



WISCONSIN ATHLETICS



2024 DONOR IMPACT REPORT

EVERY DONOR TRULY HAS AN IMPACT ON WISCONSIN ATHLETICS

Thanks to the support of **14,319 donors**, more than **\$122.3 million** was raised to provide 750+ student-athletes with the resources and opportunities needed to excel in competition, the classroom, and the community. The impact of this support extends far beyond athletics, ensuring our student-athletes are equipped for success during their collegiate careers and beyond.

\$122.3M RAISED

\$50.5M
cash received
in 2024

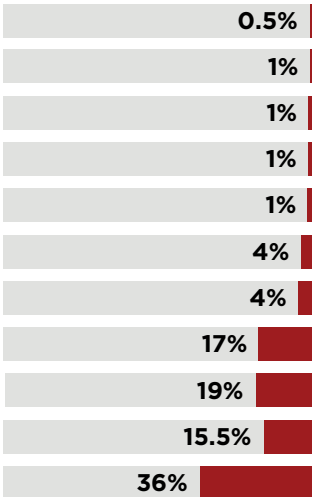
\$69.8M
pledged in
future donations

\$2M
planned gift
commitments

For the third consecutive year, Wisconsin Athletics donors have elevated expectations, breaking the previous year's giving record and showcasing their exceptional commitment to our teams and student-athletes.

DONORS BY THE NUMBERS

Percentage of Total Donors



Lead Badger Club
(\$100,000)

Ambassadors Circle
(\$50,000)

Hall of Fame
(\$25,000)

MVP Club
(\$15,000)

Champion's Club
(\$10,000)

All-American Club
(\$5,000)

Director's Club
(\$2,500)

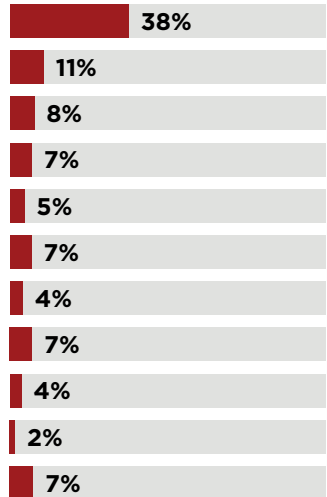
Coach's Club
(\$1,000)

Captain's Club
(\$500)

Red & White Club
(\$250)

Walk-On Club
(\$50)

Percentage of Total Donations



70% of all donations come from **5% of total donors**

MAJOR GIFTS

Thanks to 239 donors who have supported the **Building Champions Campaign** since its launch in October 2023, over \$81M has been committed to help fund the \$285M Indoor Practice Facility project to be named the “Kellner Family Athletic Center”. This is the largest capital project and campaign in Wisconsin Athletics history and comes at a pivotal time. The need for private support for this project is immense and the response to this need from alumni and friends has been remarkable.

CAMPAIGN FUNDRAISING GOAL INCREASE

Jan. 2025 (\$81M)

\$75M CAMPAIGN GOAL EXCEEDED

\$75M

\$100M

In September 2024, we increased our fundraising goal from \$75M to \$100M given the strong support and donor interest we have seen throughout the Building Champions Campaign.

BadgersBuildingChampions.com

TED & MARY KELLNER MATCHING GIFT PROGRAM

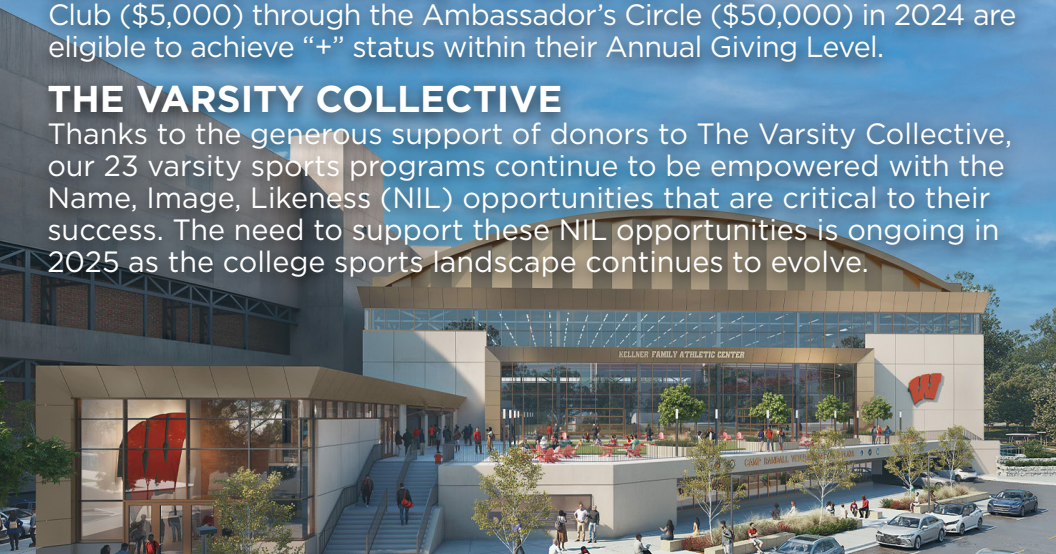
Continuing their legacy at UW-Madison, Ted and Mary Kellner committed a lead gift of \$20 million to create the Kellner Match in support of the Building Champions Campaign. To date, over 20 generous households have participated in the Kellner Match.

ANNUAL GIVING LEVEL PLUS (AGL+)

Donors giving to the Building Champions Campaign at the All-American Club (\$5,000) through the Ambassador’s Circle (\$50,000) in 2024 are eligible to achieve “+” status within their Annual Giving Level.

THE VARSITY COLLECTIVE

Thanks to the generous support of donors to The Varsity Collective, our 23 varsity sports programs continue to be empowered with the Name, Image, Likeness (NIL) opportunities that are critical to their success. The need to support these NIL opportunities is ongoing in 2025 as the college sports landscape continues to evolve.



GIVING OVERVIEW



Jackson Acker
Running back

2024 ANNUAL GIVING LEVEL	DONORS (as of 12/31/24)
Lead Badger Club (\$100,000)	67
Ambassador's Circle + (\$50,000)	26
Ambassador's Circle (\$50,000)	55
Hall of Fame Club + (\$25,000)	64
Hall of Fame Club (\$25,000)	90
MVP Club + (\$15,000)	43
MVP Club (\$15,000)	133
Champion's Club + (\$10,000)	35
Champion's Club (\$10,000)	164
All-American Club + (\$5,000)	41
All-American Club (\$5,000)	456
Director's Club (\$2,500)	637
Coach's Club (\$1,000)	2,466
Captain's Club (\$500)	2,673
Red & White Club (\$250)	2,224
Walk-On Club (\$50)	5,093
TOTAL	14,319

“THE SUSAN SOLIE PATTERSON ENDOWED SWIMMING SCHOLARSHIP

has truly impacted not only me but my family as well in such a remarkable way. **I am forever grateful** for the opportunity that this scholarship has provided me. Not only did it help me get through college but it will help set up my future.”

PAIGE MCKENNA
Women's Swim & Dive



ACADEMICS

Wisconsin Athletics has a robust student-athlete scholarship endowment program that connects donors with scholarship recipients each year. Through the Forever Badger Scholarship Endowment, we take pride in fostering meaningful, lasting relationships between donors and student-athletes. Our goal is to increase scholarships across all 23 sports while continuing to build and strengthen these important connections.

- Third largest athletic endowment in the Big Ten at \$100M+
- 270+ scholarship funds supporting nearly 363 student-athletes

Wisconsin Athletics helps create an exceptional student-athlete experience that appeals to top talent and outstanding individuals.

391

visits to American Family Children's Hospital and Ronald McDonald House

94%

overall Graduation Success Rate (all-time high)

115,559

community members impacted by student-athletes





WISCONSIN ATHLETIC DEVELOPMENT OFFICE

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