



FOR GEORGIA. FOR GENERATIONS.

Since 1785, the University of Georgia has upheld a steadfast belief that education leads to prosperity, discovery drives progress, and service to others strengthens communities. Today, that commitment lives on in every student who dreams of passing through the Arch — not only for their own future, but for the future of Georgia.

UGA is committed to attracting, supporting and retaining the best and brightest students. The university has an ambitious long-term vision to significantly expand scholarship support, ultimately strengthening affordability and UGA's competitive standing among the nation's top universities.

Scholarships reduce financial barriers, empower students to focus on learning, and equip graduates to transform industries, communities and lives. They fuel solutions to pressing challenges and advance UGA's land-grant mission to serve every corner of the state.

Across UGA's schools and colleges, scholarships provide critical support ensuring students can thrive regardless of background, discipline or ambition. New gifts allow UGA to align scholarship resources with real-time student priorities and create impact now and for generations to come.

This is an investment in the next generation of leaders, innovators and problem-solvers. It will take the Bulldog community to make it happen. Now is the time to turn responsibility into action and ensure that future generations can make UGA their home.

As Georgia's flagship institution, we have a responsibility to ensure that future generations can experience the remarkable benefits of a UGA education.

— University of Georgia
President Jere W. Morehead



SCHOLARSHIPS AT UGA

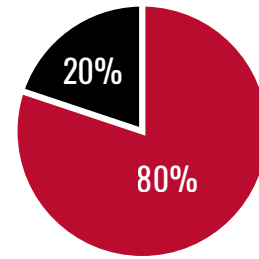
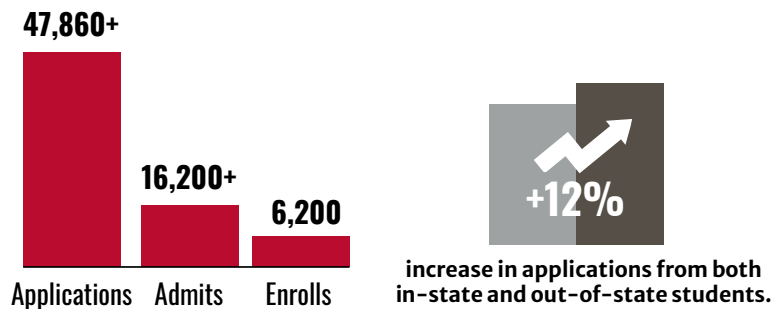
UGA STUDENTS AT A GLANCE

UGA is committed to attracting Georgia's best and brightest students in an increasingly competitive higher education landscape. Scholarships are essential to ensuring that the university provides the resources and incentives needed to make UGA the first choice for top students.

The Class of 2029 illustrates this challenge and opportunity: UGA welcomed more than 6,200 first-year students from nearly 48,000 applicants, one of the most academically qualified classes in its history. Approximately 80% of these students are Georgia residents, reflecting UGA's mission to serve the state while competing nationally for talent.

By increasing scholarship funding, UGA can continue to recruit exceptional students from across Georgia and beyond, reduce financial barriers, and ensure that top talent chooses UGA.

This investment is not just about affordability — it's about sustaining UGA's academic reputation, supporting enrollment growth, and reinforcing its role as Georgia's flagship institution.



ENROLLMENT GOAL:

UGA's goal is to enroll a first-year class of 80% Georgia-residents and 20% non-residents.

Enrolled Student Middle 50%

Core GPA
4.03-4.30

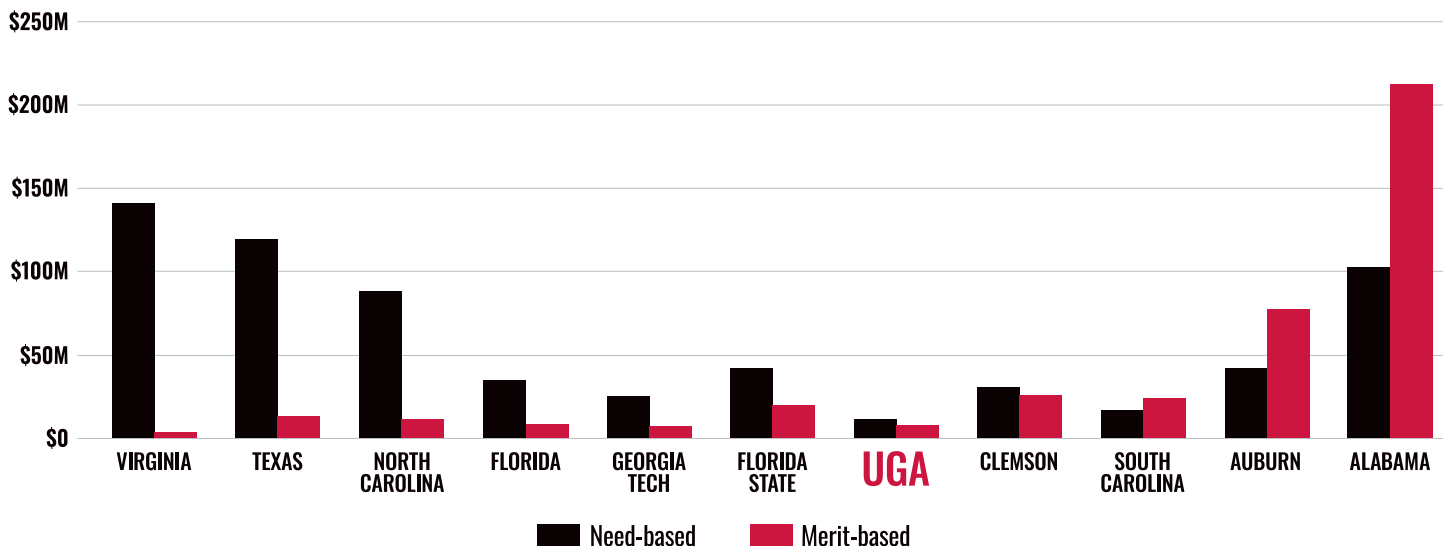
AP IB or DE Courses
8-13

ACT
29-31

SAT
1250-1430

To maintain the current level of excellence and strengthen UGA's position among peer institutions, the university must expand its institutional aid offerings, particularly scholarships. The graph below shows that UGA offers less scholarship aid than regional competitors. Broadening scholarship efforts will allow UGA to increase its institutional aid offerings and remain competitive amongst higher education institutions.

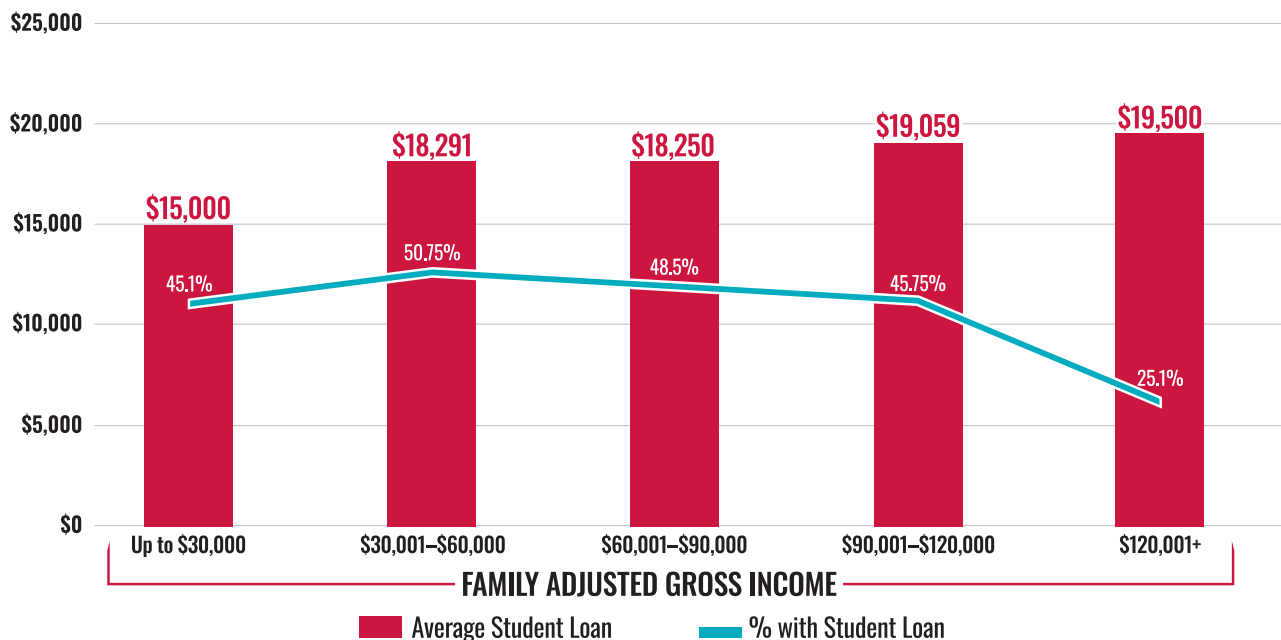
Top 10 Competitors by 2024-25 Institutional Aid



UNIVERSITY OF GEORGIA

SCHOLARSHIPS AT UGA

2024-2025 Graduating Cohort, Median Student Loan Debt & Percent Borrowers



UGA STUDENT LOAN DEBT



Devon is a low-income student from Fulton County. He has a 4.2 GPA and a 30 ACT. He is eligible to receive the max Pell grant, max work study, and is calling the Office of Student Financial Aid about more aid options.

Cost of attendance	\$29,566
- Student Aid Index	\$0
- Zell Scholarship	\$10,034
- Pell Grant	\$7,395
- Student Loan	\$5,500
Unmet need	\$6,637

Nearly 30% of UGA students take out loans averaging almost \$20,000 to cover the full cost of attendance.





















While Georgia's HOPE and Zell Miller scholarships remain among the most generous in the nation for tuition coverage, they do not fully address the total cost of attending college, which includes housing, meals, books, and other expenses. **This gap leaves many students, regardless of family income, turning to loans to bridge the difference.**

As a result, even academically strong students often graduate with significant debt. Closing this gap through increased scholarship support will **reduce reliance on loans, improve affordability, and strengthen UGA's ability to attract and retain top talent.**



SCHOLARSHIPS AT UGA

For donor-funded undergraduate scholarships, each giving threshold determines the level of recipient preference allowed. The chart below outlines the specific preferences permitted at each threshold.

SCHOLARSHIPS AT UGA	\$50K+	\$100K+	\$250K+	\$1M+	\$5M+
OPTIONS: School or College					
OPTIONS: Need, Merit, Either or Experiential Learning					
OPTIONS: Major, Rural or First Generation					
OPTIONS: Geography Example: County, Georgia					
Named Scholars Program					
Campus Naming					

The chart above outlines donor guidelines for setting recipient preferences at each giving threshold. Certain preferences, such as geography or campus naming, remain subject to approval and availability.

WHAT DO UNDERGRADUATE SCHOLARSHIPS LOOK LIKE AT UGA?

<\$50,000

All gifts below \$50,000 will be directed to support immediate scholarship needs. The donor may establish their preference of scholarship recipient(s):

- School, college, unit, or university-wide; OR
- School/college-specific experiential learning funds (i.e. not university-wide); OR
- University-wide student experience funds.

\$50,000+

Commitments greater than \$50,000 can establish a new endowment. The donor may choose from the preferences outlined above in addition to selecting need-based, merit-based or either.

\$100,000+

At \$100,000, the donor may include one of four preferences in addition to any previously selected preferences. Those four options are:

- Specific major program,
- Transfer students,
- Georgia's rural communities, and
- First-generation students.

School/college-specific experiential learning funds at this level can be directed toward specific experiential learning experiences (i.e., study abroad, internship, lab research, etc.) at the donor's discretion.

\$250,000+

At \$250,000, the donor may expand the geography preference to prioritize students from a specific location. In addition to any previously selected preferences, geography preferences are subject to approval by university administration and, if specific enough, may supersede previously established preferences in order to maintain viability.

\$1 million+

At \$1 million, in addition to previous preferences, the donor has the opportunity to create a named scholars program. Recipients of the scholarship will be considered part of a cohort of students who will benefit from personalized programming and community-building opportunities.

\$5 million+

At \$5 million and above, the donor will be presented with several options for a named space(s) on campus that showcases their generosity and steadfast commitment for the university.

The options outlined above apply to four-year undergraduate scholarships. Should a donor decide to focus their support on students in a graduate or professional program, funds will be administered by the school or college.



FREQUENTLY ASKED QUESTIONS

SCHOLARSHIP STRUCTURE AND ADMINISTRATION

Can a donor create a scholarship without any preferences?

Yes! In fact, unrestricted scholarships are the most impactful to students. These scholarships will live in Instruction and will be administered by the Office of Student Financial Aid. This is highly encouraged as it allows for the highest degree of flexibility to the university and will have the greatest impact on meeting the financial needs of students.

Can a donor choose only the school or college and not choose between need or merit?

Yes, the donor can select their preferred school or college and select either which means their scholarship can provide for need-based or merit-based aid. On the non-endowed side, the donor will not be able to select need or merit as those scholarships will support both need and merit.

Who is setting up the funds for gifts under \$50K? Can a school or college confirm which existing funds we want those gifts allocated to rather than having to create an entirely new fund if they already have scholarship funds that exist?

Internal DAR staff will have conversations with each school or college to determine this process. Some schools and colleges already have funds that meet this criteria and those funds could be wrapped into this scholarship campaign. For schools and colleges that don't have these funds, a new fund will be created by the UGA Foundation. Schools and colleges will also have a say as to whether they move current scholarship funds (endowed and non-endowed) to be administered centrally.

Newly created non-endowed and endowed scholarship funds will be administered by the Office of Student Financial Aid and will support both need and merit.

Who will administer graduate/professional scholarships?

Graduate and professional scholarships will continue to be administered by the schools and colleges.

How and when does the university evaluate merit? Will the criteria for merit scholarships be the same for all schools and colleges?

The definition of merit will vary by school or college. Merit is evaluated holistically based on a student's profile both in the application process and during their time as enrolled students.

What input will schools/colleges — or their subordinate majors — have in the selection process?

Schools and colleges will not have input in the selection process for scholarships that are administered centrally on the undergraduate level, however the Office of Student Financial Aid will take into consideration the priorities of the deans for each school and college when determining scholarship awards.



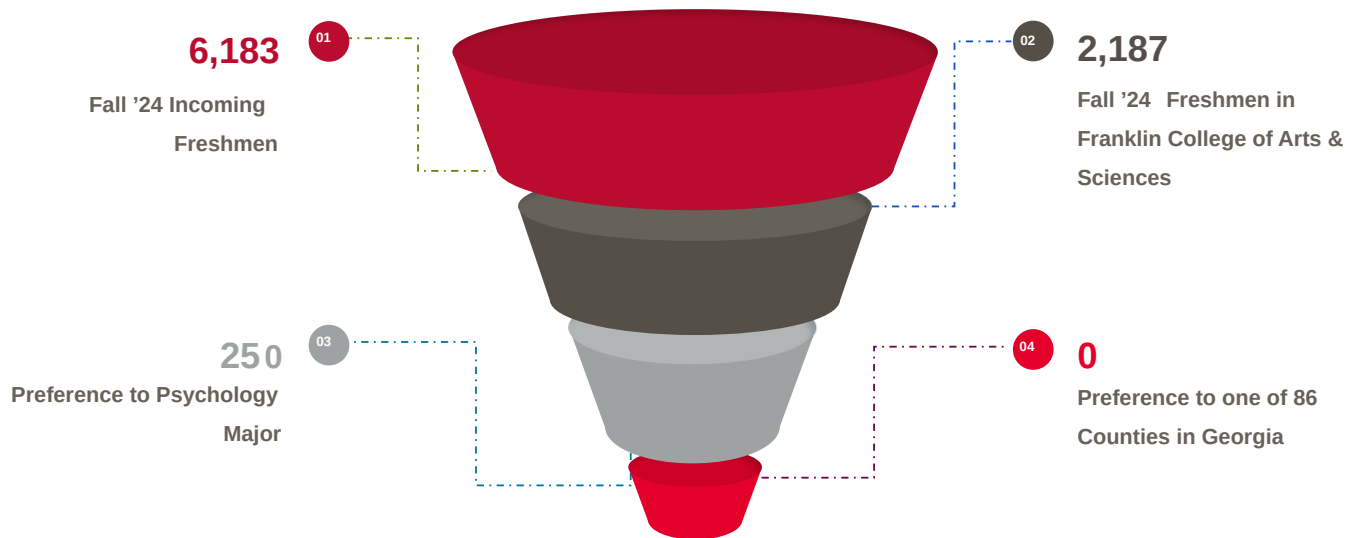
FREQUENTLY ASKED QUESTIONS

SCHOLARSHIP STRUCTURE AND ADMINISTRATION

What if a donor is very passionate about being able to establish preference, even if they're not giving at \$100,000+?

We want to ensure your donor's gift has the greatest possible impact on the university and our students. By establishing a broad preference structure, the gift can remain flexible and continue making a difference as student needs evolve over time. Because we focus on endowing scholarships — gifts that live on in perpetuity — it's especially important that they remain adaptable and relevant for generations of students to come.

As you can see in the graph below, even despite our best intentions, sometimes the real-time needs of students don't always match up perfectly with the current preference structure.



What if a donor has an existing scholarship? Does this new framework impact that?

Existing scholarship funds will continue within a school and college. Donors can continue to contribute to those areas, but new scholarship endowments will need to follow the new criteria. It is recommended to steer gifts to non-endowed scholarship funds to the newly created non-endowed scholarship fund within the school or college to allow for the greatest amount of impact. If your donor is open to revising their preferences to fit under this structure, that's great! Feel free to continue those conversations and reach out if you need any assistance.

How will this work for students who have a demonstrated financial need to obtain the initial scholarship, but their financial need status changes and they no longer qualify the following year?

A student should work with financial aid to request a professional review.

When will these scholarships be awarded?

Scholarships need to be created and the first payment needs to be collected by April 1 in order for the scholarship to be awarded in the fall of 2026.

FREQUENTLY ASKED QUESTIONS (CTD.)

SCHOLARSHIP STRUCTURE AND ADMINISTRATION

What if a donor wants to support one student throughout their journey at UGA? Do scholarships follow students if they change majors?

Undergraduate scholarships are renewable for four years, so a donor can support the same student throughout their journey at UGA. Unlike Georgia Commitment Scholarships, if a preference for a school or college is established, funds will remain within that school or college.

If the student recipient changes majors, he or she will no longer receive that specific scholarship, and funds will be awarded to another student who meets the scholarship preferences.

The Office of Student Financial Aid will work with the original recipient to determine alternate scholarship funding options.

Is this scholarship framework intended only for incoming freshmen?

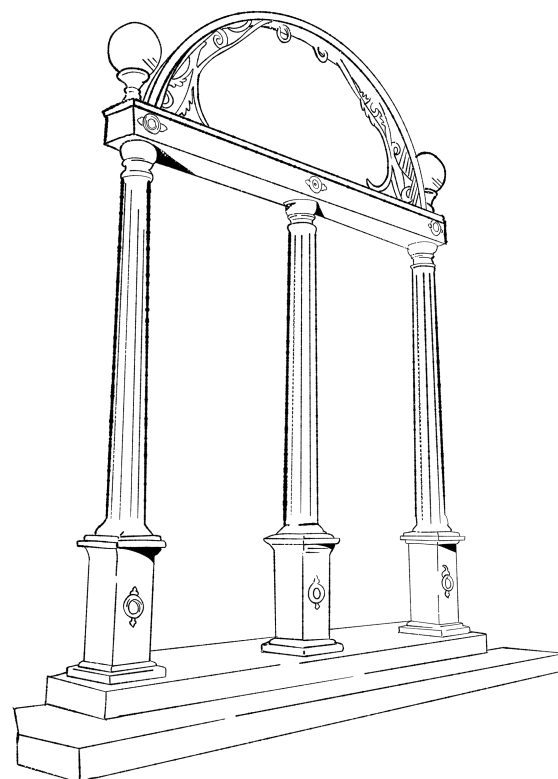
No, these funds are meant to holistically lower debt and increase retention and recruitment for ALL students at UGA. The endowment flexibility and language will determine if the funds can be used for recruitment. Scholarships are reviewed annually. Funds are renewable for four years, but can be awarded to students any point during their time at UGA. Donors will also have the option of choosing a preference for transfer students at the \$100k level.

Can an additional preference be added in the future to a scholarship? Are these the only preference choices that will ever be offered?

Yes, additional preferences can be added in the future to a scholarship. This is a great strategy to engage donors and increase their giving over time. The preference will need to be added through an addendum to the fund agreement at a future date. These are the only preference choices for the foreseeable future, however if you have a donor with a unique preference you should consult with leadership to seek approval.

Will geographic preference have to be approved?

Yes. There will be an internal review of all geographic preferences.



FREQUENTLY ASKED QUESTIONS (CTD.)

MATCHING FUNDS (FOR FUNDS APPROVED ON OCT. 20, 2025)

What's the breakdown of the spendable structure?

New scholarships established with a match (while matching funds are available) will have a spendable created immediately. The spendable will be created by taking 4% of the donor's commitment and putting it in a spendable account for gifts between \$50k and \$499k.

For gifts of \$500k+, the spendable will be created with 4% of the donor's commitment and 4% of the matching funds. Any scholarship created without a match will follow our normal endowment procedures and will not have a spendable unless the donor gives above and beyond the endowment level. A worksheet is available to help calculate the spendable for each scholarship.

In order to qualify for a match, does a new scholarship fund have to be created?

Yes, a new scholarship fund will have to be created to qualify for a match. If you would like to discuss a potential exception, reach out to Graff Wilson (james.wilson2@uga.edu) and Danielle Free (bda92087@uga.edu).

Will this new scholarship structure continue beyond the matching funds?

Yes, this will be the new framework for scholarships for the foreseeable future.

Does the "match" count towards the total for being able to specify donor preferences?

No. The match does not count toward the total donation amount which determines the donor preferences available.

IMPACT ON CURRENT SCHOLARSHIPS AND PLANNED GIFTS

How does this new scholarship campaign work with existing scholarship programs? Does all scholarship fundraising need to go to these funds moving forward?

Existing scholarship funds already housed in schools and colleges will remain there. Donors can continue to contribute to those funds, but new scholarship endowments will need to follow the new criteria. It is recommended to steer non-endowed gifts to the newly created non-endowed scholarship fund within the school or college to allow similar gifts to be provided, thus creating the greatest amount of impact.

Are we migrating current scholarships to the Office of Financial Aid?

Schools and colleges will be able to choose if they want to move current scholarships to the Office of Financial Aid.

Which scholarship funds are eligible to switch over to be centrally administered? How would a DO facilitate that conversation with a donor?

Please review these funds with Brooks McCommons (brooksm@uga.edu) and Jan Blaine (jblaine@uga.edu) for eligibility.



FREQUENTLY ASKED QUESTIONS (CTD.)

IMPACT ON CURRENT SCHOLARSHIPS AND PLANNED GIFTS

How does this impact planned gifts that benefit scholarships?

Currently documented and unrealized planned gifts will not be impacted with this scholarship framework.

STEWARDSHIP

Will schools and colleges be responsible for stewardship for gifts to non-endowed funds?

Yes, non-endowed funds to scholarships will be the responsibility of the school/college to steward. Templates will be provided for those materials. Scholarship funds at \$50k and above will fall into the central gratitude report process.

INFORMATION AVAILABLE TO SCHOOLS AND COLLEGES

Will department heads and/or deans have visibility into:

The number of scholarships available for their students? Yes

Whether those scholarships have been awarded? Yes

The dollar amounts associated with them? Yes

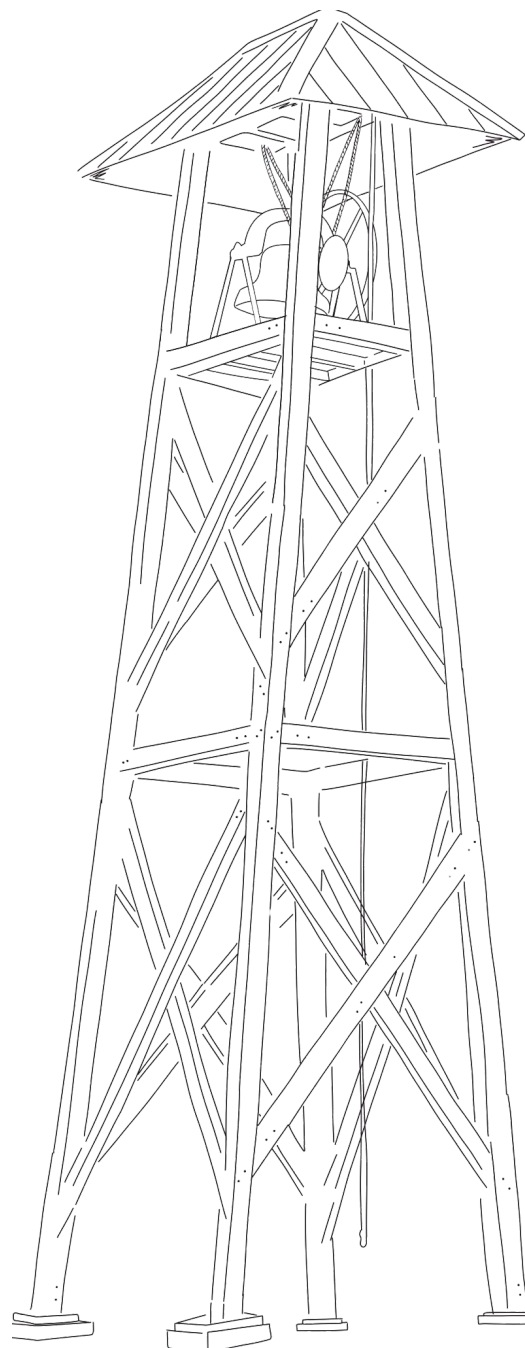
Staff will work to make fiscal year reports on spending available to department heads. This will be a joint effort between the Office of Student Financial Aid and the UGA Foundation. More information to come on timing and frequency of reporting.

What information will schools and colleges be able to see about their scholarship recipients? What platform will be used to see this?

All scholarships will still live in Scholarship Universe. Donor Relations is exploring options for showcasing some scholarship information in GAIL, but that will have strict permissions.

If these funds are centrally administered, how will SCUDs know what funds are available for their students?

Reports will be made available to SCUDs to view their non-endowed dollars.



FREQUENTLY ASKED QUESTIONS (CTD.)

EXPERIENTIAL LEARNING/UNIVERSITY-WIDE INITIATIVES

Are experiential learning scholarships included? Can experiential learning scholarships live in a SCUD

Yes. Donors must choose from need, merit or experiential learning when making their gift. Experiential learning scholarships will continue to live within the schools and colleges or centrally if it's a university-wide initiative. Donors can also specify a school or college for their experiential learning scholarship.

How will study abroad scholarships work?

They will fall into the same scholarship structure as experiential learning. Experiential learning funds will not be required to be administered centrally and will have the opportunity to continue to be awarded in the schools and colleges. In order for a donor to specify that an experiential learning scholarship supports study abroad then the scholarship must be at the \$100k level.

Can a donor specify what the experiential learning fund supports specifically?

Yes. Once they reach the \$100k level they can specify what preference the experiential learning fund supports. A preference is not required.

University Wide Initiatives – do you choose from what's on the list? If there is a preference for a school/college is that allowed?

The university-wide initiatives listed are simply suggestions. The donor can choose from that list or choose to support another university-wide initiative that matters to them. The goal would be to eliminate school and college preference for these scholarships so they can serve the most students.

Thank you for your dedication and hard work in advancing scholarship initiatives at UGA. Because of your efforts, these gifts will have a lasting impact — transforming the lives of our students and strengthening our state.



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