



2019 Capital 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



Bolster Existing Scholarship Programs & Expand Jason's Legacy at Ross

Existing

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



New

- Endow the Ross Armed Forces Association Leadership Summit \$250,000





Michigan Ross Armed Forces Association (AFA)

The mission of the Armed Forces Association (AFA) at the Ross School of Business is to advance the role of Veterans in business. As a club we pledge to assist Veteran applicants who are seeking acceptance into the Ross School of Business by aiding each veteran with insight from recent experiences. We build camaraderie through professional development and social activities, and enrich the MBA experience by connecting our members with other Ross Veterans, the alumni network, and corporate contacts and supporters. We are committed to supporting veterans from application to graduation, and beyond.

AFA at a Glance

- Comprised of ~180 veterans, 50 of whom are current students
- Current members have served overseas in Iraq and Afghanistan and represent the Army, Navy, Air Force, Marine Corps and Coast Guard of both the United States and its allies
- Ross veteran population makes up ~6% of the Class of 2020

AFA Goals & Activities

- Assist veterans in transitioning from the military into business school and to provide opportunities for job placement
- Mentorship, career guidance and academic support
- Assist Ross admissions committee to attract veteran talent and to connect with corporate recruiters
- Provide a community and social network for veterans and alumni
- Promote values-based leadership, perseverance and selfless service in business by sharing our veterans stories at events such as the Veterans' Leadership Summit (VLS) and VetX





Expand Jason's Legacy at Ross

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



- Dedicated opportunity to connect companies, their recruiters and veteran employees for a day of networking and professional development with the top veteran talent enrolled at Ross.
- Showcases the unique skills and experiences from those with military service 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 values-based leadership, commitment, honor and civic duty.
- Target = \$400K



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AFA Leadership Summit FAQ

Who speaks at the Summit and how does the program foster and develop leadership skills among Ross students / veterans?

- *The AFA assists veterans in transitioning from the military into the business world, providing mentorship, career guidance and academic support. Additionally, the AFA assist Ross admissions in attracting top veteran talent and connecting them with corporate recruiters while at Ross. During a member's time at Ross, the AFA wants to foster a community and social network for veterans and alumni and promote values-based leadership, perseverance and selfless service in business by sharing our veterans' stories.*

How long has summit been taking place?

- *The Leadership Summit has been in place since 2013, as a concerted effort to showcase and spotlight the unique qualifications and skills found in veterans and those who serve.*

How can I donate?

- *By contributing to the Jason George Foundation, during this campaign, the "Summer of George" you can automatically flag your donation to be used to support this endowment. Visit www.JGFoundation.org to donate. For donations of \$1,000 or more, please send checks to Ted Williams, 163 Madison Ave, Suite 224, Morristown, NJ 0796060 Union Hill Road, Madison NJ 07940 .*

Are matching gifts available?

- *The Jason George Foundation is a 501c3 organization, so we would qualify for matches from any employer with a donation-matching program.*

Can I pay over time or is commitment all up front:

- *It is the goal of the Jason George Foundation to ensure that \$250,000 is raised to secure the endowment, however, any additional funds donated over time are always welcome.*

How can I share with friends & family who may want to donate?

- *Send friends and family to www.JGFoundation.org and click "donate".*



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