

2020 Annual Report



The challenges of 2020 taught us a wealth of valuable and important lessons.

2020 was a year of unprecedented challenges and struggles—for students, families, businesses, nonprofits, schools and virtually everyone else. Throughout 2020, the COVID-19 pandemic left very few aspects of our daily life unchanged. It also brought many of our nation's stark divides into sharp focus.

But the challenges of 2020 also taught us a wealth of valuable and important lessons, especially at Scholarship America.

We are proudly based in Minnesota, and the series of social-justice uprisings and awakening that started in our home state following George Floyd's death showed us the vital need to fight for diversity, equity and inclusion—not just in our thoughts and words, but, more importantly, in our actions. And the pandemic's effect on higher education taught us how crucial it is to be flexible, nimble and responsive to changing student needs.

Looking back on this unprecedented year, those lessons are the ones we'll take forward—and the highlights, accomplishments and support you'll read about in this report all took place against this dramatically shifting backdrop.

We are continually inspired by the students we serve. No matter what the world throws at them, America's college students are focused on following their dreams.

And everything we do at Scholarship America serves one single and enduring purpose: realizing the mission and vision Dr. Irving Fradkin had more than 60 years ago, of communities coming together to help ALL students successfully pursue and achieve a higher education.

To all of our donors, partners and everyone who invests in students along with us, THANK YOU.

All the Best,



Robert C. Ballard
President & CEO
Scholarship America



2020 By The Numbers

**\$4.5 billion
to students**

\$4.5 billion distributed
to 2.6 million
students

**\$273+ million
annually**

\$273+ million distributed
to over 100,000
students annually

SCHOLARSHIP PROGRAMS

DREAM AWARD

54 students received
\$566,000 in scholarships

PARTNER PROGRAMS

71,874 awards totaling
\$234 million through
1,360 partner programs

FAMILIES OF FREEDOM

566 awards totaling
\$8 million

EMERGENCY AID

DREAMKEEPERS

9,937 awards to students
totaling **\$18.5 million**

REDUCING STUDENT DEBT

COLLEGIATE PARTNERS

278 partners as of Dec. 31, 2019
with a **100%** retention rate across
34 states

COMMUNITY BASED SCHOLARSHIPS

DOLLARS FOR SCHOLARS

21,500 students awarded
\$22.4 million across **30** states

Student Success



**Rosalina
Burton**

“Having the support of the Scholarship America Dream Award changes everything. It is peace of mind that I cannot only afford my last year of college but that I will not have to worry about loans afterward. I can focus on excelling in my courses, meeting my scholarship commitments, gaining research experience, and creating a compelling application for graduate school.”

“The scholarship also assures that despite all that is going on in the world, I will not have to deal with the same uncertainty as so many right now. It is a lifeline and I feel so blessed.”

Rosalina didn’t always feel that way. As a child, she faced constant uncertainty and instability. Her parents, neither of whom had finished high school, dealt with drug addiction, domestic violence and poverty, and Rosalina entered foster care for the first time when she was only three years old. By the time she aged out of foster care at 19, she had gone through 15 school changes and 23 different homes.

The experience affected her education and self-esteem -- but it also taught her the persistence and resilience she would come to rely on as she made her way through higher education, worked to support others and even testified before Congress.



**Breece
Phipps**

“It’s always never over.”

Breece Phipps lives by this statement. The University of Southern California (USC) astronautical engineering major has it on his wall as a daily reminder that anything is possible. Breece’s youthful struggles with addiction led to a spell in prison -- but today he is grateful to be alive, sober, helping others and (literally) shooting for the stars, in tribute to his family.

“My grandfather worked for Aerojet Rocketdyne in Sacramento. Specifically, he helped assemble the Rocketdyne F-1 engines for NASA’s Saturn V rocket. I vividly remember the day he told me how that engine facilitated the first trip to the moon,” he recalled. “The pride and passion emanating from his voice sparked a desire deep inside of me and opened my eyes to the value of courage and ambition when trying to reach the previously unreachable.

“My vision is to be part of a team that could help create new advancements in getting the first humans to Mars. NASA has never had an ex-felon as an astronaut. That inspires me.”



Nura Ibrahim

Nura Ibrahim is the oldest of five children, a proud first-generation college student and a Scholarship America Dream Award Scholar, but her journey to get there was filled with terror, poverty, and violence.

Escalating civil war in her home country of Somalia left her without hope – and when militants broke into the family’s home, killing her grandmother during her evening prayers, 11-year-old Nura fled Mogadishu with her parents and siblings.

Since they had no car, the family walked several days to get to the border and cross into Ethiopia, hoping to reach the safety of a refugee camp her father had only heard about from family and friends.

“My family fled leaving everything,” she said. “We had no food and stopped for water and rest to survive. We had no weapons to protect ourselves.” They survived encounters with snakes, threw rocks to chase off hyenas, and found help from some nomad families along the way who were able to guide them toward their destination.



David Cazares

“As a young boy, I dreamt of helping my family overcome poverty, and becoming a leader in my community, a leader who would effect change. Maybe I watched too many superhero movies, but I grew up certain it was my responsibility to save the world. Regardless of how much it costs or however long it takes, I will become a doctor.”

Despite growing up with financial struggles, David says “as an undocumented immigrant I didn’t feel too held back until high school.” That’s when the stark realities of his educational future became clear. His home state, Georgia, banned undocumented immigrants from attending public colleges, and he discovered DACA students don’t qualify for government aid or FAFSA.

Inspired by his goal of becoming a doctor, David didn’t give up, but when he enrolled in college it was a struggle. “I literally paid tuition using quarters and other spare change.”

To help relieve some of the financial stress, he searched for scholarships that were open to undocumented immigrants and found Scholarship America’s Dream Award. In May of 2020, he was named a Dream Award Scholar.

Read more inspiring student stories by
visiting our blog at scholarshipamerica.org/blog

DREAMS to SUCCESS

Like so much in the spring of 2020, our annual Dreams to Success celebration required rapid rethinking in the face of the COVID-19 outbreak. Adjusting to the new pandemic reality, we pivoted in a few short weeks from an in-person dinner to a virtual Day of Giving hosted on our Facebook page.

In addition to celebrating our Dream Award Scholars, we honored AbbVie and Herman Miller Cares for their important and impactful scholarship programs, and presented Dr. Johnnetta Betsch Cole with the Scholarship America Lifetime Achievement Award. And, crucially, we raised a record-breaking **\$850,000** on behalf of the annual Dreams to Success Dinner and the Dream Award Scholarship Program.

abbvie



Dr. Johnnetta Betsch Cole

Impact and Results

Student success means getting college students the financial, cultural and social support they need.

Our work to do so is aligned with three strategic goals:

1. Promote Impact

As the impact of COVID-19 across the world of education became clear, Scholarship America joined our fellow nonprofits to mobilize in support of students. In addition to using our blog and social media channels to share updates, funding opportunities and best practices:

- We partnered with LoCAID, Travelers Edge, Achieve Atlanta and Dell Scholars to publish information on emergency grant opportunities, amplifying partnerships and student support.
- We coordinated participation in NSPA and NCAN conferences in a virtual platform for the first time, managing 50 registrants, presentations and online booth staffing.
- We convened and hosted a series of Emergency Aid forums for higher ed, corporate and foundation leaders in our home state of Minnesota.

2. Enhance Student Experience

A vital multi-year effort across our organization was the retirement of our legacy database and scholarship application system and the launch of our new Cornerstone application software—and, on December 11, 2020, in spite of pandemic-related delays, we officially completed the migration of our scholarship programs to the new system and retired the legacy servers.

What's more, we did so while also accepting and evaluating more than 200,000 applications for over 1,300 scholarship and tuition assistance programs and 450 Dollars for Scholars community affiliates, and distributing over \$250 million to 100,000 students.

Other student-experience achievements included:

- Managing close to 11,000 transactions with Tuition Assistance students, leveraging the EdFlo platform after launching it at the end of 2019.
- Developing a new interactive Collegiate Partners Directory, to increase value for participating institutions and usability for students.
- Expanding and creating emergency grant programs for Dream Award Scholars, Dollars for Scholars affiliates and our partners at Achieve Atlanta.

3. Organize for Excellence

Just as students found themselves displaced by the pandemic and pivoting to a new remote, virtual setup, so too did Scholarship America's team members. And just as we did after the 1998 St. Peter tornado and the attacks of 9/11, we will remember March 2020 as a time we did something extraordinary for our community, students, partners and each other.

The shift to remote work starting March 9 as a result of the pandemic impacted our whole staff, including 145 Operations team members used to fully working in the office – and during the highest peak month across all sub-departments. 100 team members worked only from desktop computers— and some never used computers at all.

Worse, COVID-19 was still new and we knew few details, including how it would affect our families and schools.

Nevertheless, within three weeks, we had shifted to 100% of staff working at home. Everyone who needed them had laptops and online access, started communicating with virtual meeting software and applying best practices for teamwork, productivity, problem-solving and communication.



4. Thanks to You

Everything Scholarship America does for students happens because of our amazing supporters, who stepped up in 2020 in the face of the pandemic.

- More than 1,300 individual donors supported Scholarship America, with an average gift over \$730.
- We kicked off our first Corporate Giving program, which has resulted in over \$500,000 in new revenue.
- We raised over \$72,000 on Giving Tuesday -- our most successful Giving Tuesday to date.
- The Families of Freedom Scholarship Fund (FoF) continued to serve families who lost loved ones on 9/11, awarding \$7.5 million to 510 students; to date, FoF has awarded \$178.3 million to 3,878 students.

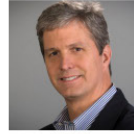
As students, families and the world of education work to recover from COVID-19, your support matters more than ever. We thank you for everything you do on behalf of students!

View our financial statements and audits at
scholarshipamerica.org/about/annual-reports-financials

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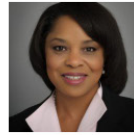
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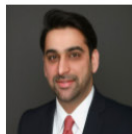
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In 2020, our board achieved **100% giving**
for the fifth year in a row!

Our Donors



For over 60 years, Scholarship America has relied on community support to fund the future of student success. Thanks to the people and organizations listed here, thousands of students are able to follow their college dreams. We can't thank them enough for their generosity

If you'd like to join them in supporting students success, please visit scholarshipamerica.org/give to support future students.

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