



JULY 1, 2023 - JUNE 30, 2024



On behalf of everyone at Michigan Athletics, I extend my heartfelt gratitude for your generous support throughout the past year.

Your contributions to the Champions Fund have made a deep impact on the lives of our student-athletes and the future of our athletic programs. You have enabled us to invest in their development as both athletes and individuals, guaranteeing they are equipped to succeed both on and off the field of play.

We are committed to fostering a culture of excellence, where our student-athletes can thrive academically, athletically, and personally. Your support is instrumental in making this vision a reality. Thank you again for your continued dedication to the University of Michigan.

Go Blue!

Warde J. Manuel
W. Manuel

Donald R. Shepherd Director of Athletics

Year in Review



At Michigan Athletics, more than 20 percent of our annual budget comes from private philanthropic donations; it is your generosity that enables us to comprehensively support our more than 900 student-athletes.

Michigan Athletics receives:

\$0 in Michigan tax revenue

\$0 from the State of Michigan budget

\$0 from the University of Michigan operating budget

\$0 from University of Michigan student fees

Because of this, Michigan Athletics relies heavily on the generous support of donors like you! Nearly 3,220 unique donors supported the Champions Fund in Fiscal Year 2024. Of this number, 838 were first-time contributors to the Champions Fund. Thank you to both the returners and the newcomers, and as you read through this impact report, we are certain you will feel the incredible effect of your gifts.



Thank You

▶ "I want to take a moment to personally thank you for your incredible generosity. Your support has made a significant difference in my life, both academically and athletically, and I am deeply grateful for the opportunities donors like you have provided me."

SEMAJ MORGAN

Class of 2027, Football



▶ "I wish I could make a new word for the gratitude, happiness, life lessons, excellence, and opportunity donors have gifted me, because no one word could sum up everything. My life has forever changed from the little boy who just wanted to swing around the bars, to Big Ten and national champions, so thank you!"

LANDEN BLIXT

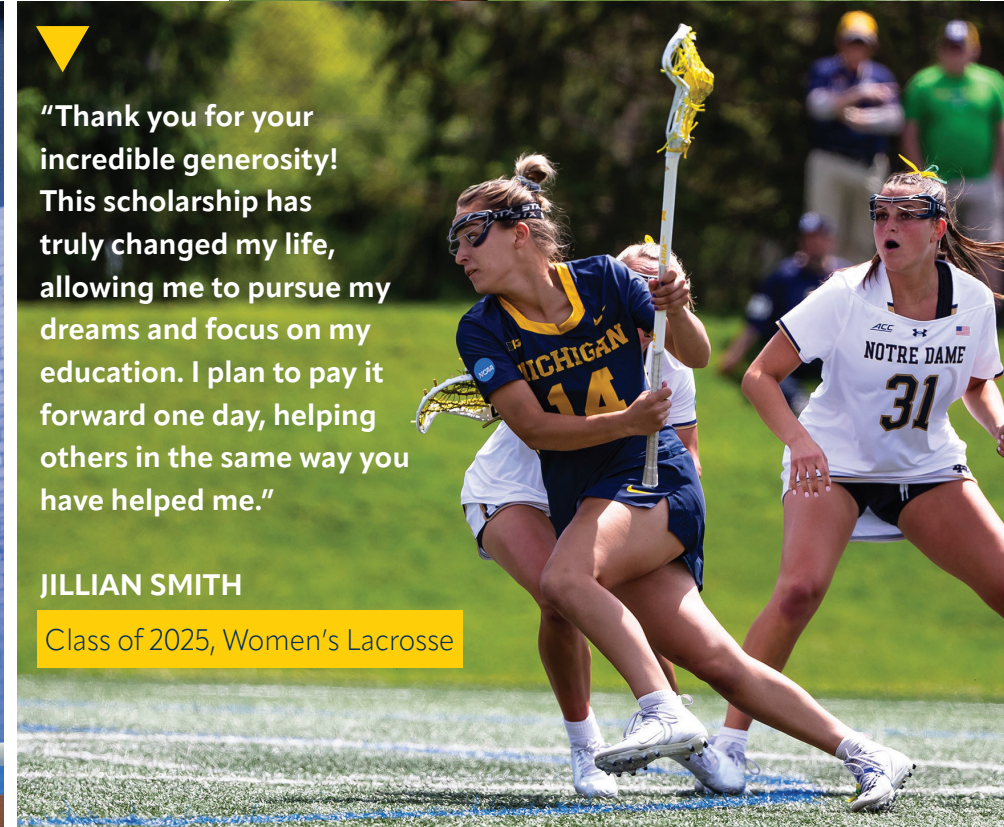
Class of 2026, Men's Gymnastics



▶ "Thank you for your incredible generosity! This scholarship has truly changed my life, allowing me to pursue my dreams and focus on my education. I plan to pay it forward one day, helping others in the same way you have helped me."

JILLIAN SMITH

Class of 2025, Women's Lacrosse



Look to Michigan

for comprehensive experiences ►

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 to changes in the world of collegiate sports, ensuring our athletes continue to succeed on and off the field of play; 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 student-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 enables us to offer career guidance, internship opportunities, and job placement services to assist student-athletes in charting their post-graduation paths.

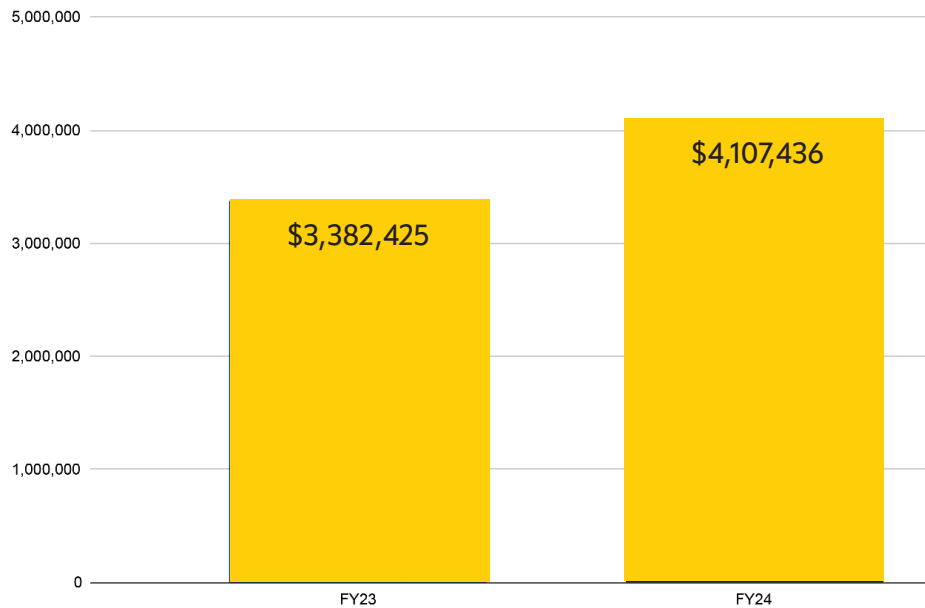
Michigan possesses a distinct combination of resources, legacy, and community that positions us to influence the future of our student-athletes and sport programs. In partnership with donors like you, we continue to build a legacy of champions in sport and life — cementing a partnership that lasts a lifetime.

Thank you for making a difference for today's Wolverines, and laying the groundwork for tomorrow's leaders.

Donor Impact: Revenue & Engagement

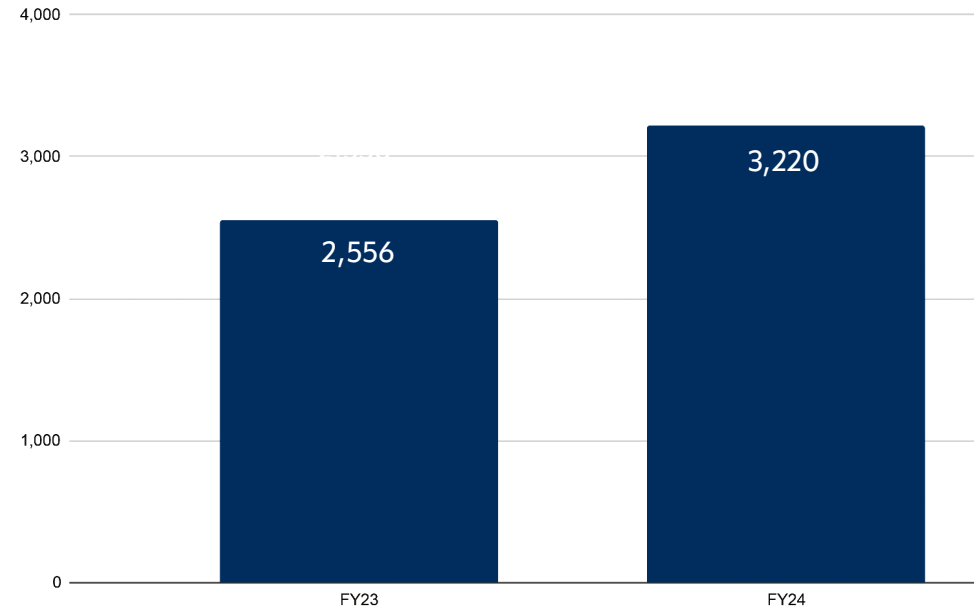
Thanks to your generosity, we achieved remarkable growth, reaching new levels in Fiscal Year 2024 in both revenue and donor engagement.

TOTAL CHAMPIONS FUND REVENUE



Over 21% increase from FY23 to FY24 -> \$725,011 increase

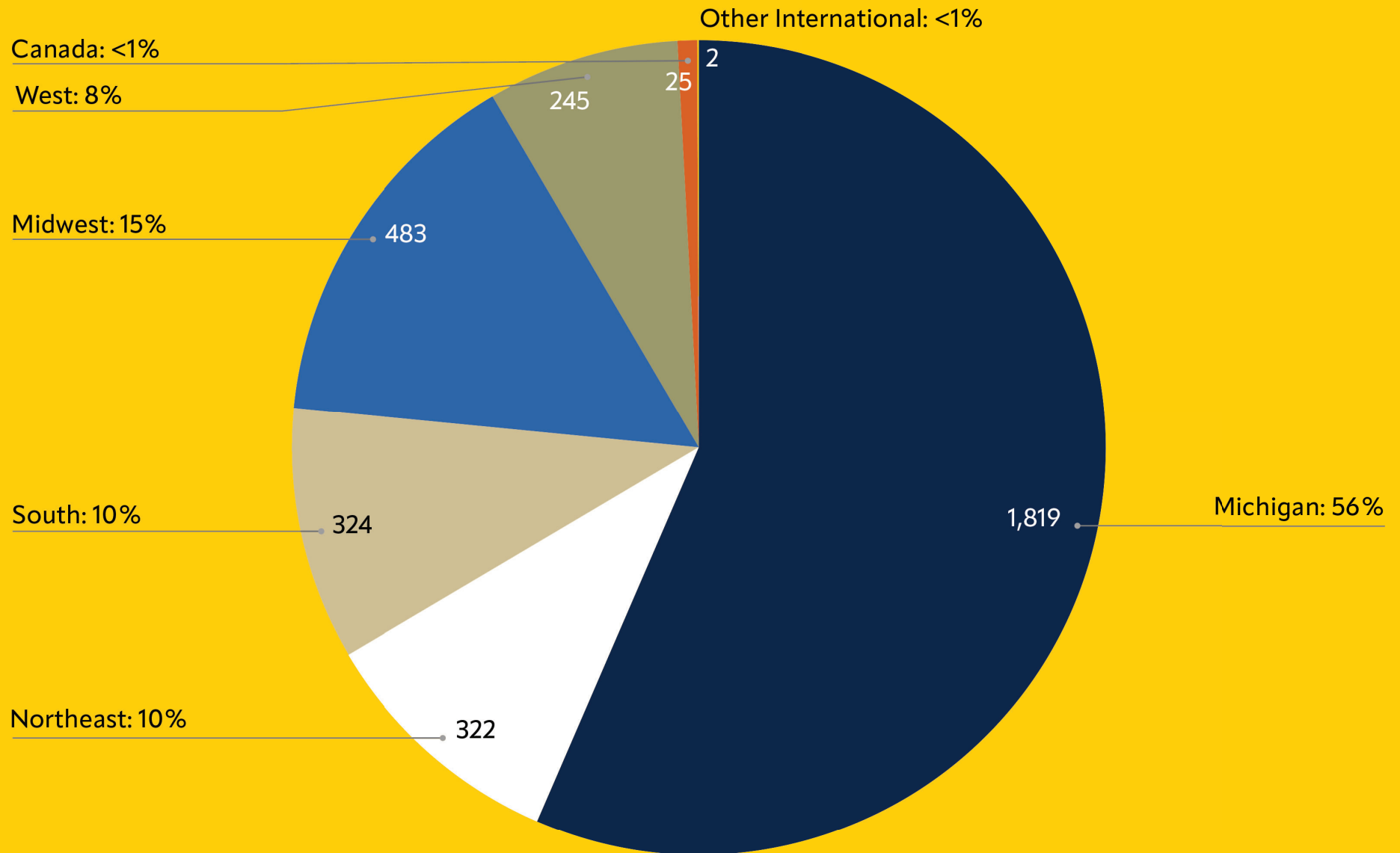
TOTAL CHAMPIONS FUND DONOR COUNT



Increase of 664 donors to the Champions Fund in FY24.

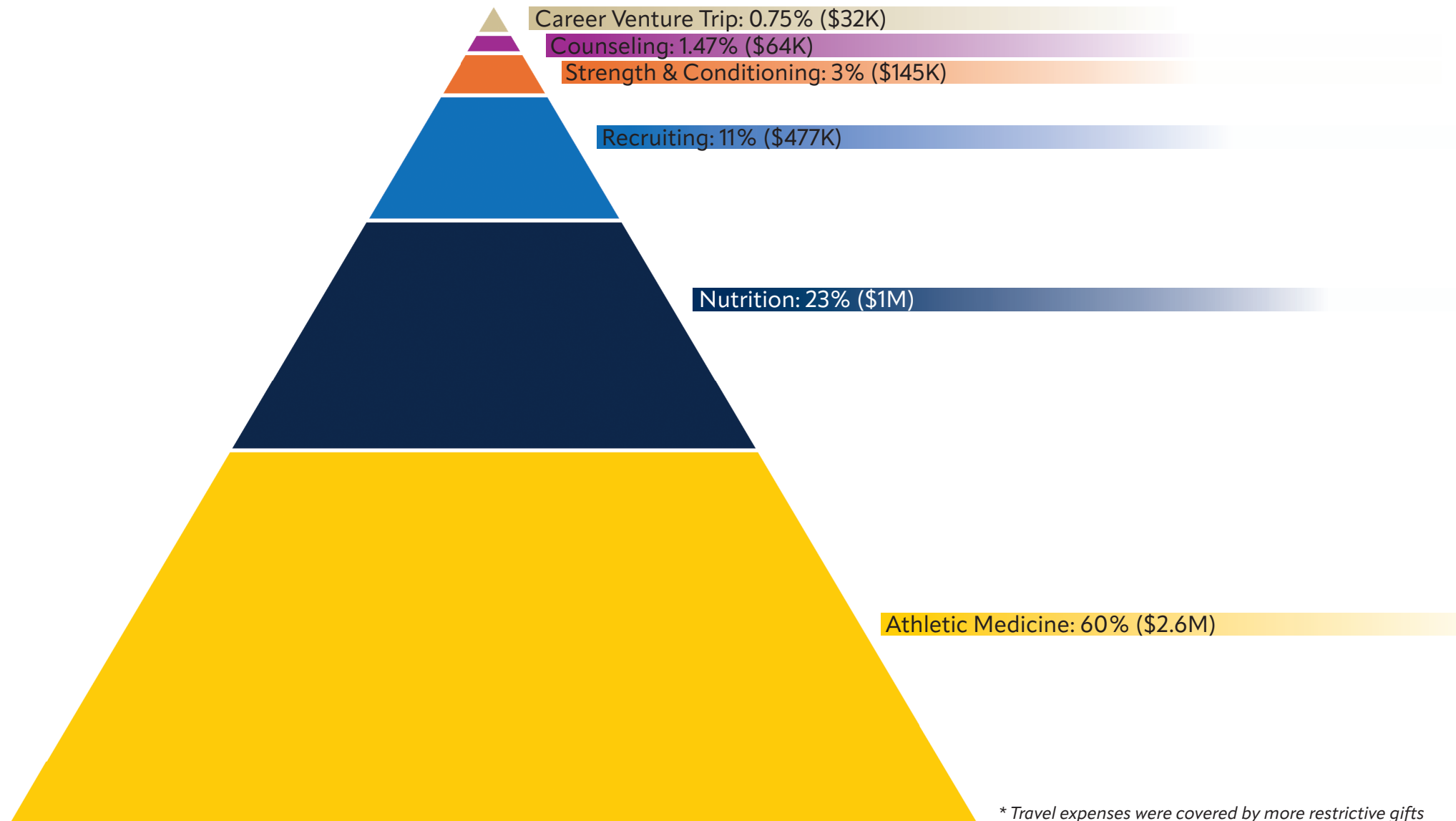
Year in Review

Donor support for Michigan Athletics comes from near and far, from every region of the United States and internationally.



Maximizing Impact

Your contributions made a tangible difference, funding vital areas to equip our student-athletes for success.
In Fiscal Year 2024, your gifts supported:



** Travel expenses were covered by more restrictive gifts*



Women's tennis won the 2024 Big Ten Championship and Tournament titles and advanced to the NCAA quarterfinals, setting a program record with 29 wins.

Athletic Counseling



Mental health is the cornerstone of a student-athlete's well-being. The Champions Fund ensures access to comprehensive counseling services that nurture the mind, enabling our athletes to face challenges both in competition and in life. Your support shapes resilient individuals, conditioned to thrive amidst the pressures of elite sports and academia.

- ▶ Personal 1:1 counseling
- ▶ Team sessions
- ▶ Mental health workshops
- ▶ Restorative yoga and other well-being classes



"Athletic Counseling has helped me reach my full athletic potential through managing the pressures of training and competition, and reminding me that while athletic performance feels significant, it doesn't define who I am as an individual. Athletic counselors are not only highly qualified mental health professionals, but also trusted friends and confidants. They represent some of the most valuable resources Michigan offers for the current and continuing success of its athletes, in athletics and in life!"

JUAN CERESA / Political Science Major

Class of 2025, Men's Swimming & Diving



THE ATHLETIC COUNSELING TEAM FROM JULY 1, 2023 - JUNE 30, 2024

- ▶ Counseling staff attend practices at least bi-weekly with every team.

142
Team
Sessions

- ▶ Counseling staff provide coverage in the medical clinics; someone is there whenever the clinics are open, five days per week.

120+
Drop-In
Sessions

3,447
Scheduled
Sessions

68
Group
Sessions

398
Individuals with
at least one
formal session*

34+
Consults
with coaches

*Multiple "curbside" consults are not included in the 398.



Preparing our student-athletes for success beyond sport, the Champions Fund supports career readiness through our **Michigan Athletics Career Center (MACC)** programming.

The MACC is committed to the career development of University of Michigan student-athletes through comprehensive and transformative experiences that empower the Leaders and Best. They provide opportunities to engage with a global network and create relationships that foster a lifetime of success. With your support, the next generation of leaders receive the guidance they need to excel in their passions, molding characters prepared to make meaningful contributions to society.



Career Preparation



The Career x NIL Kickoff: An opportunity for student-athletes to be recruited for jobs, internships and NIL opportunities.

◀ **Industry Networking Night:** An evening of networking with top industry professionals in business, sports, real estate, healthcare, law, STEM and more.

to help student-athletes perfect their elevator pitches. This invaluable training equips them with the skills to confidently introduce themselves, articulate their goals, and demonstrate their unique qualifications — whether they're interviewing for jobs, internships, or leveraging Name, Image and Likeness (NIL) opportunities.

Pitch Like a Pro: A dynamic session designed

Graduate School Planning: In collaboration with the Ross School of Business, student-athletes gain essential insights on how to distinguish themselves in competitive graduate school applications, learn the benefits of pursuing advanced degrees, and receive personalized guidance to address individual questions.

STUDENT-ATHLETE LED PRE-PROFESSIONAL PROGRAMS

- ▶ MATCH (Michigan Athletes Toward Careers in Healthcare)
- ▶ ABA (Athlete Business Association)
- ▶ AIM (Athletes in Media)
- ▶ MAITech (Michigan Athletes in Tech)
- ▶ MARC (Michigan Athletes in Real Estate Careers)
- ▶ Leaders in Law

RECENT STUDENT-ATHLETE INTERNSHIP PLACEMENTS

American Express	General Electric
Apple	General Mills
Barclays	Google
Boeing	Michigan Medicine
Charles Schwab	MLB Teams
D.C. United	NBA Teams
Detroit Institute of the Arts	NFL Teams
Deutsche Bank	Nike
Eli Lilly	Plante Moran
Facebook	Procter & Gamble
Ford	Rolls Royce

Leadership Development & Community Engagement



At Michigan Athletics, leadership development is more than just a program — it's a transformative journey. We empower Wolverines to be the best version of themselves now and in the future. Through innovative programming and action-based learning, we equip our student-athletes with invaluable life skills that extend well beyond their time on campus.

Student-athletes benefit from **leadership workshops** such as emotional intelligence, effective communication, and decision-making, **community service** projects and outreach programs.



"Both the MACC and Leadership Development programming have been instrumental in shaping my leadership abilities as a student-athlete at Michigan. Their unwavering support and professional development workshops have empowered me to dream big and actively pursue a successful and enriching career. Thanks to their initiatives, I've gained the confidence to lead both in and out of the pool. The foundation they've helped me build is something I will carry forward as I continue to grow, achieve my ambitions, and inspire others, just as they have inspired me."



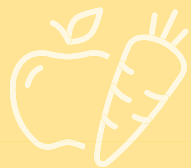
EVIE JOHNSON / International Studies Major

Class of 2025, Women's Swimming & Diving



**2023-24 RACHAEL TOWNSEND
LEADERSHIP AWARD:
Jacob Truscott, Hockey**

Seeking to honor student-athletes who have made significant contributions to their community, this award is given to inspirational leaders inside and outside of the locker room, encouraging their peers and teammates to serve. These student-athletes have led others through existing initiatives or developed an idea/program through to completion.



Performance Nutrition

Optimal nutrition is key to peak performance. Your support of the Champions Fund transforms our ability to provide tailored nutritional strategies, critical for the high demands of student-athlete life. Together, we're fueling victories, recovery, and a lifetime of healthy choices.

The average price of training table dinner or team dinner is \$27 per student-athlete. On any given night, as many as 600-700 student-athletes participate in training table, coming to a total cost of \$16,000-\$19,000.

We have 14 team fueling stations located in each team's training facility. Each team spends approximately \$400-500 per week to stock their fueling station (excluding football).

Hydration and macro ratios for student-athletes to optimize performance, energy levels, and recovery:

Athletes require about 0.5 oz. of fluid per pound of body weight plus additional fluid before, during and after training. For every pound of body weight athletes lose as sweat during training/competition, they require 20-24 oz. of fluid to rehydrate.

Macro targets depend on the sport, where they are in their training, and body weight. In general, most athletes require:

- ▶ 5-10 gm of carbohydrates per kg per day
- ▶ 1.2-2.4 gm of protein per kg per day
- ▶ 0.75-1.5 gm fat per kg per day

EXAMPLE OF A STUDENT-ATHLETE'S BALANCED MEAL PLAN:

Breakfast: Hard-boiled eggs, oatmeal with milk/honey/berries, tea

Snack: Greek yogurt with chia seeds and berries, water

Lunch: Wheat bagel with smoked salmon, cream cheese, tomato, onion, lettuce, milk

Snack: Pretzels, cheese stick, electrolyte water

Dinner: Grilled chicken with pasta, green beans, orange, water

Overnight Oats

- ½ cup old-fashioned rolled oats
- 1 cup milk (or plant-based option)
- ¼ cup greek yogurt
- 1 heaping tbsp chia seeds

Mix all ingredients in a 16-ounce mason jar. Cover and refrigerate overnight. In the morning, mix and enjoy!

Optional additions:

- Spice:** ½ tsp cinnamon, nutmeg, cardamom, pumpkin pie spice
- Sweetener:** ½ tsp honey, maple syrup, agave, vanilla extract
- Fruit:** ¼-½ cup berries, dried fruit
- Nuts:** 1 tbsp nuts, peanut butter

Athletic Medicine



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



▶ “Gifts to the Champions Fund play a vital role in enhancing the experience of our student-athletes in ways that extend far beyond what meets the eye. Your generous contributions enable us to invest in state-of-the-art facilities, cutting-edge equipment, and essential medical resources. They also impact the day-to-day quality of life through stocking our training tables, supplying necessary equipment, and enhancing their overall experience as a student-athlete. Thanks to your incredible support, we can provide top-tier services and care, ensuring our student-athletes have every opportunity to succeed.”

YUAN XIAO

Men's Gymnastics Head Coach

Treatment & Rehabilitation Upgrades at Football in 2023-24

▶ Over \$109,000 was spent on three critical machines: an upgraded electrical stimulation/therapeutic ultrasound treatment unit; a Biodex isokinetic dynamometer that measures muscle strength and performance; and an Oxefit rehabilitation machine, an all-in-one smart gym that provides dynamic variable resistance training and real time feedback to the patient.

Approximate Number of Hours Student-Athletes Spent in Treatment and Rehabilitation Annually

▶ 856 student-athletes had an injury, illness, and/or other type of condition evaluated by an Athletic Trainer in 2023-24. A total of 2,842 conditions were documented.

▶ 951 student-athletes were seen by an athletic trainer for care, and 39,787 treatment/rehabilitation records were documented.

▶ Therapeutic exercise is critical to rehabilitation. Student-athletes spent an estimated 216,809 minutes doing therapeutic exercises, accounting for about 10 hours/day over 365 days by athletic medicine staff.



Through the Champions Fund, strength and conditioning programs sculpt resilient and powerful student-athletes equipped to face the rigors of competition. Your contribution fosters a culture of excellence, building not just muscle, but the fortitude required for both sports and life's challenges.

During Fiscal Year 2024, Michigan Athletics spent approximately \$115,000 for new and replacement equipment and maintenance on current equipment, across all of the Olympic sports facilities.

Strength & Conditioning

Our strength and conditioning staff estimates providing 83,000 individual daily training sessions during the fall and winter terms, based on about 800 student-athletes, each with three strength and conditioning sessions per week. A typical training session varies in length, usually 30-60 minutes, and includes conditioning, agility, speed and other non-lifting sessions.

Their success lies in having access to equipment and facilities that allow for smooth transitions from session to session. It means sometimes moving from a 4'10" gymnast directly to a 6'6" shot putter. They also utilize equipment creatively for more specialized movements for specific sports: using a nylon strap attached to a cable machine to work on the lower body hip rotation to improve strength and control for softball hitters; and then further adjusting body position in a similar setup to help our pitchers develop those traits in a more specific pitching position.

Our strength staff uses technology to maximize results. They have been working to fund an upgrade to the current Velocity Based Training (VBT) system. This provides an accurate measure of power on each rep which is displayed on an iPad and recorded in the Cloud. With only 29 units, it allows just 37% of the power racks across multiple weight rooms to be used at a time. An upgraded system would allow the staff to outfit 53 power racks, including all racks at the Performance Center (40), William Davidson Player Development Center (8) and at Yost Ice Arena (5).





Paul Juda (U-M Gymnastics, 2020-25, second from left) and Fredrick Richard (U-M Gymnastics, 2023-26, far right) led Team USA to its first Olympic team medal in 16 years at the 2024 Paris Games (bronze).



Team travel is essential to the collegiate athletic experience, encompassing all facets of competition, from transportation to accommodations. The Champions Fund ensures our Wolverines have the resources for safe, comfortable and efficient travel, allowing them to focus solely on excellence in competition. Your support provides the logistical backbone for away games and tournaments, ensuring our teams arrive prepared, nourished and ready to represent Michigan Athletics with distinction.



**2023 FIELD HOCKEY ACC/BIG TEN CHALLENGE:
4-DAY TRIP TO NORTH CAROLINA AND WAKE FOREST**

Air	\$24,287
Ground	\$11,250
Hotel.....	\$9,640
Meals	\$10,295
TOTAL	\$55,471



▶ "We are grateful to the Champions Fund for providing us the opportunity to travel and compete at the highest level. This resource has given us a distinct advantage - allowing Michigan to be the Leaders and Best."

MARCIA PANKRATZ

Field Hockey Head Coach

Recruiting



The lifeblood of Michigan Athletics, recruiting brings fresh, determined talent to Ann Arbor. The Champions Fund fuels this quest for excellence, ensuring we continue to attract individuals who embody our values and drive. Your investment into recruiting keeps the Wolverines at the forefront of collegiate athletics.

**Total Recruiting Visits
in 2024:**
1,321

Unofficial Visits:
864

Official Visits:
457

Wolverines hail from all four corners of the globe, and 41 of the United States. In order to identify individuals who align with the goals, mission and vision of Michigan Athletics, it requires a lot of time, research and resources. Geography should not be an obstacle to providing opportunities, and with your support, our coaches and staff are able to reach out in pursuit of the next generation of leaders.

41 STATES + D.C. AND PUERTO RICO

Alabama	Nevada
Arizona	New Hampshire
Arkansas	New Jersey
California	New Mexico
Colorado	New York
Connecticut	North Carolina
Delaware	North Dakota
Florida	Ohio
Georgia	Oklahoma
Hawaii	Oregon
Illinois	Pennsylvania
Indiana	Rhode Island
Iowa	South Carolina
Kansas	Tennessee
Kentucky	Texas
Louisiana	Utah
Maryland	Vermont
Massachusetts	Virginia
Michigan	Washington
Minnesota	Wisconsin
Nebraska	

28 DIFFERENT COUNTRIES:

Argentina	Netherlands
Australia	New Zealand
Brazil	Norway
Canada	Poland
China	Russia
England	Scotland
France	South Africa
Germany	South Korea
Ghana	Sweden
Grand Cayman	Thailand
Greece	United Arab Emirates
Hong Kong	United Kingdom
Ireland	Uruguay
Israel	
Japan	



TOP 3 CAREER FIELDS FOR STUDENT-ATHLETES AFTER GRADUATION (2022-23)



Healthcare



Finance



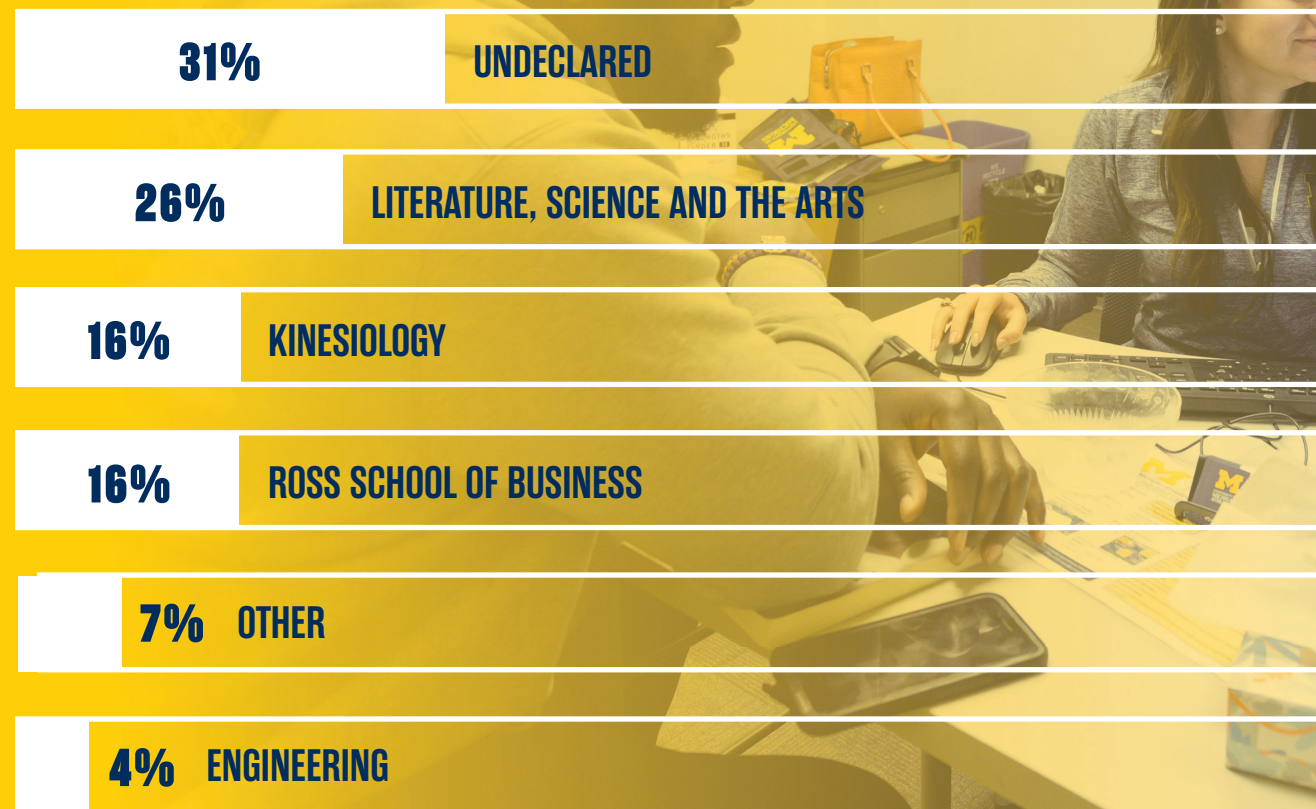
Consulting/Sales

Academic Success

Navigating a large university like Michigan can be challenging for anyone, but the additional layer of being a student-athlete only exacerbates that. Constantly juggling practice, travel and competition schedules, the Academic Success Program staff helps support our student-athletes so they can be successful in all facets of their collegiate experience.

Based in the Stephen M. Ross Academic Center, the Academic Success Program (ASP) includes eight academic counselors and four learning specialists. The staff provides academic advising, a supervised study table program, and tutorial program for Michigan's 900+ student-athletes.

A SNAPSHOT OF STUDENT-ATHLETE MAJORS:





Michigan won the 2024 Big Ten Softball Tournament title, its 11th in program history.



The 2024 Michigan rowing team captured its ninth Big Ten title in program history in dominating fashion.

Because of You

The Wolverines finished the 2023-24 athletic season with a total of 58 All-Americans, four Academic All-Americans, 139 Big Ten Distinguished Scholars, and 494 Academic All-Big Ten honorees. Of course football claimed the CFP national championship with a 34-13 win over Washington at NRG Stadium in Houston, Texas. Also claiming a national title was Paul Juda of men's gymnastics, winning the 2024 NCAA floor exercise title. All of these achievements – our academic excellence and athletic success – would not be possible without the support from donors like you. Thank you!

2023-24 CONFERENCE CHAMPIONS

4 Regular Season Conference Champions

Football
Men's Gymnastics
Rowing
Women's Tennis

3 Conference Tournament Champions

Men's Lacrosse
Softball
Women's Tennis

96%

96% Graduation Success
Rate in 2023, ranking
second in the Big Ten

15

varsity athletic programs
had a 100% four-year
Graduation Success Rate

131

Michigan student-athletes,
representing 25 teams, were
named Big Ten Distinguished
Scholars for maintaining a
grade-point average of 3.7 or
higher in 2022-23

2023-24 ACADEMIC ALL-AMERICANS



SIERRA BROOKS
Women's Gymnastics



KARI MILLER
Women's Tennis



PAUL JUDA
Men's Gymnastics



ZAK ZINTER
Football



THANK YOU!

MICHIGAN ATHLETICS IN FISCAL YEAR 2024

Your support over the past year has had a great impact and we want you to understand just how deeply we appreciate it. You play a vital role in funding the integral aspects of our student-athletes' lives through the Champions Fund. Over \$17 million is poured annually into student-athlete well-being at Michigan Athletics, focusing on the key pillars showcased in this report.

None of this would be possible without the Champions Fund and the generous contributors, such as yourself. You enable us to sustain these critical programs annually. Your investments are not just about sports — they contribute significantly to every aspect of our student-athletes' lives, both now and in their future beyond the University of Michigan. We are deeply grateful.

FOREVER GO BLUE!

FOLLOW US ONLINE



@UMICHATHLETICS

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



ACADEMIC SUCCESS



ATHLETIC MEDICINE



CAREER PREPARATION



COUNSELING



LEADERSHIP DEVELOPMENT



PERFORMANCE NUTRITION



RECRUITING



STRENGTH & CONDITIONING



TEAM TRAVEL

