

# **Educational Foundation of the Georgia Society of CPAs**

## **Golden Anniversary Endowment Campaign** **2006-2007**

*In 2007, the Educational Foundation of the Georgia Society of CPAs will be celebrating its 50<sup>th</sup> anniversary; to commemorate this milestone, the Foundation is launching an endowment campaign to secure sufficient scholarship funds to financially assist today's students and the future of the accounting profession. In support of the Foundation in reaching its goal, the Georgia Society of CPAs will match dollar for dollar, up to \$500,000, all financial commitments made to the endowment campaign by individuals and businesses through December 31, 2007.*

*The Educational Foundation was formed to aid and advance education and research relating to the study, teaching, and practice of accountancy and allied fields. The Foundation's goals are accomplished primarily through the sponsorship of accounting awareness programs, numerous scholarship opportunities for students throughout Georgia, and supporting the accounting schools in colleges and universities throughout Georgia. For the past ten years, the Foundation has awarded approximately \$100,000 in scholarships each year, but has been unable to award scholarships to all of the qualified students. By creating a \$1,000,000 endowment fund, the Foundation will be able to further the financial assistance available to the future leaders of the accounting profession.*

### **I. History of the Educational Foundation**

For 50 years, the Educational Foundation has financially supported students and college accounting programs. What began as awarding small scholarships and loans to a few students has become an expanded effort to provide meaningful financial support to all qualified applicants enrolled in a college accounting program. The Foundation is exempt as a 501(c)(3) charitable foundation.

For over thirty years the Foundation has been providing competitive scholarships and financial support for Georgia schools offering accounting degrees. Since 1990, over \$1.6 million has been awarded in scholarship and support funds to collegiate accounting students and institutions throughout Georgia. Last year, the Foundation was able to award 139 scholarships for a total of \$139,160.

### **II. Summary of Proposed Initiative**

The Georgia Society of CPAs has committed to match dollar for dollar, up to a total of \$500,000, all contributions and financial commitments made to the Foundation's Endowment Campaign prior to December 31, 2007, and paid by December 31, 2012. New contributions and pledges received after December 31, 2007 will not be eligible for the Society's match, but are very important for the future of the Educational Foundation.

Inspired by the above pledge and the increased demand for Certified Public Accountants, the Educational Foundation is launching the Golden Anniversary Endowment Campaign to raise at least \$500,000 from members and friends of the Georgia Society of CPAs in order to substantially increase its endowment for financial assistance.

#### Why Now?

- 1) Demand for CPAs cannot be met presently due to new auditing and accounting rules fueling clients' need for services
- 2) Cost of college education is increasing annually
- 3) Enrollment in college accounting programs has increased drastically over the past five years which means more students are seeking financial assistance

- 4) Financing the fifth year of an accounting program can be challenging; providing students with some financial assistance will encourage students to complete the program and become Certified Public Accountants
- 5) Enrollment of accounting PhD candidates has drastically declined

### **III. Components of Endowment Campaign**

#### Types of Contributions

- 1) Named Endowment Scholarships
  - A \$50,000 or greater contribution or pledge will qualify individuals, firms and companies for an annual named scholarship of at least \$2,500 as determined by the Foundation's Scholarship Committee. The named scholarship will be awarded beginning in the fiscal year in which a minimum of \$15,000 is received.
  - Contributions of \$35,000 - \$50,000 will qualify companies/firms for an annual named endowment scholarship beginning when the contribution/pledge is fully paid. The amount of the scholarship, minimum \$1,500, will be determined by the Foundation's Scholarship Committee.
  - Accumulated earnings from named endowment contributions in excess of the scholarship granted will be accumulated for an additional named scholarship or increases in the current named scholarship amount, as determined by the Foundation's Scholarship Committee.
  - All contributors who give in excess of \$5,000 will be invited to and recognized at a special event for donors.
- 2) Large Contributions
  - All individuals, firms and companies who make contributions in the amount of \$10,000 or greater will be recognized as a donor to the Golden Anniversary Endowment Campaign in all marketing materials and collateral produced by the Educational Foundation in regard to the campaign and endowment fund
  - Contributions and pledges received under this contribution type will go into the Golden Anniversary Endowment Fund for scholarships and support.
  - All contributors who give in excess of \$5,000 will be invited to and recognized at a special event for donors.
- 3) General Member Contributions
  - All contributions to the Golden Anniversary Endowment Campaign of less than \$10,000 will be considered General Member Contributions for scholarships and support.
  - All contributors will be recognized, following the close of the campaign, in a full listing of endowment fund donors.
  - Contributions and pledges received under this contribution type will go into the Golden Anniversary Endowment Fund for scholarships and support.
  - All contributors who give in excess of \$5,000 will be invited to and recognized at a special event for donors.
- 4) Georgia Society of CPAs Matching Contributions
  - All written pledges and/or contributions must be received by the Educational Foundation no later than December 31, 2007 to be matched by the Georgia Society of CPAs; pledges must be paid prior to December 31, 2012.
  - New contributions and pledges received after December 31, 2007 will not be eligible for the Society's match, but are very important for the future of the Educational Foundation.
  - All pledges will be matched by the Georgia Society of CPAs upon payment.
  - All GSCPA matching contributions will go into the Golden Anniversary Endowment Fund.

### Endowment Campaign Target Audiences

- 1) Key GSCPA Members, Historically Large Contributors, and GSCPA Firms and Companies
  - *Marketing Method(s)*: Personal Phone Calls, Office Visits, Follow-up Meetings
  - *Goal*: Secure large contributions, multi-year pledges, and named endowment scholarships
- 2) Society-wide Campaign (10,000 + members)
  - *Marketing Method(s)*: Mass mailing, phone-a-thon
  - *Goal*: Receive general member contributions or pledges from all members of the Georgia Society of CPAs

### **IV. Goals and Objectives**

The mission of the Educational Foundation is to encourage the best and the brightest individuals in Georgia to become Certified Public Accountants. By establishing a \$1 million endowment fund, the Foundation will be able to provide additional financial incentives to individuals entering the CPA profession. This will be accomplished through:

- 1) Using the income earned on the endowment fund for future financial assistance
- 2) Providing financial assistance to all qualified junior and senior level accounting students
- 3) Creating scholarships for accounting students completing their fifth year, as this is not covered by the HOPE Scholarship
- 4) Expanding the scholarship program to award financial aid to PhD candidates

By providing financial assistance through endowed scholarships, the Educational Foundation of the Georgia Society of CPAs will be assisting the future firm partners and future of the accounting profession as they work towards becoming a Certified Public Accountant.

### **V. 2006 - 2007 Leadership**

#### Educational Foundation Endowment Committee

William J. Bomar, Chair  
K. Scott Collins  
R. Tom Fuller  
Howard Herman  
Tracey M. Mathews

John H. McDuffie  
Harvey Tarpley  
Deborah T. Thaw  
Michael G. Verner

#### Educational Foundation Executive Committee

Deborah T. Thaw, President  
R. Lee Jennings, President-Elect  
J. Lowell Mooney, Secretary  
Denise W. Grove, Treasurer  
K. Scott Collins, Immediate past president

Terry I. Parker  
William J. Bomar  
Martha H. Merritt  
Alyssa Belcher

#### Georgia Society of CPAs' Board of Directors

William D. Schneider, President  
Paula Y. Mooney, President-Elect  
Gary L. Julian, Secretary  
Stewart H. Carlin, Treasurer  
Denise A. Mummert, Immediate Past President  
Colin E. Blalock  
K. Scott Collins

Denise W. Grove  
Robert L. Prator  
Barbara J. Evans  
Scotty C. Jones  
Joanne J. Kelly  
Donald R. Roland  
Richard H. Ross

***Five-Year Investment Levels Necessary To Achieve a Goal of \$500,000***

<b>Five Year (Annual) Investment</b>	<b>Number of Investors</b>	<b>Total Five Year Investments</b>	<b>Total # of Investors</b>	<b>Investment Totals</b>
\$75,000 (\$15,000)	1	\$ 75,000	1	\$ 75,000
\$50,000 (\$10,000)	1	\$ 50,000	2	\$125,000
\$30,000 (\$6,000)	2	\$ 60,000	4	\$185,000
\$20,000 (\$4,000)	2	\$ 40,000	6	\$225,000
\$10,000 (\$2,000)	10	\$100,000	16	\$325,000
\$5,000 (\$1,000)	20	\$100,000	36	\$425,000
\$1,000 (\$200)	50	\$ 50,000	86	\$475,000
Less than \$1,000		\$ 25,000		\$500,000

***Five-Year Investment Levels Necessary To Achieve a Goal of \$1,000,000***

<b>Five Year (Annual) Investment</b>	<b>Number of Investors</b>	<b>Total Five Year Investments</b>	<b>Total # of Investors</b>	<b>Investment Totals</b>
\$75,000 (\$15,000)	1	\$ 75,000	1	\$ 75,000
\$60,000 (\$12,000)	1	\$ 60,000	2	\$135,000
\$50,000 (\$10,000)	2	\$100,000	4	\$235,000
\$30,000 (\$6,000)	2	\$ 60,000	6	\$295,000
\$20,000 (\$4,000)	4	\$ 80,000	10	\$375,000
\$15,000 (\$3,000)	8	\$120,000	18	\$495,000
\$10,000 (\$2,000)	12	\$120,000	30	\$615,000
\$5,000 (\$1,000)	20	\$100,000	50	\$715,000
\$2,500 (\$500)	40	\$100,000	90	\$815,000
\$1,000 (\$200)	60	\$ 60,000	150	\$875,000
Less than \$1,000		\$125,000		\$1,000,000