



The University of Georgia

Public Affairs
News Service

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UGA's Archway to Excellence campaign ends with \$653,647,368 ; private giving tops \$100 million for third consecutive year

Athens, Ga. – The University of Georgia received a total of \$653,647,368 in gifts and commitments during its seven-year Archway to Excellence fundraising campaign that ended June 30. The total surpassed the campaign goal by more than \$150 million and makes the campaign far and away the most successful fundraising effort in UGA's 223-year history.

More than 102,000 donors contributed to the campaign, which began in 2001 with a goal of \$500 million. That goal was surpassed 15 months ago but the campaign continued until its planned conclusion June 30, resulting in a final tally 30 percent above the goal.

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A highlight of the campaign came in 2006 when private giving for the fiscal year topped \$100 million for the first time. That benchmark was repeated in 2007 and again this year as gifts and commitments for FY '08 totaled \$103.9 million.

Gift receipts last year came from 50,697 contributors. Twenty gifts and new commitments were \$1 million or more, and giving through the Georgia Fund, UGA's annual giving program, set a new record of \$10.6 million.

UGA President Michael F. Adams said the Archway to Excellence campaign's success demonstrates the strong public support that exists for the university's programs in teaching, research and public service.

"Enthusiasm and support for this campaign have been amazing," Adams said. "We have always known that people throughout Georgia and around the country love UGA and want it to be a university of excellence, and this campaign proves that beyond any doubt.

"We will be forever indebted to all the alumni, friends, businesses, foundations, faculty and staff members and students who so generously supported the campaign," Adams added. "And we assure them that their contributions will have a profound and lasting impact on the university by significantly strengthening our educational programs and enhancing our contributions to Georgia's growth and prosperity."

The campaign was conducted to help enable UGA to fulfill three broad goals: continue to build a new learning environment, maximize research opportunities and compete in a global environment. Tom Landrum, the university's senior vice president for external affairs, said the \$653.6 million was designated for the following purposes:

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Sample news release

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Archway, page 2

- \$174.3 million to support academic and research programs;
- \$82.3 million for student scholarships, awards and other support
- \$54.7 million for endowed professorships, chairs and faculty support;
- \$51.9 million to build the new learning environment; and
- \$38 million for public service outreach programs to serve the state and nation.

The total also includes \$84.9 million in unrestricted support for the university and specific schools, colleges and other units; \$151.8 million for the Georgia Bulldog Club's support of varsity athletic programs; and more than \$15 million for other projects and needs.

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