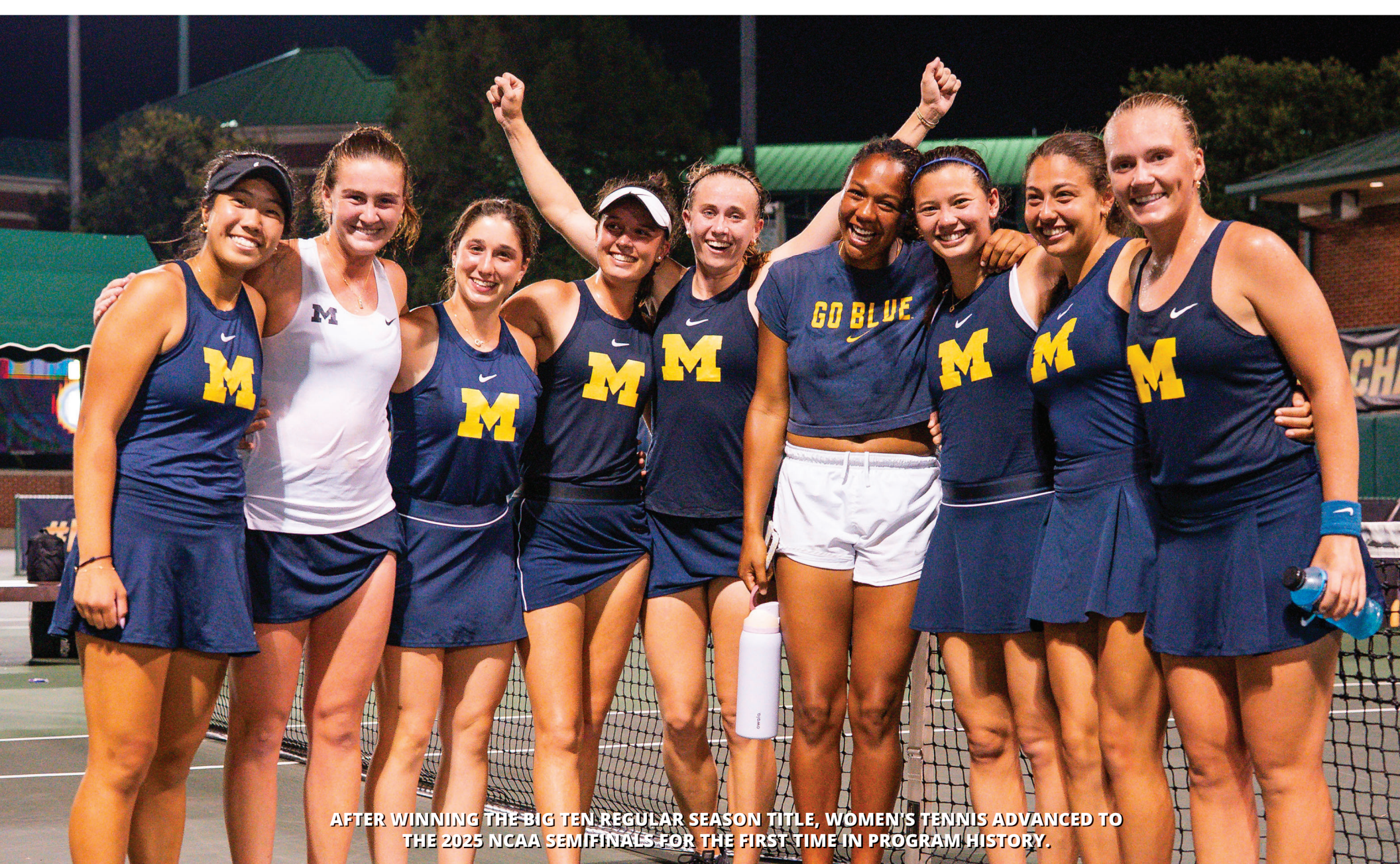




Fiscal Year
2025

IMPACT REPORT





AFTER WINNING THE BIG TEN REGULAR SEASON TITLE, WOMEN'S TENNIS ADVANCED TO THE 2025 NCAA SEMIFINALS FOR THE FIRST TIME IN PROGRAM HISTORY.





The landscape of collegiate athletics is rapidly evolving, and Michigan Athletics strives to be at the forefront of this transformation. Investments in our student-athletes are more crucial than ever to maintain our competitive edge and uphold the values that define us. The urgency is rooted in the need to respond and support: respond proactively to changes in the world of collegiate sports, ensuring our athletes continue to succeed on and off the field of play; and support fully their academic pursuits, mental health, and personal growth during a time when they face immense pressures and high expectations.

Today, Michigan Athletics is actively engaging in initiatives focused on the comprehensive development of our student-athletes through:

- **Enhanced Academic Resources:** We're investing in academic support that allows student-athletes to succeed in their educational goals with tailored tutoring, mentoring opportunities, and access to technology.
- **Commitment to Health:** We prioritize the physical and mental health of our athletes, providing them with access to top-tier healthcare and nutrition, mental wellness, and support systems.
- **Leadership Development:** We host programs designed to cultivate leadership and character, equipping our student-athletes with the ability to lead both on the field and in their communities and future careers.
- **Career Preparation Platforms:** Our strong network of alumni and industry partners enable us to offer career guidance, internship opportunities, and job placement services to assist student-athletes in charting their post-graduation paths.

Michigan possesses a distinct combination of resources and community that positions us to influence the future of our student-athletes and sport programs. In partnership with donors like you, we continue to build a legacy of champions in sport and life, cementing a partnership that lasts a lifetime. Thank you for making a difference for today's Wolverines, and laying the groundwork for tomorrow's leaders.

Go Blue,
Brian Kegler

Executive Associate Athletic Director, Development

THANK YOU

- Generosity - Investment - Empowerment -



ABBOTT
TYLER FINKBEINER
Baseball, Class Of 2029



LUND
EMILY CESCON
Track & Field/Cross Country, Class Of 2028



FISHER
SOPHIA PANOSSIAN
Water Polo, Class Of 2026

"To the donors who support student-athletes, thank you for not only your generosity but also for believing in us. Because of your support, I am able to train in the best facilities in the country, with phenomenal coaches and staff that are here to help me grow."

"I want to express my gratitude to the donors who generously support student-athletes like me. Your support has empowered me to fully commit myself to both my academic and athletic pursuits. Because of your commitment to Michigan Athletics, I've been able to take full advantage of the incredible opportunities U-M offers, such as training at world-class facilities and being a part of a community that challenges me every day."

"Words can't express my appreciation for your investment in me and in Michigan Athletics. Thanks to your support and generosity I am able to proudly wear the Block M and represent the Michigan values of excellence, integrity, and respect."



**2025 MEN'S BASKETBALL
BIG TEN TOURNAMENT CHAMPIONS**

YEAR IN REVIEW

▶ College athletics is undergoing a historic change. Following the House v NCAA settlement, Michigan Athletics will:

- Distribute \$20.5 million annually through revenue sharing with student-athletes
- Adjust roster limits per NCAA regulations and add 82 additional scholarships

These changes create \$27 million in new expenses for the 2025-26 year. We are offsetting these costs through the addition of new revenue streams, including:

- Concerts and the Upper Deck Golf experience, generating \$750,000 – \$3 million each
- Alcohol sales at Crisler Center, Yost Ice Arena, and Michigan Stadium, which produced \$2.25M in 2024.

▶ Many of our Wolverines do not receive revenue-sharing benefits - they count on donor support like yours.

▶ Donor support is essential to ensuring student-athletes thrive on the field and in the classroom. Your investments directly help Michigan:

- Fund scholarships and enrichment programs
- Build state-of-the-art facilities
- Sustain excellence across all 29 varsity programs, keeping Michigan the Leaders and the Best.

\$0

+ A self-sustaining tradition

The University of Michigan Athletic Department is one of the few athletic departments in the country to operate completely independently. Michigan Athletics receives:

\$0 in Michigan tax revenue

\$0 from State of Michigan Budget

\$0 from the University of Michigan operating budget

\$0 from University of Michigan student fees

for what's next ► Look to Michigan



► Scholarship Support	LOOK TO THE VALIANT, <i>pursuing life-changing opportunities</i>	\$86,600,000
Our student-athletes receive a world-class education while developing invaluable skills in teamwork, perseverance and leadership. Scholarship support plays a crucial role in ensuring equal opportunities for our student-athletes.		
► Student-Athlete Enrichment	LOOK TO THE LEADERS, <i>influencing global progress</i>	\$33,900,000
Michigan Athletics provides resources made possible with the help of our CHAMPIONS FUND , focusing on the comprehensive development of our student-athletes in competition, in the classroom, and in life.		
► Facilities	LOOK TO THE CHAMPIONS, <i>laying the foundation for tomorrow</i>	\$32,700,000
The Stephen M. Ross Athletic Campus is a home away from home for all our student-athletes. It is a physical representation of what it means to do things the Michigan way: intentionally and holistically.		
► Other:	includes sport-specific giving, athletic director discretionary funds, gifts in kind among others.	\$39,158,128
49%		\$196,889,281

GOAL: \$400,000,000

Numbers as of January 26, 2026



Here at Michigan, Olympians coach me. Nobel Prize winners teach me. I eat lunch with All-Americans. In the athletic training room, I sit next to Big Ten champions. I meet with prize-winning authors during their office hours. I take class notes next to American record-holders. I walk to class with members of national championship teams. I open doors once opened by Oscar-winning actors, former Presidents and astronauts ... it's all in the day of a Michigan student-athlete.

Shelley Johnson | Michigan Field Hockey, 1996-97 | College of Literature, Science and the Arts, 1997 | Marsal Family School of Education, 1999



EMMA GUSTAFSSON
Water Polo, Class of 2027

"As an athlete, I have had the opportunity to be directly impacted by the generosity of our amazing donors and supporters. I have been humbled by the ways I am supported holistically in my career at Michigan. I am always looking for ways to engage with the wonderful supporters of myself and my peers, as a small way to show my appreciation for their philanthropy."



IN 2024, FIELD HOCKEY DEFEATED NO. 1 UNDEFEATED NORTHWESTERN, 1-0, TO CAPTURE THE NINTH BIG TEN TOURNAMENT TITLE IN PROGRAM HISTORY.



COUNSELING

Wolverine PAWS: Performance Psychology & Wellness Services

Before stepping onto the field of play, it's essential that every student-athlete has the tools and resources to support their well-being. In the high-pressure world of collegiate sports, emotional stability is the foundation of athletic success.

With your support, through Wolverine PAWS, Michigan Athletics provides personal 1:1 counseling, team sessions, mental health workshops, restorative yoga and other well-being classes that help to shape resilient, mentally strong individuals.

BY THE NUMBERS: FY25

56	222	411	3,054
TEAM PRESENTATIONS	PRACTICES ATTENDED	INDIVIDUALS SEEN	INDIVIDUAL SESSIONS

UNDERSTANDING THE SPECTRUM OF MENTAL HEALTH & PERFORMANCE PSYCHOLOGY

MENTAL HEALTH

- Depression and Anxiety
- Substance use
- Disordered Eating
- Relationships & Family Issues
- Trauma
- Grief & Loss

INTEGRATED

- Effective Communication
- Relationships with Coaches & Teammates
- Transition Out of Sport
- Managing Pressure & Expectations
- Time Management
- Adjusting to College & Sport
- Sleep Issues
- Identity Development

PERFORMANCE PSYCHOLOGY

- Arousal & Composure
- Focus
- Motivation
- Visualization
- Confidence
- Mental Fortitude
- Performance Routines
- Anxiety Management

+ Athletic Counseling Team → Wolverine PAWS

To better represent the spectrum of care the Athletic Counseling Team (ACT) provides, the ACT rebranded to **Wolverine Performance Psychology and Wellness Services**.

In 2024-25, PAWS provided student-athletes with a **Coping Skills Gift Bag** and created **Stress Kits** for recruiting events.

The gift bag included an adult coloring book, stress ball, bubbles, stickers, and a journal. Stress Kits included items such as: a Personal Wellness Pocket Pal so wellness tips are always on hand; Laffy Taffy to remind them that laughter is an instant stress reliever; a rubberband as a reminder to stay flexible in stressful situations.



PERFORMANCE NUTRITION

Performance dietitians work closely with each team to personalize fueling and hydration.

Nutrition is a key component in maximizing athletic performance and overall health and well-being. Through the Champions Fund, we are committed to maximizing student-athlete performance through nutrition and healthy choices.



Goals Of Performance Nutrition

- Fuel strength, power and endurance for optimal performance
- Meet sport-specific energy, nutrient and hydration requirements
- Enhance adaptation and recovery between training sessions and competitions
- Provide individualized nutrition recommendations
- Educate about the safe and legal use of supplements
- Reduce risk of illness and injury
- Achieve and maintain optimal health
- Development of healthy eating habits for a lifetime

ONE TEAM MEAL

3

Proteins (poultry, lean red meat, fish)

Salad bar or Caesar salad

2

Starches
(choose from pasta, rice, potatoes, sweet potatoes, quinoa, bread, rolls)

Fresh Fruit

1

Cooked vegetable
(green beans, broccoli, carrots, cauliflower, brussel sprouts)

Assorted Beverages
(water, juices, milk, Gatorade, Propel)



+ Meals & Fueling Stations

Average price of training table dinner or team dinner:

- *Training table dinners = \$27 / student-athlete*
 - *On any given night, as many as 600-700 student-athletes participate in the training table*
- ➔ **\$16,000- \$19,000**

Fueling stations:

- *We spend over \$400,000 annually for all 16 Olympic sport fueling stations (all non-football fueling stations)*
- *Each team spends approximately \$400-500 per week to stock their fueling station.*



+ Christian Tanefeu
Wrestling, Class of 2025

"Michigan Athletics has shaped me into more than just a wrestler — it has prepared me to be a leader in every part of my life. From professional development opportunities to community engagement, I've learned how to carry resilience, discipline, and teamwork beyond the mat. As a first-generation college student and immigrant, the foundation I've built here gives me the confidence to pursue my career goals and inspire others to keep chasing theirs."

CAREER PREPARATION

The Graham Family Athletic Career Center

At Michigan Athletics, preparing student-athletes for lifelong achievement is at the heart of what we do. The Graham Family Athletic Career Center continues to be an essential catalyst for career exploration and growth, equipping Wolverines with the tools, skills, and confidence to excel in any arena.

We are expanding our programming to connect student-athletes with a dynamic network of alumni, mentors, and industry leaders across the globe. Through targeted workshops, personalized coaching, and immersive career ventures, our student-athletes are exploring diverse career paths, honing their professional skills, and building relationships that will shape their journeys long after leaving Michigan.



Top Programs Attended by Student-Athletes

- #1 Career x NIL Kickoff
- #2 Nike Internship Learning Session
- #3 Zirin & Burnstein Career Academy
- #4 Eli Lilly Micro-Project Session
- #5 Resume Revamp



Career Ventures

From the Big House to Big Ben, the Graham Family Athletic Career Center held its first international career venture by taking eight student-athletes overseas to connect with global leaders across industries and prepare them to be world-ready. Four stateside ventures were also completed in Miami, D.C., New York, and Chicago.



Internship Placements

Amazon, Nike, Converse, Cushman & Wakefield, Accenture, New York Yankees, Boston Red Sox, Detroit Tigers, PwC, Rocket, JP Morgan, Michigan Medicine, CBRE, Visa, State Farm, Mercedes, Wasserman, Bank of America, BMO, Goldman Sachs, Gartner, Barclays, Lockheed Martin, FOX, Morgan Stanley, NYU Langone Rusk Rehabilitation Center



GRAHAM FAMILY
ATHLETIC
CAREER
CENTER

BY THE NUMBERS: FY25

805

CORPORATE
PARTNERS

100

M-SHADOW
MENTORS

72%

POST-GRAD
HIRES

5

CAREER
VENTURES

38

EVENTS &
WORKSHOPS

25

AVG. CAREER
FAIR EMPLOYER
INVOLVEMENT



STEPHANIE BALDUCCINI WAS A FOUR-TIME BIG TEN CHAMPION AND FIVE-TIME ALL-AMERICAN IN 2024-25.



+ Claire Taylor
Field Hockey, Class of 2025

"Leadership is one of the most valuable skills we can take with us beyond athletics, and Michigan makes it a priority to help us grow in that area. Through programs led by Brian Townsend, we learn how to communicate, work as a team, and step into roles where others look to us for guidance. A big part of that is also giving back, whether it's volunteering in the community or supporting causes we care about. It's not just about being a captain on the field, but about developing the confidence and mindset to be a leader in our careers and our communities. Those experiences help shape us into well-rounded people who are ready to make a difference long after our playing days."

LEADERSHIP DEVELOPMENT & COMMUNITY ENGAGEMENT



Leadership Development Series

- **PH.Me Series**
DISC Assessment, Living My Brand Through my Values (with ICON), Enneagram
- **Accelerate Your Professional Skills Series**
(Collaboration with Ross School of Business)
Relationships, Strengths, Purpose
- **Leadership W.I.N.S. Series**
(Wellness, Integrity, Navigation, Self-Awareness)
Person vs. Player, Courageous Conversations, Society's Score Card vs. Mine
- **Emotional Intelligence Series**
Self-Awareness, Empathy, Resiliency

Team Series

- **High Performance Teams**
Common Purpose Building, Culture Building, Building Strong Relationships, Courageous Conversations

Community Engagement

Through service projects and outreach programs, student-athletes learn the importance of giving back and leading by example. One example is Team IMPACT, a national non-profit that matches children with serious illnesses or disabilities with college athletic teams.

Michigan Athletics has worked with Team IMPACT since 2014 and has had over 30 matches, cultivating relationships that profoundly impact the children, their families and our student-athletes.



BY THE NUMBERS: FY25

91
WORKSHOPS

650
STUDENT-ATHLETES
ATTENDING AT LEAST
ONE EVENT



ATHLETIC MEDICINE

Innovative patient-centered healthcare

Champions Fund investments in athletic medicine safeguard our student-athletes' physical health with cutting-edge care and prevention. Your support provides a robust safety net, ensuring swift, expert medical attention that keeps them performing at their best while fostering long-term health.

In Fiscal Year 2025, Michigan Athletics spent a total of \$7,441,488 on athletic medicine. Twenty-six percent of that cost was covered by Champions Fund donations -- \$1,934,787.



- 19 team physicians
- 32 athletic trainers/physical therapists
- 44,020 treatment encounters occurred, with 87,724 different types of treatments completed on student-athletes
- Manual therapy accounted for 32,005 treatments
- Modalities account for 19,479 treatments
- Rehabilitation accounted for 15,298 treatments



+ Athletic Training Rooms

There are 18 training rooms on the Stephen M. Ross Athletic Campus:

Four main athletic training rooms:

Schembechler Hall
South Complex Performance Center
Crisler Center
Canham Natatorium

Fourteen additional satellite facilities are used to provide athletic training services to our varsity teams during practices and home events. These facilities are equipped with various modalities that are used for treatment of injuries and recovery.

BY THE NUMBERS: FY25

845

STUDENT-ATHLETES
SEEN FOR INJURY
OR ILLNESS

2,819

TOTAL NUMBER OF
INJURIES AND ILLNESSES
EVALUATED

4,289

STAFF HOURS SPENT WITH
STUDENT-ATHLETES ON
THERAPEUTIC EXERCISES



+ The PERCH System

After one year of using PERCH, a system that maximizes workflow, efficiency, and data collection:

- Over 61 million pounds have been lifted by our student-athletes — the equivalent of over 8,700 elephants, or the weight of 135 Statues of Liberty
- Over 117,000 sets recorded and evaluated
- Teams have shown a monthly rolling average increase of 2.5 percent in overall athlete strength and power

STRENGTH & CONDITIONING

Enhancing athletic performance by utilizing scientifically supported methodologies



Student-athletes engage in high-level, year-round training and competitive workloads to increase performance, maximize physical capacity, and minimize injury potential, in the pursuit of competitive success. As strength and conditioning coaches, it is our responsibility to design and prescribe holistic, sport-specific individualized training programs focused on increasing musculoskeletal durability, strength, power, and endurance.

DID YOU KNOW?

The University of Michigan Human Performance and Sport Science Center (HPSSC) is a wonderful example of cross-campus collaboration between the School of Kinesiology, Michigan Medicine Orthopaedic Surgery and Michigan Athletics. The HPSSC Athlete Innovation Lab -- HAIL -- launched a year ago and provides an opportunity for collaborative research and education. Athletics and Michigan Medicine partner in the assessment of biomechanics and physiologic conditions to optimize performance, enhance injury resiliency, facilitate recovery from injury, and ensure health and wellbeing in partnership with our team professional staffs.

BY THE NUMBERS: FY25

6,400

INDIVIDUALIZED
TRAINING
PROGRAMS

> 83,000

INDIVIDUAL DAILY
TRAINING SESSIONS
COMPLETED





+ Women's Soccer Denmark and Sweden, May 2025

The Wolverines played international matches against Brøndby IF in Denmark and Hammarby Fotboll in Stockholm. A postgame social with Brøndby IF allowed the teams to swap stories and form relationships over a catered dinner in the club's cafeteria.

Between games, the Wolverines attended two professional Swedish matches and mixed in training sessions, sightseeing, and excursions. They experienced different cultures, and created memories and connections with one another.

TEAM TRAVEL

Creating competition and international travel experiences

The opportunity to travel makes the game student-athletes play more than just a sport. These life-changing experiences allow players to build stronger connections with teammates while forming new relationships with other teams.

International trips provide additional opportunities to exchange stories, experience different cultures, and create once in a lifetime moments student-athletes will never forget.

The Champions Fund ensures student-athletes have the resources and accommodations needed for safe and efficient travel, allowing them to take advantage of the opportunities abroad and to represent Michigan Athletics globally.



- Approximately \$165,000 from the Champions Fund helped cover the men's lacrosse trip to Spain and the women's soccer trip to Denmark and Sweden.
- During the 2024-25 academic year, Michigan Athletics spent \$19,291,031 in team travel for all 29 sports, including postseason travel expenses.

→ *That \$19M+ total cost for team travel is enough to cover the annual in-state tuition for 500 full-time U-M undergraduate students.*

"This was a once-in-a-lifetime trip that I'm very grateful our program had the opportunity to experience together.

Thank you to our amazing donors, tour guides, and support staff behind the scenes who helped carry out such a wonderful trip. Having the opportunity to immerse ourselves in another culture while spreading the game that we love is something we do not take lightly. This is an experience our young men will remember for the rest of their lives."

KEVIN CONRY,
Men's Lacrosse Head Coach



RECRUITING

The next generation of Wolverines



The lifeblood of Michigan Athletics, recruiting brings fresh, determined talent to Ann Arbor. In Fiscal Year 2025, the athletic department spent \$6,105,020 on recruiting. The Champions Fund fuels this quest for excellence, ensuring we continue to attract individuals who embody our values and drive. Your investment in recruiting keeps the Wolverines at the forefront of collegiate sports.

Recruiting is incredibly important to maintain the championship standards that we strive for every day. Recruiting new talent and retaining current talent in our programs helps the University of Michigan continue to maintain excellence.

+ Recruiting Costs at Michigan Athletics

OFFICIAL VISITS: RECRUITS & FAMILIES

- Flights
- Hotels
- Meals
- Entertainment

TRAVEL: COACHING STAFFS

- Flights
- Hotel
- Meals

OTHER EXPENSES

- Scouting services
- Recruiting mailers
- Photo shoots
- Official visit gifts



BY THE NUMBERS: FY25

745

UNOFFICIAL VISITS

452

OFFICIAL VISITS

+ Allison Jacobs
Volleyball, Class of 2026
2025 Academic All-American

"Being a part of SAAC for all my years at Michigan has created a sense of engagement and pride that I will remember for so many years to come. As a rep, vice president, and president I have been able to see the direct impact that SAAC can have on the student-athlete experience. Whether it is as simple as sharing with my team the important information from the athletic department, or having hands-on experience planning our Maizies award show, it is empowering and inspiring to be behind the scenes. Being a part of SAAC also provides athletes with a wider perspective on all the aspects that go into a functioning athlete department. I have immense gratitude for Michigan Athletics and all the people that make the wheels go around!"

ACADEMIC SUCCESS

Empowering student-athletes to set them up for success.



The Academic Success Program (ASP) works hard to provide rich educational development and experiences. Having strong educational support enhances the overall probability of academic success and graduation among our student-athletes.

But ASP is not just about counseling. With support from the Champions Fund, the ASP team provides tutoring, assistance with class scheduling and proctoring when team travel takes student-athletes away from campus.

ASP also oversees the Student-Athlete Advisory Council (SAAC), degree completion programs, and events such as Student-Athlete Graduation and The Maizies.

BY THE NUMBERS: FY25

11,355

TUTORING/
MENTORING
APPOINTMENTS

454

STUDENT-ATHLETES
EARNING UNIVERSITY
HONORS

4

ACADEMIC
ALL-AMERICANS

15

TEAMS EARNED NCAA
ACADEMIC PROGRESS RATE
PUBLIC RECOGNITION
AWARD

486

ACADEMIC
ALL-BIG TEN

131

BIG TEN DISTINGUISHED
SCHOLARS



YOUR IMPACT: **REVENUE**



TOTAL FUNDS RAISED:
Fiscal Year 2024 and 2025

FY24	\$4,650,092
FY25	\$5,545,387

→ \$1,439,951 increase year-over-year

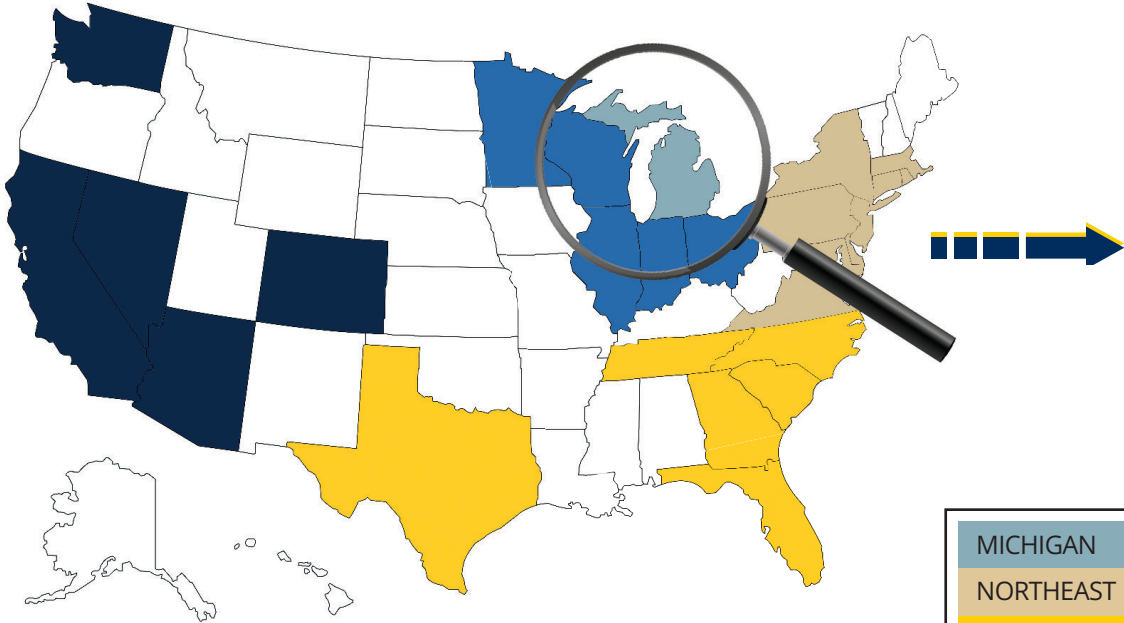
TOTAL GIFT COUNT:
Fiscal Year 2024 and 2025

FY24	4,813
FY25	4,640

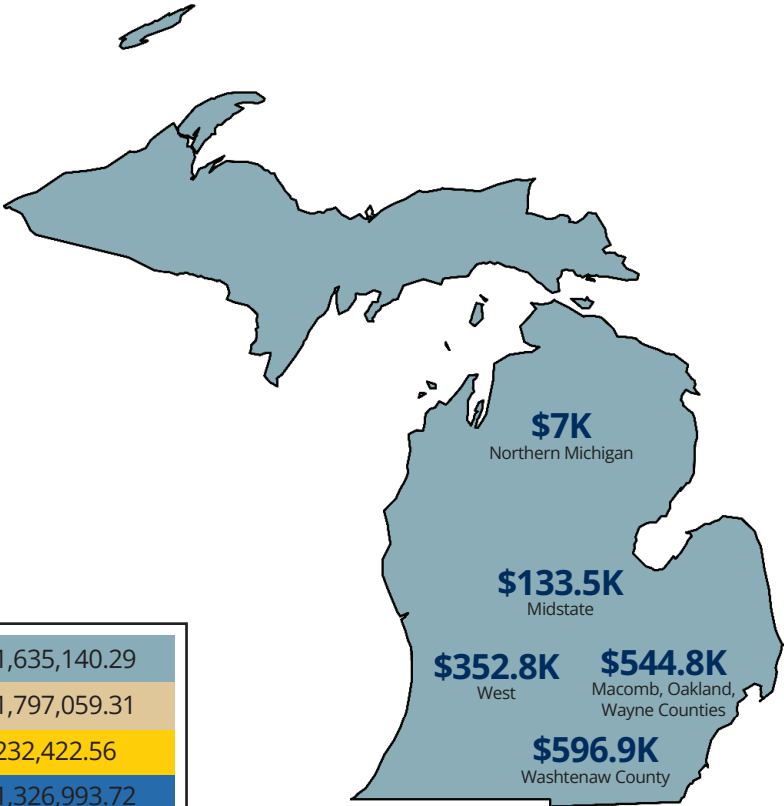
→ 173 decrease in gifts



REGIONAL SUPPORT



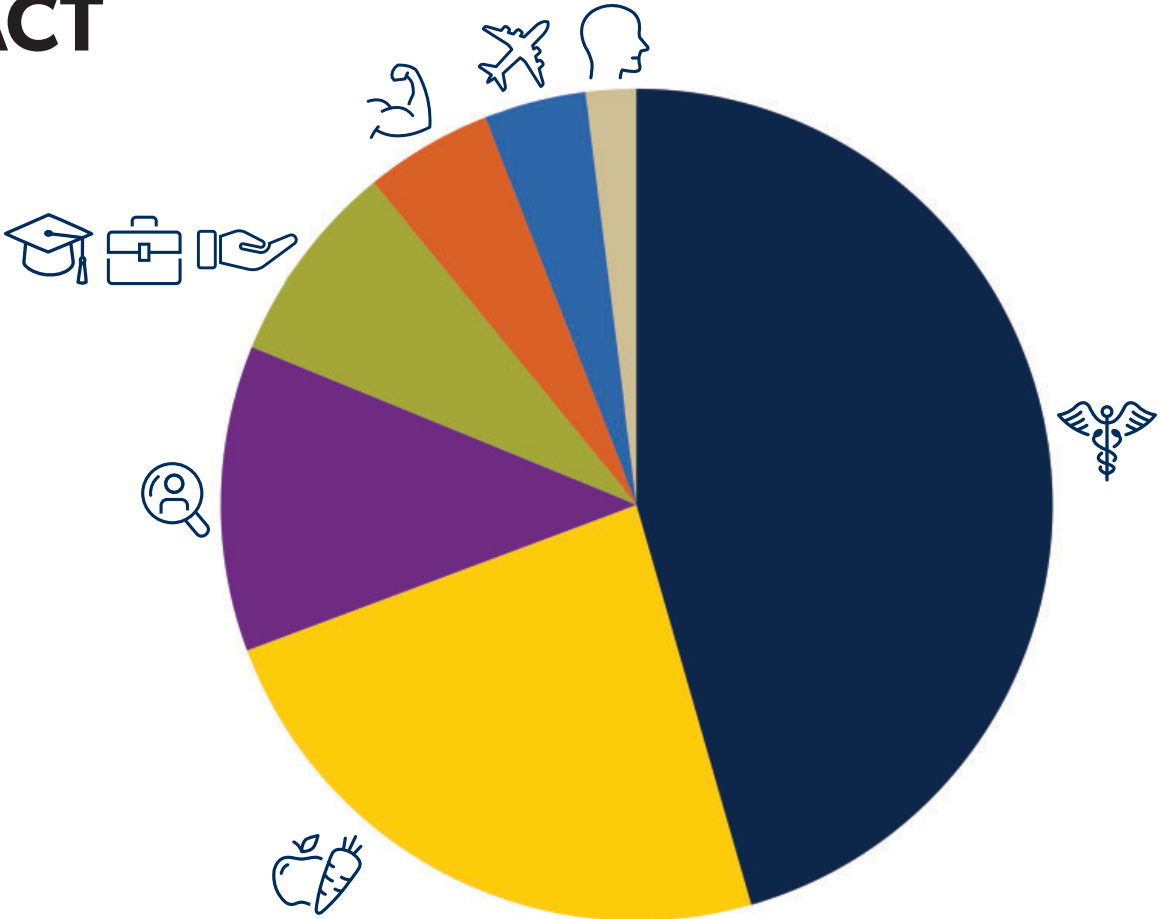
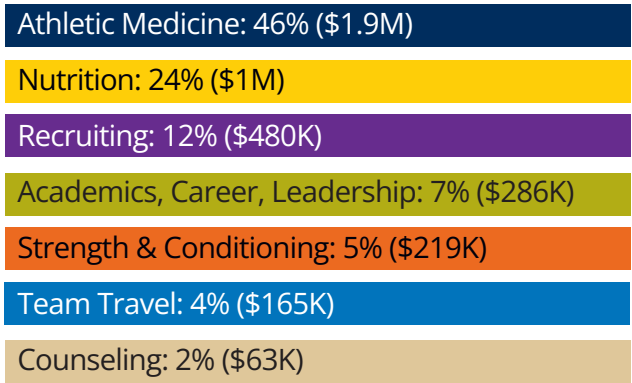
MICHIGAN	\$1,635,140.29
NORTHEAST	\$1,797,059.31
SOUTH	\$232,422.56
MIDWEST	\$1,326,993.72
WEST	\$297,096.31
INTERNATIONAL	\$5,940





MAXIMIZING IMPACT

Yours Champions Fund gifts in Fiscal Year 2025 supported:





2025 BIG TEN SOFTBALL TOURNAMENT CHAMPIONS

2024-25 ACADEMIC ALL-AMERICANS



CARLY BAUMAN
Women's Gymnastics
ACADEMIC ALL-AMERICA
FIRST-TEAM



JULIA FLIEGNER
Women's Tennis
ACADEMIC ALL-AMERICA
FIRST-TEAM



ALLISON JACOBS
Volleyball
ACADEMIC ALL-AMERICA
THIRD-TEAM



TYLER RAY
Men's Swimming and Diving
ACADEMIC ALL-AMERICA
THIRD-TEAM

2024-25 CHAMPIONS



**NATIONAL
CHAMPIONS**
MEN'S GYMNASTICS



CHAMPIONS
MEN'S GYMNASTICS
WOMEN'S TENNIS



**TOURNAMENT
CHAMPIONS**
FIELD HOCKEY
MEN'S BASKETBALL
SOFTBALL



**REGULAR-SEASON
CHAMPIONS**
MEN'S GYMNASTICS



Thank You!

Because of your steadfast generosity, the Michigan Athletics Champions Fund continues to transform the lives of our student-athletes across all nine pillars of enrichment. This year, your support fueled innovation in training and performance, advanced academic resources, enhanced mental health and wellness services, and cultivated leadership opportunities that reverberate far beyond the playing field.

Every gift to the Champions Fund helps ensure that our student-athletes have the resources, support, and guidance to thrive as Wolverines — and as leaders in their communities after graduation. Your commitment is at the heart of our ability to foster growth, resilience, and excellence in every member of our Michigan Athletics family.

Thank you.

Your impact echoes in every classroom, every practice, every victory,
and in the lifelong success of those who wear the Block M.

Together, we champion the future — one student-athlete at a time.

*To learn more about Michigan Athletics
and what support means to our student-athletes,
coaches and programs, please visit
support.MGoBlue.com*

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