

## THE CENTENNIAL CAMPAIGN

***Can't Stop Houston: The Centennial Campaign*** is more than a fundraising goal — it's about bold investments that will shape the University of Houston's next century. As we approach our Centennial in 2027, this once-in-a-generation moment is our opportunity to accelerate progress, cement our legacy and propel UH to the forefront as a leader in education, research and innovation for generations to come.

These investments strengthen UH's status as a top destination for talent and fuel Houston's continued growth. Together, we will elevate UH, Houston, and our collective impact — **because the future isn't waiting, and neither are we.**

Houston powers industries that shape the future — from energy to health care and beyond — creating progress that transforms lives around the world. As Houston's University, UH fuels the workforce and delivers solutions that define the region's global impact. When we move forward together, we're **investing in a university that won't stand still.**



# HOUSTON'S GROWTH, HOUSTON'S OPPORTUNITY

Houston's greatest strength is its people, and their potential drives the progress that powers industries and transforms lives. *The Centennial Campaign* directly addresses these challenges by investing in the people, programs and spaces essential to Houston's continued leadership:

- **Global Breakthroughs:** Advances in health care, energy and resource efficiency are redefining what's possible. UH remains at the forefront of these breakthroughs, driving solutions with global impact.
- **Workforce Demand:** More than 70% of Texas jobs will require postsecondary education by 2036, according to Texas 2036. UH helps meet this demand by preparing students through undergraduate, graduate and professional programs that equip them to lead in a rapidly evolving economy.
- **Transforming Lives:** Nearly half of UH students are first-generation learners, and scholarships and essential resources empower them to succeed. These opportunities uplift families and fuel Houston's growth. Furthermore, more than 70% of UH alumni choose to stay in the greater Houston area after graduation, strengthening the region's workforce and driving community development.

## CAMPAIGN PRIORITIES DRIVING HOUSTON'S FUTURE TOGETHER

*The Centennial Campaign* highlights five priorities designed to address Houston's most pressing opportunities.

- **\$100M for Student Impact Scholarships:** These scholarships promote timely graduation by addressing three critical areas: **First Mile, Next Mile and Last Mile Scholarships**. At UH, scholarships are S.M.A.R.T. They support Success, Merit, Achievement, Retention and Tenacity. Designed for first-generation, working, under-resourced and high-achieving students, these scholarships also ensure that those in the middle, who may not qualify for traditional aid, receive the support they need. S.M.A.R.T. scholarships provide students with the best opportunity for success, ensuring they have the resources to start strong, stay on track and cross the finish line.
- **100 Graduate and Professional Program Scholarships:** Attracting top-tier nursing, medicine, energy, law, technology and beyond, to develop and advance future leaders.
- **100% Increase in Support for Student-Athletes:** Provide resources to help students excel both academically and athletically, strengthening UH's visibility nationwide and developing champions for life.

**Why It Matters:** Student success is the heart of our mission, and we can't slow down. Scholarships open doors for students at every stage - helping them begin their journey, thrive and cross the finish line — elevating both their potential and impact. With \$100 million in funding and 100 scholarships dedicated to graduate and professional programs, UH is expanding opportunities for more than 25,000 students by 2027. These efforts contribute to building a workforce that powers Houston's economy. Increased support for student-athletes provides the resources they need to excel academically and athletically, strengthening the Cougar community, fostering pride and elevating UH's national reputation.



- **\$100M for Academic and Research Programs:** With 16 academic colleges and more than 250 degree programs, these investments will support research, professorships and academic programs spanning nursing medicine, energy, the arts, humanities, law, business, technology and more.
- **100 Gifts for Centennial Grounds Transformation:** This initiative celebrates UH's legacy and advances its mission by creating grounds that inspire excellence and wellness, foster student success and position UH as a top-tier destination for talent and collaboration.

**Why It Matters:** The University of Houston isn't just part of the innovation conversation, we're leading it. Investments in research and campus transformation are key to our goal of **doubling UH's research profile** and strengthening our standing as a nationally recognized hub for discovery. Reimagining our campus grounds creates spaces that foster excellence, collaboration and student success.

