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A Message from our President & CEO

Dear friends,

2021 was a landmark anniversary for Scholarship America—we celebrated what would have been the 100th birthday of our founder, Dr. Irving Fradkin, and the ongoing impact of his life and legacy.

I had the good fortune to work with Dr. Fradkin, who remained a dedicated part of our organization his entire life. Well into his 90s, he would pick up his phone in Fall River, Massachusetts, and call me with a news story, a piece of advice or a bit of inspiration from our hometown.

It was Dr. Fradkin's vision that started Scholarship America—and, since our founding in 1958, it's been volunteers, donors, partners and supporters like you who have turned that vision into the nation's largest nonprofit scholarship provider. I can't thank you enough for all you do to help students, and I hope this report makes it clear just how impactful your support continues to be.

As for me, 2021 was also a milestone year, as I officially announced my retirement from Scholarship America. As the year, and my time at the helm of this organization, comes to a close, I believe we are poised for a future that allows us to do great things. Though I'm officially bidding farewell, I'm excited to join you as a supporter, and to watch as Dr. Fradkin's legacy impacts

the next generation of students.

All the best,

Robert C. Ballard President & CEO Scholarship America

RCAnlland



We are building on our legacy of impactful student success solutions.

Scholarship America's partnership with Chick-fil-A has helped tens of thousands of students pursue their higher education goals—and we hit a milestone this year, officially topping the \$100 million mark since Chick-fil-A's scholarship program was established in 1973.

Like Scholarship America's founder, Dr. Irving Fradkin, Chick-fil-A founder Truett Cathy believed in helping those in his community attend college. Around the same time Dr. Fradkin was drumming up support in Fall River, Cathy set out a mayonnaise jar on his restaurant's front counter to collect donations for cook Eddie White's college fund.

From these humble origins, both dreams took off. In 2021, Scholarship America partnered with Chick-fil-A to award \$19 million to nearly 7,500 Team Members—including the \$25,000 True Inspiration Scholars.

The program also brought Scholarship America's team together. Despite working remotely due to COVID protocols, we created a safe and socially distanced space where dozens of our team members could mask up, join together and package more than 7,000 award mailers—a worthwhile effort to award an amazing group of scholars.

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The Big Picture in 2021

\$286 Million. 100,000 students served.

Making an Impact in Communities

\$5.3 Million in emergency grants.20,000 local students served.

\$23.4 Million in Dollars for Scholars awards.



"I hope to break barriers ... [and] make generational differences in the lives of students. I look forward to writing the next chapters of my life. I believe there will be many happy endings."

Imanni Wright Dream Award Scholar, Basketball Player, Future Broadcast Journalist Bloomfield Hills, Michigan



"Higher education is the key to a successful, fruitful and contributing life. Having met hundreds of the students we have helped during the years, they always tell me that our scholarships and the higher education that came with them, made a transformational difference in their life. I know it did with mine."

Since 1964, **Philip Webster** has devoted his time and resources to our student support efforts, serving on our Advisory Board, Board of Trustees and, currently, as an Honor Roll Trustee. Phil was also instrumental in founding our annual Dreams to Success celebration and fundraiser, which raises nearly \$1 million each year.

We're boosting the field of private scholarships.

DREAMS to SUCCESS

Dreams to Success 2021

For the second straight year, COVID required our annual <u>Dreams to Success event</u> to be held virtually—but it didn't stop us from raising a record total of more than **\$905,000!**

"We are deeply thankful to our generous sponsors and donors who supported these students even in the face of the pandemic, stepping up even more to help us surpass last year's record-breaking fundraising total."—Robert C. Ballard, President and CEO, Scholarship America



Dream Award

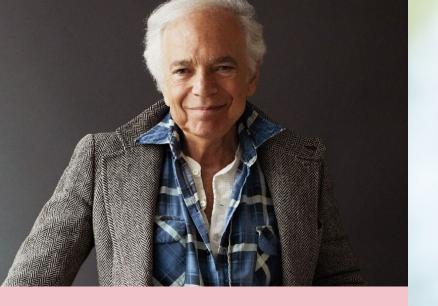
The Dream Award: Focused on Completion

In 2021: \$429,500 in scholarships | 47 Dream Award Scholars | 22 new recipients

Our flagship national scholarship targets a specific population in need: students who overcome adversity to get into college, but whose scholarships are only enough to help them pay for their freshman year.

Scholarship America's programs, products and events have one thing in common:

they're focused on doing more for students.



Families of Freedom Scholarship Fund: 20 Years of Support

Since 2001 the Families of Freedom Scholarship Fund has awarded **\$183.8 million** to nearly **3,800** students who lost loved ones on 9/11 and in the rescue and cleanup efforts.

As the world marked the 20th anniversary of the devastating 9/11 terrorist attacks, we launched the "3,000 Reasons to Give" campaign, in support of the 3,000 young people who still need Fund support. The campaign kicked off with pledges of support from Medal Dash, Benjamin Moore, the World Journal and MTV, and a commitment from the Ralph Lauren Corporate Fund—a supporter of Families of Freedom since the beginning.

"The days, months and years following September 11th have been a reminder of how compassionate Americans can be towards one another. In this spirit, 20 years after such an unforgettable tragedy, we are honored to continue supporting the children of those who lost and sacrificed their lives during the attacks."

— Ralph Lauren, Executive Chairman and Chief Creative Officer, Ralph Lauren Corporation.



"Public service is my calling. Because others have helped me, I will do the same for others."

Manuel Alarcon Nava

Dream Award Scholar, Peer Mentor, Campaign
Volunteer, Mayor's Office Intern
Indianapolis, IN



From SEARCH to SUCCESS.

Discovery

Scholarship America works to meet students where they are, highlighting our scholarships to nearly **300,000** social media followers and **1 million** website visitors each year—and our Scholarship America Hub's built-in scholarship matching means applicants have a one-stop resource to learn about more programs they're eligible for.

Application

Earning scholarships is hard, but we make applying for them as easy and intuitive as possible. That's why we built and continue to refine the student-centered Scholarship America Hub application process—and it's why our Customer Service Team is so vital to our organization.

To keep our team safe, we moved all Customer Service operations to remote work early in the pandemic—but that didn't change our dedication. Students who call with an issue have an average wait time of just 20 seconds, and we strive to answer every student email within one hour. Deadlines are tight and students' time is valuable. Our Customer Service Team is here to ensure they don't have to wait.

Processing

More than **1,400** partners. More than **100** corporate partners in the Fortune 500.

Abbvie. Amazon. PepsiCo. Lockheed Martin. Wells Fargo. We connect students to all these and more—and our product developers, evaluation specialists, program managers and dozens of others are passionate about helping students in the process.

Selection & Disbursement

When it comes to selecting scholarship recipients, it's not always about GPAs and SATs. Award criteria are as unique as each partner, chapter and program—and rising inequity in the wake of the pandemic has led more and more providers to focus on equitable solutions.

That's meant new partnerships like the **Navisite Next STEMinist Scholarship**, designed to help close the gender gap in tech and encourage young women to go after their dreams in STEM (science, technology, engineering and math). Created by Navisite, a digital transformation partner for growing and established global brands, the program provides **\$10,000** scholarships to eligible female candidates pursuing degrees in STEM. It's just one of hundreds of programs working toward greater equity and inclusion in all kinds of career fields.

It all leads to supporting students: since 1958, **2.9 million** students. They've received **\$4.9 billion** from Scholarship America and our partners. And with your support, we're just getting started.



Carrying Dr. Fradkin's Legacy Forward.

The legacy of our founder, Dr. Irving Fradkin, was an important part of Scholarship America's 2021. No one in our organization is closer to that legacy than **Jeff Silverman**—Board of Trustees member, Dreams to Success Event Co-Chair, and Dr. Fradkin's grandson.

Jeff is the managing partner of The Summit Group, a youth sports coach and a mentor for at-risk teenagers, and a longtime supporter of Scholarship America.

"In 1958, my grandfather had an idea—he asked everyone in his community to contribute so that every student could get a scholarship," Jeff said, discussing why he's committed to being a third-generation supporter of our work. "Through the years, that shared vision has guided Scholarship America to where it is today—the largest provider of private scholarships in the nation."



We're also paying tribute to Dr.
Fradkin—and re-imagining his vision for the future—with the **Fradkin Legacy Awards**, established to help outstanding Dollars for Scholars affiliates build renewable, impactful awards and to expand their support beyond scholarships.

The largest award of \$15,000 went to Illinois' EB211 Dollars for Scholars, which matches its 30 scholarship recipients each year with mentors, and which is now working to foster paid internships for qualifying mentees; programs and opportunities to learn more about professional and social networking opportunities; and community internship and alumni databases.





6.6%

\$748

Percentage of the cost of a 4-year public university covered by a maximum Pell Grant. Scholarship America is working with a coalition of education finance leaders on the #DoublePell movement to extend the power of this vital grant. Enrollment decline at American colleges since spring 2019—the largest decrease in half a century. Your support of Scholarship America is crucial as the nation works to rebound.

The average amount of a Scholarship America emergency grant in 2021—grants that helped more than **4,300** students stay in school despite financial emergencies.

In 2021, we launched an exciting new partnership with the Common App, the nonprofit membership organization dedicated to access, equity and integrity in the college admissions process. This partnership furthers both organizations' work to close persistent racial and socioeconomic gaps in access to college scholarships.



"Today, more than \$6 billion in private scholarships is available to eligible students pursuing higher education. But too often, the students who stand to gain the most from that funding are not the ones who actually access it. We're excited to partner with Scholarship America to explore new ways to reach the student groups, particularly Black and Latinx applicants, who face the greatest financial roadblocks on their path to success in higher education."

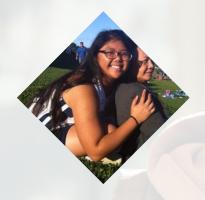
— Jenny Rickard, President & CEO of Common App

Here are the suppporters who make it all possible.



"I recognize that many people in our country have found themselves on shaky ground—not due to a lack of effort or hard work on their parts, but rather from circumstances out of their control. I think it is my duty to extend a hand to people in need. The more people who are able to improve their situations and quality of life, the better our society as a whole will be. We are all connected!"

Miki Walsh, Scholarship America Supporter



"[College] is very complicated, especially for first generation and minority students who don't have a lot of resources. Community college helped me step out of my comfort zone, and I was able to navigate for resources through proper channels."

Niki Nguyen, Dream Award Scholar, Bunker Hill Community College



"I didn't know what to do, but I wanted to do something."

Alexis Romano created a GoFundMe in memory of her best friend, Kara Wrice, raising more than \$20,000 for the Scholarship America Dream Award

Sinclair Research Group Founder Lois Abel and Executive Director Bill Rolland (her son) offered a few different incentives to survey respondents, including a donation in the respondent's name to Scholarship America – and around 40% opted to donate in spite of COVID-related economic and job uncertainty.





893,248



Since distributing our first emergency grant in 2005, we've helped students with \$25 million in funding for unexpected and disastrous financial setbacks—thanks to your support! Dr. Fradkin's first scholarship class had 12 students. Since then, Dollars for Scholars has provided community scholarships to nearly 900,000 graduates and counting Students with DACA status can't access federal financial aid—we're proud to have provided Dream Award Scholarships to 28 DREAMers so far

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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 student success, please visit **scholarshipamerica.org/give** to support future students.

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