

USGF FOUNDATION

SERVING THE UNIVERSITY SYSTEM OF GEORGIA

Strategic Plan 2025 - 2030

Mission:

We exist to support the USG mission through advancing strategic philanthropy, managing assets effectively, and empowering institutions to strengthen our students and Georgia's future workforce.

Vision:

We are creating a sustainable culture of philanthropy across the USG so that every student has the opportunity to pursue a quality education and make a positive impact on Georgia's future.

Priority 1: Student Success

USGF contributes to student success through need-based scholarships, management of endowment funds, and management of campus capital assets.

Initiative 1: Increase funding for need-based student scholarships

Initiative 2: Increase the number of need-based scholarships awarded

Initiative 3: Grow the USGF endowment and number of endowed funds

Initiative 4: Help USG institutions raise more money and ensure our institutions receive direct scholarship support from the USGF commensurate with their needs as determined by the USGF Board

Initiative 5: Continue to provide refinancing opportunities to finance construction, renovation, and facility expansions for USG institutions

Initiative 6: Communicate how USGF real estate investments reduce students' fees, increase building efficiencies, and enhance risk management for institutions

Priority 2: Responsible Stewardship

USGF provides ethical and transparent management of its resources, real estate investments, and fiscal management services for strategic USG initiatives and programs.

Initiative 1: Ensure sustainable investment practices and transparent financial reporting to maximize long-term returns

Initiative 2: Ensure that resources are managed ethically and efficiently to support the mission and future growth of the USG

Initiative 3: Continuously seek new funding sources with a focus on increasing corporate and foundation support

Initiative 4: Increase organizational capacity and efficiency to ensure USGF can sustainability meet the needs of the USG

Priority 3: Workforce Competitiveness

The USGF works to create a long term and sustainable culture of philanthropy, ensuring every student who qualifies for admittance to a USG institution is afforded the opportunity to pursue a quality education in Georgia and graduate as a work-ready economic contributor.

Initiative 1: Cultivate relationships to attract Georgia industry support of the USGF and our institutions which yields an education-ready pipeline of future workers

Initiative 2: Advocate across the state for the USGF and our institutions, building support and confidence in Georgia's public higher education offering

Initiative 3: Increase awareness of the USGF and its mission throughout the state, the region and the nation to inspire current and potential donors and ignite their passion

Priority 4: Community Impact

The USGF provides capacity-building grants, professional development opportunities, and financial administrative support for USG institutions to improve their efficiency, impact, and potential for fundraising success.

Initiative 1: Increase collaboration among USG institutions through unique statewide fundraising opportunities which impact on a broad scale

Initiative 2: Increase connections between advancement professionals across campuses to share and leverage strengths which benefit our students and campus communities

Initiative 3: Investigate and pursue opportunities for new, innovative technologies in the field of philanthropy that will encourage collaboration and enhance effectiveness and efficiency for all (ex. USG-wide donor management and stewardship software)

Initiative 4: Lead and coordinate mentoring, workshops, and trainings to foster exceptional, system-wide development leadership so USG institutions elevate their fundraising results (ex. How to cultivate donors, how to secure higher financial commitments, leverage board members & deploy impactful stewardship strategies)

Initiative 5: Provide grant-writing and planned giving support to empower USG institutional foundations in their efforts to secure external funding for institutional growth