



2023 ANNUAL REPORT

BY THE NUMBERS

1,864

STUDENTS AWARDED 3,477

APPLICATIONS REVIEWED

1,700
INTERVIEWS
CONDUCTED



135

VOLUNTEER INTERVIEWERS



AVERAGE SCHOLARSHIPS

\$6,080

GRAD STUDENTS

\$1,820

UNDERGRADS AT 2-YEAR SCHOOLS \$29,522

MEDICAL STUDENTS

\$3,331

UNDERGRADS AT 4-YEAR SCHOOLS



FIRST IN FAMILY TO ATTEND COLLEGE

53%



NO FAMILY FINANCIAL ASSISTANCE

28%

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.

HE SCHOLARSHIP FOUNDATION recently surpassed another impressive milestone: In the 61 years since its founding, this organization has now cumulatively awarded more than \$150 million in scholarships to Santa Barbara County students.

While this astonishing figure is surely a testament to our community's unique capacity for compassion and generosity, it also signals a persistent hunger for economic opportunity and educational attainment among our young people. Our data indicate this hunger is only growing.

The Scholarship Foundation received 3,477 applications for financial aid in the 2023-24 academic year – an increase of more than 26 percent or 728 applicants over 2022's total.

We are pleased to report that the Foundation was able to award nearly \$7.2 million in college scholarships to 1,864 area students this year. On a sobering note, however, we were forced to turn away another 1,300 deserving applicants owing to insufficient funding. These students have had to seek financial aid elsewhere. Some will no doubt postpone their studies or tragically forgo them altogether.

We are proud of our efforts to increase access to postsecondary education, yet much more needs to be done. This is where you come in.

Please help us defray the rising cost of college for students and families in our community.

As we remind our generous supporters in these pages each year, the Scholarship Foundation takes great pride in responsibly stewarding the funds entrusted to us by our community partners. Each dollar we receive benefits local students in their pursuit of higher education.

Thank you for supporting the Scholarship Foundation of Santa Barbara!

Melinda Cabrera President & CEO

Danna McGrew

Danna McGrew Board Chair

PROGRAM UPDATE

It has been an eventful year in the president's suite at the Scholarship Foundation.



In December, **Barbara Robertson** retired following a three-year stint as president and CEO. Barbara joined the Foundation as director of finance in 1993 and rejoined as operations director in 2011. Appointed chief operating officer in July 2016, she served as interim president and CEO from April to July 2015 and

from February to September 2018. Barbara was barely a month into her tenure as president and CEO when Covid lockdowns first disrupted Foundation operations. Her steady leadership throughout the pandemic and its aftermath was widely praised. All told, Barbara served the organization for 22 years.



In January, **Dr. Mary Dwyer** began serving as interim president and CEO of the Foundation, a position she held until August. A former college professor and administrator who led the renowned Institute for the International Education of Students from 1996 to 2020, Mary joined the Scholarship Foundation Board in 2021.

And in July, **Melinda Cabrera** (below) was named president and CEO of the Foundation. A native of Apple Valley, California, Melinda comes to us by way of United Way of Santa Barbara County, where she most recently served as vice president. She began her local nonprofit career as assistant director of guest services at the Santa Barbara Zoo.

MEET OUR NEW PRESIDENT

O YOU VIEW your current role as a natural progression from your work at United Way? Absolutely. During my 10 years at United Way, I led various programs and initiatives while learning from accomplished leaders. Over time, I developed leadership skills of my own and assumed a greater role in building and managing teams of people. I found that I enjoyed being a leader and guiding elements of an organization in new, successful directions. I am determined to build on this history at the Scholarship Foundation.

What excites you most about the Scholarship Foundation?

The Scholarship Foundation is a community treasure with a remarkable legacy. I am excited to be part of an organization that empowers students to pursue their educational dreams. I firmly believe that everyone should have the opportunity to attend college or vocational school, and I am already very proud of the Foundation's efforts to make this a reality in our community.

What would you say are your biggest challenges in the short term?

Being comfortable with being uncomfortable. As with any new job, there is a steep learning curve. I have to remind myself that the answers will come with time, and that I don't have to figure it all out at once.

Do you have a particular leadership philosophy?

I'm a big baseball fan. Joe Torre, the former manager of the New York Yankees, once said, "Competing at the highest level is not about winning. It's about preparation, courage, understanding,



and nurturing your people and heart. The result is winning." This is how I approach my role as president and CEO. Success will come through hard work, dedication, and collaborating with and supporting my team. We are here to help students and families. We must never lose sight of that.

What would you like people to know about you?

That I am a hard worker and that I truly love to help people through my work. I like to think I have a good sense of humor. And I always strive to create a work environment that is supportive, collaborative, and effective.

PUBLIC EVENTS



THIS YEAR'S SPRING AWARDS ceremonies were among the best attended in recent memory.

In partnership with the Santa Barbara Foundation, the Scholarship Foundation hosted awards ceremonies at the Courthouse Sunken Garden on May 24 and at Allan Hancock College on May 31. More than 500 people turned out for the May 24 ceremony, including students, parents, educators, and community leaders. The May 31 ceremony drew more than 600 attendees.

Each year the Foundation hosts North and South County ceremonies to recognize its scholarship recipients.

Matt Rowe, then serving as Scholarship Foundation Board chair, was a featured speaker at both ceremonies. He was joined on stage by Santa Barbara Foundation Board Chair **Steve Hicks** on May 24, and by Santa Barbara Foundation Trustee and former Santa Maria-Bonita School District Superintendent **Phil Alvarado** on May 31.

The Santa Barbara Foundation contributed nearly \$800,000 in scholarship funds this year, and is one of the Scholarship Foundation's largest partners.

"As we all know, our world is rapidly changing, and now more than ever education offers the surest path to navigating that change in route to a life of purpose and fulfillment," Mr. Rowe told the assembled students at both ceremonies.

In other event news, the Scholarship Foundation hosted its first art scholarship reception in three years at the Santa Barbara Museum of Art on January 26. The event honored the 23 student artists who were chosen as winners of the Foundation's 2023 Art Scholarship Competition.

Annabel Contreras (pictured) from Dos Pueblos High School was awarded the Schall Family Best of Show Prize. The annual competition is open to high school seniors in Southern Santa Barbara County.

HE SCHOLARSHIP FOUNDATION continues to impress the nation's leading charitymonitoring services.

In June, the Foundation received its 11th 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 20 four-star ratings in 21 years.

The Scholarship Foundation also recently received its fifth consecutive Platinum Seal of Transparency from Candid (formerly GuideStar). The Platinum Seal is Candid's highest level of recognition, signifying exceptional openness in reporting institutional finances and performance.



"This organization's enduring success as a financial and informational resource for area families is the direct result of our commitment to operational excellence. We are proud to be recognized once again by both Charity Navigator and Candid," said Foundation President and CEO Melinda Cabrera.

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

SUCCESS STORIES

T TOOK MARIANA DE LEON a staggering eight years of meetings, filings, and legal maneuvering to obtain a Green Card. The experience helped ignite her passion for legal advocacy on behalf of immigrants.

"There is clearly a dearth of competent lawyers to help bridge cultural, language, and other barriers that often hinder immigrants seeking permanent residency status," said the Santa Maria High School graduate. "That's my main professional motivation: to help fill that hole and create a more equitable system for those seeking a better life in this country."

With help from the Scholarship Foundation, she is well on her way to achieving that goal. Mariana is a first-year student at Stanford Law School, having received a George A. Cavalletto Law School Scholarship. Recipients from that scholarship fund must demonstrate a commitment to community service as well as a strong work ethic and academic achievement – all of which Mariana has in spades.

Born in Jalisco, Mexico, Mariana immigrated to the United States at age 2 and ultimately attended Harvard University, also with substantial support from the Scholarship Foundation. She graduated in 2021 with bachelor's degrees in literature and history – and numerous academic honors.

Student activism and community work were an important part of her undergraduate experience.

"For four years, I worked hard to achieve an affirming atmosphere for immigrants on campus and in the broader Cambridge community," she said.

Somehow, Mariana also found the time to work and send money to her family in Santa Maria.



"Growing up, my family and their undying love for me were the only certainties in an environment marked by poverty, homelessness, and food insecurity, and I still feel the need to celebrate and elevate my mother and five siblings," she said. "I arranged for them all to attend my Covid-delayed graduation ceremony last year. Coming down the stage and handing my diploma to my mother was the proudest moment of my life."



TRANSFER STUDENTS

account for a significant portion of Scholarship Foundation recipients each year.

This year alone, 280 students transferred from Allan Hancock College and Santa Barbara City College (SBCC) to fouryear colleges with Foundation assistance, collectively receiving

just over \$1 million in scholarships. That's roughly one-seventh of all Foundation scholarship outlays in 2023!

One such student is **Kevin Acuna**, who is now a junior at UC Santa Barbara after transferring from SBCC. A graduate of

San Marcos High School, he is now an English major and hopes once day to teach English in Japan.

"If I had to summarize what the Scholarship Foundation means to me as a transfer student, I would say that it has been an indispensable



partner in my education," said Kevin, who previously served on the Santa Barbara Youth Council. "Thanks to the Foundation, I not only have the materials necessary to continue my education. I also have a wonderful opportunity to work towards building a better future and a better community for those around me."

DONOR SPOTLIGHT

SSISTANCE LEAGUE of Santa Barbara has been a potent force for good countywide for three-quarters of a century. For the last decade, its community betterment work has included active support of local college students in partnership with the Scholarship Foundation.

Established in 2013, the Assistance League of Santa Barbara Scholarship Fund, administered by the Scholarship Foundation, supports area students for the duration of their undergraduate studies. The fund is currently helping 10 students from throughout the county, and cumulatively has provided 84 scholarships totaling more than \$250,000.

"Our membership is very enthusiastic about funding college scholarships for local students," said **Nancy Revlin**, who chairs the League's Scholarship Committee. "It means so much to us to be able to give these young people a leg up as they start their adult lives."

An all-volunteer group, Assistance League of Santa Barbara is the 10th of 120 chapters of National Assistance League, the first nonprofit, nonsectarian organization begun in the West to help those less fortunate. The local chapter was formed in 1948, and moved to its current location at 1259 Veronica Springs Road in Santa Barbara in 1965.

The organization's approximately 350 members volunteer more than 50,000 hours each year in support of 16 philanthropic programs, which include its scholarship fund. The League also has begun supporting Santa Barbara City College students majoring in trade or technical fields.

Assistance League of Santa Barbara is perhaps best known for its



thrift shop, the primary source of funding for the organization's philanthropic efforts.

Each June, the organization hosts an awards ceremony for that year's Assistance League Scholarship recipients. Pictured at this year's ceremony are (from left) **Kassandra Garcia-Serrano**, **Hugo Alvarado**, and **Veronica Garcia**.

Deepening its relationship with the Scholarship Foundation, the Assistance League hosted the judging for this year's Art Scholarship Competition in January.

"We are very proud of our partnership with the Scholarship Foundation and what we've accomplished together for county students," said Mrs. Revlin.



ALAN GRIFFIN'S remarkable commitment to the Scholarship Foundation spans almost 30 years, beginning with his election to the Foundation Board in 1995. He is now the organization's second-longest serving Board member, behind only Arthur Swalley, who joined in 1993.

His support of the Foundation and its mission extends well beyond rank-and-file Board membership, however.

Alan served as Board president from 2011 to 2013, an especially eventful period in the organization's history. Under his leadership, the Scholarship Foundation mounted a series of ambitious initiatives tied to its 50th anniversary, including a \$9 million fundraising campaign

and the publication of a comprehensive Foundation history book.

His tenure as Board president also saw the organization hire its first North County program advisors and open its Santa Maria office in 2012. The following year the Scholarship Foundation hosted its first North County awards ceremony and remodeled its main office in Santa Barbara.

Perhaps most impressively, Alan and his wife **Patricia** have consistently donated to the Scholarship Foundation over the years, with lifetime giving now approaching \$100,000!

"I especially enjoy interviewing students each spring," he said. "It always reminds me that we are engaged in life-changing work at the Scholarship Foundation."

We salute you, Alan!

LEGACY GIVING



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.

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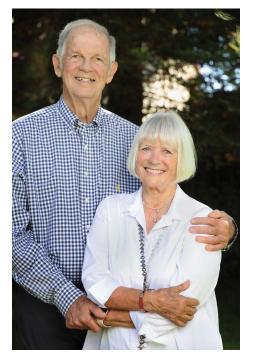
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A Support System Generations in the Making

Foundation has been a longstanding tradition for Joanne Rapp and her family. Dr. Kermit Seefeld, her late father, served on the Foundation Board in the 1980s, and her daughter Jennifer is a current Board member. For her own part, Joanne headed the Board from 1993 to 1995, having joined in 1988, and returned to the organization in 2012 to co-chair its 50th anniversary celebration.

"Education has always been an emphasis in our family, starting with our parents," said Joanne. "It's such a privilege to invest in an organization that does so much to help local students become better citizens through learning and exposure to knowledge."

Born in Milwaukee, Joanne moved with her family to Santa Barbara in the mid-1940s after her father was offered a teaching position at Santa Barbara College in what is now the Riviera Theatre



complex. Dr. Seefeld would eventually become a founding faculty member of UCSB's Department of Education. Joanne's mother Vivian was a noted local educator in her own right, serving as the first principal of Cleveland Elementary School in Santa Barbara.

Joanne met her husband **Brian** at UC Berkeley, and though she was initially reluctant to return to her hometown, especially after studying abroad in France and Switzerland, the couple has now happily lived in the area for more than 55 years.

In keeping with their family history, Joanne and Brian established the Kermit and Vivian Seefeld Scholarship Fund, administered by the Scholarship Foundation, in 2001.

Unsurprisingly, they recently became Scholars Circle members as well.

"It's so simple when you think about it," said Joanne. "Every little bit that goes to the Scholarship Foundation helps local students learn and thrive. We are so happy that we will get to contribute to the Foundation and support its important work for many years to come."

2023 SCBT AWARDS



Executive of the Year honoree Elizabeth Cholawsky (left) with event co-chairs and emcees Kirsten McLaughlin (center) and Janet Garufis

Awards ceremony grossed a record \$310,400 for the Scholarship Foundation of Santa Barbara. Eight standout organizations and individuals were honored at the ceremony, which took place June 7 at the Hilton Santa Barbara Beachfront Resort. The annual awards recognize innovation, leadership, and success in the area's business and technology sectors. Net proceeds from the event benefit the Scholarship Foundation.

"Since 2001, South Coast Business & Technology Awards ceremonies have provided more than \$3 million in scholarships to more than 1,100 students throughout Santa Barbara County. This year alone, we awarded an unprecedented 163 SCBT scholarships," said Scholarship Foundation President and CEO Melinda Cabrera. "We very much appreciate this generous support from our local business and technology community."

More than 500 people attended the June 7 ceremony. Serving as event co-chairs again this year were **Janet Garufis**, chairman and CEO of Montecito Bank & Trust, and **Kirsten McLaughlin**, market vice president at Cox Communications.

This year's honorees included **John Greathouse** (Pioneer Award); **Foodbank of Santa Barbara County** (Excellence in Service); **Elizabeth Cholawsky** of HG Insights (Executive of the Year); **Yardi** (Company of the Year); **Guillaume de Zwirek** of Artera (Entrepreneur of the Year); and **CrossnoKaye**, **Parker Clay**, and **Sun & Swell** (Rising Stars).

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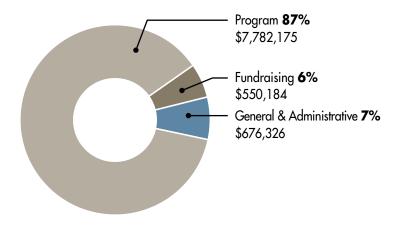
2022-23 FINANCIAL HIGHLIGHTS

PUBLIC SUPPORT

by Funding Source

Community & Civic Organizations 3% Corporations 6% Bequests 14% Individuals 38%

FUNCTIONAL EXPENSES



STATEMENT OF FINANCIAL POSITION

As of June 30, 2023

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Cash	\$	6,262,974
Pledges receivable		1,707,276
Investments		60,032,336
Property and equipment, net		14,053
Right-of-use asset, net		608,122
Other assets		347,839
Total Assets	\$	68,972,600
LIABILITIES AND NET ASSETS		_
LIABILITIES		
Accounts payable and accrued expenses	\$	236,981
Scholarship awards payable, net		6,402,000
Lease liability		618,024
Total Liabilities		7,257,005
NET ASSETS		
Without donor restrictions		<i>4,177,77</i> 9
With donor restrictions	57,537,816	
Total Net Assets	61,715,595	
Total Liabilities and Net Assets	\$	68,972,600

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, 2024, or call (805) 687-6065.

2022-23 DONORS

We thank the following donors for their generosity and support of Santa Barbara County students between July 1, 2022, and June 30, 2023.

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BOARD NEWS



Danna McGrew has been elected chair of the Board of Directors for the Scholarship Foundation. A partner in the advisory and audit departments at local accounting firm Bartlett, Pringle, & Wolf, Danna joined the Board in 2015. She succeeds Matt Rowe, who remains on the Board.

Members who have joined in the last year:



Michael Young was UCSB's vice chancellor for student affairs for 25 years after serving as associate dean at Wesleyan University. Since retiring from UCSB in 2015, he has twice served as interim vice president for student affairs at Sonoma State University.



A former Scholarship Foundation recipient, **Donna Weidl** is a senior vice president and financial advisor with the local branch of Merrill Lynch Global Wealth Management. She began her wealth management career at Merrill Lynch in 2009 after graduating from CSU Channel Islands.



Jen Brown, a retired attorney, was a partner at the global law firm Cozen O'Connor, and later served as associate general counsel for Patriot National Insurance Group, where she oversaw London market and U.S. insurance coverage matters, including NFL concussion lawsuits.



A native of Goleta, **Tessa Kaganoff** began her career as a policy analyst at the RAND Corporation in Santa Monica and went on to join the fundraising staff at UCLA, eventually becoming director of prospect research before retiring in May 2022.



Phil Franklin is a former corporate executive who served as chief financial officer at manufacturing companies OmniQuip International and Littelfuse. As chairman of the Board for Tribune Publishing, Phil oversaw the newspaper holding company's sale to Alden Global Capital in 2021.



A graduate of Cal Poly, San Luis Obispo, **Guille Gil-Reynoso** originally worked as a landscape architectural designer and went on to become a grants program manager at the Santa Barbara Foundation. She currently serves as advancement and communications manager at Cate School.



Tracey Solomon is a partner in the audit department at local accounting firm Bartlett, Pringle, & Wolf. A Santa Barbara native, she earned a bachelor's degree in business economics with an emphasis in accounting at UCSB before joining BPW in 2003.

David Yossem, who served on the Scholarship Foundation Board from 1997 to 2015, passed away in December at age 86. Upon graduation from San Jose State University in 1957, David enrolled in Naval Officer Candidate School and went on to earn the rank of commander. A former president of the California Association of Life Underwriters, he founded the wealth management firm West Coast Financial in 1983. David was named a Foundation Honorary Board member in 2015.

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FOR MORE THAN 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 more than \$150 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

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