



50
YEARS



CREATING OPPORTUNITY,
TRANSFORMING LIVES
...one scholarship at a time

50 YEARS

EVERY MOTIVATED STUDENT *should have a chance at college*

Thousands of low and middle income Santa Barbara County students have demonstrated the commitment and perseverance needed to succeed in college or vocational school, but lack the financial aid awareness and financial resources to get there. Scholarship awards and financial aid counseling provide solid, tangible services that make an immediate impact.

On the occasion of the Scholarship Foundation's 50th Anniversary, we invite you to invest in tomorrow's leaders and help create a community whose young people are supported, educated, and prepared to be productive and engaged citizens.



Alan Griffin
President
Board of Directors



Patty MacFarlane
Co-Chair
50th Anniversary Celebration



Joanne Rapp
Co-Chair
50th Anniversary Celebration

83% of Scholarship Foundation award recipients attending four-year colleges **complete their degree**, compared to the national bachelor's degree completion rate of **52%**.

FERNANDO ORTA

Project Manager

Past Scholarship Recipient

Fernando graduated from Santa Barbara High School, and was a first-generation college student. He returned to Santa Barbara after receiving his Bachelor's degree from Cal Poly. After interning with Frank Schipper Construction, Fernando was hired as Project Manager and became OSHA Certified. He lives in Santa Barbara with this wife and two young children.

The Scholarship Foundation's help allowed me to graduate from college, come back to Santa Barbara, and work in a job that I love.



51% of applicants to the Scholarship Foundation are the first in their family to go to college. Our scholarships help recipients pursue and complete a college degree, and can pave the way for younger siblings to access higher education.

KATHLEEN McCLINTOCK

Dentist

Past Scholarship Recipient

Kathleen received her degree from UC Davis, and from there she went on to the prestigious School of Dentistry at UC San Francisco. Kathleen is a popular and skilled dentist in Santa Barbara and is a Master of the Academy of General Dentistry.

“It was a turning point in my life to have someone else support my vision of attending college. The pride and self-esteem a scholarship gives to a young person is unforgettable, not to mention the opportunity to achieve a higher education.”



2011 Bureau of Labor statistics show an unemployment rate of only 4.3% for college graduates compared to a 9.6% rate for high school graduates. Scholarship Foundation alumni have become Educators, CEOs, Physicians, Artists, Engineers, Attorneys, Nonprofit Leaders, Entrepreneurs, and more. Their valuable contributions to society ensure a vibrant, benevolent, and productive nation.

50 YEARS

THE HIGHER EDUCATION CRISIS *is our highest priority*

Education is the single most effective strategy to ensure that the workforce of tomorrow is skilled, entrepreneurial, innovative, daring, and prepared to succeed in 21st-century jobs. It is also the best way to break the cycle of poverty and to build our economy.

GOVERNMENT IS SCALING BACK

The State of California is spending less and less each year on supporting the basic costs of higher education.

COLLEGES ARE RAISING TUITION AND CUTTING NEED-BASED GRANTS TO STUDENTS

When colleges and universities receive less support from the State, they respond by increasing tuition rates and decreasing financial aid to students.

STUDENTS AND PARENTS ARE TAKING ON MORE DEBT

In response to higher costs, families have had to turn to student loans to make up the difference. In the past decade, there has been a 50% increase in the number of borrowers.

DEMAND FOR COLLEGE GRADUATES IS ON THE RISE

By the year 2025, almost 50% of California's jobs will require postsecondary education. To meet the need for an educated workforce of this size, we need to double the current rate of college attainment.



JEFF SHELTON

Architect

Past Scholarship Recipient

Jeff is an award winning architect in Santa Barbara known for his unique, whimsical building designs. A graduate of Santa Barbara High School who earned his BA in Architecture at the University of Arizona, Jeff's work has received multiple awards from the City of Santa Barbara and from Santa Barbara Beautiful. Some of his most famous works around town include the El Andaluz building, the Cota Studios, and the astounding Ablitt House.

“Either they were taking a wild chance on me, or they saw how much I wanted it. Thankfully, I received the money I needed to help with tuition and books.”

27% of high school students in Santa Barbara County have family incomes that are at or below the federal poverty level. Scholarship Foundation award amounts are customized for each student to help them fill the gap after maximizing school provided aid, government financial aid, and personal payment. Many recipients say that without our scholarships they would not have been able to attend college.

50 YEARS

SCHOLARSHIPS AWARDED: 30,446 *in our first fifty years*

The Scholarship Foundation of Santa Barbara provides students with a strong start to a successful future. Since 1962, we have helped 30,446 Santa Barbara County students with awards totaling more than \$65 million, making the Scholarship Foundation the largest community-based scholarship program in the nation.

Our mission is to inspire, encourage, and support Santa Barbara County students in their pursuit of college, graduate, and vocational education.

STRATEGIC AND IMPACTFUL SCHOLARSHIPS

We take a personalized and thorough approach with every applicant. The Scholarship program requires that eligible students complete a rigorous online student aid application and have a personal one-on-one interview with a member of our Board of Directors or a trained volunteer. We carefully evaluate each applicant's individual financial situation, research college costs and examine financial aid offers, and then precisely allocate a prudent scholarship amount.

FINANCIAL AID ADVISING AND OUTREACH

The Foundation reaches 25,000 students and parents each year with free one-on-one financial aid counseling and workshops at school and community sites throughout the County. We work with high school guidance counselors to advise families, and monitor our scholarship recipients closely when they go away to college to help ensure their success.

Last year, **students** were able to **leverage financial aid** information from **our advisors** to garner an additional **\$25 million** in **federal, state, and institutional aid**.

MONIQUE LIMON

*Assistant Director, McNair Scholars Program
Santa Barbara School Board Trustee
Past Scholarship Recipient*

Monique is a Santa Barbara High School graduate, who earned her BA at UC Berkeley and then went to Columbia for her Master's degree. She came to the McNair Scholars Program after serving as the Director of Diversity, Recruitment, and Retention for the UC Santa Barbara Graduate Division. In 2010, Monique was elected to serve as a board trustee for the Santa Barbara Unified School District.

As a first generation college-bound student from a working class family, my college goal became a reality through the generous support of the Scholarship Foundation.

Investing in a college degree is a winning choice, with a 15.2% a year return rate on the average salary for college graduates. This is more than double the average rate of return in the stock market during the last 60 years (6.8%) and more than five times the return to investments in corporate bonds (2.9%), gold (2.3%), long-term government bonds (2.2%), or housing (0.4%).



SCHOLARSHIP FOUNDATION OF SANTA BARBARA

continually ranks at the top of the class

You can be confident making charitable contributions to the Scholarship Foundation of Santa Barbara. The Foundation's leadership places the highest priority on being accountable, transparent, effective, and extremely efficient. Charity Navigator, America's leading independent evaluator of nonprofits, has awarded their highest 4-star rating to the Scholarship Foundation for nine years. In 2011, general, administrative, and fundraising costs were only 8.5% of total expenses.

“The need for scholarships is growing because higher education has become so terribly expensive, far exceeding the cost of living increases. The Scholarship Foundation is in unique position to help students bridge the gap between family resources and the cost of higher education.”

- Michael Towbes, Honorary Board

The Scholarship Foundation of Santa Barbara **does not charge** an administrative fee. **100% of your contribution** to support scholarships **goes directly to deserving students.**

DOLORES & HUGO RAZO

Grateful Parents

Scholarship Foundation Donors

Dolores and Hugo Razo, Sr. are the proud parents of three outstanding former scholarship recipients now launched in their careers. Their eldest Hugo Jr. is an E.R. physician, middle child Aurelia is an accomplished attorney, and their youngest daughter Micaela is a professional set designer.

“Funding was going to be tight to get all of our children through college. With the help of the Scholarship Foundation, they got to go to the schools of their choice. It is wonderful that our kids are able to give back to their communities through their work. We are really grateful.”



According to a study by the National Association for College Admission Counseling, the average high school student receives only 38 minutes of college guidance each year. We work closely with Santa Barbara County high schools to increase the time and opportunities available to students in need of college guidance.

50 YEARS

COLLEGE ACCESS

equals college degrees

Over the last five decades, we've built one of the most effective, efficient college access organizations in the country. Now is the time to expand the impact of our organization. To succeed, we're going to need the support of people like you.

GOAL: TO AWARD 100% OF QUALIFIED APPLICANTS

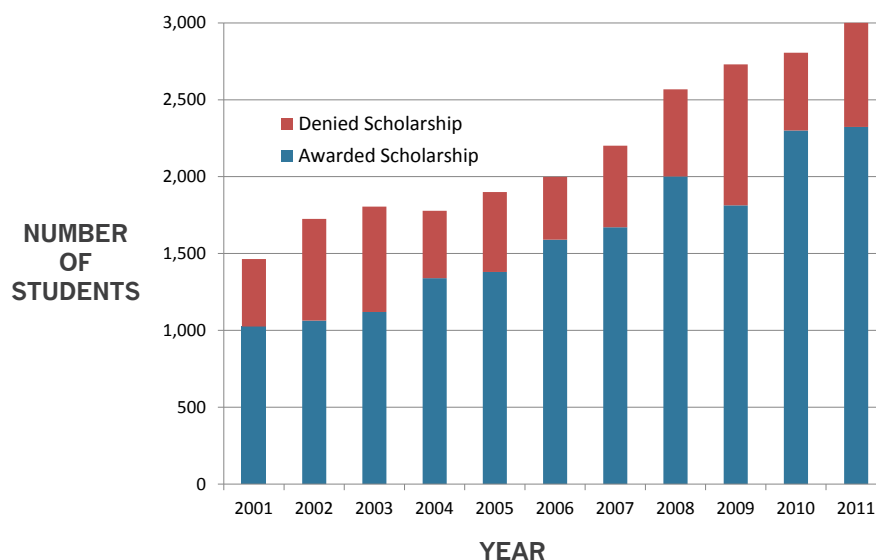
THE GOOD NEWS: In the past 10 years, we have awarded 16,602 scholarships to 74% of the students who needed us.

OUR CHALLENGE: Despite this success, we have denied scholarships to 26% of the qualified and deserving students asking for help to finance higher education. Each of these 5,932 students demonstrated the potential and motivation to earn their degree.

GOAL: TO TRIPLE OUR COLLEGE ACCESS SUPPORT SERVICES AND FINANCIAL AID COUNSELING

THE GOOD NEWS: When we encourage the idea of a college degree, provide financial aid information and assistance, and give students emotional support, they persevere.

OUR CHALLENGE: To serve all Santa Barbara County students and families, we need a College and Financial Aid Counselor at every high school in the County.



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OF SANTA BARBARA

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“The Scholarship Foundation was started 50 years ago with the sense that these are our kids, this is our community. If they are going to do the work that enables them to go to college it is in our interest as a community to help them.”
- Ken Saxon, Past President



50 YEARS

HOW YOU CAN HELP

Your gifts are critical to keeping our organization strong. There are many ways you can give.

SUPPORT A NAMED ANNUAL SCHOLARSHIP

The Scholarship Foundation of Santa Barbara manages scholarship funds on behalf of individuals, families, businesses, foundations, and civic groups. Named scholarships help students feel the support of their community and give students the confidence they need to succeed in college.

ESTABLISH A PERMANENT, ENDOWED SCHOLARSHIP

The Scholarship Foundation of Santa Barbara offers no-cost fund management for gifts for endowed scholarships, starting at \$50,000. The Scholarship Foundation prudently invests your contribution and uses the earnings to provide scholarships in your name for worthy students in perpetuity.

GIVE UNRESTRICTED CONTRIBUTIONS

Your unrestricted gift will be used where it is most needed. The Scholarship Foundation of Santa Barbara welcomes donations to support infrastructure and operational activities.

SUPPORT THE FINANCIAL AID ADVISING & OUTREACH PROGRAM

Your donation will help provide individual and group financial aid counseling to more than 25,000 people each year.

INVEST IN OUR FUTURE

When you name the Scholarship Foundation of Santa Barbara in a bequest through your will or trust, you help ensure that the Scholarship Foundation will continue to help more students. Notification of deferred gift plans establishes membership in the Scholars Circle, our legacy society.

When you **establish an annual or endowed scholarship**, you have the **opportunity to help** determine criteria for recipients. Each May, you will receive a letter describing the student(s) we have selected for **your scholarship** award, keeping you **closely tied** to the impact of your gift. You will also receive a **thank you letter directly from your scholarship recipient(s)**.

SCHOLARSHIP FOUNDATION OF SANTA BARBARA

YEARS

50TH ANNIVERSARY CELEBRATION

Patty MacFarlane and Joanne Rapp, *Co-Chairs*

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Jay Smith
Peter & Debby Stalker
Rachael Steidl
Richard Welch
David Yossem





CREATING OPPORTUNITY, TRANSFORMING LIVES *...one scholarship at a time*

We believe that **every student** with the **talent, drive, and desire** should have the **chance** to achieve a **higher education**.

“The Scholarship Foundation is one of Santa Barbara’s assets that is a source of pride for everyone... An exceptional example of the volunteer service and generosity for which our community is rightfully known. It is an honor to be involved with others in paying tribute to its 50 years of making a major difference in the lives of so many Santa Barbarans.”

- Peter MacDougall, Honorary Committee

“As donors it is you that keeps us going, and it is you that helps us know that getting a college degree is possible. On behalf of all of the scholarship recipients, thank you for making this investment in our future. We are sincerely grateful.”

- Marissa Carrillo, UC Santa Barbara
Recipient of the Orfalea Scholarship



Design: Christine Cowles. Photos: Awards Ceremony, Brad Elliott; Portraits: Monie Photography



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