



UNIVERSITY OF GEORGIA

INNOVATORS' PLEDGE

The Innovators' Pledge is the next step in developing UGA as a hub of bold thought, collaborative discovery and innovative entrepreneurship. Bulldogs who take the pledge recognize the role UGA played in their lives and the positive impact Georgia can have for tomorrow's innovators and risk-takers.

The pledge is a non-binding agreement to support the university. You make your gift—to any fund, in any amount—when the time is right: when you go public, when you sell, when it's most advantageous for you.

Until then, you'll have access to UGA's growing innovation ecosystem: the Innovation District, the engine that will drive UGA forward; our faculty, leaders in their fields; our students, an ever-replenishing recruitment pool with boundless potential; and like-minded alumni entrepreneurs, ready to power UGA's evolution and catalyze their own ventures.

This is an exclusive group of people who know how to turn big ideas into bigger results, and we want you. As an early adopter of the Innovators' Pledge, you'll lay the groundwork for what it means to take the pledge. You'll help UGA develop the networks, programming and infrastructure that will inspire other Bulldog creators, equity holders and founders to follow your lead.

By taking the Innovators' Pledge, you commit to a tomorrow where disruption lives on the corner of College and Broad; where UGA students graduate with big dreams and a roadmap to get them there; and where Bulldogs build on each other's success, believing in a brighter tomorrow sparked by what comes next.

WHY SIGN THE PLEDGE?

Two primary reasons to sign the Innovators' Pledge are to:

1. Make a personal commitment to leave a legacy through the University of Georgia
2. Network with fellow entrepreneurs and like-minded individuals

We know you love the University of Georgia. Even if you're not quite ready to make a significant financial contribution today, including UGA in your long-term plans is an honor. Let us help you structure your gift in an efficient way that aligns with your interests, your timing and your financial circumstances.

IS THERE A COST OR MINIMUM GIFT?

No, the Innovators' Pledge is designed to connect Bulldog entrepreneurs to one another while laying the groundwork for significant financial support in the future. The amount you pledge to contribute depends on your personal circumstances and the difference you hope to make.

WHAT WILL MY GIFT SUPPORT?

That's up to you! If there's an area of campus about which you're already passionate, you can direct your financial support there. If there isn't, we'll help you explore the many needs and opportunities on campus based on your personal priorities. The hardest part is often deciding between multiple priorities that you would feel proud to support.

ARE THERE TAX IMPLICATIONS?

No—at least, not yet. The Innovators' Pledge is not binding and no gift is actually made by taking the pledge. In the future, when your gift is realized, it will be tax deductible. We're happy to help you and your advisors think through the timing and structure of your gift to maximize your generosity.

WANT TO GIVE BACK TO THE UNIVERSITY, BUT THE TIMING JUST ISN'T RIGHT?

We understand that when you're building a business, everything you've got goes into ensuring it is a success. Innovators' Pledge is a way to confirm your support for UGA while still remaining completely focused on your business. The resources available to signers of the Innovators' Pledge may even help your business get ahead. UGA and fellow pledge signers all want to see you succeed.

You're an entrepreneur, a doer, a difference maker. You're a Georgia Bulldog. You don't just want to make a mark; you want to leave a lasting impression.

For more information, visit give.uga.edu/how/innovators
Call (706) 542-8140 or email our team at InnovatorsPledge@uga.edu.

Join our growing community. Take the pledge.