



## Scholarship America History

- February 20, 1958 Irving A. Fradkin gathers his friends and neighbors together to initiate Dollars for Scholars in Fall River, Massachusetts, initially called The Fall River Plan.
- January, 1961 Representatives from 11 New England Dollars for Scholars chapters gather to organize Citizens' Scholarship Foundation of America (CSFA).
- May 15, 1961 CSFA receives its official charter.
- 1963 CSFA headquarters moves from Fall River, MA to Boston. Joe Phelan becomes the first Executive Director (1968) and later (1980), first President of CSFA.
- 1966 CSFA service mark registered.
- 1971 CSFA moves from Boston to Concord, NH.
- DeWitt Wallace Reader's Digest Awards Program for outstanding chapters begins.
- Dollars for Scholars service mark registered.
- 1976 The Bush Foundation grants \$140,000 to expand Dollars for Scholars in Minnesota; regional office established in St. Peter, MN.
- The Toro Company (MN) and Associated Spring Foundation (CT), now the Barnes Group, become CSFA's first Scholarship Management Services program sponsors.
- 1978 CSFA receives first-of-its-kind IRS Information letter granting automatic program approval to corporate-related foundations utilizing CSFA's Scholarship Management Services.
- Jostens sponsors first nationwide scholarship competition through CSFA.
- 1981 CSFA headquarters moves from Concord, NH to Manchester, NH.
- 1982 First Bank System, Minneapolis, MN contracts with CSFA for management of first \$100,000 scholarship sponsored program.
- CSFA celebrates 25th anniversary of the founding of Dollars for Scholars, creates National Honor Roll to honor outstanding Dollars for Scholars volunteers.

- 1983 General Motors and the EEOC contract with CSFA to deliver \$7 million in educational grants over five years.
- 1984 CSFA Board decides to move national headquarters to St. Peter, MN.  
CSFA funds, constructs, and occupies new headquarters in St. Peter, MN.  
CSFA distributions reach the over \$5 million mark; Scholarship Management Services enrolls its 100<sup>th</sup> scholarship program sponsor.  
Collegiate Partners program is established.
- 1985 CSFA initiates Good neighbor Program expanding opportunities for Dollars for Scholars volunteers.
- 1986 CSFA total distributions top the \$10 million mark.  
William C. Nelsen hired as new CSFA President.
- 1987 Lilly Endowment funds statewide project in Indiana: grant provides incentives for Dollars for Scholars chapter creation.
- 1988 CSFA builds and occupies addition to headquarters in less than five years after construction of new headquarters.
- 1989 Pepsi-Cola Company and CSFA announce the Pepsi School Challenge Program in Dallas and Detroit.  
State representative Ken Jacobsen led the first in a series of legislative initiatives that awarded \$2,000 matching grants to Washington communities to create Dollars for Scholars chapters.
- 1990 500th Dollars for Scholars chapter organized.  
Gift of over \$300,000 from Gove and Marcia Sleeper annuity trust becomes CSFA's first endowment.
- 1991 CSFA distributes over \$25 million through Scholarship Management Services and Dollars for Scholars chapters.  
CSFA becomes recipient of \$1 million estate gift from Gisle and Eva Johnson, Owatonna, MN.
- 1992 Dollars for Scholars: Mobilizing Americans for Education, a national development campaign, is initiated to expand CSFA's programs throughout the United States.  
Leslie Hubbard, retired poultry industry executive, philanthropist, CSFA friend and Trustee Emeriti, set the pace for the National Campaign with a \$1.5 million gift to endow the New England Dollars for Scholars office.
- 1993 DeWitt Wallace – Reader's Digest Fund provides the first of two \$1 million grants to support a collaboration between CSFA and the Consortium for the

Advancement of Higher Education (CAPHE) to help prepare more low-income youth in the United States to pursue postsecondary education.

1994

Scholarship Management Services expands to more than 500 sponsored programs.

The first pilot site of ScholarShop was launched with a grant from the Los Angeles office of Marsh & McLennan Inc. in the Stuart M. Ketchum Downtown YMCA in Los Angeles.

1995

CSFA-affiliated programs reported or committed a record \$41.7 million in assistance to students--up 12.4 percent from 1994. Approximately 35,000 students received financial assistance through a CSFA program.

ScholarShop, a new CSFA program is introduced. Five pilot sites established the first year.

An Anonymous Donor awards a three-year \$600,000 matching grant.

1996

CSFA becomes the nation's largest private sector scholarship and educational support organization, and recognizes 35 years of incorporation by celebrating "1996: Year of the Scholar" with year-long national and local events. United States Postal Service becomes official sponsor of Dollars for Scholars and official carrier for "Year of the Scholar." CSFA's National Campaign: Mobilizing Americans for Education, reaches \$13.7 million.

The First Annual Dollars for Scholars National Conference is held on September 27-28 in Minneapolis, Minnesota.

United States Postal Service becomes first national sponsor of Dollars for Scholars.

Scholarship Management Services celebrates 20 years of outstanding service with a record year that committed almost \$40 million in scholarship assistance.

1997

CSFA makes commitment to America's Promise to reach 110,000 students with academic scholarship fund-raising support of at least \$110 million annually by the Year 2000.

Scholarship Management Services began the management of the UAW/Ford Scholarship Program for Dependent Children and the Ford Motor Company Scholarship Program for U.S. Salaried Employees. Through these two programs, \$2.5 million was awarded to 2,900 students in FY 1997.

New England becomes first Dollars for Scholars chartered regional organization, quickly followed by Georgia as a chartered state organization.

On June 30, Marlys Johnson, Executive Vice President and Founder of the ScholarShop program, retired from CSFA.

New England becomes a Dollars for Scholars chartered regional organization.

Georgia becomes a Dollars for Scholars state organization.

1998

CSFA's programs enjoyed a year of unparalleled success and accomplishments, a "Year of Milestones." CSFA's programs overall reported or committed a total of \$81.8 million to 85,600 students. The 1998 total represents a 40.3% increase from the previous year's distribution and a 74.7% increase in the number of students receiving financial support from CSFA.

In May, CSFA initiated National Scholarship Month to increase private sector scholarship support for students pursuing postsecondary education. A total of 25 corporations and youth-serving organizations become sponsors and endorsing partners for National Scholarship Month; a kick-off event, held in Washington, DC, featured General Colin Powell and Miss America Kate Shindle.

CSFA breaks ground for a new \$3.6 million building adjacent to national headquarters in St. Peter.

Minnesota and Iowa become Dollars for Scholars chartered state organizations. Southern California becomes a Dollars for Scholars chartered regional organization.

1999

CSFA becomes the nation's 77th largest nonprofit and *Smart Money Magazine*, the *Wall Street Journal's Magazine of Personal Finance*, listed CSFA as one of the nation's top ten charities; the Points of Light Foundation names CSFA a Connect America "Partner of the Year".

National Scholarship Month, 1999 brought an increased number of national partners to celebrate the current level of scholarship support and to focus attention on the ever-growing need for additional financial support from the private sector.

Washington becomes a Dollars for Scholars chartered state organization

2000

In FY 2000, CSFA commits a record total of over \$100.2 million to over 85,300 students, an increase of 10% in funds distributed and a 6.6% increase in student recipients over last year.

The 8-year Mobilizing Americans for Education Campaign is successfully concluded, raising over \$31 million and exceeding its goal of \$30 million.

Nebraska becomes a Dollars for Scholars chartered state organization.

Washington Dollars for Scholars created a number of statewide partnerships to help communities form chapters in the state's community scholarship matching grant program. The program was approved by the state legislature and provides \$2,000 matching grants as incentives for nonprofit community-based organizations to raise local dollars for scholarships.

2001

CSFA celebrates 40 years of helping students achieve their educational dreams.

North Dakota becomes the eighth Dollars for Scholars chartered state organization.

CSFA receives a \$990,000 federal grant in FY 2001 to implement the Community Scholarship Mobilization program. CSFA will establish an endowment fund with the grant and use the interest to start new Dollars for Scholars chapters in high

poverty areas and provide scholarships for students from low-income families in urban and rural areas.

CSFA received the *Minorities in Business* Magazine's first Malena Rance (Neal) J.D. Education Award for expanding educational opportunities for youth.

CSFA, determined to address the need for long-term education assistance for the families affected by the September 11 terrorist attacks, launches the Families of Freedom Scholarship Fund on September 17, 2001 with Lumina Foundation for Education. The Fund provides education assistance for postsecondary study to dependents of the victims, including airplane crew and passengers, World Trade Center and Pentagon workers and visitors, and relief workers including firefighters, emergency personnel, and law enforcement personnel.

President Bill Clinton and Former Senate Majority Leader Bob Dole served as co-chairs of the Families of Freedom campaign fund effort. In less than one year, the fundraising goal of \$100 million was met and exceeded; CSFA pledges that 100 percent of all contributions to the Fund will support undergraduate education of eligible students.

New York Dollars for Scholars becomes the ninth Dollars for Scholars chartered region.

## 2002

A \$3 million grant from the AXA Foundation helps establish the Families of Freedom 2 Scholarship Fund, to help provide postsecondary scholarships for people living and working in Lower Manhattan whose income was drastically reduced due to the terrorist attacks on September 11, 2001.

For the sixth consecutive year, *Smart Money*, the Wall Street Journal's magazine of personal finance, ranked CSFA as one of the 17 most efficient nonprofits in America. *Worth Magazine* also named CSFA as one of America's 100 Best Charities in its December 2002 issue.

CSFA receives a three-year grant from The Atlantic Philanthropies to expand and strengthen the Dollars for Scholars and ScholarShop programs and increase scholarship support for students from low-income urban areas.

Indiana Dollars for Scholars becomes the tenth Dollars for Scholars chartered region.

## 2003

CSFA's name officially changes to Scholarship America on January 1, 2003.

In the spring of 2003 Scholarship America surpasses the level of \$1 billion in scholarship assistance distributed since 1958.

## 2003

July 1, 2004, Dr. William C. (Bill) Nelsen retires as Scholarship America's president. Later that month, Clifford L. Stanley, Major General, USMC (Retired) becomes Scholarship America's president.

ScholarShop's Options for Kids launches in May, and features GARFIELD™ as an online, interactive guide in a game-like environment promoting positive youth development for 4-6 graders.

Nebraska and Minnesota Dollars for Scholars close their doors.

2005

Scholarship America works quickly to bring assistance to students affected by Hurricane Katrina, in the form of the Disaster Relief Fund for Post-Secondary Education. As of October 1, 2005, more than \$5 million was pledged to help students through this fund.

Scholarship America participates as a member of the Learning Communities Coalition (LCC), an initiative funded by USA Funds and involving several national educational and youth-serving organizations coordinating programs to foster cultures of learning. The LCC empowers low-income students in six pilot communities to pursue higher education.

Scholarship America hires its first CIO, Martin Moderi.

North Dakota Dollars for Scholars changes form, and becomes a state-wide chapter rather than a regional organization.

2006

In honor of the 5-year remembrance of the Families of Freedom Scholarship Fund, Scholarship America reports over \$15 million in scholarships provided with an additional \$100 million designed for the huge percentage of children of 9/11 who are not yet college-age.

Marilyn Rundell, Vice President of Scholarship Management Services, retires; Scholarship America hires Donald Lassere to lead the division.

Dollars for Scholars adds 78 new chapters, bringing the total to more than 1,240 in 3,700 communities across the nation. In addition, 518 colleges and universities serve as Collegiate Partners.

Scholarship Management Services adds 74 new programs, bringing the total to nearly 1,200 across the country and internationally. Over 300,000 applications are processed.

ScholarShop provides resources for more than 300,000 students and parents.

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