



2023 YEAR IN REVIEW





IPTAY MISSION

IPTAY provides resources to support the academic, athletic, and personal development of Clemson University student-athletes and the competitive success of Clemson Athletics.

IPTAY VISION

IPTAY will be the model fundraising organization in intercollegiate athletics providing unmatched support for student-athlete success and exemplary service to our donors.

IPTAY CORE VALUES

STUDENT-ATHLETE SUCCESS

IPTAY will provide the resources necessary to afford Clemson student-athletes the best opportunity to excel academically, athletically, and personally.

TEAMWORK

IPTAY will be intentional and collaborative in all phases of our mission including IPTAY staff, investors, internal (coaches, university staff and board members) and external partners, student-athletes, and stakeholders.

STEWARDSHIP

IPTAY will be trustworthy stewards of the contributions of our donors and volunteers, valuing and expressing appreciation for their time, talent, and resources while supporting all Clemson student-athletes.

INTEGRITY

In all ways IPTAY will lead with honesty, trustworthiness, responsibility, and ethical behavior while complying with all national, conference, and university regulations.

TRANSPARENCY

IPTAY will effectively communicate the purpose and outcomes of consistent and fair policies that drive philanthropic support for Clemson Athletics.



ANNUAL FUND

IPTAY 2023 DONORS

DOLLARS OF ANNUAL GIVING

NEW IPTAY DONORS

22,040

\$41.8M

8,170

IPTAY 2023 QUICK COMPARISON: RETURNING DONORS VS. NEW DONORS

	PAW \$60	PURPLE \$200	ORANGE \$450	CHAMPION \$900	TIGER \$1,700	HOWARD \$2,600	IPTAY \$3,500	JERVEY \$5,000	McFADDEN \$6,500	FIKE \$8,000	HEISMAN \$12,000	RIGGS \$25,000
RETURNING DONORS	1,007	1,969	1,534	1,880	1,937	919	1,709	921	585	668	820	94
NEW DONORS	1,479	5,693	422	113	124	26	32	13	28	43	27	15
TOTAL	2,486	7,662	1,956	1,993	2,061	945	1,741	934	613	711	847	109

2023 DONORS BY YOUTH PROGRAM



1,405

IPTAY CC

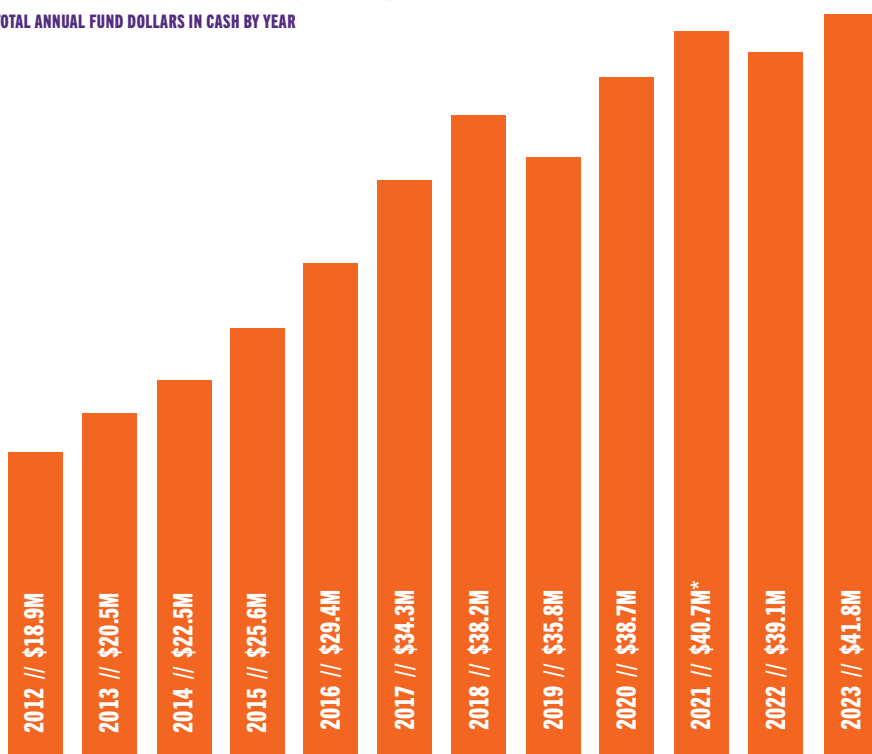
7,417

IPTAY YA

6,115

12 YEAR ANNUAL GIVING TREND

TOTAL ANNUAL FUND DOLLARS IN CASH BY YEAR



*THIS TOTAL INCLUDES ONE-TIME REVENUES TOTALING \$1.3M OF 2020 FOOTBALL SEASON TICKET DOLLARS DONATED TO IPTAY.



MAJOR GIFTS

Clemson depends on the generosity and foresight of donors to build and maintain collegiate athletic excellence. Gifts that build an endowment and support major facilities and large-scale initiatives leave a lasting legacy and are vital to the future and the quality of athletics at Clemson. Major gifts may be in the form of cash, real estate, securities, gifts-in-kind and a number of other options.

DOLLARS OF MAJOR GIFTS

\$83.6M



ATHLETICS CORNERSTONE PARTNERS

The Cornerstone Partners concept was implemented in IPTAY 2015. The goal of the initiative was to secure 10 partners with gifts of \$2.5M or above. These transformational gifts have been integral in allowing resources for Clemson to offer state-of-the-art facilities for our 21 sport program, impacting 550+ student-athletes each year. Another particular focus of the Cornerstone Partner program is on building the athletic endowment. These gifts build a lasting legacy and ensure the future of the university's athletic program and the student-athletes who sustain it.

ATHLETICS CORNERSTONE PARTNERS BY THE NUMBERS SINCE 2015

TOTAL DONORS

23

TOTAL GIFTS

27

TOTAL DOLLARS

\$144.5M

PLANNED GIVING

Planned gifts are a means of ensuring that the priorities of IPTAY continue for years to come. These visionary gifts ensure that opportunities exist for future generations of student-athletes through bequests, life insurance, charitable gift annuities, charitable lead trust, charitable remainder trusts and a number of other instruments that continue long into the future. Many planned gifts are part of major gifts.

DOLLARS OF PLANNED GIFTS

\$2.6M

TYPES OF PLANNED GIVING

- BEQUESTS
- GIFT OF RETIREMENT ASSETS
- LIFE INSURANCE POLICIES
- BARGAIN SALE CHARITABLE GIFT ANNUITIES
- GIFT OF REAL ESTATE
- CHARITABLE REMAINDER TRUSTS

PREMIUM SEATS

PREMIUM SEAT DONATION

\$9.2M

ONE IPTAY

TOTAL DOLLARS RAISED BY THE "ONE-IPTAY" ENTERPRISE IN 2023

\$137.2M

COMPARISON BY YEARS

'13: \$26.6M '14: \$32.3M '15: \$60.1M '16: \$56.6M '17: \$60.1M '18: \$64.9M '19: \$62.5M '20: \$72.6M '21: \$75.4M '22: \$72.8M

IMPACT OF SUPPORT

The continued generosity of IPTAY supporters is imperative to maintaining and enhancing the student-athlete experience of more than 550 Tigers each year. Contributions toward IPTAY have a direct impact on funding all student-athlete scholarships, new and upgraded athletics facilities, academic support at the Nieri Family Student-Athlete Enrichment Center, and student-athlete services such as leadership development, community engagement, sports psychology, nutrition, and strength & conditioning. IPTAY also provides funding for mascots, Tiger Band, and cheer. Each and every donation, no matter the amount, drives the IPTAY mission and values forward and elevates the standard of what it means to be a Clemson Tiger.



4

Football, Men's Track & Field, Baseball, and Women's Golf combined to secure the most ACC championships in a year since 1998-99.

First-ever

USA Softball Collegiate Player of the Year
Valerie Cagle



First-ever

National Champion: 60 Meter Hurdles
Giano Roberts



2,100

total **community service** hours
completed by student-athletes
across all 21 programs

38

community
service
collaborations

Top-10

community service **national
rankings** for the baseball
and rowing programs

3.25

record GPA academic
performance by
student-athletes in
Spring 2023

3

foreign tours,
including Men's Soccer,
Volleyball, and Men's
Basketball

BLOCK C CLUB

Block C Club helps to enhance the lifelong experience of Clemson student-athletes. Block C Club has four main purposes as a part of its mission - to provide fellowship among all letterwinners, recognize and honor former student-athletes, provide outreach to letterwinners in an effort to re-engage them with Clemson University and to educate current coaches and student-athletes about the history of Clemson athletics.



BLOCK C CLUB DOLLARS GIVEN

\$78,275

BLOCK C CLUB MEMBERS

909

HEAR HER ROAR

ELEVATING WOMEN'S ATHLETICS AT CLEMSON



The Hear Her Roar initiative was launched in line with last year's 50th anniversary of the groundbreaking Title IX legislation in an effort to continue raising awareness and financial support for Clemson's women student-athletes. The momentum behind the growth of athletic opportunities for women at Clemson has never been more tremendous. Within the last decade, Clemson Athletics has added women's golf (2012-13), softball (2019-20), and announced the sponsorship of women's lacrosse (2022-23) and women's gymnastics (2023-24). Later this year, the women's athletic facility expansion project is slated to be complete with new and upgraded lakefront facilities for lacrosse, gymnastics and rowing. Additionally, this year marked the second cohort of the POWER: Women's Leadership Academy with countless opportunities for women student-athletes to develop both in and out of competition. Hear Her Roar aims to provide women's student-athletes with the resources for a premier collegiate experience both athletically and academically. IPTAY is committed to the growth of opportunities and access for the 12 NCAA Division I women's programs sponsored by Clemson University, while setting up future generations for success at Clemson.



HEAR HER ROAR DOLLARS GIVEN

\$2.7M+

HEAR HER ROAR DONORS

189

SCAN HERE TO LEARN MORE!



SPORT-SPECIFIC GIVING

New last year, all donors have the opportunity to make gifts that will directly impact a specific program and its student-athletes. In conjunction with IPTAY, coaches and athletic department administrators are able to identify needs for their respective programs and solicit support for those needs.

TOTAL SPORT-SPECIFIC DOLLARS RAISED THROUGH INDIVIDUAL ENDOWMENTS AND SUPPORT YOUR SPORT IN 2023

\$1.5M

IPTAY 2023 YEAR IN REVIEW

COMMUNICATIONS

IPTAY continues to expand its footprint in the digital and social space. During IPTAY 2023, the flagship IPTAY Twitter handle crossed the 15,000 follower mark, while the Instagram account following has grown to over 21,500. In addition, IPTAY's Facebook account continues to grow with over 3,000 likes and 3,400 followers. Follow us on all platforms!

TWITTER FOLLOWERS

15.1K

14,500 FOLLOWERS IN 2022
4.1% GROWTH RATE

INSTAGRAM FOLLOWERS

21.7K

21,100 FOLLOWERS IN 2022
2.8% GROWTH RATE

FACEBOOK FOLLOWERS

3.4K

2,700 FOLLOWERS IN 2022
23% GROWTH RATE

ORANGE: THE EXPERIENCE



The 64-page glossy magazine, *Orange: The Experience*, is delivered six times a year. *Orange: The Experience* is packed with exclusive features on student-athletes, coaches and IPTAY donors, as well as up-close and behind-the-scenes photography.

CLEMSON+

Clemson Athletics and IPTAY activated several team features and series with behind-the-scenes content on Clemson+, the official video streaming service for Clemson Athletics programs. Whether it's getting behind-the-scenes access to your favorite teams or reliving some of Clemson's most memorable moments and games, you get it all on Clemson+.

IPTAY donors and IPTAY Collegiate Club members receive access to Clemson+ as a benefit of membership. Tune in on your smartphone, computer or mobile device on the following streaming platforms:

- 🐾 ClemsonPlus.com
- 🐾 [Clemson Tigers iOS App](#)
- 🐾 [Clemson Tigers Android App](#)
- 🐾 [Clemson+ Apple TV App](#)
- 🐾 [Clemson+ Roku App](#)
- 🐾 [Clemson+ Amazon Fire TV App](#)
- 🐾 [Clemson+ Android TV App](#)



IPTAY STAFF

SUPPORTING THE SUCCESS OF CLEMSON STUDENT-ATHLETES IN THE CLASSROOM AND ON THE FIELD SINCE 1934.

IPTAY
2024



JEAN ARMITAGE
Administrative Coordinator



DAVIS BABB
Chief Executive Officer



BRAD BROWN
Chief Operations Officer



JANICE CANTINIERI
Director of Donor Relations



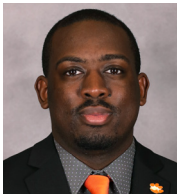
WESLEY CRIBB
Senior Associate Director of
Finance & Business Operations



LINDA DAVIS
Administrative Assistant



AARON DUNHAM
Senior Associate Director of
Major Gifts



TREY FARMER
Assistant Director of Parking



HAVEN FLESCH
Assistant Director of
Premium Hospitality & Events



TRAVIS FURBEE
Senior Associate Director
of IPTAY



LAUREN GAULIN
Director of Major Gifts



KELLY GEIGER
Director of Collegiate
& Pre-Collegiate Programs



CONNIE GILREATH
Development Coordinator



ELLIS JOHNSON
Director of Volunteer Engagement
REP Program



SAVANNAH KING
Director of Premium Hospitality &
Donor Stewardship



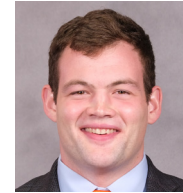
REED KRAMER
Director of Annual Fund
Membership & Engagement



ROBIN LAY
Accountant/Fiscal Analyst



BOB MAHONY
Director of Block C Club



PATRICK MARSDEN
Director of Premium Seating



ROBYN MASSEY
Administrative Specialist



MANDEE MODICA
Administrative Coordinator



MOLLY MURPHY
Assistant Director of Development
& Member Services



NASH NEWBERRY
Assistant Director of Development
& Member Services



MEREDITH PRIEST
Associate Director of Premium
Hospitality & Donor Stewardship



BROOKE ROBBINS
Director of Communications



JORDAN ROPER
Assistant Director of
Major Gifts / Block C Club



TAYLOR SANDERFORD
Associate Director of
Young Alumni



KYLE SHIELDS
Director of Major Gifts



KELSEY TIBBS
Assistant Director of
Design & Communication



LUCAS VILLAREALE
Assistant Director of Development
& Member Services



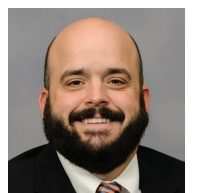
DREW WADDELL
Assistant Director of
Major Gifts



TOM WADE
Associate Director of
Major Gifts



LOGAN WELCH
Director of Development
& Member Services



JASON WILSON
Associate Director of Parking &
IPTAY REP Program



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Secretary - District VI



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