

# Scholarship Plus

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ANNUAL REPORT  
FISCAL 2017



# EXECUTIVE DIRECTOR'S STATEMENT

Dear Friends of Scholarship Plus,

Thanks to the enormous support of our donors, FY2016-17 was pivotal for Scholarship Plus. In spring, we welcomed our largest cohort yet, honoring 10 new scholars and their incredible “Teachers Who Make A Difference” at our annual event. That same evening, SPlus co-founder Soma Golden Behr passed the Executive Director torch to me. I am honored to be in the role, and grateful to have Soma’s continued support as our Senior Advisor. Co-Founder Melanie Rosen Brooks also continues her key involvement in the program as our Director. Additional highlights of the year include:

- Our fourth class graduated college this year, continuing our **100% college graduation rate**—a rate more than **5x the national average** of low-income, first-generation students.
- We launched our inaugural **Associate Board** made up of young professionals in NYC. They hosted our very first fundraiser, bringing in 80 new donors and raising \$5,000.
- We received two grants from admired NYC foundations **New York Community Trust** and **The Pinkerton Foundation**.

Our 31 students enrolled in college are doing well on campuses across the country. Because of your support, they are able to focus on their education without the worry of how to pay for their semester. As we enter our ninth year, our mission to help first-generation college students attend and graduate from college is more important than ever. According to NCES, **only 14% of low-income students graduate college**. That is why we believe so strongly in our PLUS: one-on-one support, workshops, and mentorships. When we meet our scholars, they have already been accepted into top schools around the nation. We enter their lives with the goal of **retention**, and that is what we excel at.

To tackle the growing inequities facing the students we serve, our vision for the future is one of **growth**: we are strategically aiming to have a class of 20—or 80 students enrolled in college. Throughout this expansion, our team is determined to maintain the special family spirit that has defined Scholarship Plus since its first day.

I am thrilled to bring nearly 15 years of experience in college student support to this wonderful program and to grow it. Thank you for sharing your time, energy, donations, and goodwill throughout the year to ensure our success!

**KATE FENNEMAN STOKES**

Executive Director

# OUR MISSION

To identify, encourage, and support the college careers of outstanding low-income New York City high school graduates, entering their lives before they begin college and staying with them until they graduate—and beyond.



# OUR METHOD

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What makes us different from any other college support program in New York City is that we provide the important combination of financial PLUS personal support. For low-income, first-generation college students, one without the other is not enough.

The program was started in 2010 by Soma Golden Behr and Melanie Rosen Brooks from The New York Times College Scholarship Program, and has been successful—we proudly boast a 100% college graduation rate in four years.



# OUR SCHOLARS

- **100%** of our scholars graduate after four years of college >> *This is 25% higher than the national average of their more affluent peers*
- **\$22,802** is our scholars' average household income >> *The poverty level for a family of four is 24K*
- **95%** average high school GPA of our scholars
- **92%** of our scholars are the first in their families to pursue college
- **52%** of our current undergraduates major in STEM

Amherst • Barnard • Bentley  
Boston U. • Brown • Colby  
Columbia • Cornell  
CUNY Brooklyn College  
CUNY City College  
CUNY Macaulay Honors  
CUNY Sophie Davis • Duke  
Fordham • Franklin & Marshall  
George Washington • Haverford  
Harvard • Lehigh • Mount Holyoke  
Middlebury • New York University  
Northeastern • Penn • Princeton  
RIT • School of Visual Arts  
Skidmore • Smith • Stanford  
SUNY Binghamton  
SUNY Oneonta  
SUNY Stony Brook • Swarthmore  
Syracuse • Trinity • Rochester  
Vassar • Wesleyan • Yale

100%

of our scholars graduate  
after 4 years of college

*The college graduation rate of Scholarship Plus  
is unparalleled by our peer organizations.*

# FINANCIAL OVERVIEW

## REVENUES

Individual Donations \$ 354,563

Foundation Grants \$ 115,000 \*up from 18K in 2016

**TOTAL REVENUES \$ 469,563**

## EXPENSES

Program & Tuition \$ 303,232

Fundraising \$ 22,000

FCNY Admin Fee (tuition exempted) \$ 14,440

Office Support & Supplies \$ 4,410

**TOTAL EXPENSES \$ 344,082**

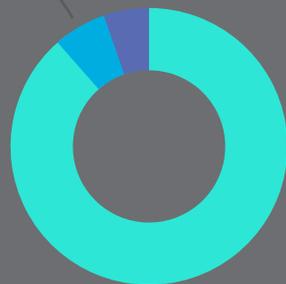


## ADMINISTRATION

5%

## FUNDRAISING

6%



## PROGRAM/TUITION

89%

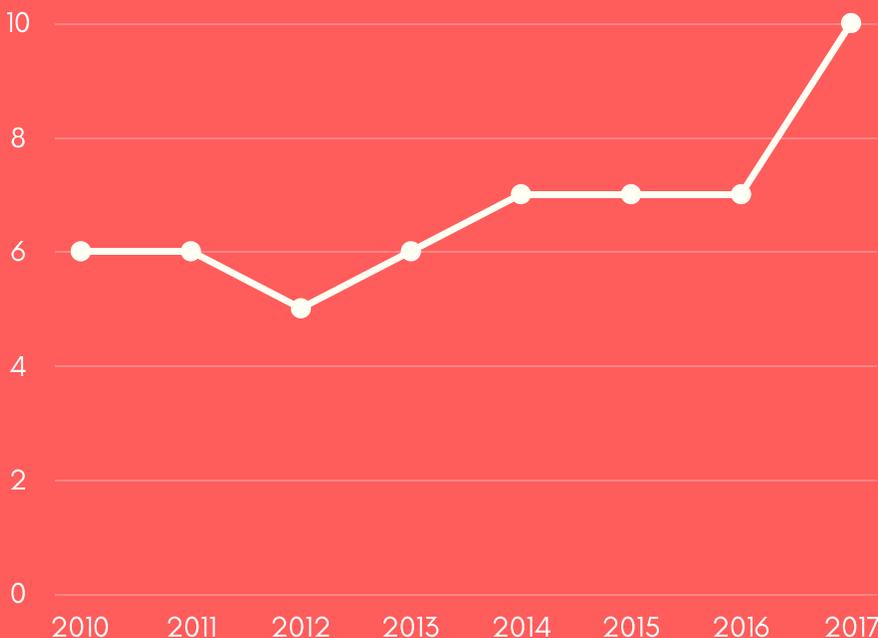
**FIGURE 1.**

*Scholarship Plus is dedicated to the quality of our programming and growing the number of scholars we support each year.*

# OUR GROWTH STRATEGY

Every year we must turn down scores of applicants who have extraordinary academic and leadership potential, and could benefit from our program.

To increase our impact, we are strategically increasing our program to 20 students per cohort, resulting in a total of 80 students in college. Increasing our size enables us to help more students, strengthen our administrative infrastructure, and improve the breadth of our PLUS.



**FIGURE 2.**

*Last year Scholarship Plus welcomed its largest cohort to date — a 43% increase in scholars from the year before.*

# OUR PARTNERS



Scholarship Plus is grateful for the support and collaboration of our trusted, New-York based partners. **New York Public Radio** is a long-standing partner and provides at least five paid internship opportunities for new scholars each year.

2017 was a big year for the program: we received grants from **The New York Community Trust** to cover the scholarships of two outstanding scholars of STEM subjects each year, and from the **Pinkerton Foundation** toward internship stipends of five scholars, as well as crucial summer programming.

Finally, we could not do what we do without the administrative support of the **Fund for the City of New York**—established by the Ford Foundation in 1968 with the mandate to improve the quality of life for all New Yorkers.

THE NEW YORK  
COMMUNITY TRUST



The Pinkerton Foundation



FUND FOR THE CITY OF NEW YORK

# PODS: OUR GIVING CIRCLES

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We commit to scholarships for our students for a full four years. This directly impacts our funding model, as we can only accept new scholars when we have secured the full financial support that we promise. To add another level of funding between smaller, one-time donations and full sponsorship of a scholars (\$40K over four years), we rely on our *Pods*.

Each pod can have up to ten members each. With that many supporters, every pod member commits to \$1,000 a year to support a Scholar through college. All pods have a leader who communicates and liaises with the members and their sponsored student.

*"The pods, as the donor groups are known, offer a rare opportunity to collaborate closely with friends in an enterprise that is uniquely hopeful."*

*- Pod leader, Janny Scott*



# OUR DONORS

## **\$75,000**

New York Community Trust

## **\$50,000**

Ernest and Kathleen Abrahamson

## **\$49,000-\$25,000**

Anonymous

LLL Foundation, Inc.

Jeremy Mindich and Amy Smith

The Pinkerton Foundation

## **\$24,999-\$15,000**

New York Public Radio

Scopia Capital Management

Jerry and Jessica Seinfeld

## **\$14,999-\$10,000**

Joanne Frankel Kelvin

Lambert Family Foundation

Hank and Heather Perlman

Maury Povich and Constance Chung

Lucy R. Waletzky, M.D.

Joseph and Susan Zitolo



## **\$9,999- \$5,000**

Jeremy Feigelson and Eugenie Allen

Leah Gallagher

Charles Kaplan

DJ McManus Foundation Inc.

Carol H. Stix

Stacy and Anne Wall

## **\$4,999-\$1,500**

Marlen Amaro

Barbara Appel

Dylan and Dean Baquet

Richard and Jennie Descherer

Stephen and Doucet Fischer

The Grozdins Fund

The Heckman-Takahara Family Fndn

Carolyn and Larry Liebling

Matthew Purdy and Dale Russakoff

Joyce Purnick and Max Frankel

Peter Rigby

Janny Scott

Jamie Wolf

Micha N. Ziprkowski

## **\$1,499-\$1,000**

Jill Agostino  
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Donald and Carol Roberts



Peter and Emily Samton  
Dr. Laura Schor  
Peter and Marcy Schuck  
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Ruth and Bob Shapiro  
Luis Soto  
Amy Stursberg  
Ginger Thompson and Anthony Cavin  
Jeanne Vanecko and Michael Jacoff  
Pamela Vassil  
Brenda and Sol Watson  
Iwona Weissman  
Dr. Robert and Donna Wolfs

## **\$999-\$500**

Helen and Elliot Adler  
Ellen August  
Janet Bachant  
Sharon Anne Benjamin and Wayne  
Lehrhaupt  
George Bianco  
Andrew Goldberg  
Mary Goldschmid  
Catherine Hart, M.D. and Mark  
Stoeckle, M.D.  
Rosanne Leipzig  
Kiera Levine and Ana Rodriguez  
Polly and Bruce McCall  
Alex and Nancy Ward  
Mary and Jack Willis

## Up to \$499

Nancy Abramson  
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Leanore Barth  
Kendel Bell  
Steven and May Cavin Leeman  
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Elizabeth Kadin  
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Jihad Kifayeh  
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Jeffrey Villalon  
Lilly Vogel  
Son Ca Vu  
Judith Watson and Robert Engel  
Mary Weiner and Sanford Cohen  
Lulu Ye  
Weisha Zhu

## In Kind Donations

Battery Park Conservancy  
CUNY Journalism School  
The Jerome L. Greene Foundation  
Lower Manhattan HQ  
Shakespeare in the Park - Public  
Theater



# OUR ADVISORY BOARD



## **Marlen Amaro**

Chair, Scholarship Plus Associate Board;  
Adoption & Change Management  
Consultant, Microsoft;  
2008 NYTimes & Seinfeld Scholar

## **Stanley Heckman**

Founding Partner, Richards Group;  
Board member, Goddard Riverside

## **Michael Leahy**

Retired *New York Times* editor

## **Ellen Marson**

Manager of Group Funding, Scholarship  
Plus; Former Nat'l Executive Director,  
Hadassah;  
Professor Emerita, CUNY John Jay College of  
Criminal Justice

## **Twinkle Morgan**

Executive Director, Cooperman College  
Scholars (Newark, New Jersey)

## **Lynn Povich**

Award winning journalist and author,  
*The Good Girls Revolt*

## **Jack Rosenthal** *in memoriam*

Retired pulitzer award winning journalist;  
President Emeritus, The New York Times  
Company Foundation;  
Senior Fellow, The Atlantic Philanthropies;  
Founder and Chairman of ReServe

## **Marsha Scipio**

Director, Berean Community & Life Center



**Marlen Amaro, Chair**

Adoption & Change Management  
Consultant, Microsoft; '08 NYTimes, Seinfeld  
Scholar

**Anna Antoniak, Vice-Chair**

Senior Advisor, Global Programs, NYU; '01 Seinfeld  
Scholar

**Jayson Jones, Secretary**

Research Scientist, NYU McSilver Institute for  
Poverty Policy & Research; '07 NYTimes Scholar

**Laethitia Patadji, Treasurer**

Assistant VP, Financial Planning and  
Analysis, Citigroup; '12 Goldman Sachs Scholar

**Amar Ramroop**

Financial Advisor, Merrill Lynch Private  
Wealth Management; '09 New York Times  
Scholar

**Autumn Von Plinsky**

Graphic Designer, Kikkerland Design, Inc.;  
Freelance Illustrator; '09 Quest Finalist

**Jijun Zhou**

Associate, Financial Services  
Consulting, Oliver Wyman; '05 NYTimes  
Scholar



# SCHOLARSHIP

A COLLEGE STUDENT  
SUPPORT PROGRAM **PLUS**

## Contact Us

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### PHONE

347-765-0471

### EMAIL

[info@scholarshipplus.org](mailto:info@scholarshipplus.org)

### MAILING ADDRESS

Scholarship Plus  
525 East 80th Street  
New York, NY 10075

[www.scholarshipplus.org](http://www.scholarshipplus.org)



## Our Founders

SOMA GOLDEN-BEHR  
Co-Founder/Senior Advisor

MELANIE ROSEN BROOKS  
Co-Founder/Director

## Our Staff

KATE FENNEMAN STOKES  
Executive Director

ANNA ANTONIAK  
Senior Director

ELLEN ADNOPOZ  
Development Associate  
(Part-Time)

AIXIN LI  
Administrative Aide  
(Part-Time)

## Our Volunteers

MICHAEL LEAHY  
Photographer & Website  
Administrator

FRAN LESTER  
Recruitment

TAMAR LEWIN  
Recruitment

ELLEN MARSON  
Manager of Group Funding

JUDITH WATSON  
Academic Advisor