



**The University  
of Georgia**

**ATHLETIC  
SCHOLARSHIP  
ENDOWMENT  
PROGRAM**





## The University of Georgia

### ATHLETIC SCHOLARSHIP ENDOWMENT PROGRAM

#### Past, Present and Future

Today, University of Georgia student-athletes have a tremendous championship tradition to uphold. They carry the spirit and pride for all students, alumni and supporters of our great University. Their past extraordinary athletic performances continue to stand out in our minds, marking grand moments of magnificent Bulldog victories. Often, it is Georgia's student-athletes who create the first and most lasting impression of the University of Georgia.

Student-athletes, men and women alike, represent the University of Georgia not only on athletic teams – which compete at a state, regional and national basis – but also in classrooms across the campus.

The tradition of athletic and academic excellence at the University is made possible by scholarships that provide these young people the opportunity to become successful, well-educated citizens, distinguished alumni and supporters of the University of Georgia.



## **Our Commitment to Student-Athletes**

The University of Georgia Athletic Association awards scholarships to approximately 500 student-athletes. These scholarships, which cover tuition, fees, room, board and books, cost the Athletic Association just under \$7 million annually. With a little over 200 named scholarship endowments, that tuition bill is offset by the interest revenue generated by these endowments.

In addition, the University of Georgia Athletic Association awards the maximum number of scholarships per sport as allowed by the NCAA.

These scholarships are funded by the Athletic Association. Full costs of in-state and out-of-state tuition are paid by the Athletic Association – no University, state or federal revenues can be used. Generous contributions from alumni and friends are relied upon to meet our scholarship funding requirements. The need for private support will continue to grow as the cost of higher education escalates.

## **Our Commitment to Athletics**

The University of Georgia Athletic Association is a separate corporate entity; and by law, it is self-supporting, not accepting any financial assistance from the University or the State of Georgia.

The revenues related to conference affiliation, tickets, annual giving, along with private gifts, are our primary means of support.

These revenues must be annually sufficient to:

- fund scholarships to 21 varsity sports teams.
- provide operating budgets (coaches' salaries, travel, equipment, recruiting) for these 21 teams.
- build, renovate and maintain facilities for these teams.
- operate the Rankin Smith, Sr. Student-Athlete Academic Center, and provide support to our academic staff.
- support administrative functions, such as the Ticket Office, Promotions, Sports Medicine, Sports Communication, etc.
- provide financial assistance to the University of Georgia Cheerleaders and the Redcoat Band.

*(continued on next page)*

The Athletic Association must prudently keep costs down, seeking alternative resources to meet an ever-increasing budget, while improving the quality of its athletic programs.

### **Ensuring the Future**

The Athletic Scholarship Endowment Program represents a long-term solution to keeping pace with escalating scholarship costs, and it is vital for the future of Georgia Athletics.

This program allows friends of the Georgia Athletic Association to invest in the educational opportunities of UGA student-athletes. With an eventual goal of endowing all of our athletic scholarships in all sports, the financial base created by the Athletic Scholarship Endowment Program will guarantee the financial resilience and ongoing excellence of Georgia Athletics year after year.

To perpetuate their personal goals and to contribute permanently to the greatness of the



Bulldogs, donors create endowments for the benefit of the Athletic Association through the Arch Foundation for the University of Georgia. While one donor may pay tribute to a parent by creating an endowed memorial, another might coach a fellow student who has made a significant difference in his or her life. Endowments come from the heart, and they all share a common goal – ensuring the future excellence in athletics at the University of Georgia.

Endowed gifts are held in perpetuity. The Arch Foundation invests all initial gifts and spends only a portion of the annual investment return for the scholarship created. The remaining income is added back to the principal as protection against the eroding consequences of inflation and increasing scholarship costs.

A donor who makes an endowed gift today can be confident that his or her gift will grow and continue to provide support far into the future.



## Endowment Opportunities

A donor may endow a named scholarship for a University of Georgia student-athlete with a gift of \$150,000. Although a donor cannot select specific scholarship recipients, he or she can designate his/her support for a specific sport. The following is a list of the varsity sports at the University of Georgia through which a donor may endow a scholarship. Beside each sport is the number of scholarships allowed by the NCAA.

### MEN'S

Baseball - 11.7  
Basketball - 13  
Football - 85  
Golf - 4.5  
Swimming & Diving - 9.9  
Tennis - 4.5  
Cross Country /  
Track & Field - 12.6

### WOMEN'S

Basketball - 15  
Equestrian - 15  
Golf - 6  
Gymnastics - 12  
Soccer - 14  
Softball - 12  
Swimming & Diving - 14  
Tennis - 8  
Cross Country/  
Track & Field - 18  
Volleyball - 12

Many types of gifts and gift vehicles are available to donors for the establishment of an endowment. The Athletic Association's development staff assists each donor, working through their advisors, as they choose the most beneficial asset and the best method of transferring that asset to the Arch Foundation for the University of Georgia in order to achieve his or her objectives. Gifts to the Athletic Scholarship Endowment Program are tax-deductible, as allowed by law, and may provide the donor with considerable tax benefits.





## Ways of Giving

### Current Gifts

These gifts are made in the current year and are such that the Athletic Scholarship Endowment Program may invest them immediately. Athletic Scholarship Endowments created by current gifts may be payable over a five-year pledge period.

- Cash
- Appreciated/Marketable Securities
- Real Estate
- Tangible Personal Property
- Paid-Up Life Insurance Policies
- Charitable Lead Trusts

### Deferred Gifts

These gifts are often called planned gifts because they are integrally connected to your financial and/or estate plans. Although deferred gifts are given today, the Arch Foundation for the University of Georgia and the Athletic Scholarship Endowment Program may not realize their benefit until some years in the future.

### Life Income Gifts

- Pooled Income Funds
- Charitable Remainder Funds
- Life Estate Agreements
- Qualified Retirement Plans
- Charitable Gift Annuities

### Estate Gifts

- Bequests (Gifts by Will)
- Testamentary Trusts
- New Life Insurance Policies

## Recognizing Endowment Donors

Donors to the Athletic Scholarship Endowment Program are among the Athletic Association's most important supporters. Because the support of the Athletic Scholarship Endowment Program is separate from gifts to the William C. Hartman Jr. Fund, the Gymnastics Endowment Fund, and the Basketball Enhancement Fund, donors of full scholarships are recognized in special ways for their outstanding generosity:

- **The donor's name is permanently associated with the scholarship endowment.**
- **Recognition is provided in the Athletic Association and UGA Arch Foundation publications.**
- **Donors are recognized at an on-field ceremony of a home football game.**
- **The donor's name will be placed on the Athletic Scholarship Endowment Program plaque, located in the Butts-Mehre Building.**
- **The donor will have the annual opportunity to meet with the student-athlete selected to receive their endowed scholarship.**

The Athletic Association has a long-standing tradition of excellence due to the dedicated leadership of its coaches and administrators and the winning spirit exhibited by its student-athletes. Sharing in this heritage are the special alumni and friends who have given, at times sacrificially, to transform the dreams of aspiring UGA athletes into the reality of scholarships.

For more information on how you can perpetuate the greatness and ensure the future of the University of Georgia Athletic Association, please contact:

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Athletic Association  
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