A WORLD CLASS
STUDENT-ATHLETE EXPERIENCE

Wake Forest Athletics provided its 400-plus student-athletes with an opportunity to compete throughout the 2021-22 academic year in front of returning crowds full of Demon Deacon faithful. A total of 367,995 fans and 42,422 students attended 160 Demon Deacons home contests in Winston-Salem. Eight teams were ranked in the top-25 and 11 earned postseason berths, highlighted by ACC Championships for men’s and women’s golf and a Gator Bowl victory to cap off a historic season for football. Additionally, following a $20 million challenge gift announced last fall from Bob (’61) and Michele McCready, Deacon Club members responded generously to reach the $38 million total project goal ahead of the groundbreaking of the McCreary Football Complex.
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 2022 and their families on Hearn Plaza on May 16.

Wake Forest’s 2021-22 graduating class continued to set the standard for academic and competitive excellence. This accomplished group included a total of 105 graduating student-athletes. They collectively won more than 738 athletic contests, claimed five Atlantic Coast Conference championships and the 2018 National Championship in men’s tennis! They represented 26 states and 14 countries and were amongst the 296 ACC Academic Honor Roll selections. That total is nearly 76 percent of Wake Forest’s student-athletes, which is an Athletics record. Additionally, Wake Forest Athletics had a combined 94% graduation success in Dec. that tied a program record set a year ago from its 2010-13 cohort. The Deacs also had four programs score a perfect 1,000 in the latest Academic Progress Rate scores and three programs earn perfect multi-year rates in June.

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. Those honored have performed with distinction in both the classroom and their respective sport, while demonstrating exemplary conduct in the community.
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 celebrating equality, diversity, love and inclusion during Pride month, commemorating Juneteenth as a University holiday for the second-straight year and honoring Robert Grant and Kenneth "Butch" Henry with the inaugural Robert Grant and Kenneth "Butch" Henry Trailblazer Award.

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 equality and social progress in Athletics through education, accountability, partnerships, engagement and advocacy.

McCreary Football Complex Groundbreaking Marks Historic Moment

Following the $20 million challenge gift announced last fall from Bob ('61) and Michele McCreary, Deacon Club members responded generously to reach the $38 million total project goal that includes all design, construction, and a long term maintenance reserve. This facility being fully donor funded means that no long term debt will be needed, in keeping with our commitment to fiscal responsibility.

The McCreary Football Complex includes:
- Locker space for 130 student-athletes.
- Player lounge with a nutrition station, recovery and fellowship areas.
- Football athletic training/treatment space.
- Equipment center and loading dock.
- Multipurpose space seating up to 200 for team meals, meetings, functions and other activities for all programs.

Additionally, constructing this World Class facility provides tremendous Value to Winston-Salem as an estimated 337 jobs are created due to this project and tens of millions of dollars will be spent in sales/output and compensation of workers.
ATHLETICS DONORS ACHIEVE ANOTHER RECORD GIVING YEAR

Record Participation --> 5,315 Individual Donors
Total Cash Gifts --> $30+ Million (third-highest total in history)
50th Anniversary of Women’s Athletics --> $4.1 million from 778 donors

THANK YOU
A record 5,315 Wake Forest alumni, parents and friends contributed to a record annual revenue year in support of a World-Class Student Athlete Experience. The 13% growth in donors was highlighted by a 30% increase in contributors toward program-specific Excellence Funds, providing student-athletes with every additional competitive advantage to excel academically and athletically.

INTERNATIONAL LEADERSHIP CIRCLE
Increased to a total of 198 members representing 56% growth from FY21. New and increased ILC giving totaled over $4.5M in revenue.

ANNUAL FUND
Athletics donors demonstrated incredible generosity in contributing a record $13.69M in annual cash contributions, an increase of over 10% from last year’s record-breaking level. Deacon Club giving increased over 19% to over $7.4M, helping to fund over 40% of all student-athlete scholarships.

CAPITAL IMPROVEMENT
McCreary Football Complex
Over 700 donors committed more than $37M to allow Wake Forest to break ground on the McCreary Football Complex in February 2022. Scheduled to open in Spring 2023, the 3-story facility will house locker room, lounge space, nutrition and team meeting areas for Wake Forest Athletics.

Chris Paul Men’s Basketball Clubhouse and Dr. Caryl Guth Women’s Basketball Clubhouse
Backed by over $7M in commitments to elevate investments into the men’s and women’s basketball programs, Wake Forest started construction of the basketball clubhouses in Spring 2022. Located on the 3rd and 4th Floors of the Miller Center, the Clubhouses will seamlessly connect into the Shah Basketball Complex and Sutton Sports Performance Center.

Fundraising for 50th Anniversary
In recognition of 50 Years of Women’s Athletics, Wake Forest started the year in September with a challenge to identify 50 donors for each women’s Athletics program. After successfully reaching that goal on Deacs Day of Giving 2021, Wake Forest extended the effort to identify $50,000 in commitments for each program. Again, the Wake Forest community rose to the challenge. By year-end, nearly 800 donors committed over $4.1M toward women’s athletics initiatives and created 20 new scholarships in support of women student-athletes.

INTegrity in ACADEmics, FiNance, COMPLIANCE, iNCLUSION and SAFETY

08
09
0
0
Rachel & Brenda Finkbe

50 YEARS OF WOMEN’S ATHLETICS AT WAKE FOREST
The year-long celebration of 50 Years of Intercollegiate Women’s Athletics at Wake Forest, presented by Blue Cross NC included profiles of trailblazers throughout the past 50 years, from Deacon Sports Xtra stories to video stories illustrating both the sacrifices and achievements those women have earned.

Celebrate Excellence Weekend
Highlighted by a career networking panel hosted by ESPNw and a breakfast panel discussion reflecting and celebrating historic achievements over these past 50 years, the Celebrate Excellence Weekend represented the very best of Women’s Athletics at Wake Forest. The networking panel, which included alumni from across the country, provided student-athletes with both knowledge of and access to careers and guidance across numerous industries. Nearly 300 former student-athletes, parents and friends returned to campus to enjoy a hall of fame panel hosted by former women’s basketball student-athlete Tracy Alston that included former women’s golf coach Dianne Daley, former field hockey great Kelly Dostal, and women’s basketball student-athlete Olivia Summil.

EVENTS & ENGAGEMENT
Events and Engagement Opportunities
The outstanding success of student-athletes, on and off the field, presented the opportunity for the Wake Forest community to gather together both virtually and in-person. Highlighted by Homecoming/Varsity Club Weekend, the ACC Football Championship Pre-game Party, Gator Bowl Eve Party, Celebrate Excellence Weekend and a five-city Spring Coaches Tour featuring Coach Clawson, Coach Forbes and Coach Gebbia, over 5,400 attendees participated in 113 events around the country and in the heart of DEACTOWN this past year.
Wake Forest’s baseball program hosted a charity game on April 16 against Clemson, to benefit The Parenting PATH, a local organization that supports parents, strengthens families and creates more stable communities. With the support of Deacon Nation, Wake Forest raised over $15,000 through an auction to win special-edition, game-worn bright yellow jerseys.

The men’s and women’s soccer teams also partnered with Atrium Health Wake Forest Baptist to raise more than $12,000 for free and reduced price mammograms for patients in the Winston-Salem and Triad communities.

Five different programs hosted postseason action in Winston-Salem during the 2021 season, as men’s tennis hosted a regional with victories over Radford and Auburn, men’s soccer defeated Mercer and women’s soccer won against Harvard — all in NCAA Tournament action. Head coach Steve Forbes and the men’s basketball program scored home NIT victories over Towson and VCU while women’s basketball picked up a first round victory over Akron.

Multiple Wake Forest Athletics programs were recognized as one of the top in the country for their philanthropic efforts and community service over the past year. The Demon Deacons ranked 12th nationally as an athletics department for their efforts in giving back to Winston-Salem and surrounding communities, showing the entire nation the Wake Forest Pro Humanitate spirit. Additionally, the Deacs ranked third among all Power-5 programs throughout the year. More than 300 NCAA universities use HelperHelper to track the work they are doing in the community, including 29 Power-5 institutions.

Winston-Salem and the Triad

Winston-Salem and the Triad

Winston-Salem and the Triad

Winston-Salem and the Triad

Winston-Salem and the Triad
WIN CHAMPIONSHIPS

WOMEN’S GOLF
The Wake Forest women’s golf team won the ACC Championship over Florida State on April 17 at The Reserve Golf Club in South Carolina. It was the second title in four years for the Demon Deacons and the seventh in program history. For the second time, Wake Forest won Atlantic Coast Conference Coach (Kim Lewellen), Player (Rachel Kuehn) and Freshman of the Year (Carolina Chacarra) awards. The team would ultimately advance to its 28th NCAA Championship appearance.

MEN’S GOLF
The Wake Forest men’s golf team captured the program’s ACC-leading 19th conference tournament championship on April 25. It was the first ACC Championship for head coach Jerry Haas, who oversaw the selection of two All-ACC performers: Michael Brennan and Alex Fitzpatrick. The program now has 86 All-ACC honorees all-time, ranking second in conference history and it marked the 13th time under Haas that multiple Demon Deacons have been named to the all-conference team. The Deacs earned the No. 1-overall seed in the New Haven Regional where Wake Forest finished in first place before advancing to the program’s 47th NCAA Championship appearance.

FOOTBALL
Wake Forest experienced a historic season on the gridiron in 2021, winning 11 games en route to an ACC Coastal Division title and the Gator Bowl, defeating Rutgers 38-10. The Deacs’ 11-3 record marked the second time in program history that it has won double-digit games and ties the program record for wins in a single season (2006, 11-3). Ranked in the top-10 for the first time in program history as well, the Demon Deacons finished the season ranked No. 15 in the final Associated Press poll. Head coach Dave Clawson earned ACC Coach of the Year honors as he became the first head coach in program history to win four bowl games. Wake Forest also set a program record for regular season league victories with seven. Additionally, the Deacs finished the season with a perfect 6-0 record at Truist Field marking the first undefeated home slate since 1979. Since the start of the 2019 season, Wake Forest is 15-2 at home. Individually, the program had a record 15 All-ACC players last year, and a program-record 11 ACC All-Academic Team members.

MEN’S BASKETBALL
The Demon Deacons finished the 2021-22 season with a 25-10 record and experienced the ACC’s largest one-year win turnaround (+19), going 18-2 at LJVM Coliseum and winning 13 conference games. The 18 home victories were the most in program history and the 13 wins in ACC play were tied for the most by a Demon Deacon team. Head coach Steve Forbes was named the ACC Coach of the Year and fifth-year guard Alondes Williams was selected as the ACC Player of the Year. Additionally, Williams was tabbed as a First Team All-ACC performer while junior forward Jake LaRavia earned All-ACC Second Team accolades. LaRavia was selected in the first round of the 2022 NBA Draft by the Minnesota Timberwolves, becoming the 40th Wake Forest player to be selected.
BASEBALL
The Demon Deacons finished the 2022 campaign with 41 victories, the fifth most in program history. Wake Forest increased its win total by 21 games from last season (41 wins to 20 wins), the largest year-to-year turnaround in program history. On May 30, the Deacs were selected to the 2022 NCAA Baseball Tournament, the program’s 14th appearance in the national playoffs, after posting the program’s seventh 40-win season. Wake Forest ended the regular season with 39 wins, tying the 1999 Demon Deacons for the second-most regular season wins in program history. Rhett Lowder earned unanimous All-American honors and was selected as ACC Pitcher of the Year.

WOMEN’S BASKETBALL
Wake Forest earned a seventh trip in program history to the WNIT and advanced to the second round for the sixth time during the 2021-22 season. In postseason play, the Demon Deacons advanced in the ACC Tournament for the third consecutive year, defeating Virginia in the opening round of the tournament. Individually, Wake Forest boasted the ACC’s leading scorer and All-ACC First Team selection, sophomore guard Jewel Spear with 18.3 points per game. In May, Megan Gebbia was named the 11th head coach in program history. In her 27 years in coaching, Coach Gebbia has helped her teams reach the NCAA Tournament 12 times including a Sweet Sixteen appearance as an assistant at Marist in 2007. She is American University’s all-time winningest leader and the only head coach in program history to lead the Eagles to the NCAA Tournament.

MEN’S & WOMEN’S SOCCER
Men’s soccer advanced to the program’s seventh-straight Sweet Sixteen appearance – tied for the longest streak nationally – and an 11th-straight NCAA Tournament selection overall, in a 13-win campaign in 2021. The team earned two top-five victories at Spry. Women’s soccer began the 2021 season with eight-straight shutouts en route to 16 victories and an appearance in the second round of the NCAA Tournament. In the ACC Tournament, Wake Forest defeated No. 2 Duke for the program’s highest ranked victory ever.

MEN’S & WOMEN’S TENNIS
The doubles pairing of Brooke Killingsworth and Anna Bylin won Wake Forest’s women’s tennis’ first-ever national championship in the fall at the ITA All-American Championships. In the spring, the Deacs once again earned a spot in the NCAA Tournament and advanced to the second round. Men’s Tennis finished the 2022 season a flawless 26-0 in home action and went 3-0 against Big Four foes to extend its current regular season unbeaten streak against North Carolina, NC State and Duke to 19-straight. The Deacons also earned a spot in the Sweet Sixteen with NCAA Tournament victories over Radford and Auburn.

TRACK & FIELD/CROSS COUNTRY
Men’s Cross Country claimed the NCAA Southeast Regional crown for the second time since 2011 in November, as Aaron Las Heras and Zach Facioni finished in second and fourth places respectively. In the spring, Thomas Vanoppen highlighted numerous impressive performances on the track as he earned All-American honors in the 1500-meter. Five Deacons earned their spot in Eugene for the NCAA Championships.
Wake The Demons

Wake The Demons 2021 brought a supercharged revamp to the traditional freshmen-centric first game introduction to chants, cheers, and football traditions at Wake Forest University. Beginning in 2021, Wake The Demons took over the heart of campus on the night before the first home football game and kicked off with new President, Dr. Susan R. Wente, arriving via the Deacon motorcycle. With words of motivation from head football coach Dave Clawson, director of athletics John Currie, and women’s golf coach Kim Lewellen, Hearn Plaza was packed with students enjoying live performances from the Spirit of the Old Gold and Black, cheerleaders, and Dazzling Deacs with fireworks lighting up the sky to help cap an exciting night on the Reynolda Campus. In collaboration with the Office of Student Life, the Fan Experience team invested substantially to create a new tradition that future Wake Forest students would be able to enjoy and ultimately look forward to for years to come. This event helped drive excitement leading to the highest opening night student attendance of all time the next evening for Opening Night.

Student Tailgate

Through a commitment to collaboration between Wake Forest Athletics, the entire campus community, and the University leadership team, achieved a breakthrough in student engagement and support for Wake Forest football, seeing average attendance increase by 71% to reach record levels. This effort was carried out in partnership with members of the Wake Forest faculty, as well as more than 16 campus units, including Student Life, Diversity and Inclusion, Wellbeing, Faculty, and Event Operations, Parents Council, and more. These groups collaboratively and engaged in a taskforce dedicated to creating a preeminent student experience at Wake Forest Football. The group began meeting in June 2021 with a core set of four goals for the project:

1. Create a welcoming space for all students that promotes inclusivity and creates a sense of belonging for all members of the campus student community.
2. Develop a space and experience that promotes student attendance and engagement.
3. Provide a game day experience that adds value beyond just attending the game.
4. Create the Best Student Football Experience in North Carolina.

With these goals in mind, this group began working together in subcommittees and full group settings to take each goal into consideration and develop a plan for implementation. Additionally, focus groups were held with not only current Wake Forest students, but also high school and prospective students from across the country to understand the desires and interests of the next generation of college students.

Friday Night Fireworks

Born in 2018, the “night before the game” fireworks shows continued over the Wake Forest University Reynolda Campus in 2021, helping kick-off each home football game weekend to drive awareness and create excitement. Some Fridays provided unique opportunities to move fireworks shows to different campus locations in order to add to the excitement of other Wake Forest events such as soccer and basketball.

DEACTOWN Fan Zone

The DEACTOWN Fan Zone was rebranded and retooled to create a new home base for Demon Deacon fans that do not have a traditional tailgating location. The Fan Zone opened up 3 hours prior to kickoff and featured live music, games, photo opportunities, a tv video wall, beer trailer and food trucks. The Fan Zone was located right outside the primary entrance of Truist Field ensuring patrons who intended to use the space or not would pass through a sea of Deacon Fans on gameday.

ACC Championship DEACTOWN Student Tailgate

To carry forward the success of the football gameday student tailgate, a dedicated student tailgate for the ACC Championship was held at Clutch Kitchen and Pour House, right next to Bank of America Stadium. More than 3,000 students descended upon the venue with each student receiving free food and two free drink tickets. A massive television wall was brought in to display other conference championships throughout the day, and a double decker tailgate stage was set up featuring a DJ and food and drink portals.

DEACTOWN Pre-Game Party

Prior to the ACC Championship football game in Charlotte, Deacon fans from across the country joined together for the pre-game tailgate at the Charlotte Convention Center. The pre-game event sold out and was a huge hit with those looking to celebrate the momentous day in Wake Forest history.
Football Gameday Experience And Student Tailgate
While the incredible season our student-athletes and coaches had on the gridiron in 2021 was one of the most memorable in program history, those results were witnessed by a record number of fans. Behind our first back-to-back sellouts (Duke on Oct. 30; NC State on Nov. 13) since 2006, Truist Field hosted a 6.4 percent increase in average game attendance this fall compared to the 2019 season. That is the seventh-largest increase rate among Power 5 schools and ranks second in the Atlantic Coast Conference.

Student Attendance Reaches New 10-Year High For Men's Basketball
The Best Fan Experience in North Carolina was buoyed this winter by the incredible support of everyone in the Wake Forest and Winston-Salem community, but specifically students. Total student home game attendance exceeded 11,500 students inside LJVM Coliseum, which is the most since the 2008-09 season and up 144% from the 2019-20 season and 216% from the 2018-19 campaign.

New Way To Watch Demon Deacon Soccer
Widely-renowned for its gameday experience for Wake Forest men’s and Wake Forest women’s soccer, new chairbacks were installed at W. Dennie Spry Stadium during the 2021 season. The men’s squad once again ranked in the top-10 nationally in both total attendance (21,352) and average attendance (1,642). The women’s team ranked in the top-30 nationally in total attendance and average attendance as well, including a 35 percent increase in average attendance over the last fall-only season in 2019.

Baseball Experience Overhaul Leads to Record Revenue
A complete overhaul of the baseball ticket holder experience, plus the addition of new premium seating and club offerings led to a new ticket revenue record for Wake Forest Baseball being set during Opening Weekend. More than 410 season tickets were sold, an increase of 225% from the 2021 season.

Truist Field Hosts Fun & Exciting Sir Paul McCartney Concert
Wake Forest was proud to host legendary recording artist Sir Paul McCartney inside Truist Field on May 21 in front on an incredible crowd of 34,000-plus fans. This once-in-a-lifetime experience brought tremendous Value to Wake Forest, Winston-Salem and the Triad with fans from throughout the state and around the country traveling for Sir Paul’s epic three-hour show! Despite a significant thunderstorm just prior to gates opening and one of the largest crowds in the 55-year history of Truist Field, enjoyed a sensational night of entertainment. We will continue to work towards enhancements to fulfill our goal of delivering the Best Fan Experience in North Carolina.