

**COLLEGE
FUTURES**

MONTEREY COUNTY



**Changing Lives Through
Scholarships & Support**



Everyone Wins When More Students Succeed

We believe that every young person should have the opportunity to pursue their educational, career, and life goals. College degrees are vital to a thriving economy and building healthy, safe, vibrant communities in Monterey County. However, too many of our young people with the ability and desire to succeed in college lack the support to do so.

By taking a fresh look at our scholarship approach, informed by best practices in other California communities, we can change this reality. Growing the number of students who earn college degrees makes a brighter future for us all.



Michael Trouman

Esteban Barajas,
Monterey Peninsula College student

"Receiving a scholarship was a big motivation for me. Any amount of money always helps and I am extremely grateful."

2015

Today, only **23%** of local residents over age 25 have a bachelor's degree.

2030

By 2030, a projected **35%** of job openings will require a bachelor's degree.

We're Falling Behind

Today, though three quarters of students aspire to attend college, only a third of all high school graduates in Monterey County have completed the courses required to attend a California State University or University of California institution. In the lowest performing schools in our county, only 1 in 5 males has taken the courses needed to attend a four-year college. In some schools, that number is as low as 1 in 20.

Many Aspire To Attend College, Too Few Are Ready



*Impact Monterey County

Barriers to College

- College costs have risen faster than financial aid. Low-income families are faced with college expenses that require 50-70% of their income.
- First generation students and their parents often don't know how to prepare for and apply to college. Many students don't apply for public financial aid that they qualify for, or apply to college at all.



College Benefits

- Our growing economy depends on more young people gaining college degrees and jobs that pay enough to support a family.
- The median income for college graduates in our county is \$54,000, twice the median income for people without a degree. Over a lifetime, college graduates earn about \$1 million more than non-graduates.



Together We Can Help—A New Approach

By combining strategic scholarship funds with effective support programs, we aim to increase the college completion rates in Monterey County.

College Futures Monterey County is an initiative of the Community Foundation for Monterey County (CFMC) designed to help low-income students achieve their educational and career goals. The initiative pairs college success services and public financial aid with needs-based scholarship dollars to ensure that students have the greatest opportunity to graduate college.

▶ Providing scholarships to students with financial need

Scholarships are often awarded only to the highest academic achievers. College Futures makes more scholarship dollars available for low-income, first generation students who have the ability and motivation to achieve in college, but lack the financial resources to do so.

▶ Supporting students as they prepare for college

Many area students need support that helps them academically and financially. College Futures expands free college success services to more students in the Monterey County high schools with the greatest need.

▶ Wrap-Around Student Support



Francisca Rios, CSU Monterey Bay Student

"I was the first in my family to go straight to a four-year university. Getting help with applications and financial aid was crucial."



College Futures takes a multi-faceted approach to student success.

- **Outreach** to low-income, first generation students
- **Advise** students on academic preparation, college admissions, and financial aid and financial literacy
- Support for students to **Access** a college that meets their educational and career goals
- Provide multi-year scholarships to help students persist and **Attain** a bachelor's degree

You Can Help Change Lives & Build Community

An investment in College Futures Monterey County is an investment in the economic and social future of our community and a commitment to helping local students reach their full potential.



a smart investment



Cynthia Chavez, Hartnell College Student

"Receiving a scholarship has meant a lot to not only me but also my mom. I depend a lot on scholarships, in order to pay for college and avoid debt."

A Smart Investment in Our Future

College Futures Monterey County takes a proven approach. The CFMC is working closely with the College Futures Foundation, and the John W. Gardner Center at Stanford University, utilizing local data and best practices.

Financial Aid *plus* Support A new, needs-based scholarship fund will pool contributions for greater impact and generate more resources for financial aid.

Collaboration We are partnering with California State University, Monterey Bay to expand Upward Bound and Educational Talent Search services in local high schools. These highly effective programs significantly increase rates of college entry and graduation. Our vision is also closely aligned with the goals of Bright Futures and Impact Monterey County.

Participating high schools: Alisal High School, Gonzales High School, Greenfield High School, King City High School, North Monterey County High School, Seaside High School, Soledad High School

Join Us!

Please join us to help more young people with financial need fulfill their dream of earning a bachelor's degree—and change the future of our region.

3 Ways to Give – Your Gift Will be Matched by College Futures Foundation

Establish a Named Fund	Make a One-Time Gift or Annual Investment	Make a Gift in your Will or Estate Plan
<p>Establish your own named scholarship fund with a gift of \$10,000 or more to provide annual scholarships.</p> <ul style="list-style-type: none">• Receive updates on the students you support• Your initial contribution will be matched	<p>Contribute to a pooled fund that provides annual scholarships to low-income and underrepresented college students in Monterey County.</p> <ul style="list-style-type: none">• \$2,500 provides 1 to 2 scholarships• \$5,000 provides 1 to 5 scholarships• Make a Pledge of \$1,000 or more per year• Your initial contribution will be matched	<p>Consult with the CFMC and your professional advisor to determine the most advantageous ways to maximize your planned gift.</p>

Contact Us to Learn More



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To inspire philanthropy and be a catalyst for strengthening communities throughout Monterey County

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