Scholarship Plus

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

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.
• **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
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

FIGURE 1.
Scholarship Plus is dedicated to the quality of our programming and growing the number of scholars we support each year.
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.
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.
PODS: OUR GIVING CIRCLES

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 scholar ($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
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$50,000
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$49,000-$25,000
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