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Scholarship Foundation of Santa Barbara Releases Donor Appreciation Video

Santa Barbara, CA — The Scholarship Foundation of Santa Barbara has released a video to thank local donors who fund the organization’s scholarships and education outreach. Produced in partnership with marketing agency Lure Digital, the video features interviews with current and former Foundation scholarship recipients, including Cox Communications Market Vice President Kirsten McLaughlin, Ridley-Tree Cancer Center oncologist Eric Bank, and Scholarship Foundation Board Chair Christie Glanville.

“This is a first for us,” said Scholarship Foundation President and CEO Barbara Robertson. “We typically express gratitude to our supporters at our annual Community Leaders Luncheon, which for more than 40 years we have hosted on the first Friday in December. A luncheon this year was simply not possible, for obvious reasons, and we quickly determined that a virtual replacement was not feasible. We could not be more pleased with this video, and hope donors come away with a sense of our deep appreciation for their generosity.”

The Foundation’s donor appreciation video can be viewed online at www.sbscholarship.org.

The Scholarship Foundation of Santa Barbara is the nation’s largest community-based provider of college scholarships, having cumulatively awarded nearly \$130 million to more than 53,000 county students since its founding in 1962. A nonprofit organization, the Scholarship Foundation also provides free financial aid advising services. For additional information, visit www.sbscholarship.org.

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