DEAR FRIENDS,

Since 2010, we have grown from a 3-person operation serving a few dozen students to a 19-person team impacting the lives of more than 1,500 students this year. This growth is representative of the tremendous need among the students in our country. And, today, this need is even more acute.

Our free services are provided to any low-income student who comes in our College Center, regardless of their ethnicity, sexual orientation, family background, or citizenship. About 2 in 10 students who seek our services are Dreamers, and bring with them intense drive, grit, perseverance, and deep gratitude for the opportunities they are given.

All of our students, regardless of where they came from have one thing in common: they carry with them a commitment to giving back to their families, their communities, and the world. It is our immense honor to encourage their dreams of higher education.

To these incredible youth, ScholarMatch is a bridge into a different life. We believe that it is our role to be that bridge—not just to provide a service but to connect communities. This bridge means that our students can know what it is like to be mentored by an employee of a tech company and then to be offered a job there. This bridge means that our volunteers can know what it is like to edit a student’s college essay about living in a cramped apartment that only sometimes has electricity. This bridge means that our donors can know what it’s like to read a letter from their student about how it feels to be the first person in their family to walk across a stage at graduation.

When we are connected we can know, and see, and care deeply for each other. It is in knowing about each other that community is made and empathy for others is built. We seek to be a bridge in this world to make those connections possible.

Thank you to everyone in our community for standing with us in this mission.

All the best,

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 from application to graduation. 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 7 years, we’ve grown tremendously—from supporting 39 students, to serving more than 1,500 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 to college students all the way to graduation.

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.

WHERE OUR STUDENTS MATRICULATE

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

Agnes Scott College (3)
American University (3)
Baylor University
Berkeley City College
Cal Lutheran University
Cal Poly Pomona (6)
Cal Poly San Luis Obispo (3)
Cal State University Fullerton (3)
Cerritos College
Chabot College
City College of San Francisco (10)
Claremont McKenna College
Clark Atlanta University
College of Alameda
College of San Mateo
College of the Canyons
Columbia University
CSU Bakersfield
CSU Chico (3)
CSU Dominguez Hills (40)
CSU East Bay
CSU Fullerton (16)
CSU Long Beach (24)
CSU Los Angeles (2)
CSU Maritime Academy
CSU Monterey Bay (26)
CSU Northridge (23)
CSU Sacramento (2)
DePaul University
Dixie State College
El Camino College
Emory University
Georgia State University
Gonzaga University
Hampshire College
Hampton University
Holy Names University (2)
Howard University
Humboldt State University (3)
Kalamazoo College
Laney Community College
Lawrence University
Long Beach City College (2)
Los Medanos College
Loyola Marymount University
Macalester College (6)
Marymount California University
Merced Community College
Merrimack College
Mills College (2)
Mount Holyoke College
Muhlenberg College
Notre Dame de Namur University
Ohio Wesleyan University
Ohlone College (7)
Oregon State University
Pratt Institute
Princeton University
Rollins College
San Diego State University (38)
San Francisco State University (13)
San Jose State University (21)
Santa Clara University
Santa Monica College (4)
Seattle University
Sonoma State University (2)
St. Mary’s College of California
St. Olaf College (8)
Tulane University
Tuskegee University
UC Berkeley (20)
UC Davis (36)
UC Irvine (12)
UC Los Angeles (46)
UC Merced (19)
UC Riverside (2)
UC San Diego (74)
UC Santa Barbara (3)
UC Santa Cruz (12)
United States Military Academy at West Point
University of Chicago
University of Nevada Las Vegas
University of Redlands
University of San Francisco (2)
University of Southern California
University of the Pacific
University of Tulsa
University of Wisconsin Madison
Wesleyan University (3)
West Los Angeles College (20)

about us
Kai Kane A., ScholarMatch student and Stanford Class of 2016.

ScholarMatch is a 501(c)3 nonprofit, tax ID 45-4985621
scholarmatch.org

education atlas

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Wesleyan University (3)
West Los Angeles College (20)
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...

“ScholarMatch felt like a sanctuary where I’d get endless support in my journey to college.” – Zahir M.
Virtual volunteer coaches work together during our annual convening in San Francisco.

VIRTUAL DESTINATION COLLEGE

After a successful pilot program supporting students in the 2015-16 school year, we are thrilled to announce the official launch of virtual college coaching! In 2016, ScholarMatch was invited to join CollegePoint, a college access initiative of Bloomberg Philanthropies and America Achieves. The program aims to directly help 12,000 high-achieving, low- and middle-income students apply to, enroll in, and graduate from colleges that match their academic potential.

At ScholarMatch, this means we’re training volunteers, launching new online platforms, and working with incredible students located all over the U.S.—from our home in San Francisco to rural Kentucky!

“If it wasn’t for this program and my virtual coach, I probably never would have even considered applying to anywhere other than my state college.” —Dong H.
COLLEGE TO CAREER

Low-income and first-gen 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 earn a nearly 3.0 GPA, and flourish in personal and professional growth with the support of their dedicated college advisor, allowing them 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.

WHAT DOES IT TAKE TO SUPPORT A STUDENT THROUGH FRESHMAN YEAR OF COLLEGE?

6 Hours at a college send-off event to prepare for the journey ahead.
1 Care package sent just when students start to miss home.
20 Phone & video calls to navigate challenges and celebrate success.
540k $2016/2017 Scholarships Awarded

2 In-person meetings to review grades and discuss student progress.
1 Winter gathering to reflect on the semester (and decorate cookies!).
30 Emails with study tips, sage wisdom, and support for individual needs.

2 On-Campus visits to remind students that their community supports them.
2 Text messages providing helpful nudges, reminders, and encouragement.

223 2016/2017 Students Served

1 End of year celebration marking the completion of a fantastic freshman year!
“The best part about ScholarMatch is the reassurance of knowing I am believed in.” – Damaris A.
**2016 STATISTICS**

- **1033** Total Students Served
- **149** Active Volunteers from Our Across the Nation
- **100%** 2017 Retention Rate
- **1000+** Students Visits to Our Drop-In Center
- **12** Average Number of Colleges Applied to Per Student
- **90** Colleges Attended
- **148** On-Campus Visits
- **2.93** Average College Student GPA
- **$540,063** Awarded in Scholarships
- **6** New Staff Members

**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.

**FINANCIALS**

The year of 2017 was one of major growth for ScholarMatch. New partnerships meant more students to serve, more scholarships to award, and more staff members to execute our programs. We are grateful for all the community support that has made this growth both possible and sustainable.

**EXPENSES**

- Scholarships: $608,140
- Program Costs: $1,184,286
- General Operating: $162,839
- Fundraising: $133,232

**TOTAL: $2,088,498**

**INCOME**

- Individuals: $819,473
- Foundation: $990,439
- Corporation Donations: $128,495
- Earned Income: $940,927

**TOTAL: $2,879,334**

**2013-14** $175k
**2014-15** $249k
**2015-16** $300k
**2016-17** $540k
Volunteer Hours in 2017

2k+
Volunteer Hours in 2017

SUPPORTER SPOTLIGHT: RSM

Special thanks to our friends at RSM! For the last three years, this incredible group of accountants, auditors, and finance-minded folks have rallied for our students as volunteer college coaches, career mentors, and donors. Whether it’s holding mock interviews and career discussions with our students or throwing pies in each other’s faces to fundraise on our behalf, we couldn’t think of sweeter friends and volunteers. Thank you, RSM!

“Thank you for always supporting me and believing in me. The love and guidance from ScholarMatch has enabled me to be confident, overcome my difficulties, and now graduate from college.” – Akash G.

“ScholarMatch has helped me become a better version of myself.”
– Gemma B.

SUPPORTERS

Volunteers from RSM spend an afternoon at ScholarMatch.

Volunteer from RSM.

ScholarMatch students, staff and volunteers on a field trip to Google.

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 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, 149 individual volunteers and 5 corporate groups gave more than 2,000 hours of their time to make college possible for our incredible students. From all of us at ScholarMatch—thank you so much!
Meet Gaby Rodriguez, a San Francisco native, ScholarMatch alum, and ScholarMatch virtual volunteer! Gaby graduated from Lewis & Clark College with a major in Biology, and hopes to continue her education to become a physician. Today, in her free time, she supports two ScholarMatch virtual students as a volunteer coach.

**How did ScholarMatch support you while you were a high school and/or college student?**

ScholarMatch was a huge part of my support system throughout high school, college, and even after I graduated college. They reassured me that even though I was the first in my family to attend college, I wasn’t alone through it all. Even after I graduated, they often checked in with me, invited me to alumni brunches, and helped me with the job search.

**What made you decide to become a ScholarMatch Virtual Volunteer?**

I am a ScholarMatch alumna, so I know they want the very best for their students. I became a virtual college coach because I would like to contribute to a smooth transition from high school to college for the students I work with, like my mentors did for me. Now, as a virtual volunteer, I’m the go-to person for my student. It’s so amazing getting to know students, hearing their stories, seeing how much they’ve accomplished already, and helping them reach their future goals.
Michael Chabon & Ayellet Waldman
Steve Ellier Chapman & Carol Francis
Jie Chen
Giselle Cheung
Jes Cheung
Thomas Christian
Ashley & Chris Conkle
Diana Cohn & Craig Merrilees
Ben Collman
Guillermo Condeso
Will Conkling
Tom Conrad
Beth Courcy
Yvanna Corella
Michael Coren
Robert J. Couly
Julia Dahm
Zachary Daniels
Elaine Dathe
Dean Davoker
Apurva Dave
Jay Davidson
Susanna Davila
Morgan Davis
Jennifer Dayrell
Marguerite Di Giorgio
Brian Dice
Libby Dodd
Lindsey Dowswell
Jon-Paul Dumont
Ian Duncan
Loretta Dunne
Robin Duryee
Amanda Eager
John Edgell
Terri Elbaum
Beth Eliaou
Margaret Ellis
Ann Erhardt
Larry & Nancy Erhardt
Aaron Eske & Aaron Hoffmeyer
Nora & Kurt Feichtmeier
Paul Feigenbaum
Ana Fernandez
Michael N. FI
Ian & Keri Ferris
Larell Fineren
Gerri Finkelnstein-Lurya
Caleb Fitzpatrick
Lee Flynn
Katherine Fowler
Christine & Gregory Freeman
Monique Gagnon
Bonnie & Frank Gallant
William & Stef Filan
Clement Garnier
Rebecca Gilbert
Rhonda Gillenwaters
Matt & Vanessa Ginzton
Elizabeth Goldie
Robin Goldstein
Ross Goldstein
Nathan Gottfried
Sophia Grais
Gray Mark
Kent Green
Kimberly & Julian Green
Stefan Green
Adie Gunnarson
Caitlin Guthinger
Marcia Hahn
Allyson Halpern
Dong Han
Daniel Handler
Helen Hansma
Christine & Robert Higgins
Laura Hinton
Bonnie Horner
Ellen Horstein
James Huber
Sharon & Steven Huling
Jaime Huling-Delaye & Darren Delaye
Arnold Icasiano
Richard Ingalls
Leif Iakseen
Andrew Ish
Odile Irsalson
Lesley Iura
Katie Ives
Anna Ivey
Beth Jay
Loretta Jones
Diana Kapp & David Singer
Miriam Karpilow
Theodore Katsoulis
Samir & Pujja Kaul
Sarah Kearney
Jon Keen
Bill & Lisa Kelly
Ellen Kieval
Leif & Iovonne King
Matthew Kinsella
Lynn Kirshbaum
Mike Kirsten
Cathy Kornblith
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E. Peter Krulewitch
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Ann laurence
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Natasha & Nick Lawler
Austin Lear
Billy Lechert
Rebecca Lee
Davia Lee Nelson
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Patricia Leininger
Scott Lorch
Alex Lerner
Daniel Leventhal
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Rhiannon Lewis
Jennie Li
Reenie Linde
Abigail & Robert Lodge
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Ken Lombardi
Cathy Longstreet
Lux Lucas
Esther Madison
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Naomi Marcus & Colin C. Campbell
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Bronwen Marshall-Bass
Bruce Martin & Heather Rose
Susan Mazer
Katie Matlock
Steve Leiner & Mary Mays
Katherine McCarthy
Mark Thomas & Mc Caustland
Amy & John McGeever
Kelly McGonigal
Jamie Mclean
Sandy McMaster
Lisa Marenbach
Zach Merrill
Christine Meuris & Andrew Love
Devon Meyer
Quinn Miller
Jeffrey Mills
Christina Moore
Tory Morris
Roger Mortimer
Mark Movic
Jacob Mullins
Terri Murai
Henry Nalle
Nathan & Shelly Sarkisian
Tristan Natha
James & Harriet Neal
Kia Wang Nevarez
Stephanie Nicolas
Nealy Nimocks
Laura Noonan
Helen Ogilvie
Ali Omran
Maureen Orth
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Meul Patel
Debbie & Jim Patrick
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Theresa Pellow-McCauley
Claire Percacchio
Sacha Perold
Barbara Peters
Claire Peterson
Bethany Pickard
Alicia Policinski
Patti Prunhuber
David Quinby
Carola & Matt Quint
Anne Randall
Susan Raphael
Rachel Ratliff
Melissa Rauch
Thomas Reddy
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Christine Rehm
Rachael Reiley
Mary Richerson
Bethany Ridley
Carla & David Riemer
The Wilson-Riley Family
Kristina Ringa
Karlene Roberts
Marsha Robertson
David Robinson
Gabriela Rodriguez
Bryan & Jessica Rosenberg
Barry & Hans Rotman
Steven M. Salzman
Daniel Santos Figueredo
Phaedra Schroeder
Stacy Schusterman
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Megan Stoehe
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Priscilla Vivio
Eric Wahlgren
David & Suzanne Warner
Clare G Willis
Dewey Wilmot
Amy Wilson
Sarah & Kevin Wilson
Alice Wong
Stuart Wright
Jasmine Yanes
Michael Yang
Peter Yedidia
& Connie Rubiano
Kristine Zehner
& Robert Zehner
Kristine Zehner & Connie Rubiano
Kathryn Zyskowski

2017 Annual Report
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Program Assistant

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Staff member Piper with student Entsar at a summer send-off workshop. Entsar is a freshman at American University.
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.