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Georgia Southern University Athletics



The Athletic Foundation Announces Another Record-Breaking Year in Fundraising

The 2018 fundraising fiscal year ran from July 1, 2017, through June 30, 2018.

Stephanie Arends Neal

Athletic Foundation

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STATESBORO, Ga. - With the help of Eagle Nation, donations to the Georgia Southern University Athletic Foundation made it possible to celebrate another record-breaking year for the 2018 fiscal year.

Donations to the Athletic Foundation between July 1, 2017, and June 30, 2018, directly impact the experience of the nearly 400 Georgia Southern student-athletes through competition, academic scholarships and leadership opportunities – the core of Georgia Southern Athletics – Rings, Diplomas and Leaders.

Contributions to the Eagle Fund, the Foundation's annual fund, increased by \$80,000. In total, these unrestricted gifts made up \$1,611,498 of the Foundation's revenue, topping the \$1,600,000 goal. The Athletics Department must pay the University \$5,732,088 in student-athlete scholarship costs, which covers tuition and other fees associated with college expenses; the Eagle Fund and scholarship endowments help to offset this cost. The Georgia Southern Athletic Foundation's scholarship endowments increased by over \$484,000 during the 2017-18 fiscal year.

"Rings, Diplomas and Leaders. That is what Georgia Southern Athletics is all about, and it is because of Eagle Nation's contributions we are able to support this mission. Our student-athletes are able to represent our University across the nation in competition. They are able to earn college diplomas with reputable degrees and receive national accolades for their academics. And it is because of our donors that we are able to provide leadership experiences for our student-athletes that will impact all of our communities now and in years to come," said [Tom Kleinlein](#), Director of Athletics at Georgia Southern University.

"With the power of Eagle Nation, Georgia Southern Athletics will continue to experience the advancement of our Foundation and growth in our athletics programs. We are humbled to be part of such a passionate fanbase and look forward to the continued commitment to our student-athletes."

In addition to an increase in annual giving, the Athletic Foundation has also found a breakthrough in new fundraising initiatives such as crowdfunding, [Giving Tuesday](#) and the [Matching Gift Challenge](#).

During 2017-18, the Foundation introduced these giving methods to help build the nest and support [sport-specific giving](#) and the Eagle Fund. With the support of student-athletes, their family and friends and program supporters, over \$66,000 was raised online for baseball, women's basketball, women's soccer, swimming and diving, men's and women's tennis and volleyball. Crowdfunding assists the Foundation to reach new donors and raise awareness for the programs. Coaches use these funds how they deem necessary, whether it be for travel, equipment, program enhancements, team meals, recruiting or team experiences.

During the Foundation's first Giving Tuesday event on November 28, 2017, Eagle Nation donated over \$3,400 in support of the Eagle Fund. This year's [Giving Tuesday event](#) will take place on November 27.

A story that turned heads during 2017-18 was the Matching Gift Challenge. This challenge, announced March 2017, was conceived by an anonymous family who pledged to match \$750,000 in gifts made to either scholarship endowments or the Coaches' Continuity Fund. Eagle Nation stepped up in a big way, including head football coach [Chad Lunsford](#) and his wife Tippy, with their \$200,000 pledge. By the end of June, this challenge generated over \$500,000 to support the success of Georgia Southern student-athletes and coaches. The Matching Gift Challenge continues to accept donations at [GSEagles.com/Match](#).

In addition, more than \$500,000 was raised for facility upgrades. This includes contributions for the new Carr-McCarty-Jopling Golf Performance Center that opened in April 2017.

Learn how to support student-athletes by calling 1 (800) GSU-WINS or visiting [GSEagles.com/Foundation](#). The Athletic Foundation is a 501(c)3 tax-exempt organization. All gifts made to the Athletic Foundation are tax-deductible within the guidelines of U.S. law.



Rings, Diplomas & Leaders

The Georgia Southern University Athletic Foundation's primary goal is to provide our student-athletes with the opportunity to compete for a championship ring and earn a college education while developing them as future leaders in their respective communities.

The mission of the Georgia Southern University Athletic Foundation, Inc. is to provide private financial support for athletic scholarships, facilities and staff enhancement for the Athletic Department of Georgia Southern University. All of the activities of the Athletic Foundation are conducted with the highest regard for academic and athletic excellence and within the guidelines established by the University System of Georgia Board of Regents, conference affiliations and the National Collegiate Athletic Association (NCAA).

The Athletic Foundation provides current information through its official website, [GSEagles.com/Foundation](#). Details on giving opportunities can also be found through social media channels [Facebook.com/GSUAF](#) or [Twitter.com/GSUAF](#) or by contacting the Foundation direction at 1(800)GSU-WINS (call/text) AthleticFoundation@GeorgiaSouthern.edu (email).

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