



For Immediate Release

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**HighGround Advisors Launches New Initiatives
to Meet Changing Needs of Nonprofit Organizations
Dedicated to Transforming Lives**

Former Baptist Foundation of Texas introduces new name, brand identity and investment offerings to better represent the needs of charitable institutions

Dallas, TX (March 3, 2016) – HighGround Advisors, formerly Baptist Foundation of Texas, an asset management and trust services company with almost \$2 billion in assets, today announced it has made changes to better meet the evolving needs of its client institutions – nonprofit organizations dedicated to transforming lives.

The new name HighGround Advisors is part of the organization’s overall initiative to better reflect its core business of asset management and trust services. The company is expanding its mix of financial products, services and tools to include a broader and more flexible investment platform, while further developing its technical accounting, audit and support services, as well as electronic account access that can be strategically combined for each client.

“In 2014, we began a top-to-bottom review of our operations, products and services to identify potential ways to better meet the changing needs of our clients,” said Jeff Smith, President and CEO of HighGround Advisors. “What we found is as the nonprofit sector continues to face enormous financial and operational challenges, organizations – especially the small-to midsize charities – want and need financial advisors and partners that go beyond a one-size-fits all model.”

HighGround Advisors was established in 1930 to hold and manage assets for various Baptist institutions in Texas. Since then, the company has grown and currently serves more than 400 institutions, agencies and ministries with assets ranging from \$1,000 to \$200 million. The company also manages more than 1,100 trust and annuities through its subsidiary HighGround Trust Company.

“For more than 86 years, we have been committed to furthering our client institutions’ missions. That will not change,” Smith said. “Our vision is to protect, strengthen and grow our client institutions’ assets while providing them with the highest standards of service and exceptional investment management.”

Smith also noted the reorganization will allow the company to continue serving its legacy Baptist and faith-based clients as well as expand its base to other nonprofits.

“We are taking bold new steps into the next chapter of our story,” Smith said. “We are committed to staying true to the innovative thinking that inspired our creation. As our client institutions evolve, we are striving to be agile and grow with them providing meaningful service to meet their needs.”

For more information on HighGround Advisors, please visit www.highgroundadvisors.org.

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About HighGround Advisors

Founded in 1930, and formerly Baptist Foundation of Texas, HighGround Advisors is an investment and trust services company with almost \$2 billion in assets. A first-class financial management organization specializing in the nonprofit sector, HighGround Advisors offers a diverse array of services and expertise in areas such as asset management, planned giving and account administration, all designed to protect, strengthen and grow the assets of their nonprofit clients. Clients include Baylor University, Buckner International, NATA Research & Education Foundation, Iona College, University of Mary Hardin-Baylor, University of North Texas Foundation, Dallas Baptist University and Children at Heart Ministries.