



S.L. Gimbel Foundation Fund Grant Evaluation Form

**Grant Period:
June 1, 2012 through May 31, 2013**

**Evaluation Due Date:
June 15, 2013**

Organization: BRIGHT PROSPECT

Contact Name: Stephanie Campbell

Title: Executive Director

Phone Number: (909) 623-9007

Grant Period: June 1, 2012 through May 31, 2013

Award Amount: \$15,000

Grant Number: 2012374

- *Describe the project's key outcomes and results based on your goals and objectives. Provide the number of clients served and other relevant statistics.*

With this funding we were able to provide much-needed scholarship support to 13 Bright Prospect college students who attended high schools in San Bernardino County. Of the 13, four are seniors who will graduate this spring. The other recipients are three juniors, two sophomores and four freshmen. As you may be aware, most scholarships that students can apply for provide support only for the first year of college, so the flexibility of this scholarship grant allowed us to award funding to students in all college years, in amounts that were determined based our staff's analysis of their unmet need. The scholarships ranged from \$500 to \$3,150, and averaged \$1,154.

- *What were the challenges and obstacles you encountered (if any) in attaining your goals & objectives? How did you overcome and/or address the challenges and obstacles? What were the lessons learned?*

Bright Prospect started 11 years ago as a selective program accepting only those outstanding students from low-income families who would be compelling candidates for the nation's top private colleges and universities. Four years later we started a second program that reached a much broader segment of the student body, starting when they were younger. A year ago we merged our two programs. Our unified Bright Prospect program is open to any student at the seven high schools we serve who is committed to going to college and who embraces the peer-support culture that we build through our programming. We support students from high school through college whether they go on to a community college, a Cal State, a U.C., a private liberal arts college or an Ivy League university. This has led to tremendous growth in the number of college students we serve (from 322 in 2012 to 439 in 2013). Our signature college retention strategy is the Crews™ System, whereby students at their campuses are organized into peer support teams called crews, which have trained leaders and specific expectations. Some of our students need our financial assistance as well in the form of scholarships. Bright Prospect receives funding earmarked for scholarships from a number of different sources, without which we would not have a scholarship program. The grant we received from The Community Foundation Serving the Counties of Riverside and San Bernardino was a significant contribution to the resources we are able to provide to our students to keep them in college all the way through to graduation. We are tremendously grateful for this support. As we grow we need to increase our scholarship funding in order to continue to minimize our students' need to take time off from school to work or keep their student loan amounts from becoming prohibitive.

Whenever we start at a new high school, we start with the 10th-graders; the following year that class becomes our 11th-graders and then we welcome a new group of 10th-graders, and so on. This process continues for seven to nine years, when the number of students graduating from college approximates the number of new 10th-graders coming in. At four of our seven schools, our oldest cohorts are either 12th or 11th-graders. Because of this, Bright Prospect expects to grow at a rate of 300 students per year for the

next five years (at which point we will reach somewhat of a steady state). This presents us the challenge of increasing our fundraising from \$1.4 million this year (serving 1500 students) to \$2.6 million by 2018 (serving 3000). Therefore investing in our fundraising strategy, board development and governance is a priority. We benefitted last year from the guidance of a development consulting group, whose services were awarded to us by NCAN (National College Access Network). The consultants worked with us to form a three-year fundraising plan. As part of this strategy, Bright Prospect's Executive Director, Development Director and Board President have developed a major gifts program in addition to working one-on-one with board members to strengthen their fundraising abilities and the foundation from which to perpetuate continuous outreach. Next week we are celebrating the tenth anniversary of our first high school graduating class with a special luncheon designed to inform the local business community about our program and how we are developing the future college educated workforce that will lead to greater prosperity in this region. We hope to engage some new donors, including scholarship donors, as a result of this event and our other fundraising efforts.

- *Describe any unintended positive outcomes as a result of the efforts supported by this grant.*

It happens that of the 13 scholarship recipients supported by this grant, nine of them are young women who are majoring in math, architecture, or a science field! This bodes very well for their employment prospects in this economy, as well as for the integration of women into STEM fields. Most of them are engaged in some form of community service and are already "giving back" and serving as role models.

By the way, I want to give you an update on one young lady who received a \$2000 scholarship from our 2010 grant from your foundation. Because of this scholarship, she was able to stay in school, rather than take a semester off to earn money, and thus she was in a position to accept an amazing internship designing car instrumentation in Shanghai, China. Since then, Nubia Mercado has graduated from Art Center College of Design, as their first Latina graduate with a Transportation major, and she is now designing car interiors for Mazda! Investing in our students pays off!

- *Describe the overall effect this grant has had on your organization.*

With rising school fees and increased unemployment among parents, it is more and more challenging for students to stay in school every semester and not lose their momentum by taking time off to work. Funding we receive – such as this grant – that is earmarked for scholarships will always make a huge difference in students' ability to reach graduation. We view this as a partnership: scholarship donors want their dollars to result in a college graduate (not a drop-out), and with the supportive programming Bright Prospect provides throughout our students' college years, that is much more likely to happen. Additionally, the fact that we received this support from your foundation strengthens our applications to other foundations that are new for us; the support of your community foundation lends us even more credibility. We are proud to list The S.L. Gimbel Foundation Fund of The Community Foundation Serving the Counties of Riverside and San Bernardino among our donors, on our website (see attachment) and in our grant proposals as we seek new sources of funding.

Combined:

- *Tell us a few success stories that made an impact on your organization and/or community as a result of this grant.*
- *Provide a financial report on the use of your grant funds (expenditures).*

In an attached document, a list is provided of the scholarship recipients, showing how much was expended for each one from this grant, and giving some information about the achievements of the students.

Combined:

- *How did you communicate this grant internally to your staff, board and stakeholders? (newsletter, website, e-newsletter, annual report, etc.)*
- *To which media outlets did you send a press release announcing your grant?*

We announced the grant in our monthly e-newsletter of May 2012; the e-newsletter goes out to all of our press contacts (including The Claremont Courier, Inland Valley Daily Bulletin, David Allen Blog, Foothill Magazine, Inland Empire Magazine, La Nueva Voz, Inland Valley News, San Bernardino Sun, and KVCR – TV & FM), donors, board members, students, alumni and community partners. We announced the grant to our staff the day we got the news, and to our board members as part of a quarterly update.

Once again, thank you so very much for this grant. This support is making a huge difference in the lives of our students.

❖ Please send copies of publicity and other promotional materials.

We are providing a printout of our “Thank You, Donors” list from our website (see top of page 2) and the May 2012 E-Newsletter (see bottom of page 2 to top of page 3).

❖ All variances or time extensions must be approved by The Community Foundation’s Grant Committee. Please contact us at 951-684-4194, ext. 114 immediately if a variance or extension becomes necessary.

Please return the completed form to:

Celia Cudiamat, Vice President of Grant Programs and Donor Services
3700 Sixth St., Suite 200, Riverside, CA 92501 or fax to 951-684-1911
Or email to: ccudiamat@thecommunityfoundation.net

