



Ashley Leko

USF

Senior Associate AD/CFO
CABMA 2nd Vice President

Many have witnessed firsthand the critical role that fundraising plays in shaping the financial landscape and overall success of our sport programs. In the ever-evolving world of college athletics, fundraising has become more than just a means to balance the books; it has transformed into a strategic priority that sustains our department's competitiveness and enriches the lives of our student-athletes.

Empowering Student-Athlete Success: The goal of every athletics department is to provide our student-athletes with the best possible resources and support to excel both athletically and academically. Fundraising initiatives can directly contribute to this mission by financing vital student-athlete support services, such as academic tutoring, mental health counseling, and career development programs.

Enhancing Financial Resources: Fundraising is crucial to a college athletics department for its capacity to augment the department's financial resources. Athletics programs encompass a myriad

of expenses, including scholarships, coaching salaries, facility maintenance, travel costs, and sports equipment.

Relying solely on traditional revenue streams, such as ticket sales and broadcasting rights, may not be sufficient to meet these demands. Fundraising initiatives such as alumni donations, corporate sponsorships, and booster club contributions offer an additional revenue stream that empowers us to better support our student-athletes. These funds provide the flexibility to invest in cutting-edge training facilities, academic support services, and innovative coaching techniques, all of which ultimately enhance our teams' performance and drive success on and off the field.

Fostering Financial Stability: Maintaining financial stability is a constant concern in college athletics, particularly in times of economic uncertainty or changing institutional priorities. Fundraising serves as a buffer against financial volatility by diversifying our income sources and reducing reliance on traditional funding streams. During challenging economic periods, private donors and corporate sponsors who are deeply invested in the athletics programs can provide needed financial support. This support may not only sustain operations but also enables departments to continue investing in student-athletes' growth and development, fostering a sense of stability and resilience within the department.

Engaging the Community: Fundraising is not just about financial transactions; it is a means of fostering a strong sense of community around the athletics department. Fundraising events and initiatives bring together alumni, fans, and local businesses, creating a shared sense of pride and enthusiasm for our teams' achievements. By actively engaging the community through fundraising activities, we cultivate lasting relationships that extend far beyond monetary contributions. These connections translate into greater attendance at games, increased merchandise sales, and stronger ties with potential corporate partners, all of which have a positive impact on our department's financial health.

Investing in the Future: Strategic fundraising allows us to look beyond immediate needs and invest in the future sustainability of our athletics programs. By setting up endowments and planned giving programs, we create a lasting legacy that will support student-athletes for generations to come. The business office will often work closely with the development team to ensure that funds raised are invested wisely, aligning with the department's long-term vision and goals. By embracing innovative fundraising strategies, one can secure the financial resources needed to navigate an ever-changing sports landscape.

It is paramount that the vision of both the development and the business team align to ensure financial success for the institution.



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designing **unforgettable experiences** for fans & student-athletes.

Emily Burton
eburton@slamcoll.com
678.362.5448

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