

# GOAL Results Speak Volumes

Financials &  
Contribution  
Activity

Scholarship  
Awards &  
Testimonials

Business  
Involvement &  
Opportunity



# Dear GOAL Supporters,

It is a great privilege to be engaged with you through this program. Your support has a profound impact on students, families, and communities. GOAL results speak volumes!

Because of you, thousands of students are thriving in their K-12 education, resulting in happier families and improved educational outcomes – all at a lower cost to taxpayers.

In the 16 years since this program became law, more than 28,000 students have been able to access an educational environment which specifically meets their needs and values. The positive effects are widespread, with students in 139 Georgia counties receiving GOAL scholarships this past year.

The GOAL Program is steadfastly operating year after year to support Georgia students. As you'll see in the words of grateful families throughout this report, your participation is invaluable and deeply appreciated.



**LISA KELLY**

Senior Advisor and  
Former President & Executive Director



I am honored to have recently been appointed President and CEO of the Georgia GOAL Scholarship Program. We are grateful to each GOAL tax credit contributor for your role in providing educational options to families and improving Georgia's K-12 education landscape.

We also thank Georgia lawmakers for preserving and protecting this tax credit program, which is crucial for the families it is designed to assist.

As we continue implementing the largest and most impactful school choice program in Georgia, I commit to you our continued high standards of ethics, integrity, customer service, and results. Together, we are making a significant difference in countless lives and communities.



**BEN SAYLOR**

President and CEO

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Pictured from left to right:



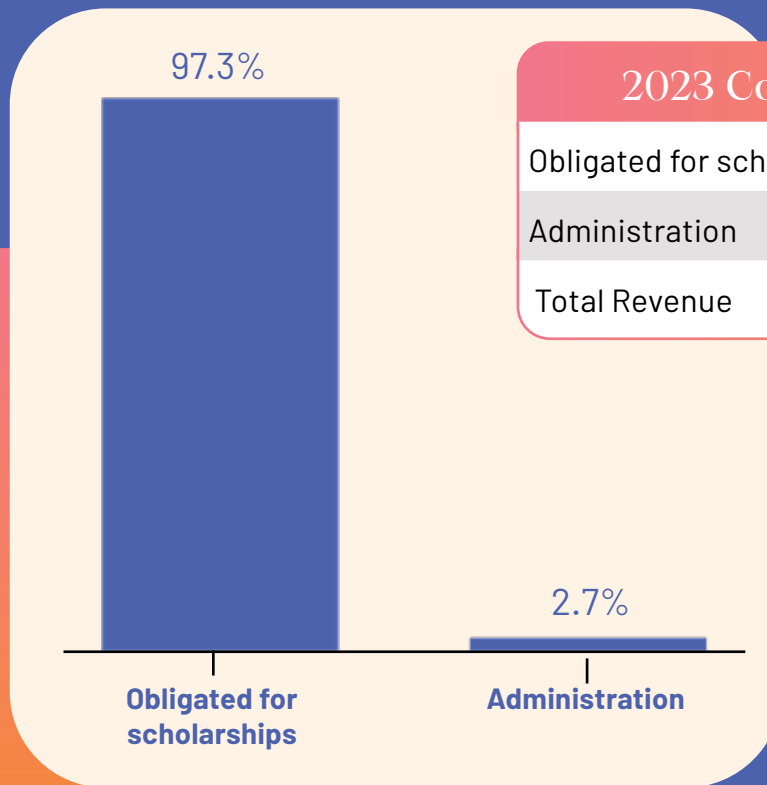
- BEN SAYLOR**  
President and CEO
- TONI OVERMYER**  
Scholarship Coordinator
- ALLISON SAXBY**  
Director of Operations
- CLAIRE WYCHE**  
Administrative Assistant
- KATE SAYLOR**  
Director of Marketing & Communications
- CAROL O'CONNOR**  
Scholarship Coordinator
- LISA KELLY**  
Senior Advisor
- CATHY VAUGHAN**  
Financial Operations Coordinator
- STEPHEN CANNIZZARO**  
Accounting Senior

# Participating Schools

The Academy GA  
The Academy of Rome and Cartersville  
Ahava Early Learning Center  
Alefbet Preschool at Beth Shalom  
The Anvil Academy  
Appling Christian Academy  
Arlington Christian School  
Athens Christian School  
Atlanta Academy  
Atlanta International School  
Atlanta Jewish Academy  
Atlanta Vo-Tech High School  
Atlanta Youth Academy  
Augusta Christian Schools  
Augusta Preparatory Day School  
Benedictine Military School  
Berry College Elementary & Middle School  
Beth Jacob Preschool  
Bethesda Academy  
Bible Baptist Christian Academy  
B'nai Torah Preschool  
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  
Chesterton Academy of Atlanta  
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  
Creskide 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  
The Davis Academy  
Deerfield-Windsor School  
Downtown Academy  
Eagle Ranch  
Eagle's Landing Christian Academy  
Eastside Christian School  
Episcopal Day School  
The Epstein School  
Etz Chaim Preschool  
Fellowship Christian School  
First Preparatory Christian Academy  
First Presbyterian Day School  
The Foundry  
Fullington Academy  
The Galloway School  
The Garden School  
Gatewood Schools  
Georgia-Cumberland Academy  
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  
Heritage Academy  
The Heritage School  
High Meadows School  
Holy Innocents' Episcopal School  
Holy Spirit Preparatory School  
The Howard School  
Imhotep Academy  
Jacob's Ladder  
JEA Preschool Savannah  
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



# 2023 Financials



2023 Contribution Revenue	
Obligated for scholarships	\$70,717,215
Administration	\$1,962,164
<b>Total Revenue</b>	<b>\$72,679,379</b>

Since GOAL's inception, \$9,557,192 million which could have been used for program administration was used instead for additional scholarship awards.

**97.3%**  
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 2023 financial statements present fairly, in all material respects, the financial position of Georgia GOAL Scholarship Program, Inc. as of 12/31/23 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 2023 audit report, including financial statements and footnotes, see [tinyurl.com/goalauditreport](https://tinyurl.com/goalauditreport).

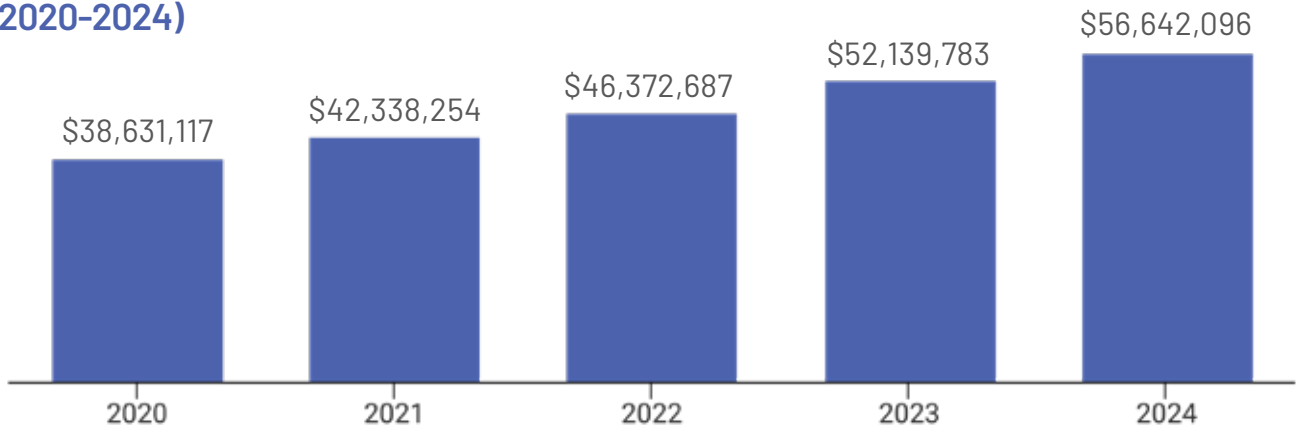
2023 Expenses		
Scholarships provided	\$49,565,172	91.9%
Transfers to other SSOs	2,112,318	3.9%
Payroll & benefits	962,786	1.8%
Credit card fees	721,912	1.3%
Other	343,721	0.6%
Web development	72,403	0.2%
Marketing	64,400	0.1%
Professional fees	52,428	0.1%
Occupancy	36,843	0.1%
<b>Total</b>	<b>\$ 53,931,983</b>	<b>100.00%</b>

# 2024 Contribution Results

The overwhelming success of the GOAL program speaks volumes about its importance. Each year, the demand for tax credits exceeds the overall cap of \$120 million on the first business day of the year, resulting in proration of all applications. In 2024, applicants received only 63% of their requested amount due to oversubscription.

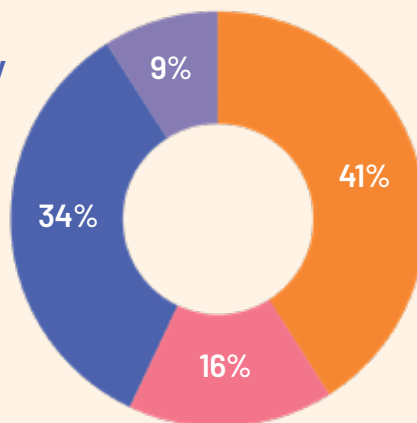
	2024	All Years
Tax credit contributions	\$56,642,096	\$429,784,782
Charitable & matching gifts	\$121,076	\$1,689,362
Balance transfers from other SSOs	\$29,095	\$18,771,697
Transfers to other SSOs	\$2,066,542	\$8,240,270
<b>Total GOAL revenue</b>	<b>\$58,858,809</b>	<b>\$458,486,111</b>

## Tax Credit Contributions to GOAL by Year (2020-2024)



## Percentage of Contributions by Tax Filing Status (2024)

- Individuals
- Individual Pass-Through Owners
- Electing Pass-Through Entities
- C Corporations and Trusts

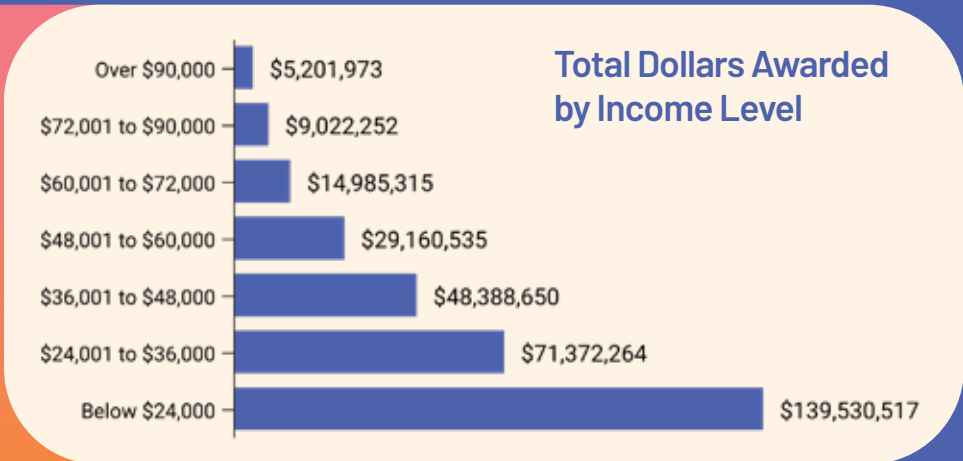


Pass-through businesses are the fastest growing segment of GOAL tax credit participants, responsible for 50% of all GOAL contributions in 2024.

# Scholarship Award Results

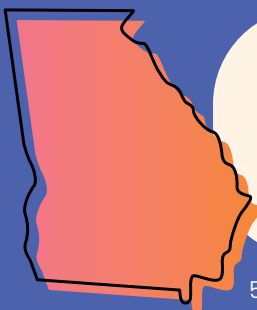
Since inception, GOAL has awarded **\$318 million** in scholarships to more than **28,200** deserving Georgia students.

GOAL Award Results as of 5.20.24	All Years
Number of scholarships	72,614
Number of students	28,247
Dollar amount of awards	\$318 million
Average scholarship award	\$4,375
Average AGI adjusted for family size	\$30,887
Percentage awarded to students of color	46%



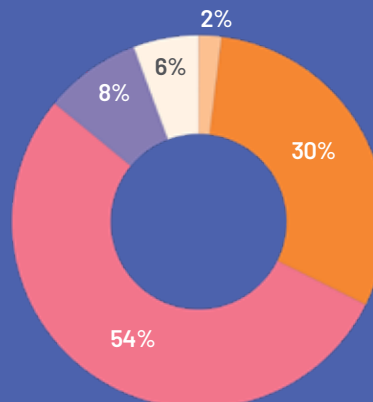
GOAL has awarded 44% of its scholarships to families with an AGI of less than \$24,000 and 82% of its scholarships to families with an AGI of less than \$48,000.

## Total Scholarship Awards by Region



- North Georgia: 7,962
- Metro Atlanta: 31,185
- Middle Georgia: 16,209
- South Georgia: 17,257

57% of GOAL Scholarships have been awarded outside Metro Atlanta



## Percentage of Total Awards by Race/Ethnicity

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





"I am a single mom living and providing for my daughter on one income. I would not be able to afford tuition for her without this scholarship. This scholarship has changed our lives in the best way possible."

Parent of Piper Fox  
**SOUTHLAND ACADEMY**



"My son is finally part of a community. He said, 'Mom, this is the first school in my life where I feel like I actually fit in and belong.' He is happy, thriving and successful. We couldn't be more pleased!"

Parent of David Boozer  
**GEORGE WALTON ACADEMY**



"Our school has a supportive community, diversity, and teaches with a Christian worldview. We desired that for our children and sacrifice to send them to private school. We are thankful this program exists to help families to choose a school that shares their values."

Parent of Piper and Cyrus Brown  
**EAGLE'S LANDING CHRISTIAN ACADEMY**



"The GOAL scholarship program has afforded my son the education that will equip him to change the world around him. Forever indebted to this program."

Parent of Hunter Zaniroli  
**VALOR CHRISTIAN ACADEMY**



"We appreciate GOAL so much. We would never have been able to offer my child this opportunity without this support. The sacrifice to send my child to a private school is worth every penny."

Parent of Bryant Hayes, 2024 graduate  
**FIRST PRESBYTERIAN DAY SCHOOL**



"As a single mother for most of my child's life, I would never be able to afford private school. However, my son struggled in public. My son has such a bright future now and the GOAL Scholarship along with TFS has made that possible. I am forever grateful!"

Parent of Brandon Carver  
**TALLULAH FALLS SCHOOL**



"Because of the scholarship, my child is able to attend a school that pushes her to thrive and succeed academically. She has earned honor roll each semester and appreciates the funding provided to help enhance her learning."

Parent of Caleigh Elliott  
**THE RON CLARK ACADEMY**



"Thank you to the GOAL scholarship program and all its benefactors. Families who struggle financially to provide a higher standard of education are blessed by the support that is offered."

Parent of Roman Arcadi, 2024 graduate  
**TRINITY CHRISTIAN SCHOOL, SHARPSBURG**



"My son struggled academically in public school because his teachers did not understand how to educate a child with a learning difference. He is a different child now that he is attending a specialty school. He is so confident and it makes my heart happy! I cannot thank you enough!"

Parent of Cooper Jones  
**THE HOWARD SCHOOL**



"GOAL has been a life saver for our family. We have sacrificed to provide our children with a Christian education and without GOAL it wouldn't be possible. Our girls are thriving and continue to pursue their goals. I will forever be grateful."

Parent of Alyssa and Adalyn Stephens  
**LAFAYETTE CHRISTIAN SCHOOL**

# Board of Directors



**Kevin Russell, Chairman**

Principle  
RUSSELL ADVISORS LLC



**Avion Abreu**

Global Real Estate Advisor & Realtor  
ATLANTA FINE HOMES SOTHEBYS  
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  
HUNTERMACLEAN



**Tim Embry**

Former Owner and CEO  
AMERICAN LUBE FAST., INC.



**Stan Epperson**

Founder and President  
DELI PROVISION CO., INC.



**Judge Barry Fleming**

Superior Court Judge  
COLUMBIA COUNTY



**Rick Gilbert**

Co-Founder and Senior Advisor  
ATLANTICUS HOLDINGS  
CORPORATION



**Doug MacGinnitie**

CEO  
RIVER OAK RISK



**Dean Mathison**

Former SVP, Chief Accounting  
Officer and 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



**Charles Tarbutton**

President  
B-H TRANSFER CO AND  
KATAHDIN MANAGEMENT COMPANY

# Corporate Advisory Board



**Susan R. Bell**  
Former Partner  
EY FINANCIAL ACCOUNTING  
ADVISORY SERVICES



**Andrew J. Berg**  
Principal & 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

# School Advisory Committee

Pictured L to R:

**David Roberts**  
Director of Institutional Advancement  
LANIER CHRISTIAN ACADEMY

**Morgan Conner**  
Director of PR & Advancement  
BULLOCH ACADEMY

**Ashley Garin**  
Administrative Staff  
BRENTWOOD SCHOOL

**Greg Markiton**  
Partner  
PARTNERS IN MISSION

**Andrea Ferguson**  
GOAL Director  
NORTH COBB CHRISTIAN SCHOOL

**Mitzi Ritchie**  
Director of Donor Relations  
WESLEYAN SCHOOL



**Elisa Prager**  
Director of Institutional Advancement  
THE DAVIS ACADEMY

**Jennifer New**  
Chief Development Officer  
MOUNT PARAN CHRISTIAN SCHOOL

**Jenni Cole**  
Associate Head of School - Business Operations  
GEORGE WALTON ACADEMY

**Cary Rivers**  
Director of Development  
DOWNTOWN ACADEMY

**Melanie Marburger**  
Director of Development and Communications  
CRISTO REY ATLANTA JESUIT HIGH SCHOOL

Not pictured:

**Gwen Lewis**  
Community Outreach and Development  
CALVARY CHRISTIAN SCHOOL

**Kathy Tolbert**  
Director of Advancement  
FIRST PRESBYTERIAN DAY SCHOOL

# Business Community Involvement



Georgia’s business community is engaged more than ever in this philanthropic tax credit opportunity. The investment by companies speaks volumes, enabling Georgia students 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 & Giving Opportunities

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

Since 2012, this Fund has awarded \$5.2 million in scholarships.

REACH-GOAL enables low-income 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.

# A Note for Business Owners & Tax Advisors

**GOAL wishes to thank Georgia business owners for the impact they are having in improving Georgia K-12 education through this program.**

Favorable state and federal tax laws and regulations are allowing pass-through businesses to invest in Georgia K-12 education while achieving significant tax benefits.

Depending on how you will pay your 2025 taxes, there are two opportunities for pass-through businesses to make a substantial impact – and achieve tax benefits – through GOAL.

## 1. Electing Pass-Through Method

GOAL tax credit is claimed at the entity level, under the name and FEIN of the pass-through business. Payment qualifies for state income tax credit and federal income tax deduction.

Tax Filing Status	Tax Credit Limit
Pass-Through electing to pay Georgia state income taxes at the entity level (HB 149)	75% of annual tax liability

## 2. Individual Pass-Through Owner Method

GOAL tax credit is claimed at the individual level, under the name(s) and SSN(s) of the pass-through business owner (and spouse, if applicable).

Payment qualifies for state income tax credit and potential (presence of business purpose) federal income tax deduction.

Tax Filing Status	Tax Credit Limit
Pass-Through Owner (not making HB 149 election)	\$25,000

Learn more by visiting the CPAs tab of the GOAL website at [goalscholarship.org](http://goalscholarship.org).

# Sign Up for a 2025 Tax Credit

## Take Control of Your Taxes & Support Student Scholarships

Through Georgia GOAL, you can make a difference by contributing funds that directly support deserving students' access to an exceptional educational environment, and you will receive a 100% state income tax credit in exchange for your contribution.

### Tax Credit Limits Based on Filing Status

Tax Filing Status	Tax Credit Limit
Single Filer	\$2,500
Married Separate Filer	\$2,500
Married Joint Filer	\$5,000
Individual Pass-Through Owner	\$25,000
C Corp, Trust, or Electing Pass-Through	75% of annual tax liability

In order to obtain a GOAL tax credit, you must apply before the end of 2024. Credits will be oversubscribed and prorated again this year.

### How to Secure a 100% Georgia Income Tax Credit

- 1. Apply Now**

**June–December 2024**

Complete and submit the 2025 GOAL Tax Credit application on the GOAL website at [goalscholarship.org](http://goalscholarship.org)
- 2. Approved to Contribute**

**January 2025**

GOAL submits your application to Georgia DOR and notifies you of your approved tax credit amount and payment deadline
- 3. Make Payment**

**Mid-March 2025**

Pay GOAL by credit card, ACH transfer, or check within 60 days of your DOR approval notification
- 4. Take the Credit**

**When you file your 2025 tax return in 2026**

GOAL sends you a tax receipt in May 2025 for claiming the credit on your return

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

