

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



# 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,  
11<sup>th</sup> 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,  
7<sup>th</sup> 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, 1<sup>st</sup> grade GOAL scholarship recipient at Eastminster School in Conyers



Matthews brothers Jalen (6<sup>th</sup> grade), Jaleel (2<sup>nd</sup> grade), and JaShaun (5<sup>th</sup> 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, 9<sup>th</sup> 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%
<b>TOTAL</b>	<b>\$13,418,333</b>	<b>100.00%</b>

### 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%
<b>TOTAL</b>	<b>\$13,488,719</b>	<b>100.00%</b>



## GOAL Contributions Received

2012



6,079 contributors



**\$13,418,333**  
contributed

Since Inception



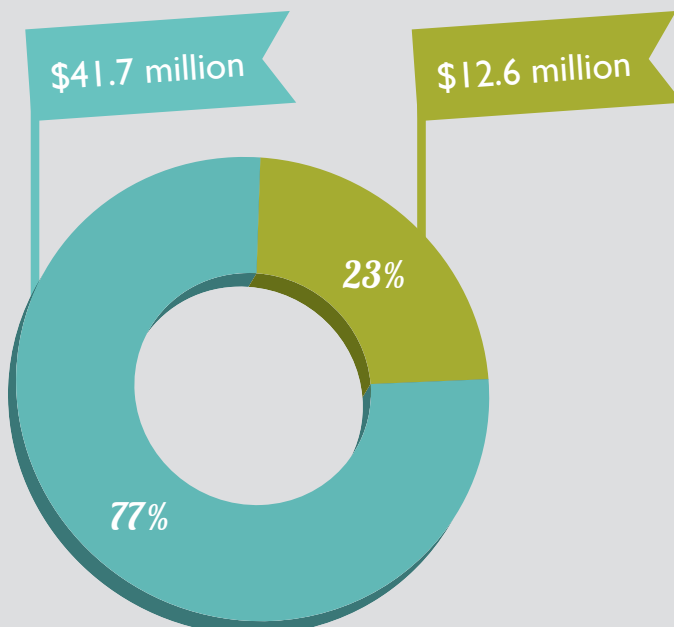
22,914 contributors



**\$54,254,528**  
contributed

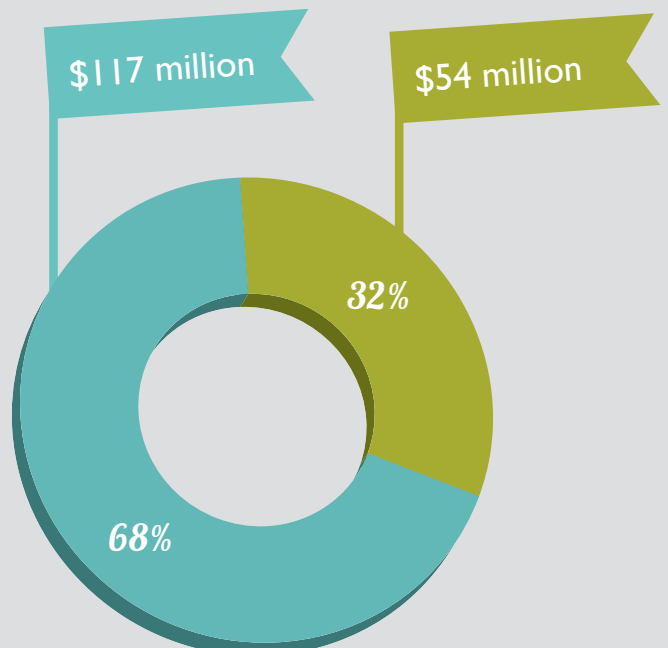
**\$54.3 Million Contributed to GOAL  
from Inception through 12-31-12**

- Individual contributions
- Corporate contributions



**GOAL Contributions as % of Total  
Statewide Contributions Since Inception**

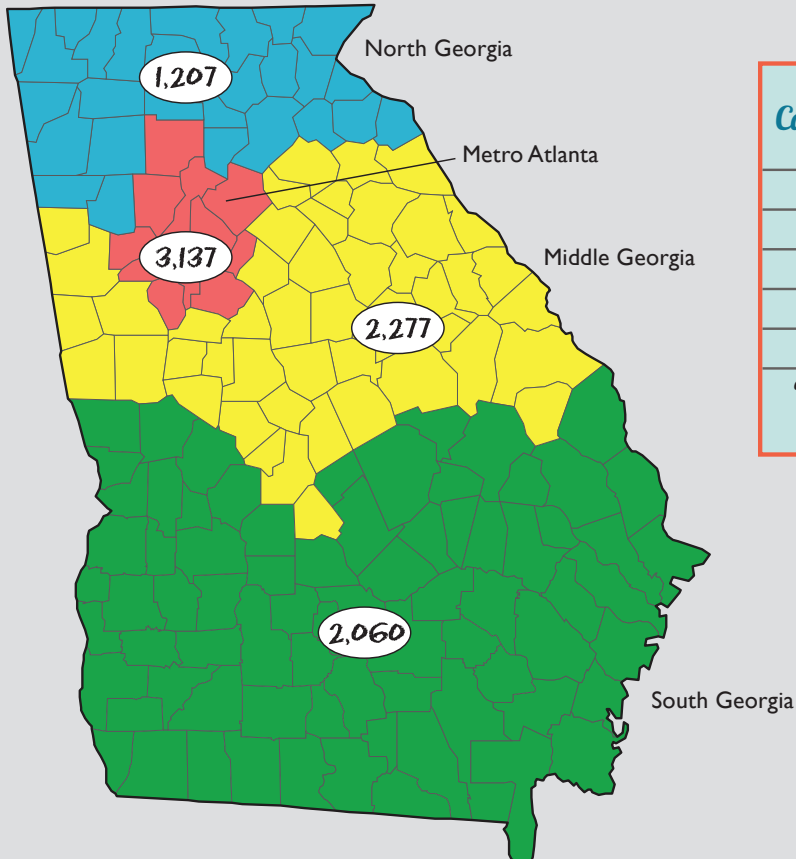
- Contributions to other 38 SSOs
- Contributions to GOAL





# GOAL Scholarships Awarded

Total Scholarship Awards by Region



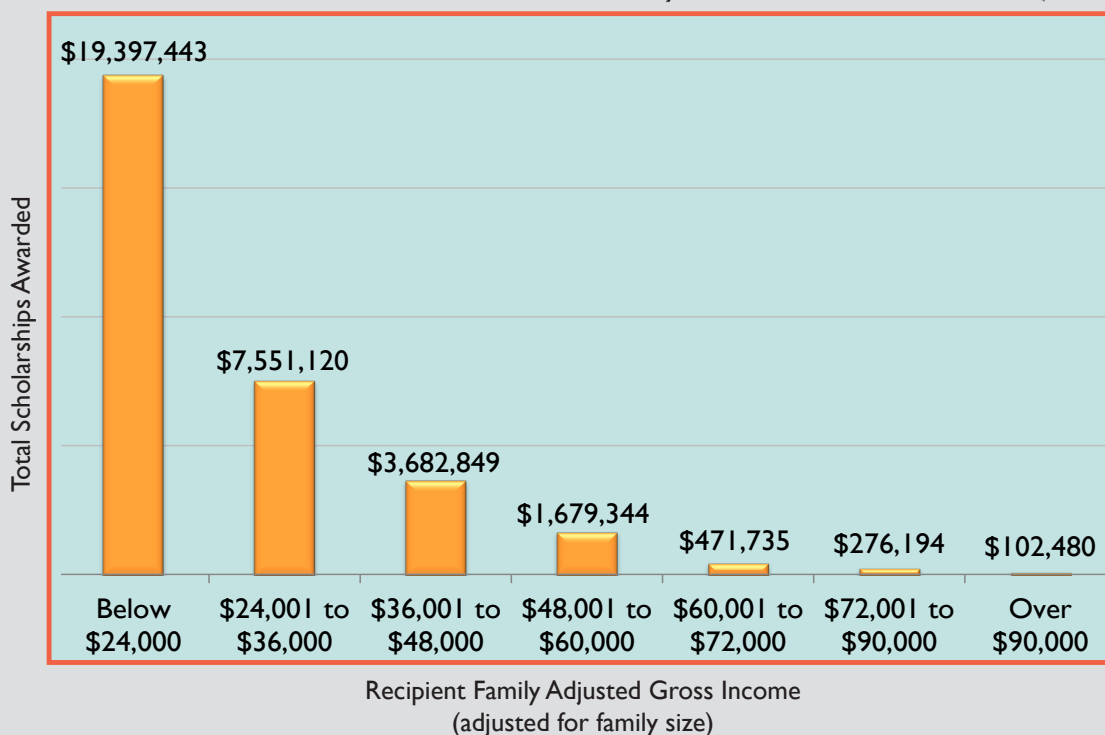
GOAL Scholarship Award History

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
<b>Totals since inception</b>	<b>8681</b>	<b>\$33,161,165</b>	<b>\$3,820</b>

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



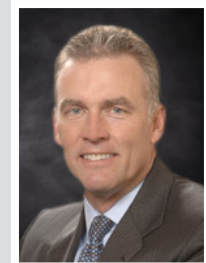
**Albert Murray**  
Chairman  
Georgia State Board  
of Pardons and Paroles



**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 McCalep 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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