

# The GOAL Report

**“A PERFECT 10”**

Ten years of providing Greater Opportunities for Access to Learning



**2016  
Financials**



**2018  
Apply Now**



**2017  
Results**

## Dear Friends of GOAL,

The Georgia GOAL Scholarship Program has completed ten years of providing Greater Opportunities for Access to Learning – and we have much to celebrate!

Georgia's Education Tax Credit is the most popular program of its kind in the nation. Sixteen other states have similar tax credit laws, but Georgians have embraced this mission with unparalleled enthusiasm and in record numbers. After ten years, you have contributed \$136 million to GOAL. Your excellent stewardship of this opportunity has produced amazing results.

Ten years after our organization was formed, 12,000 Georgia students have improved their educational paths through GOAL Scholarships. Students previously in educational settings where they were not thriving are now achieving remarkable success in graduating from rigorous college preparatory schools, and continuing their education in universities. We recently conducted a Survey of GOAL recipient families. The stories shared by hundreds of parents affirm the life-changing value this program has provided. As you view these survey results and excerpts from their stories within The GOAL Report, I hope that you share the joy our team experiences in seeing the dramatic difference the GOAL program is making.

So let's celebrate our remarkable impact in Georgia after a decade. Thanks to you, it has indeed been a perfect 10!

With gratitude,

Lisa



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

**2008**



First students  
awarded GOAL  
scholarships

**2010**



\$50 million cap on  
available credits  
is reached for the  
first time

**2012**



Georgia lawmakers  
pass one of most  
admired tuition tax  
credit laws in U.S.

**2009**



Parents use GOAL  
Scholarships at more  
than 100 private schools  
throughout Georgia

**2011**



Number of  
students  
served by GOAL  
reaches 5,000

# Inside The GOAL Report

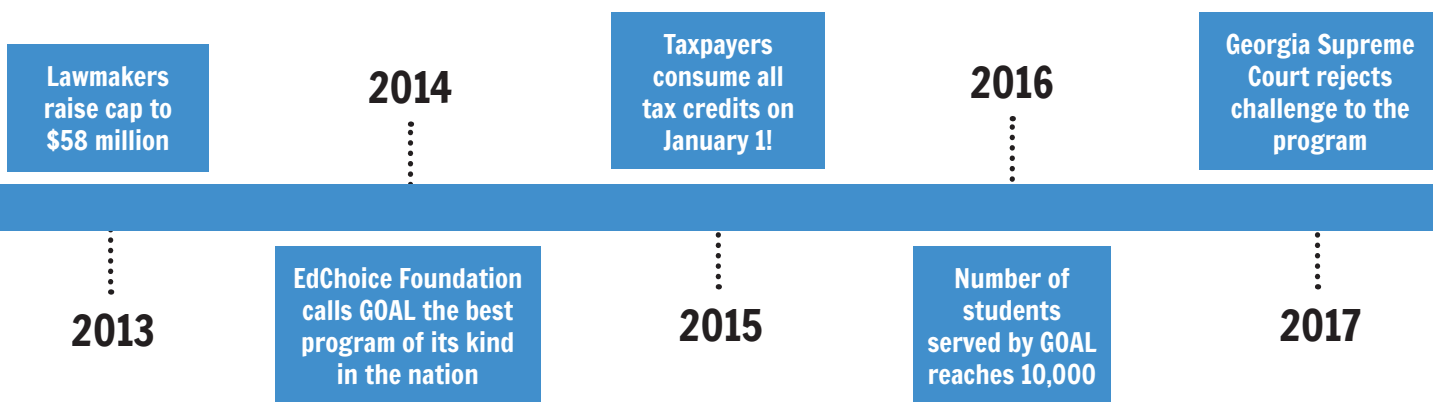
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## The GOAL Team

Pictured left to right:

**Carol O'Connor**, Operations Associate  
**Kate Saylor**, Director of Marketing & Communications  
**Lisa Kelly**, President  
**Avery Parker**, Accounting Manager  
**Sherri O'Connor**, Accounting Associate  
**Allison Saxby**, Director of Client Services

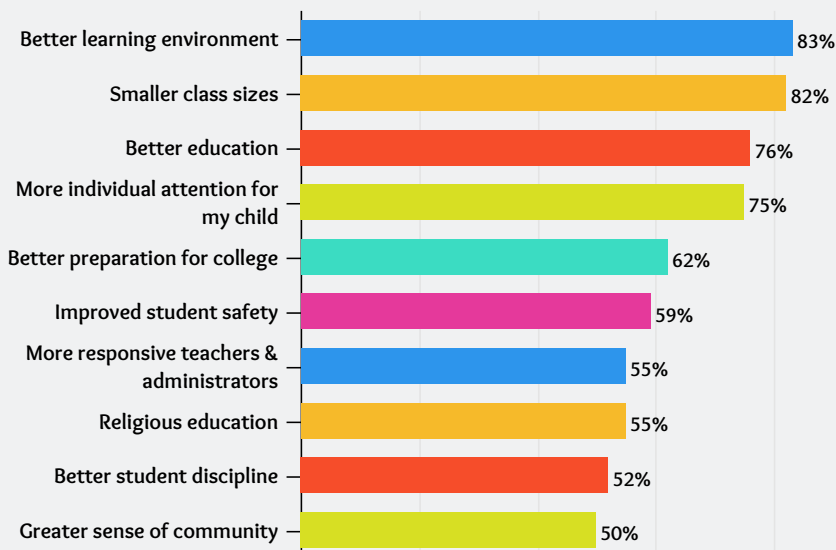


# GOAL Family Survey: Analysis of Results

In May 2017, GOAL surveyed just over 2,000 scholarship recipient families in order to analyze the need for this program, collect the results of this program, and report on the impact of this program. We received an immediate response rate of approximately 25% and are pleased to present the results of the 2017 GOAL Family Survey.

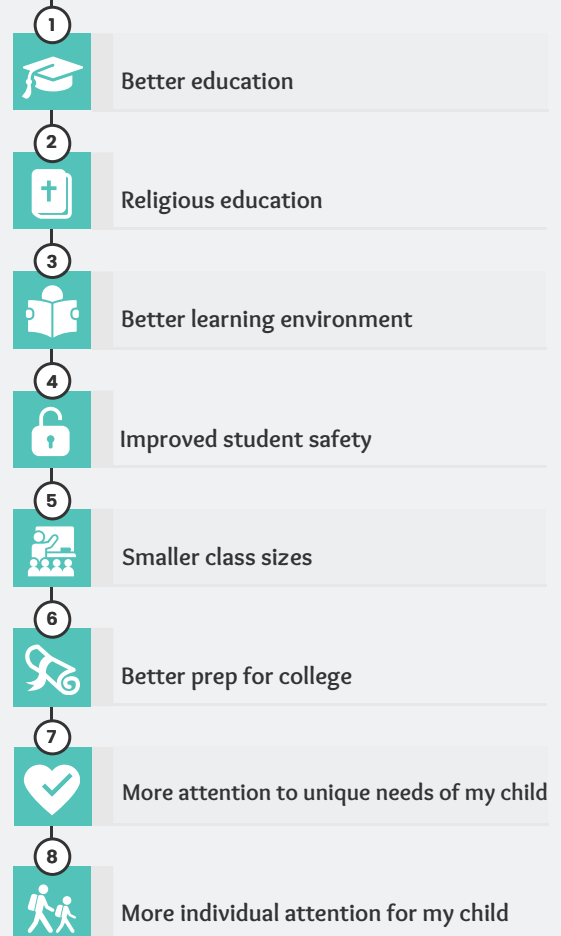
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## Most Frequently Cited Reasons Why Parents Choose to Enroll Their Children in Private Schools



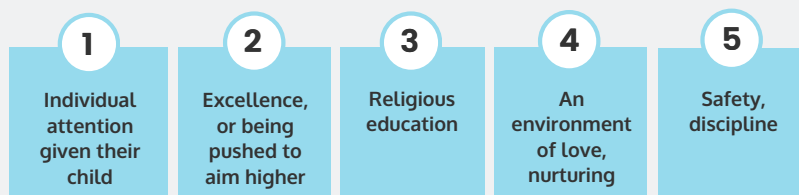
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## Most Important Reasons Why Parents Choose Private Schools



5

## Best Things About Current Private School Experience



The GOAL Family Survey results indicate that Georgia students and their parents are delighted with improved K-12 education opportunities made possible through GOAL scholarships. The words “grateful and “life-changing” were predominant in survey response comments.

Georgia’s elected officials have done something remarkable through their enactment of this program. Families throughout the state await the expansion of this opportunity with hope. Truly, this is an example of Georgians working together to help families, build better communities and improve our state.

# GOAL Scholarship Recipient Testimonials

"Thank you for the GOAL Scholarship! This is allowing us to provide our child a world-class education. His education is the greatest gift we could give him."

- Parents of Malachi Younger, Trinity School in Atlanta



"GOAL helps families like mine to get the extra boost we need in order to provide the right education for our children. It is so important to us."

- Parents of Jack & Annabelle Walter, Fellowship Christian School in Roswell



"I cannot begin to tell you how grateful my family is for GOAL. My children are thriving and have been given an amazing opportunity. We do not ever take it for granted!"

- Mother of Patrick, Caroline & Ava Kate Weindorfer  
Mount Paran Christian School in Kennesaw



"Without GOAL, our son would not be able to attend the school he is attending. He has unique learning needs that would not be met in the public school setting. GOAL has been such a blessing to our family."

- Parents of Samuel Shelley, The Howard School in Atlanta



"Rabun Gap has been a blessing to my daughter and I. She is able to participate in various activities and is in a safe environment."

- Mother of Italy Smith, Rabun Gap-Nacoochee School in Rabun Gap



"I did not think it would be possible for my two children to attend a private school. Yet, my prayer was answered when I found out about the Georgia GOAL Scholarship. Words cannot express the benefits my boys have received from being enrolled at Perimeter School."

- Mother of Myles & Bryce Wishart, Perimeter School in Johns Creek





# Important Progress: Legislative

**In the ongoing effort to encourage expansion of Georgia's popular and successful education tax credit program, progress was made in 2017.**

- February 2: Rep. John Carson (R- Marietta) introduced HB 217 to increase the cap to \$150 million, with an escalator to reach \$180 million over time.
- February 28: The House passed the bill to increase the cap to \$65 million in 2018, with a 10% escalator to reach \$100 million over time.
- March 20: The Senate passed a 'committee substitute' version of the bill, removing the escalator for any increase beyond \$65 million and including a limit of 3% administrative fees for SSOs.
- March 30 (last day of the legislative session) at about 3:30 pm: The House passed an amendment, providing for caps of \$65 million in 2018, \$75 million in 2019, \$85 million in 2020, and raising fees from the 3%, to arrive at an overall rate of approximately 6.5%. (Note that GOAL charges less than this amount each year.)
- March 30 at about 11:30 pm: In the final day of a hectic legislative session, the Senate failed to support the bill. HB 217 was tabled at that time, but remains active to begin the 2018 session of Georgia's General Assembly.

Together, we put forward a comprehensive effort to advocate for expansion of the program this year. There were important debates and six winning votes through the long process. Importantly, we actually did change some hearts and minds in the House.

Our heartfelt thanks to Representative John Carson, and our deepest appreciation to those of you who informed your state legislators about the value of this program and encouraged them to expand it.

Do not lose hope. Our efforts to educate lawmakers will continue in 2018.



(L to R) Mount Paran Christian School Teacher, Paige Lochridge, State Representative John Carson, and Mount Paran Christian School Director of Development, Jennifer New



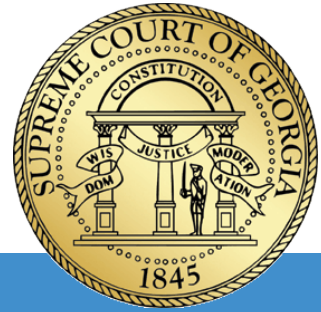
(L to R) Benedictine Military School Advancement Director, Greg Markiton, State Representative Jesse Petrea, and Benedictine Military School Headmaster, Fr. Frank Ziemkewicz



(L to R) GOAL President Lisa Kelly, GOAL recipient student at Peachtree Academy Private School, Eriauna Tinsley, and Director of Peachtree Academy Private School & Former State Senator, JaNice Van Ness

# Important Progress: Judicial

**In June 2017, in *Gaddy v. Georgia Department of Revenue*, the Supreme Court of Georgia unanimously rejected a legal challenge to Georgia's tax credit scholarship program.**



Often, opponents of school choice programs file lawsuits seeking to have state courts strike down the programs as unconstitutional. In 2014, several taxpayers filed a lawsuit in Georgia, arguing that, because government money is used to award scholarships to parents who send their children to religious schools, the Georgia Education Expense Tax Credit program is unconstitutional.

In a complete victory for our state's students and their families, the Supreme Court of Georgia unanimously dismissed the lawsuit in June of this year, deciding that those filing the lawsuit did not have legal standing to challenge the program. In deciding the case, the Court held:

- Because the taxpayers who challenged the program are not specifically harmed by it, they did not have standing to sue
- The program is funded with private contributions to non-profit scholarship organizations, not with government funds
- Because the average scholarship award is less than the per pupil amount the state spends to educate a child in public schools, the program may actually save the state money
- A prior decision of the U.S. Supreme Court set an important precedent that applied to the Georgia case

Georgia GOAL filed a friend-of-the-court brief in the Georgia case, which several other SSOs and school choice organizations supported.



Robin Lamp, mother of two GOAL scholarship recipients, was one of six parents represented by the Institute for Justice in defense of Georgia Education Expense Tax Credit program.



Marist School students and counselor Robert Von Hagen attend oral arguments at the Supreme Court of Georgia on January 23<sup>rd</sup>.

# 2016 GOAL Revenues & Expenses

Donated services and facilities: 0.1 %

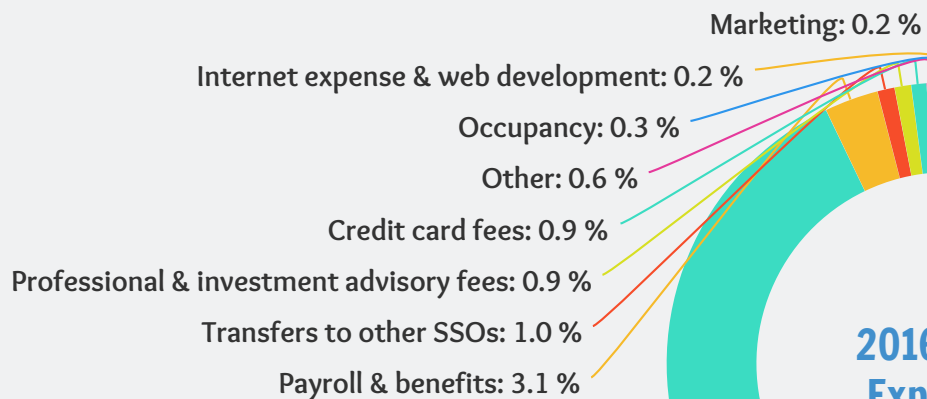
Administration: 5.2 %



Obligated for scholarships: 94.7 %

## Contributions:

<b>Obligated for scholarships</b>	<b>\$ 17,990,195</b>
<b>Administration</b>	<b>980,146</b>
<b>Donated services and facilities</b>	<b>26,000</b>
<b>Total</b>	<b>\$ 18,996,341</b>



Scholarships provided: 92.9 %

<b>Scholarships provided</b>	<b>\$ 15,804,332</b>
<b>Payroll &amp; benefits</b>	<b>528,261</b>
<b>Transfers to other SSOs</b>	<b>168,327</b>
<b>Professional &amp; investment advisory fees</b>	<b>160,283</b>
<b>Credit card fees</b>	<b>148,636</b>
<b>Other</b>	<b>100,277</b>
<b>Occupancy</b>	<b>46,367</b>
<b>Internet expense &amp; web development</b>	<b>32,480</b>
<b>Marketing</b>	<b>26,221</b>
<b>Total</b>	<b>\$ 17,015,184</b>

The financial statements of Georgia GOAL Scholarship Program, Inc. are audited annually by the independent CPA firm Bennett Thrasher LLP. Bennett Thrasher's audit opinion declared that GOAL's 2016 financial statements present fairly, in all material respects, the financial position of Georgia GOAL Scholarship Program, Inc. as of 12/31/16 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.

To see the complete 2016 audit report, including financial statements and footnotes, see <http://www.goalscholarship.org/results/page/transparency>.



# 2017 GOAL Contribution Results

**For 10 years, Georgia taxpayers have made this program count for students, schools, and communities throughout the State. Your participation is more valuable than ever, and you are essential to this program's success!**

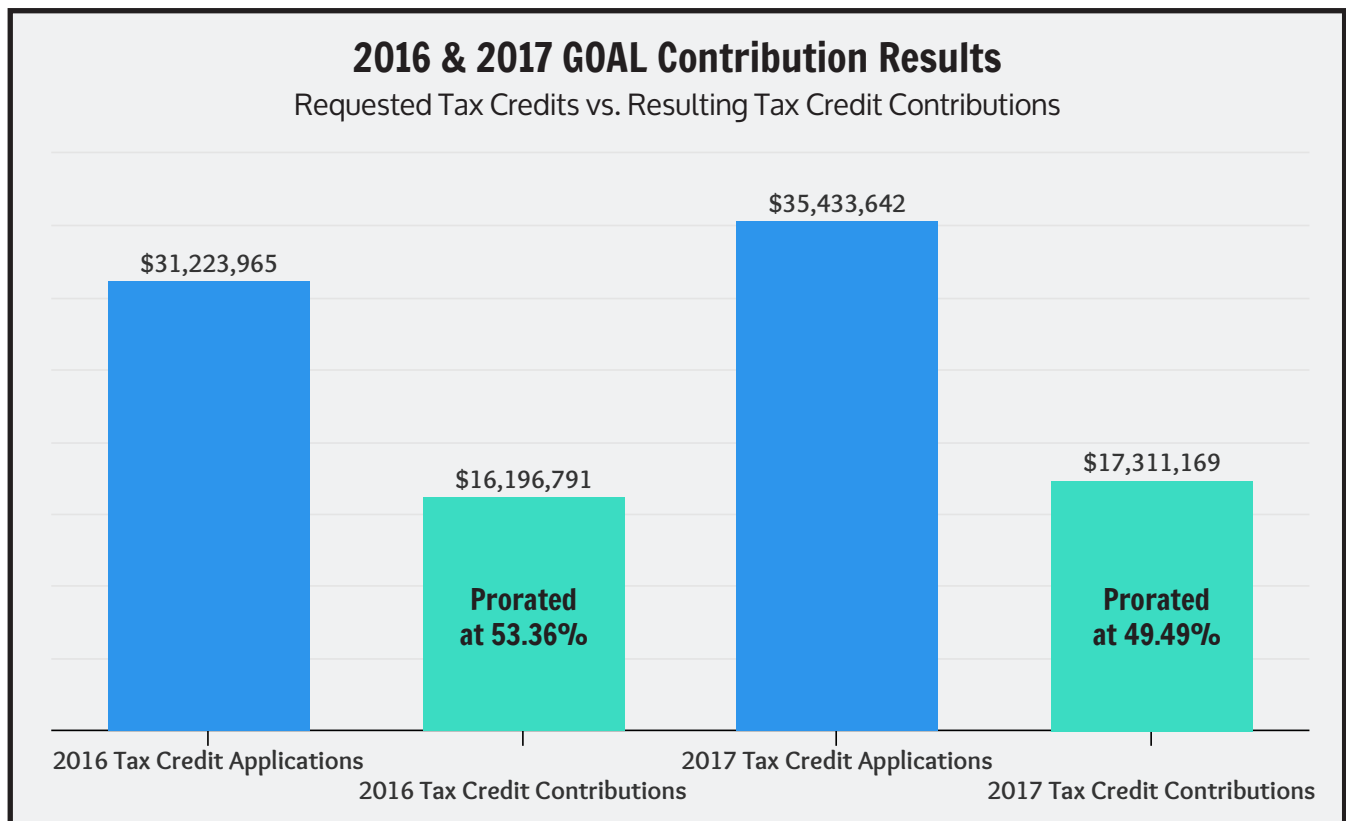
GOAL Contribution Results	2017	All Years
Tax credit contributions	\$ 17,311,169	\$ 136,009,564
Charitable contributions & matching gifts	47,773	605,553
Transfers from other SSOs*	137,232	3,801,424
Transfers to other SSOs**	255,380	1,341,929
<b>Total GOAL Revenue</b>	<b>\$ 17,751,554</b>	<b>\$ 141,758,470</b>

⋮

Represents 33% of all contributions statewide, since inception of this program. There are currently 31 qualified student scholarship organizations (SSOs) in Georgia.

\*Funds contributed to other SSOs, designated for GOAL participating schools.

\*\*Funds contributed to GOAL, designated for non-GOAL participating schools.



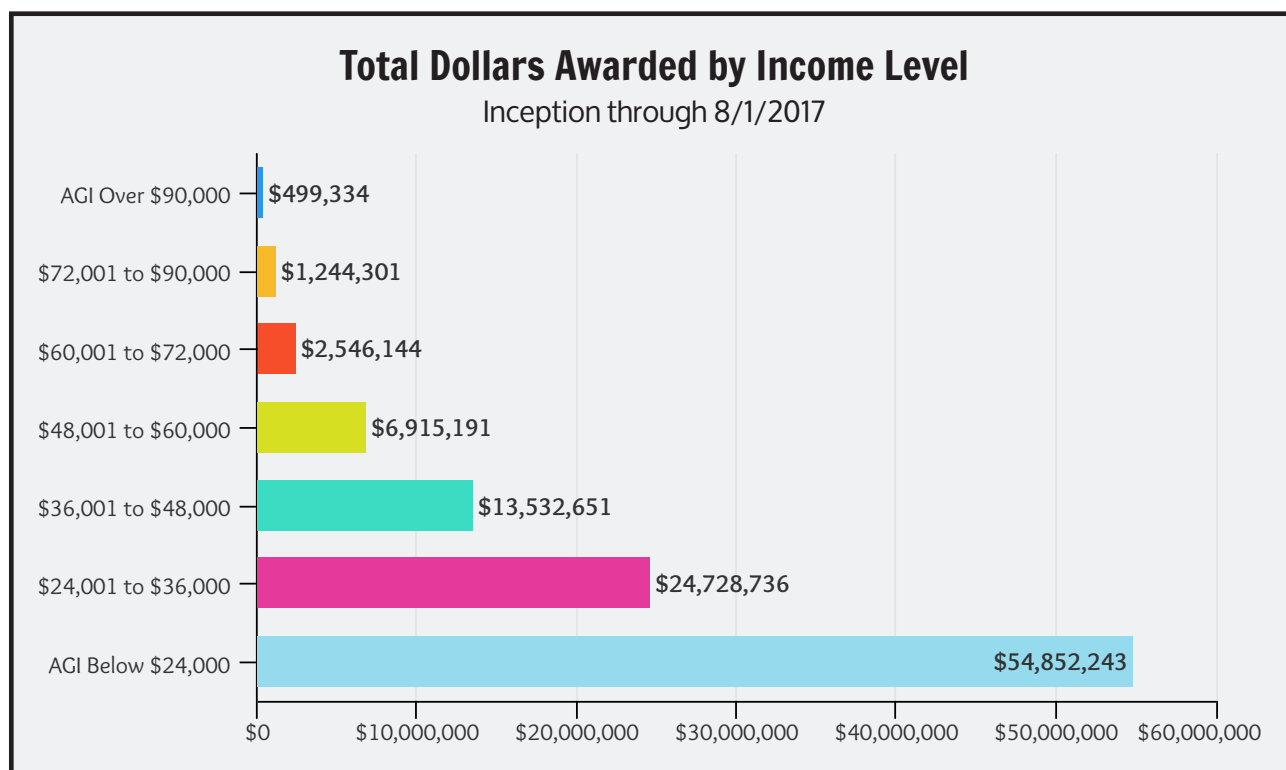
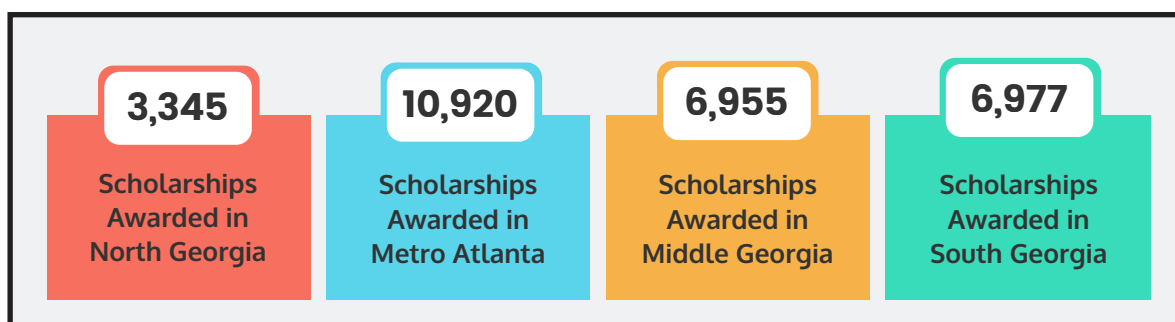
# GOAL Scholarship Award Results

Since 2008, GOAL has awarded over \$100 million in scholarships to more than 12,000 deserving Georgia students.

GOAL Scholarship Award Statistics	All Years*
# of scholarships awarded	28,197
# of students	12,038
\$ amount of awards	\$104.3 million
Average award	\$3,700
Average AGI adjusted for family size	\$26,724**
% of dollars awarded to minority recipients	44%

\*Award statistics from inception through 8/1/2017

\*\* AGI adjusted for family size using the OECD-modified scale



# GOAL Scholarship Recipient Testimonials



"We are thankful for the GOAL Scholarship. It has made it possible for this military family to afford a quality education in order to contribute greatly to the community and world."

- Parents of Abigail Hanson, Brookstone School in Columbus

"This is a wonderful opportunity to allow parents to have the option of private school when public schools in the area cannot reach the needs of the child. The strain of medical expenses and special care needed for our youngest son would make private school impossible without the GOAL Program."

- Parents of Samuel Battle, Lafayette Christian School in LaGrange



"I am extremely pleased that this program exists. It was a huge blessing to us, as we could not afford private school without it."

- Mother of Lailah Walker, Landmark Christian School in Fairburn

"All three of our children are more confident in themselves; their grades have improved as well as their sense of responsibility. They enjoy going to school."

- Parents of Sarah-Dawn, Jacey, & Laney Ahl, Appling Christian Academy in Baxley



"Receiving the GOAL Scholarship has allowed us to send both of our children to the school of our choice. It has made all the difference in our kids' education. Thank you, thank you, thank you for this program!"

- Parents of Henry & Genevie Thiesen, Bridgeway Christian Academy in Alpharetta

"My child was in need of a private school setting, and GOAL helped me afford the tuition. Having a GOAL scholarship has been the best thing ever."

- Mother of Bradin Bryant, Downtown Academy in Athens



# GOAL Board of Directors



**Rick Gilbert, Chairman  
Co-Founder & COO  
Atlanticus Holdings Corporation**



**Karen Baynes-Dunning  
Child Advocate & Accountability Agent  
DeKalb and Fulton Co. DFCS**



**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.**



**Douglas J. MacGinnitie  
CEO, River Oak Risk  
Former Georgia DOR Commissioner**



**Dean Mathison  
SVP, Chief Accounting Officer &  
Corporate Controller  
InterContinental Exchange**



**Albert Murray  
Former Commissioner, Georgia  
Department of Juvenile Justice &  
Board of Pardons and Paroles**



**Gerard Robinson  
Resident Fellow  
American Enterprise Institute**



**Pastor Dexter Rowland  
Senior Pastor  
New Piney Grove Missionary Baptist Church**

GOAL is fortunate to be served by its independent, volunteer Board of Directors comprised of leaders who represent a broad cross-section of experience and expertise in the areas of business, philanthropy, and social services.



# Corporate Funds & Giving Opportunities

## BP-GOAL Scholars Fund



Innovative collaboration between GOAL and BP results in a customized program allowing BP to give back to the communities which it serves.



BP is demonstrating their support for providing improved educational opportunities for those that have not traditionally had access before.



In five years, 200 BP-GOAL Scholarships have been awarded totaling nearly \$1.5 million.

## REACH-GOAL Scholars Fund



A Fund of Georgia GOAL Scholarship Program, Inc.



The REACH-GOAL Fund is named "REACH" for "Raising Educational Achievement with Community Help."



Enables individuals and corporations to contribute to a GOAL fund that awards scholarships exclusively to students from low income households as recommended by GOAL participating schools.



In five years, 402 REACH-GOAL Scholarships have been awarded totaling more than \$1.9 million.

## GOAL Corporate Advisory Board

### Top row (L to R):

**Charles K. Tarbutton**, Chairman | Treasurer, B-H Transfer Co.

**Joe Arnold** | Senior VP, SunTrust Bank

**Susan R. Bell** | Partner, Americas Power & Utilities Sector  
Financial Accounting Advisory Services (FAAS) at EY

**Andrew J. Berg** | Co-Founder & Principal, Homrich Berg

**Jimmy Fleming** | VP of Permitting & External Relations,  
Construction Materials Group

### Bottom row (L to R):

**Hope Lanier Freeman** | Director, Communications &  
External Affairs, BP America

**Joan Herbig** | CEO, ControlScan

**Dean Mathison** | SVP, Chief Accounting Officer &  
Corporate Controller, InterContinental Exchange

**Scott Starowicz** | CFO, Ambata Services, Inc.



Business leaders expanding support for a broad range of educational options for children are seeking partnerships with reliable non-profit organizations, such as the Georgia GOAL Scholarship Program.



The GOAL Corporate Advisory Board provides leadership, commitment to improving education in Georgia, and guidance in helping GOAL set the standard as an effective business partner.



# GOAL Participating Schools

Alexander Preparatory School  
 Appling Christian Academy  
 Arlington Christian School  
 Athens Christian School  
 Atlanta International School  
 Atlanta Youth Academy  
 Augusta Christian Schools  
 Augusta Preparatory Day School  
 Benedictine Military School  
 Berry College Elementary & Middle School  
 Bethesda Academy  
 Brandon Hall School  
 Brentwood School  
 Brenwood Academy  
 Briarwood Academy  
 Bridgeway Christian Academy  
 Brookstone School  
 Brookwood School  
 Bulloch Academy  
 Calvary Christian School  
 Calvary Day School  
 Central Christian School  
 Chapel Hill Christian School  
 Cherokee Christian Schools  
 Colquitt Christian Academy  
 Community Christian School  
 Cornerstone Christian Academy  
 Covenant Academy  
 Creekside Christian Academy  
 Crisp Academy  
 Cumberland Academy of Georgia  
 Curtis Baptist School  
 Darlington School  
 David Emanuel Academy  
 Deerfield-Windsor School  
 Downtown Academy  
 Eagle's Landing Christian Academy  
 Eastside Christian School  
 Episcopal Day School  
 Fellowship Christian School  
 First Presbyterian Christian Academy  
 First Presbyterian Day School  
 Gatewood Schools  
 George Walton Academy  
 Grace Christian Academy  
 Gracepoint School  
 Greater Atlanta Christian School

Greenforest McCalep Christian Academy  
 Harvester Christian Academy  
 Hebron Christian Academy  
 Heritage Academy  
 High Meadows School  
 Holy Spirit Preparatory School  
 Jacob's Ladder  
 John Hancock Academy  
 John Milledge Academy  
 Killian Hill Christian School  
 Konos Connection  
 Lafayette Christian School  
 LaGrange Academy  
 Lakeview Academy  
 Landmark Christian School  
 Lanier Christian Academy  
 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  
 Mount Vernon Presbyterian School  
 Mountain Area Christian Academy  
 Mt. Bethel Christian Academy  
 Nathanael Greene Academy  
 Notre Dame Academy  
 Old Suwanee Christian School  
 Paul Anderson Youth Home  
 Peachtree Academy Private School  
 Perimeter School  
 Pinecrest Academy  
 Providence Christian Academy  
 Providence Classical Christian School  
 Rabun Gap-Nacoochee School  
 Riverside Military Academy  
 Robert Toombs Christian Academy  
 Savannah Christian Preparatory School  
 Sherwood Christian 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

St. Martin's Episcopal School  
 Stratford Academy  
 Strong Rock Christian School  
 Sugar Hill Christian Academy  
 Tallulah Falls School  
 Tattnall Square Academy  
 Terrell Academy  
 The Cottage School  
 The Galloway School  
 The Habersham School  
 The Heritage School  
 The Howard School  
 The Lionheart School  
 The Lovett School  
 The Ron Clark Academy  
 The SAE School  
 The Stonehaven School  
 The Swift School  
 The Westfield School  
 The Westminster Schools  
 Tiftarea Academy  
 TLE Christian Academy  
 Trinity Christian School, Dublin  
 Trinity Christian School, Sharpsburg  
 Trinity School  
 Twiggs Academy  
 Unity Christian School  
 Valwood School  
 Victory World Christian School  
 Vidalia Heritage Academy  
 Wesleyan School  
 Westminster Christian Academy  
 Westminster Schools of Augusta  
 Westwood Schools  
 Whitefield Academy  
 Windsor Academy  
 Woodfield Academy  
 Woodward Academy

**132 of Georgia's  
 best private  
 schools, serving  
 students all  
 across the state**



Our School Advisory Committee is an invaluable asset for the GOAL Program. Individuals each serve three year terms, and provide excellent ideas and sound advice which help solidify GOAL's leadership position among student scholarship organizations.

# 2018: Celebrate 10 and Begin Again!



**Thank you for a decade of improved educational opportunities for Georgia families.**

**The success of this program is best revealed in statements from grateful families throughout our State, just a few of which you have seen in this report.**

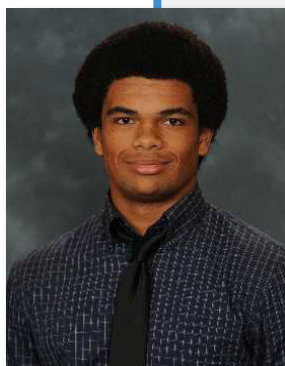
**These families - and your essential participation in this program - are inspiring!**



**Apply Now for 2018 as we begin the next decade of this vital program.**

- 1** Submit your online application at [www.goalscholarship.org](http://www.goalscholarship.org) OR complete and mail the paper insert found within this report.
- 2** GOAL will submit your application to the Georgia Department of Revenue on the first business day of January 2018.

## **Celebrating the 10 year mark with GOAL graduate success stories.**



Justin Gaffney graduated from Westminster Schools of Augusta and is now a junior at Nova Southeastern University (NSU) in Fort Lauderdale, Florida. He is pursuing a dual major in Chemistry and Marine Biology. Justin credits his high school education with preparing him for success in college.



Helena Ashley graduated from Brookstone School in Columbus and is now attending Auburn University. She plans on becoming a veterinarian. Helena attributes receiving the GOAL scholarship to "jump-starting" her college career.



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