

For Your Consideration

BEFORE

— **COMMIT TO** —
GEORGIA

The Campaign for the University of Georgia®

Presented to
Jane Q. Public
March 2017

AFTER

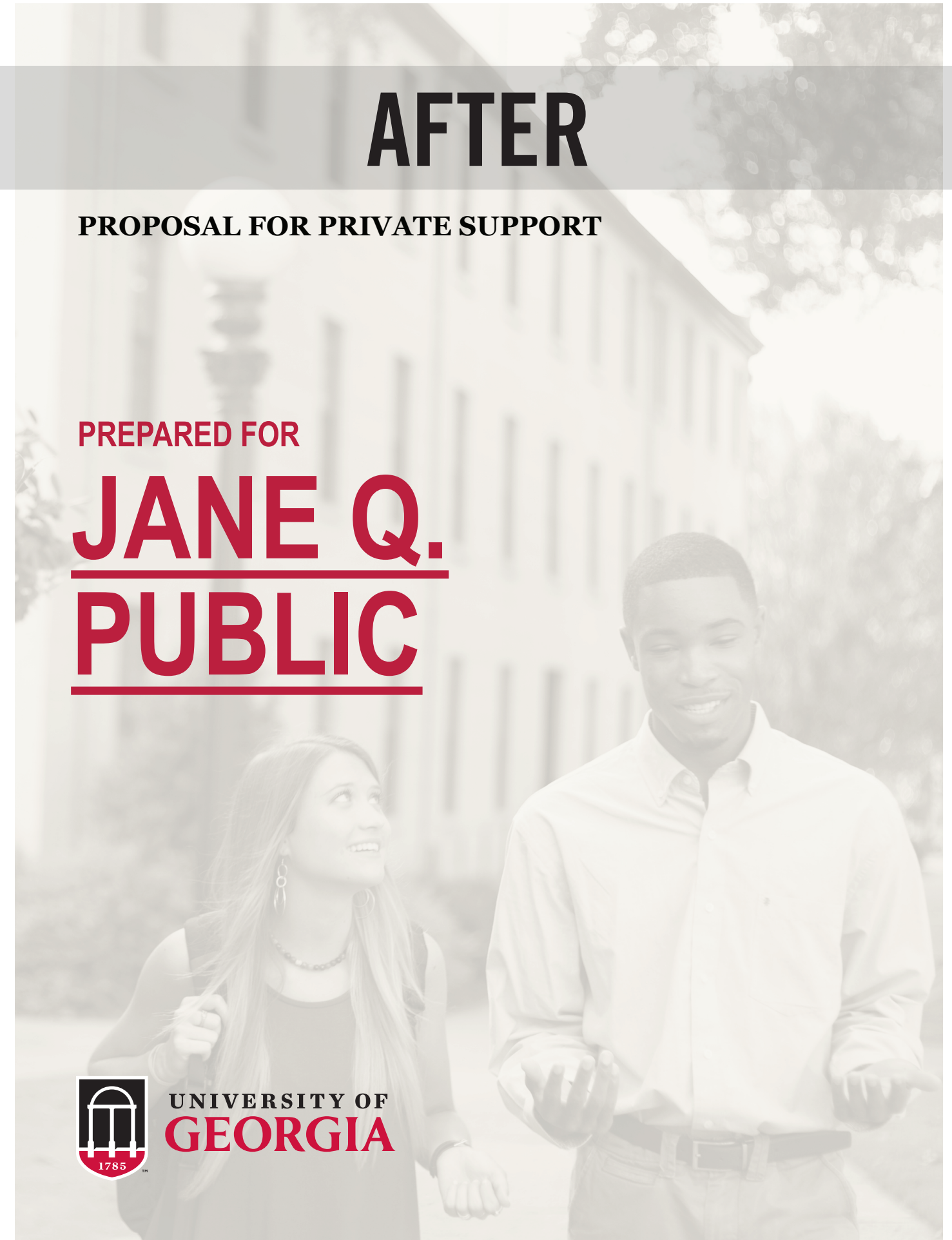
PROPOSAL FOR PRIVATE SUPPORT

PREPARED FOR

JANE Q.
PUBLIC



UNIVERSITY OF
GEORGIA





BEFORE

At the University of Georgia, we share a deep love for our students, for the state of Georgia and for the people of the world. It's in our blood. It's in everything we do. We give our students every opportunity, as they prepare to take on the biggest challenges facing our state and our world. Now, forged by generations of tradition and a relentless dedication to improving lives, we're preparing to do even more. Now, it's time for every member of the Georgia family to come together and to commit to something greater.

Campaign overview

UGA's biggest campaign priority is to make college affordable for all students. Students should be able to take full advantage of everything UGA has to offer rather than juggling multiple jobs on top of school work. When students graduate, significant debt should not weigh them down as they launch their careers.

During the 2015-2016 academic year, 22 percent of UGA undergraduate students received the federal Pell Grant, which is awarded to students in need across the nation. Among this group of Pell Grant recipients, 742 students reported a family income less than tuition and fees (\$11,622 per year). The most at-risk students often lack parental support both financially and socially. Many of these students are first generation college students and come from backgrounds where college was not an option or even a topic of conversation.

Recent data from the start of the 2016-2017 academic year indicates that despite arriving at UGA with Zell Miller or HOPE scholarships, our lowest-income students still face an average financial aid gap of \$13,000 per year, which adds up to \$52,000 over the course of a four-year degree.

We are committed to lowering this gap and providing immediate relief through the creation of new endowed funds to assist our students who have the greatest financial need. These students are highly qualified, academically successful students who have faced tremendous barriers to education and still earned acceptance to UGA. Need-based scholarship support is particularly valuable for these students, as the endowed funds can support a wide variety of areas such as tuition, room and board, books and supplies, or meal plans.

Since 2012, generous donors have contributed more than \$680 million to advance the important work taking place on UGA campuses. Now, as UGA is poised to do even more, achieve even more and solve more of the world's most pressing challenges, it needs the support of the UGA family. By 2020, UGA is committed to raising \$1.2 billion to further enhance the learning environment, fund more student scholarships and fund more research and service opportunities.

COMMIT TO GEORGIA

AFTER

The Campaign for the University of Georgia®

At the University of Georgia, we share a deep love for our students, for the state of Georgia and for the people of the world. It's in our blood. It's in everything we do. We give our students every opportunity, as they prepare to take on the biggest challenges facing our state and our world. Now, forged by generations of tradition and a relentless dedication to improving lives, we're preparing to do even more. Now, it's time for every member of the Georgia family to come together and to commit to something greater.

Recent data from the start of the 2016-2017 academic year indicates that despite arriving at UGA with Zell Miller or HOPE scholarships, our lowest-income students still face an average financial aid gap of \$13,000 per year, which adds up to \$52,000 over the course of a four-year degree.

We are committed to lowering this gap and providing immediate relief through the creation of new endowed funds to assist our students who have the greatest financial need. These students are highly qualified, academically successful students who have faced tremendous barriers to education and still earned acceptance to UGA.

Since 2012, generous donors have contributed more than \$680 million to advance the important work taking place on UGA campuses. Now, as UGA is poised to do even more, achieve even more and solve more of the world's most pressing challenges, it needs the support of the UGA family. By 2020, UGA is committed to raising \$1.2 billion to further enhance the learning environment, fund more student scholarships and fund more research and service opportunities.

Recognizing the role of philanthropy in the Commit to Georgia Campaign, we invite you to join us on our commitment. **We ask you to consider the following investment: \$250,000 (\$25,000 plus the General Electric 1:1 match of \$25,000 each year for 5 years).**

BEFORE

As part of our ambitious goals, the University of Georgia has specific funding priorities:

► **Removing Barriers and Opening Doors for Students**

Scholarships: Scholarships have the power to change lives and, by extension, our communities and the world at large. They break down barriers to growth, open doors to incredible possibilities, and blaze paths to futures that otherwise might be unattainable.

Together, we can do more to chip away at the financial burden faced by so many students. It is our responsibility to commit even more deeply to the next generation of leaders, who will go on to develop revolutionary products and businesses, build on years of agricultural research, or stop the spread of diseases before they become epidemics. Together, we must help them help the world.

► **Enhancing the Learning Environment**

Student Experience: At the University of Georgia, our students are committed to learning at the highest levels, and they have opportunities to deepen their knowledge and develop stronger skills and abilities through unique hands-on experiences that go outside of the classroom, such as internships, research, study abroad and service learning.

These experiences develop our students' critical thinking and problem-solving skills by teaching them to draw on course content as they examine the pressing challenges facing our world. And, after graduation, they are ready to lead and better prepared for graduate school and careers in the 21st century.

We now have the opportunity and the responsibility to expand and enhance these types of high-impact learning opportunities that prepare our students to be the leaders of tomorrow.

► **Solving Grand Challenges for our State and the World**

Research and Service: As a pioneering American research university with a land- and sea-grant mission, we are inspired to serve communities throughout our state and world.

But in order to continue addressing the global challenges facing all of us, we must expand support for the individuals at UGA who create and share knowledge for the benefit of others. It's these individuals—our faculty and staff—who are training entrepreneurs to create new businesses that will revitalize our state's economy, who are studying infectious diseases to prevent the next outbreak, and who are supporting farmers and agricultural leaders to help feed our home state and the world around us.

With increased faculty support in the form of endowed chairs and professorships, and support for public service and outreach initiatives, you will help us increase our capacity to solve the global challenges of today and tomorrow.

OUR COMMITMENT AFTER

REMOVING BARRIERS AND OPENING DOORS FOR STUDENTS

Scholarships have the power to change lives and, by extension, our communities and the world at large. Together, we can do more to chip away at the financial burden faced by so many students.



ENHANCING THE LEARNING ENVIRONMENT

We have the opportunity and the responsibility to expand and enhance the high-impact learning opportunities that prepare our students to be the leaders of tomorrow.



SOLVING GRAND CHALLENGES FOR OUR STATE AND WORLD

With increased faculty support in the form of endowed chairs and professorships, and support for public service and outreach initiatives, you will help us increase our capacity to solve the global challenges of today and tomorrow.





Invest in Your Commitment

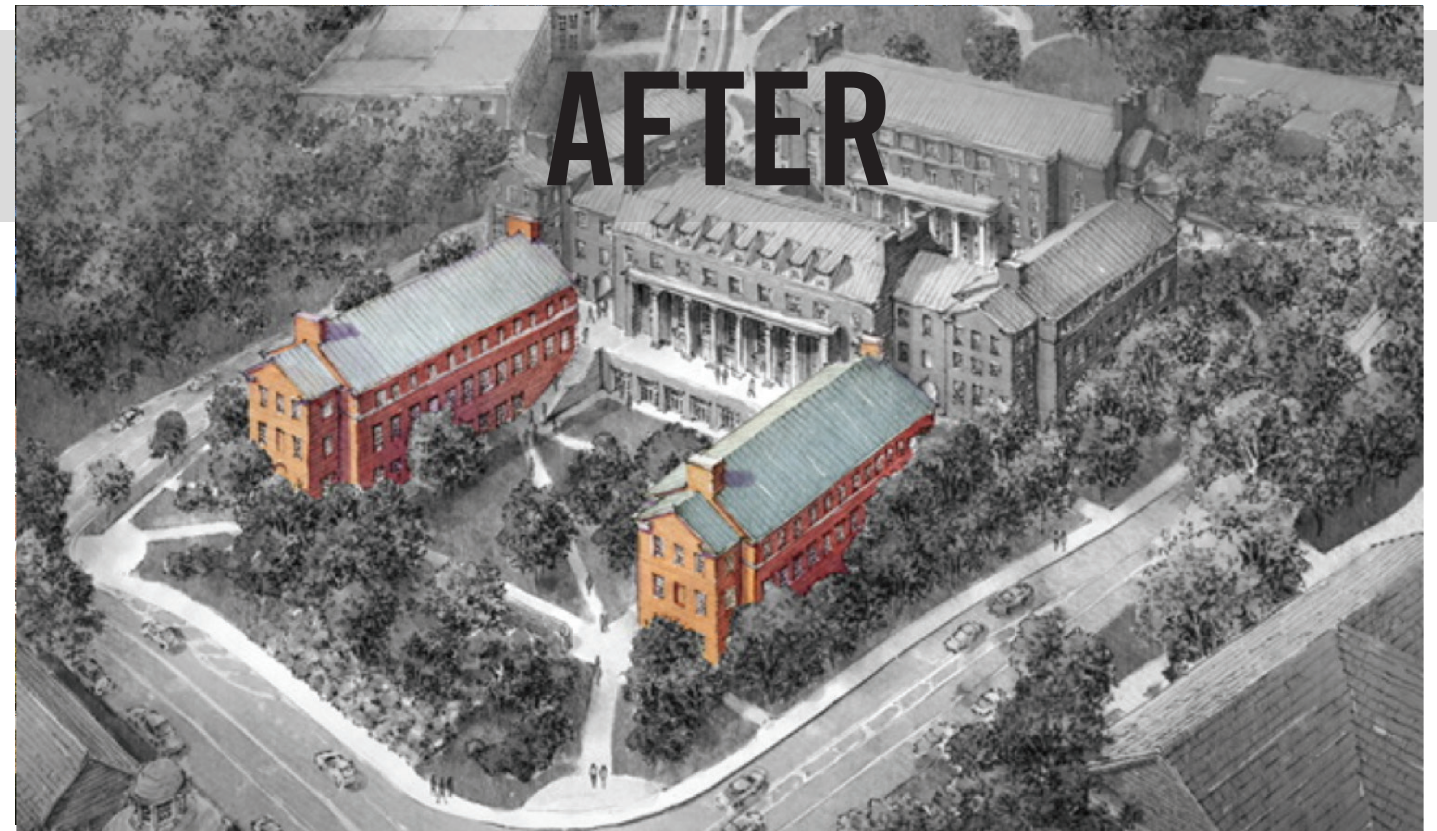
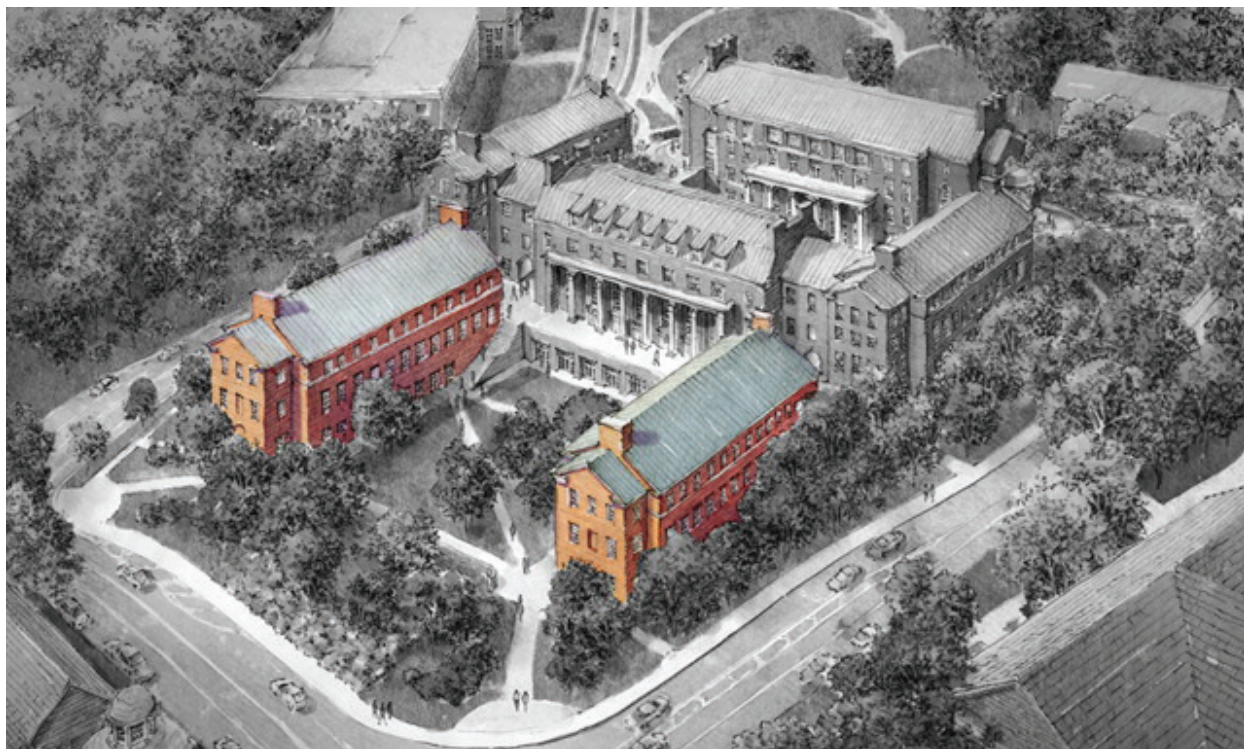
BEFORE

The Commit to Georgia Campaign will be fueled by the university's alumni, parents and friends through their support, both as advocates and investors, in driving the University of Georgia to eliminate financial barriers to our students. Recognizing the role of philanthropy in the Commit to Georgia Campaign, we invite you to join us on our commitment. The University of Georgia asks Jane Q. Public to consider the following investment: \$250,000 (\$25,000 plus the General Electric 1:1 match of \$25,000 each year for 5 years).

- The Jerry and John Public Classroom – \$175,000
The Public Family Endowed Need-Based Scholarship – \$75,000

The Jerry and John Public Classroom - \$175,000

This flex-flat classroom that will be housed in the 3rd phase of the Terry College Business Learning Community (see image below for location). The 3rd phase is scheduled to be opened in the Fall of 2019. This classroom will hold 20 to 25 students and is one of campaign's top funding priorities: enhancing the learning environment. It also is consistent with President Morehead's vision and priority of enhancing the learning environment by smaller class sizes at UGA. Your very generous gift will have an ever lasting impact in the lives of Terry College of Business student for years to come.



THE JERRY AND JOHN PUBLIC CLASSROOM

\$175,000

This flex-flat classroom that will be housed in the 3rd phase of the Terry College Business Learning Community (see image below for location). The 3rd phase is scheduled to be opened in the Fall of 2019.

This classroom will hold 20 to 25 students and is one of campaign's top funding priorities: enhancing the learning environment. It also is consistent with President Morehead's vision and priority of enhancing the learning environment by smaller class sizes at UGA.

Your very generous gift will have an ever lasting impact in the lives of Terry College of Business student for years to come.



BEFORE

The Public Family Endowed Need-based Scholarship - \$75,000 (becomes \$150,000)

The Georgia Commitment Scholarship Program is a matching opportunity to fund need-based aid at UGA. It is designed to grow the number of need-based scholarships awarded to UGA students which is a giant step toward eliminating the financial obstacles facing many students. 6,737 undergraduate students at UGA are Federal Pell Grant recipients. 40% are from families without the ability to contribute to college expenses. 28% are first-generation college students. 30% have a family income less than the cost of attendance for a resident undergraduate (\$26,204). Nearly 1,000 have a family income less than the cost of tuition and fees for a resident undergraduate. So, to help alleviate this financial obstacle the UGA Foundation will match individual donations of \$50,000, \$75,000 and \$100,000 up to \$500,000 to double the impact of endowed need-based scholarships.

Your generous commitment of \$75,000 to establish an endowed scholarship for need-based aid will immediately be matched by the UGA Foundation, doubling the impact of your investment and bringing your endowment to a grand total of \$150,000. As you fulfill your commitment of the next four years (four-year payment schedule for this specific program – The Georgia Commitment Scholarship program – not including the total \$250,000 investment) your gifts will fund a \$5,250 annual award and add \$13,500 per year to the endowment, which is also accumulating investment earnings. In the fifth year, the endowment will have received \$129,000 in contributions and will begin funding the annual award from accumulated investment earnings, in perpetuity.



THE PUBLIC FAMILY ENDOWED NEED-BASED SCHOLARSHIP

\$75,000 (becomes \$150,000)

Your generous commitment of \$75,000 to establish an endowed scholarship for need-based aid will immediately be matched by the UGA Foundation, doubling the impact of your investment and bringing your endowment to a grand total of \$150,000.

The Georgia Commitment Scholarship Program is a matching opportunity to fund need-based aid at UGA. It is designed to grow the number of need-based scholarships awarded to UGA students which is a giant step toward eliminating the financial obstacles facing many students.

6,737 undergraduate students at UGA are Federal Pell Grant recipients. 40% are from families without the ability to contribute to college expenses. 28% are first-generation college students. 30% have a family income less than the cost of attendance for a resident undergraduate (\$26,204). Nearly 1,000 have a family income less than the cost of tuition and fees for a resident undergraduate.

BEFORE

Payment Schedule

Your support of the Commit to Georgia campaign makes an enormous impact on the thousands of students who pass through and around the Arch each day. Investing in our students and faculty increases the quality and value of the education we offer, expands our contribution to economic growth and development, and brings the three pillars of the Arch: wisdom, justice and moderation to life for the benefit of all residents of Georgia and beyond.



\$250,000 commitment over 5 years

<u>Donation</u>	<u>G.E. Match</u>	<u>Total gift</u>	<u>Due Date:</u>
\$25,000	\$25,000	\$50,000	May 2017
\$25,000	\$25,000	\$50,000	May 2018
\$25,000	\$25,000	\$50,000	May 2019
\$25,000	\$25,000	\$50,000	May 2020
\$25,000	\$25,000	\$50,000	May 2021

Jane's total contribution over 5 years = \$125,000

General Electric's total match over 5 years = \$125,000

AFTER

So, to help alleviate this financial obstacle, the UGA Foundation will match individual donations of \$50,000, \$75,000 and \$100,000 up to \$500,000 to double the impact of endowed need-based scholarships.

As you fulfill your commitment of the next four years (four-year payment schedule for this specific program – The Georgia Commitment Scholarship program – not including the total \$250,000 investment) your gifts will fund a \$5,250 annual award and add \$13,500 per year to the endowment, which is also accumulating investment earnings. In the fifth year, the endowment will have received \$129,000 in contributions and will begin funding the annual award from accumulated investment earnings, in perpetuity.



BEFORE

AFTER PAYMENT SCHEDULE

Your support of the Commit to Georgia campaign makes an enormous impact on the thousands of students who pass through and around the Arch each day. Investing in our students and faculty increases the quality and value of the education we offer, expands our contribution to economic growth and development, and brings the three pillars of the Arch: wisdom, justice and moderation to life for the benefit of all residents of Georgia and beyond.

Jane's total contribution over 5 years: \$125,000

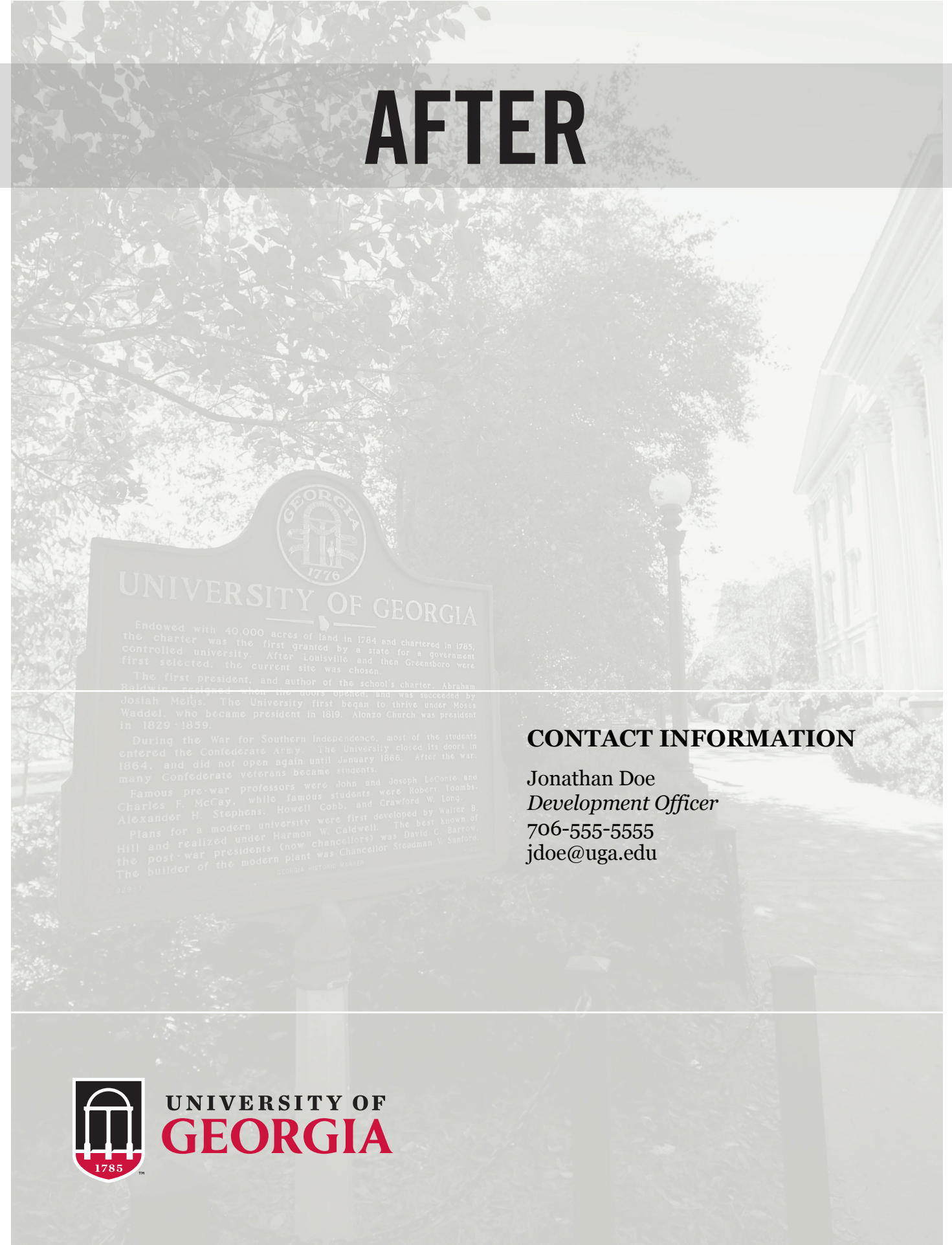
General Electric's total match over 5 years: \$125,000

\$250,000 commitment over 5 years

Donation	G.E. Match	Total Gift	Due Date
\$25,000	\$25,000	\$50,000	May 2017
\$25,000	\$25,000	\$50,000	May 2018
\$25,000	\$25,000	\$50,000	May 2019
\$25,000	\$25,000	\$50,000	May 2020
\$25,000	\$25,000	\$50,000	May 2021

BEFORE

AFTER



UNIVERSITY OF GEORGIA

Endowed with 40,000 acres of land in 1784 and chartered in 1785, the charter was the first granted by a state for a government controlled university. After Louisville and then Greensboro were first selected, the current site was chosen.

The first president, and author of the school's charter, Abraham Baldwin, resigned when the doors opened, and was succeeded by Josiah Meigs. The University first began to thrive under Moss Waddel, who became president in 1819. Alonzo Church was president in 1829-1839.

During the War for Southern Independence, most of the students entered the Confederate Army. The University closed its doors in 1864, and did not open again until January 1866. After the war, many Confederate veterans became students.

Famous pre-war professors were John and Joseph Leconte and Charles F. McCay, while famous students were Robert Toombs, Alexander H. Stephens, Howell Cobb, and Crawford W. Long.

Plans for a modern university were first developed by Walter B. Hill and realized under Harmon W. Caldwell. The best known of the post-war presidents (now chancellors) was David C. Barrow. The builder of the modern plant was Chancellor Stedman V. Sanford.

CONTACT INFORMATION

Jonathan Doe
Development Officer
706-555-5555
jdoe@uga.edu



**UNIVERSITY OF
GEORGIA**