



# 2022 ANNUAL REPORT



# YEAR IN REVIEW

## SCHOLARSHIPS



# \$7.7 MILLION

## 2,146

STUDENTS AWARDED

## 2,749

APPLICATIONS REVIEWED

## 1,100

INTERVIEWS CONDUCTED

## 35%

FIRST IN FAMILY  
TO ATTEND  
COLLEGE



## 25%

NO FINANCIAL  
ASSISTANCE  
FROM THEIR  
FAMILIES

## AVERAGE SCHOLARSHIPS



## \$1,562

Undergrads at  
2-year schools

## \$3,132

Undergrads at  
4-year schools

## \$5,191

Grad students

## \$20,945

Medical students



## 175

VOLUNTEER INTERVIEWERS

# MISSION STATEMENT

The Scholarship Foundation of Santa Barbara inspires, encourages, and supports Santa Barbara County students to and through college, graduate, and vocational school by providing information, advising, and scholarships.

## Dear Friends—

The Scholarship Foundation of Santa Barbara is celebrating its 60th anniversary this year, but we prefer to think of the occasion as a community milestone. After all, our organization was founded by community members, for the benefit of community members. In that sense, our success is our neighbors' success.

The Scholarship Foundation has now awarded more than \$140 million in scholarships to some 60,000 students countywide since our founding in 1962. Remarkable though such numbers are, they tend to obscure the everyday triumphs that our work makes possible.

We encourage you to read about past and current recipients of our scholarships on page 4 of this report. Similar personal tales of perseverance and fulfillment have played out tens of thousands of times over the 60 years since our founding. This is our shared legacy – generations of lives transformed, and communities and families made stronger.

Our work continues. This year alone we awarded \$7.7 million in scholarships to 2,146 county students. We were unable to help hundreds more owing to funding constraints.

As we remind our generous supporters each year in this space, the Scholarship Foundation does not charge fees to manage the funds entrusted to us by our community partners, and each dollar donated for scholarships benefits Santa Barbara County students.

Here's to another six decades of supporting the educational aspirations of local students and families, together.



A handwritten signature in black ink that reads "Barbara Robertson".

**Barbara Robertson**  
*President & CEO*



A handwritten signature in black ink that reads "Matt Rowe".

**Matt Rowe**  
*Board Chair*



# PROGRAM UPDATE

**T**he Scholarship Foundation has again been rated exemplary by two national charity-monitoring services.

In August, the Foundation received its 10th consecutive four-star rating from nonprofit evaluator Charity Navigator. The rating – Charity Navigator’s highest – indicates superior financial efficiency and transparency in Scholarship Foundation operations. The Foundation has now received 19 four-star ratings in 20 years.

“Only 4 percent of the charities we evaluate have received at least 10 consecutive four-star evaluations, indicating that the Scholarship Foundation of Santa Barbara outperforms most other charities in America,” noted Charity Navigator President and CEO Michael Thatcher.



The Scholarship Foundation also recently received its fourth consecutive Platinum Seal of Transparency from Candid (formerly GuideStar), a leading nonprofit information service. The Platinum Seal is Candid’s highest level of recognition, signifying exceptional openness in reporting institutional finances and performance.

Please see page 8 for a breakdown of the Scholarship Foundation’s functional expenses.



## Staff Member Q&A

**N**icole Jones is one of the longest-serving staff members at the Scholarship Foundation, having joined the organization in 2005. A past Foundation scholarship recipient, she earned a degree in agricultural sciences at Cal Poly, San Luis Obispo, and currently serves as Associate Director of Development.

**You’ve held various positions at the Scholarship Foundation. How does that help you in your current role?** Having experience in most aspects of what we do makes answering donors’ questions almost like second nature for me. I can share stories of students we’ve helped and explain the scholarship application process. Having a long history with the organization has

also given me significant historical knowledge about Foundation operations, which has been helpful as we’ve grown and evolved.

**What is the biggest misconception that donors have about the Scholarship Foundation?** Many donors mistakenly believe that we award scholarships only to high school seniors and are surprised to learn that we support undergraduate and graduate students. The Scholarship Foundation is here to get students “to” and “through” college. Most donors are very receptive to this concept.

**What would you say to community members who are considering a philanthropic gift to the Foundation?** If education or community betterment are among your philanthropic priorities, you should absolutely support the Scholarship Foundation! We strive to level the playing field countywide by providing the neediest students with funding to access higher education. When we assist a student, it lifts her entire family, in turn bolstering the local workforce and the community overall.

**What is your most memorable experience as a development professional at the Scholarship Foundation?** One donor was so moved by the hardship facing a particular student that he took additional steps to help the student and her family to ensure her success. Witnessing the relationships brought about by our programs is truly a privilege.

**What is the most gratifying part of your job?** I really love the month of May, when we get to celebrate the students, the donors, and the tie that binds them together. I am grateful for the opportunity to play a role in bringing them together and create positive change in our community.





# PUBLIC EVENTS RETURN!



**T**he Scholarship Foundation resumed its customary public events schedule in the spring, presenting both north and south county awards ceremonies for the first time since 2019.

In partnership with the Santa Barbara Foundation, the Scholarship Foundation honored hundreds of area students in ceremonies at Allan Hancock College on May 24 and the Courthouse Sunken Garden on May 25. Presented annually prior to the pandemic, the events recognize new and returning scholarship recipients. Attendees at each ceremony included students, parents, educators, and community leaders.

Scholarship Foundation Board Chair **Matt Rowe** and Santa

Barbara Foundation Board Chair **Steve Hicks** were the featured speakers at both ceremonies. The Santa Barbara Foundation contributed almost \$800,000 in scholarship funds this year, and is one of the Scholarship Foundation's largest partners.

"Our awards ceremonies this year were extra special, given our prolonged time away from engaging with the community in these wonderful settings. It is always inspiring to meet the students who benefit from our assistance, and to realize that we are in a sense partners in their education," said Foundation President and CEO Barbara Robertson.

In May, the Scholarship Foundation also hosted its first annual dinner in three years.

**T**he Santa Barbara Museum of Art returned to exhibiting works by Art Scholarship recipients in 2022. Submissions from 21 local student artists, including painting, photography, and woodwork, were displayed in the museum's Family Resource Center between January 27 and February 6. The contributing student artists were crowned winners of this year's Scholarship Foundation Art Scholarship Competition, each receiving a college scholarship for the current academic year. The annual competition is open to high school seniors in southern Santa Barbara County. **Katherine Hedrick** (pictured) was awarded the Amber O'Neill Honorary Art Scholarship and the Schall Family Best of Show Prize.



# SUCCESS STORIES



**D**r. **Mara Sweeney**'s stock advice for young people is simple: Don't be afraid to chart your own course. It's a maxim she came by following two pivotal episodes in her own life.

The first occurred when she was studying political science as an undergraduate at UC San Diego. In her junior year, she realized she wanted to pursue medicine, and abruptly began making plans for medical school.

"Once I knew what I wanted to do professionally I just changed gears," said Dr. Sweeney, a Santa Barbara native who attended Cate School in Carpinteria. "Here I was studying political science, and I think there was an expectation that I would continue in that direction. But I was also minoring in chemistry, and that opened a whole new world for me."

Dr. Sweeney attended New York Medical College, and in July 2001 began her first-year residency in the trauma wing at St. Vincent's Hospital in Manhattan. Her next life-changing event arrived barely two months later on 9/11.

As the first tragic images flashed on hospital television screens that morning, she remembered that her husband was at the World Trade Center interviewing for a job. Several anxious hours would pass before she learned that he was safe.

The experience prompted her to seek sanctuary in her hometown.

"As soon as I could, I transferred my residency to Cottage Hospital. Some said my career would suffer, the assumption being that I would receive superior training in New York. But I knew it was the right decision for me and my family, and it ended up serving me very well," she said.

Two decades later, she has a thriving primary care practice for adults at the former Caldwell's Pharmacy building on State Street in Santa Barbara. She remains happily married, now with three children.

Having received Scholarship Foundation support during medical school, Dr. Sweeney now donates to the organization.

"I don't think I could have scripted my life any better," she said.

**N**o one would accuse **Omar Coronel** of being a chatterbox. Whether speaking or writing, he invariably expresses himself with a careful economy of words.

With support from the Scholarship Foundation, he's now bringing this same penchant for precision to his studies as a freshman architecture major at Cal Poly, San Luis Obispo.

"Drawing was once a hobby of mine, but I never understood exactly what I was doing," he said. "The more I've learned the more I admire the dedication and time that are essential to successful architectural plans. I want to be part of that process, and perhaps one day create something breathtaking."

Omar's prime motivation is his family. His parents and younger sister remain in his hometown of Santa Maria, but an older sister and other relatives live in Oaxaca, Mexico. He vows to visit them one day.

To earn money for college, Omar worked as a fieldhand with his father the last two summers.



When he's not working or studying, he can usually be found playing his guitar, including each Sunday with his church choir.

Unsurprisingly, his favorite school subject is math.

"It's similar to life. Sometimes you get a correct answer, and sometimes you don't," he said.





# CHAMPIONS OF EDUCATION

**T**he **Santa Barbara County Sheriff's Benevolent Posse** has established a \$100,000 endowment to fund college scholarships for area young people eyeing careers in law enforcement and related professions.

The scholarships will be open to members of the Explorer Program, a youth development and pre-professional training initiative for county residents ages 14 to 20 run by the Santa Barbara County Sheriff's Office.

Among other things, Explorers support the Sheriff's Office and other law enforcement agencies during community events such as Old Spanish Days and the Santa Maria Elks Rodeo.

In its first year, the Explorer Scholarship Fund will provide two \$2,500 college scholarships.

"It's critical to our community that we give our youth both the means to get an education but also hands-on experience to facilitate a career path such as in law enforcement," said Benevolent Posse Board member **Richard Berti**, whose family generously provided the endowment funding. "The Explorer Program gives students hands-on experience, which can inspire and lead them to a career in criminal justice."



**T**wo new scholarships are now available to county students courtesy of the **Montecito Firefighters' Charitable Foundation**.

The organization has established twin \$60,000 endowment funds that will each provide a \$3,000 scholarship annually. One scholarship will support the dependents of current and retired Montecito firefighters and other district employees, while the other will support a county student who can demonstrate need.

The latter scholarship is in response to the outpouring of support Montecito firefighters have received in the wake of recent community disasters, said **Daniel Arnold**, the organization's treasurer.

"We are so grateful for the support of the community, especially following the trauma of the recent fires and mudslides," he said. "This is our way of saying thank you."

**S**ince its founding in 1995, **Excel Personnel Services** has continually expanded its reach in the community, an approach it now applies to its eponymous scholarship fund.

Established in 2020, the Excel with Education Scholarship Fund supports a broad spectrum of students pursuing postsecondary education.

Each year, the fund awards three scholarships to vocational students, and another two to students at four-year universities who face acute financial challenges. If there are not enough vocational applicants, those scholarships may go to community college students.

"Like our staffing agency, the fund is not geographically limited and awards scholarships to students countywide," said Excel founder and CEO **Michelle Hodapp**, whose firm started in Lompoc and now has offices in Santa Maria and Santa Barbara as well.

"We're all about giving back to the community, and helping local students get an education is a big part of that," she said.



# LEGACY GIVING

## THE SCHOLARS CIRCLE

The Scholars Circle recognizes the thoughtful individuals who have included the Scholarship Foundation in their estate plans. We gratefully acknowledge their extraordinary commitment to providing generations of Santa Barbara County students with the opportunity to pursue a postsecondary education.

To learn more about the Scholars Circle or planned giving opportunities, contact Associate Director of Development Nicole Jones at (805) 687-6065 or [njones@sbscholarship.org](mailto:njones@sbscholarship.org).

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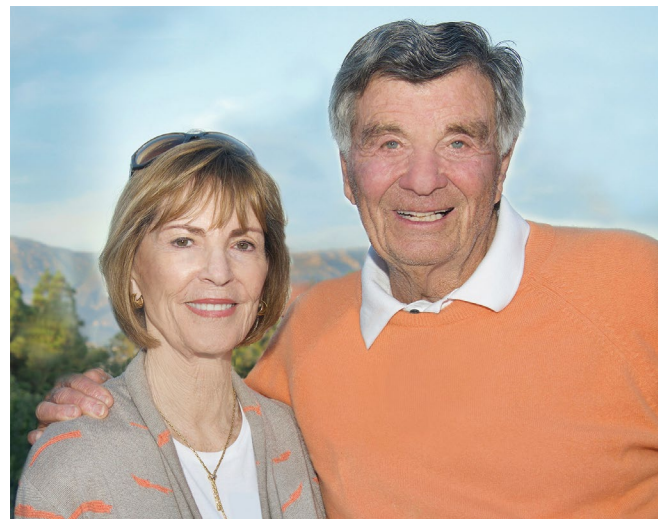
## Education Advocates at Home in the Circle

While they have an impressive record of philanthropy on behalf of area healthcare efforts, **Norm and Jane Habermann** are most proud of their charitable giving in support of educational organizations, including the Scholarship Foundation of Santa Barbara.

"For as long as I can remember, I have been interested in teaching and mentoring, and therefore education," said Norm, a retired senior corporate executive who joined the Scholarship Foundation Board in 1996. "We've both had a passion for education for many years."

In fact, Norm has been a UCSB Foundation trustee for more than 35 years, and previously served as a trustee for Loyola Marymount University and Laguna Blanca School. A past Santa Barbara Foundation Woman of the Year honoree, Jane served on the SBCC Foundation Board from 2000 to 2012, and is currently an emeritus board member.

For a time, Norm also taught marketing strategy to UCSB seniors, donating his honorarium to scholarships. He had much to share with his students. A former Navy lieutenant, Norm spent the final decade of his career as president and CEO of Restaurant Enterprises Group, once one of California's largest privately held corporations.



Now the Habermans are looking to the future.

"We have found that it is incredibly gratifying to help young people get an education, and we want to go on helping them," said Norm. "That's why we joined the Scholars Circle. We feel very strongly that education helps people succeed."





# 2022 SCBT AWARDS

Following a two-year hiatus, the region's premier awards program for business and technology leaders returned to the Hilton Santa Barbara Beachfront Resort on June 16. Ten standout organizations and individuals were honored at this year's South Coast Business & Technology Awards ceremony. The annual awards celebrate innovation, leadership, and success in the area's business and technology sectors.

Proceeds from the event benefit the Scholarship Foundation. This year's ceremony grossed more than \$287,000.

"Since 2001, SCBT ceremonies have provided nearly \$2.7 million to more than 1,000 county students pursuing degrees in business and technology-related fields," said Foundation President and CEO Barbara Robertson. "We appreciate our partners in the local business and technology community."

This year's honorees included **Cottage Health**, **Sansum Clinic**, and **Santa Barbara Neighborhood Clinics** (Excellence in Service); **Michael Crandell** of Bitwarden (Entrepreneur of the Year); **InTouch Health** (Company of the Year); **Dave Powers** of Deckers Brands (Executive of the Year); **Kathy Odell** of Women's Economic Ventures (Pioneer Award); and **Clevr Blends**, **Outer Aisle**, and **Umbra** (Rising Stars).



*Ceremony emcees Kirsten McLaughlin (left) and Matt Rowe with Pioneer Award recipient Kathy Odell*

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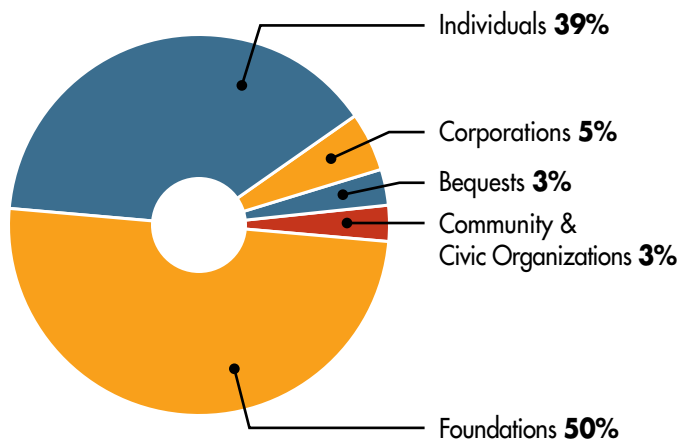
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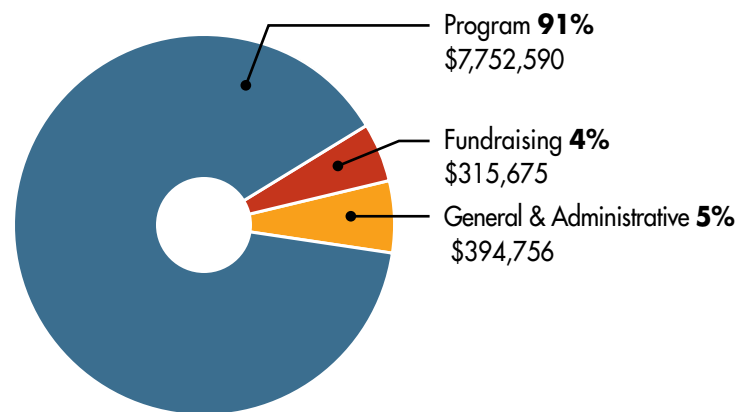
# 2021-22 FINANCIAL HIGHLIGHTS

## Public Support

by Funding Source



## Functional Expenses



## STATEMENT OF FINANCIAL POSITION

As of June 30, 2022

### ASSETS

Cash	\$ 7,012,454
Pledges receivable	1,905,585
Investments	54,988,591
Property and equipment, net	25,800
Other assets	358,894
<b>Total Assets</b>	<b>\$ 64,291,324</b>

### LIABILITIES AND NET ASSETS

#### LIABILITIES

Accounts payable and accrued expenses	\$ 188,341
Scholarship awards payable, net	6,876,137
<b>Total Liabilities</b>	<b>7,064,478</b>

#### NET ASSETS

Without donor restrictions	6,202,627
With donor restrictions	51,024,219
<b>Total Net Assets</b>	<b>57,226,846</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 64,291,324</b>

This is an unaudited financial statement. For a copy of the Scholarship Foundation of Santa Barbara's audited financial statements, please check our website after January 1, 2023, or call (805) 687-6065.



# 2021-22 DONORS

We thank the following donors for their generosity and support of Santa Barbara County students between July 1, 2021, and June 30, 2022.

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# BOARD NEWS

The Scholarship Foundation Board has welcomed four new members in recent months.

**EMIL NAZARETYAN** is a portfolio manager at Mission Wealth. Named to *Pacific Coast Business Times*' "Top 40 Under 40" list for 2022, he previously worked as an associate trader at Mercer Advisors, held banking and accounting positions at Wells Fargo and Conference Direct, respectively, and co-founded the startup Green Logic Asset Management, among other positions.



Appointed president and CEO of Community West Bank and Community West Bancshares in 2011, **MARTIN PLOURD** previously served as president and COO at Temecula Bank, and as executive vice president at Valley Independent Bank. Spanning more than 40 years, his banking career has also included lending, marketing, and strategic planning.

**CHARLIE HUINER** serves as president and CEO of Modulim, a medical imaging company headquartered in Irvine. Previously, he held leadership roles at three Santa Barbara-based companies: COO at Sientra, vice president of marketing and business development at InTouch Health, and director of corporate development and strategy at Inamed Corp. (now Allergan).



Until recently, **AIMEE MILLER** served as CMO at AppFolio, where she led corporate and product line marketing strategy and execution. After starting her career in the Bay Area, Aimee was named director of product management at Santa Barbara-based software firm Vistara, and subsequently held senior positions in account management and marketing at Citrix Online.

**HUGH VOS**, who served as Scholarship Foundation Board president from 1989 to 1991, passed away May 15 at age 88. During his tenure, the organization held its first scholarship awards ceremony at the Courthouse Sunken Garden and its first Community Leaders Luncheon. Born in France, Hugh immigrated to the United States to pursue graduate studies at Princeton University and went on to enjoy success as a business executive.

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## OUR STORY

**F**or six decades, the Scholarship Foundation of Santa Barbara has provided invaluable financial assistance to area students pursuing postsecondary education.

Founded as the Santa Barbara Scholarship Foundation in 1962, the organization granted its first scholarships – nine \$100 book awards – in the summer of 1963. By the end of the decade, it had awarded 1,000 scholarships.

Today, the Foundation is the nation's largest community-based provider of college scholarships, having cumulatively awarded in excess of \$140 million to some 60,000 county students since its founding. The organization began providing free financial aid counseling in 1975, and was renamed the Scholarship Foundation of Santa Barbara in 1993.



### **SCHOLARSHIP FOUNDATION *of* SANTA BARBARA**

(805) 687-6065 • [www.sbscholarship.org](http://www.sbscholarship.org)

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P.O. Box 3620, Santa Barbara, CA 93130

**Santa Barbara office:**

2253 Las Positas Road

**Santa Maria office:**

120 E. Jones Street, Suite 100

(Santa Maria office open by appointment only)

The Scholarship Foundation of Santa Barbara is a 501(c)(3) charitable organization.  
Our tax ID # is 23-7087774.