



The GOAL Report

"Hats Off!"

2017 Financials
2018 Results
2019 Apply Now

A Message from GOAL

Dear Friends of GOAL,

This year, as the positive momentum surrounding the Georgia GOAL Scholarship Program continues to build, hats off to our scholarship families, taxpayer contributors, state lawmakers, and school communities! We greatly respect and celebrate the thousands of Georgians responsible for this phenomenal success story.

In 2018, *lawmakers* enacted the largest cap increase in the 11-year history of the program, increasing the total available tax credits to \$100 million per year, for at least the next ten years. As a result, thousands of additional students will have access to Greater Opportunities for Access to Learning – GOAL!

Our 135 GOAL participating *schools*, who have always operated with the highest degree of integrity and caliber of stewardship, continue to pursue the ethnic, racial, and socio-economic diversity that enhance the learning process for students and build stronger local communities.

GOAL continues to receive contributions from a growing number of loyal and committed Georgia *taxpayers*, whose overwhelming support for better educational opportunities is groundbreaking and nationally-recognized. Your passionate and persistent support and outreach were essential to securing a significant cap increase.

Most importantly, joining our GOAL student *graduates*, we throw our hats in the air to celebrate their achievements and look upward with them to even brighter futures.

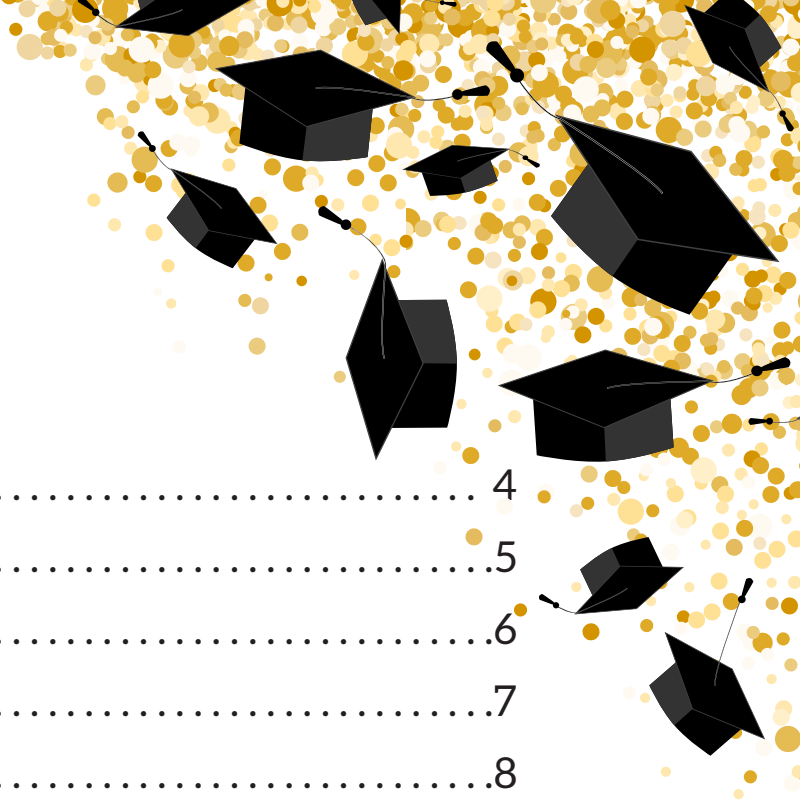
As you read the following report, we hope you will celebrate with us and enjoy the vital role all of you played in making this possible.

Lisa



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

Inside the Report



Hats Off to Georgia Lawmakers 4

Hats Off to Participating Schools5

Hats Off to 2017 Program Results.....6

Hats Off to 2018 Contributors7

Hats Off to Program Impact8

Hats Off to GOAL Graduates9

Hats Off to GOAL Boards & Business Leaders..... 10

Hats Off to \$100 Million in 2019 and Beyond.....11



The GOAL Team

Pictured left to right: **Allison Saxby**, Director of Operations
Kate Saylor, Director of Marketing & Communications
Avery Parker, Director of Accounting & Finance
Lisa Kelly, President
Sherri O'Connor, Accounting Manager
Gretchen Levy, Operations Associate
Carol O'Connor, Scholarship Coordinator

"Hats Off" to Georgia lawmakers!

On May 7, 2018, Governor Nathan Deal signed House Bill 217 into law, thereby increasing the annual cap on the Georgia Education Expense Credit Program from \$58 million to \$100 million for the next decade.

The signing of HB 217 marks the largest expansion of this program since its inception in 2008. The increase in the cap on Education Expense Credits will provide thousands of additional Georgia students the opportunity to attend the schools of their parents' choice.

Georgia GOAL sincerely appreciates Representative John Carson's visionary sponsorship of HB 217, Lieutenant Governor Casey Cagle's leadership in the Senate, Governor Nathan Deal's signing of this important legislation, and the many other individuals who played such an essential role in securing this year's passage of HB 217, including thousands of taxpayer contributors, scholarship recipient families, and participating school officials across the state.



Hundreds of students from K-12 private schools throughout Georgia were present at the bill signing earlier this year.

"Hats Off" to our Participating Schools

GOAL's participating school communities were essential to this year's successful legislative result, both through serving as excellent stewards of the program since its inception and through their meaningful outreach to lawmakers to share the good news of this program. Our School Advisory Committee (pictured right) has been an invaluable asset, providing excellent ideas and guidance which help solidify GOAL's leadership position among Student Scholarship Organizations.



21st Century STEM Academy
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
Christian Heritage School
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
Deerfield-Windsor School
Downtown Academy
Eagle Ranch
Eagle's Landing Christian Academy
Eastside Christian School
Episcopal Day School
Fellowship Christian School
First Presbyterian Christian Academy
First Presbyterian Day School

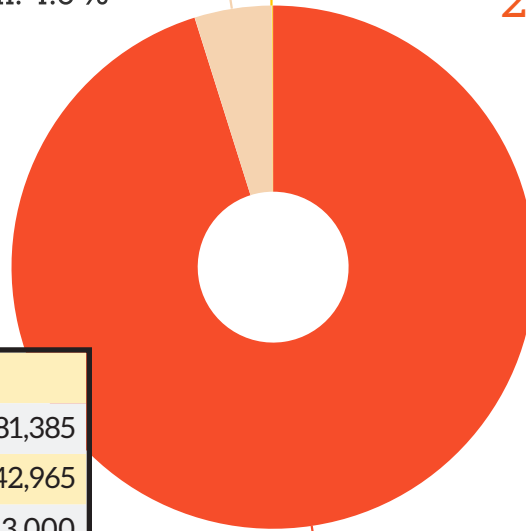
The Galloway School
Gatewood Schools
George Walton Academy
Grace Christian Academy
Gracepoint School
Greater Atlanta Christian School
Greenforest McCalep Christian Academy
The Habersham School
Harvester Christian Academy
Hebron Christian Academy
Heritage Academy
The Heritage School
High Meadows School
Holy Spirit Preparatory School
The Howard School
Jacob's Ladder
John Hancock Academy
John Milledge Academy
Killian Hill Christian School
Konos Academy
Lafayette Christian School
LaGrange Academy
Lakeview Academy
Landmark Christian School
Lanier Christian Academy
The Lionheart School
Loganville Christian Academy
The Lovett School
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
The Ron Clark Academy
The SAE School
Savannah Christian Preparatory School
Sherwood Christian Academy
South Rome Early Learning Center
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
The Stonehaven 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 Christian School, Dublin
Trinity Christian School, Sharpsburg
Trinity School
Twiggs Academy
Unity Christian School
Valwood School
Victory World Christian School
Vidalia Heritage Academy
The Waldorf School of Atlanta
The Westfield School
Wesleyan School
Westminster Christian Academy
The Westminster Schools
Westminster Schools of Augusta
Westwood Schools
Whitefield Academy
Windsor Academy
Woodfield Academy
Woodward Academy

"Hats Off" to 2017 Program Results

Donated services and facilities: 0.1 %
Administration: 4.8 %

2017 GOAL Revenues

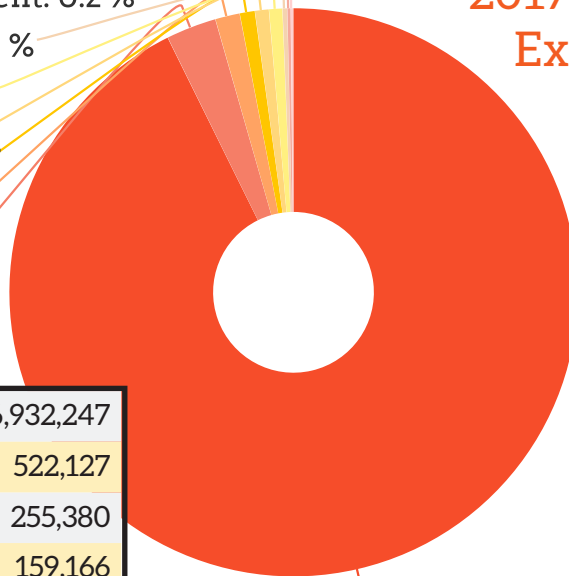


Obligated for scholarships: 95.2 %

Contributions:	
Obligated for scholarships	\$ 18,781,385
Administration	942,965
Donated services and facilities	13,000
Total	\$ 19,737,350

Marketing: 0.1 %
Internet expense & web development: 0.2 %
Occupancy: 0.3 %
Other: 0.8 %
Professional & investment advisory fees: 0.8 %
Credit card fees: 0.9 %
Transfers to other SSOs: 1.4 %
Payroll & benefits: 2.9 %

2017 GOAL Expenses



Scholarships provided: 92.7 %

Scholarships provided	\$ 16,932,247
Payroll & benefits	522,127
Transfers to other SSOs	255,380
Credit card fees	159,166
Professional & investment advisory fees	143,762
Other	141,099
Occupancy	49,458
Internet expense & web development	35,240
Marketing	25,929
Total	\$ 18,264,408

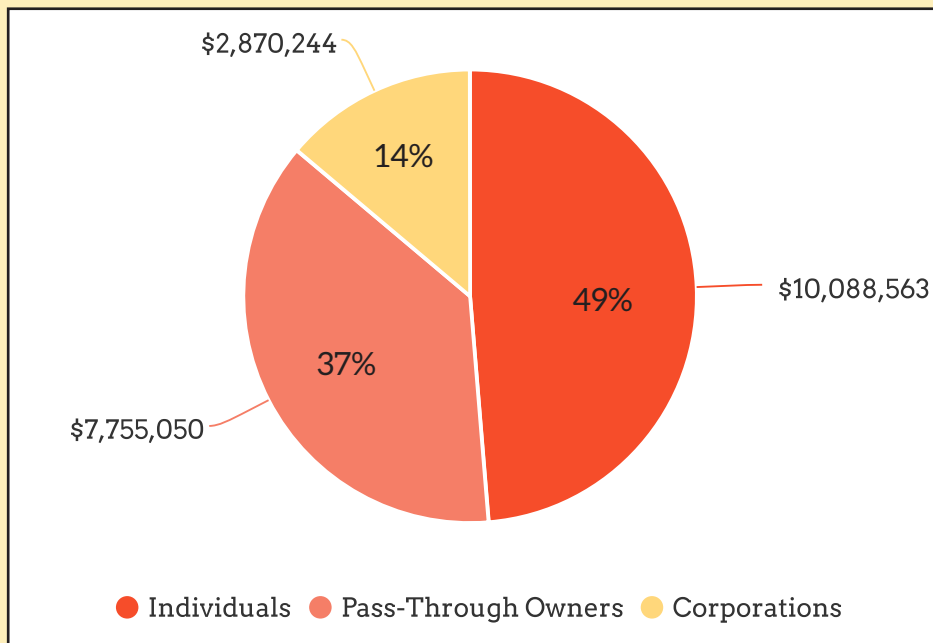
The financial statements of Georgia GOAL Scholarship Program, Inc. are audited annually by the independent CPA firm Bennett Thrasher LLP. Bennett Thrasher's audit opinion declared that GOAL's 2017 financial statements present fairly, in all material respects, the financial position of Georgia GOAL Scholarship Program, Inc. as of 12/31/17 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 2017 audit report, including financial statements and footnotes, see <http://www.goalscholarship.org/results/page/transparency>.

"Hats Off" to 2018 Contributors

GOAL Contribution Results	2018	All Years
Tax credit contributions	\$ 20,713,857	\$ 156,733,428
Charitable contributions & matching	44,639	662,414
Transfers from other SSOs*	2,202	3,803,626
Transfers to other SSOs**	306,828	1,648,757
Total GOAL Revenue	\$ 21,067,526	\$ 162,848,225

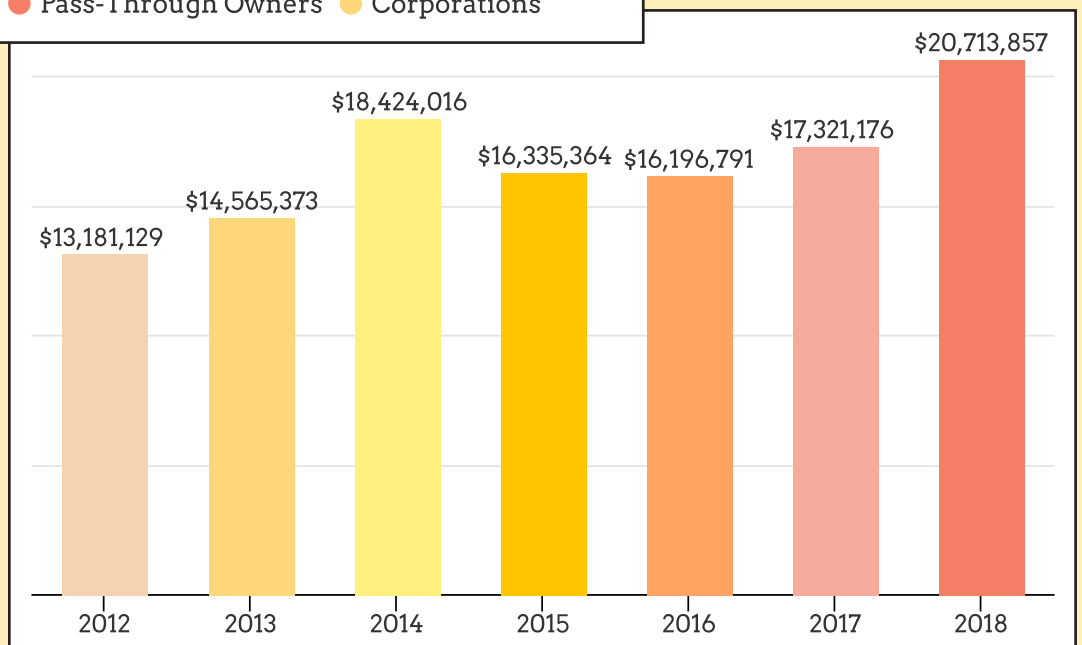
*Funds contributed to other SSOs, designated for GOAL participating schools

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



GOAL 2018
Tax Credit
Contributions
Taxpayer Type

GOAL
Tax Credit
Contributions
By Year
(2012 - 2018)

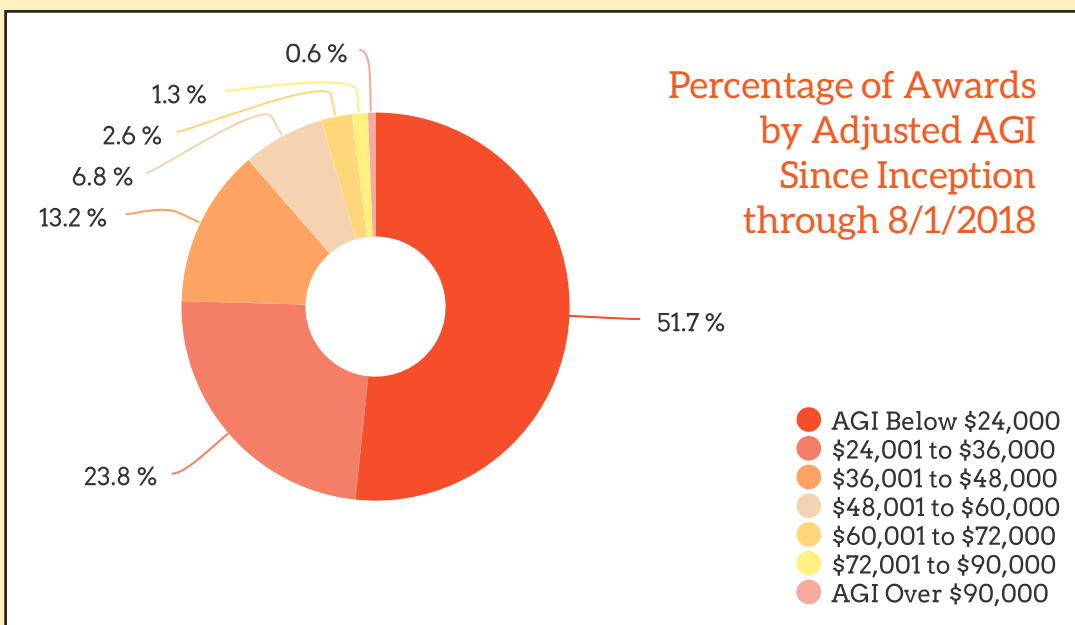
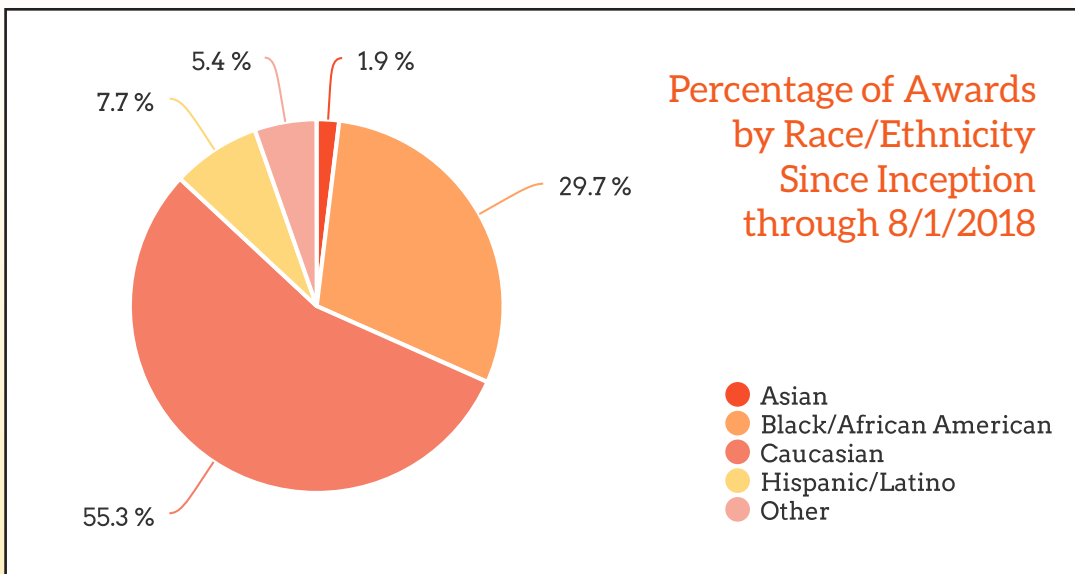


"Hats Off" to Program Impact

Since 2008, GOAL has awarded over **\$121.2 million** in scholarships to more than **13,500** deserving Georgia students!

GOAL Scholarship Award Statistics	All Years*
Number of scholarships awarded	32,562
Number of students	13,528
Dollar amount of awards	\$121.2 million
Average scholarship award	\$3,722
Average AGI adjusted for family size	\$27,132**
Percentage awarded to minority recipients	45%

*Award statistics from inception through 8/1/2018
 **AGI adjusted for family size using OECD-modified scale



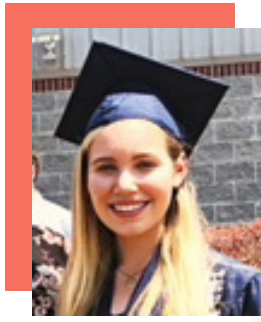
Total Scholarship Awards by Region

3,652
Scholarships
Awarded in
North Georgia

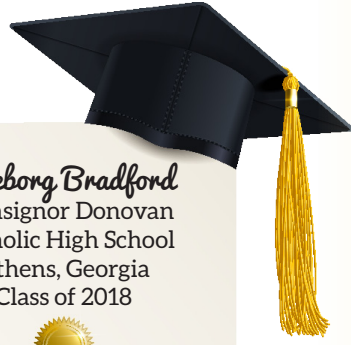
12,941
Scholarships
Awarded in
Metro Atlanta

7,867
Scholarships
Awarded in
Middle Georgia

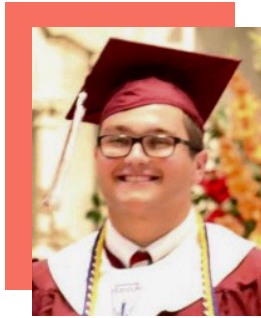
8,102
Scholarships
Awarded in
South Georgia



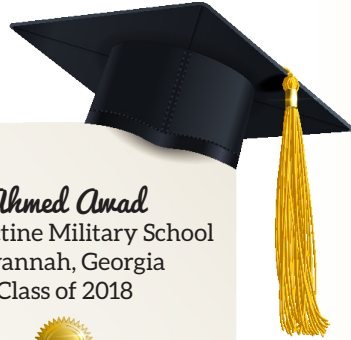
Ingeborg Bradford
Monsignor Donovan
Catholic High School
Athens, Georgia
Class of 2018



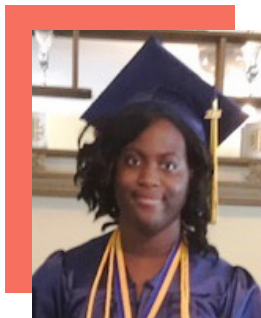
Ingeborg graduated Salutatorian from high school, where she served as class Treasurer, was on the swim and soccer team, and was a member of the National Honor Society. She will attend the University of Georgia and hopes to go into medicine as a neonatal nurse or a doctor.



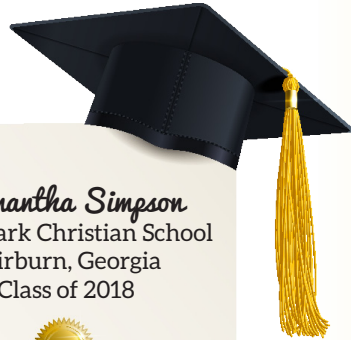
Ahmed Awad
Benedictine Military School
Savannah, Georgia
Class of 2018



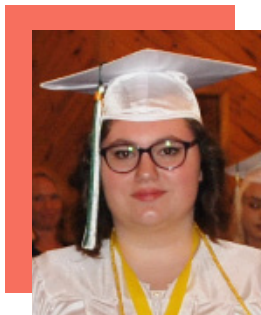
During his high school career, Ahmed Awad served as JROTC Battalion Commander, Student Council Secretary, Wrestling Team Captain, National Honor Society Event Coordinator, and Model United Nations President. He will attend the University of Georgia.



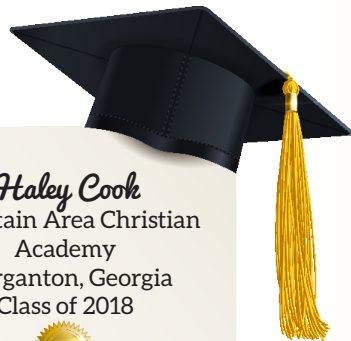
Samantha Simpson
Landmark Christian School
Fairburn, Georgia
Class of 2018



Samantha Simpson attended Georgia College this summer for the Georgia Bridge Scholars Program. She made all As and was near the top of her class. She is the first person in her immediate family to go to college.



Haley Cook
Mountain Area Christian
Academy
Morganton, Georgia
Class of 2018



Haley Cook graduated high school as Valedictorian and STAR Student. She received numerous academic and fine arts awards, and served as Student Government President. Haley will attend Young Harris College.

"Hats Off" to GOAL Graduates!

97%

Graduation rate among GOAL scholarship recipients

89%

Percentage of GOAL recipients who attend college after graduation



According to survey responses and feedback from school officials, many GOAL scholarship recipients have become leaders among their peers and in their communities, as evidenced by our featured GOAL graduates.

"Hats Off" to GOAL Boards & Business Leaders

GOAL Board of Directors



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.

Pictured left to right:

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.

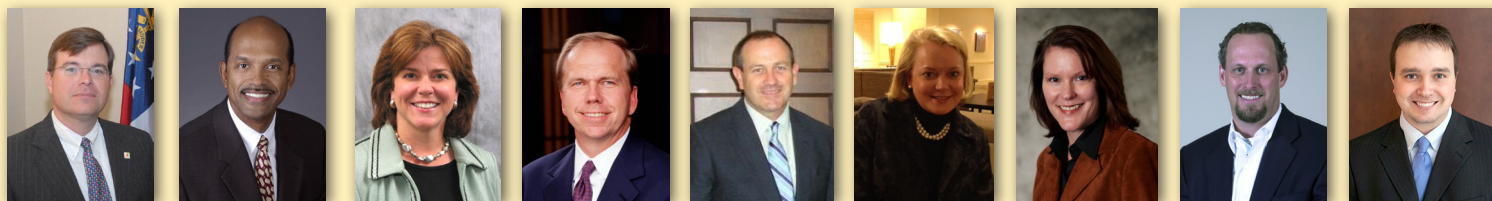
Douglas J. MacGinnitie
CEO, River Oak Risk | Former Georgia Department of Revenue Commissioner

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

Gerard Robinson
Executive Director, Center for Advancing Opportunity

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

GOAL Corporate Advisory Board



Pictured left to right:

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

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

Joan Herbig | CEO, ControlScan

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

Scott Starowicz | CFO, Ambata Services, Inc.

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.

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



"Hats Off" to \$100 Million in 2019 and Beyond!

In exchange for contributions to Georgia GOAL, you will receive a 100% state income tax credit. In addition, if you itemize, you will receive a federal charitable income tax deduction for the amount of your contribution to GOAL.

Given the new federal limits on the deductibility of state and local income taxes, this is significant, as donations to GOAL are deductible as charitable contributions for federal income tax purposes.

The Georgia legislature has nearly doubled the available credits, alleviating the 'oversubscription' problem of past years. In 2019, instead of being approved for only about half of the amount you wish to contribute, you will possibly be approved for an amount between 90% and 100%.

1

Complete the 2019 GOAL Tax Credit Application today online at goalscholarship.org

2

GOAL submits application to DOR & notifies taxpayer of approval in early January 2019

3

Make payment to GOAL within 60 days of DOR approval (mid-March 2019)

4

In May, GOAL sends tax receipt & instructions for claiming the credit on 2019 taxes

How to Contribute

(4 easy steps!)

Lawmakers raised the cap, now let's raise the bar!
Don't miss your chance to make an even greater impact in 2019.
Apply online today at www.goalscholarship.org.

GOAL

GEORGIA GOAL
SCHOLARSHIP PROGRAM, INC.

Georgia GOAL Scholarship Program, Inc.
3740 Davinci Court, Suite 375
Peachtree Corners, GA 30092
Phone: 770.828.4625
www.goalscholarship.org



2017-18 GOAL Scholars from Mount Paran Christian School attend
HB 217 Bill Signing at Georgia State Capitol on May 7, 2018