

Butler University Athletics Endowment Giving

A game-changing gift for the future



A MESSAGE FROM THE Vice President and Director of Athletics

“In the same way that Butler’s impact on a graduate lasts much longer than just four years, a healthy endowment will sustain and enhance Butler Athletics for generations to come, supporting growth in our ability to graduate student-athletes who have contributed to winning championships and our championship culture in their time on campus.”

– Grant Leiendecker '11, Vice President and Director of Athletics



At Butler University, we are committed to providing transformational learning experiences that prepare all learners to lead meaningful lives. We believe that participating in intercollegiate athletics, when combined with Butler’s exceptional academic experience, remains one of the most powerful and meaningful learning opportunities available. So, while the collegiate athletics model is entering a new era, the student-athlete experience is still the perfect grounds for learning by doing.

Growing our Butler Athletics endowment is a major fundraising priority because it provides a permanent, reliable source of funding for our 20 Division I programs, plus cheer and dance. Unlike annual, current-use gifts, an endowment gift is invested, with only a portion of the annual investment returns used to support the program. This sustainable funding allows Butler Athletics to make long-term strategic decisions, such as recruiting and retaining top coaching talent, providing comprehensive student-athlete support services, and maintaining state-of-the-art facilities. Ultimately, a robust endowment creates a perpetual financial foundation, ensuring competitive excellence and stability for generations to come.

For donors, giving an endowed gift is an opportunity to create a lasting legacy. **An endowed gift isn’t just a contribution for a single season; it is a permanent investment in the program’s future.** The principal of the gift remains intact, while the income it generates year after year provides continuous support for the priorities you care about most, whether it’s a scholarship fund, a coaching position, or operational costs. This ensures your name and generosity will forever be linked to the success and impact of the Butler Athletics program, making a difference in the lives of student-athletes and the broader Butler community in perpetuity.



Endowment Giving Options

There are many ways you can help to build the Butler Athletics endowment while supporting your sport or program of passion.

Beginning at \$100,000 – Endowed Fund

- Funds can be established to benefit the needs of a particular sport program (i.e. Men’s Basketball, Volleyball, Women’s Golf, Football, etc.) or the needs of an Athletics support program (i.e. Strength & Conditioning, Athletic Medicine, Student-Athlete Academic Support, Nutrition, etc.)
- Endowed funds can be named and will generate revenue in perpetuity to enhance the operating budget of the chosen sport or support program
- Endowed fund donors will receive annual reports detailing the financials of their endowed fund as well as the impact on their chosen program

Beginning at \$100,000 – Student-Athlete Scholarship Endowment

- Funds generated will help offset costs associated with Student-Athlete scholarships
- Endowed scholarships can be named and will generate revenue in perpetuity
- Endowed scholarships can be sport specific and include award preference (i.e. academic major, first generation student, etc.)
- Additional funds can be added over time to create a Student-Athlete Full Scholarship Endowment
- Endowed scholarship donors will receive annual reports detailing the financials of their endowed scholarship as well as the impact on their scholarship recipient

Beginning at \$1,000,000 – Student-Athlete Full Scholarship Endowment

- Endowment funds generated will completely cover costs associated with a Student-Athlete’s scholarship
- Full Scholarship Endowed Funds can be named and will generate revenue in perpetuity
- Full Scholarship Endowed Funds can be sport specific and include award preference (i.e. academic major, first generation student, etc.)
- Endowed scholarship donors will receive annual reports detailing the financials of their endowed scholarship as well as the impact on their scholarship recipient





Beginning at \$1,000,000 – Endowed Head Coach Naming Opportunities

- Head Coach naming opportunities
- Endowment will generate sport-specific operational revenue in perpetuity
- Endowed Head Coach donors will receive annual reports detailing the financials of their endowed fund as well as the impact on their chosen program

Beginning at \$2,500,000 – Legacy Endowment Naming Opportunities

- Provides a permanent legacy within Butler Athletics by endowing a player position (i.e. Quarterback, Point Guard, Pitcher, etc.) or a jersey number within a specific sports program
- Endowment can be named and can be sport specific
- Endowment will generate sport-specific revenue in perpetuity
- Legacy Endowment donors will receive annual reports detailing the financials of their endowed fund as well as the impact on their chosen program

Beginning at \$5,000,000 – Endowed Vice President and Director of Athletics Position

- Vice President/Athletic Director position naming available
- Endowment will generate operational revenue supporting all Butler Athletics programs in perpetuity
- Endowed Athletic Director donors will receive annual reports detailing the financials of their endowed fund as well as the impact on Butler Athletics

All endowment donors will receive annual invitations to the Butler Athletics Endowment Program in-game recognition event at a Men's Basketball game at Hinkle Fieldhouse.



