

Providing **G**reater  
**O**pportunities for  
Access to **L**earning



**Leading**  
*the way*

**2010-2011**  
Annual Report

# Mission

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To provide greater opportunities  
for access to learning for all  
Georgia children (GOAL).

# Vision

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To operate in a transparent and accountable manner  
that serves the best interests of our scholarship students,  
our participating private schools,  
the citizens of Georgia,  
and the educational choice movement.

# Principles

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## Effective

GOAL is Georgia's leading student scholarship organization. In its two and a half years of operation, GOAL has provided close to 3,000 scholarships to Georgia families, and, with the help of its 114 participating schools, GOAL has raised \$28 million through 11,000 individual and 160 corporate contributions.

## Efficient

Under Georgia law, GOAL is required to obligate at least 90% of its annual revenues for the provision of scholarships. Honoring its Board of Directors' commitment to maximize funds used for scholarships, GOAL obligated 93% in 2008, 94% in 2009, and 94% in 2010.

## Ethical

GOAL is a qualified 501(c)(3) tax-exempt non-profit organization that is governed by an independent Board of Directors of eleven members and that adheres to a set of Model Ethical Principles and Standards.

*"The GOAL Scholarship Program is unsurpassed in implementing a model that creates a path to educational and lifetime success for each scholarship recipient."*

- Gerard Robinson  
Secretary of Education, Commonwealth of Virginia (Present)  
Education Commissioner, State of Florida (Effective August, 2011)  
GOAL Board Member

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## GOAL Staff



Lisa Kelly . . . . .	President
Danielle Wiley . . . . .	Director of Operations
Alyssa Luttjohann . . . . .	Director of Client Services
Kate Kelly . . . . .	Director of Marketing & Communications
Heather Morgan . . . . .	Scholarship Administration
Sherri Dombi . . . . .	Scholarship Administration
Ben Scafidi (not pictured) . . . . .	Director of Education Policy
Camilla Ngurre . . . . .	Accounting
Cheryl Rocca . . . . .	Administration





Dear Friends of the Georgia GOAL Scholarship Program,

In 2008, Georgia's elected officials had the remarkable vision to pass the Education Expense Credit law to provide families in our state with access to better educational opportunities for their children. Their legislative leadership resulted in what has been described as the nation's best education expense credit law. During the past three years, the Georgia GOAL Scholarship Program has been leading the way in implementing this important legislation through our ethical, transparent and proven approach.

- **GOAL limits scholarship assistance to deserving families:** Although not required by Georgia law to do so, GOAL provides voluntary guidelines for scholarship applicant household income and scholarship award amounts that GOAL's participating private schools have enthusiastically embraced. Also, in 2011, GOAL implemented a REACH-GOAL Fund that serves corporate contributors who want to specifically target low-income families.
- **GOAL values the role of private school communities:** GOAL was not created merely to process scholarship applications for a fee and mail checks to parents. By involving its participating schools in the scholarship award process, GOAL has built a level of cooperation and trust with private school communities around Georgia for meeting the financial, academic, and other needs of scholarship recipients and their families.
- **GOAL values the role of the business community:** GOAL views its corporate supporters as important advisors and allies in improving educational opportunities and outcomes and, when desired, creates public awareness of their investment in the program and provides opportunities for volunteerism and mentoring to their employees.
- **GOAL emphasizes transparency and accountability:** GOAL is setting a national standard for operating in a transparent and accountable manner—adopting Model Ethical Principles and Standards and voluntarily publishing on its website GOAL's annual contribution and scholarship award results and a Transparency and Accountability Survey.

GOAL will continue to operate in a manner that is a credit to its scholarship recipients, private school communities, individual and corporate contributors, and the State of Georgia. In the meantime, this Annual Report is offered as a report card designed to celebrate our results and to thank our partners and supporters. Throughout the Report, please note the quotes from GOAL scholarship recipients and their parents, all of whose lives have been positively impacted by this great program. If you can spend only a few moments reading this Report, please focus on those quotes, as, more than statistics ever will, they exemplify the best of all outcomes.

Sincerely,

Lisa M. Kelly  
President

## SANDERSVILLE RAILROAD COMPANY

POST OFFICE BOX 269  
SANDERSVILLE, GEORGIA 31082

June 23, 2011

Dear Friends of the Georgia GOAL Scholarship Program,

As Chairman of the Corporate Advisory Board for the Georgia GOAL Scholarship Program, I am pleased to report that now, more than ever, Georgia businesses are supporting greater opportunities for access to learning, or GOAL. Due in significant part to corporate contributions to GOAL, for which corporations receive a Georgia income tax credit, thousands of low and middle income families in Georgia have been afforded educational choices for their children that heretofore were not available to them.

This good news comes at a critical time for our state and nation. A 2009 report published by the Alliance for Excellent Education determined that nationwide, more than 7,000 students drop out of school every day. In Georgia, an estimated 64,052 students from the class of 2009 failed to graduate with their peers. According to the report, if the students who dropped out of Georgia's Class of 2009 had graduated, they would have earned an additional \$16.7 billion in personal income over the course of their lifetimes. The lost potential of low educational attainment is indeed staggering.

When will we recognize the real costs of being 45<sup>th</sup> in the nation in high school graduation rates? Unfortunately, there are more than economic effects related to high dropout rates. The failure of so many children to obtain a high school diploma also results in higher rates of substance abuse, teen pregnancy, incarceration, broken families, chronic unemployment, and a lifetime dependency on government support.

For these reasons, while maintaining their long-standing support of traditional public schools, Georgia business leaders are also embracing a broader range of educational options—including public charter schools, independent schools, and virtual schools. Due to the exemplary manner in which GOAL operates, hundreds of corporations are partnering with the Georgia GOAL Scholarship Program to provide greater educational options for more Georgia families. I applaud these corporate leaders for their vision and passion, and offer my sincere thanks for their generous support of this program that is truly changing the lives of children in every corner of Georgia.

Yours truly,



Charles K. Tarbutton



# Leading *through accountability*

## Board of Directors

The Georgia GOAL Scholarship Program is proud to have an independent Board of Directors consisting of eleven members of the civic, philanthropic and business community, with decades of experience in education and youth issues.



Rick Gilbert, Chairman  
Co-Founder & COO  
CompuCredit 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  
Member  
Georgia State Board  
of Pardons and Paroles



Secretary Gerard Robinson  
Secretary of Education  
Commonwealth of Virginia



Pastor Dexter Rowland  
Senior Pastor  
New Piney Grove  
Missionary Baptist Church



Chris Welton  
CEO  
Helios Partners  
International Sports Marketing



# Revenue & 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, including 2008, 2009 and 2010, 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. In addition, Windham Brannon, P.C. provided additional analysis which validated GOAL's conformance with all applicable rules of the Department of Revenue Income Tax Division of Georgia under chapter 560-7-8-.47(4).

2010 Revenue		
Obligated for Scholarships	\$13,044,284	94%
Administration	823,231	6%
<b>TOTAL</b>	<b>\$13,867,515</b>	<b>100%</b>

2010 Expenses		
Scholarships provided	\$7,417,547	90.3%
Payroll & benefits	295,245	3.6%
Transfers to other SSOs	172,067	2.1%
Legal & admin services (donated)	72,600	0.9%
Professional fees	42,202	0.5%
Investment advisory fees	38,754	0.5%
Marketing	31,684	0.4%
Office space (donated)	28,512	0.3%
Contracted services	27,051	0.3%
Travel	20,716	0.3%
Supplies	18,329	0.2%
Credit card fees	10,407	0.1%
Postage	10,347	0.1%
Business development	10,000	0.1%
Internet & web services	7,783	0.1%
Other	9,842	0.1%
<b>TOTAL</b>	<b>\$8,213,086</b>	<b>100%</b>



"My goals in life are to go to college, to be a better Christian, and to be a good person. Going to GMCAC has reinforced what my grandmother and mother have taught me and will improve my education and study habits so that I can reach my goals."

Adam Ellis

Greenforest-McCalep Christian Academic Center, Decatur

# Leading *through transparency*

## Contribution Results

	2010	Total Since Inception
Number of Contributors	6,201	11,195
Amount Contributed	\$13,867,515	\$28,017,072

Corporate and Individual  
Contributions to GOAL Since Inception



Brianna Leake  
Southwest Atlanta Christian Academy, Atlanta

"Receiving the GOAL Scholarship has helped me by giving me an advantage in my educational goals. There are dreams that I want to reach for that are now offered to me."



"When I received a GOAL Scholarship I was the proudest person alive knowing that I was given an opportunity that was not based on how wealthy my family was, but on who I am as a person."

Austin Mulligan  
Benedictine Military School, Savannah

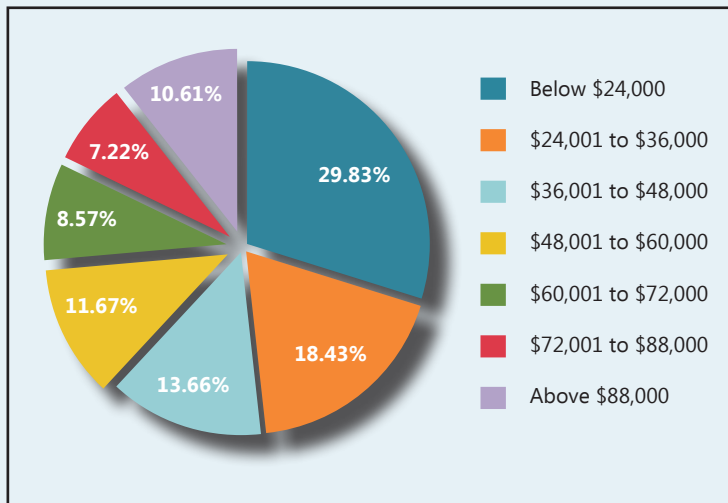


# Scholarship Award Results

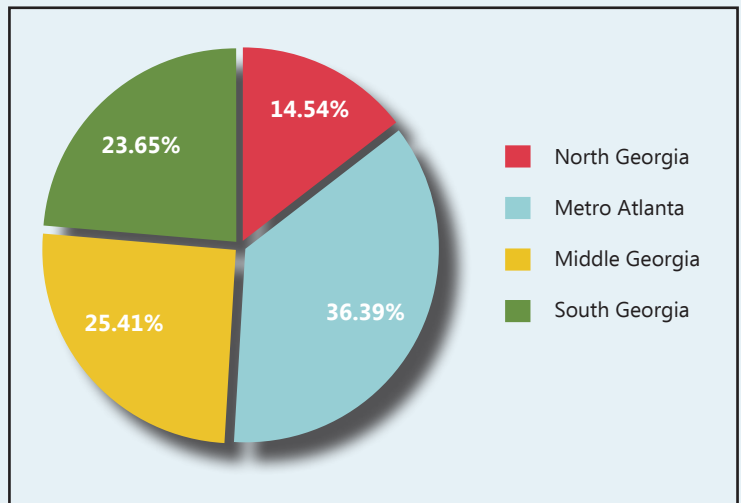
	2010-2011	Total Since Inception
Number of Scholarships	1,877	2,825
Amount Awarded	\$7.8 million*	\$11.4 million*

\*The difference between amount contributed and amount awarded represents the natural delay between the receipt of contributions in one year and the awarding of scholarships for the following academic year.

2010-2011  
% of Scholarships Awarded by Income Level



2010-2011  
% of Scholarships Awarded by Region



"We are thrilled with the academic, athletic and social opportunities that an unsurpassed independent college preparatory day school can offer for our daughter, and we are thankful for the GOAL Scholarship which has helped make her attendance at Deerfield-Windsor possible."

Parents of Reagan Allen  
Deerfield-Windsor School, Albany

# Leading *as a business partner*

## Corporate Giving Opportunities

As business leaders expand their support for a broad range of educational options for children, they are seeking partnerships with reliable and responsive non-profit organizations, such as the Georgia GOAL Scholarship Program. In an effort to better serve the Georgia business community, in 2010, GOAL created a REACH-GOAL Fund and a Corporate Advisory Board.

### GOAL Funding Options

The Raising Educational Achievement with Community Help “REACH”-GOAL Fund enables corporations to contribute to a means-tested GOAL fund that awards scholarships (capped at a certain maximum amount) directly to low-income families for use at the schools of their choice.



**GISA-GOAL Fund**



**BAEO-GOAL Fund**



**GAPSEC-GOAL Fund**



"It has been a tremendous blessing for our family to receive the REACH-GOAL Scholarship so that my boys can receive a quality Christian education in a safe environment. I often had to do a lot of 'un-doing' of something my children experienced within their school day that didn't support our principles. Having them in an environment with smaller class sizes will help them excel and achieve even more academically."

Parent of Faith and Timothy-John Williams  
Legacy Christian Academy, Atlanta



# Corporate Advisory Board

*"As a person who works very closely with business leaders and philanthropists, I know first-hand how important it is for these individuals to have confidence in those with whom they do business or to whom they contribute. That is why I am proud to be associated with GOAL."*

- Andrew J. Berg  
Co-Founder & CEO, Homrich Berg

**Joe Arnold**  
Senior Vice President  
SunTrust Bank

**Jimmy Fleming**  
Director of Human Resources  
Vulcan Materials Company

**Susan R. Bell**  
Atlanta Office Managing Partner  
Ernst & Young

**Dean Mathison**  
VP & Corporate Controller  
InterContinental Exchange

**Andrew J. Berg**  
Co-Founder & CEO  
Homrich Berg

**Charles K. Tarbuton, Chairman**  
Assistant Vice President  
Sandersville Railroad Company



Parent of Daniel Gallo  
Monsignor Donovan Catholic High School, Athens

"The Georgia GOAL Program gave me the resources that I needed to get my child the best education possible."

Parent of Haley Lamp  
Eagle's Landing Christian Academy, McDonough



"My son is a recipient of the GOAL Scholarship and it has made a world of difference in his life! GOAL offers many parents hope of a promising academic future for their children."



# GOAL Participating Schools

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  
Brandon Hall School  
Brenwood Academy  
Brentwood School  
Briarwood Academy  
Bridgeway Christian Academy  
Brookstone School  
Brookwood School  
Bulloch Academy  
Calvary Christian School  
Calvary Day School  
Cherokee Christian Schools  
Chrysalis Experiential Academy  
The Cottage School  
Covenant Academy  
Crisp Academy  
Cumberland Academy  
of Georgia  
Curtis Baptist School  
Darlington School  
David Emanuel Academy  
Deerfield-Windsor School  
Destiny Christian Academy  
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

Furtah Preparatory School  
Gatewood Schools  
George Walton Academy  
Grace Christian Academy  
Greater Atlanta Christian School  
Greenforest-McCalep Christian  
Academic Center  
Harvester Christian Academy  
Heritage Academy  
The Heritage School  
Holy Spirit Preparatory School  
The Howard School  
John Hancock Academy  
John Milledge Academy  
Killian Hill Christian School  
LaFayette Christian School  
LaGrange Academy  
Lakeview Academy  
Landmark Christian School  
Legacy Christian Academy  
The Lionheart School  
Loganville Christian Academy  
Marist School  
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  
New Birth Christian Academy  
New Day Gables Academy  
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  
Redeemer Episcopal Academy  
Ridge Creek School  
Riverside Military Academy  
Robert Toombs Christian Academy  
The Ron Clark Academy  
Savannah Christian  
Preparatory School  
Sherwood Christian Academy  
Sophia Academy  
Southeast Christian Academy  
Southland Academy  
Southwest Atlanta  
Christian Academy  
St. Andrew's School  
St. George's Episcopal School  
Stratford Academy  
Strong Rock Christian School  
Sugar Hill Christian Academy  
The Swift School  
Tallulah Falls School  
Tattnall Square Academy  
Terrell Academy  
Tiftarea Academy  
Trinity Christian School  
Unity Christian School  
Valwood School  
Wesleyan School  
The Westfield School  
Westminster Christian Academy  
Westminster Schools of Augusta  
Westwood Schools  
Whitefield Academy  
Wildwood Christian Academy  
Windsor Academy  
Woodfield Academy  
Woodward Academy