For nearly 150 years, Texas Christian University has been a beacon of innovative learning – attracting esteemed professors and students from around the world to teach and study on our campus. As Lead On: A Campaign for TCU, the most ambitious philanthropic effort in the university’s history, approaches its conclusion and we begin to celebrate our sesquicentennial and look for ways to serve our academic community into the future, we invite you to join a distinct group of trailblazers Leading On into the next 150 years. (Learn more about our sesquicentennial celebration on TCU’s 150th website.)

What is Legacy 150?

This special group of 150 Britain Society members is dedicated to leaving a legacy that provides enduring support for future Horned Frogs and secures TCU’s place as a powerful, innovative academic community.

Please consider joining this exceptional group by making a planned gift during the final year of the Lead On campaign. This is a unique opportunity for 150 individuals to become a transformational part of TCU history. Legacy 150 members will receive a special gift and an invitation to the university’s sesquicentennial celebration. There are only 150 spots. What number will you be?

Ways to Give and Make an Impact

- **Bequest in Your Will or Living Trust** – You may specify an amount or percentage, or designate specific assets, including real estate
- **Beneficiary Designations** – On retirement accounts and IRAs, life insurance, annuities, and brokerage or bank accounts
- **Charitable Gift Annuities**
- **Charitable Trusts**

**Learn more:** [https://plannedgiving.tcu.edu/](https://plannedgiving.tcu.edu/)

Why TCU Needs Your Support

For TCU, becoming a force for the greater good has never felt more urgent. With this campaign for philanthropic investment, we charge forward to strengthen our university for the future, and to change TCU – and the world around us – for the better. This bold effort will take the support of all of us doing our part to spread the word, giving what we can and helping mobilize a passionate army of ambassadors. **When we lead the charge, we lead the change:** [https://campaign.tcu.edu/](https://campaign.tcu.edu/)

Strengthening our endowment helps attract the most accomplished and deserving students and ensures that we support students academically and financially, and create a living-learning environment that prepares graduates to solve the world’s current and future challenges. We will continue to increase our national academic profile by attracting and retaining professors who help ensure our graduates are equipped for success. We know the world needs leadership from good, smart people who are driven to make a difference, and who are unwilling to compromise their principles in the process; a diverse group of leaders who are open to broader perspectives, who encourage and challenge one another, and who are willing to listen to others’ viewpoints; leaders who have the capacity and conscience to work for the greater good. We want our students to be those leaders.
Why We are Excited and Examples of Where We are Making a Difference:

https://mdschool.tcu.edu/community/community-involvement/
https://coe.tcu.edu/research-outreach/impact/index.php
https://www.youtube.com/watch?v=LY8CiYNWBMI&t=16s
https://neeley.tcu.edu/News/Events/2022/Innovation-Week/f188349d-648d-4dc8-bc4a-a13d37cb9929
https://cse.tcu.edu/stories/posts/epic-grants.php