



GEORGIA GOAL
SCHOLARSHIP PROGRAM, INC.



2014 GOAL DONOR SURVEY

Analysis of Survey Results

PARTICIPATING GOAL SCHOOLS

Dear GOAL Supporter,

It is my pleasure to present the results of the 2014 GOAL Donor Survey, an unprecedented effort to learn more about the experiences and preferences of thousands of donors to the Georgia GOAL Scholarship Program.



From its creation in 2008, GOAL has operated a full-service scholarship program that strengthens communities throughout Georgia by connecting compassionate donors with families who wish to pursue better K-12 educational opportunities at their local private independent schools. GOAL has also kept Georgia lawmakers informed about the positive outcomes of the Georgia Education Expense tax credit program, the need for improvements to the law, and the importance of increasing the annual cap on available tax credits.

The following Survey results reveal that GOAL is changing the landscape of K-12 education in Georgia. For this, you truly deserve the "credit."

With appreciation,

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

Thanks to the generosity of our Board members, this publication was produced and distributed at no cost to GOAL.




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| Appling Christian Academy | First Presbyterian Christian Academy | Providence Christian Academy |
| Arlington Christian School | First Presbyterian Day School | Providence Christian School |
| Athens Christian School | Gatewood Schools | Rabun Gap-Nacoochee School |
| Atlanta Classical Christian Academy | George Walton Academy | Riverside Military Academy |
| Atlanta Youth Academy | Grace Christian Academy | Robert Toombs Christian Academy |
| Augusta Christian Schools | Greater Atlanta Christian School | The Ron Clark Academy |
| Augusta Preparatory Day School | Greenforest McCalep Christian Academy | The SAE School |
| Benedictine Military School | The Habersham School | Savannah Christian Preparatory School |
| Berry College Elementary & Middle School | Harvester Christian Academy | Sherwood Christian Academy |
| Bethesda Academy | Hebron Christian Academy | Sophia Academy |
| Bible Baptist School | Heritage Academy | Southland Academy |
| Brandon Hall School | The Heritage School | Southwest Atlanta Christian Academy |
| Brentwood School | Holy Spirit Preparatory School | St. Andrew's School |
| Brenwood Academy | The Howard School | St. Benedict's Episcopal Day School |
| Briarwood Academy | John Hancock Academy | St. George's Episcopal School |
| Bridgeway Christian Academy | John Milledge Academy | St. Luke School |
| Brookstone School | Killian Hill Christian School | Stratford Academy |
| Brookwood School | Konos Connection | Strong Rock Christian School |
| Bulloch Academy | Lafayette Christian School | Sugar Hill Christian Academy |
| Calvary Christian School | LaGrange Academy | The Swift School |
| Calvary Day School | Lakeview Academy | Tallahul Falls School |
| Chapel Hill Christian School | Landmark Christian School | Tattnall Square Academy |
| Cherokee Christian Schools | The Lionheart School | Terrell Academy |
| Chrysalis Experiential Academy | Loganville Christian Academy | Tiftarea Academy |
| Community Christian School | Marist School | Trinity Christian School, Dublin |
| Cornerstone Christian Academy | McDonough Methodist Academy | Trinity Christian School, Sharpsburg |
| The Cottage School | Mill Springs Academy | Twiggs Academy |
| Covenant Academy | Monsignor Donovan Catholic High School | Unity Christian School |
| Creekside Christian Academy | Montessori of Macon | Valwood School |
| Crisp Academy | Mount Paran Christian School | Victory World Christian School |
| Cumberland Academy of Georgia | Mount Pisgah Christian School | Vidalia Heritage Academy |
| Curtis Baptist School | Mountain Area Christian Academy | Wesleyan School |
| Darlington School | Mt. Bethel Christian Academy | The Westfield School |
| David Emanuel Academy | Nathanael Greene Academy | Westminster Christian Academy |
| Dawson Street Christian School | North Georgia Christian School | The Westminster Schools |
| Deerfield-Windsor School | Notre Dame Academy | Westminster Schools of Augusta |
| Downtown Academy | Old Suwanee Christian School | Westwood Schools |
| Eagle's Landing Christian Academy | Paul Anderson Youth Home | Whitefield Academy |
| Eastminster School | Peachtree Academy Private School | Wildwood Christian Academy |
| Eastside Christian School | Perimeter School | Windsor Academy |
| Episcopal Day School | Pinecrest Academy | Woodfield Academy |
| Fellowship Christian School | | Woodward Academy |

FACTS ABOUT THE GEORGIA GOAL SCHOLARSHIP PROGRAM

- ✓ The Georgia GOAL Scholarship Program is the largest K-12 student scholarship organization operating under the Georgia Education Expense Credit law, which was enacted in 2008.
- ✓ This nationally respected school choice program is very popular among scholarship families, participating private schools, and taxpayers.
- ✓ Each year, thousands of individuals and corporations contribute to GOAL in support of scholarships for students desiring to attend the K-12 private schools of their parents' choice.
- ✓ Approximately 93% of the scholarships are awarded to students transferring from public schools or entering school for the first time.
- ✓ In exchange for these contributions, taxpayers receive a Georgia income tax credit.
- ✓ The average annual amount of each GOAL scholarship has been \$3,721, which is \$767 less than the per pupil amount the State spends on students attending public schools.
- ✓ The average federal adjusted gross income, adjusted for family size, of the recipient families has been \$25,525, with 97% of scholarship dollars being awarded to families having an AGI of less than \$60,000.
- ✓ In 2013, the \$58 million annual cap on Education Expense tax credits was met in early May. In 2014, the cap was met in just three weeks. In 2015, the cap was met on January 1.
- ✓ As of the end of 2014, 15,927 Georgia taxpayers had signed GOAL's *Raise the Cap!* petition.

GOAL SURVEYS 7,212 DONORS

In December of 2014, GOAL asked its donors a series of questions relating to:

-  Their feelings about GOAL;
-  The impact they believe GOAL is having on scholarship recipients and their private school communities; and
-  Their desire for expansion of the program by state lawmakers during the upcoming session of the Georgia General Assembly.

GEORGIA **GOAL**
SCHOLARSHIP PROGRAM, INC.

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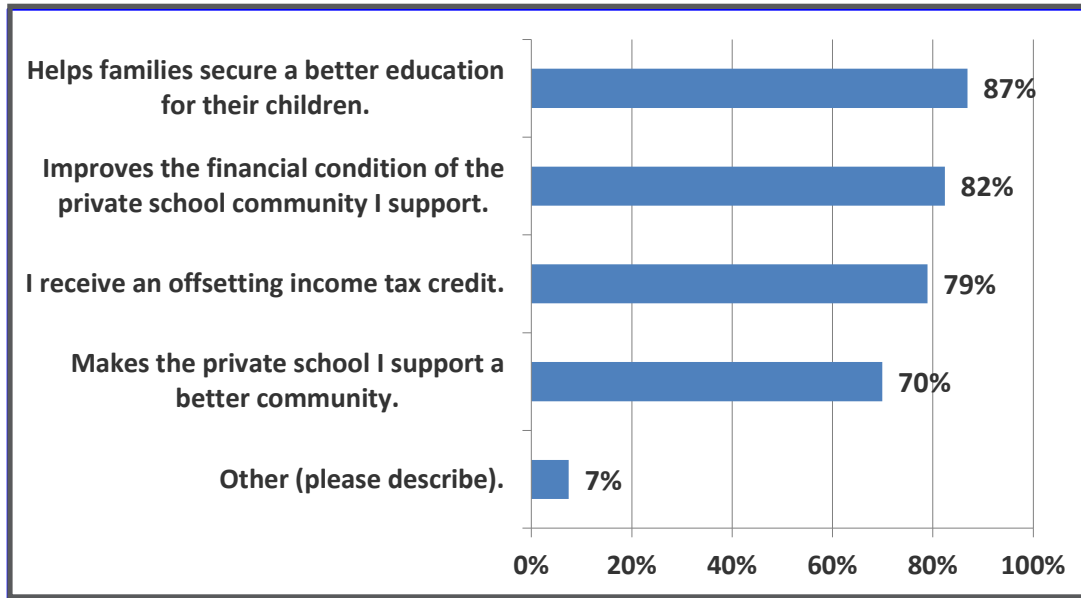
THE RESULTS ARE IN!

*2,032 of the 7,212 donors responded to the survey, an extraordinary **29%** response rate!*



2014 GOAL DONOR SURVEY: QUESTION 1

Why do I contribute to GOAL?



The first survey question provided donors with four reasons why they might be contributing to GOAL and asked them to indicate with which ones they agree.

Donor Comment:

“ I have seen parents cry at the way their child was treated in public school. With scholarship money, that child attended school, was happy, excelled in schoolwork, and earned a scholarship to college. It helped that family and those around them and we all shall receive the blessings this child will give the community in the future. GOAL provided that opportunity. ”



2014 GOAL DONOR SURVEY: QUESTIONS 2 & 3

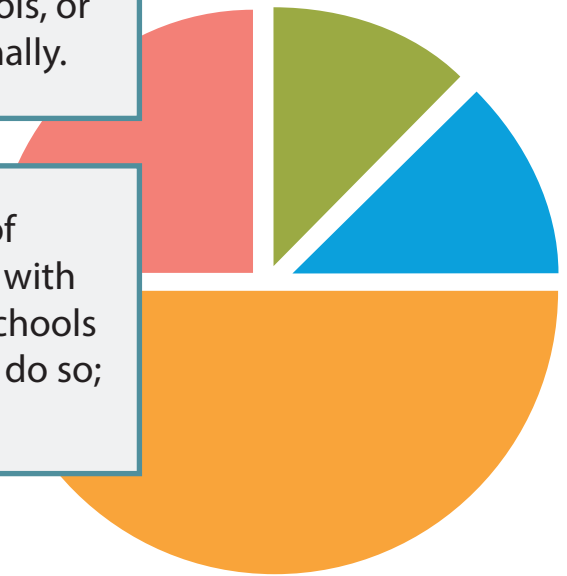
In the second and third questions, the Survey asked donors to reveal whether, before being able to contribute to GOAL for a tax credit, they had thought about families who could not afford to send their children to a private school and, if so, whether they had contributed to help them.



Survey responses:

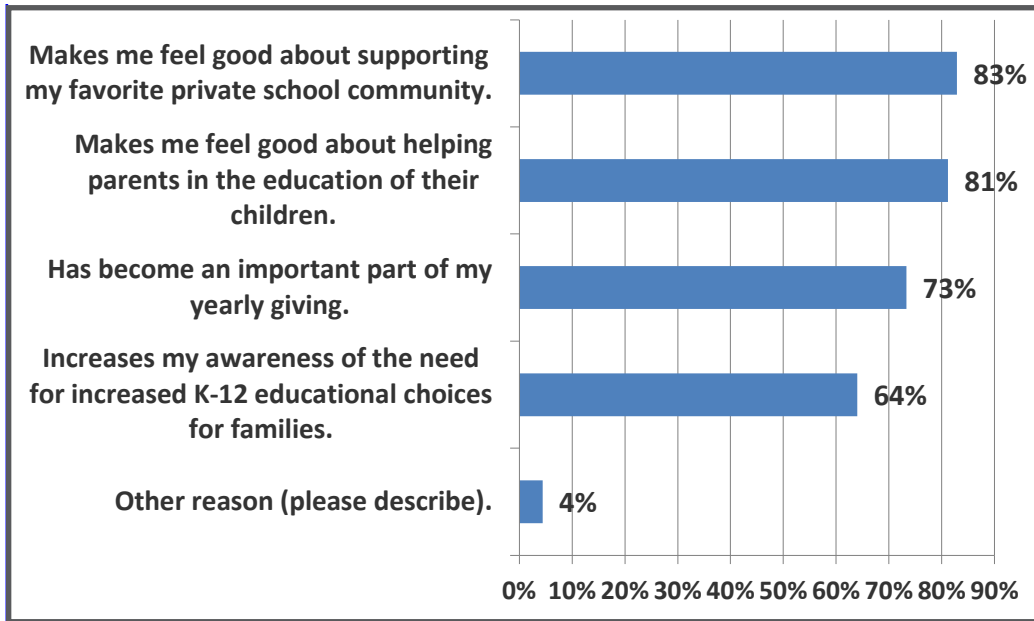
- Before being able to contribute to GOAL, **65%** of the donors had never thought about parents who could not afford to send their children to private schools, or had thought about them only rarely or occasionally.

- Before being able to contribute to GOAL, **82%** of the donors who had wanted to provide parents with financial help to send their children to private schools could not afford to do so; were unaware how to do so; did not do so; or never thought about doing so.



2014 GOAL DONOR SURVEY: QUESTION 4

How contributing to GOAL is affecting me:



The survey described four ways in which the GOAL program might be affecting the donors and asked them to indicate with which ones they agree.

Donor comments:

"Children who attend are joyful."

"It helps the kids, who might otherwise fall through the cracks."

"Makes me feel good about the benefits to existing students of studying with kids of different economic backgrounds."

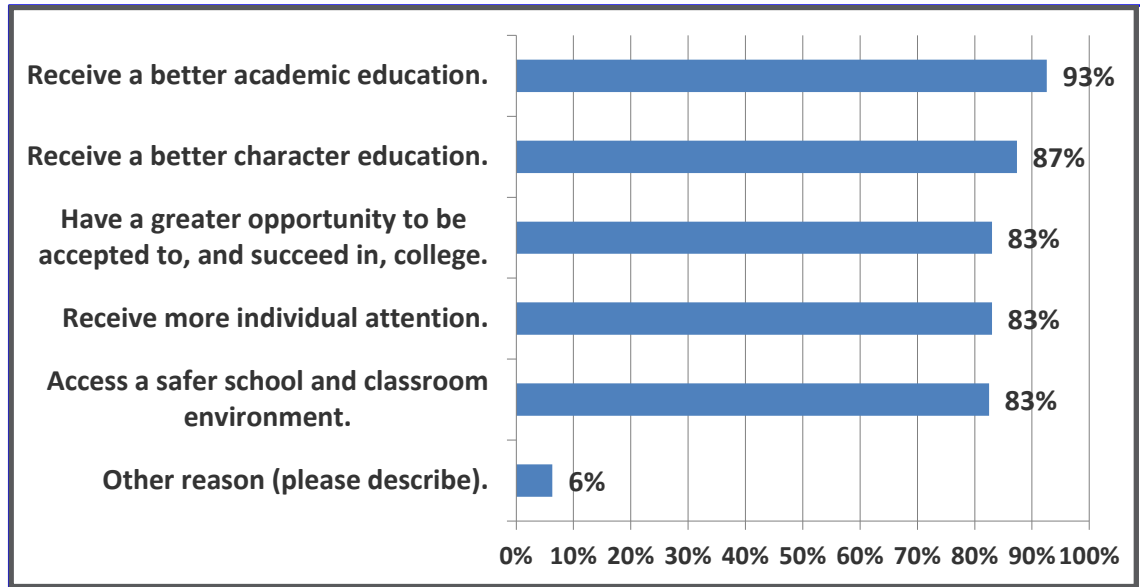
"It is the right thing to do."



2014 GOAL DONOR SURVEY: QUESTION 5

By contributing to GOAL, I am helping children:

The Survey described four ways in which, by contributing to the GOAL program, donors may believe they are helping children and asked them to indicate with which ones they agree.



Donor comments:

By contributing to GOAL, I believe that I am helping children:

"Become better able to live a life of significance."

"Get the encouragement and mentoring needed today so they can realize their potential."

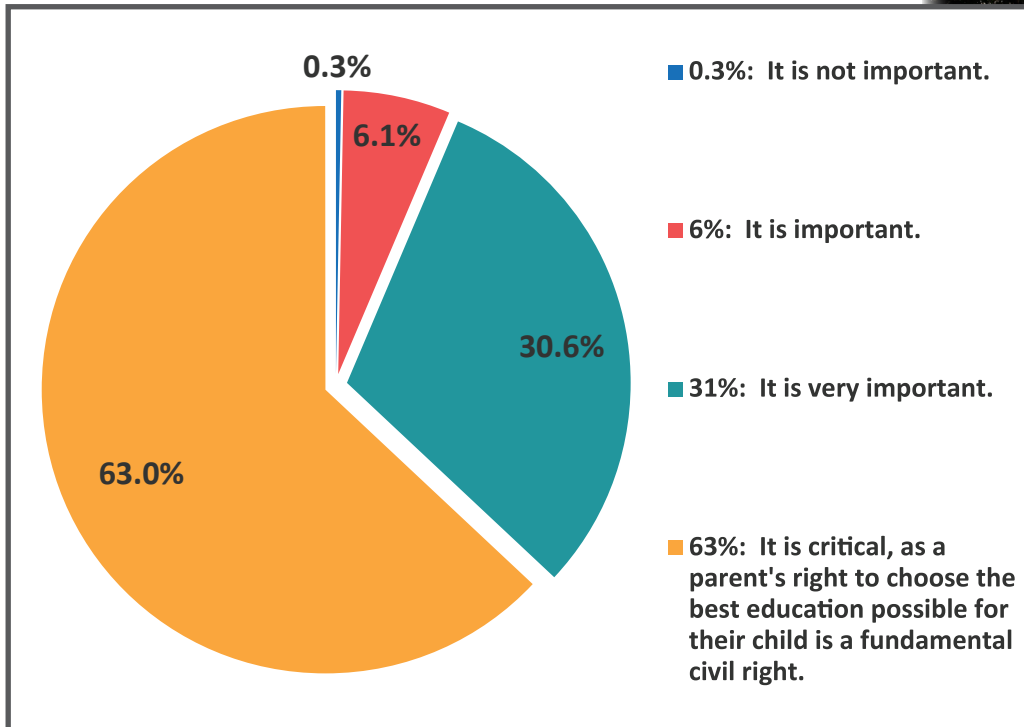
"Leveling the playing field for those who might not have the opportunity of attending a private school."

"To be in a motivating environment to learn, push themselves, and succeed."

2014 GOAL DONOR SURVEY: QUESTIONS 6 THROUGH 9

In questions six through nine, the Survey asked for the donors to provide their opinions relating to the policy of school choice in Georgia, especially as it relates to increasing the annual \$58 million cap on available education expense tax credits and the possibility of additional government regulation of private schools participating in the GOAL program.

How important is it that Georgia legislators empower parents to choose the best K-12 education for their children?



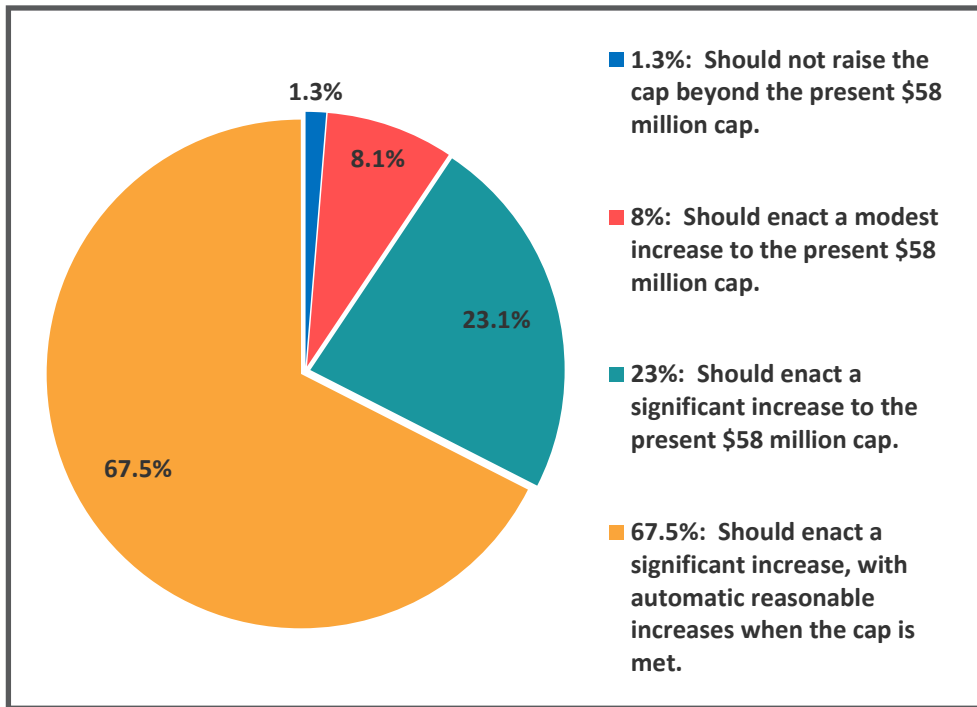
Survey results

31% **Very Important**

63% **Critical**

DONOR VIEWS ON CAP INCREASE & REGULATION OF PRIVATE SCHOOLS

If the \$58 million cap is reached in the first few days of 2015, our state legislators:



Survey Results



Donors feel strongly about the need for a significant cap increase in 2015

If the present \$58 million annual cap on tax credits is reached within the first month of 2015, **84%** of the donors would find it **"unacceptable"** for Georgia legislators to fail to significantly raise the cap in 2015.



Donors oppose additional government regulation of private schools

83% of the donors believe that private schools participating in GOAL **"should NOT"** be subject to the government imposition of additional regulations, including educational standards, curriculum, or testing requirements."

CONCLUSIONS REVEALED BY THE SURVEY RESULTS

1. Donors like that they can maintain control over how some of their money is used for K-12 education.
2. Donors like providing educational choice to parents.
3. Donors like being able to exercise compassion.
4. Donors like improving student chances for success.
5. Donors like promoting student character.
6. Donors like building better communities.
7. Donors like the cause of educational freedom and overwhelmingly support an increase in the annual cap on education expense tax credits.

Lawmakers can enable thousands more Georgia citizens to provide K-12 educational opportunities to families.

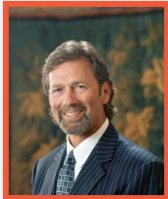
The Survey results indicate that thousands of individual and corporate taxpayers are passionate participants in, and advocates for, this exciting school choice program.

By raising the annual cap on available education expense tax credits, the Georgia legislature can expand this national model for scholarship families, private independent schools, and taxpayers, who are working together to increase educational choices and build better communities.



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This Analysis of Survey Results is available on the GOAL website at:

www.goalscholarship.org