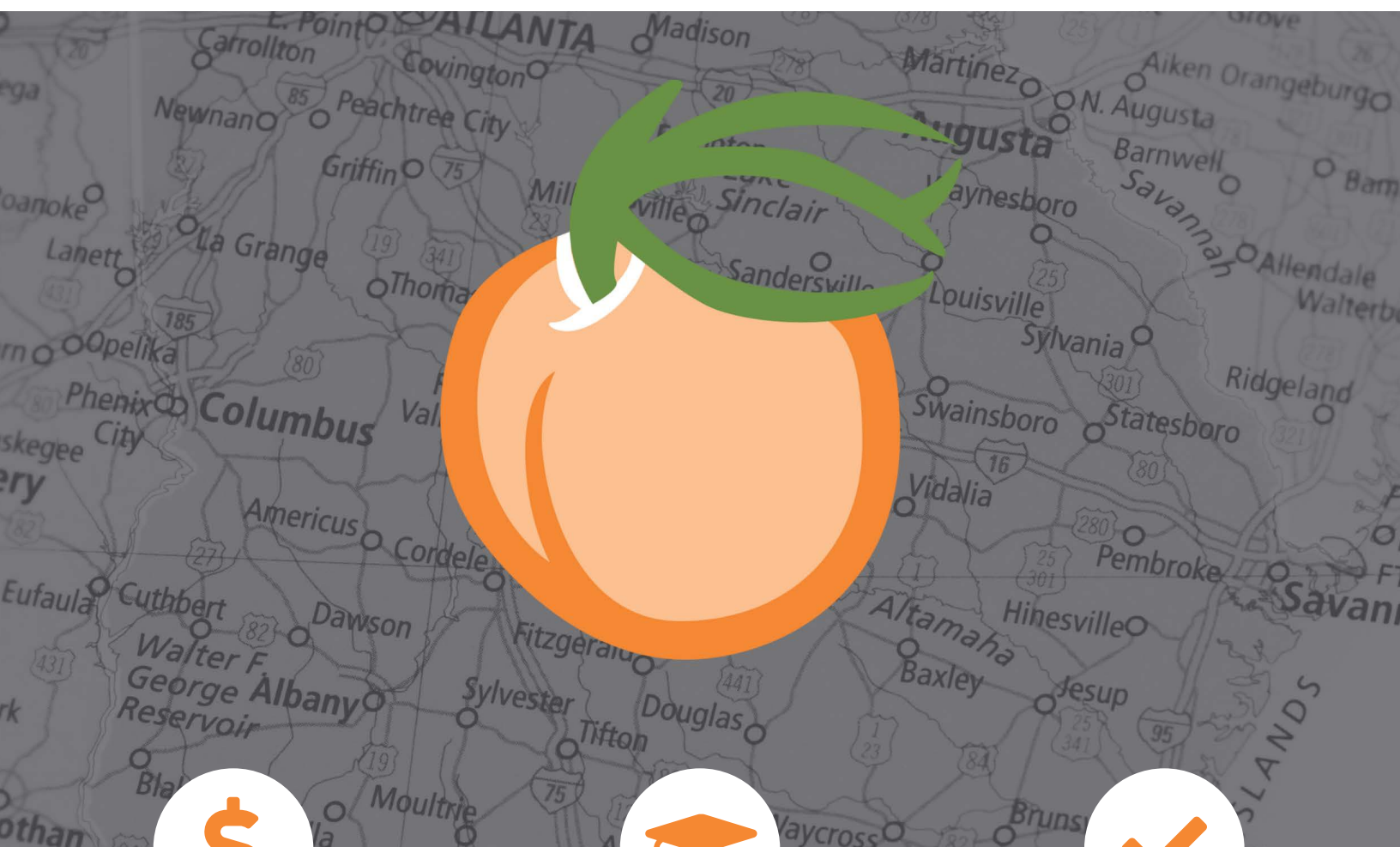


**THE**

# GOAL

## IS SCHOOL CHOICE FOR GEORGIA



**EXEMPLIFYING GOOD  
STEWARDSHIP AND  
RESULTS**

(2022 FINANCIALS)



**EMPOWERING FAMILIES  
WITH EDUCATIONAL  
FREEDOM**

(2023 RESULTS)



**ENCOURAGING  
CITIZENS TO  
TRANSFORM LIVES**

(2024 APPLY NOW)

## Dear GOAL Supporters:



We share a common goal: The GOAL is School Choice For Georgia!

Many dedicated Georgians have long supported the concept of school choice, to empower parents to access the optimal K-12 education for their children, even if they cannot afford an alternative to their assigned public schools.

- The enactment of the education tax credit program in 2008 was a huge victory for this cause – and for parents throughout the state.
- GOAL – Georgia’s leading school choice organization – was founded and is governed by school choice advocates and for 15 years has been turning this worthwhile concept into a vital, real-world solution for families.

**A message to GOAL Contributors:** You are the heroes of this program, as your tax credit-eligible contributions to GOAL have resulted in tens of thousands of improved outcomes and changed lives for families. The results of this program are dramatic and inspiring, as revealed within this report. We are very grateful to you for investing in Georgia students.

**A message to GOAL Participating Schools:** Your efforts to welcome families to your schools with GOAL scholarships have strengthened your communities and increased the racial, ethnic, and socio-economic diversity of your student populations. Your stewardship of these funds is inspiring. We are proud to be working alongside you through this program!

**A message to GOAL Recipient Families:** Thank you for your passionate responses to our recent survey, and for revealing the profound meaning of this opportunity for your children. We are honored to witness the transformative power of this program for your families.

Sincerely,

A handwritten signature in black ink that reads "Lisa M. Kelly".

President and Executive Director  
Georgia GOAL Scholarship Program, Inc.

## A message to State Lawmakers:



### Thousands of K–12 students are thriving due to this opportunity you created.

As you engage in a study of Georgia tax credits, our thousands of stakeholders urge you to consider the educational and financial merits of this program.

### As Governor Brian P. Kemp declared in the 2019 GOAL Report:

“As Governor, I will support and defend the SSO program from those who seek to eliminate educational choice in Georgia.”

“The existence of Georgia GOAL – with [181] diverse private school participants – is essential to protecting parents’ right to choose an education for their children which respects their personal beliefs, whether religious or secular, liberal or conservative.”

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**Pictured from left to right:**

**Stephen Cannizzaro**  
Accounting Senior

**Allison Saxby**  
Director of Operations

**Isabel Ugalde**  
Client Services Specialist

**Kate Saylor**  
Director of Marketing &  
Communications

**Lisa Kelly**  
President and Executive Director

**Mary Kathryn Gentry**  
Program Manager

**Toni Overmyer**  
Scholarship Coordinator

**Ben Saylor**  
Vice President of Operations

**Carol O'Connor**  
Scholarship Coordinator

**Chrystal Tinner**  
Program Manager

# PARTICIPATING SCHOOLS

GEORGIA  **AL**  
SCHOLARSHIP PROGRAM, INC.

The Academy GA  
The Anvil Academy  
Appling Christian Academy  
Arlington Christian School  
Athens Christian School  
Atlanta Academy  
Atlanta Girls' School  
Atlanta International School  
Atlanta Vo-Tech High School  
Atlanta Youth Academy  
Augusta Christian Schools  
Augusta Preparatory Day School  
Benedictine Military School  
Berry College Elementary & Middle School  
Bethesda Academy  
Bible Baptist Christian Academy  
Brandon Hall School  
Brentwood School  
Briarwood Academy  
Brookstone School  
Brookwood School  
Bulloch Academy  
Calvary Christian School  
Calvary Day School  
Capstone Academy  
Central Christian School  
Chapel Hill Christian School  
Cherokee Christian Schools  
Christ the King School  
Christian Heritage School  
Collective Learning Academy  
Community Christian Academy  
Community Christian School  
Cornerstone Christian Academy  
The Cottage School  
Courage Schools  
Covenant Academy  
Covington Academy  
Creeside Christian Academy  
Crisp Academy  
Cristo Rey Atlanta Jesuit High School  
Cumberland Academy of Georgia

Cumberland Christian Academy  
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 Preparatory Christian Academy  
First Presbyterian Day School  
The Foundry  
Fullington Academy  
The Galloway School  
The Garden School  
Gatewood Schools  
George Walton Academy  
Grace Christian Academy  
Gracepoint School  
Greater Atlanta Christian School  
Greenforest McCalep Christian Academy  
Growing Minds Christian Academy  
Guardian Christian Academy  
The Habersham School  
Happy Hollow Christian Academy  
Harvester Christian Academy  
The Haven Academy  
Hebron Christian Academy  
Heirway Christian Academy  
Heritage Academy  
The Heritage School  
High Meadows School  
Holy Innocents' Episcopal School  
Holy Spirit Preparatory School  
The Howard School  
Imhotep Academy  
Jacob's Ladder  
Jeff Davis Christian Academy  
John Hancock Academy  
John Milledge Academy

Johnson Ferry Christian Academy  
Killian Hill Christian School  
King's Ridge Christian School  
Konos Academy  
Lafayette Christian School  
LaGrange Academy  
Lakeview Academy  
Landmark Christian School  
Lanier Christian Academy  
The Lionheart School  
Living Way Christian Academy  
Loganville Christian Academy  
The Loom School  
The Lovett School  
Main Street Classical School  
Maranatha Christian Academy  
Marist School  
McDonough Methodist Academy  
Mill Springs Academy  
Monsignor Donovan Catholic High School  
Montessori of Macon  
Mount de Sales Academy  
Mount Paran Christian School  
Mount Pisgah Christian School  
The Mount Vernon School  
Mountain Area Christian Academy  
Mt. Bethel Christian Academy  
Nathanael Greene Academy  
North Cobb Christian School  
North Henry Academy  
Notre Dame Academy  
Oak Mountain Academy  
Old Suwanee Christian School  
Our World School  
Paul Anderson Youth Home  
Peachtree Academy  
Perimeter School  
Pinecrest Academy  
Praise Academy  
Promise Preparatory Academy  
Providence Christian Academy  
Providence Classical Christian School



Rabun Gap-Nacoochee School  
 Rivers Academy  
 Riverside Military Academy  
 Rock Springs Christian Academy  
 The Ron Clark Academy  
 The SAE School  
 Savannah Christian Preparatory School  
 Savannah River Academy  
 The SAVE Institute High School  
 Sherwood Christian Academy  
 Sisu, Integrated Early Learning  
 Smoke Rise Prep School  
 Social Circle Christian School  
 South Rome Early Learning Center  
 Southland Academy  
 Southwest Atlanta Christian Academy  
 St. Andrew's School  
 St. Andrews Montessori School  
 St. Benedict's Episcopal School  
 St. George's Episcopal School  
 St. Luke School  
 St. Martin's Episcopal School  
 Step N' Stones Academy  
 The Stonehaven School  
 Stratford Academy  
 Strong Rock Christian School  
 Sugar Hill Christian Academy

The Swift School  
 Tallulah Falls School  
 Tattnell Square Academy  
 Terrell Academy  
 Tiftarea Academy  
 Trinity Christian School, Dublin  
 Trinity Christian School, Griffin  
 Trinity Christian School, Sharpsburg  
 Trinity School  
 Truth Spring Academy  
 Twiggs Academy  
 Unity Christian School  
 Valor Christian Academy  
 Valwood School  
 The Waldorf School of Atlanta  
 The Walker School  
 Wesleyan School  
 The Westfield School  
 Westminster Christian Academy  
 Westminster Schools of Augusta  
 The Westminster Schools  
 Westwood Schools  
 Whitefield Academy  
 The Wilson Academy  
 Windsor Academy  
 Woodfield Academy  
 Woodward Academy  
 The Wright School



**"GOAL has enabled me to send my child to private school and he talks about how thankful he is to be here often. I am incredibly grateful as well. Because of my life experiences, I know how important it is to feel safe and loved in the school environment. What a blessing!"**

— Candice Rivers, mother of Gabriel Rivers  
 Community Christian School in Stockbridge, Georgia

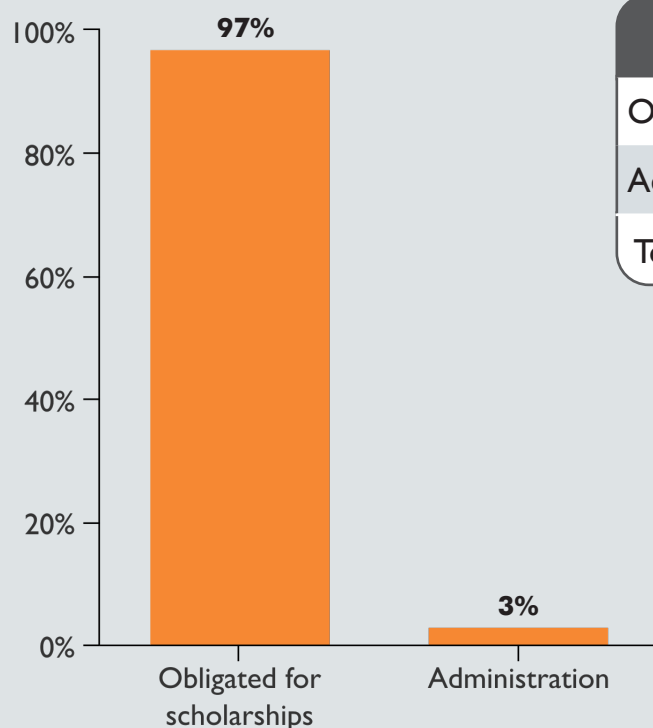


**"GOAL made it possible for us to send our niece who we are raising to Christian Heritage School. I have watched her grow and just be so happy to be a part of a nurturing and loving community. We feel so blessed to be a part of this program. We are so thankful it exists."**

— Albert & Amy LaBoy, uncle and aunt of Mia Rosario  
 Christian Heritage School in Dalton, Georgia

# 2022

## GOAL FINANCIALS



### 2022 Contribution Revenue

Obligated for scholarships	\$47,323,387
Administration	1,513,245
<b>Total Revenue</b>	<b>\$48,836,632</b>

Since GOAL's inception, \$8,319,369 million which could have been used for program administration was used instead for additional scholarship awards.

# 97%

**of total revenue is allocated to scholarships.**

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 2022 financial statements present fairly, in all material respects, the financial position of Georgia GOAL Scholarship Program, Inc. as of 12/31/22 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 2022 audit report, including financial statements and footnotes, see [tinyurl.com/goalauditreport](https://tinyurl.com/goalauditreport).

### 2022 Expenses

Scholarships provided	\$41,223,165	92.6%
Transfers to other SSOs	1,443,018	3.2%
Payroll & benefits	826,679	1.9%
Credit card fees	559,528	1.3%
Other	315,828	0.7%
Occupancy	49,073	0.1%
Professional fees	46,980	0.1%
Marketing	27,436	0.06%
Web development	11,326	0.04%
<b>Total</b>	<b>\$ 44,503,033</b>	<b>100.00%</b>

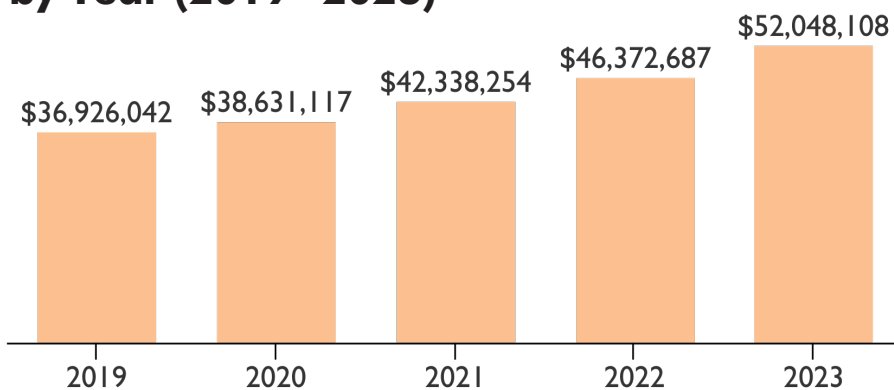
# 2023

## GOAL CONTRIBUTION RESULTS

**In 2023, all \$120 million in education tax credits were consumed on the very first business day of the year.**

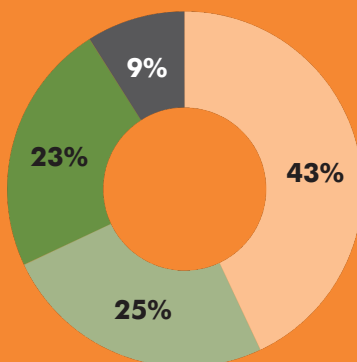
	2023	All Years
Tax credit contributions	\$52,048,108	\$373,051,012
Charitable & matching gifts	\$111,222	\$1,474,890
Transfers from other SSOs (est.)	\$3,350,000	\$9,817,535
Transfers to other SSOs	\$1,564,629	\$6,170,434
Total GOAL revenue	\$57,073,959	\$390,513,871

### Tax Credit Contributions to GOAL by Year (2019–2023)



**For 15 years, individuals and businesses throughout Georgia have been essential to the GOAL program's success.**

**Pass-through businesses are the fastest growing segment of GOAL tax credit contributors.**



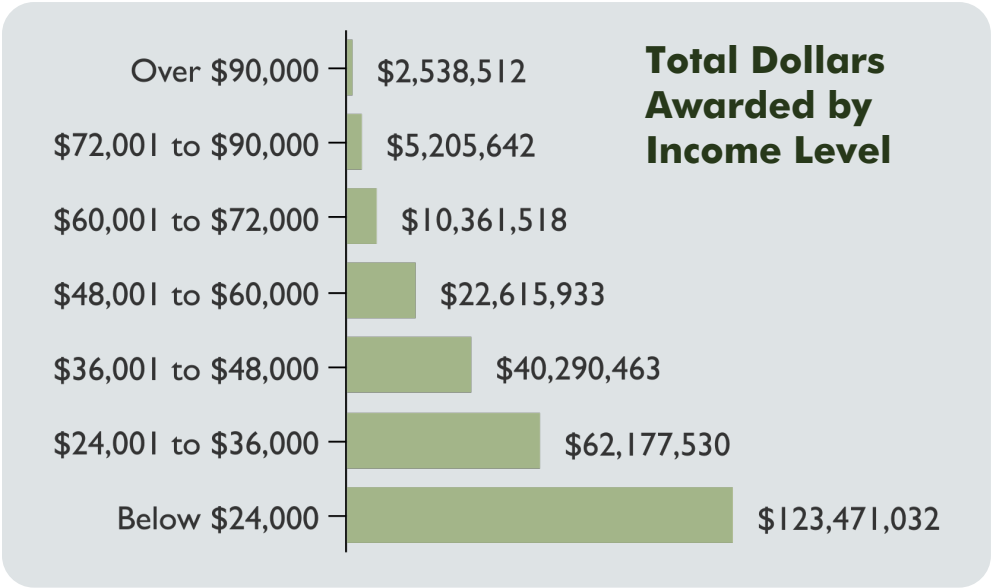
### Percentage of Contributions by Tax Filing Status (2023)

- Individuals
- Pass-Through Owners
- Pass-Throughs Electing HB 149
- C Corporations and Trusts

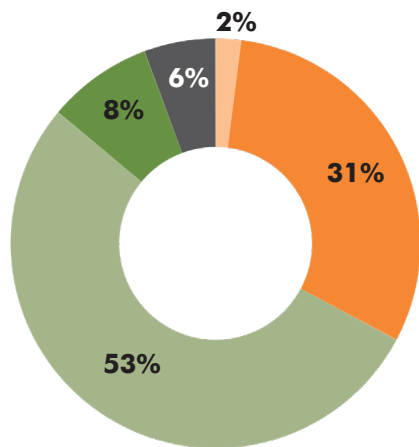
# GOAL SCHOLARSHIP AWARD RESULTS

Since inception, **GOAL** has awarded **\$267 million** in scholarships to more than **24,600** deserving Georgia students.

GOAL Scholarship Award Results	All Years
Number of scholarships awarded	63,144
Number of students	24,685
Dollar amount of awards	\$267 million
Average scholarship award	\$4,223
Average AGI adjusted for family size	\$29,380
Percentage awarded to students of color	47%



**GOAL** has awarded **46%** of its scholarships to families with an **AGI** of less than **\$24,000** and **85%** of its scholarships to families with an **AGI** of less than **\$48,000**.



Percentage of Total Awards by Race/Ethnicity

- Asian
- Black/African American
- Caucasian
- Hispanic/Latino
- Other



Total Scholarship Awards by Region

- North Georgia: 7,015
- Metro Atlanta: 26,443
- Middle Georgia: 14,314
- South Georgia: 15,372



## Through this school choice program, Georgia taxpayers are allowing students to flourish in their chosen school environments.

The invaluable support from contributors to the GOAL program provides Georgia families with the K-12 education options that they are seeking and deserve. The testimonials you see throughout this report represent just a portion of the hundreds of success stories shared with us by GOAL recipient families.



**"My son is a perfect example of the need for the GOAL program. Without it he would be just another lost kid...with it he will be a success story! Thank you so much for the GOAL program, it has saved my son!"**

— Pamela Tollett, mother of Justin Tollett  
Eagle Ranch in Flowery Branch, Georgia



**"I want to give my daughter the best education possible to give her every tool to become a dynamic leader and citizen and will do the best I can to make it happen. I am so eternally grateful for this help."**

— Kimberly Brown, mother of Kahlaia Brown  
North Cobb Christian School in Kennesaw, Georgia



**"I could not afford to pay for school without this as most of the time we live check to check. I love being able to send my daughter to a better school where she is thriving academically and socially. Students are not a bad influence on my daughter and the school is very inclusive."**

— Caitlyn Medusa, mother of Riley Coogle  
Southland Academy in Americus, Georgia



**"Because of GOAL, my daughter has been able to flourish in her education in ways that she may not have been able to in public school. GOAL Scholarship has allowed her to attend a school that helps her grow in spirit, mind, and body! I am forever grateful!"**

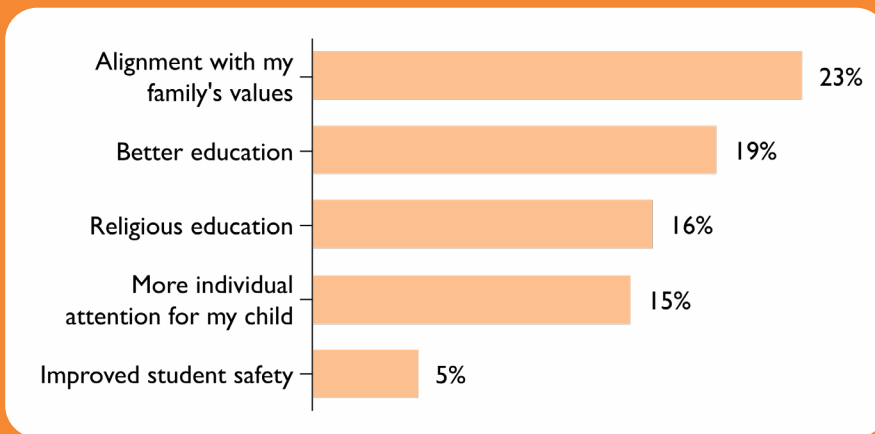
— Susan Tutan-Gonzales, mother of Gabriella Gonzales  
Savannah Christian Preparatory School in Savannah, Georgia

# 2023

## GOAL FAMILY SURVEY RESULTS

In April 2023, GOAL surveyed approximately 5,750 current GOAL scholarship recipient families to assess the impact of this program. We received an immediate response from approximately 17% of the parents or guardians and are pleased to present the results of the 2023 GOAL Family Survey.

### **SURVEY QUESTION:** What is the most important reason you chose to enroll your child in a private school?



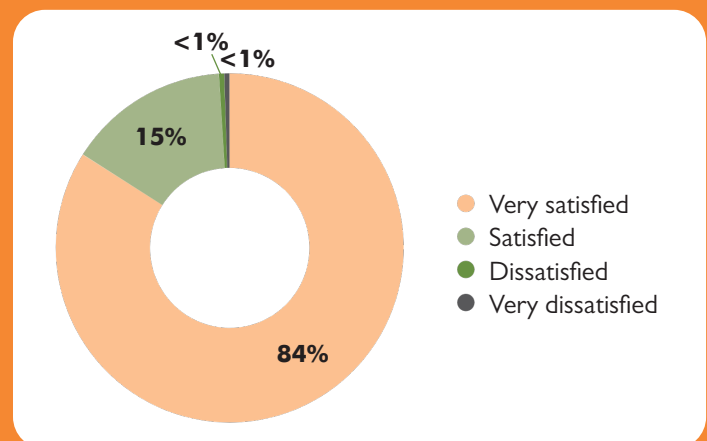
The top five reasons cited by GOAL Scholarship families as the most important in their decision to send their children to a private school were alignment with their family's values, better education, religious education, more individual attention for their children, and improved student safety.

*Additionally, better preparation for college, smaller class sizes, and more focus on academics, less on social/political issues ranked among the highest priorities in families' decision making.*

### **SURVEY QUESTION:**

**Relative to your child's prior public school experience, how satisfied are you overall with your child's current private school experience?**

99% of GOAL Scholarship families are satisfied or very satisfied, and 1% are dissatisfied or very dissatisfied with their children's current private school experience.



## SURVEY QUESTION:

On a scale of 1 to 10, with 10 being very satisfied, how satisfied were you overall with the last public school your child was attending before you started using a GOAL Scholarship?

Average rating: 4



## SURVEY QUESTION:

On a scale of 1 to 10, with 10 being very satisfied, how satisfied are you overall with your child's private school this year?

Average rating: 9



**"I am so grateful that my child is a GOAL recipient. He loves school now and is thriving in the private school environment. I hope Georgia continues to offer this scholarship! It makes a huge impact on the lives of our students!"**

– Cynthia Persinger, mother of Eli Powell  
Bulloch Academy in Statesboro, Georgia



**"I am truly grateful for GOAL. Having this opportunity to send my child to a private school has been a weight lifted off my shoulders. I can't express my gratitude enough for the assistance that I so desperately need."**

– Angie Manning, mother of Kyler Hayslip  
Deerfield-Windsor School in Albany, Georgia



**"The difference for us has been like night and day. GOAL really has been such a game changer for our family. My child now enjoys school and is engaged. His school is allowing him to thrive, not just survive."**

– Melissa & Shawn Taylor, parents of Athen Taylor  
Twiggs Academy in Jeffersonville, Georgia

# GOAL

## BOARDS & ADVISORY COMMITTEE

### GOAL Board of Directors



**Stan Epperson, Chairman**  
Founder and President  
*Deli Provision Co., Inc.*



**Avion Abreu**  
Global Real Estate Advisor & Realtor  
*Atlanta Fine Homes Sotheby's International Realty*



**Joe Arnold**  
Former SVP & Team Leader of the  
Not-for-Profit & Banking Division  
*Truist*



**Chris Cleveland**  
Head of School  
*Wesleyan School*



**Andrea Dove**  
Director of Business Development  
*Hunter Maclean*



**Tim Embry**  
Former Owner & CEO  
*American Lube Fast, Inc.*



**Rick Gilbert,  
Chairman Emeritus**  
Co-Founder & Senior Advisor  
*Atlanticus Holdings Corporation*



**Doug MacGinnitie**  
CEO, *River Oak Risk*  
Former Commissioner  
*Georgia DOR*



**Dean Mathison**  
Former SVP, Chief Accounting Officer  
& Corporate Controller  
*Intercontinental Exchange, Inc.*



**Gerard Robinson**  
Vice-President for Education  
*Advanced Studies in Culture Foundation*



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



**Kevin Russell,  
Chairman-Elect**  
Former Business Development  
Manager for Consumer & Products, *bp*



**Charles Tarbutton**  
President and Director  
*B-H Transfer Co.*



## GOAL Corporate Advisory Board



**Susan R. Bell**  
Former Partner  
EY Financial Accounting Advisory  
Services



**Andrew J. Berg**  
Principal and Chief Executive Officer  
Homrich Berg



**Jimmy Fleming**  
VP of Permitting & External Relations  
Construction Materials Group  
Vulcan Materials Company



**Hope Lanier Freeman**  
Director, Communication & Advocacy  
bp America



**Joan Herbig**  
Former CEO  
ControlScan



**Scott Starowicz**  
CFO  
The SAE School

## GOAL School Advisory Committee



**Jenni Cole**  
Associate Head of School –  
Business Operations  
George Walton Academy



**Morgan Conner**  
Director of PR & Advancement  
Bulloch Academy



**Ashley Garin**  
Administrative Staff  
Brentwood School



**Gwen Lewis**  
Community Outreach and  
Development  
Calvary Christian School



**Martha Moore**  
Director of Advancement  
Atlanta Academy



**Mitzi Ritchie**  
Director of Donor Relations  
Wesleyan School



**David Roberts**  
Director of Institutional Advancement  
Lanier Christian Academy



**Kathy Tolbert**  
Director of Advancement  
First Presbyterian Day School



**Greg Markiton**  
Director of Advancement  
Benedictine Military School



**Jennifer New**  
Chief Development Officer  
Mount Paran Christian School



**Cary Rivers**  
Director of Development  
Downtown Academy



# BUSINESS COMMUNITY INVOLVEMENT

**Georgia's business community is engaged in this philanthropic tax credit opportunity.**

Through their engagement in this program, companies are making a meaningful investment in Georgia students, enabling them to achieve greater educational outcomes. We are grateful to these featured top business contributors, and all those improving the future of communities, our state, and our nation by participating in Georgia GOAL!





## CORPORATE FUNDS AND GIVING OPPORTUNITIES



**In 12 years, this Fund has awarded \$2.9 million in scholarships.**

BP-GOAL provides improved educational opportunities for those that have not traditionally had access before.



Raising Educational Achievement with Community Help  
A Fund of Georgia GOAL Scholarship Program, Inc.

**Since 2012, this Fund has awarded \$5 million in scholarships.**

REACH-GOAL enables students to attend the Georgia private schools of their parents' choice.



Rosenberg-GOAL  
Scholarship Fund

**By year-end, this Fund will have awarded \$4.1 million in scholarships.**

Rosenberg-GOAL places emphasis on schools that can make a meaningful impact on their communities by increasing enrollment.

\*Contact GOAL if you are interested in setting up a corporate-branded scholarship fund.

Georgia GOAL Scholarship Program, Inc.  
3740 Davinci Court, Suite 375  
Peachtree Corners, GA 30092

