

Providing Georgia's children with **G**reater **O**pportunities for **A**ccess to **L**earning – **GOAL**



Georgia **GOAL**

Scholarship Program, Inc.

Inspiring Success
through
Educational Choice

GEORGIA GOAL
SCHOLARSHIP PROGRAM

2012 Annual Report



Students at Notre Dame Academy in Duluth



Students at Heritage Academy in Augusta

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Messages from GOAL President & GOAL Parent



Dear Friends of the Georgia GOAL Scholarship Program,

Parents are having to navigate an increasingly complex landscape in seeking the best k-12 education for their children. Though they desire an excellent academic education, they also worry about the “basics” – including safety, discipline, classroom distractions, and the formation of their children’s character. The GOAL Program provides a beacon of hope to parents.

In the five years since the Georgia legislature created this program, GOAL, its donors, and its participating school communities have been exemplary stewards of this opportunity. Looking back on what we have accomplished together, we stand in awe of the positive results for our State. Thousands of parents are relieved and thousands of students are thriving!

The title of this report is “Inspiring Success through Educational Choice.” Frankly, we are inspired by you:

- Georgia taxpayers are investing in k-12 education by providing parents with choices;
- Georgia parents are empowered to attain the best k-12 education for their children;
- Georgia private schools are increasing the ethnic, racial and socio-economic diversity of their student populations;
- Georgia lawmakers are listening to hopeful and grateful parents, and are expanding this program to meet more needs.

Thank you all,

Lisa M. Kelly,
President, Georgia GOAL Scholarship Program, Inc.

Robin Lamp, parent of GOAL scholarship recipients at Eagle’s Landing Christian Academy in McDonough:

When I began to see how the major issues facing public school education today were going to affect my children’s education, I knew that a change had to be made. I believe that it is my job as a parent to get my children the best education. My obstacle was in the financial limitations that I had being a single mother.



Haley Lamp,
11th grade

The Georgia GOAL Scholarship Program has afforded my girls a more well-rounded education by allowing them to attend a school that provides a spiritual emphasis with a stronger exposure to culture, the arts and college preparatory classes. The level of future expectations for Haley and Hannah has been raised tremendously.

Paying the difference between what GOAL provides and the tuition of the school, I have an invested interest in making sure my daughters get the most out of their education. In addition, my daughters fully understand the gifts that they have been given through GOAL; they have ownership of their own education.

I wish that I could personally thank each donor to the Georgia GOAL Scholarship Program. For the donors to participate in this program to help unknown students like my daughters, Haley and Hannah, is one of the greatest treasures in our lives.



Hannah Lamp,
7th grade

Thanking All GOAL Contributors

"I won't ever be able to adequately express how much the GOAL organization and its donors mean to me as a parent, and how much it means that we are able to give Kathryn the best possible education we can, and that she is thriving because of your time and donations. Thank you so much for helping me give my child the most amazing educational experience possible, and for making her so very happy."

- Katie Ternes, parent of Kathryn Ternes, 1st grade GOAL scholarship recipient at Eastminster School in Conyers



Matthews brothers Jalen (6th grade), Jaleel (2nd grade), and JaShaun (5th grade) say "Thank You!" They are all GOAL scholarship recipients at Heritage Academy in Augusta.



"I am very thankful and grateful for the GOAL scholarship. Without GOAL, I would not have been able to attend this amazing school that has offered me so much. Here, I am getting all these opportunities that I didn't think would be possible. Now, instead of being satisfied with mediocrity, I am reaching for things that I never thought would be in my range."

- Amber Jogie, 9th grade GOAL scholarship recipient at Mount Paran Christian School in Kennesaw



Legislative Action

Georgia legislature expands education expense tax credit program

GOAL petition drive is a success; cap increase will provide more parental choice in education

ATLANTA – On March 28, 2013, the Georgia General Assembly adopted HB 283. In addition to raising the annual cap on available education expense tax credits, this legislation also adds SSO transparency and accountability provisions to the law.*

The GOAL *Raise the Cap!* petition drive was an instrumental part of the passage of this bill. Over 3,500 individuals signed the petition to express their

support for a cap increase. At several critical junctures during the legislative session, GOAL provided legislators with an updated list of their constituents who had signed the *Raise the Cap!* petition.

With the passage of HB 283, legislators adopted important transparency and accountability provisions and, in the face of strong opposition, raised the annual cap on available education expense tax credits from \$52.375 million to \$58 million, with the removal of the annual CPI adjustment, effective January 1, 2013.

By increasing the cap to \$58 million, the Georgia legislature expanded the tax credit program beyond the level of the existing cap as it would have been adjusted

by the annual CPI factor, which was due to expire in 2018.

Additionally, members of limited liability companies, shareholders of “S” corporations, and partners in partnerships can qualify for up to \$10,000 of education expense tax credits for contributions to SSOs. These actions evidence the legislature’s support for this very popular educational choice program.



*Subject to the approval of Governor Nathan Deal

GOAL thanks all of those who participated in the *Raise the Cap!* petition drive, our GOAL participating schools who were so responsive to our requests for action, and, most of all, Governor Nathan Deal, his staff, and the members of the Georgia General Assembly who supported the passage of HB 283.

Photo: Crista Vasina from Notre Dame Academy, Lisa Kelly from Georgia GOAL, and Lydia Glaize from Landmark Christian School attend School Choice Day at the Capitol



Corporate Funds & Giving Opportunities

REACH-GOAL Fund

REACH-GOAL

Raising Educational
Achievement with
Community Help



A Fund of Georgia GOAL Scholarship Program, Inc.

The REACH-GOAL Fund, named “REACH” for “Raising Educational Achievement with Community Help”, enables corporations to contribute to a means-tested GOAL fund that awards scholarships (capped at a certain maximum amount) directly to students from low income families as recommended by our GOAL Participating Schools.

In the three years since the REACH-GOAL Fund was established, 196 awards totaling \$978,095 have been provided.

BP-GOAL Scholars Fund

The innovative collaboration between GOAL and BP resulted in a customized program allowing BP to give back to the communities which it serves. What makes this unique is the strong relationship between BP and GOAL. BP employees are actively engaged to make this fund a success. BP is demonstrating their support for opening new educational opportunities for those that have not traditionally had access before.



GOAL
Georgia GOAL
Scholarship Program, Inc.

For 2012-2013, fifteen deserving students received scholarships intended to help fund a portion of their high school education, with awards potentially totaling up to \$372,000.

Corporate Recognition

The GOAL Achievement Award recognizes a corporation that has contributed at least \$50,000 to GOAL in any one year or in total. We congratulate our GOAL Achievement Award recipients for improving educational opportunities in Georgia.



Thank you for your significant financial investment in the lives of Georgia children.

GOAL Revenues and Expenses

The financial statements of Georgia GOAL Scholarship Program, Inc. are audited annually by the independent CPA firm Windham Brannon, P.C. For all years of operation, from 2008 through 2012, the audit opinion has declared that GOAL's financial statements present fairly, in all material respects, the financial position of Georgia GOAL Scholarship Program, Inc., and the results of its activities, changes in net assets, and cash flows in conformity with accounting principles generally accepted in the United States. To see the complete audit report, including financial statements and footnotes, please contact GOAL at 770-828-4625.

2012 Revenues

Obligated for scholarships	\$12,518,399	93.29%
Administration	899,934	6.71%
TOTAL	\$13,418,333	100.00%

2012 Expenses

Scholarships provided	\$12,460,280	92.38%
Payroll & benefits	540,295	4.01%
Transfers to other SSOs	55,231	0.41%
Professional fees	46,006	0.34%
Investment advisory fees	68,805	0.51%
Marketing	13,483	0.10%
Contracted services	10,403	0.08%
Travel	17,847	0.13%
Supplies	15,038	0.11%
Web development	19,612	0.15%
Postage	13,925	0.10%
Internet and web services	10,857	0.08%
Credit card fees	90,216	0.67%
Other	29,196	0.22%
Legal & admin services (donated)	55,600	0.41%
Office space (donated)	41,925	0.31%
TOTAL	\$13,488,719	100.00%

GOAL Contributions Received

2012



6,079 contributors



\$13,418,333
contributed

Since Inception



22,914 contributors



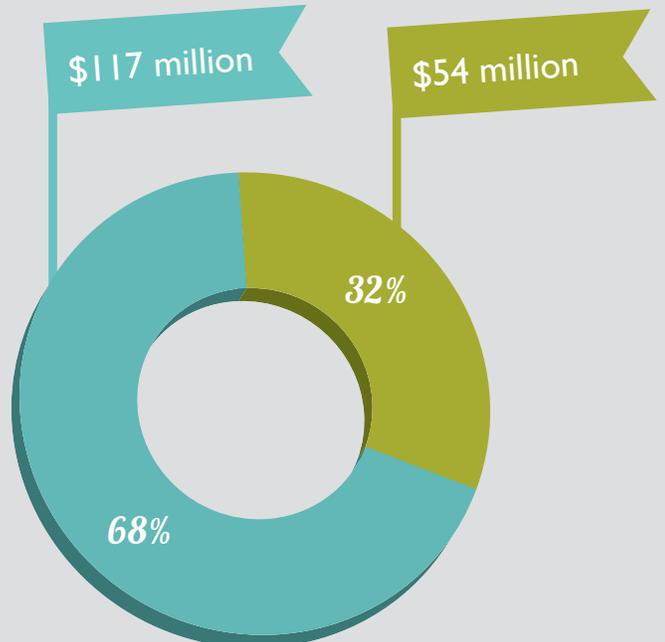
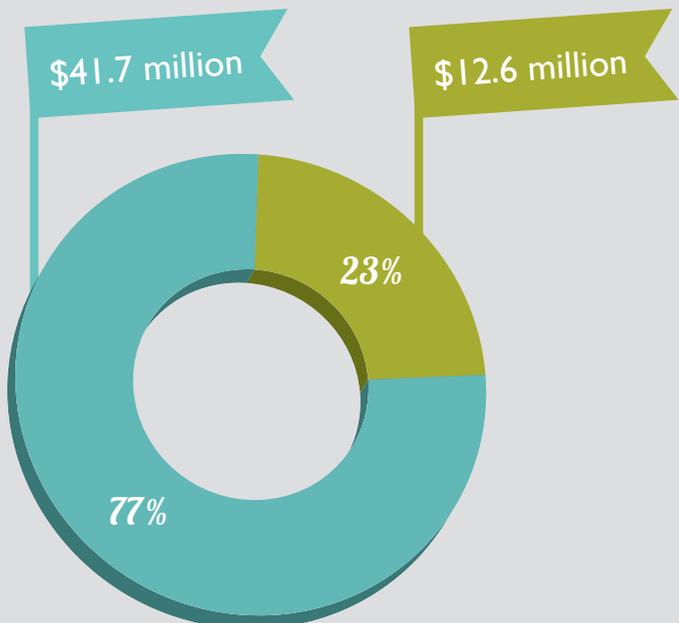
\$54,254,528
contributed

\$54.3 Million Contributed to GOAL from Inception through 12-31-12

GOAL Contributions as % of Total Statewide Contributions Since Inception

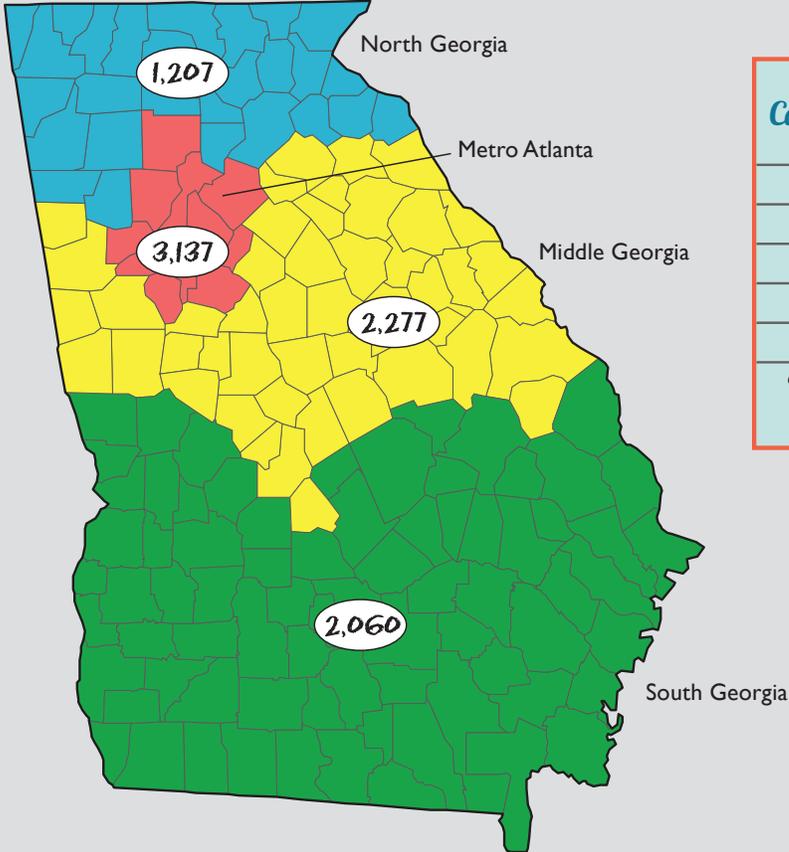
- Individual contributions
- Corporate contributions

- Contributions to other 38 SSOs
- Contributions to GOAL



GOAL Scholarships Awarded

Total Scholarship Awards by Region



GOAL Scholarship Award History

Calendar Year	Number of Scholarships	Value of Scholarships	Average Award
2008	60	\$225,587	\$3,760
2009	787	\$2,831,123	\$3,597
2010	1799	\$7,417,547	\$4,123
2011	2669	\$10,226,628	\$3,832
2012	3366	\$12,460,280	\$3,702
Totals since inception	8681	\$33,161,165	\$3,820

The difference between contributions received and scholarships awarded represents funds obligated for future years' payments for GOAL recipient students.



Dollars Awarded by Income Level Since Inception



GOAL Board of Directors



Rick Gilbert, Chairman
Co-Founder & COO
Atlanticus Holdings Corporation



Karen Baynes-Dunning
Faculty
University of Alabama



Tim Embry
Owner/CEO
American Lubefast



Stan Epperson
President
Deli Provision Co.



Terry Hartman
Director
Vera Jackson Scholarship Program



Allen Hughes
Owner
Fourth Element, Inc. &
Walton Press, Inc.



Dean Mathison
VP & Corporate Controller
InterContinental Exchange



Albert Murray
Chairman
Georgia State Board
of Pardons and Paroles



Gerard Robinson
VP of Partnerships
UniversityNow



Pastor Dexter Rowland
Senior Pastor
New Piney Grove
Missionary Baptist Church



Chris Welton
CEO
Helios Partners
International Sports Marketing

GOAL Corporate Advisory Board



Charles K. Tarbutton,
Chairman
Assistant Vice President
Sandersville Railroad Company



Joe Arnold
Senior Vice President
SunTrust Bank



Susan R. Bell
Atlanta Office Managing
Partner
Ernst & Young



Andrew J. Berg
Co-Founder & CEO
Homrich Berg



Jimmy Fleming
Director of Human Resources
Vulcan Materials Company



Joan Herbig
Chief Executive Officer
ControlScan



Hope Lanier
Director, Government and
Public Affairs - Southeast
BP America



Dean Mathison
VP & Corporate Controller
InterContinental Exchange



Scott Starowicz
Controller
Ambata Services, Inc.



Tracy Williams
Market President /
Northeast Atlanta
State Bank & Trust Company

GOAL Staff and School Advisory Committee

GOAL Staff



(Staff photo: clockwise from top left)

- Danielle Wiley, *Director of Operations*
- Heather Morgan, *Scholarship Administration Associate*
- Lisa Kelly, *President*
- Kate Saylor, *Director of Marketing & Communications*
- Sherri Dombi, *Scholarship Administration Associate*
- Allison Saxby, *Development & Client Services Associate*
- Avery Parker, *Accounting Manager*
- Ben Scafidi (not pictured), *Director of Education Policy*
- Camilla Ngurre (not pictured), *Accounting*
- Cheryl Rocca (not pictured), *Administration*

GOAL School Advisory Committee



A team of advisors from GOAL Participating Schools is an invaluable asset for the GOAL Program. A source of excellent ideas and sound advice, these advisors have helped solidify GOAL's leadership position among student scholarship organizations.

2010 through 2012

- DeLean Brandon – Darlington School
- Chris Childers – First Presbyterian Day School
- Meeghan Fortson – Marist School
- Crista Vasina – Notre Dame Academy

2011 through 2013

- Rosalyn Merrick – The Ron Clark Academy

2012 through 2014

- Beth Cheatham – Atlanta Youth Academy
- Matt Parrish – Savannah Christian Preparatory School
- Cary Rivers – Augusta Christian Schools
- Liz Winkler – Holy Spirit Preparatory School

2013 through 2015 (New Members)

- Jenni Cole – George Walton Academy
- Regina Gore – Pinecrest Academy
- Christy Hill – Greater Atlanta Christian School
- Kim Howell – Cherokee Christian Schools
- Kathleen Medlin – Stratford Academy

GOAL Participating Schools

Appling Christian Academy
Arlington Christian School
Athens Christian School
Atlanta Classical Christian Academy
Atlanta Youth Academy
Augusta Christian Schools
Augusta Preparatory Day School
Benedictine Military School
Berry College Elementary & Middle School
Bethesda Academy
Bible Baptist School
Brandon Hall School
Brentwood School
Brenwood Academy
Briarwood Academy
Bridgeway Christian Academy
Brookstone School
Brookwood School
Bulloch Academy
Calvary Christian School
Calvary Day School
Chapel Hill Christian School
Cherokee Christian Schools
Chrysalis Experiential Academy
Cornerstone Christian Academy
Cottage School (The)
Covenant Academy
Creeside Christian Academy
Crisp Academy
Cumberland Academy of Georgia
Curtis Baptist School
Darlington School
David Emanuel Academy
Deerfield-Windsor School
Eagle's Landing Christian Academy
Eastminster School
Episcopal Day School
Favor Christian Academy
Fellowship Christian School
First Presbyterian Christian Academy
First Presbyterian Day School

Flint River Academy
Gatewood Schools
George Walton Academy
Grace Christian Academy
Greater Atlanta Christian School
Greenforest McCaleb Christian Academy
Habersham School (The)
Harvester Christian Academy
Heritage Academy
Heritage School (The)
Holy Spirit Preparatory School
Howard School (The)
John Hancock Academy
John Milledge Academy
Killian Hill Christian School
Lafayette Christian School
LaGrange Academy
Lakeview Academy
Landmark Christian School
Legacy Christian Academy
Lionheart School (The)
Loganville Christian Academy
Marist School
McDonough Methodist Academy
Mill Springs Academy
Monsignor Donovan Catholic High School
Montessori of Macon
Mount Paran Christian School
Mount Pisgah Christian School
Mountain Area Christian Academy
Mt. Bethel Christian Academy
Nathanael Greene Academy
North Georgia Christian School
Notre Dame Academy
Old Suwanee Christian School
Paul Anderson Youth Home
Peachtree Academy Private School
Perimeter School
Pinecrest Academy
Providence Christian Academy
Providence Christian School

Rabun Gap-Nacoochee School
Randolph Southern School
Riverside Military Academy
Robert Toombs Christian Academy
Ron Clark Academy (The)
Savannah Christian Preparatory School
Sherwood Christian Academy
SAE School (The)
Sophia Academy
Southeast Christian Academy
Southland Academy
Southwest Atlanta Christian Academy
St. Andrew's School
St. Benedict's Episcopal Day School
St. George's Episcopal School
Stratford Academy
Strong Rock Christian School
Sugar Hill Christian Academy
Swift School (The)
Tallulah Falls School
Tattnall Square Academy
Terrell Academy
Tiftarea Academy
Trinity Chapel Academy
Trinity Christian School - Dublin
Trinity Christian School - Sharpsburg
Twiggs Academy
Unity Christian School
Valwood School
Victory World Christian School
Wesleyan School
Westfield School (The)
Westminster Christian Academy
Westminster Schools of Augusta
Westwood Schools
Whitefield Academy
Wildwood Christian Academy
Windsor Academy
Woodfield Academy
Woodward Academy

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