ScholarMatch

2018 ANNUAL REPORT
College Advisor Jessica embraces Ashley, a 2018 graduate of San Jose State University.
DEAR FRIENDS,

At ScholarMatch, we believe that access to higher education changes lives. It transforms students, families, and communities, increasing opportunity and strengthening hope for a better future. But, in our country, only 11% of low-income and first-generation college students graduate in 6 years. We know that’s not enough. At ScholarMatch, 81% of these students graduate.

Our services, our volunteers, our donors, and our scholarships transform the lives of our students. And, in turn, our students transform the world we live in. One student, Travis Greer, is a junior at West Point. He is an English and pre-med double major. His family was uprooted by Hurricane Katrina and relocated to San Francisco, where he met ScholarMatch. In Travis’ last letter, he shared:

“Opportunities like ScholarMatch are the reason I am able to attend, and soon graduate, from a university. These past semesters have been both a blur and an emotional roller coaster. Being a double major has added a substantial amount of stress to my already stressful lifestyle.

However, this has also been one of my favorite times in my life, because I know that I am graduating soon for my family and the fact that I have not burdened them throughout this time keeps the fire within my heart lit. Those are the people that keep me motivated in times of struggle and hardship.

I am so grateful to you for your investment in my education and future. I cannot wait until I am given the opportunity to be in your position and make such a huge impact on someone else’s life. Thank you for supporting me throughout my college career.”

In 2018, ScholarMatch helped transform the lives more than 2,200 students like Travis. In 2019, we have bold plans to do even more. Thank you for being part of this movement.

With Gratitude,

Diana Adamson
Executive Director
HISTORY

Founded in 2010 by author Dave Eggers, ScholarMatch began as a scholarship crowdfunding platform and has grown into a full-service college access organization, serving low-income and first-generation students. We work both virtually and in-person to provide game-changing college counseling, free online tools, strategic scholarships, and critical support services all the way to college graduation.

In eight years, we’ve grown tremendously—from supporting 39 students, to serving more than 2,200 students annually. Today, we make college possible by providing flexible, innovative support to meet the unique needs of underserved students. Our work includes a college access center in San Francisco, a virtual college coaching program for high school seniors across the country, a scholarship program, and case management support. We look forward to opening a college access center in Los Angeles in 2019.

VISION

We envision a world where all students have access to higher education and the opportunity to succeed in a fulfilling career.

MISSION

Our mission is to make college possible for underserved youth by matching students with donors, resources, colleges and professional networks.

scholarmatch.org
WHERE OUR STUDENTS MATRICULATE

American University
Bard College
Baylor University
Berkeley City College
Boston University
Cal Poly Pomona
Cal Poly San Luis Obispo
Carleton College
Cerritos College
Chabot College
City College of San Francisco
Claremont McKenna College
College of Alameda
College of Marin
College of the Canyons
CSU Chico
CSU Dominguez Hills
CSU East Bay
CSU Fullerton
CSU Long Beach
CSU Los Angeles
CSU Maritime Academy
CSU Monterey Bay
CSU Northridge
CSU Sacramento
DePaul University
Dixie State College
El Camino College
Florida Agricultural and Mechanical University
Grambling State University
Hamphire College
Hampton University
Holy Names University
Howard University
Humboldt State University
Kalamazoo College
Laney Community College
Lawrence University
Lewis and Clark College
Los Angeles Trade Tech College
Loyola Marymount University
Macalester College
Mills College
Moravian College
Ohio Wesleyan University
Ohiolone College
Princeton University
Rollins College
San Diego State University
San Francisco State University
San Jose State University
Santa Clara University
Santa Monica College
Seattle University
Sonoma State University
St. Mary’s College of California
St. Olaf College
Stanford University
Tulane University
Tuskegee University
UC Berkeley
UC Davis
UC Irvine
UC Los Angeles
UC Merced
UC Riverside
UC San Diego
UC Santa Barbara
UC Santa Cruz
United States Military Academy at West Point
University of Chicago
University of Nevada Las Vegas
University of Pennsylvania
University of San Diego
University of San Francisco
University of Southern California
University of the Pacific
University of Virginia
Wesleyan University
West Los Angeles College

* Numbers indicate the number of students attending that college or university
DESTINATION COLLEGE

Applying to college is an inflection point: a one-time, several hour process with the potential to transform a student’s life forever. But without appropriate guidance, this opportunity can be lost. Most often, it is low-income and first-generation college students who miss this powerful chance. ScholarMatch’s Destination College program provides free support services for high school students to make the dream of higher education a reality.

Our services are open to any low-income student and include:

• Group college access workshops
• Individual college coaching
• Financial aid counseling
• Standardized test prep
• Visits from college admissions officers
• Career workshops
• FAFSA support
• Parent meetings
• And more...

Our drop-in center is a one-stop shop where students can do homework, tackle college applications or engage in a variety of college prep workshops with the help of a staff member or volunteer.

Destination College served

1,400+

Students in 2017/2018
“Thanks to you, I have a mentor who has been helping me, I was able to get professional help writing my college essays, and I improved my ACT scores which has made me eligible for other opportunities.” – Nohemi F.
Modeled after the success of our San Francisco college center, Virtual Destination College is a virtual counterpart to our in-person programming, making sure that geographic barriers don’t get in the way of a student’s chance at college. This innovative program connects skilled, ScholarMatch-trained volunteers from across the country with low-income, high-achieving high school seniors who we otherwise could not reach. Students work one-on-one with their coach, who supports them as a mentor, advisor, and cheerleader for a full year as they apply to college. The majority of students we serve in this program come to us through a partnership with CollegePoint, an initiative of Bloomberg Philanthropies.
“There’s only one college counselor at school for all the students and it takes forever to get an appointment. My coach is always there for any questions I have and responds immediately.” –Andrew B.
Our college students participate in workshops and social events to help them with their academic and career development.

**COLLEGE TO CAREER**

Low-income and first-generation students enter college as outsiders—lacking a family safety net, professional networks, and insider knowledge about college life. As a result, they drop out at five times the rate of their more advantaged peers, and only 11% graduate within six years. Our College to Career program combats this with targeted support including ongoing, one-on-one case management, robust scholarship support, academic and financial aid planning, and career mentorship.

We strive to go above and beyond for our students because we know it makes an incredible difference. Our students successfully transition to college, collectively earning just shy of a 3.0 GPA, and flourish in personal and professional growth with the support of their dedicated college advisor, allowing them the beat the odds and break the cycle of poverty.

ScholarMatch also leverages community philanthropy by making its College to Career services available for contract. Our contract partners span the state of California, allowing us to extend our reach beyond the Bay Area and serve more students than ever before.

College to Career served

312

Students in 2017/2018
“I have goals of not just working to provide for my children in the future, but my grandchildren as well. I want generations after me to have opportunities for education. Thank you so much for all that you do to make college possible for me. I carry your generosity with me, always.” – Travis G.
our graduates
Congratulations ScholarMatch Class of 2018 Graduates! Clockwise from top: Andrea D., Cal Lutheran University, Communications & French; Jahzel C., UC Merced, Mechanical Engineering; Rene G., Ohio Wesleyan University, Kinesiology & Psychology; Ashley O., San Jose State University, English & Sociology; Noeli S., UC Berkeley, Mechanical Engineering; Berenice G., UC Davis, Animal Science; Tammy T., UC Davis, Chinese & Sociology
by the numbers

$842k
Awarded in Scholarships

543
On-Campus Visits

4
New Staff Members

7
Average Number of Colleges Applied to Per Student

80
Colleges Attended

242
Active Volunteers from all Across the Nation

94%
Freshman Retention Rate

1,784
Students Visits to our Drop-In Center

2,212
Students Served

SCHOLARSHIPS AWARDED

Our scholarships harness the power of community philanthropy to ensure that money is not the final barrier to college. ScholarMatch students face a gap between their college financial aid package and the full cost of attendance, and our ‘last dollar’ scholarships close that gap—with an average of just $3,000 per year. Donors are matched to an individual student and follow their progress through regular updates, and students are empowered knowing that someone is investing in their success.
**2017-2018 EXPENSES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarships</td>
<td>$842,188</td>
<td>30%</td>
</tr>
<tr>
<td>Program Costs</td>
<td>$1,582,767</td>
<td>57%</td>
</tr>
<tr>
<td>General Operating</td>
<td>$130,160</td>
<td>5%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$222,065</td>
<td>8%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,777,180</strong></td>
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</table>

**2017-2018 INCOME**

<table>
<thead>
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<th>Source</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Individual Donations</td>
<td>$618,613</td>
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<td>Foundation Donations</td>
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<tr>
<td>Corporate Donations</td>
<td>$127,944</td>
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<td>Earned Income</td>
<td>$897,966</td>
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<tr>
<td>Partner Scholarships</td>
<td>$847,045</td>
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<tr>
<td>Other</td>
<td>$67,415</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,424,142</strong></td>
</tr>
</tbody>
</table>

FINANCIALS
Over 120 people attended our second annual Volunteer Convening at Mission High School

VOLUNTEERS

Applying to college takes just a few hours, but it can change a student’s life forever. Our volunteers are at the heart of this transformation, joining us at our drop-in center, at partner schools and organizations, and online through our virtual college coaching program. They sit shoulder-to-shoulder with our students (or coach them over phone and videoconference) as they explore college options, work on their personal statements, complete financial aid and scholarship applications, and so much more.

Our volunteers are some of the most essential people in our students’ journey to college and we truly couldn’t do this without them. This year, 258 individual volunteers and 13 corporate and community groups gave more than 5,000 hours of their time to make college possible for our students. From all of us at ScholarMatch—thank you so much.

“Because of your support, I’m one step closer to reaching my dreams. I promise I will work hard to become a good nurse who can support my community in the future.” – Anna M.
“I have loved getting to know my students. They are so impressive and I feel lucky to have met them through this program. I hope to be involved as a mentor and resource for them throughout their college careers.”  –Kathleen H.

SUPPORTER SPOTLIGHT: ALLBIRDS

We’d like to give a special shout out to our friends at Allbirds for being superstar ScholarMatch supporters. When they’re not busy designing the world’s most comfortable shoes, they volunteer their time to help our college students thrive professionally. For the past two years, the savvy shoe startup has held mock interview workshops and provided invaluable career advice for our upperclassmen students during our annual Pathways to Careers event. Thank you so much Allbirds for your mindful career conversations (and stylish kicks).
SUPPORTER SPOTLIGHT: CARLA QUINT

The transition to and through college can be stressful and sometimes our students need additional support to be successful in their college careers. Fortunately, our volunteer student therapist and supporter, Carla Quint, is there to help our scholars navigate the academic, emotional, and personal challenges that can come with higher education. Carla brings to ScholarMatch over 29 years of experience working as a family therapist, has been a treasured volunteer for over four years, and continues to bring genuine care and kindness, not only to our students, but to our staff as well.

“Sitting with the students and watching them realize the power they have to affect their lives—to look both back at their history and forward toward new possibilities—has been an exceptional privilege.” —Carla Q.
**CONTRACT PARTNERS**

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Your Cause

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Stephanie Barea  
Jessica Barhydt  
Wilma Bass  
Michael Beckwith  
Nelly Ben Hayoun  
Randie Bencannan  
Chris Bennett  
Julie Bensman  
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board & staff

ScholarMatch staff during their annual staff retreat at the Point Bonita YMCA

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Scholars Kyle and Chinedu posing with the ScholarMatch logo during a student event

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ScholarMatch is the only major nonprofit that combines an innovative crowdfunded scholarship platform with game-changing college access and career mentoring support. A virtual and physical hub for the community to support low-income and first-generation youth, we work both online and in-person: through our web platform, at our drop-in center, and in partnership with local schools and organizations.