

THE GOAL REPORT

2013 – Financial Results
2014 – Recognizing Donors
2015 – Looking Ahead

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“There are so many factors and moving parts to this amazing program. But one thing that has always remained clear about GOAL is that your core motivation is the desire to serve the students and families of Georgia through school choice. You have never wavered and have demonstrated time and time again, with the purest motives, your commitment to our school and students. You make an effort to know them individually and have seen first-hand the benefit of a private education.

I could not be prouder of our association with Georgia GOAL.
Thank you for your hard work and dedication.”

**– Jennifer New, Director of Development
 Mount Paran Christian School**

Message from GOAL

Dear Friends of GOAL,

You have become part of a phenomenon. Georgia's Education Expense Credit law presents a powerful opportunity to give parents more freedom in choosing the best K-12 education for their children. However, without your energy, enthusiasm and investment, the program would mean nothing, and would go nowhere.



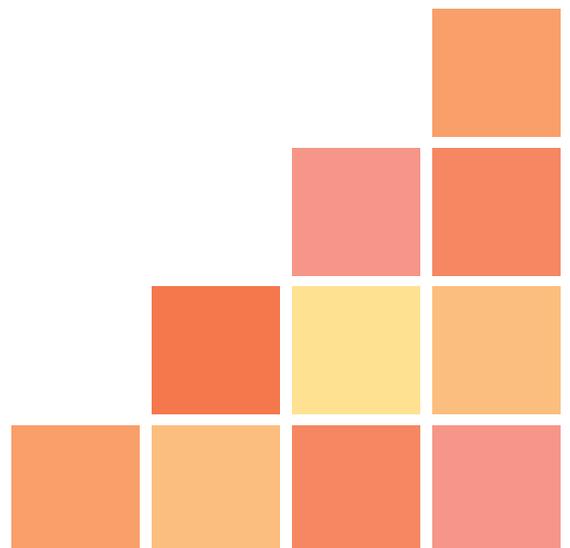
Through your diligence in seeking Education tax credits earlier each year, this life-changing program is having a statewide impact. To the thousands of thankful scholarship families, you are true American heroes. You are giving your community, our state, and ultimately our nation a chance to aim higher and achieve more.

Thank you for being a part of this success by contributing to provide educational choice in Georgia. Truly, you deserve the "credit!"

With appreciation,

A handwritten signature in black ink that reads "Lisa M. Kelly". The signature is written in a cursive, flowing style.

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



GOAL Board & Corporate Advisory Board

GOAL Board of Directors



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Co-Founder & COO
Atlanticus Holdings Corporation



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Attorney
Child and Family Advocate



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Terry Hartman
Director
Vera Jackson Scholarship Program



Allen Hughes
Owner
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Walton Press, Inc.



Dean Mathison
VP & Corporate Controller
InterContinental Exchange



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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
United States Equestrian
Federation

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Chairman
Assistant Vice President
Sandersville Railroad Company



Joe Arnold
Senior Vice President
SunTrust Bank



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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 Participating Schools

Did you know...

GOAL works with
124 of Georgia's best
private schools.

Applying 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
Community Christian School
Cornerstone Christian Academy
The Cottage School
Covenant Academy
Creekside Christian Academy
Crisp Academy
Cumberland Academy of Georgia
Curtis Baptist School
Darlington School
David Emanuel Academy
Dawson Street Christian School
Deerfield-Windsor School

Eagle's Landing Christian Academy
Eastminster School
Eastside Christian School
Episcopal Day School
Fellowship Christian School
First Presbyterian Christian Academy
First Presbyterian Day School
Gateway Schools
George Walton Academy
Grace Christian Academy
Greater Atlanta Christian School
Greenforest McCalep Christian Academy
The Habersham School
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
Konos Connection
Lafayette Christian School
LaGrange Academy
Lakeview Academy
Landmark Christian School
Legacy Christian Academy
The Lionheart School
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
Riverside Military Academy
Robert Toombs Christian Academy
The Ron Clark Academy
The SAE School
Savannah Christian Preparatory School
Sherwood Christian Academy
Sophia Academy
Southland Academy
Southwest Atlanta Christian Academy
St. Andrew's School
St. Benedict's Episcopal Day School
St. George's Episcopal School
St. Luke 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 Chapel Academy
Trinity Christian School, Dublin
Trinity Christian School, Sharpsburg
Twiggs Academy
Unity Christian School
Valwood School
Victory World Christian School
Vidalia Heritage Academy
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

GOAL School Advisory Committee



A team of advisors from GOAL Participating Schools is an invaluable asset for the GOAL Program. These individuals have helped solidify GOAL's leadership position among student scholarship organizations.

2013 GOAL Revenues & Expenses

2013 Revenues

Obligated for scholarships	\$14,327,814	95.03%
Administration	748,815	4.97%
TOTAL	\$15,076,629	100.00%

2013 Expenses

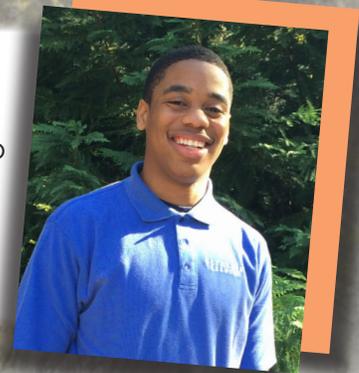
Scholarships provided	\$13,142,844	90.43%
Payroll & benefits	578,974	3.98%
Transfers to other SSOs	224,176	1.54%
Professional fees	50,282	0.35%
Investment advisory fees	85,239	0.59%
Marketing	9,429	0.06%
Contracted services	8,208	0.06%
Travel	17,743	0.12%
Supplies	29,735	0.20%
Web development	47,634	0.33%
Postage	14,566	0.10%
Internet and web services	10,936	0.08%
Credit card fees	110,104	0.76%
Other	60,989	0.42%
Legal & admin services (donated)	100,600	0.69%
Office space (donated)	42,458	0.29%
TOTAL	\$14,533,917	100.00%

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 2013, 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.

GOAL Scholarships Awarded Through 2013-2014

"Through the GOAL Scholarship, I was granted the opportunity to come to Bethesda, and was able to be more involved because it wasn't as overcrowded as my old school. I took this opportunity to my advantage. I enjoy playing piano for chapel each week."

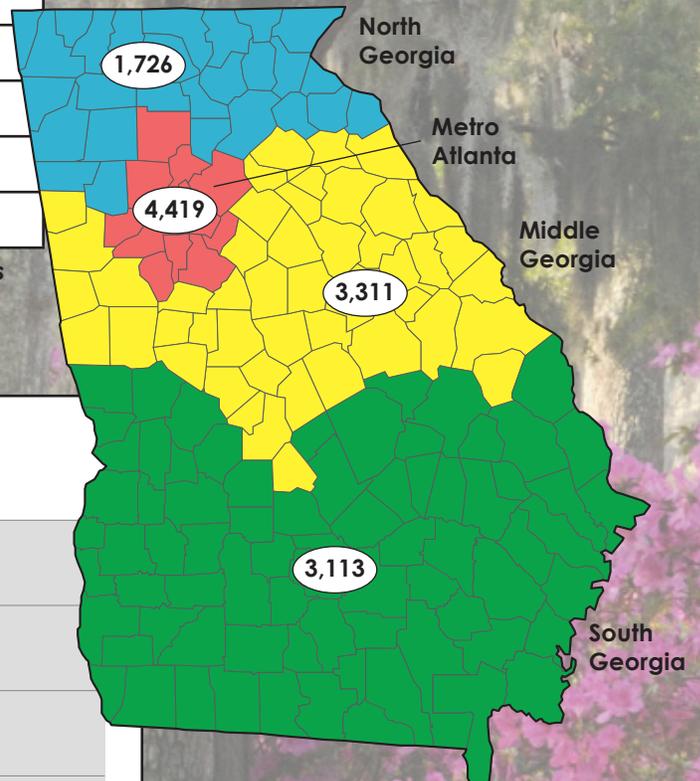
**Eric Brack, 11th grader
Bethesda Academy**



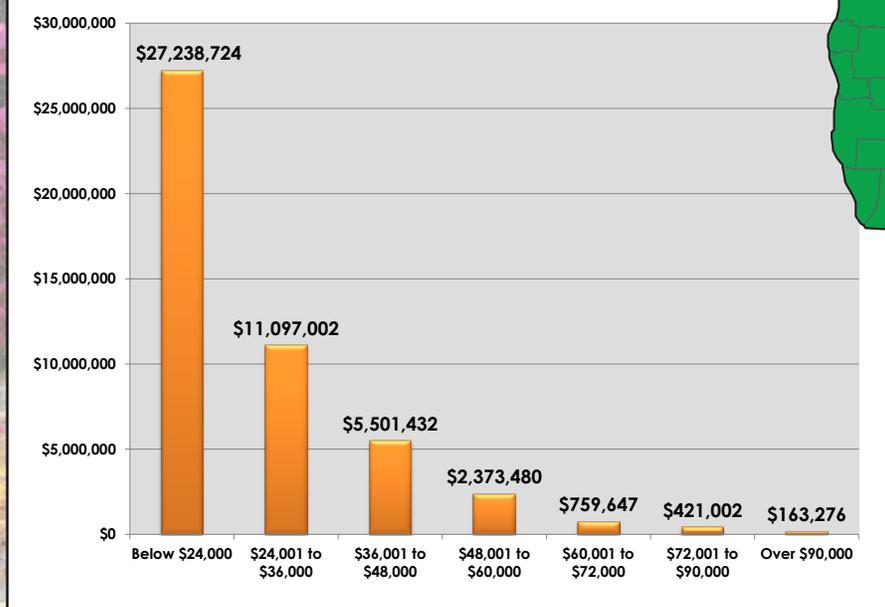
Totals Since Program Inception	All Years
# of Scholarships Awarded	12,569
\$ Amount of Awards	\$47.6 million
Average Award	\$3,783
Average AGI adjusted for family size	\$25,142*
% of minority recipients	36%

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

Total Scholarship Awards by Region



Total Dollars Awarded by Income Level Since Inception



GOAL has obligated an additional \$36 million that is earmarked for providing 2014-15 scholarship awards and for fulfilling future scholarship payments and awarding additional scholarships to parents who choose to send their children to qualified private pre-K-12 schools.

Did you know...

Since 2008, GOAL has awarded scholarships to nearly 7,000 deserving Georgia students.

2014 Contribution Results

Results	2014	Totals - All Years
Statewide in Georgia (all SSO programs)		
Amount Approved	\$58 million	\$290.1 million
Amount Contributed	Est. \$55 million	Est. \$277.3 million

Results	2014	Totals - All Years	
Georgia GOAL Scholarship Program			
# of Contributions by Type of Taxpayer			
- Individuals	6,092	35,472	97%
- Owners of pass-through entities	678	678	2%
- Corporations	94	447	1%
# of Contributions	6,864	36,597	100%
Amount of Contributions by Type of Taxpayer			
- Individuals	\$10,738,760	\$64,472,600	73%
- Owners of pass-through entities	\$5,769,757	\$5,769,757	7%
- Corporations	\$2,204,131	\$17,760,661	20%
Total Contributions	\$18,712,648	\$88,003,018	100%
Total # of SSOs	35	36 (Avg.)	
GOAL % of Statewide Total	34%	32%	

Did you know...

Since inception, almost 3/4 of all GOAL revenue was contributed by individual taxpayers

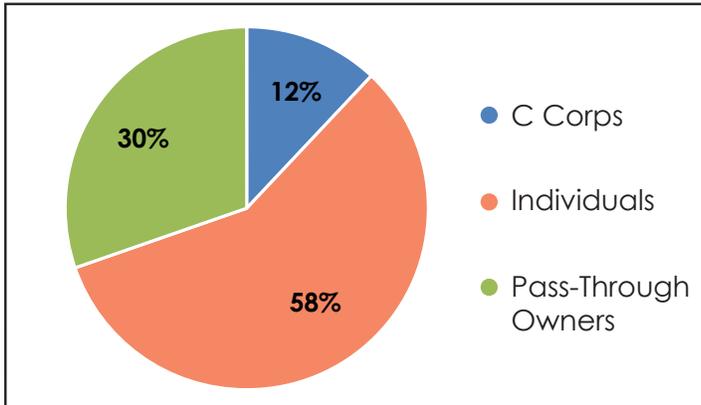


"We needed to make a change. Now, because of the GOAL Scholarship, we are at a great school, and my kids are excelling in all areas."

**Mandi Gunn, mother of Emma, Matthew, & Luke
Savannah Christian Preparatory School**

Thanking GOAL Contributors

% of Contributions by Taxpayer Type (2014)



In 2014, owners of S-Corps, LLCs and Partnerships (pass-through entities) made a substantial impact during the first year in which \$10,000 tax credits were permitted.

Thank you!



Kelvin Nicholas Moore
BP-GOAL Scholarship Recipient

GOAL thanks its corporate donors for supporting greater educational opportunities for Georgia children.



"I really want to thank every GOAL donor there is – they have changed my life, and I am forever grateful."

Stevi Lee Manning, 8th grader
George Walton Academy



Legislative Advocacy

In 2013, GOAL's *Raise the Cap!* petition drive was instrumental to the passage of House Bill 283, receiving signatures from over 3,500 individuals who expressed their support for a cap increase.

This year, we began a *Raise the Cap!* campaign for the 2015 legislative session, encouraging the expansion of the cap on Education Expense Credits – without any unnecessary or unproductive amendments to the law.

Please join us in expressing your support for this valuable program!



The Georgia GOAL Scholarship Program cordially invites you to attend its

Legislative Appreciation Breakfast



The Board of Directors and staff of GOAL, and representatives from our 124 participating GOAL schools across Georgia, look forward to thanking you for supporting this popular K-12 scholarship program

Keynote speaker:

John Fund, American political journalist and school choice supporter

Remarks by:

**Aurora Perez, GOAL scholarship recipient
First Presbyterian Day School**



THURSDAY, AUGUST 28, 2014
7:30 UNTIL 9:00 A.M.

STRONG ROCK CHRISTIAN SCHOOL
4200 Strong Rock Pkwy
Locust Grove, GA 30248

RSVP to Kate Saylor at 770-828-4032 or ksaylor@goalscholarship.org

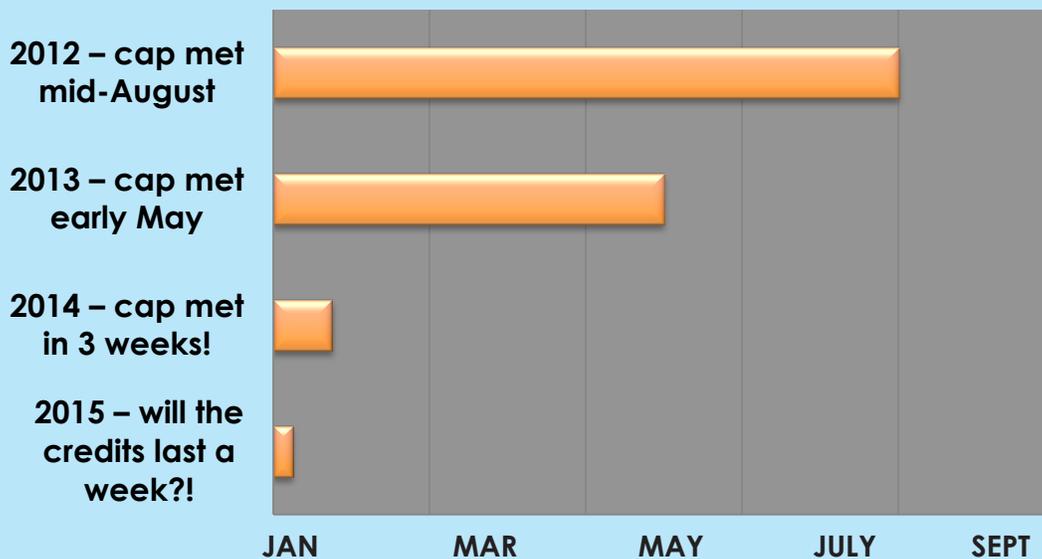
This August, GOAL will host state legislators for a Legislative Appreciation Breakfast, providing them the good news of this program for families and communities throughout Georgia, and thanking those lawmakers who have supported this popular program.

You Deserve the “Credit!”



THANK YOU to the individual taxpayers, owners of pass-through entities, and corporations who made a substantial impact in the lives of deserving Georgia students, through the generosity of their contributions and by their willingness to act quickly before all tax credits were consumed!

Education Tax Credits: blink, and they're gone!



“I am heartened that so many Georgia taxpayers have invested in the Education Expense Tax Credit. This important program has changed the lives of thousands of Georgia children, giving them access to top quality education otherwise beyond their reach.”

– Senator David Shafer
President Pro Tempore
Georgia State Senate

**Apply now, because -
You deserve the “credit!”**

GOAL School Advisory Committee

Erin Blair – Atlanta Youth Academy
Cary Rivers – Augusta Christian Schools
Greg Markiton – Benedictine Military School
Kim Howell – Cherokee Christian Schools
Cindy Greene – Crisp Academy
Margaret Ellis – Deerfield-Windsor School
Chris Childers – First Presbyterian Day School
Jenni Cole – George Walton Academy
Becky Martin & Christy Hill – Greater Atlanta Christian School
Liz Winkler – Holy Spirit Preparatory School
Mary Ulich – The Lionheart School
Meeghan Fortson – Marist School
Regina Gore – Pinecrest Academy
Kathleen Medlin – Stratford Academy

GOAL Staff

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Avery Parker, *Accounting Manager*
Kate Saylor, *Director of Marketing & Communications*
Danielle Wiley, *Director of Operations*
Allison Saxby, *Director of Client Services*
Heather Morgan, *Scholarship Administration Associate*
Sherri Dombi, *Scholarship Administration Associate*
Sherri O'Connor, *Accounting Associate*
Cheryl Rocca, *Administration*
Ben Scafidi, *Director of Education Policy*

