

# ***The Georgia Bulldog Club Membership Impact Report***

FISCAL YEAR 2019-2020





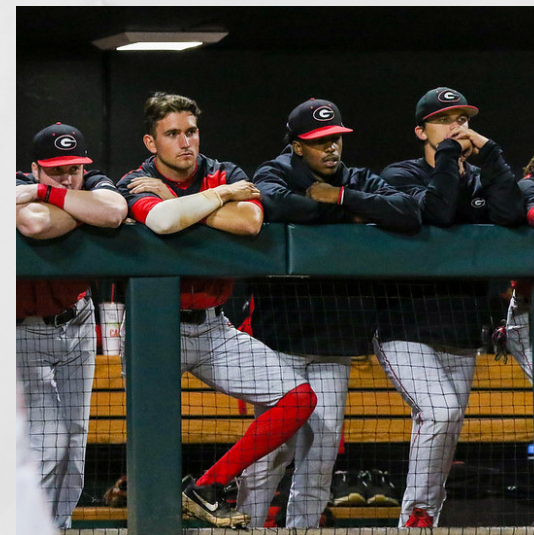
*The Georgia Bulldog Club (TGBC) is the fundraising arm of the University of Georgia Athletic Association.*

*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

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**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**



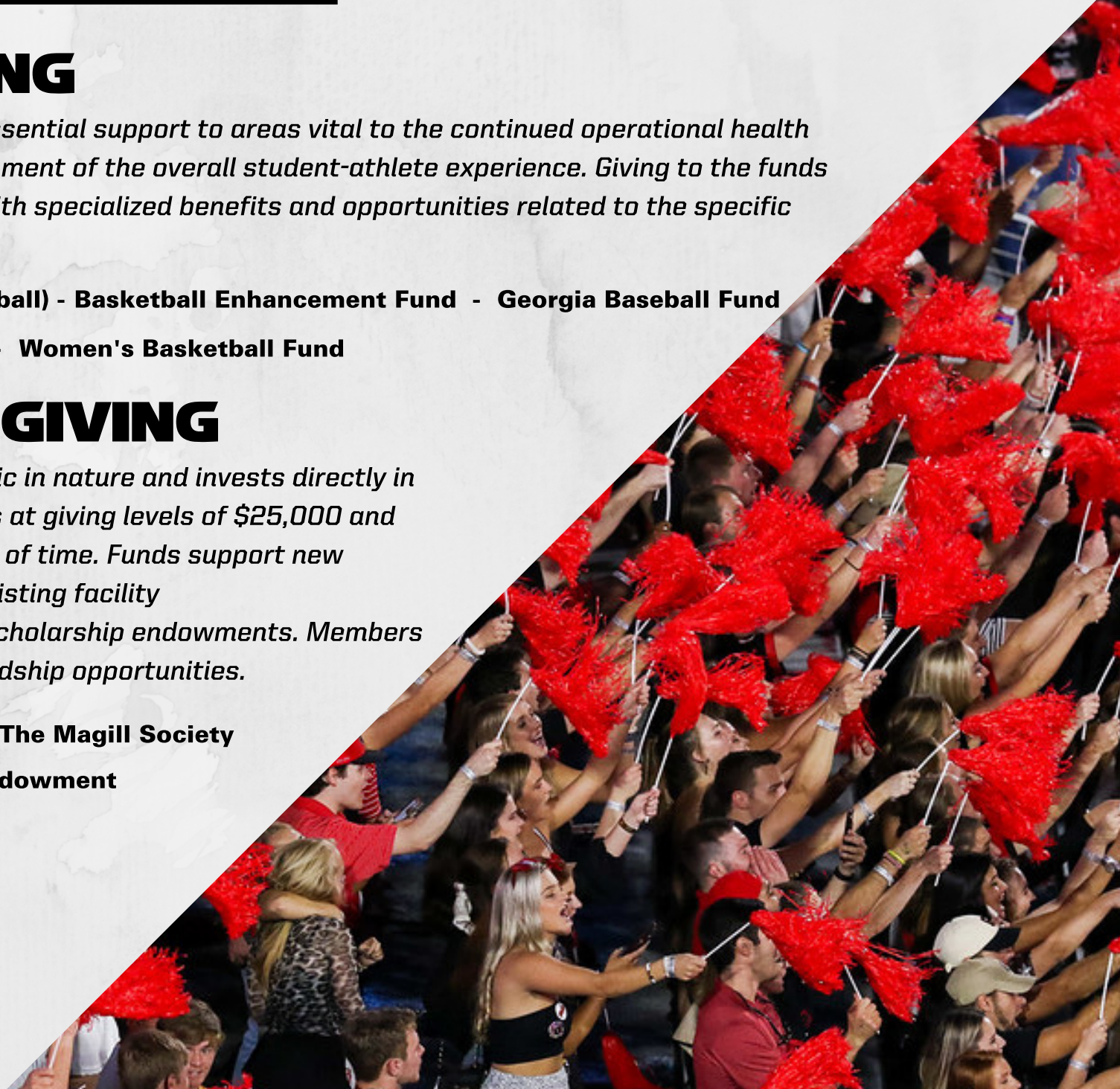
706.542.9220



[thegeorgiabulldogclub.com](http://thegeorgiabulldogclub.com)



[bulldogclub@sports.uga.edu](mailto:bulldogclub@sports.uga.edu)





# TGBC PRIORITY POINTS SYSTEM

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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

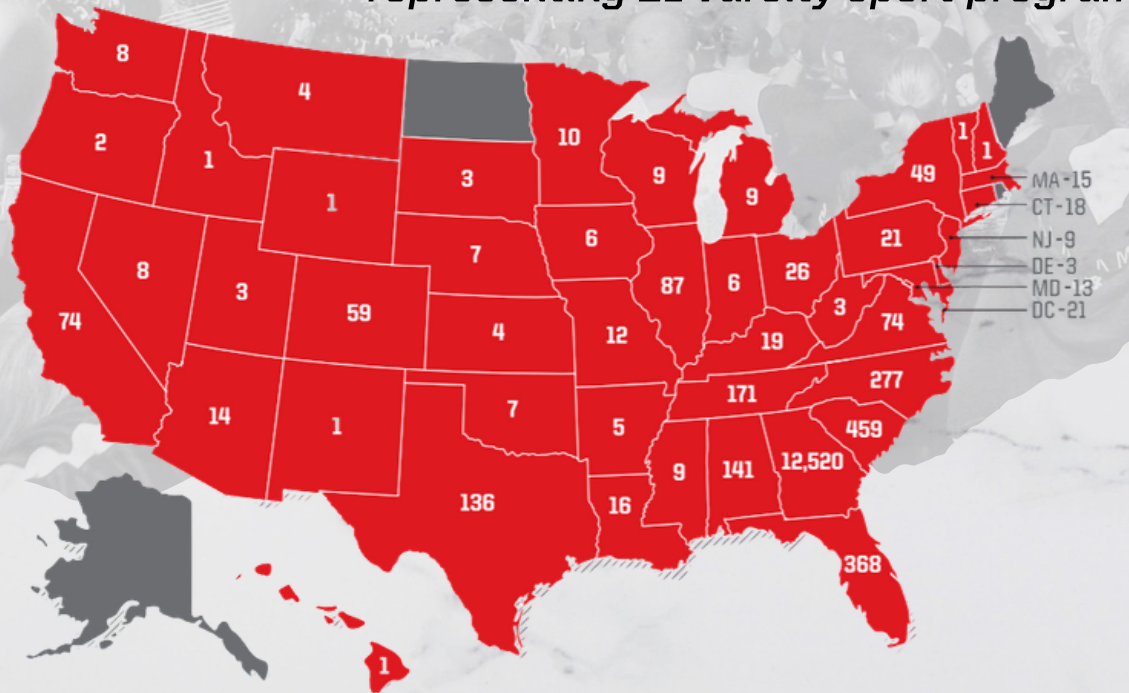
## ***The Magill Society (\$100,000+), paid over a 5-year period***

*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

0

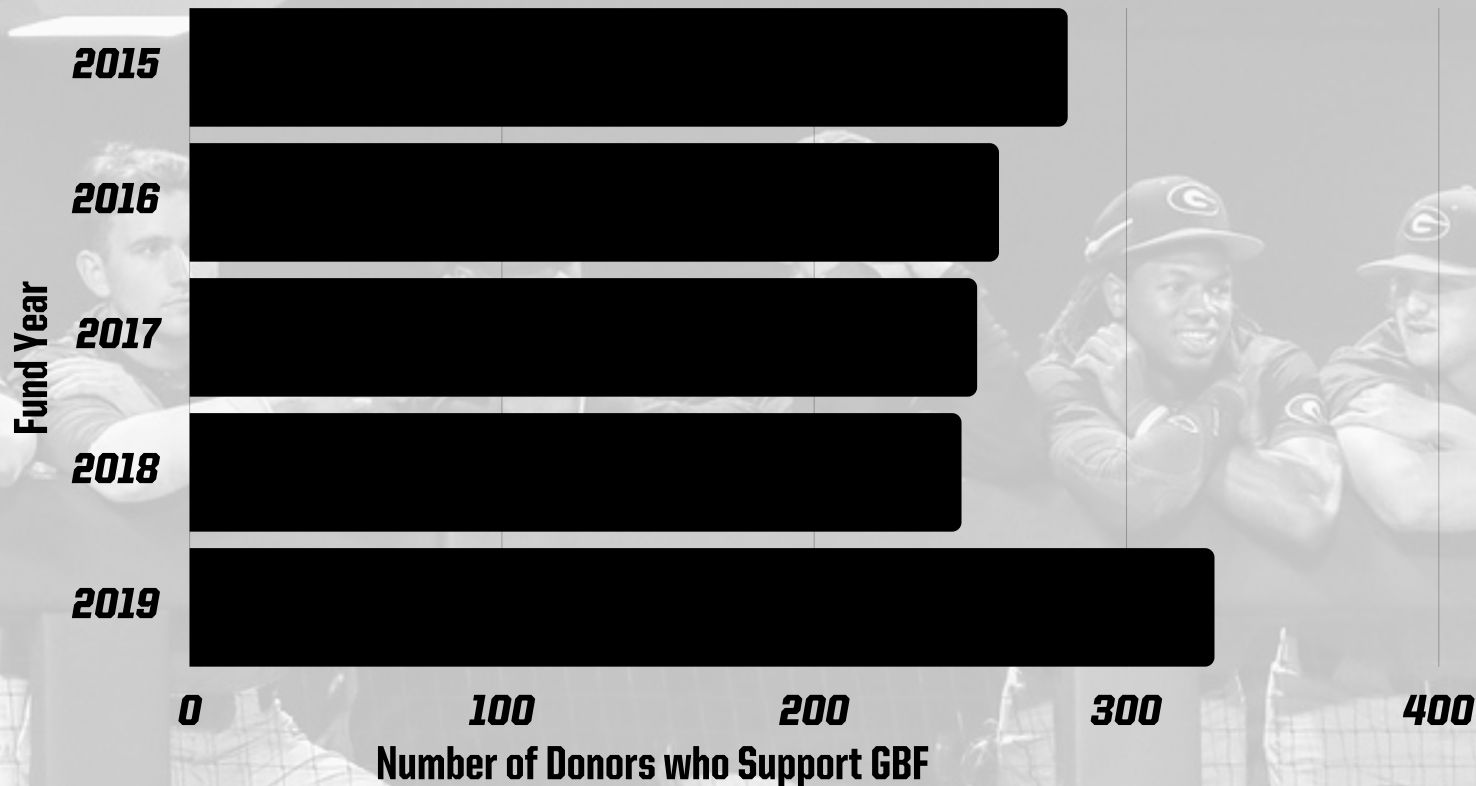
**114 Supporters Gave  
110% in 2020**

**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*

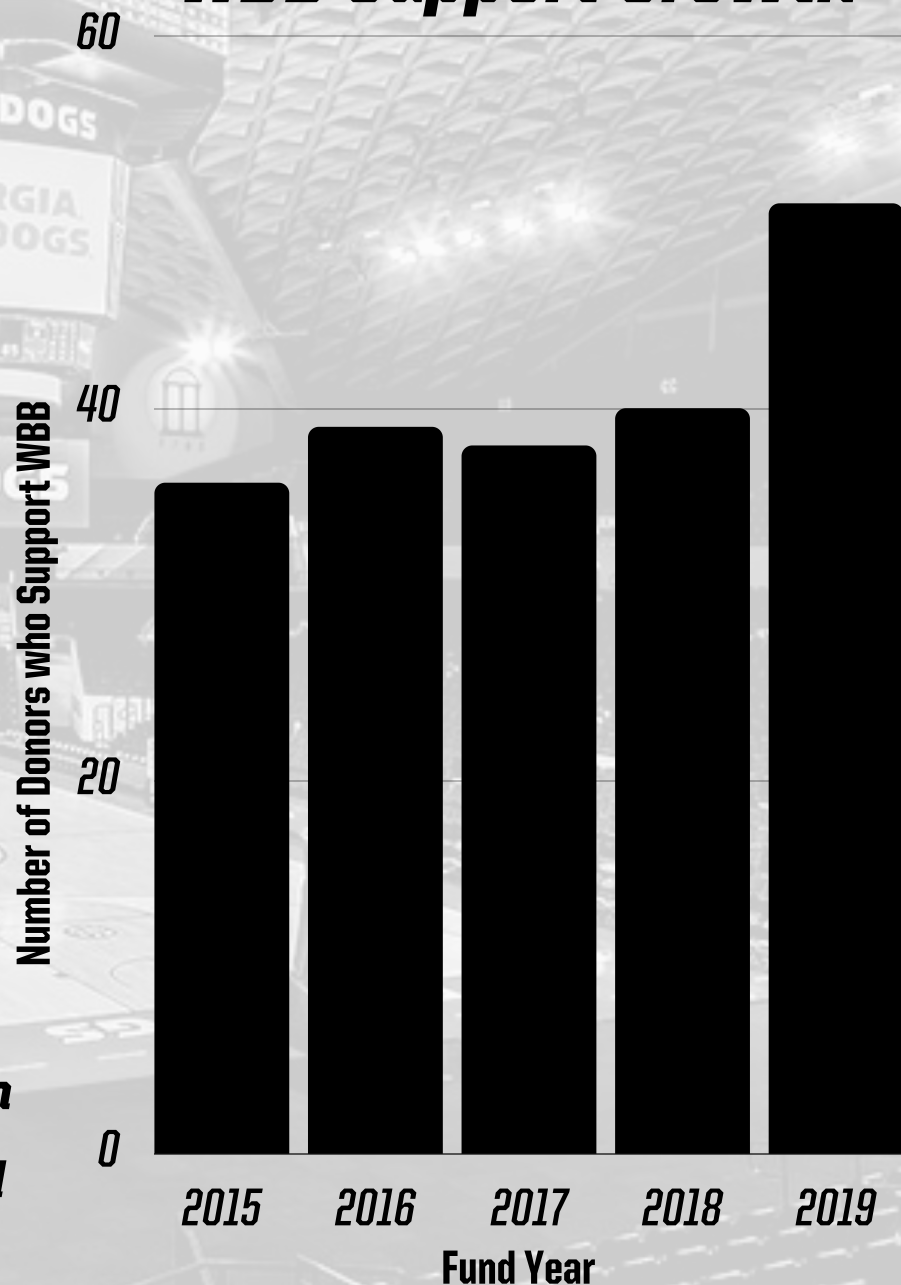
**13**

*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

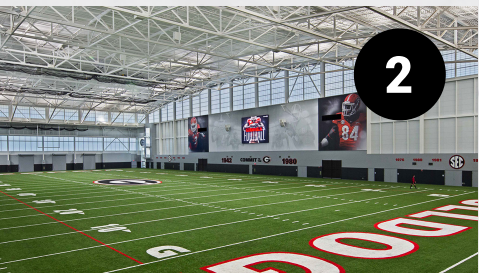
Created in 2015, the Magill Society is the leadership philanthropic arm of The Georgia Bulldog Club. Contributions to the Magill Society help put the necessary resources in place to construct first-class athletic facilities for UGA's 21 varsity sports. Member support directly impacts the day-to-day infrastructure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



1

### 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, Sanford West End Zone Project



2



3

Magill Society Support Impact

***\$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)



4



5

x1.5-2

**Bonus  
Priority Points**



**Exclusive  
Events**



**Donor  
Recognition**

# 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





# 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**

6<sup>TH</sup>

**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





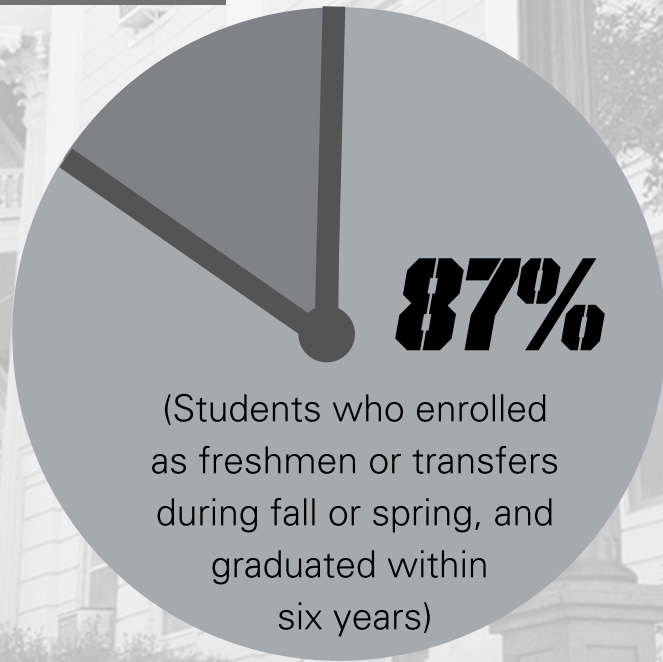
# LASTING IMPACT OF MEMBERSHIP

## 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*



**21 Sports**



**500+  
Student-Athletes**



# AVERAGE INVESTMENT PER STUDENT-ATHLETE

## THE GEORGIA BULLDOG CLUB MEMBER IMPACT

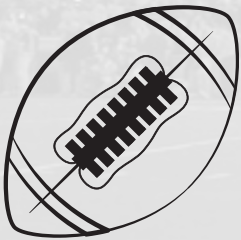
**424** Student-Athletes Received Scholarships in 2019-20



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



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



**\$5,394**  
*Equipment  
& Supplies*



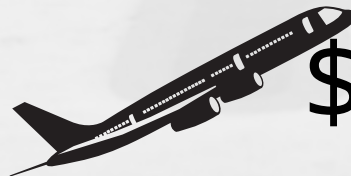
**\$16,356**  
*Game/Meet  
Expense*



**\$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**

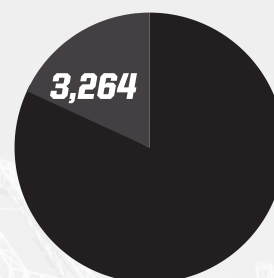
**WOMEN'S  
BASKETBALL FUND: 53**

## Above and Beyond in 2019-20

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

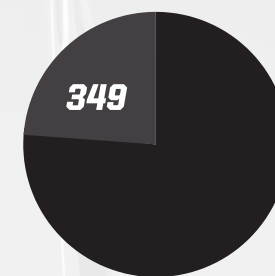
### Football:

Above Base Giving  
18.1%



### Men's Basketball:

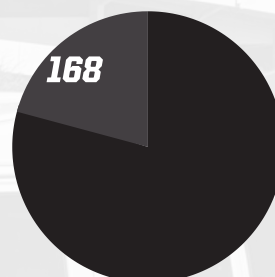
Above Base Giving  
23.8%



76.2%

### Gymnastics:

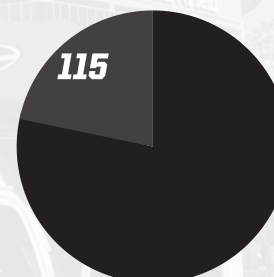
Above Base Giving  
20.8%



79.2%

### Baseball:

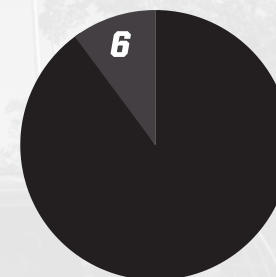
Above Base Giving  
21.7%



78.3%

### Women's Basketball:

Above Base Giving  
10.2%



89.8%

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



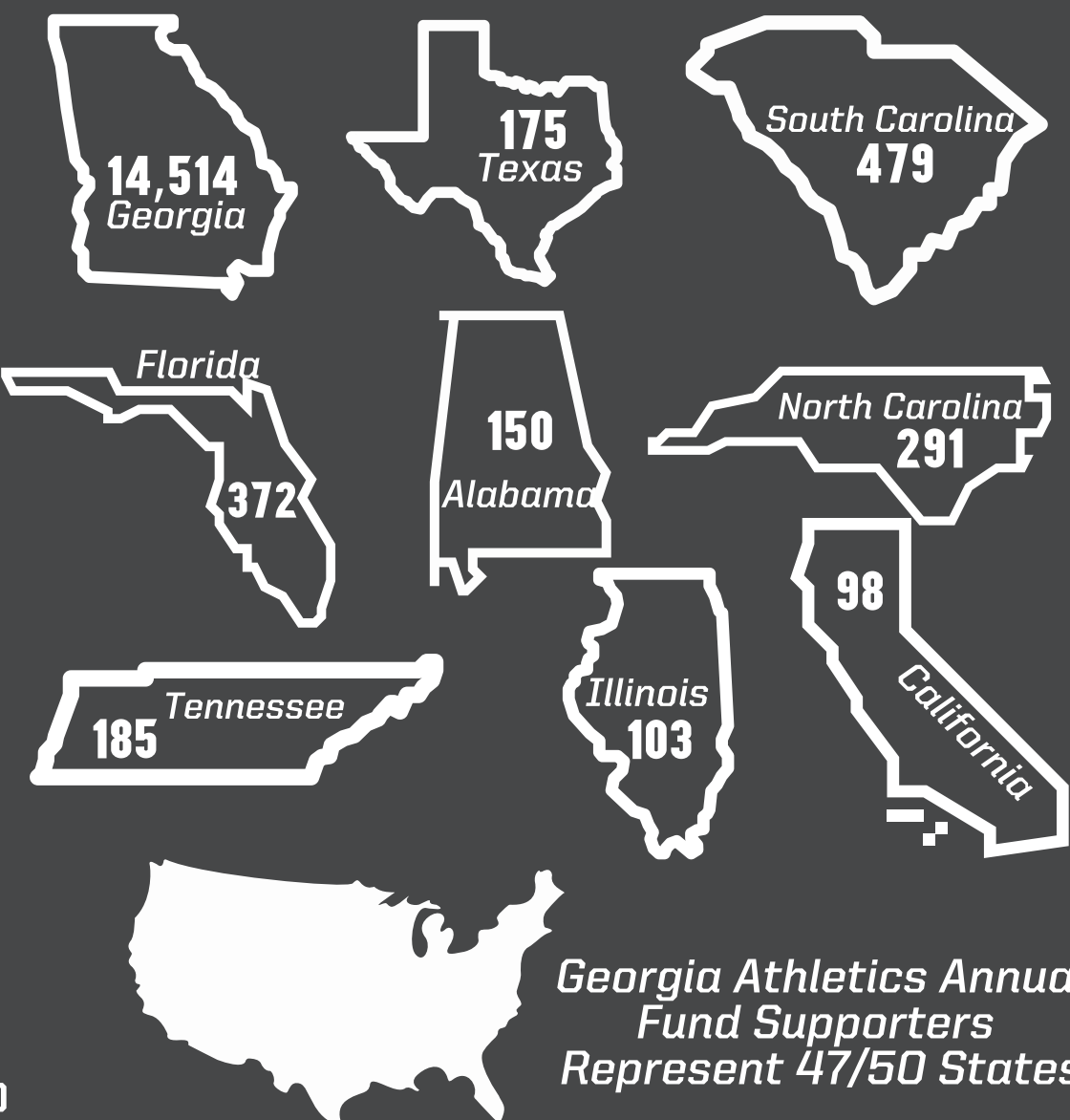
# TGBC ANNUAL FUND MEMBER DEMOGRAPHICS

*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***

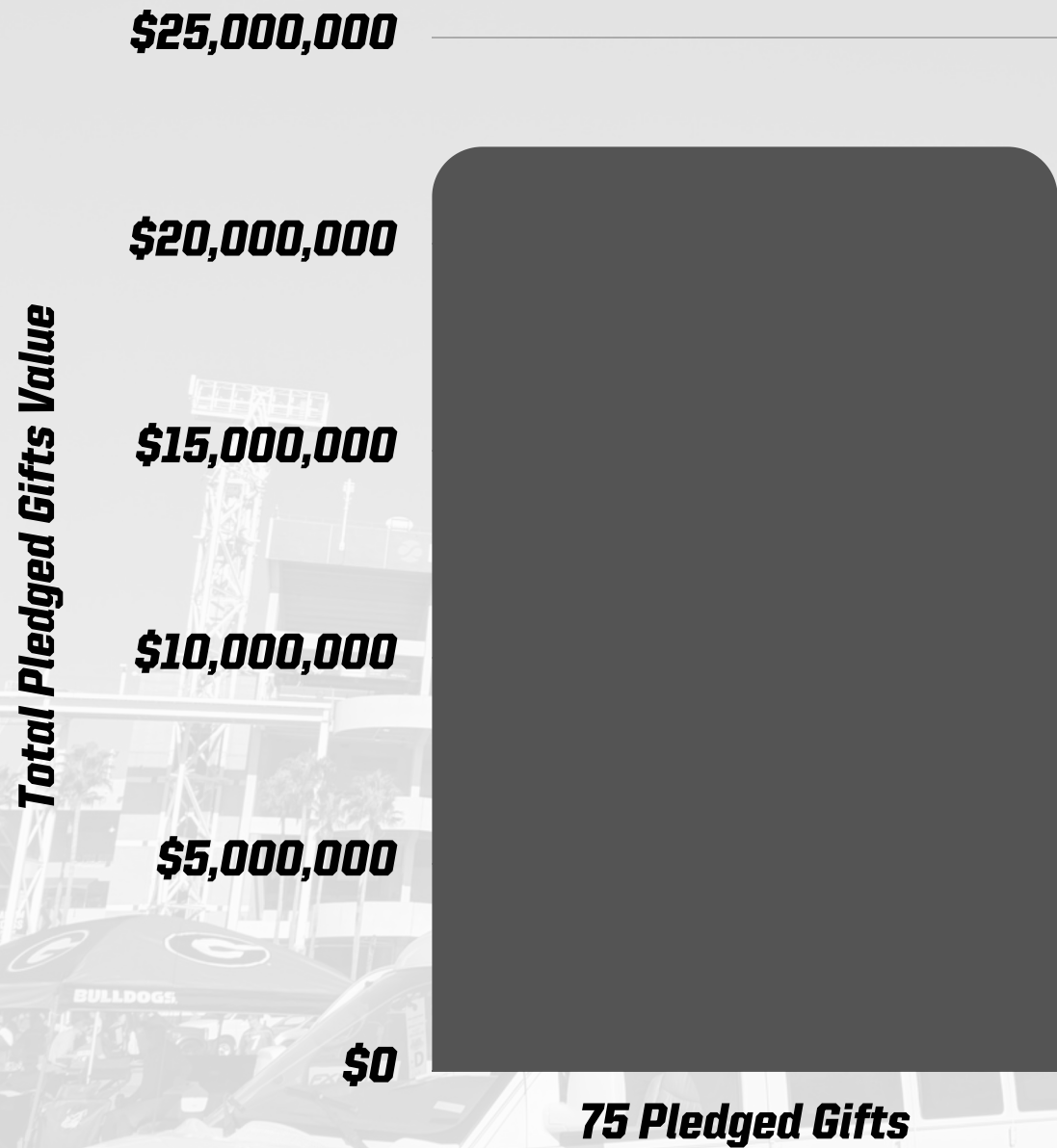
**Major Gifts: \$37,580,395.74  
Annual Gifts: \$36,226,056.91**

**\$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.*

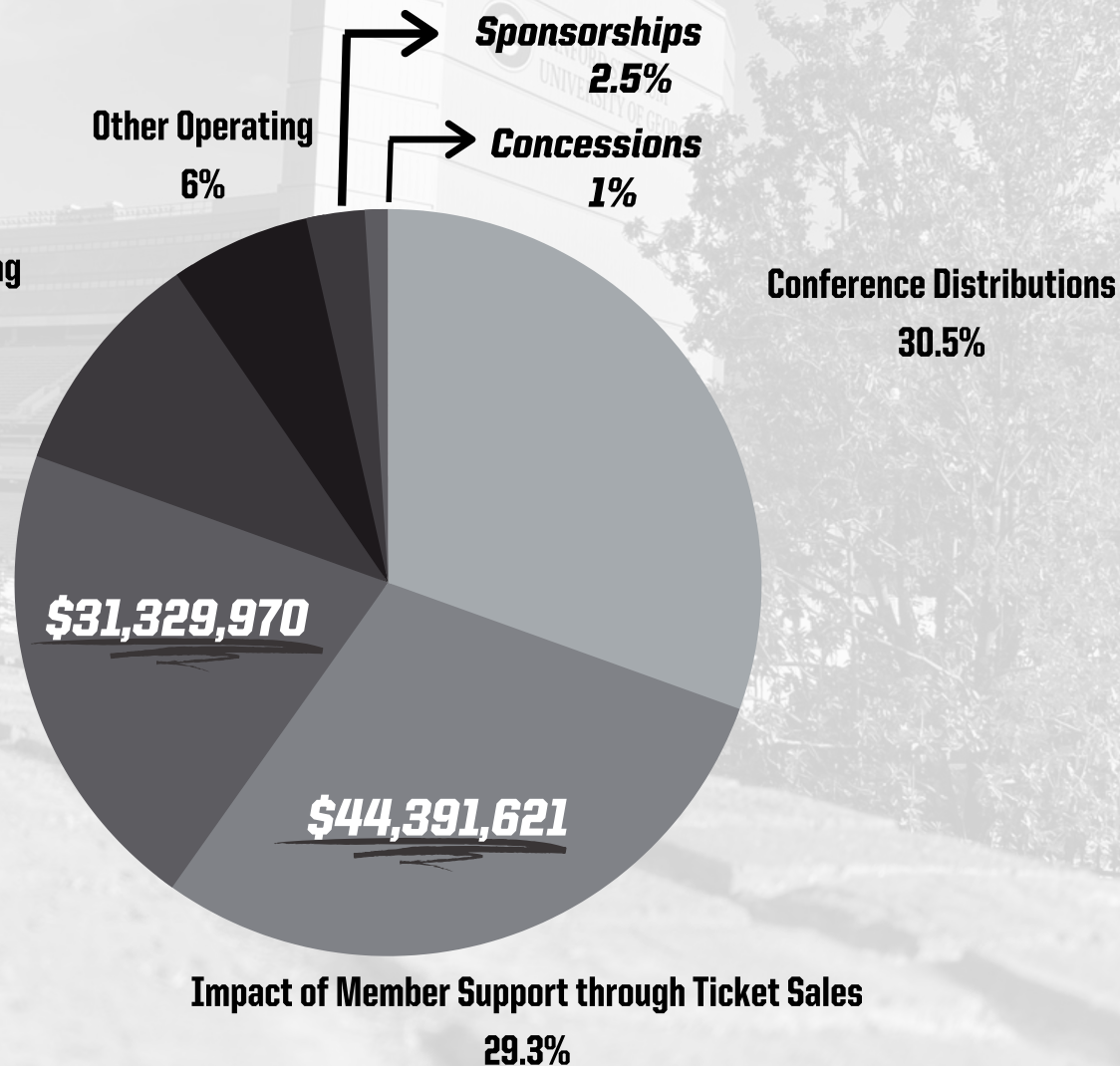
# MEMBER IMPACT ON UGA ATHLETICS OPERATING REVENUE

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**

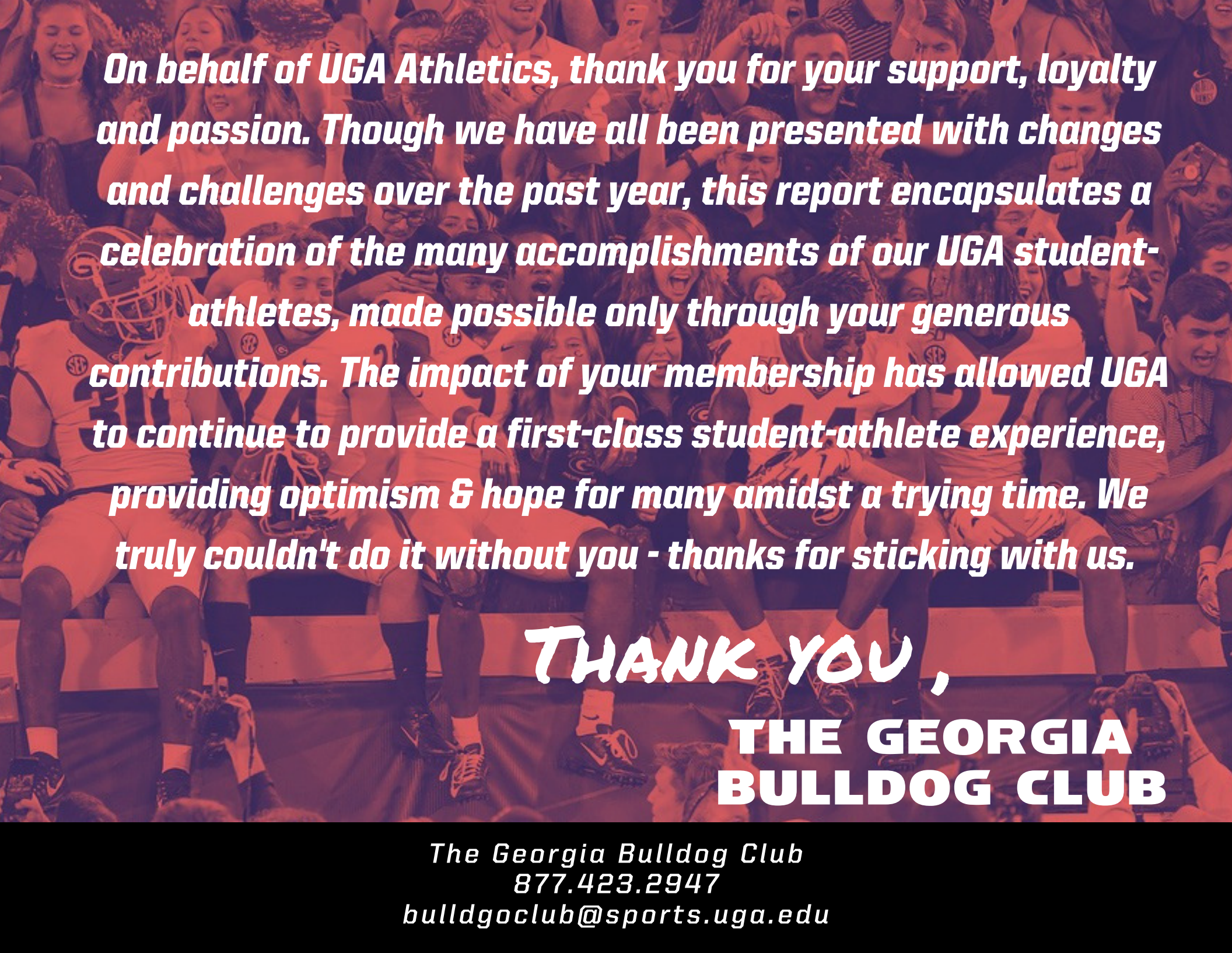
Raised as of August, 2020

**624**

Magill Society Members have  
Supported this Project

**ESTIMATED PROJECT COMPLETION: JANUARY 2022**



A large crowd of Georgia Bulldogs fans and players is shown in a celebratory mood. In the foreground, several football players in orange jerseys and helmets are visible, some with their arms raised. Behind them, a large group of fans, including students and adults, are cheering and raising their hands. The entire scene is overlaid with a semi-transparent orange filter.

*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](mailto:bulldgoclub@sports.uga.edu)*



# THE GEORGIA BULLDOG CLUB STAFF

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*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*

