

The image features a background photograph of a large, modern building with prominent arches and palm trees in the foreground. The entire image is overlaid with a semi-transparent red filter. In the top left corner, there is a white rectangular box containing the text 'NMSU STATE' in a serif font, with 'NMSU' stacked above 'STATE'. To the right of this box, the word 'FOUNDATION' is written in a bold, sans-serif font, enclosed within a white rectangular border.

NMSU
STATE

FOUNDATION

WHO WE ARE

In 1959, the NMSU Foundation was incorporated as an independent, nonprofit organization supporting New Mexico State University. The Foundation is a 501(c)(3) nonprofit organization governed by the Foundation's Board of Directors.

Our purpose is two-fold: to elevate alumni and donor connections within the statewide NMSU system; and to secure, manage, steward and protect sustainable sources of private support that provide a margin of excellence for the University to fulfill its land-grant mission of education, research, extension and outreach, and public service.

The Foundation operates in alignment with the University according to a Collaboration Agreement jointly approved by the Foundation Board of Directors and the NMSU Board of Regents. This agreement provides stability and continuity and fosters collaboration, shared commitment, mutual understanding and trust between the Foundation and the University.

The Foundation has four primary pillars of service:

- **Development** conducts major, principal, and planned gift fundraising; corporate and foundation grant writing; prospect management; and research.
- **External Relations** manages marketing and communications, annual gift fundraising, donor relations, and alumni relations via the NMSU Alumni Association, which is a component of the Foundation.
- **Finance & Operations** is responsible for accounting, investment and endowment management, gift and records administration, information services, and data analytics.
- **Administration & Governance** provides Foundation Board coordination, strategic leadership, legal support, and talent and culture management.



TRUE TO THE AGGIE WAY of leading by example and motivating each other as we strive for accountability and success, the NMSU Foundation is led by a set of principles that guide our every step. We call this “The Aggie Way” – the way we earn trust, succeed together, deliver exceptional service, inspire creative excellence and embrace the Aggie spirit. Our journey begins with focused excellence and common-sense core values, which direct our energies and shape our culture.

Development & Fundraising

The Foundation development team is committed to building relationships with individual, corporate, and foundation supporters who choose to support NMSU with philanthropic gifts of \$25,000+ and non-research philanthropic grants of \$5,000+.

The collaboration agreement between the Foundation and NMSU provides for a unit-based fundraising approach with development officers embedded in University units to become subject matter experts and build relationships with faculty, staff and students. Development officers travel regularly to assigned geographic territories. They build personal, trusted relationships with donors; facilitate donor relationships with University leaders; and conduct donor-centered fundraising that connects donor

passions and aspirations with opportunities to support students, faculty, programs, athletics, and facilities across the entire NMSU system.

We employ a number of specialists who focus on planned giving, corporate and foundation grant writing, principal gifts of \$500,000+, and prospect management and research. They facilitate a comprehensive development program in support of University and unit fundraising initiatives.

The Foundation also supports the University by communicating its vision to the Aggie family and creating impactful philanthropic investment opportunities that resonate with donors.

We coordinate fundraising campaigns supporting the University’s long-term vision. All fundraising campaigns are vetted by data-driven feasibility studies and approved by the Foundation Board.

External Relations

Our communications and marketing team produces a variety of print and electronic vehicles designed to deliver high-quality messaging to strategically-selected audiences of alumni, friends, volunteers, partners and donors. These vehicles range from publications to websites, videos, and social media content.

The donor relations team collaborates closely with University leaders to provide impactful expressions of gratitude, donor recognition, and impact reporting. This ensures donors experience personal relationships and meaningful interactions with the recipients of gift funds that foster long-term engagement and continued investment.

The community and alumni relations team engages stakeholders to support NMSU through education and outreach efforts. They manage the NMSU Alumni Association,



which celebrates outstanding alumni, builds lifelong ties that bind the Aggie family together, organizes reunions and regional activities, and provides platforms for alumni affinity groups to support shared interests and strategically impactful programs.

Finance & Operations

The finance and accounting team preserves and grows the purchasing power of endowed assets in perpetuity, while making annual distributions in support of NMSU.

The team also ensures financial records are maintained and presented fairly and in accordance with generally accepted accounting principles. The Foundation is required by

New Mexico state law to undergo a comprehensive annual financial audit.

The gift administration team provides professional gift acceptance and management processes and coordinates with University partners to ensure that donor intent is documented in written gift agreements, that gifts are receipted and processed in an accurate and timely manner, and that expenditures from gift funds comply with donor intent.

The information systems and data analytics team designs, develops, implements, supports, and manages software and hardware systems, and makes data and reports available to Foundation and University stakeholders.

Administration & Governance

The Foundation Board of Directors is an independent fiduciary governing body that establishes policy and budgetary guidelines, provides strategic leadership and ensures the Foundation operates in alignment with NMSU

The administrative leadership team develops and implements strategic plans, carries out Board directives, provides legal support, and navigates complex issues.

The talent and culture team provides each employee with a pinnacle career experience through a program focused on recruiting, retaining, developing, and rewarding skilled and committed employees to ensure a high-performing, sustainable organization.

FOCUSED EXCELLENCE Although foundations and alumni associations can do a wide variety of things, we choose to focus on strategic activities and services aligned with NMSU to maximize our resources and our sustainability. To do this, we must set priorities, make intentional choices and exercise discipline in our staffing, thought processes, and actions.

OUR VALUES The Foundation is committed to upholding our core values of integrity, teamwork, innovation, stewardship and fun.



nmsufoundation.org

nmsualumni.org

alwaysanaggie.com