Wake Forest Athletics provided its 400-plus student-athletes with an opportunity to compete throughout the 2020-21 academic year despite the challenges brought on by the COVID-19 pandemic. The Demon Deacons hosted 117 contests in Winston-Salem and competed in 268 events overall. With outside attendance capacity limitations, these opportunities provided unique engagement for student-athletes and students at athletic events, forging new and closer relationships. As campus gathering restrictions were lifted in March, over 3,560 students had the opportunity to cheer on their fellow Deacons at baseball, field hockey, men’s and women’s soccer and men’s and women’s tennis events until the final home event of the spring on May 22.
Wake Forest’s 2020-21 graduating class raised the bar for academic and competitive excellence. This accomplished group included 80 Demon Deacons from the 2021 spring or summer, and 28 graduates from the 2020 fall. They collectively wore the Old Gold and Black in nearly 1,500 athletic contests, won nine ACC Championships and one NCAA Championship! Additionally, they excelled academically and in the community with 245 Academic ACC honor roll accolades and six ACC Postgraduate Scholarship recipients.

Athletics was proud to host its graduates at an event on May 15 at the Haddock House. Additionally, Wake Forest Athletics collaborated with its colleagues across all areas of the University to host ceremonies for the entire class of 2021 and their families inside LJVM Coliseum and Truist Field on May 16.

The Weaver-James-Corrigan and Jim and Pat Thacker postgraduate scholarships are awarded to selected student-athletes who intend to pursue a graduate degree following completion of their undergraduate requirements. Each recipient receives $6,000 toward his or her graduate education. These honored have performed with distinction in both the classroom and their respective sport, while demonstrating exemplary conduct in the community.

December 2020 economics graduate Keegan Good was named as Hampshire Honor Society member by the National Football Foundation & College Hall of Fame in April. He became Wake Forest’s 19th honoree to this prestigious society since its inception in 2007.
Women’s Basketball student-athletes and coaches pushed for equality and unity throughout its season. Wake Forest Athletics partnered with the Forsyth County Board of Elections to ensure all student-athletes were registered to vote ahead of the Nov. 2020 election.

Atlantic Coast Conference Unity Logo

Wake Forest Athletics partnered with the University’s Office of Diversity & Inclusion for “Unique Deac Day” in Oct. 2019.

The Robert Grant and Kenneth “Butch” Henry Trailblazer Award was created to recognize the first Black football student-athletes to enroll at a Division I institution in the South. This award will rank among Wake Forest’s signature honors, such as the Arnold Palmer, Marge Crisp and Ron & Linda Wellman Life Teammate Awards.

Men’s Basketball program attended peaceful protest in downtown Winston-Salem.

INCLUSION HIGHLIGHTS

Wake Forest Athletics is committed to leading, educating, and supporting Demon Deacon student-athletes in addressing issues of social injustice and racial oppression. From a voter drive initiative that resulted in an astounding 99% of student-athletes registered to vote last fall to what it means to be a Unique Deac, student-athletes were focused on uniting groups while recognizing and appreciating differences as they continue to fulfill the University’s Pro Humanitate mission.

To create a path for better understanding among coaches, staff and student-athletes, Wake Forest Athletics staff committed to engage in intentional dialogue and engagement on social justice, diversity, equity and inclusion. Along with monthly Black Coaches & Administrators meetings with director of athletics John Currie, Wake Forest Athletics created a 14-member R.I.D.E. Committee (“Realizing Inclusion, Diversity and Equity”) with the mission to promote racial, gender and sexual equity in Athletics through education, accountability, partnerships, engagement and advocacy.

One of the greatest strengths of higher education is that it is dynamic. Education invites all into an ongoing journey of discovery and at Wake Forest we are passionate about seeking knowledge, growth and understanding. The calling of Pro Humanitate is to use that knowledge and truth to better the lives of people and unite our communities.” – Director of Athletics John Currie

Wake Forest’s men’s soccer team showed support for the fight against social injustice during its match at Louisville on Sept. 25, 2020.

Women’s Basketball student-athletes and coaches pushed for equality and unity throughout its season.
ANNUAL FUND
Wake Forest alumni, parents and friends once again rose to the occasion, contributing over $6.2M toward the Deacon Club Annual Fund. Wake Forest Athletics was able to allocate Annual Fund gifts toward the over $18M in scholarships provided to student-athletes and over $5M invested in student-athlete enrichment services, such as career development, academic services, nutrition and mental well-being.

INTERNATIONAL LEADERSHIP CIRCLE
The International Leadership Circle (ILC), which is a new initiative with 127 new donors that created over $4M of new contributions to Wake Forest Athletics last year, is a comprehensive program for Wake Forest’s top annual athletic donors. Each member of the International Leadership Circle has combined annual giving of at least $15,000 with donations going to the Deacon Club Annual Fund, program-specific Excellence Funds and/or priority seating gifts.

SUSTAIN THE DEACS INITIATIVE
In an effort to help offset lost ticket revenue from this past year due to the pandemic, Wake Forest Athletics staff asked football and basketball season ticket holders to help Sustain the Deacs by converting their ticket purchases to charitable donations. With overwhelming support by close to 750 loyal supporters, Wake Forest Athletics saw nearly $750,000 in gifts.

EXCELLENCE FUNDS
Donors invested over $5.5M into sport-specific “Excellence Funds,” marking an over 56% increase in contributions that enhance program budgets. Investments made into Excellence Funds allow Wake Forest Athletics programs to make strategic investments in targeted initiatives like equipment and technology, or the continued education of student-athletes.

FOREVER DEACS INITIATIVE
Donors committed close to $11.8M through the new Forever Deacs initiative that included nearly $10.3M in estate commitments. Wake Forest Athletics goal with this initiative is to recognize supporters who have set up an endowed scholarship or program funds, or have made a planned gift through their estate.

ATHLETICS FISCAL YEAR GIVING

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<th>Year</th>
<th>Annual Fund</th>
<th>Restricted</th>
<th>Capital</th>
<th>Endowment</th>
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Total: $34,306,884.50 $21,182,831.99 $31,742,704.95 $24,216,829.18 $4,895,210.35 $391,189,080.50

GIVING TO WAKE FOREST ATHLETICS SURGED 63 PERCENT in FY21 TO AN ALL-TIME SINGLE YEAR CASH GIVING RECORD OF $37.5M!

EXCELLENCE FUNDS
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ATHLETICS FISCAL YEAR GIVING
Wake Forest's baseball program and Brenner Children's Hospital at Wake Forest Baptist Health came together to create an opportunity and memorable experience for all involved on May 1 as Wake Forest hosted its first-ever Fight Against Pediatric Cancer Game at David F. Couch Ballpark. The Wake Forest Demon Deacons donned light yellow jerseys to match the Pediatric Cancer ribbon and raised $9,485 for Wake Forest Baptist Health Brenner Children's Hospital.

Athletics collaborated with the Office of Student Engagement and many other constituents throughout the University community to host a celebration of the last day of classes for Spring 2021 at McCreary Field House on May 6. Students played different activities with varsity athletes, had dinner and dessert from a food truck, relaxed with friends, and enjoyed a conversation with head coaches Jen Averill, Dave Clawson, Steve Forbes and Jen Hoover.

Prior to the end of the spring semester, Wake Forest had about 50 student-athlete volunteers to help paint desks for local elementary school students in Winston-Salem to promote an exciting study space and positive reading habits!
$17.3M in Total Brand Value was delivered to the five brands (Wake Forest University, City of Winston-Salem, Flow, Truist, and Wake Forest Baptist Health) across the live television broadcasts, radio broadcasts, social media, and out-of-home/paid support surrounding the day.

Value For Our Partners: An estimated $2.7M in total value were brought across all five brands during the College GameDay broadcast. The most valuable asset was static in-stadium and TV-visible tarp signage.

Social Engagement: The coverage from Sept. 10-12 of the highly anticipated Wake Forest vs. Clemson matchup generated over $185K in Engagement Value Assessment for all five brands. Wake Forest drove a 50% increase in value from a week prior and a 14% increase when compared against the same dates in 2019.

Showcasing Truist Field: In addition to static TV-visible tarp signage, the Truist Field branding was highly visible throughout ESPN’s College GameDay broadcast due to the placement of the booth and camera angles, generating $1.4M in brand value.

Spirit of the Old Gold & Black / Wake Forest Spirit Programs: Wake Forest was very thankful for the commitment of students from these two groups whose day spanned 16 hours from start to finish creating a fun atmosphere inside Truist Field for both the College GameDay and ABC Saturday Night Football broadcasts!

Radio Broadcast Value: The City of Winston-Salem and TruistBank received extensive radio broadcast pick up, stemming from location and stadium identifiers mentioned by broadcast hosts and incremental paid promotion leading up to the game by Wake Forest Athletics. This does not include the Westwood One radio broadcast to 250 stations across the country.

Strong Viewership: The prime-time game achieved a total viewership of 3.52 million.
**WIN CHAMPIONSHIPS**

**FOOTBALL**
The Deacs continued to build on their own program record, reaching a fifth-straight bowl game. That mark is the third-longest streak in the ACC, trailing just Clemson and Miami (FL). The month of October saw the Demon Deacons go a perfect 4-0, marking the first time since the 2007 season a Wake Forest team had accomplished that feat. The run included a three-game ACC winning streak and was highlighted by a 23-16 victory over No. 18 Virginia Tech on October 24. That victory was Wake Forest’s first win over a ranked opponent since 2018.

**MEN’S SOCCER**
Wake Forest finished the year with a double-digit win total (13) for the ninth-straight season and was ranked No. 1 in the country for the first four weeks of the year. Additionally, the Demon Deacons made a run to the NCAA Tournament Elite Eight for the fifth time in the last six seasons. Isaiah Parente was named a 2020-21 Second-Team All-American by the United Soccer Coaches. He became the 10th All-American selection under current head coach Bobby Muuss and the 38th All-American selection in the program’s 40-year history. In the six seasons under Coach Muuss, Wake Forest has amassed an 102-19-11 record which is more victories than any other program in NCAA Division I in that span. During the 2020-21 season, Muuss became the fastest NCAA Division I coach to reach 100 wins at their current school, doing so in 128 matches in a 2-1 overtime victory over Louisville on March 27, 2021.

**MEN’S & WOMEN’S GOLF**
Wake Forest was one of just three schools in the nation to have both their men’s and women’s programs qualify for the NCAA Championships in 2019 and 2021. Also, Wake Forest golf is the only Power-5 school in the country to have three all-conference selections on both their men’s and women’s teams. Individually for the men, junior Alex Fitzpatrick was named to the PING All-America First Team and he led the program with a 70.00 stroke average over 18 rounds in the spring. On the women’s side, Rachel Kuehn garnered WGCA All-America honors and led the team with a 72.27 stroke average. She was the only Deac to win an individual title, doing so at the Palmetto Intercollegiate in February.

**TRACK & FIELD / CROSS COUNTRY**
Wake Forest had two student-athletes (Tony Jones in men’s high jump on Day 1; Anna Bush in women’s pentathlon on Day 2) earn individual titles at the 2021 ACC Indoor Championships. With that, Wake Forest had two student-athletes earn individual titles at the ACC Indoor Championships for the first time since 2007.

Wake Forest’s nationally-ranked men’s cross country team placed 15th at the NCAA Cross Country Championship and junior Zach Facinini earned All-America honors with his 27th place finish in a time of 30:30.9. This marked the Demon Deacons’ best finish as a program since 1994 and Facinini is just the fourth student-athlete to capture All-America accolades. Additionally in the fall season, the men’s program recorded a third-place finish at the 2020 ACC Championships. That was the Demon Deacons’ best finish at the conference meet since 2001 and four Wake Forest student-athletes earned All-ACC honors with top-20 finishes.
FIELD HOKEY
The Deacs finished the spring portion of the 2020-21 season with a 3-2 record, good for second place in the ACC before falling to the eventual national champion Tar Heels in double overtime in an NCAA Tournament automatic qualifier contest to end the spring. Hannah Maxwell earned a pair of All-ACC Offensive Player of the Week honors for her contributions in the shutout victory over Boston College and her game-winning goal versus Virginia. Additionally, Tori Glastier was recognized as ACC Defensive Player of the Week on March 23 for her instrumental role in the 4-1 victory over Duke, saving a career-high tying six shots and helped the Deacs hold the Blue Devils scoreless for 52-plus minutes of game action. Finally, six Deacons were named to the All-ACC Field Hockey Academic Team.

WOMEN’S BASKETBALL
Wake Forest made the NCAA Tournament for the second time in school history and the first time since 1988 (33 years ago). Over the course of the season, the Demon Deacons grabbed six wins over top-50 NET teams which included a top-25 victory over No. 24 Missouri State in the opening weekend of the season and two wins over in-state rival North Carolina. Coach Jen Hoover became just the eighth person to lead her alma mater to the NCAA Tournament as both a player and as a coach and she also is now Deacs’ all-time win leader totaling 126 wins in her nine seasons at Wake Forest. Individually, senior Ivana Raca became just the fourth player in program history to be named a First Team All-ACC selection as she averaged nearly a double-double per game. After four seasons she ranked in the top 10 in both scoring (ninth with 1,482 points) and rebounding (11th with 715 boards).

WOMEN’S TENNIS
The Demon Deacons advanced to their third-consecutive NCAA Tournament second round, all coming at Georgia (2018, 2019, 2021). Overall, Wake Forest has now made the Round of 32 during 15 seasons in program history. Individually, the Demon Deacons had a pair of student-athletes, Carolyn Campana ranked No. 12 and Anna Campana ranked No. 52 qualify for the NCAA singles championships.

MEN’S TENNIS
Wake Forest finished the 2020-21 season with a 29-7 record and a 11-1 record in ACC play. The Deacs claimed nine wins over nationally ranked opponents and the season was highlighted by a win over then No. 2 North Carolina and advancing to the NCAA Tournament’s Round of 16. A quartet of Demon Deacons picked up a number of postseason conference accolades as Henri Squire was named ACC Freshman of the Year and earned a spot on the All-ACC First Team. Additionally, senior Eduardo Nava made All-ACC Second Team, while senior Rrezart Cungu and sophomore Taha Baadi were listed on the All-ACC Third Team.
BEST FAN EXPERIENCE IN NORTH CAROLINA

WOMEN’S BASKETBALL WATCH PARTY
Athletics worked with student leaders, the Women’s Center, and the Student-Athlete Advisory Council to host a fun watch party event at Fireside on Manchester on March 21 for the Wake Forest women's basketball NCAA Tournament game. More than 250 students attended to watch the game on a large LED video screen while enjoying free food from two on-site trucks.

STUDENT ATTENDANCE AT ATHLETIC EVENTS
More than 3,500 students attended 57 athletic events in the spring semester following the executive order that allowed increased capacity at athletic venues in the state of North Carolina.

LATE NIGHT AT THE JOEL
Athletics welcomed Wake Forest students back to LJVM Coliseum for the season finale vs. Georgia Tech with a special “Late Night at the Joel” theme night. This promotion included a special student entrance, free food promotions, and new engaging video board elements. In all, 428 students attended the event.

TRUIST FIELD
In an effort to improve the visual appearance for each national TV audience despite limited Truist Field capacity, Wake Forest Athletics worked to upgrade the look of the stadium by placing new branding throughout the venue. The signage was highly visible through the College GameDay broadcast on ESPN due to the strategic placement of the stage, generating $17.3 million in value to five partners.

COLLEGE GAMEDAY
When ESPN College GameDay headed to Winston-Salem for the Deacs’ season opener against No. 1 Clemson on Saturday, Sept. 12, Athletics and University leadership sprung into action to create unique opportunities for the Winston-Salem and Triad communities, faculty, staff, and students of the University, and Demon Deacon fans alike to still enjoy this first-ever visit for the traveling game day show. These efforts included creating a Truist Drive-In Watch Party, providing a safe opportunity for students to take photos with the College GameDay bus, putting together a way through which fans could design and drop off or mail posters to be showcased in a virtual/cut out fan pit behind the set, as well as many more opportunities such as on-campus watch parties, a statewide branding campaign, and a virtual pep rally.

LJVM COLISEUM
As was done at Truist Field, efforts were taken to increase the branding throughout LJVM Coliseum both as an opportunity to highlight strategic partners, as well as create a strong brand image for national TV broadcasts.