

The University of Texas at San Antonio

The Gift that Keeps Giving

Matching Gift Fund Inspires Personal Philanthropy

“The generosity of H-E-B was the spark that ignited giving by others who saw matching gifts as a way to make their commitments even more impactful.”

These words, spoken so graciously by Ricardo Romo, president of The University of Texas at San Antonio (UTSA), expressed the gratitude of the UTSA community upon learning that the H-E-B grocery chain had established the H-E-B Faculty Research Excellence Fund. The \$5 million matching gift fund focused on creating new endowed positions to recruit leading scholars and researchers. The H-E-B gift not only challenged others to support UTSA's efforts to achieve top-tier faculty excellence, it also fostered a community of giving with the purpose of doing greater good.

That community spirit was evident in the powerful and almost immediate response that followed H-E-B's challenge. Within months, the fund had been matched by an additional \$5 million in private gifts, for a total of \$10 million. As a result, 13 new endowed professorships were established. Such a response could only be described by President Romo as a “watershed moment,” and, indeed, it was a turning point and the beginning of something greater.

The 13 endowed positions included the Bodenstedt Chair for the Dean of Business, a commitment from UTSA alumnus Jim Bodenstedt '96. The college presented this position to new dean Gerry Sanders, a former strategic management professor whose research has been published in the *New York Times* and leading academic journals. Sanders has plans for the business college to impact the university, as well as San Antonio and South Texas.

“It is our mission to engage the business community to help address matters of concern that will benefit the economy of South Texas,” said Sanders. Part of that engagement plan focuses on mentorship, which will provide more opportunities for students to interact with local business leaders.



President Dr. Ricardo Romo and UTSA Student Government Association president Zachary Dunn welcomed Winell Herron, UTSA alumna and H-E-B's group vice president of public affairs, diversity and environmental affairs, back to campus for the dedication of the H-E-B University Center. The center was named in recognition of the grocery chain's long time support of the university, including \$5 million to support faculty endowments.

The College of Liberal and Fine Arts also benefited from the H-E-B challenge and strengthened its teaching, research and outreach programs. Daniel J. Gelo, dean of the college, and holder of the Stumberg Endowed Chair for the Dean of Liberal and Fine Arts, spoke of humility when thanking H-E-B and the Stumberg family for their \$2 million commitment. “We appreciate the recognition of what we do in the College of Liberal and Fine Arts—not only for the good of our students, but for the economic vitality of San Antonio and the state.”

All of these new endowments will be invested by The University of Texas Investment Management Company in the UT System Long Term Fund. At the end of FY 13, these generous commitments helped push the UTSA endowment total past the \$100 million mark for the first time, bringing the university closer to its goal of achieving Tier One status.

For Roadrunners and South Texans, the best is yet to come. UTSA continues to provide students with access to top educators and great opportunities. “We are deeply grateful to everyone who has contributed so meaningfully to the advancement of faculty excellence,” said President Ricardo Romo. “You are having a great impact here.”