

Student Success Campaign

Phase II

MARCH TO A MILLION



LETTER FROM CAMPAIGN CHAIR

Hello,

Since forming in 1973, the SCC Foundation has helped hundreds of students with scholarships valued at more than \$1 million.

Together, we can do so much more.

We can help SCC students like Hannah White of Webster and Roger Davis of Otto, the first Student Success Scholarship recipients. A recent graduate of Smoky Mountain High School, Hannah dreams of becoming a psychologist and helping people who suffer from Post-Traumatic Stress Disorder. Roger spent the past 23 years in the building, construction and real estate industries but yearns for a more stable career in business administration.

While we're extremely proud to help Hannah, Roger and dozens of other students as they pursue their dreams, our Student Success Campaign is actually about providing the same academic opportunities to even more aspiring college students. Every year, we turn down more than 73 percent of the scholarship applications we receive. These students either demonstrate ample academic promise, clearly demonstrate financial need or both; but quite simply, we don't have enough scholarship funds to help them.

That's where you come in.

To date, we have raised more than \$688,000 for the Student Success Campaign thanks to private gifts and a federal challenge grant. We don't want to stop there. Our goal is to reach a minimum of \$1 million, which will provide a long-term investment stream to generate annual support for all aspects of student success – primarily the funding of student scholarships.

I hope you'll consider joining us by investing in our students' hopes, dreams and aspirations according to your means.

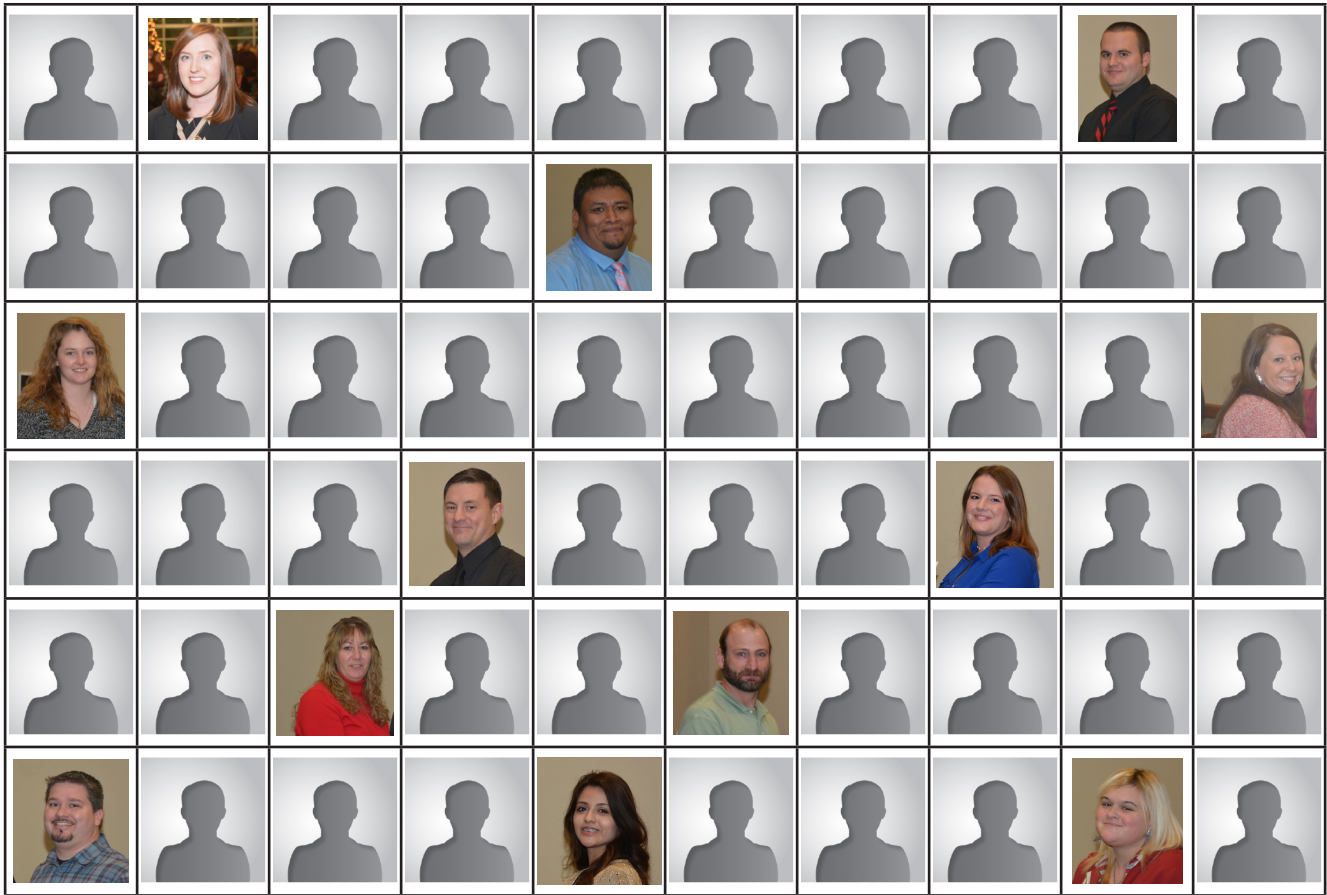
Appreciatively,



Charles Wolfe, Chairman
Student Success Campaign
SCC Foundation



Hannah White (second from left) and Roger Davis (second from right) are the first two recipients of Student Success Scholarships. Pictured with them are Charles Wolfe (left), chairman of the Student Success Campaign; Dr. Don Tomas (center), president of Southwestern Community College; and Brett Woods, director of the SCC Foundation.



Fewer than 1 out of every 3 students who needs and deserves a scholarship can currently get one.

Let's add more faces. You can help!

TOGETHER, WE CAN CHANGE LIVES!

Providing scholarship funds to every academically and financially eligible student at Southwestern Community College will take some time, but we're building momentum!

Whether you're able to give \$100, \$100,000 or any amount in between, your gift will help open doors for students striving to turn their

circumstances and lives around by starting their educational journey at Southwestern Community College.

Thank you for your interest. We hope you will join with many others in our region to make a lasting impact at SCC by investing in student success.



“This scholarship means a lot to me. I feel really blessed and honored, and I appreciate everyone who helped make the Student Success Scholarships a reality. ... I love Southwestern. It’s small enough that you get the student-teacher interaction, but it’s big enough that you get to have different people in all your classes.”

—**Hannah White**, Webster, 2015 Student Success Scholarship recipient

Scholarship Applications Pull At the Heart Strings

Written by students desperately trying to overcome difficult circumstances, many beyond their own control, these applications provide a glimpse into what it’s like to grow up in a generational cycle of poverty ... or to be impacted by corporate Court downsizing ... or to be a single parent providing for multiple children. Some are seeking a second chance. Others are pleading for their first real opportunity to succeed in life.

Just like the precious few scholarship recipients, these applicants have huge dreams. They want to make a difference in the world. They know an education at Southwestern Community College is the best pathway toward achieving their goals; they just need a little help.

This year, 165 of 226 applicants were turned down—but not because they failed to demonstrate financial need or scholastic aptitude. Instead, their requests were declined simply because the Foundation doesn’t currently have the resources necessary to help every deserving applicant.

You Can Help Change That

Southwestern Community College has launched a Student Success Campaign with the aim of providing financial support to start closing the gap between scholarships applied for and awarded. Through a federal challenge grant, SCC was able to double the first \$300,000 raised by September, 2014. We’re now on the “March to A Million” and need your help so that we can give a “hand up” to every one of our students who needs it.

Thank you to all our donors.



Dr. Barry and Drucilla Russell



Boyce Deitz

“I’m very proud. It’s a sizeable scholarship; it will help a lot. ‘Success’ says it all. I work hard for the grades I make, and I hope it will help improve my life.”

—**Roger Davis**, Otto, 2015 Student Success Scholarship recipient



FREQUENTLY ASKED QUESTIONS

How much money is the SCC Foundation trying to raise?

The Student Success Campaign has set a goal of \$1 million to establish an unrestricted endowment for scholarships and other components that are essential to ensure ongoing success at SCC.

Why should I give to the Student Success Campaign?

Education gives people critical skills and tools to help them better provide for themselves and their children as well as become more engaged community citizens. Every year, more than 200 hopeful students submit applications for scholarships to support their aspirations of pursuing higher education at SCC. For the 2015-16 academic year,

approximately 73% of the students who applied for scholarships will now have to delay their studies or seek alternative sources of funds to pay for their education. This campaign has the ability to more than double the number of scholarships awarded to deserving students.

You Benefit from Southwestern’s Presence

A recent statewide study shows the economic impact of SCC alumni amounted to \$109.2 million. The same study found that roughly 90 percent of Southwestern’s alumni remain and work in the area. Southwestern makes your community a better place to live. And we all benefit as our alumni stay here to build careers, families, homes and pay taxes. Your gift is more than just an investment in Southwestern and our students; it is an investment in the community in which you live.



WHO BENEFITS WHEN YOU GIVE?



“SCC balances next generation workforce needs with a supportive, community-oriented environment that honors the traditions of our remarkable region.”
— Annette Clapsaddle, SCC Foundation & School Teacher



“This is an answered prayer.”
— LaRessie Mason, mother of Karena Mason, who won a full-year scholarship at SCC’s 50th anniversary open house celebration on April 10.



“I’ve been fortunate to receive scholarships through the SCC Foundation. They help make ends meet and help me have the privilege of attending here.”
— Elvin Peace, Sylva



“I quickly realized SCC was the best fit for me. The staff and professors are all truly caring and worked with me to help me succeed and meet my full potential.”
— Jana Hedden, Franklin



73%

Of all qualified applicants are declined due to lack of funding.

Percentage of SCC’s graduates who stay within our service area upon graduation.

90

Number of students Southwestern serves annually through its curriculum and Workforce Innovation programs.

9,000

PROJECT LEADERSHIP & CONTACT INFORMATION

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Change A Life



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