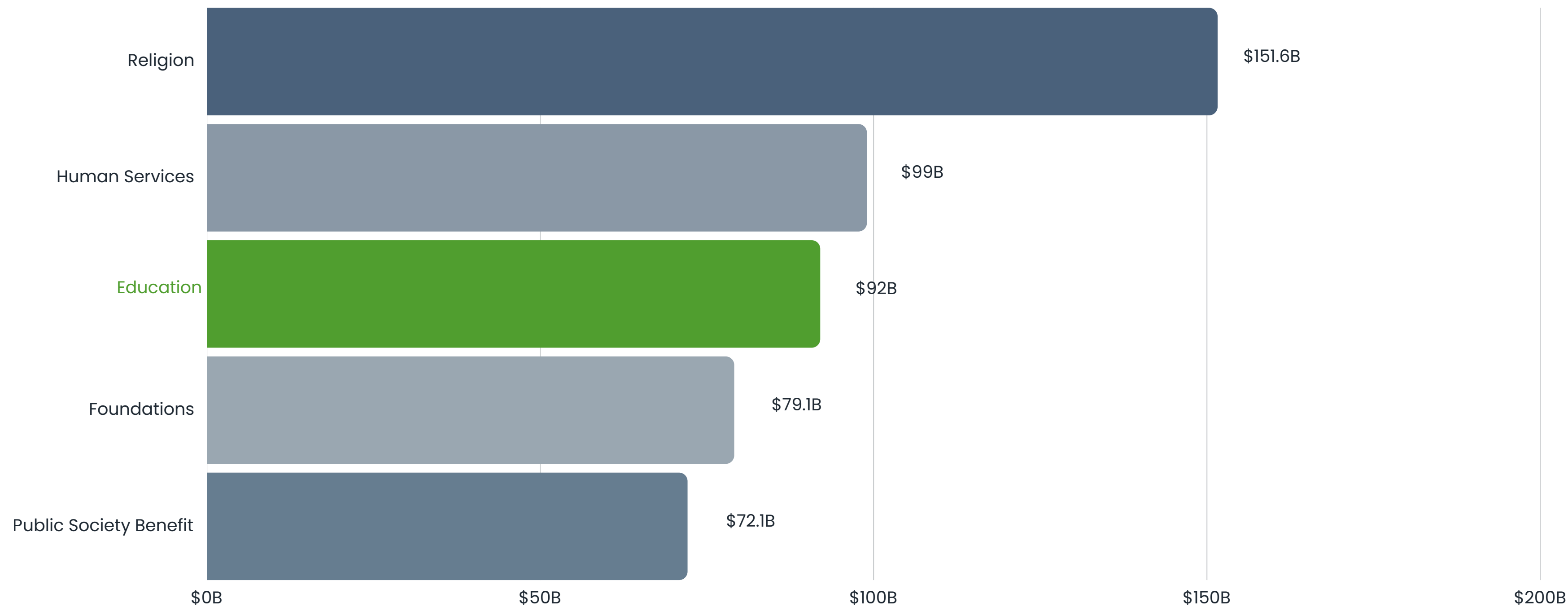
Corporations

Where the Money Goes

Where Americans Gave in 2025

Source: Giving USA, 2026.

● Religion ● Human Services ● Education ● Foundations ● Public Society Benefit



 **\$92 Billion to Education**

How are they giving?

More Giving. Fewer Donors.

+5.0%

Charitable dollars raised

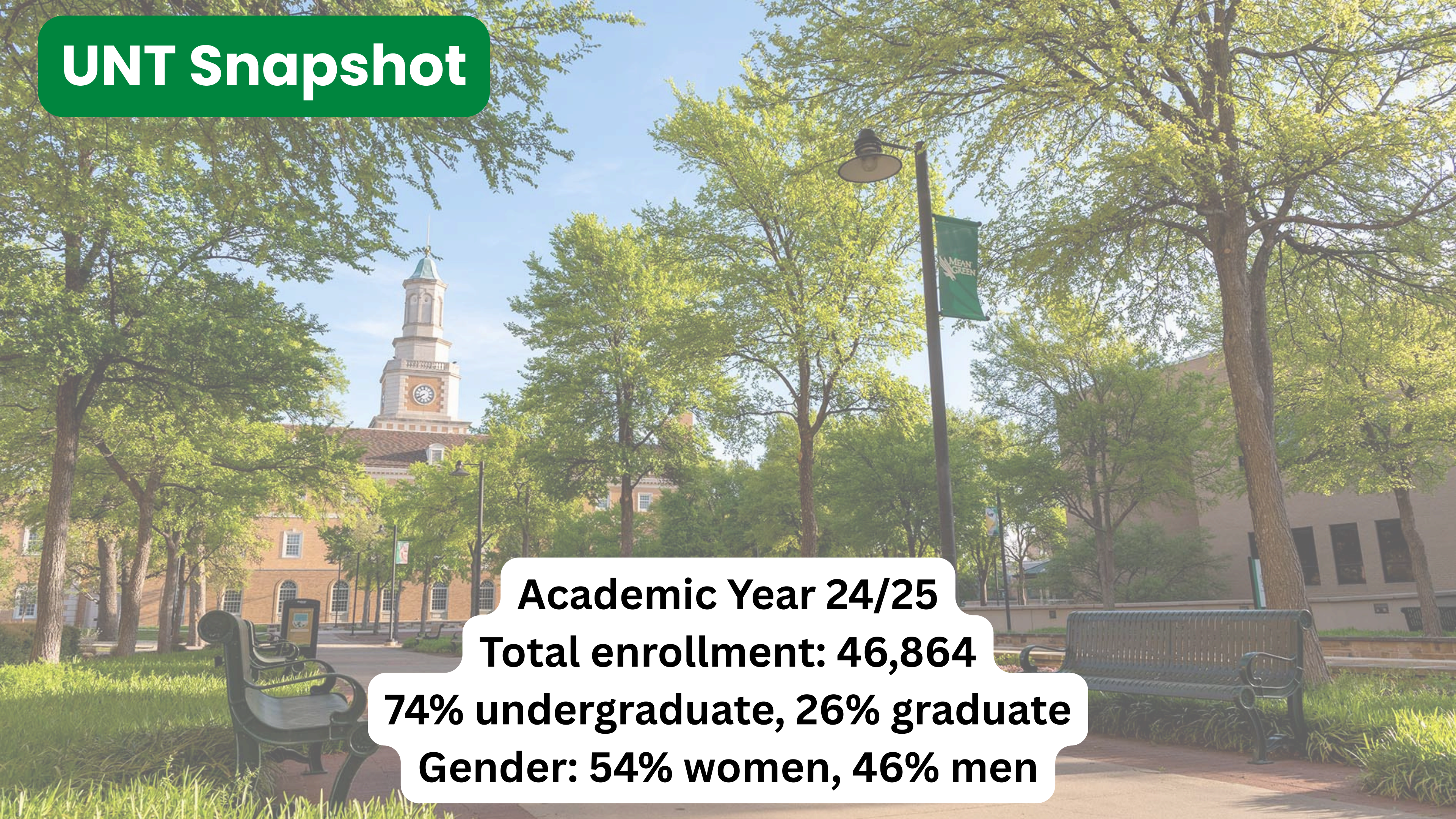
-3.6%

Number of Donors

Philanthropy is increasingly dependent on fewer, larger gifts.

Source: AFP / Fundraising Effectiveness Project, 2026.

UNT Snapshot

A photograph of a university campus featuring a large brick building with a prominent clock tower in the background. The foreground is filled with lush green trees and a paved walkway. A black metal bench is visible on the left, and a green banner with the text 'MEAN GREEN' hangs from a lamppost on the right.

Academic Year 24/25

Total enrollment: 46,864

74% undergraduate, 26% graduate

Gender: 54% women, 46% men

UNT Snapshot

Percent of all students enrolled, by race/ethnicity: Fall 2024

 Chart |  Table |  Switch rows and columns |  Download data

	American Indian or Alaska Native	Asian	Black or African American	Hispanic	Native Hawaiian or Other Pacific Islander	White	Two or more races	Race/ethnicity unknown	U.S. Nonresident
Enrollment by race/ethnicity	0.3%	7.0%	14.0%	25.1%	0.1%	31.6%	3.9%	1.5%	16.6%

Source: U.S. Dept. of Education, National Center for Education Statistics. Sept. 2026.

UNT Snapshot

First generation college students: 42%

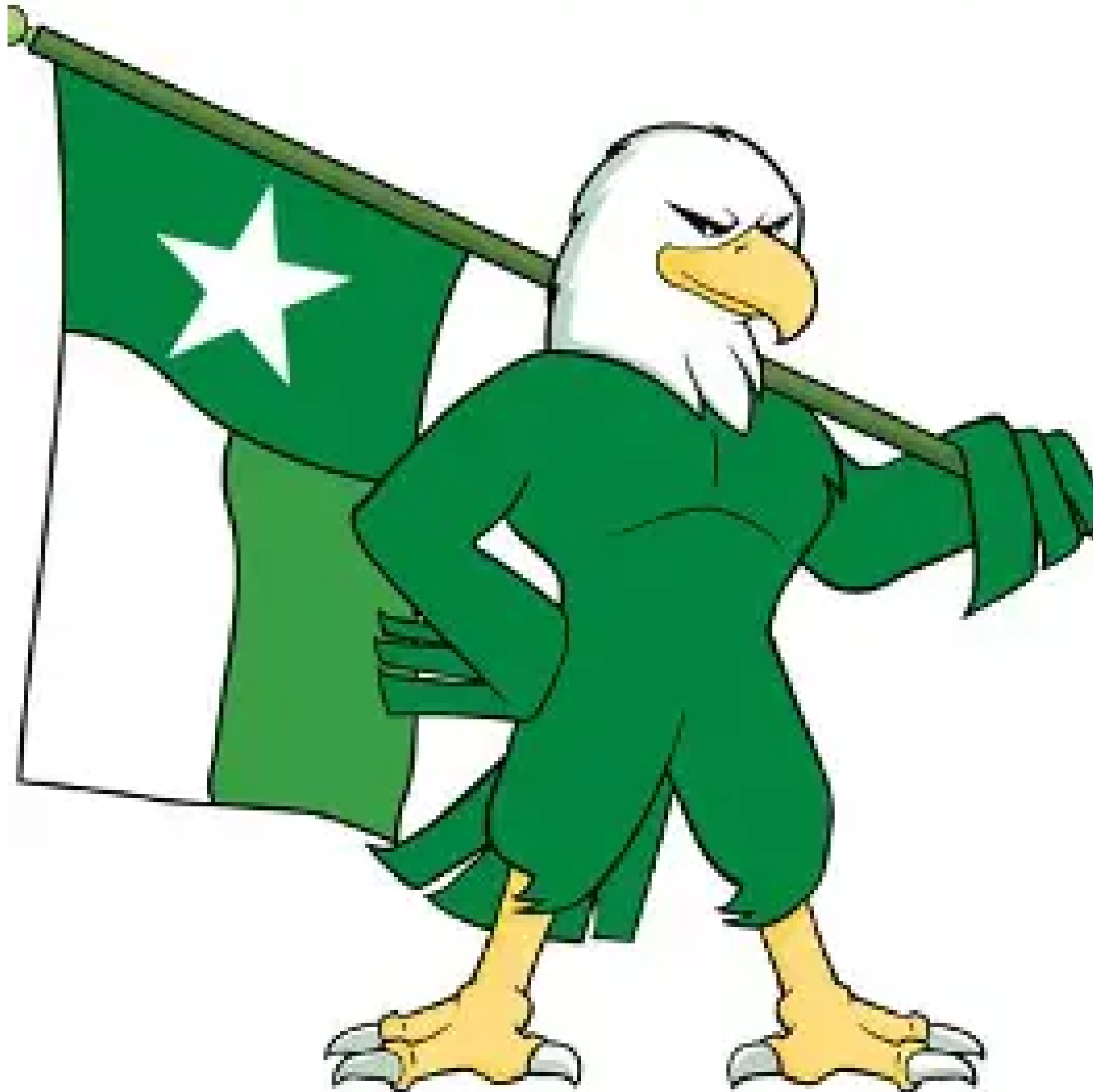
Cost of attendance (AY 26-27): \$29,698

Students receiving aid: 70%

First gen aid: 90%

Total aid awarded: \$450m

Scholarships awarded: \$70m



FUNDRAISING
helps UNT
Students

***WHY* do we fundraise at UNT?**

**If we are a public university, why do we need to
fundraise?**

**UNT only receives between 15–23% of our total budget from the state
of Texas (and declining).**

Tuition and fees cover about 33% of the University's total budget.

Philanthropy at UNT

- Scholarships
- Research
- Capital Projects
- Athletics
- Security
- Program Support (Student Success)
- Professorships
- Department Chairs



Policy Dynamics

Trump administration to prioritize 'patriotic education' in discretionary grants

By Kanishka Singh

September 18, 2025 4:42 AM CDT • Updated September 18, 2025



NEA NEWS

Trump Cancels Federal Research Grants. What Are the Consequences?

While more than \$1.5 billion in federal grant money has been terminated by the Trump administration, the consequences at state universities and community colleges are particularly dire.

What does the US education department do - and can Trump truly dismantle it?

15 July 2025

Share Save

Ana Faguy BBC News, Washington DC

As Trump Attacks Universities, Some Are Agreeing to Negotiate

President Trump has set his sights on defunding colleges, singling out some of the world's wealthiest schools in what critics say is an attack on academic freedom.

● September 19, 2025

McMahon Calls for Improving Efficiency and Civilizing Discourse

The education secretary's comments at two different policy summits shine a light on the department's latest priorities, but the recent death of Charlie Kirk loomed large.

EDUCATION FUNDING

Trump Admin. Cancels Dozens More Grants, Hitting Civics, Arts, and Higher Ed.



By [Mark Lieberman](#) — September 16, 2025 ⌚ 10 min read



Become a part of the MOMENTUM in the Dean's Momentum Circle!

Philanthropy at UNT

- Scholarships
- Research
- Capital Projects
- Athletics
- Security
- Program Support (Student Success)
- Professorships
- Department Chairs



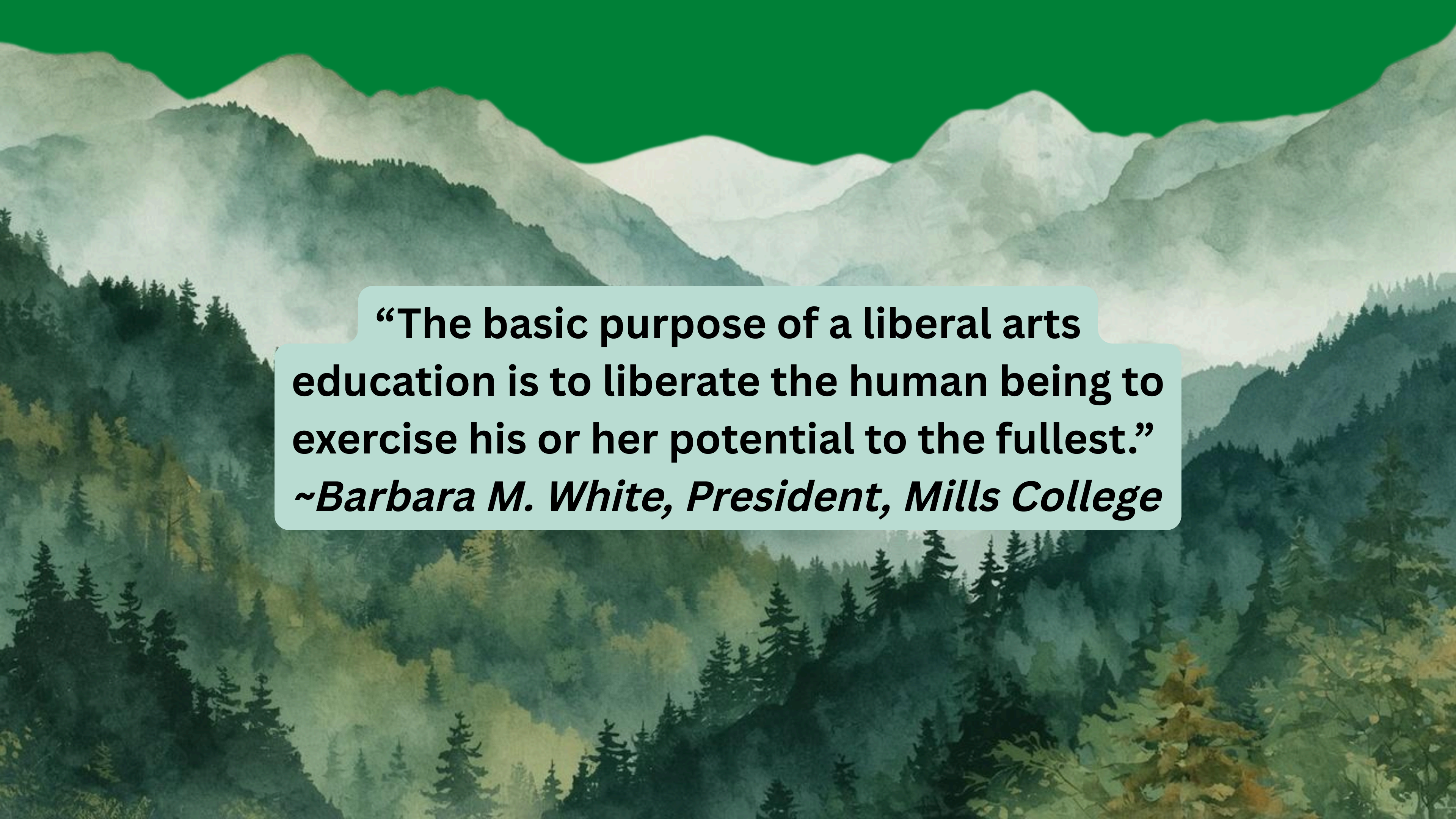


**Tuition, fees, ticket sales
and state funding allow
us to be a university.**

FUNDRAISING allows us to
do it with **EXCELLENCE.**



COLLEGE OF LIBERAL ARTS
& SOCIAL SCIENCES



“The basic purpose of a liberal arts education is to liberate the human being to exercise his or her potential to the fullest.”
~Barbara M. White, President, Mills College



**“The purpose of a liberal arts education is to learn that a
person can like both cats and dogs.”**

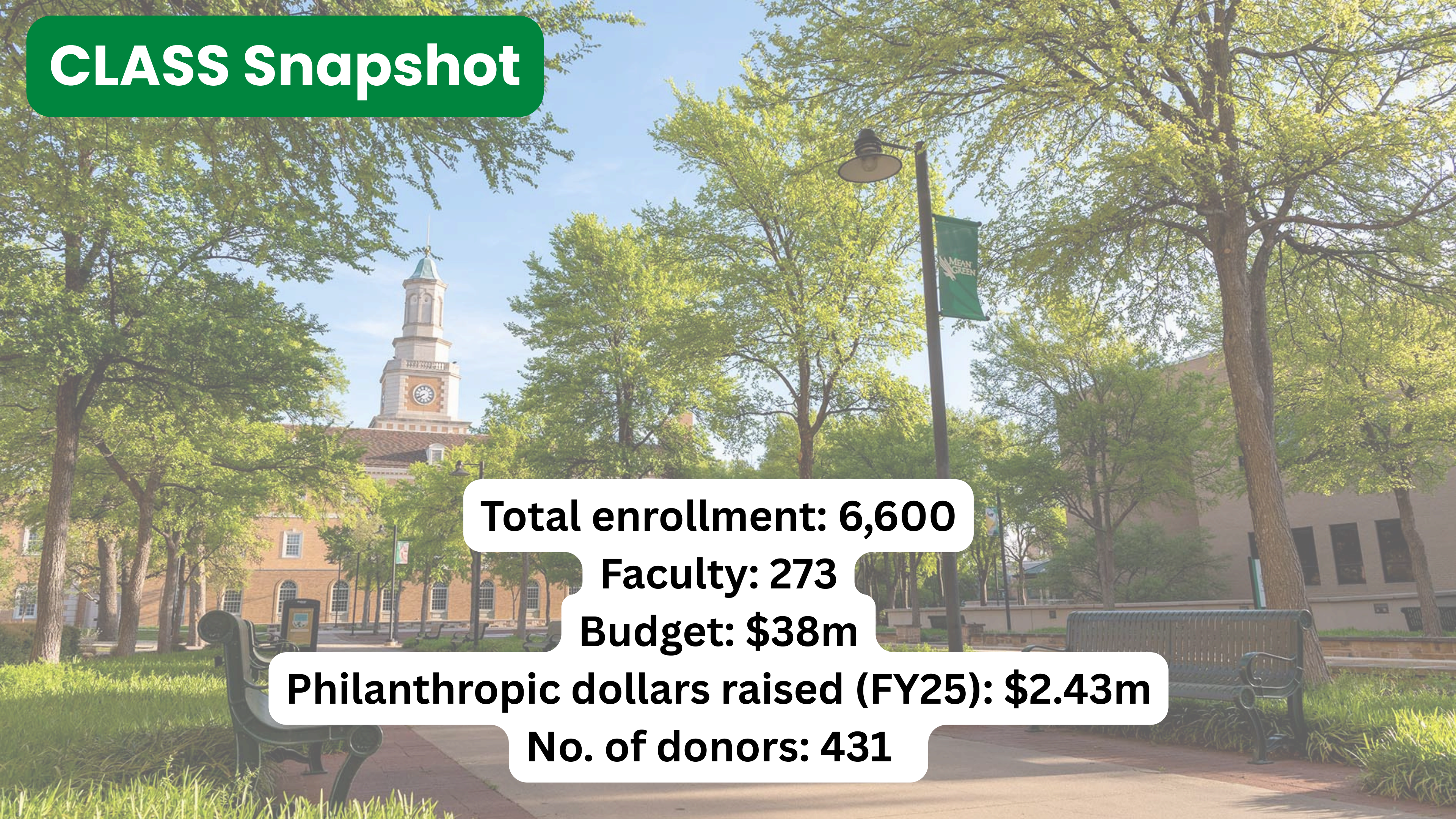
~Marva Collins, Founder, Westside Preparatory School





Masala on Wheels

CLASS Snapshot



Total enrollment: 6,600

Faculty: 273

Budget: \$38m

Philanthropic dollars raised (FY25): \$2.43m

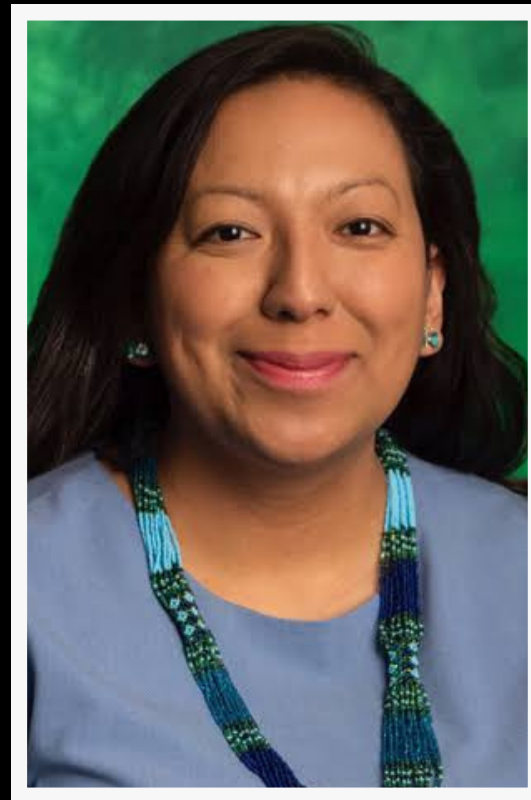
No. of donors: 431

CLASS' Leadership Team



Dr. Steve Cobb

*Interim Executive Dean
CLASS*



Dr. Jennifer Gómez Menjivar

*Interim Divisional Dean
Communication, Applied Liberal Arts & Media*



Dr. Jennifer Jensen Wallach

*Divisional Dean
Humanities*



Dr. Lisa Henry

*Divisional Dean
Social Sciences*

Division of Humanities	Division of Social Sciences	Division of Communication, Applied Liberal Arts, & Media
School of Creative Writing & Performing Arts	School of Social Research & Practice	Mayborn School of Communication & Media
School of Language, Literature, & Culture	School of Governance, Economy, & Spatial Science	School of Applied Liberal Arts
School of Philosophical & Historical Inquiry		

CLASS' Funding Priorities

\$300k

**Executive in
Residence**

\$6.5m

**Centers of
Excellence**

\$100k

**Business
solutions
competition**

\$100k

**Thinkers
Guild**

\$45m

**College
naming**

****FY27***

“Campus partners are often credited as the secret to success in fundraising for academic priorities. They build prospects’ enthusiasm, communicate impact to donors, and provide engagement opportunities throughout the year. The efforts of academic leaders, faculty members, and nonacademic staff can make the difference between exceeding annual goals and failing to reach them.

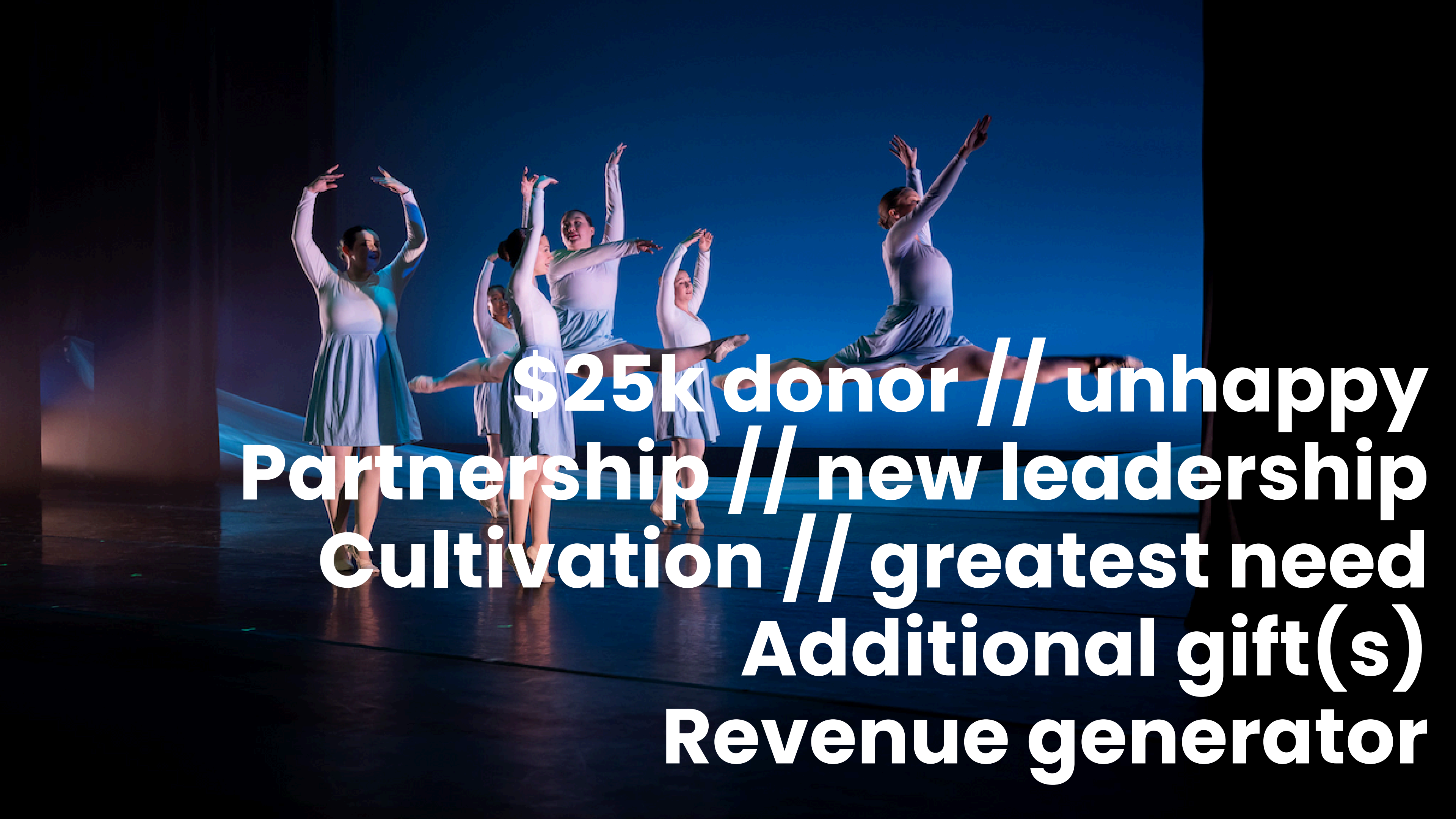
To beat the competition for major gifts, advancement teams must strengthen current partnerships and engage new champions across campus.”

EAB, 'Perfecting the Partnership', 2019.

Advancement School

- 55% of alumni donors “consider relationships with their professors to be a primary source of affinity” to their institution.
- Donor investor model: Insider access.
- Partnership
- Higher ROI



A group of dancers in white dresses performing on a stage with blue lighting. The dancers are in various poses, with arms raised and legs extended. The background is a solid blue color.

**\$25k donor // unhappy
Partnership // new leadership
Cultivation // greatest need
Additional gift(s)
Revenue generator**

From Student to Catalyst

Cathy Tamez

- UNT Economics Alum → Finance executive/entrepreneur serving first responders
- Engaged Alum: Advisory board, mentor and consistent donor
- Inspired by faculty impact → \$50,000 Expendable to Endowed Scholarship
- Showed up with time, talent, treasure AND influence

A student shaped by faculty 20+ years ago, becomes a donor who asks, **“How can the UNT that I love, help the people I serve every day?”**



From Student to Catalyst

Cathy Tamez





BETTER LOOK NORTH

Campaign Journey

From Better Look North to What's Next



From Supporting Students → Advancing UNT's Future

Campaign Journey

From Better Look North to What's Next



From Supporting Students → Advancing UNT's Future

What will philanthropy make possible?



Talent



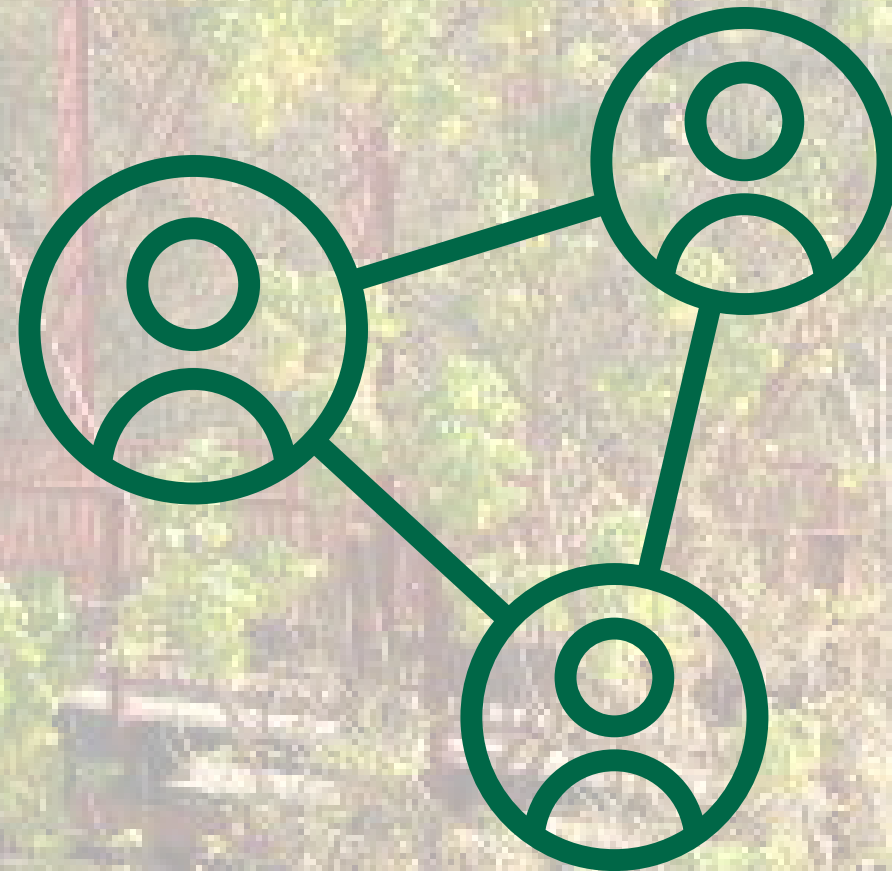
Discovery



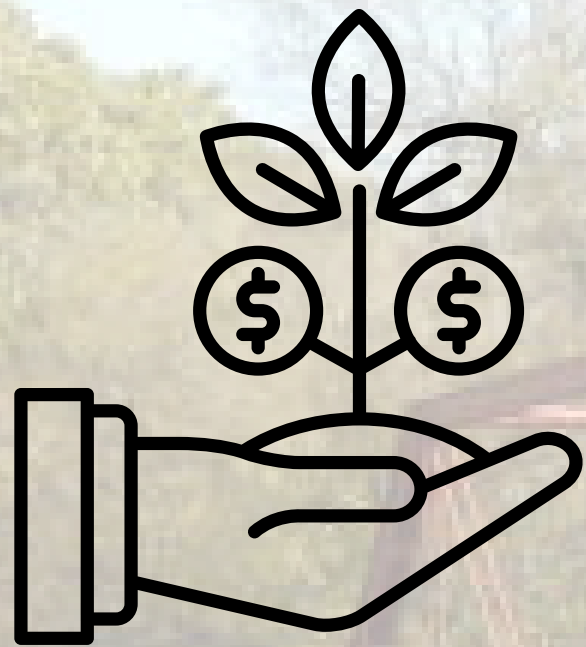
Impact

*"This campaign will be remembered not for what it raised,
but for what it made possible for UNT."*

Learn. Connect. Invest.



Invest



IRA, QCD, RMD

**Securities, DAFs,
CGA, CRT**

**Real estate,
life insurance, CRT**

Invest



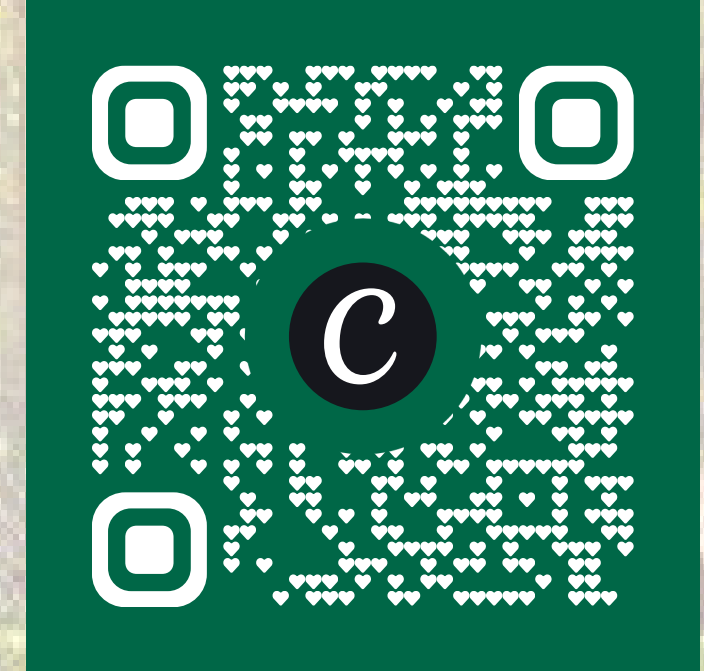
Andrew Bailey, J.D.

Executive Director, Planned Giving



L. Patton Griffith, Ed.D.

Senior Director, Planned Giving



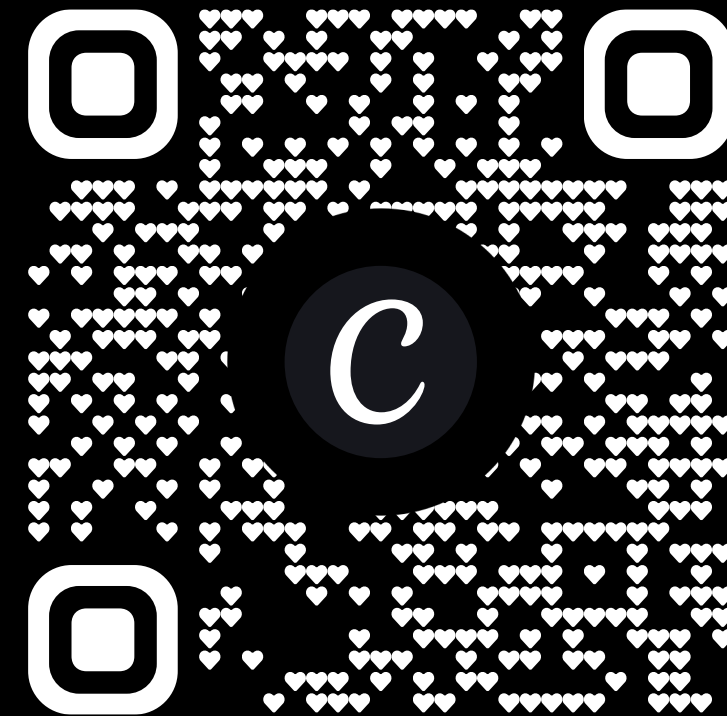
plannedgiving.unt.edu

IRA, QCD, RMD

**Securities, DAFs,
CGA, CRT**

**Real estate,
life insurance, CRT**

How can we help?



Dr. Whitney Thomas, Ed.D.

Senior Director of Development

whitney.thomas@unt.edu

940.369.5213