

# **DBU receives record \$20 million gift for School of Business**

November 11, 2024

Dallas Baptist University on Nov. 11 announced the largest donation in its history—a \$20 million gift to establish the Don and Linda Carter School of Business.

Linda Carter, son Ron Carter and daughter Christi Carter Urschel made the donation in memory of the late Don Carter.

Carter and his wife Linda were instrumental in bringing the Dallas Mavericks to Dallas and have been influential figures in the Dallas marketplace through both sports and philanthropy for years. This commitment builds upon decades of support of DBU's mission and reflects their family's dedication to honoring God and supporting students.

"The Carter family's exceptional generosity rooted in an enduring legacy of faith will shape the future of our students through the Carter School of Business for generations to come," DBU President Adam C. Wright said.

"The Carter School of Business will forever stand as a testament to Don and Linda Carter's unwavering belief in the transformative impact of Christian higher education. We are deeply grateful for the vision and trust the Carter family continues to place in DBU to produce future leaders marked by wisdom, ingenuity, work ethic and integrity for years to come."

DBU's relationship with the Carter family dates back to 1969, when Mary Carter Crowley, a Christian businesswoman and founder of Home Interior and Gifts, began providing financial support to DBU.

“The Carter family continues the desire to support the educational and spiritual strength of future generations of Dallas Baptist University graduates,” Ron Carter said.

“We are proud that Dallas Baptist University is a solid representation of biblical principles and demonstrates the fortitude necessary to stand firm and stand out in our secularly dominated culture.”

The Don and Linda Carter School of Business at DBU will continue to grow its focus on producing graduates who will engage the marketplace with a dedicated passion for excellence and a conviction to serve others for the glory of God, university officials said.

This gift will enhance the School of Business academic programs, support new student-focused initiatives, and advance DBU’s mission to produce Christ-centered servant leaders as agents of change in the world, they explained.

The Carter School of Business at Dallas Baptist University prepares students to impact the global marketplace by integrating faith-driven values and mastery of business disciplines. The School of Business offers seven major fields of undergraduate studies, multiple Master of Business Administration programs, and innovative, collaborative opportunities in global studies.