

EVERY DONOR HAS A TRANSFORMATIVE IMPACT ON WISCONSIN ATHLETICS.

Thanks to the support of 13,530 donors, Wisconsin Athletics raised more than \$64.4 million. These funds help to provide 750+ student-athletes with the resources and opportunities needed to be successful in the community, in competition and in the classroom. The impact of your support extends far beyond athletics, ensuring our student-athletes are equipped for success as Badgers and beyond.

\$64.4
MILLION RAISED

\$53.7M cash received in 2025
\$4M in planned gifts
\$6.7M planned gift commitments

DONORS BY THE NUMBERS

Percentage of Total Donors		Percentage of Total Donations	
0.8%	Lead Badger Club (\$100,000)	49.4%	
0.5%	Ambassadors Circle (\$50,000)	8.0%	
0.59%	Hall of Fame (\$25,000)	4.6%	
0.89%	MVP Club (\$15,000)	4.1%	
1.13%	Champion's Club (\$10,000)	3.1%	
3.37%	All-American Club (\$5,000)	5.3%	
5.33%	Director's Club (\$2,500)	4.1%	
17.19%	Coach's Club (\$1,000)	6.1%	
22.33%	Captain's Club (\$500)	3.7%	
22.04%	Red & White Club (\$250)	1.8%	
23.95%	Walk-On Club (\$50)	0.8%	

74.5% of all donations come from 7.28% of total donors

MAJOR GIFTS

Over 300 donors have pledged their support of the Building Champions Campaign since its launch in October 2023. Thanks to their generosity, over \$92M has been committed to help fund the \$285M Kellner Family Athletic Center. This is the largest capital project and campaign in Wisconsin Athletics history. The need for private support for this project is strong and the response to this need from alumni and friends has been remarkable. To learn more about this project, please visit [BadgersBuildingChampions.com](#).

CAMPAIGN FUNDRAISING GOAL

Jan. 2026 (\$92M)

\$92M TOWARDS CAMPAIGN GOAL

\$100M GOAL

TED & MARY KELLNER MATCHING GIFT PROGRAM

Ted and Mary Kellner committed a lead gift of \$20 million to create the Kellner Match in support of the Building Champions Campaign, continuing their legacy at UW-Madison. To date, over 30 generous households have participated in the Kellner Match.



ANNUAL GIVING LEVEL PLUS (AGL+)

Donors making a major gift commitment to any callable fund at the All-American Club (\$5,000) through the Ambassador Circle (\$50,000) in 2026 are eligible to receive “+” status within their Annual Giving Level. This includes sport-specific gift commitments as well as facility project and programmatic support.

GIVING OVERVIEW



Nolan Winter
Men's Basketball

ANNUAL GIVING LEVELS	DONORS (as of 12/31/25)
Lead Badger Club (\$100,000)	102
Ambassador's Circle + (\$50,000)	23
Ambassador's Circle (\$50,000)	64
Hall of Fame Club + (\$25,000)	55
Hall of Fame Club (\$25,000)	76
MVP Club + (\$15,000)	52
MVP Club (\$15,000)	114
Champion's Club + (\$10,000)	53
Champion's Club (\$10,000)	145
All-American Club + (\$5,000)	59
All-American Club (\$5,000)	432
Director's Club (\$2,500)	683
Coach's Club (\$1,000)	2,204
Captain's Club (\$500)	2,863
Red & White Club (\$250)	2,826
Walk-On Club (\$50)	3,779
TOTAL	13,530

“I AM INCREDIBLY GRATEFUL

for the Martell Family Scholarship and the opportunities it has given me at Wisconsin. The support allows me to pursue both my academic and athletic goals at the highest level, and I carry that gratitude with me every day on and off the field as a Wisconsin Badger.”

ELLA OTTEY
Women's Soccer



ACADEMICS

Wisconsin Athletics has one of the largest student-athlete scholarship endowment programs in the nation, providing hundreds of student-athletes with a world-class education from UW. Through the Forever Badger Scholarship Endowment, we take pride in fostering meaningful, lasting relationships between donors and student-athletes. Thanks to your generosity, nearly one-third of our \$15M annual scholarship expenditure is supported by endowed scholarships. Forever Badgers endowed scholarships and sport-specific giving help Wisconsin Athletics create an exceptional student-athlete experience that appeals to top talent and outstanding individuals.

94% graduation success rate
(all-time high)

270+ scholarships supporting
363 student-athletes

\$121M market value of our
athletic endowment

356 student-athletes achieved
All-Big Scholar Awards

124 undergraduate programs
pursued by student-athletes

36 student-athletes
with 4.0 GPA

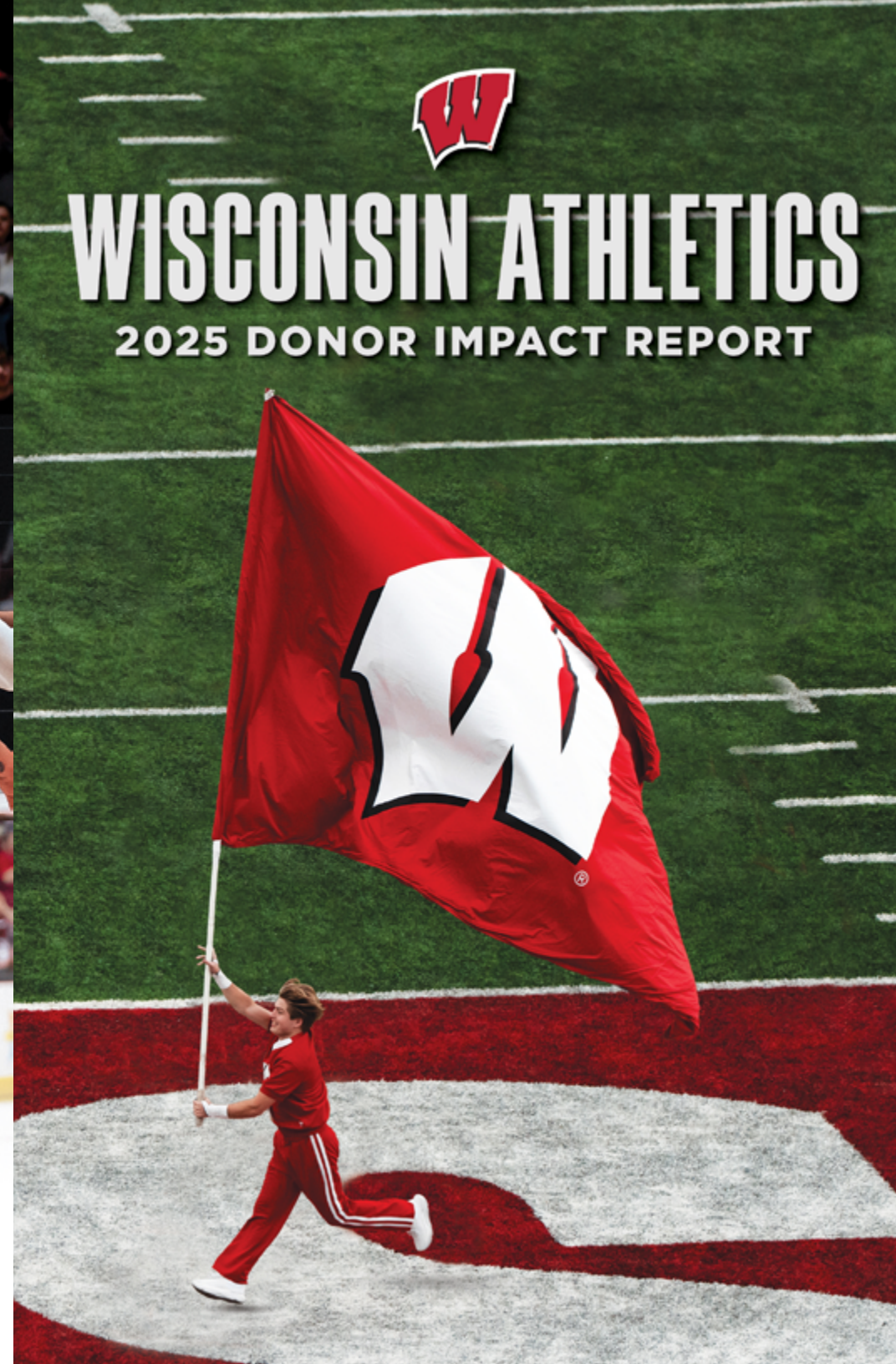


2025 National Championship



WISCONSIN ATHLETIC DEVELOPMENT OFFICE

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WISCONSIN ATHLETICS

2025 DONOR IMPACT REPORT