



★

THE JASON GEORGE MEMORIAL FOUNDATION

Commemorating 10-Years

May 18, 2019



Celebrate the life and remember
the **service** and **legacy** of our true
friend and patriot:

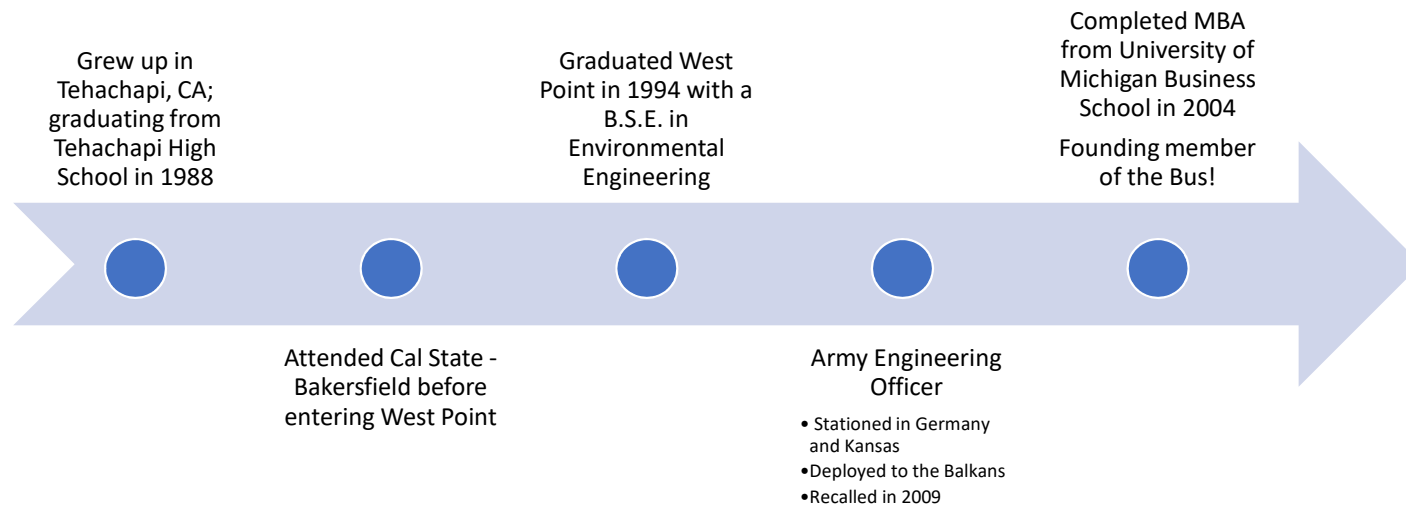


MAJ Jason Everett George

November 3, 1970 – May 21, 2009



★
THE JASON GEORGE MEMORIAL FOUNDATION



He was a friend to all.
He was a Facebook connector before Facebook.
Jason's "joie de vivre", loyalty, commitment to service and civic pride left an indelible impression on everyone he met.



★
THE JASON GEORGE MEMORIAL FOUNDATION



Life of Service

- Jason was appointed to the United States Military Academy at West Point
- Upon graduation in 1994, he served eight (8) years in the Army as an Engineer, which included:
 - Earning his US Army Ranger tab
 - Successful deployment to Bosnia
- He was recalled to active duty in 2009 and assigned to the 1-252nd Combined Arms Battalion with which he deployed to Iraq.

On the morning of May 21, 2009, Major Jason George was killed during active service to his country.

Jason's awards include:

- The Meritorious Service Medal
- The Army Commendation Medal
- The Army Achievement Medal
- Two (2) National Defense Medals
- The Army Service Medal and Iraq Campaign Medal with Bronze Service Star
 - The Bronze Star (posthumous)
 - The Purple Heart (posthumous)



★
THE JASON GEORGE MEMORIAL FOUNDATION



Legacy

The Jason George Memorial Foundation

The Jason George Memorial Foundation was founded to honor the memory and values of Major Jason George, a US Army Officer killed in the line of duty in Iraq in 2009. Jason was an Eagle Scout, and alumnus of West Point, a Michigan MBA, and a great friend to those who knew him. As an Admissions Officer for West Point, Jason was activated and deployed to Iraq in 2009, where he volunteered for Civil Affairs duty in Baghdad. Jason was a man who served faithfully, without complaint, and his passing came far too soon.

Our Mission

The Jason George Memorial Foundation is a 501(c)(3) organization dedicated to supporting veterans, promoting civic service, and providing for the scholarship of those who serve. Through social events we spread the message of serving others and provide donations to organizations supporting veterans. In addition, the foundation works closely with other organizations to promote scholarship of those who have served.



Foundation Details

Organization Details

- Formed in 2009
- IRS Tax Exempt Organization 501(c)3, Tax ID: 27-1668308
- Board Members:
 - USMA: John Corey, Ted Williams
 - Michigan: Scott Cockerham, Andrew Murray, Beth (Paul) Pickard
- Original monies, raised in the immediate aftermath, have sustained JGF since its inception to date

Areas of Focus

- Promoting educational opportunities
- Sustaining legacy and impact of Jason George
- Identifying civic-minded, academically strong, ambassadors for JGF mission



Foundation Impact & Collaboration



Tehachapi, CA

- Scholarship at Tehachapi High School
- Naming of "Major Jason E George VFW Post 12114"

Ann Arbor, MI

- Scholarship at Ross School of Business

Fayetteville, NC

- Renaming North Carolina National Guard Armory to be "Major Jason George Readiness Center"



★
THE JASON GEORGE MEMORIAL FOUNDATION



Jason George Scholarship at Tehachapi High School



★
THE JASON GEORGE MEMORIAL FOUNDATION



Selection Process and Overview

Scholarship Criteria

- Graduating Seniors in good standing at THS
- GPA of 3.5 or greater
- Completion of topical essay (changes annually) and letter stating financial need
- Application must display balance of education, leadership, volunteerism, sports participation, extracurricular activities, and letters of recommendation.

Selection Process

- Applicants are screened by THS to ensure similar qualities, ethics, and attitudes towards community/public service which reflect Jason George's life.
- Top applicants are provided to JGF Board and then reviewed and ranked.
- Final screening and selection is completed by local selection committee made up of Candy Mason (Jason's mom), Renee Rose and Ed Marchall (both lifelong friends and former THS classmates).

Scholarship Impact

- Currently believed to be the largest and most prestigious scholarship at THS.
- To date, \$13,000 has been awarded to Tehachapi High School Graduates.
 - First 3 awards were \$1000.
 - Subsequent awards are now \$2500.



★
THE JASON GEORGE MEMORIAL FOUNDATION

2012 Recipient

ALEXIS BARTELS

- \$1,000 Scholarship Award
- 2012 Graduate of Tehachapi High School with a GPA of 4.33
 - California Scholarship Federation, Principal's Honor Roll (4 years), Voted "Most Inspirational Student"
- 2016 Graduate of University of California at Santa Cruz with BS in Robotics Engineering, minor in Electrical Engineering, GPA 3.55
 - Crown Student Senate Society of Women Engineers
- Currently the Lead Test Engineer at Viavi Solutions in Bothell, WA



★
THE JASON GEORGE MEMORIAL FOUNDATION

2013 Recipient



HUNTER KENYON

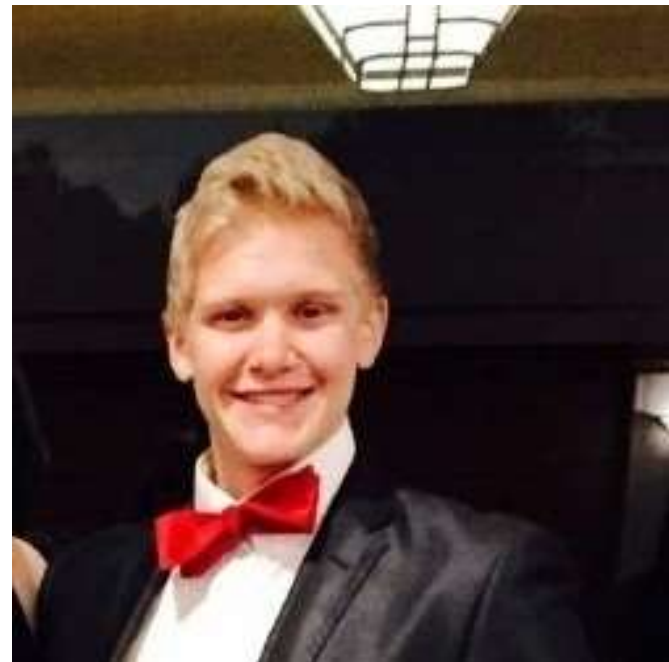
- \$1,000 Scholarship Award
- Graduate of UCLA, Aerospace Engineering
- Pursuing Masters in Systems Engineering
- Currently working as an Engineer for Northrup-Grumman

★

2014 Recipient

ANDREW BARTELS

- \$1,000 Scholarship Award
- 2014 Graduate of Tehachapi High School
- 2018 Graduate of California State University at Fullerton, BS in Mechanical Engineering
- 2019 Expected to graduate with MS in Mechanical Engineering, Cal State Fullerton
- Currently working as an Engineering Intern at Leidos, San Diego



★
THE JASON GEORGE MEMORIAL FOUNDATION

★

2015 Recipient



BROOKE SASIA

- \$2,500 Scholarship Award
- 2015 Graduate of Tehachapi High School
- Due to graduate from Cal Poly San Luis Obispo this spring (2019) with a BS in Psychology
- Pursuing Ph.D. program in Clinical Psychology



★

THE JASON GEORGE MEMORIAL FOUNDATION

★

2016 Recipient

PRESTON TERLE

- \$2,500 Scholarship Award
- 2016 Graduate of Tehachapi High School
- Currently a junior at University of California at Santa Barbara
- Majoring in Biology and on-track for Pre-Med



★

THE JASON GEORGE MEMORIAL FOUNDATION



2017 Recipient



TAYDIN MACON

- \$2,500 Scholarship Award
- 2017 Graduate of Tehachapi High School
- Currently a sophomore at Loyola Marymount University in LA
- Double major in Physics and Philosophy
- Plans to pursue a graduate degree in physics or philosophy

★ 2018 Recipient

MICAH MASON

- \$2,500 Scholarship Award
- 2018 Graduate of Tehachapi High School
- Freshman at Lindenwood University; St. Charles, Missouri
- Pursuing goal of becoming an elementary school teacher
- Dean's Honor Roll



★
THE JASON GEORGE MEMORIAL FOUNDATION



Message from Jay Wells, former classmate of Jason's from THS and Coordinator of Annual THS Jason George Scholarship





Jason George Service Scholarship





Selection Process and Overview

Scholarship Criteria

- Undergraduate or Graduate students in good academic standing
- Prior history of public service (police, fire, military, government, etc.)
- Demonstrated financial need

Selection Process

- Applicants are screened by Ross scholarship stewards to ensure adherence to scholarship criteria
- Scholarship recipients are introduced during annual Donors event

Scholarship Impact

- Established in 2010 in memory of Major Jason E. George, MBA '04.
- Book Value: \$104,505
- FY18 Distribution: \$5,089
- Total Fund Distribution Since Inception: \$29,248



★
THE JASON GEORGE MEMORIAL FOUNDATION



Scholarship Market Value

5-Year History: Market Value by Fiscal Year

Total value of your fund





THE JASON GEORGE MEMORIAL FOUNDATION

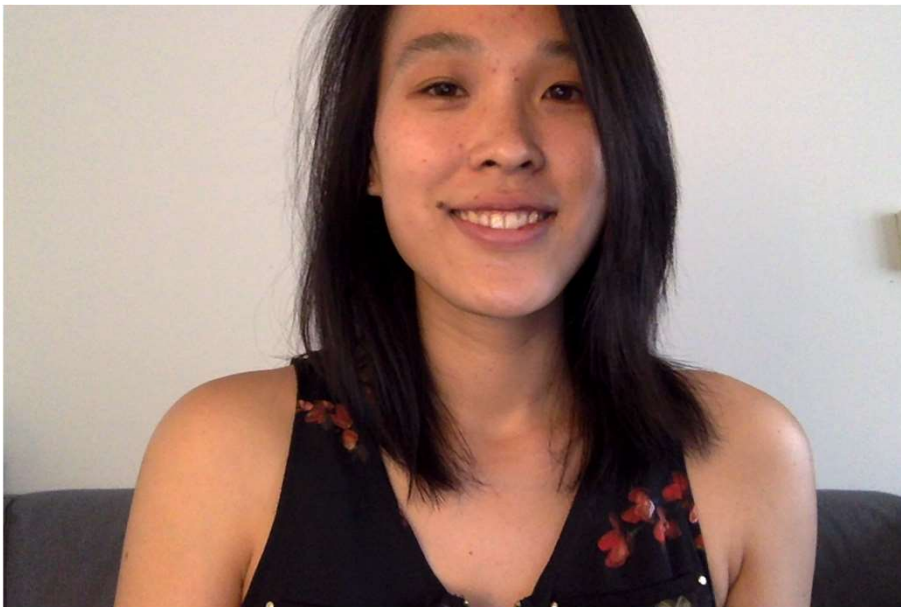


Scholarship Recipients

YEAR(S)	RECIPIENT	HISTORY	POST-GRADUATION
2013 / 2014	Santiago Proano Gomez	Served in Peace Corps in Ecuador; Graduated from Arizona State University in 2003	Tyson Foods (Chicago)
2015 / 2016	Michael Stampfler	US Navy Communications Office & Naval Attache to Guatemala; Graduated from US Naval Academy in 2007	Citigroup (NYC)
2017	Clarissa Reeder Fletcher	AmeriCorps volunteer in low-income area of Chicago, Graduated from Grinnell College in 2011	BCG (Chicago)
2017 / 2018	Christopher Reese	US Navy Blackhawk Pilot and Instructor, Graduated from Temple University in 2006	
2019	Samantha Chu	See next page	



2019 Ross Recipient



SAMANTHA CHU

- Graduated from Wellesley College, BA in Economics, 2011
- Peace Corps, Azerbaijan
- Department of Homeland Security Immigration Analyst
- MBA Candidate, Ross 2020
- Career Transition into Tech / Public Sector Consulting



Tehachapi VFW Post 12114



★
THE JASON GEORGE MEMORIAL FOUNDATION



Overview

[From the Post]

Major Jason E. George VFW Post 12114 was started in 2010 to honor a Tehachapi resident who graduated from West Point. Major George was the only son of Candy Mason and was the first to be buried at the new Bakersfield National Cemetery.

- **Past Successes**

- Providing local bi-monthly veteran counseling from Bakerfield's Department of Veteran Affairs
- Community involvement with youth sports
- Donated money for restoration of airplane hangar and Vietnam-era Huey helicopter
- Active participants in community Memorial Day and Veterans Day ceremonies
- Provides visits to veterans in long-term care at Tehachapi Hospital
- Raised money for WAGE HOPE fundraiser supporting the Pancreatic Cancer Action Network

- **Next Steps**

- Ongoing collaboration to revitalize and reinvigorate community connection to VFW
- Working with the JGMF to create new marketing materials and raise money and awareness





WHAT'S NEXT: TAKE ACTION



THE JASON GEORGE MEMORIAL FOUNDATION



10th Anniversary Campaign

“The Summer of George”



THE JASON GEORGE MEMORIAL FOUNDATION



Campaign Purpose

Purpose

- Recommit to Jason's legacy
- Bolster existing scholarships and programming to cement Jason's legacy
- Identify new targets to expand the impact of Jason's legacy
- Create ambassadors for the JG Foundation



RECOMMIT

Our lives get busy, but
our memories of Jason
George still make us
laugh and smile

Reconnect with Jason's
network at events
dedicated to his life

Decide to take action
and support the Jason
George Foundation



★
THE JASON GEORGE MEMORIAL FOUNDATION



BOLSTER

EXISTING

- Bolster and endow the Tehachapi scholarship: \$ 50,000
- Grow and enhance the Ross Business School scholarship \$100,000





THE JASON GEORGE MEMORIAL FOUNDATION



EXPAND

The Jason George Memorial Foundation is excited to announce our goal to endow and name the Armed Forces Association Annual Leadership Summit at the Ross School of Business:

The Major Jason E. George Annual Leadership Summit

- Supports those with military service who are pursuing higher education
- Aligns with Jason's history of leadership throughout his Business School experience
 - Cements Jason's name alongside men and women who share the attributes of commitment, honor and civic duty
 - Target = \$500K





THE JASON GEORGE MEMORIAL FOUNDATION



What You Can Do

GOOD

- Donate Directly to the Foundation
- Identify Items to Donate for Auction
- Spread the Word
- Bid on autographed items tonight.....





What You Can Do

GOOD

- Donate Directly to the Foundation
- Identify Items to Donate for Auction
- Spread the Word
- Bid on autographed items tonight.....

BETTER

- Donate Directly & **Incorporate Company Matching**
- Identify **Companies who will donate items** for Auction
- **Activate your network** and Utilize fundraising platforms like races / triathlons, etc. with fundraising going towards the Foundation
- **Host an event in your town**



THE JASON GEORGE MEMORIAL FOUNDATION



Summer of George Events

CAMPAIGN KICK-OFF

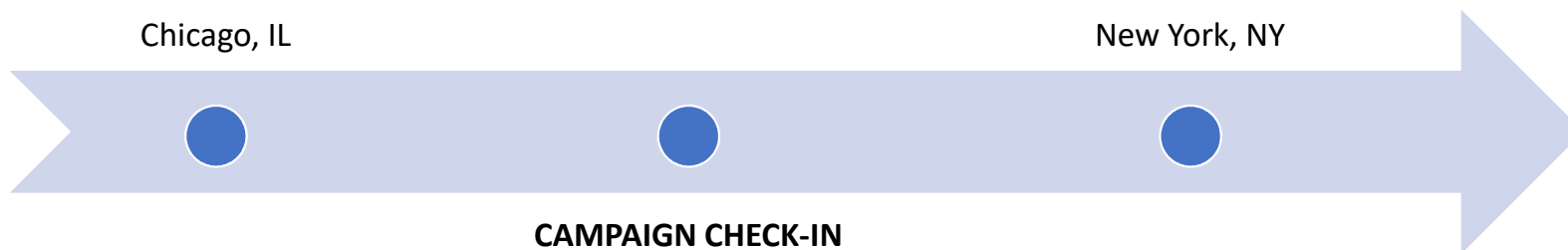
May 18, 2019

Chicago, IL

CAMPAIGN COMPLETION

November 6, 2019

New York, NY



CAMPAIGN CHECK-IN

September 7, 2019

Ann Arbor, MI



★
THE JASON GEORGE MEMORIAL FOUNDATION



September 7, 2019

ARMY vs. MICHIGAN FOOTBALL GAME

- Block of 100 Tickets has been set aside for “Friends of the JG Foundation”
- A Fundraising Tailgate will be held at Ferry Field, alongside USMA Tailgate events
- Collaboration with current Bus owners to honor Jason
- Updates on the Campaign will be available

**Contact Beth Pickard for details
(bethpaul@umich.edu)**





THE JASON GEORGE MEMORIAL FOUNDATION



November 6, 2019

CAMPAIGN COMPLETION

- Precedes Jason's 25th reunion events at West Point
- Campaign Celebration
- Honor Jason George Foundation Ambassadors

Sign-up at JGFoundation.org for updates





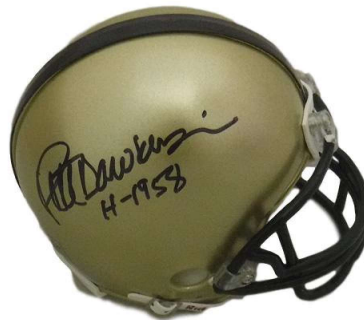
QUESTIONS?



THE JASON GEORGE MEMORIAL FOUNDATION

NEXT STEPS

- MARK YOUR CALENDARS
- ACTIVATE YOUR NETWORK
- START YOUR BIDDING....



★
THE JASON GEORGE MEMORIAL FOUNDATION
