The GOAL Report

grateful
/ˈɡrætfəl/

adjective
feeling or showing an appreciation of kindness; thankful.

2015 Financials
2016 Results
2017 Apply Now
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From GOAL Participating School Officials:

“Thank you for the stewardship your team gives to the program. We are proud to be partnered with you.”
Dr. F. Stuart Gulley
President
Woodward Academy

“Without question, GOAL is the best SSO in the state of Georgia! Thank you for your continued work and commitment to excellence.”
Cindy Gibbs
Assistant Director of Development
Mount Paran Christian School

“This year has been incredible being a part of the Georgia GOAL team. Our overall school experience was spectacular.”
Melissa Harrison
Director of Development
High Meadows School

GOAL School Advisory Committee

Members – 2014 through 2016:
Erin Blair – Atlanta Youth Academy (Atlanta)
Margaret Ellis – Deerfield-Windsor School (Albany)
Cindy Greene – Crisp Academy (Cordele)
Greg Markiton – Benedictine Military School (Savannah)
Becky Martin – Greater Atlanta Christian School (Norcross)
Mary Ulich – The Lionheart School (Alpharetta)

Members – 2015 through 2017:
Rhea Adkins – Eastside Christian School (Marietta)
Meredith Buckland – Killian Hill Christian School (Lilburn)
Jennifer Copeland – Wesleyan School (Peachtree Corners)
Andrea Dove – Bethesda Academy (Savannah)
Laura Medlin – The Westfield School (Perry)
Rosalyn Merrick – Mount Vernon Presbyterian School (Atlanta)
Evan Winegarner / Linda Couey – Trinity Christian School (Dublin)

Our team of advisors from GOAL Participating Schools is an invaluable asset for the GOAL Program. A source of excellent ideas and sound advice, these individuals each serve three year terms, and are instrumental in helping solidify GOAL’s leadership position among student scholarship organizations.
Dear Friends of GOAL,

Georgia’s Education Expense Tax Credit is thriving through the Georgia GOAL Scholarship Program. This year, our valued GOAL contributors made it possible for us to break records, with 10,000 contributions in 2016 – GOAL’s highest number ever. In addition, we recently awarded a GOAL Scholarship to our 10,000th Georgia K-12 student!

At this point in the GOAL program’s history, our overriding sentiment is profound and unfailing gratitude.

- Gratitude for the tremendous popularity and amazing success of this program in Georgia.
- Gratitude for the fact that, each year, there are $58 million of available tax credits to improve the lives of Georgia children and the communities in which they reside.
- Gratitude that we are one of the few programs of our kind, nationwide, which has remained a free market educational choice opportunity that has successfully avoided overregulation.
- And, most of all, gratitude for all GOAL contributors, who are the lifeblood of this program. Your loyal participation means everything, and your contribution is invaluable.

Think about it: 10,000 Georgia students, able to aim higher through excellent K-12 educational opportunities. Gratitude is such a simple word, but I hope it reflects the deep appreciation of the GOAL staff and Board of Directors, the families of these 10,000 GOAL Scholarship recipients, and the communities throughout our State which are being lifted up through this program.

Throughout this report, you will see hard statistics emphasizing the widespread impact of the GOAL program, as well as stories and photographs of the individual changed lives that are the result. We ask that you continue to “Go for the GOAL” and remain a part of this winning opportunity. With your help, we will continue to empower deserving students to reach their potential and achieve their dreams. They, and we, remain grateful.

Sincerely yours,

Lisa

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

Pictured left to right:
Sherri O’Connor, Accounting Associate
Avery Parker, Accounting Manager
Lisa Kelly, President
Carol O’Connor, Operations Associate
Kate Saylor, Director of Marketing & Communications
Allison Saxby, Director of Client Services & Legislative Affairs
The 2015 financial statements of Georgia GOAL Scholarship Program, Inc. were audited by the independent CPA firm Bennett Thrasher LLP, whose audit opinion declared that GOAL’s 2015 financial statements present fairly, in all material respects, the financial position of Georgia GOAL Scholarship Program, Inc. as of 12/31/15 and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the U.S. For all years of operation from 2008 through 2014, the financial statements of Georgia GOAL Scholarship Program, Inc. were audited annually by the independent CPA firm of Windham Brannon, P.C., whose audit opinion for each of those years 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 2015 audit report, including financial statements and footnotes, see http://www.goalscholarship.org/results/page/transparency.
2016 GOAL Contribution Results

We are grateful for the loyal enthusiasm of GOAL contributors.

Each year, $58 million of Education Expense Tax Credits are available.

- On the first day of 2015, applications totaling $91.5 million were submitted statewide, resulting in their proration at 63.39% among all applicants.
- On the first day of 2016, applications totaling $108.6 million were submitted statewide, resulting in their proration at 53.36% among all applicants.

2015 & 2016 GOAL Contribution Results

<table>
<thead>
<tr>
<th>Requested Tax Credits</th>
<th>Resulting Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,770,700</td>
<td>$16,336,047</td>
</tr>
<tr>
<td>$30,313,967</td>
<td>$16,175,533</td>
</tr>
</tbody>
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2016 GOAL Contribution Results

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>All Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax credit contributions</td>
<td>$16,175,533</td>
<td>$118,677,136</td>
</tr>
<tr>
<td>Charitable contributions &amp; matching gifts</td>
<td>$44,414</td>
<td>$526,524</td>
</tr>
<tr>
<td>Transfers from other SSOs*</td>
<td>$606,873</td>
<td>$2,553,805</td>
</tr>
<tr>
<td>Transfers to other SSOs**</td>
<td>$185,438</td>
<td>$1,103,659</td>
</tr>
<tr>
<td>Total GOAL Revenue</td>
<td>$17,012,257</td>
<td>$122,861,124</td>
</tr>
</tbody>
</table>

*Transfers from other SSOs represent funds contributed to other SSOs, designated for GOAL participating schools.

**Transfers to other SSOs represent funds contributed to GOAL, designated for non-GOAL participating schools.

This represents 34% of all contributions statewide, since inception of this program. There are currently 30 qualified student scholarship organizations (SSO) in the state of Georgia.
GOAL Scholarship Award Results

Students and communities are grateful from one end of Georgia to the other.

Since 2008, GOAL has awarded scholarships to 10,300 deserving Georgia students. With the 2016-17 scholarship season underway, a total of $84.7 million in GOAL scholarships have been awarded to date, with another $31 million earmarked for providing additional scholarship awards for current and future academic years to parents who choose to send their children to qualified K-12 schools.

GOAL Scholarship Award Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>All Years*</th>
</tr>
</thead>
<tbody>
<tr>
<td># of scholarships awarded</td>
<td>22,926</td>
</tr>
<tr>
<td>$ amount of awards</td>
<td>$84.7 million</td>
</tr>
<tr>
<td>Average award</td>
<td>$3,696</td>
</tr>
<tr>
<td>Average AGI adjusted for family size</td>
<td>$25,742**</td>
</tr>
<tr>
<td>% dollars awarded to minority recipients</td>
<td>43.4%</td>
</tr>
</tbody>
</table>

*Award statistics from inception through June 30, 2016

**AGI adjusted for family size using the OECD-modified scale. This scale assigns a value of 1 to the household head, 0.5 to each additional adult member and 0.3 to each child.

Total Dollars Awarded by Income Level: Inception through 6/30/16

Since 2008, GOAL has awarded scholarships to 10,300 deserving Georgia students. With the 2016-17 scholarship season underway, a total of $84.7 million in GOAL scholarships have been awarded to date, with another $31 million earmarked for providing additional scholarship awards for current and future academic years to parents who choose to send their children to qualified K-12 schools.
“Cheryl Brown, a mother of three, sent her oldest child to our school and it was a struggle for the family financially. She wanted her other two children to attend as well, but did not have the funds. However, our school was where she wanted her children to go and she would do whatever she could to make it happen. With help from the GOAL Scholarship, and by cleaning houses and our school to make extra money, she is able to send her three children here, and is grateful for the opportunity. The students, Dixie, Randy, and Daisy, have been academically successful at our school. The oldest is a rising senior and wishes to go into the medical field after graduating. I admire this family for their attitude and perseverance. Even in the face of some recent hardships, Cheryl focuses on doing whatever it takes to ensure her children receive the best education possible.”

– Susan Lindsey, Development Director at Nathanael Greene Academy

“Demorius Taylor, Holy Spirit Preparatory School in Atlanta

“When we first took a tour of Holy Spirit Preparatory School, before we left the campus, our son stated ‘this is my school.’ After seeing how serious he was about this school, we immediately began the application process. However, after we realized the cost of attendance, we advised our son that if he was meant to attend Holy Spirit Prep, then God would make a way. That is exactly what happened. We were able to receive the GOAL Scholarship that has helped in Demorius being able to attend Holy Spirit Prep. The scholarship has been a tremendous blessing to our family. In the three years that Demorius has been at Holy Spirit Prep, he has truly become emerged in the school by being a student ambassador, playing multiple sports, and attending missions trips. By receiving the GOAL Scholarship, our son has been able to receive an excellent education.”

– Mr. and Mrs. Taylor, parents of Demorius Taylor

“We have a family at George Walton Academy of three students being raised by their great-grandmother, Joyce Mitchell. She could not bear to see these children go into the state system, so stepped in to take care of them. Noticing that the oldest, Jackson, is extremely bright, she wanted more of a challenge for him than he was getting at his previous school. Joyce was encouraged by a member of our school community to apply for all three children to enroll. With the hope of receiving aid through the GOAL program, she did so. Her story is so captivating that there was no way we weren’t going to try to help her bring these strong children to our school. Once here, Jackson has thrived and won over all of his teachers with his exceptional writing abilities and insight. His two sisters, Marilyn and Lucy, are working diligently and thriving as well. They would say that they are lucky to be here, we would all say that we are lucky to have them.”

– Jenni Cole, Development & Communications Director at George Walton Academy

Families throughout Georgia are grateful for GOAL Scholarships.
CORPORATE FUNDS & GIVING OPPORTUNITIES

GDAL is grateful for our REACH-GDAL and corporate contributors.

REACH-GDAL Scholars Fund

The REACH-GDAL Fund, named “REACH” for “Raising Educational Achievement with Community Help” enables individuals and corporations to contribute to a GDAL fund that awards scholarships exclusively to students from low income households as recommended by GDAL participating schools.

In the six years since the REACH-GDAL Fund was established, 335 awards totaling $1,560,506 have been provided.

BP-GDAL Scholars Fund

The innovative collaboration between GDAL 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 GDAL. 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.

In five years, 166 BP-GDAL Scholarships have been awarded totaling nearly $1.25 million. Since the program's inception, 12 BP-GDAL Scholars have graduated from private schools throughout Georgia. To date all BP-GDAL graduates have gone on to attend college, and several are the first in their families to do so.

“We are delighted to help hard-working students throughout the state of Georgia realize their career goals. The GDAL team does a wonderful job helping so many deserving students. It is a privilege to be a part of what we are able to accomplish each year.”

– Kevin Russell, Network Development Manager for BP Products North America Inc.

We invite interested corporations to join our valued group of corporate partners, with the option of establishing a ‘branded’ scholarship fund, like BP-GDAL.
Before receiving the GOAL scholarship, Ethan was homeschooled, but was seeking to attend a college preparatory school. “I would not have been able to attend Mountain Area Christian Academy without the GOAL scholarship, and would not have met the many peers and teachers that have influenced me to pursue my goals,” he says. Ethan plans on becoming a mechanical engineer. “I believe college gives me the opportunity to receive a job I will enjoy, and will allow me to be the best at that job as possible,” says Ethan.
Your Loyal Participation Means Everything!

We are grateful for your support of the GOAL program!

Individual (non-corporate) donors remain invaluable to this program. Since inception, individual taxpayers have contributed 82% of all GOAL revenue.

All GOAL contributors have the heartfelt gratitude of the GOAL Team, K-12 students, and schools throughout our state.

Please continue to "Go for the GOAL" in 2017! Apply today online at www.goalscholarship.org, or complete and mail the paper insert found within this report.

GOAL will submit your form to the Georgia DOR on the first business day of January, 2017.
GOAL is grateful to work with 131 of Georgia’s best private schools, serving students in 72 cities throughout the State.

Appling Christian Academy, Baxley
Arlington Christian School, Fairburn
Athens Christian School, Athens
Atlanta International School, Atlanta*
Atlanta Youth Academy, Atlanta
Augusta Christian Schools, Martinez
Augusta Preparatory Day School, Martinez
Benedictine Military School, Savannah
Berry College Elementary & Middle School, Mount Berry
Bethesda Academy, Savannah
Bible Baptist School, Savannah
Brandon Hall School, Atlanta
Brentwood School, Sandy Springs
Brunswick Academy, Canton
Briarwood Academy, Warren East
Bridgeway Christian Academy, Alpharetta
Brookstone School, Columbus
Brookwood School, Thomasville
Bulloch Academy, Statesboro
Calvary Christian School, Columbus
Calvary Day School, Savannah
Chapel Hill Christian School, Douglasville
Cherokee Christian Schools, Woodstock
Chrysallis Experiential Academy, Roswell
Community Christian School, Stockbridge
Cornerstone Christian Academy, Peachtree Corners
The Cottage School, Roswell
Covenant Academy, Macon
Creekside Christian Academy, McDonough
Crisp Academy, Cordele
Cumberland Academy of Georgia, LaGrange
Curtis Baptist School, Augusta
Darlington School, Rome
David Emanuel Academy, Stillmore
Deerfield-Durham School, Atlanta
Downtown Academy, Athens*
Eagle’s Landing Christian Academy, McDonough
Eastside Christian School, Marietta*
Episcopal Day School, Augusta
Fellowship Christian School, Roswell
First Presbyterian Christian Academy, Hinesville
First Presbyterian Day School, Macon
The Galloway School, Atlanta*
Gatewood Schools, Eatonton
George Walton Academy, Monroe
Grace Christian Academy, Bainbridge
Gracepoint School, Kennesaw*
Greater Atlanta Christian School, Norcross
Greenforest McCauley Christian Academy, Decatur
The Habersham School, Savannah
Harvester Christian Academy, Douglasville
Hebron Christian Academy, Dacula*
Heritage Academy, Augusta
The Heritage School, Newnan
High Meadows School, Roswell*
Holy Spirit Preparatory School, Atlanta
The Howard School, Atlanta
Jacob’s Ladder, Roswell*
John Hancock Academy, Sparta
John Milledge Academy, Milledgeville
Killian Hill Christian School, Lithonia
Konos Connection, Fayetteville
Lafayette Christian School, LaGrange
LaGrange Academy, LaGrange
Lakeview Academy, Gainesville
Landmark Christian School, Fairburn
Lanier Christian Academy, Flowery Branch
The Lionheart School, Alpharetta
The Little School, Clarkesville*
Loganville Christian Academy, Loganville
The Lovett School, Atlanta*
Marist School, Atlanta
McDonough Methodist Academy, McDonough
Mill Springs Academy, Alpharetta
Monsignor Donovan Catholic High School, Athens
Montessori of Macon, Macon
Mount Paran Christian School, Kennesaw
Mount Pisgah Christian School, Johns Creek
Mount Vernon Presbyterian School, Atlanta*
Mountain Area Christian Academy, Morganton
Mt. Bethel Christian Academy, Marietta
Nathanalee Greene Academy, Siloam
Our Lady Academy, Duluth
Old Suwanee Christian School, Buford
Paul Anderson Youth Home, Vidalia
Peachtree Academy Private School, Conyers
Perimeter School, Johns Creek
Pinecrest Academy, Cumming
Providence Christian Academy, Lilburn
Providence Classical Christian School, Oxford
Rabun Gap-Nacoochee School, Rabun Gap
Riverside Military Academy, Gainesville
Robert Toombs Christian Academy, Lyons
The Ron Clark Academy, Atlanta
The SAE School, Smyrna
Savannah Christian Preparatory School, Savannah
Sherwood Christian Academy, Albany
Sophia Academy, Atlanta
Southland Academy, Americus
Southwest Atlanta Christian Academy, Atlanta
St. Andrew’s School, Savannah
St. Benedict’s Episcopal Day School, Smyrna
St. George’s Episcopal School, Milner
St. Luke School, Columbus*
The Stonehaven School, Marietta
Stratford Academy, Macon
Strong Rock Christian School, Locust Grove
Sugar Hill Christian Academy, Buford
The Swift School, Roswell
Tallulah Falls School, Tallulah Falls
Tattnall Square Academy, Macon
Terrell Academy, Dawson
Tiftarea Academy, Chula
Trinity Christian School, Dublin
Trinity Christian School, Shiloh
Trinity School, Atlanta*
Twigg’s Academy, Jeffersonville
Unity Christian School, Rome
Valwood School, Hahira
Victory World Christian School, Norcross
Vidalia Heritage Academy, Vidalia
Wesleyan School, Peachtree Corners
The Westfield School, Perry
Westminster Christian Academy, Watkinsville
The Westminster Schools, Atlanta*
Westminster Schools of Augusta, Augusta
Westwood Schools, Camilla
Whitefield Academy, Mableton
Windsor Academy, Macon
Woodfield Academy, Macon
Woodward Academy, College Park
*Schools that have recently joined GOAL.

www.goalscholarship.org