

The Georgia Bulldog Club Membership Impact Report

FISCAL YEAR 2019-2020



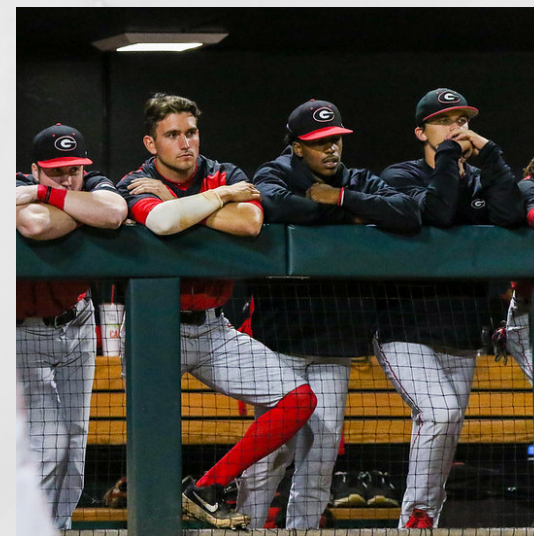
The Georgia Bulldog Club (TGBC) is the fundraising arm of the University of Georgia Athletic Association.

Membership is accomplished by making a contribution to at least one of the many student-athlete enhancement funds that makeup The Georgia Bulldog Club.

Your support of TGBC provides student-athlete scholarships, first class facilities, and the financial support necessary to assist the UGA Athletic Association's comprehensive budget each year in order to successfully operate each of UGA's 21 varsity sport programs.

The commitments of TGBC donors like you in support of Georgia athletes serve as the lifeblood of UGA's athletic department.

The Athletic Association receives no federal, state or university funding; therefore, annual contributions from alumni and friends directly impact our deserving student-athletes with the necessary academic and athletic tools to compete among the nation's best. Thank you for your support!



A MESSAGE TO OUR MEMBERS



Matt Borman
Deputy Athletic Director
Executive Director,
The Georgia Bulldog Club

On behalf of University of Georgia Athletics, I would like to thank you for your generosity. Collegiate athletics is at a pivotal moment, and now more than ever, it is important to continue emphasizing our goal of providing the best student-athlete experience.

The Georgia Bulldog Club is incredibly proud of the athletic and academic accomplishments of our 500+ student-athletes, and we want you to know that we couldn't achieve the sustained excellence that is a UGA standard without your support.

The upcoming year is destined to be filled with changes due to the worldwide pandemic we are all facing, but also with hopeful optimism and excitement about the return of sports and the many victories that contribute to the exceptional development and overall experience of Georgia student-athletes. Though we have recently faced a great deal of uncertainty, one thing remains abundantly clear - we are extremely grateful and appreciative of all that you have done to inspire greatness here at UGA.

As it always has been, our goal moving forward is to best position our state's flagship public University, and the many student-athletes who compete for its glory. Your support allows us to thrive today, and sows seeds of the new successes that await us tomorrow.

Thank you for all that you do. We look forward to sharing the memories made in 2020-21 with you, our most loyal Georgia Bulldog Club donors.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Borman".

OPPORTUNITIES FOR INVOLVEMENT

ANNUAL GIVING

Annual contributions provide essential support to areas vital to the continued operational health of UGA Athletics, and the enrichment of the overall student-athlete experience. Giving to the funds listed below provides donors with specialized benefits and opportunities related to the specific sport in which they support.

**William C. Hartman Fund (Football) - Basketball Enhancement Fund - Georgia Baseball Fund
Gymnastics Endowment Fund - Women's Basketball Fund**

LEADERSHIP GIVING

Leadership giving is philanthropic in nature and invests directly in the success of Georgia Athletics at giving levels of \$25,000 and above, paid over a 5-year period of time. Funds support new athletic facility construction, existing facility enhancement/renovation, and scholarship endowments. Members gain access to exclusive stewardship opportunities.

**Silver Circle - The Hedges - The Magill Society
Georgia Always - Coaching Endowment
Scholarship Endowment**



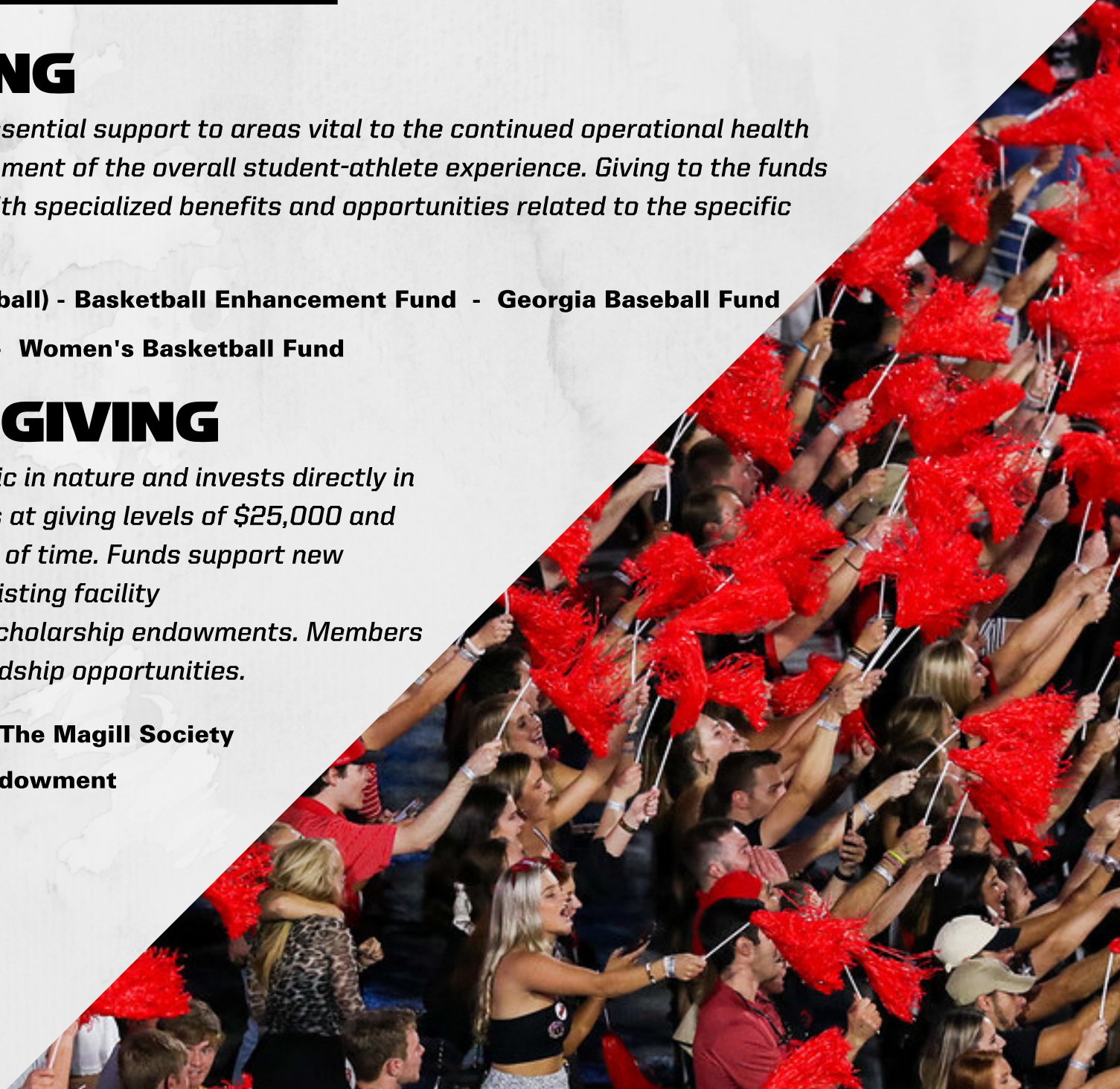
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TGBC PRIORITY POINTS SYSTEM



Priority points are accumulated over a donor's lifetime of giving to The Georgia Bulldog Club. Ticket assignments, parking assignments, and other benefits associated with each annual fund are assigned in priority point order from top to bottom. Priority points are earned by making donations to the Georgia Bulldog Club.

\$1

1 Point

Annual Giving Memberships

For every dollar you donate to one of our annual giving funds (Hartman Fund, Basketball Enhancement Fund, Gymnastics Endowment Fund, Georgia Baseball Fund, and Women's Basketball Fund), donors receive one Priority Point added to your cumulative TGBC points total.

\$1

1½ Points

The Magill Society (\$25,000-\$99,999), paid over a 5-year period

For every dollar donated to The Magill Society, donors receive one and a half Priority Points added to your cumulative TGBC priority points total.

\$1

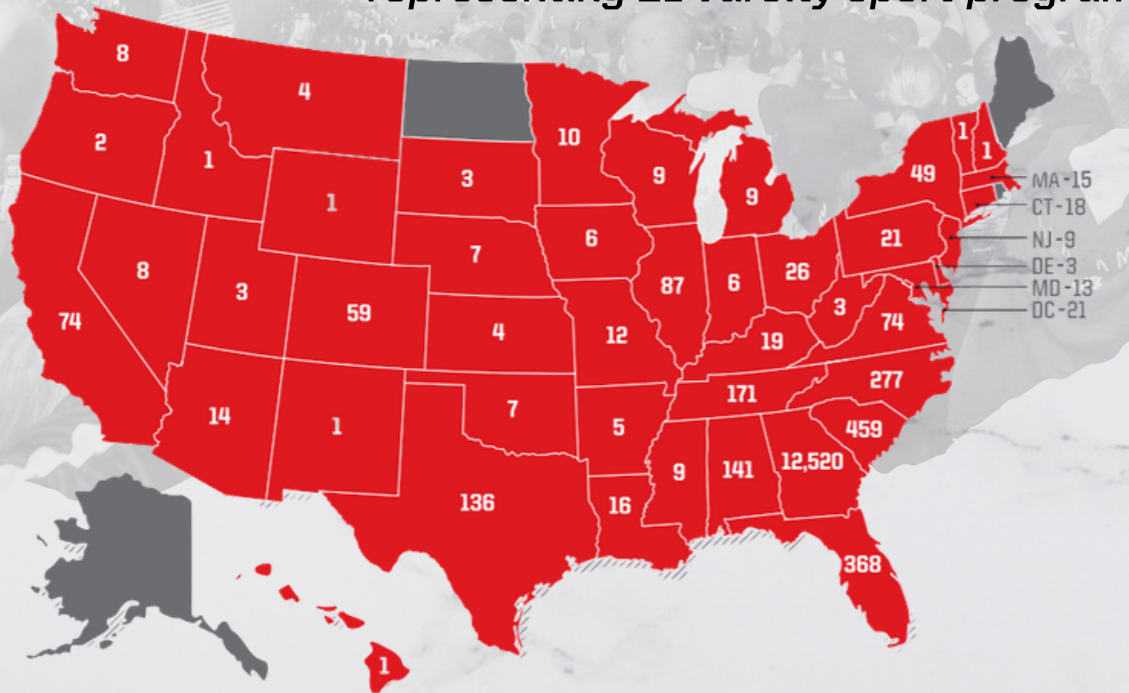
2 Points

The Magill Society (\$100,000+), paid over a 5-year period

For every dollar donated to The Magill Society, donors receive two Priority Points added to your cumulative TGBC priority points total.



14,698 current Hartman Fund members provide essential support to the following areas that are vital to not only the continued operational health of the UGA Athletic Association, but also the enrichment of the student-athlete experience at the University of Georgia representing 21 varsity sport programs in the critical areas of:



- **Scholarship**
- **Academic Support**
- **Nutrition**
- **Athletic Training & Medical Care**
- **Travel Assistance**
- **Mental Well-Being & Psychological Resources**
- **Equipment Upgrades**
- **Cost of Attendance**
- **Professional Development**
- **Life Skills Programming**
- **Diversity, Inclusion & Social Justice Programming**

The Hartman Fund encompasses 14,000+ supporters from around the country who are making a difference in the lives of UGA student-athletes.

BASKETBALL ENHANCEMENT FUND

BEF Support Growth



**New Regular
Season Attendance
Record:**

164,071

766

**Current 2020
Members who
Renewed their
Support**

56

**New
Supporters in
2020**

119

**Supporters who
Contributed
110% in 2020**



GYMNASTICS ENDOWMENT FUND

\$262,903

*Generously Given in Support of
Gymnastics Student-Athletes
for the 2020 Campaign*

62 

*GEF Supporters
in 2020*

500

400

300

200

100

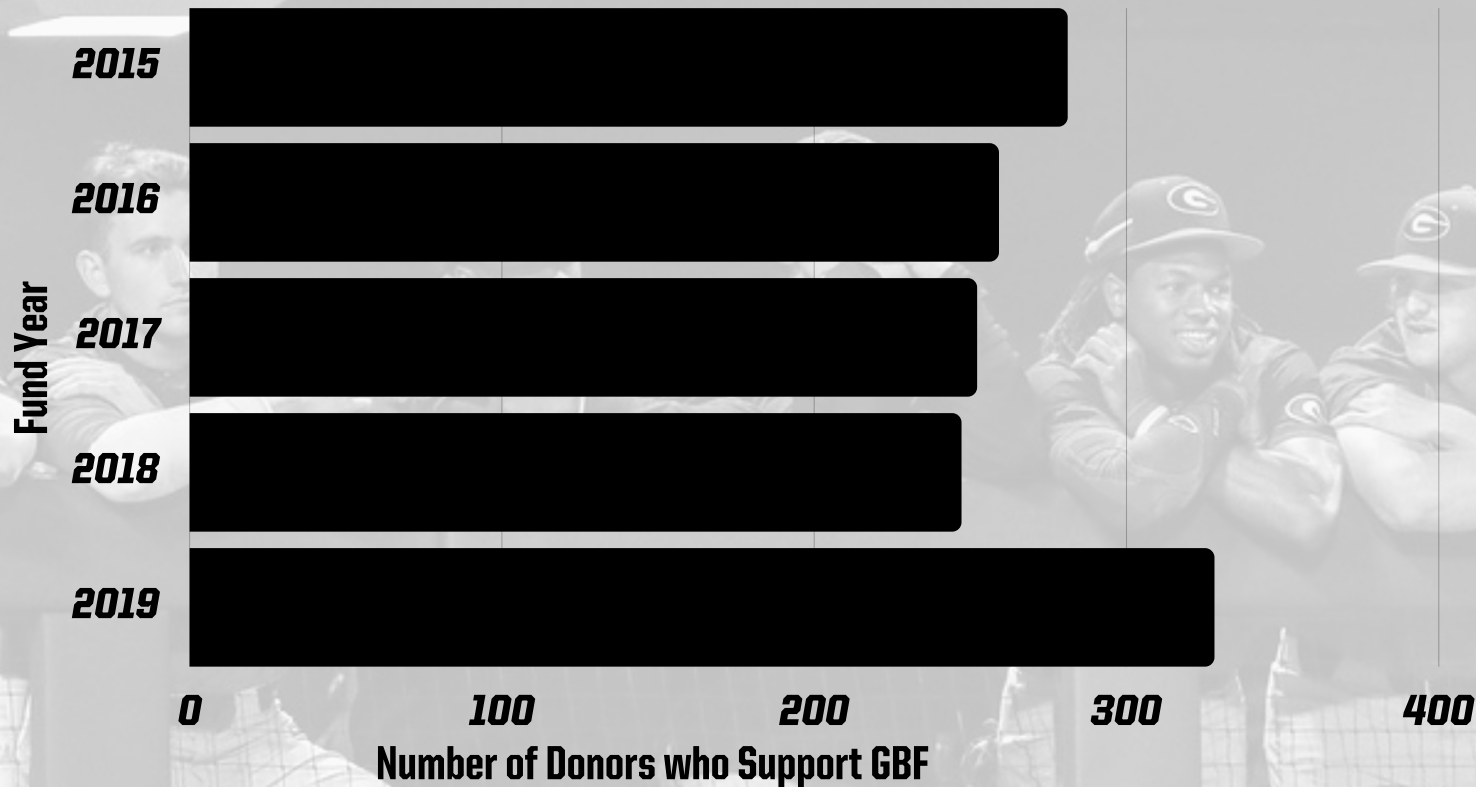
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**114 Supporters Gave
110% in 2020**

488 Current GEF Members

GEORGIA BASEBALL FUND

GBF Support Growth



\$287,842.30

Contributed by
Supporters in 2020

88

New GBF
Supporters in 2020

265

GBF Members Renewed
their Support in 2020



WOMEN'S BASKETBALL FUND



\$40,555

*in Member Support
for the 2019 Campaign*

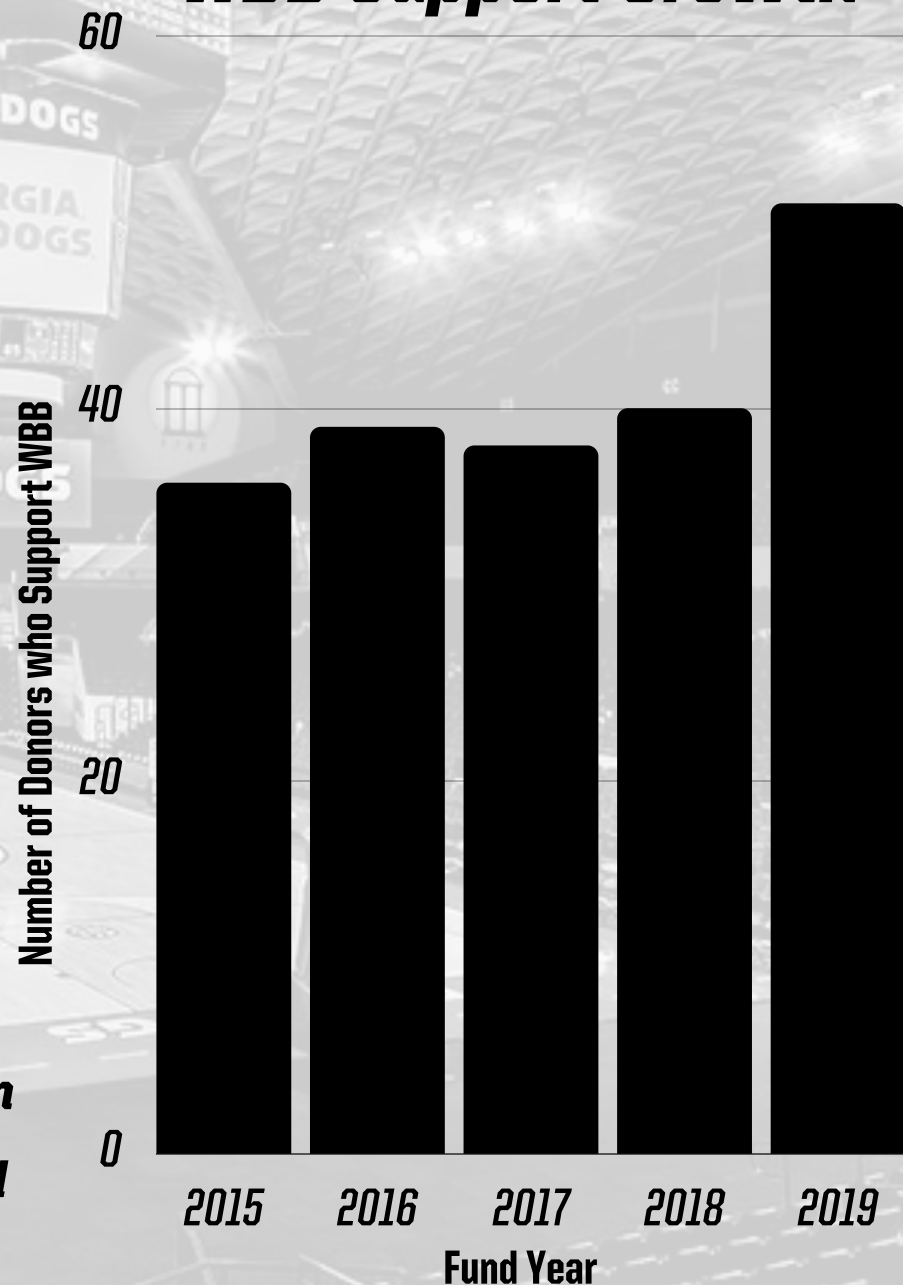
13

*New
Women's Basketball
Supporters
in 2019*

9

*Academic Honor Roll
Student-Athletes
(Leading the Southeastern
Conference basketball
teams for both men's and
women's programs)*

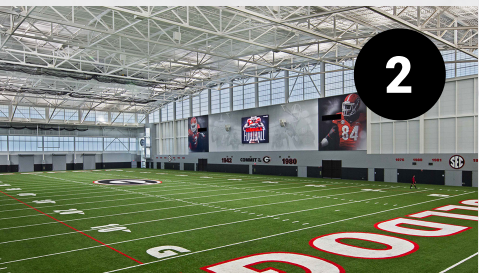
WBB Support Growth





Membership Impact

Created in 2015, the Magill Society is the leadership philanthropic arm of The Georgia Bulldog Club. Contributions to the Magill Society help put the necessary resources in place to construct first-class athletic facilities for UGA's 21 varsity sports. Member support directly impacts the day-to-day infrastructure of UGA Athletics. In recognition of their generous support, Magill Society members gain exclusive access to stewardship opportunities and events.



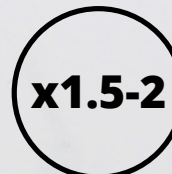
Completed Projects:

- 1, The Equestrian Clubhouse Project
- 2, The William Porter Payne & Porter Otis Payne Indoor Athletic Facility
- 3, The Boyd Golf Center Renovation
- 4, The Jack Turner Soccer Stadium Renovation
- 5, The Equestrian Clubhouse Project

\$146,716,600.85 of total Magill Society support from 1,216 members was used to fund capital projects through the end of fiscal year 2020

Magill Society Benefits

(At Initial Levels of Giving)



**Bonus
Priority Points**



**Exclusive
Events**



**Donor
Recognition**

Magill Society Support Impact

MAGILL SOCIETY MEMBER STEWARDSHIP PROGRAM

Special Events

Magill Society Stewardship Program

All Magill Society members are given access to exclusive events such as: FB Signing Day, G-Day, Open FB Practices, Post-Season Events, Paint the "G", Open Basketball Practices & an Enhanced Stegmania Experience.

At the \$50,000 giving level & above, donors will have the first opportunity to purchase spots on an annual football away game donor trip.

Once per season, donors at the \$100,000 level & above will have a one-on-one experience with the football student-athletes & coaches as they enter the stadium.

Pre-game field access is granted for donors that make commitments at the \$250,000 level & above.

Members at the \$250,000 level & above have the opportunity for on-field recognition during a home football game.

\$25,000	\$50,000	\$100,000	\$250,000	\$500,000	\$1,000,000
Option to receive bonus priority points x1.5	Option to receive bonus priority points x1.5	Option to receive bonus priority points x2.0	Option to receive bonus priority points x2.0	Option to receive bonus priority points x2.0	Option to receive bonus priority points x2.0
Invitation to exclusive Magill Society events	Invitation to exclusive Magill Society events	Invitation to exclusive Magill Society events	Invitation to exclusive Magill Society events	Invitation to exclusive Magill Society events	Invitation to exclusive Magill Society events
Donor recognition wall	Donor recognition wall	Donor recognition wall	Donor recognition wall	Donor recognition wall	Donor recognition wall
Gameday program and website recognition	Gameday program and website recognition	Gameday program and website recognition	Gameday program and website recognition	Gameday program and website recognition	Gameday program and website recognition
	Away game donor trip	Away game donor trip	Away game donor trip	Away game donor trip	Away game donor trip
		Dawg Walk experience	Dawg Walk experience	Dawg Walk experience	Dawg Walk experience
			On-field experience	On-field experience	On-field experience
			Naming opportunity	Naming opportunity	Naming opportunity
				Premium naming opportunity	Premium naming opportunity
				On-field recognition	On-field recognition



GEORGIA BULLDOG CLUB PREMIUM AREAS



Football Champions Club



Football Locker Room Lounge & Field Suites



Football Sky Club & Field Suites



Football Locker Room Lounge

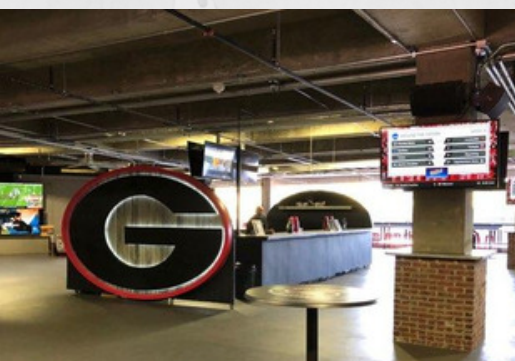
GEORGIA BULLDOG CLUB PREMIUM AREAS



Basketball Courtside Club



Baseball Press Club & Dugout Club



Football Magill Lounge & Champions Club



Football South Sky Suite

MEMBERSHIP IMPACT; STUDENT-ATHLETE ACADEMICS

74



Student-Athletes
Earned a 4.0 GPA
in Fall 2019
or Spring 2020
Semester

80

Student-Athletes named to
the 2019 Spring
Southeastern Conference
Academic Honor Roll

3.1



Cumulative,
Average GPA
for 2019-20
Academic Year

13.4%

of student-athletes
earned a 4.0 GPA
in 2019-20
Academic Year

99

Conference-high
student-athletes named to
the Southeastern Conference
Winter Honor Roll

346



Director's Honor Roll
Recipients earned a 3.0-3.5
GPA in Fall 2019/Spring
2020 Semester



MEMBERSHIP IMPACT; STUDENT-ATHLETE ACCOMPLISHMENTS

#1

2020 NBA Draft Pick secured by UGA Basketball's Anthony Edwards, the Highest Draft Pick in UGA History

#1

Football Recruiting Class in 2020, with 4 5-Star Recruits; 15 4-Star Recruits; and 6 3-Star Recruits Committing to the G

2

Georgia Bulldogs selected in the MLB Draft. Pitcher Emerson Hancock earns 4th student-athlete in UGA history to earn First Team Academic All-America honors & be a First Round draft pick

4

UGA College Football AP & Coaches Poll Postseason Ranking, 2020

6TH

UGA Equestrian National Ranking

7

Georgia Bulldogs selected in NFL Draft, to tie last year's class as the most under Kirby Smart & tied second-most in program history



Success at the Next Level

Only University in the country to have a former student-athlete win a championship in NFL, NBA & MLB in 2020

SEC East Title

UGA football clinched its third consecutive SEC East Division Championship, with a 7-1 conference record

NCAA Woman of the Year Nomination

UGA equestrian's Emma Mandarino, three-time First Team Academic All-American & Equitation Over Fences National Champion

2019-20 USA Swimming National Team

Sophomores Andrew Abruzzo & Dakota Luther named; joined by seven former Bulldogs swimmers

Nation's Top Collegiate Place-Kicker

UGA Football's Rodrigo Blankenship wins Lou Groza Award, as well as being First Team All-American; a National Football Foundation National Scholar Athlete Award winner; and the SEC Scholar-Athlete of the Year for football

20

TOP 10

*in National NCAA
Postgraduate
Scholarship
Recipients*

*Allstate AFCA
Good Works
Team honorees,
leading the
nation since the
award's
inception in
1992*

TOP 5

*in National Football
Foundation
Postgraduate
Scholarship Winners*



STUDENT-ATHLETE COMMUNITY SERVICE INITIATIVES

ATHLETES SUPPORT DARE

Speaking engagements on the dangers of drug and alcohol abuse

HOMELESS SHELTER PROGRAM

Cooking and serving meals at the Athens Homeless Shelter

HABITAT FOR HUMANITY

The construction of homes for others in the community

PARTNERS IN EDUCATION PROGRAM

Pledging support at Barrow Elementary School

ATHENS-CLARKE MENTOR PROGRAM

Providing additional support and guidance to local youth

DAINGS FOR PUPS INITIATIVE

Raised \$100K to provide WiFi access for remote learning; donated 200 coats and 27,000 pounds of food to support local youth at a critical time amidst COVID-19

READING EDUCATION WEEK

Visiting various Athens-area elementary and middle school students to read to students



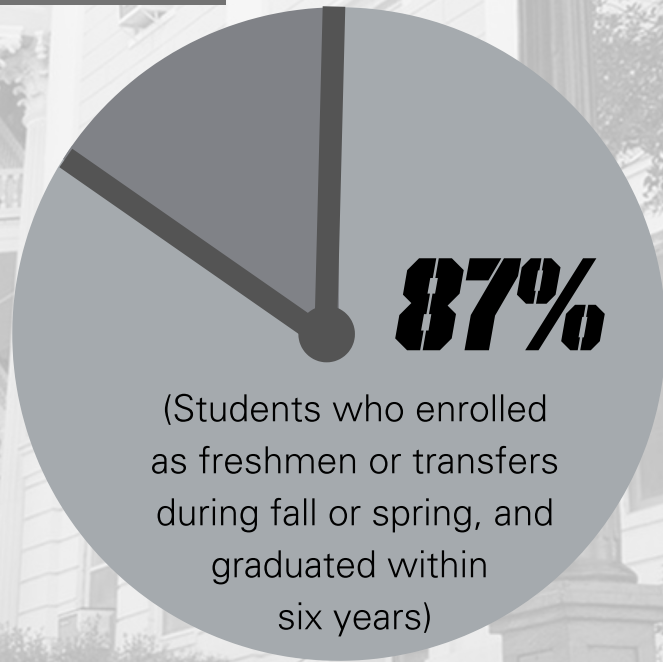
LASTING IMPACT OF MEMBERSHIP

GRADUATION SUCCESS:

2019-20:

90

UGA student-athletes officially received their undergraduate or graduate degree in 2019-20



**Overall Federal Graduation Rate reported at 68% for Division I Athletic Programs by NCAA*



AVERAGE INVESTMENT PER STUDENT-ATHLETE

THE GEORGIA BULLDOG CLUB MEMBER IMPACT

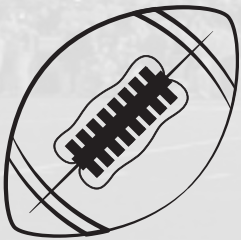
424 Student-Athletes Received Scholarships in 2019-20



\$27,552
*In-State
Full Scholarship*



\$47,238
*Out-Of-State
Full Scholarship*



\$5,394
*Equipment
& Supplies*



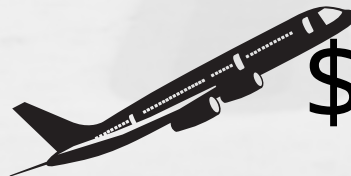
\$16,356
*Game/Meet
Expense*



\$8,220
Meals



\$4,664
*Medical Care
& Nutrition*



\$13,047
Travel



\$5,419
*Academic
Support*



*Annabeth Payne, Equestrian
2020 UGA Graduate*

THANK YOU
THANK YOU

August 2020

Dear Georgia Bulldog Club Donor,

I am forever grateful for the opportunities that you have made possible during my time at UGA.

I would not be where I am today if it weren't for the support & effort that was poured into me over the last 4 years.

I'm excited to use my degree to begin my Real Estate career that you all have made possible. I look forward to giving back to the Dawgs myself someday!

Annabeth Payne

THE GEORGIA BULLDOG CLUB MEMBER DEMOGRAPHICS

2019/2020 Support Breakdown

HARTMAN FUND: 14,698

THE MAGILL SOCIETY: 1,216

**BASKETBALL ENHANCEMENT
FUND: 1,115**

**GYMNASTICS ENDOWMENT
FUND: 639**

**GEORGIA BASEBALL
FUND: 414**

THE HEDGES: 91

SILVER CIRCLE: 60

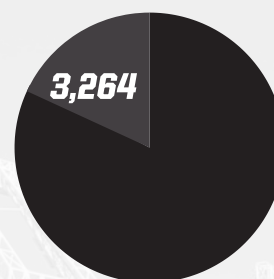
**WOMEN'S
BASKETBALL FUND: 53**

Above and Beyond in 2019-20

3,902 members gave above and beyond their base in the 2019/20 giving year.

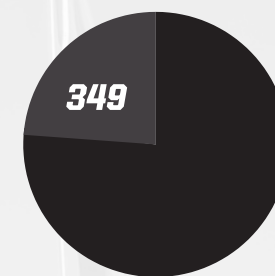
Football:

Above Base Giving
18.1%



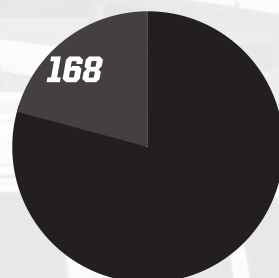
Men's Basketball:

Above Base Giving
23.8%



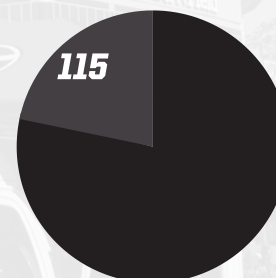
Gymnastics:

Above Base Giving
20.8%



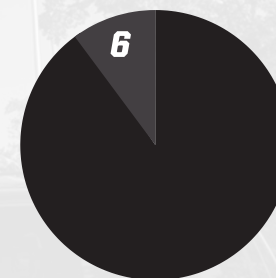
Baseball:

Above Base Giving
21.7%



Women's Basketball:

Above Base Giving
10.2%



**1,088 DONORS GIVE TO AT LEAST 2 OR MORE
ANNUAL FUNDS**

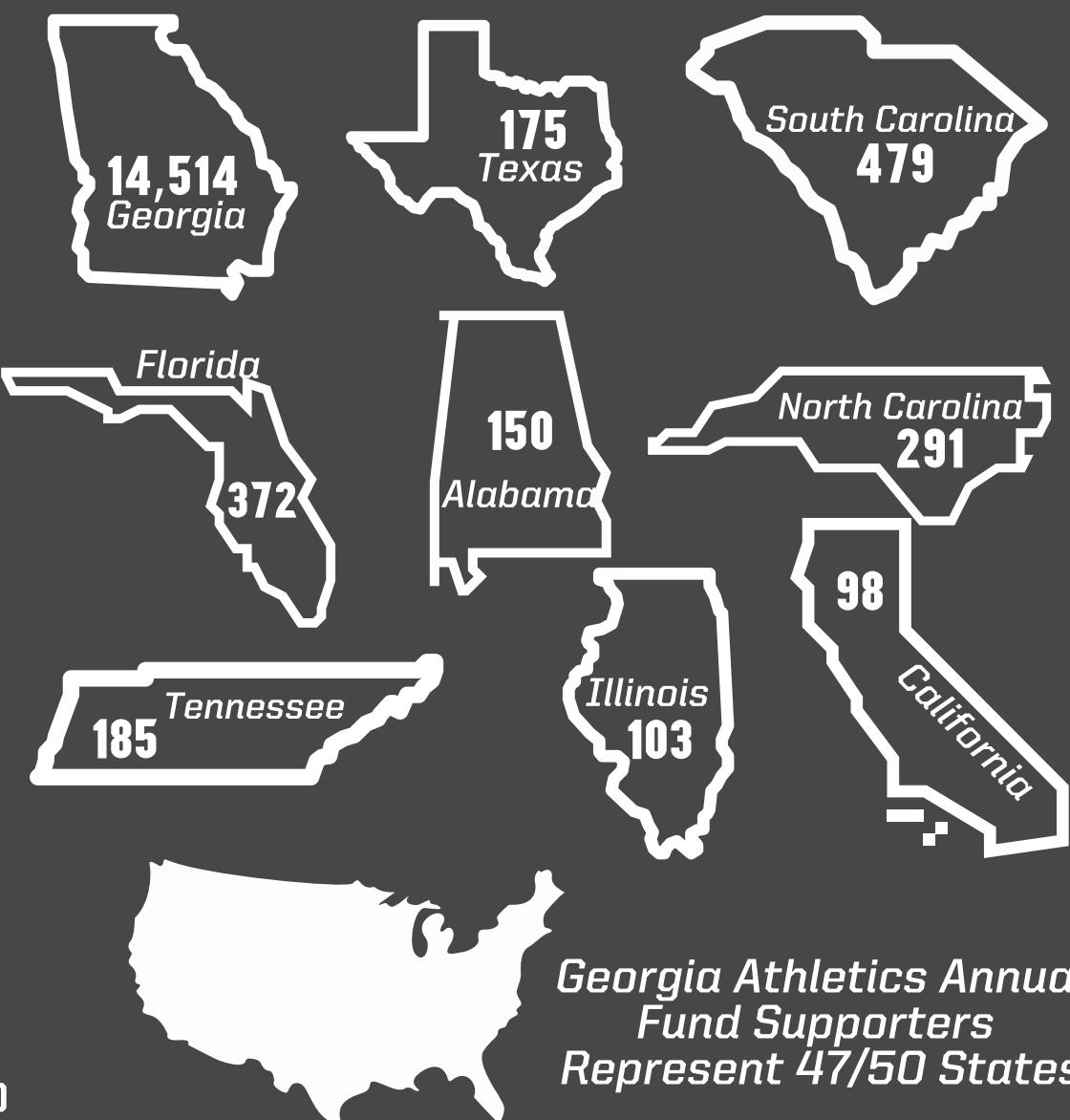
TGBC ANNUAL FUND MEMBER DEMOGRAPHICS

No matter your age or geographic location, an annual contribution to The Georgia Bulldog Club is the most effective way to provide the University of Georgia with the resources and flexibility to meet the needs of student-athletes and athletic programs.

Annual Fund Members By Age:



Annual Fund Members By Top Locations:



TOTAL MEMBERSHIP IMPACT

**OVER THE PAST 5 YEARS, GEORGIA ATHLETICS
SUPPORTERS HAVE GENEROUSLY CONTRIBUTED \$329,588,155.65
TO THE BETTERMENT OF UGA ATHLETICS.**

Fiscal Year 2016

**Major Gifts: \$28,237,637.36
Annual Gifts: \$29,914,951.38**

Fiscal Year 2017

**Major Gifts: \$21,497,694.75
Annual Gifts: \$32,394,104.42**

Fiscal Year 2018

**Major Gifts: \$39,658,073.47
Annual Gifts: \$40,202,488.28**

Fiscal Year 2019

**Major Gifts: \$28,112,314.23
Annual Gifts: \$35,764,439.11**

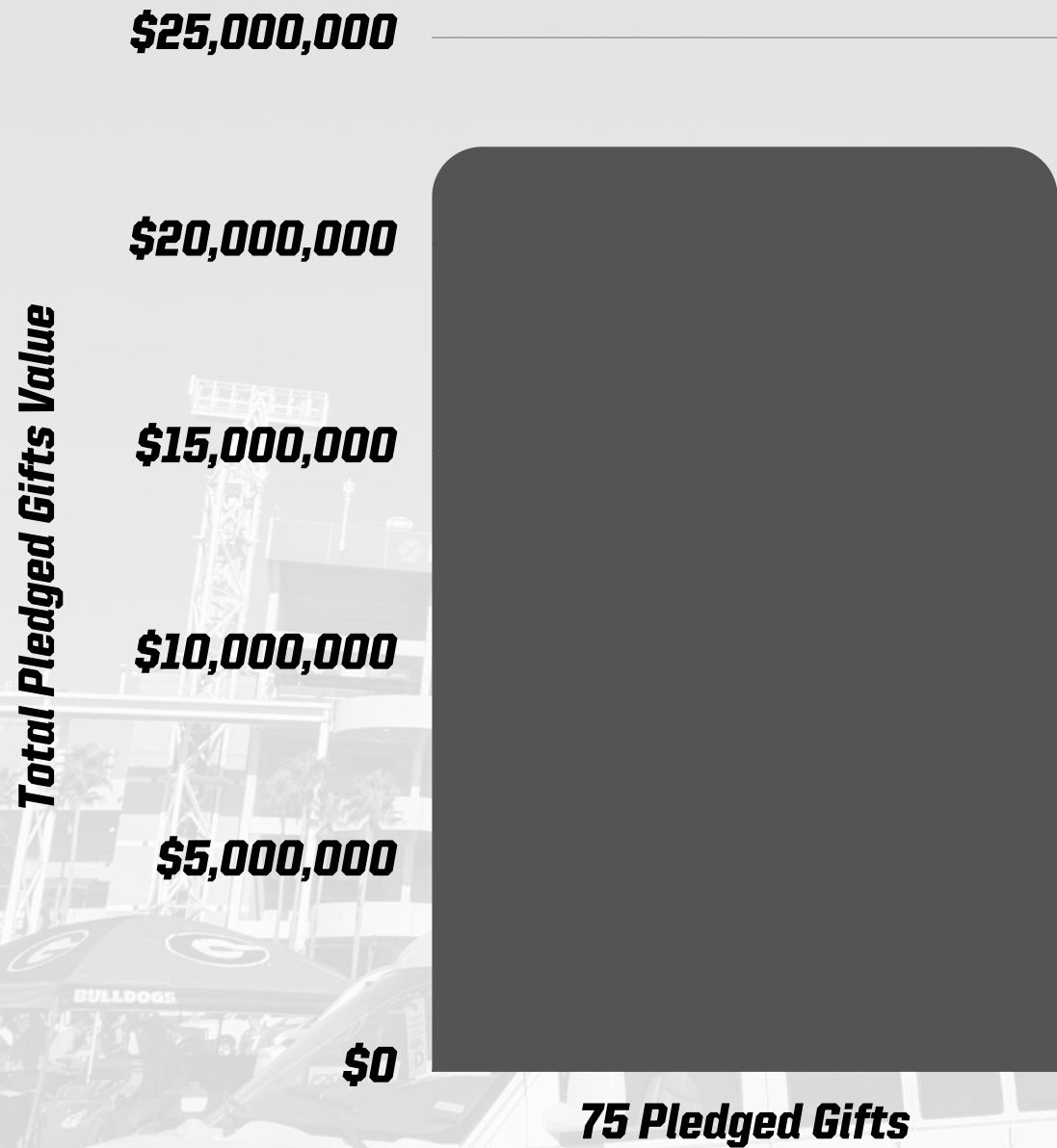
Fiscal Year 2020

**Major Gifts: \$37,580,395.74
Annual Gifts: \$36,226,056.91**

\$0 \$20,000,000 \$40,000,000 \$60,000,000 \$80,000,000

Total Fundraising

GEORGIA ALWAYS IMPACT



TGBC History of Pledged Planned Gifts

Georgia Always is an exclusive society honoring individuals who leave the ultimate legacy for UGA student-athletes, coaches, staff and athletic programs through planned gifts through a bequest within one's will, giving retirement plan assets, or IRA rollover.

These funds ensure the Athletic Association's ability to fulfill its long-term vision through support of scholarships, endowments, facility improvement, and other support funds.

University of Georgia alumni and friends who are dedicated to the continued success of Georgia's student-athletes can make a lasting imprint on the program by contributing to the athletic association through various avenues of planned giving.

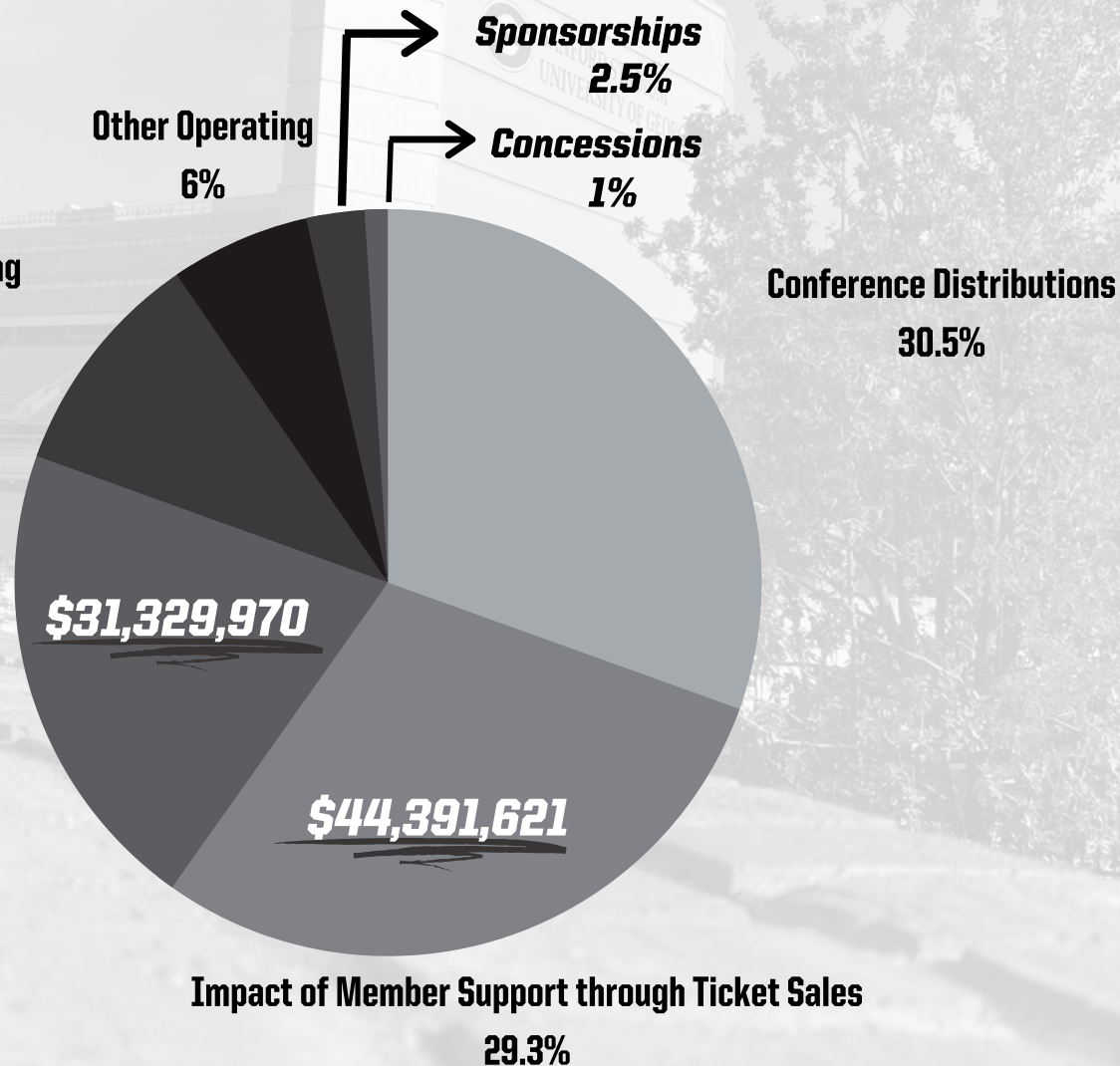
MEMBER IMPACT ON UGA ATHLETICS OPERATING REVENUE

GEORGIA BULLDOG CLUB MEMBERS AND TICKETHOLDERS PROVIDE NEARLY HALF OF THE ATHLETICS DEPARTMENT'S ANNUAL OPERATING REVENUE STREAMS.

Your TGBC Membership enables Georgia Athletics to excel, in both athletics and academics, far beyond what can be accomplished from conference distributions, multi-media rights and other revenue sources.

Impact of Ticket Priority/Annual Fund Contributions
20.7%

Without state, federal or University funding, your generous support allows the University of Georgia Athletic Association to function at a level that develops champions and leaders.



IMPACT ON FACILITY AND CAPITAL PROJECTS

Butts-Mehre Expansion Project

Although the Dawgs spend their Saturdays in Sanford Stadium each fall, this facility serves Georgia Football's day-to-day operations. This capital project will create 164,000 square feet of new and renovated space.

Student-athletes will immediately experience increased levels of development, instruction, and care in every facet of their daily routines.

This project will encompass all areas of support for the program including NEW:

- weight room
- locker room
- sports medicine area
- nutrition area, coaches' offices
- team meeting rooms

When complete, this facility will further the standard that UGA Football is setting for all of college football.

On behalf of The Georgia Bulldog Club, we wish to thank our loyal and dedicated Magill Society members for making this project a reality, and continuing the legacy of excellence for UGA Athletics.

Butts-Mehre Expansion Project



***\$57,250,992 from Magill Society Support
utilized in 2020 toward project expenses***



BUTTS-MEHRE RENOVATION FAST FACTS

63,465

Total Pounds of
Copper Wiring

Over Twice the Weight
of Last Years' Entire
Football Roster

2,500

Total Amps of
Electric Current

Energy Equal to the
Power of 440
Football Players

1,613,540

Pounds of
Steel Erected

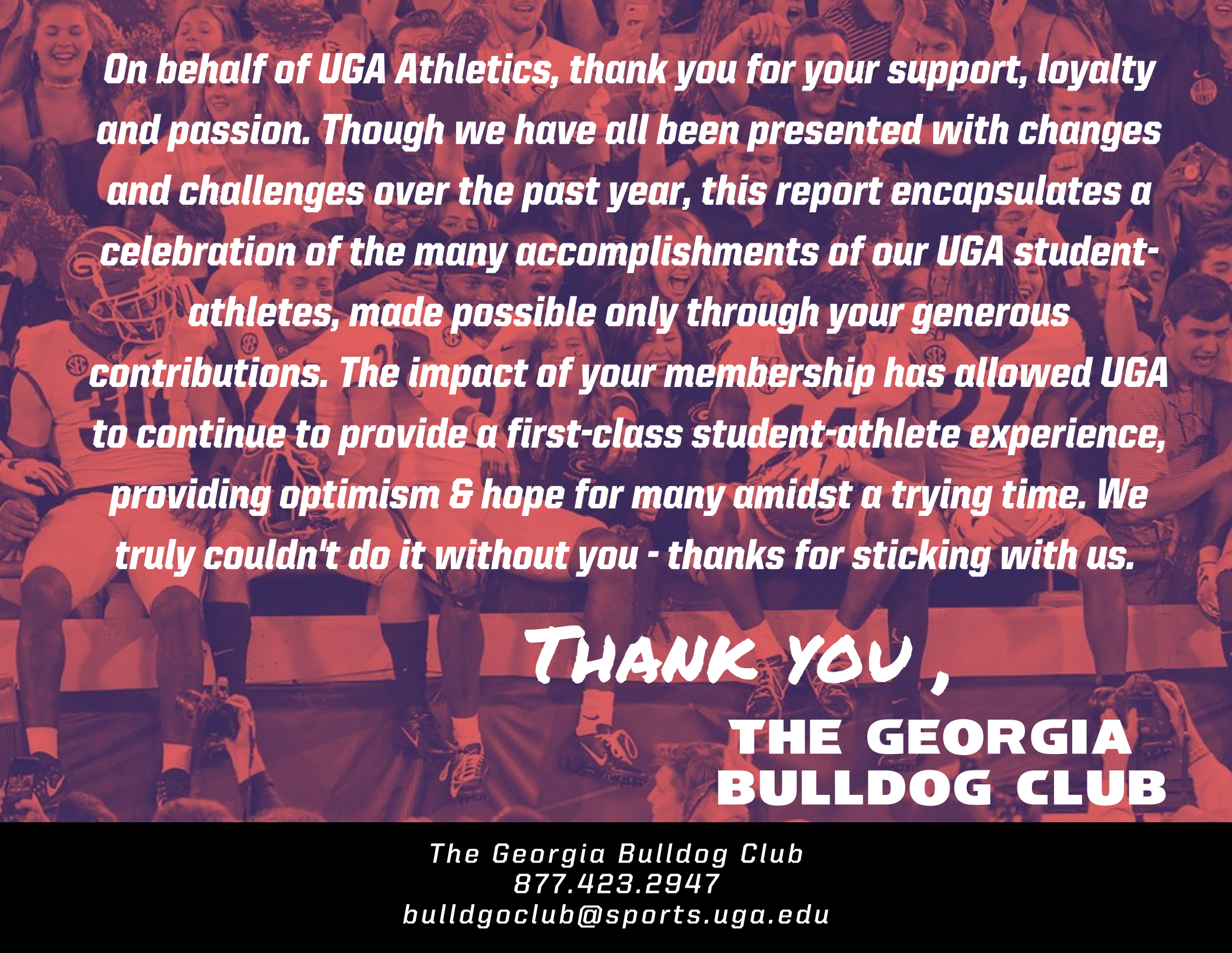
\$57,250,992

Raised as of August, 2020

624

Magill Society Members have
Supported this Project

ESTIMATED PROJECT COMPLETION: APRIL 2021

A vibrant, high-energy photograph of a crowd of Georgia Bulldogs fans and players. In the foreground, several football players in orange jerseys and helmets are visible, some sitting on the bench and others standing. Behind them, a large group of fans, including students and adults, are cheering and raising their hands. The entire image is overlaid with a semi-transparent orange filter. The text is written in a white, bold, sans-serif font, centered over the image.

On behalf of UGA Athletics, thank you for your support, loyalty and passion. Though we have all been presented with changes and challenges over the past year, this report encapsulates a celebration of the many accomplishments of our UGA student-athletes, made possible only through your generous contributions. The impact of your membership has allowed UGA to continue to provide a first-class student-athlete experience, providing optimism & hope for many amidst a trying time. We truly couldn't do it without you - thanks for sticking with us.

THANK YOU,

**THE GEORGIA
BULLDOG CLUB**

*The Georgia Bulldog Club
877.423.2947
bulldgoclub@sports.uga.edu*

THE GEORGIA BULLDOG CLUB STAFF



Matt Borman
Deputy Athletic Director
Executive Director, TGBC



Cat Hires
Assistant Director,
Donor Relations



Alan Daniel
Assoc. Director,
Development &
Internal Ops.



Sean Chatham
Asst. Director,
Development &
Internal Ops.



Kevin Miller
Assoc. Athletic Director
Deputy Exec. Director



Jessica Pope
Director,
Georgia Athletic
Hospitality



Barbara Hartman
Development
Specialist



Andrew Sadler
Development
Intern



Ford Williams
Assoc. Athletic Director,
Major Gifts



Travis Epling,
Senior Director,
Major Gifts



Alisia Mathis
Executive
Development Asst.



Rachel Tasker
Development &
Communications
Coordinator



Brad Bell
Senior Director,
Major Gifts



Jon Burkett
Senior Director,
Major Gifts



Lindsay Nation
Asst. Director,
Donor Relations &
Special Events



Michelle Jones
Senior Director of
Stewardship
& Special Events



Kaitlyn Vincek
Director of
Development



Shaun Chapas
Senior Director,
Major Gifts



