



MISSION

OPERATE A FLAGSHIP FOUNDATION  
TO SUPPORT A FLAGSHIP UNIVERSITY

OUR STRATEGY

CONTINUE GROWING

SUSTAIN

- Fuel momentum of existing efforts
- Reach more Bulldogs
- Expand support network beyond alumni

STEWARD

- Maximize Investment return within investment policy statement guardrails
- Enhance the focus of the fiduciary care of the assets and monitor the risk profile

IMPACT

- Increase support and engagement in student programs

CHANGE THE TRAJECTORY

TRANSFORM

- Secure transformational gifts
- Increase unrestricted giving

STRENGTHEN OPERATIONS

OPERATE

- People
  - Pursue meaningful diversity
  - Increase engagement
  - Recruit and retain world class talent
- Technology
  - Enhance integration of data and analytics systems for governance, controls, and insights for maximum security and productivity

GOAL

Create enduring value for our students by supporting and accelerating the ability of UGA leadership to fulfill its mission