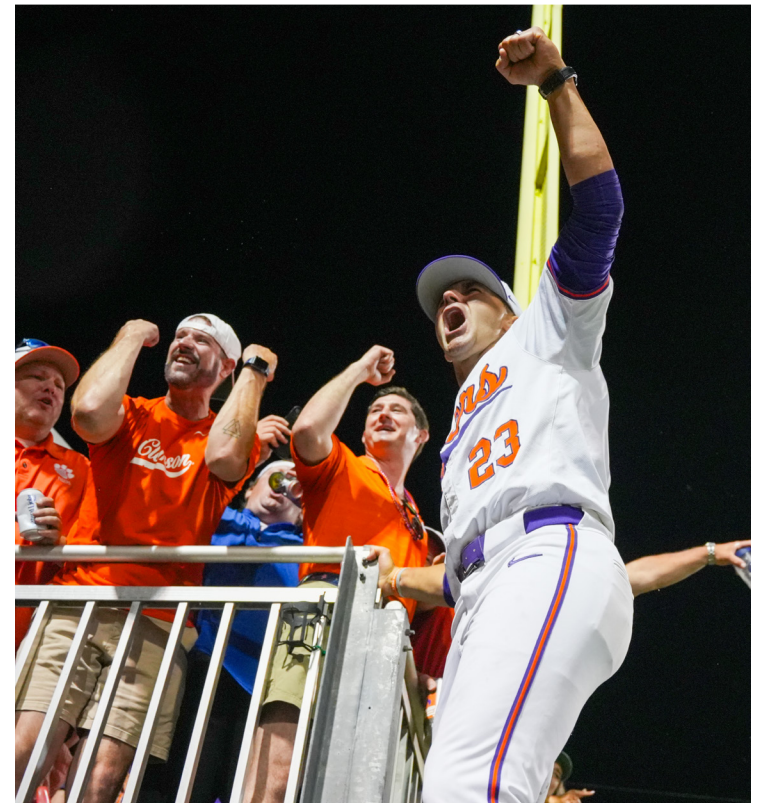


2024 YEAR IN REVIEW



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.

INTEGRITY

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

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.

TRANSPARENCY

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

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.

WHAT WE SUPPORT

STUDENT-ATHLETE SCHOLARSHIPS

Each academic year, IPTAY has the responsibility of funding all student-athlete scholarships. IPTAY also provides the largest academic endowment (\$10.3M) on campus to the general student body.

ATHLETICS FACILITIES

In order to place our coaches and student-athletes in the best position to succeed, it is important that we are able to provide them with both new and upgraded facilities. This enables our coaches to recruit and train the best and brightest young men and women at the highest level.

ACADEMIC SUPPORT

The Nieri Family Student-Athlete Enrichment Center provides resources such as tutoring and mentors for all of our 575+ student-athletes so that they may succeed in the classroom.

OTHER AREAS WE SUPPORT: Student-Athletes Services (leadership development, community engagement, sports psychology, nutrition, strength & conditioning), Mascots, Tiger Band, and Cheer.



ANNUAL FUND

IPTAY 2024 DONORS

DOLLARS OF ANNUAL GIVING

NEW IPTAY DONORS

22,321

\$42.5M

8,489

IPTAY 2024 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	1,193	1,965	1,486	1,744	1,934	902	1,606	864	599	718	921	98
NEW DONORS	1,242	6,387	321	99	97	18	27	14	17	28	29	12
TOTAL	2,435	8,352	1,807	1,843	2,031	920	1,633	878	616	746	950	110

2024 DONORS BY YOUTH PROGRAM



1,376

IPTAY CC

8,697

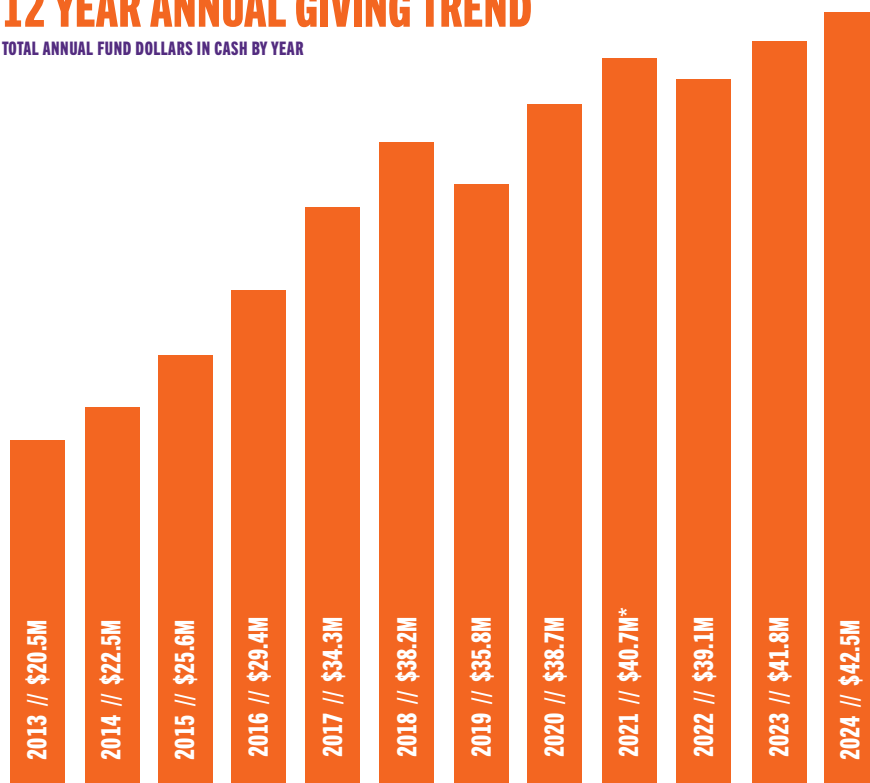
IPTAY YA

6,855



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

\$23.6M



ATHLETICS CORNERSTONE PARTNERS

These transformational gifts of \$2.5 million and above have been integral in allowing resources for Clemson to offer state-of-the-art facilities for our 21 sport program, impacting 575+ 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 2014

TOTAL DONORS

26

TOTAL GIFTS

30

TOTAL DOLLARS

\$152.5M

IPTAY LEGACY



IPTAY Legacy is the guarantee that the priorities of IPTAY continue for years to come. These visionary gifts ensure that opportunities exist for future generations of student-athletes. These gifts continue long into the future, and many planned gifts are part of major gifts.

DOLLARS OF PLANNED GIFTS

\$3.8M

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

\$9.3M

ONE IPTAY

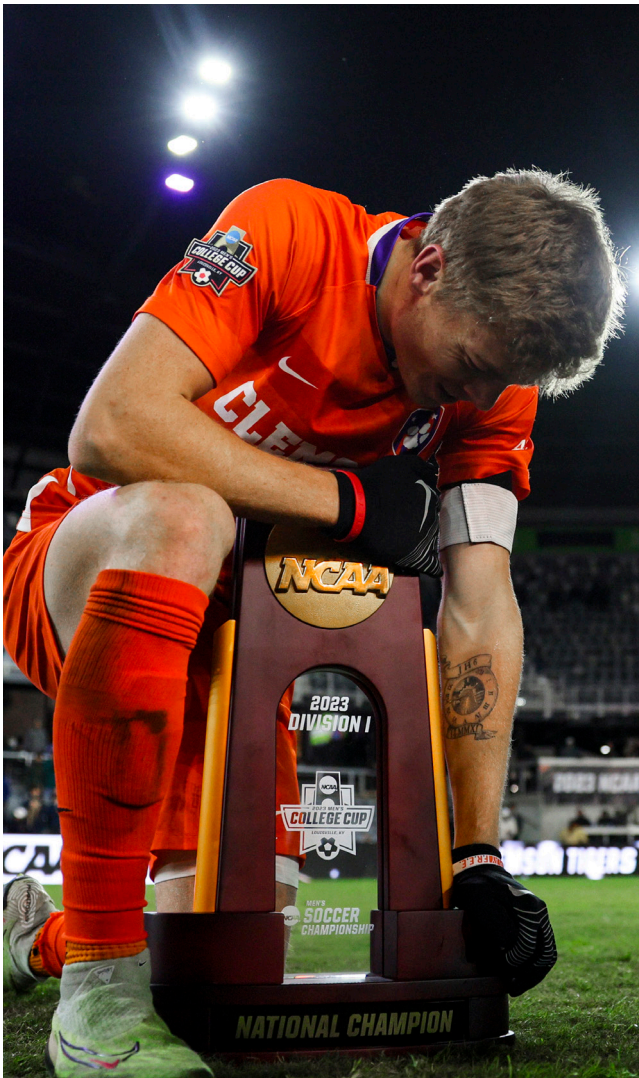
TOTAL DOLLARS RAISED BY THE "ONE-IPTAY" ENTERPRISE IN 2024

\$79.2M

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 '23: \$137.2M

IMPACT OF SUPPORT



4

TEAMS MADE FINAL 8 OF RESPECTIVE POSTSEASON

Women's Soccer, Men's Soccer, Men's Basketball, and Women's Golf



Drafted first overall in Athletes Unlimited Softball College Draft
Valerie Cagle



First season of Clemson Gymnastics completed
Gymnastics

Elite 8

Men's Basketball makes first Elite 8 in 40 years.

Final 4

Women's Soccer makes program first Final 4.

No. 1

Men's Soccer wins the National Championship.

GPA

Record GPA (3.31) in Spring 2024.

First

Women's Golf advances to NCAA Nationals play for first time.

Community Service Hours

3,201

UPIC Beyond the Game Interns

74

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

\$75,450

BLOCK C CLUB MEMBERS

957

HEAR HER ROAR

ELEVATING WOMEN'S ATHLETICS AT CLEMSON



The Hear Her Roar initiative was launched in line with the 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.

POWER Women's Leadership Academy took an incredible trip this past spring allowing the group to spend a full day with Nike with host Courtney Thompson. The group visited the Nike World Headquarters campus and toured the LeBron James Innovation Center. While in Portland, POWER hiked Multnomah Falls and then visited Columbia Sportswear, the Portland Trailblazers and then traveled to Seattle. The student-athletes enjoyed a professional styling session with Nordstrom to identify and build a wardrobe that fits their professional needs. They then embarked on a tour of the Amazon Spheres followed by a networking event with various professionals in the Seattle area. The group wrapped up the trip by touring the Fred Hutchinson Cancer Center, attended a Lululemon workshop, visited the Seattle Storm and the Space Needle.



HEAR HER ROAR DOLLARS GIVEN

\$9.7M+

HEAR HER ROAR DONORS

270+

SCAN HERE TO LEARN MORE!



SPORT-SPECIFIC GIVING

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. Each year, sport-specific dollars raised through individual endowments and Support Your Sport initiatives help fuel each program and its annual operations. To learn more about a sport-specific gift, contact a member of the IPTAY Major Gifts team to make an impact on the sport of your choice.

ORANGE: THE EXPERIENCE



Orange: The Experience is a 64-page magazine published six times this past year. *Orange: The Experience* is packed with exclusive features on celebrating student-athlete success, showcasing Clemson's dedicated coaches, and many inspiring IPTAY donors. The magazine also portrays up-close and behind-the-scenes photography of various athletic facilities and sporting events. *Orange: The Experience* promises an immersive and enlightening read that resonates with Clemson alumni, fans, former student-athletes, and supporters alike.

For the upcoming 2025 fiscal year, *Orange: The Experience* will be decreasing from six publications a year down to four publications. *Orange: The Experience* will also be offering an online presence through Clemson+ to extend content to the greater Clemson audience. The magazine will possess enriching stories and information on student-athletes, donors, and Clemson Athletics that can not be found anywhere else.








ORANGE

THE EXPERIENCE

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+ for free 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](#)

CLEMSON+

An exclusive benefit of IPTAY

Clemson Football | A week in Miami

Clemson All Access | Episode 7 - Mens Basketball

Clemson Football | Building Uncommun Ep. 1

Baseball Intro Video 2023

Road to the Championship

Mary's Success | Road to the Championship (Pt 1)

IPTAY STAFF

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



DAVIS BABB
Chief Executive Officer



BRAD BROWN
Chief Operations Officer



RYAN BLANCHARD
Assistant Director of Development
and Member Services



ASHBY BURTON
Director of Strategic
Communications



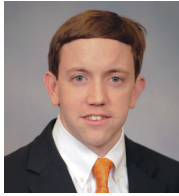
JANICE CANTINIERI
Director of Donor Relations



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



ALY LILLEY
Director of Business Operations



ROBIN LAY
Accountant/Fiscal Analyst



BOB MAHONY
Director of Block C Club



PATRICK MARSDEN
Director of Premium Seating



ROBYN MASSEY
Administrative Specialist



MAC McALHANY
Assistant Director of Development
& Member Services



JOANNA NEAL
Executive Assistant



NASH NEWBERRY
Associate Director of
Development & Member Services



ANDREW PATTERSON
Assistant Director of Development
& Member Services



TAYLOR SANDERFORD
Associate Director of
Young Alumni



KYLE SHIELDS
Director of Major Gifts



MANDEE TESKE
Administrative Coordinator



KELSEY TIBBS
Assistant Director of
Design & Communication



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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Alumni Association President



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Faculty Athletic Representative



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EDDIE N. DALTON



FRED FAIRCLOTH



EDGAR C. MCGEE



THURMON McLAMB



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JOE TODD



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