

HORATIO
ALGER
ASSOCIATION
of Distinguished Americans, Inc.

ENDOWMENT CAMPAIGN

An Investment in America's Future Grows Deeper

"...Education has been a mainspring for our democracy and freedom, a means of providing gifts of knowledge and opportunity to all citizens, no matter how humble their background, so they could climb higher, help build the American dream, and leave a better life for those who follow."

Ronald W. Reagan ('69)

Association Member and 40th President of the United States



OUR MISSION

To induct as lifetime Members of the Association contemporary role models whose experiences exemplify that opportunities for a successful life are available to all individuals who are dedicated to the principles of integrity, hard work, perseverance, and compassion for others.

To provide scholarship assistance to deserving young people who have demonstrated integrity, determination in overcoming adversity, academic potential, and the personal aspiration to make a unique contribution to society.

To mentor scholarship recipients and educate all youth about the limitless possibilities that are available through the American free-enterprise system, while underscoring the importance of helping others.



Dear Members, Life Partners & Friends:

The American Dream has been the core mission of the Horatio Alger Association since its founding in 1947: the faith in one's self not to be limited by circumstance and the duty to reach back and help the next generation achieve as well.

Education has been a vibrant part of that dream and of the Horatio Alger Association since the launch of the National Scholarship Program in 1984. As our scholarship program has grown to include State, Specialized, Graduate, and Career & Technical Scholarships during the past three decades, the Association has played a vital role in providing young men and women who have overcome impossible odds and adversity with the opportunity to pursue an education. Since the program's inception, the Association has awarded \$193 million in need-based scholarships to 27,000 students whose annual family income averages \$25,000.

By 2022, when the Horatio Alger Association celebrates its 75th anniversary, 35,000 Scholars will have benefited from the extraordinary generosity of our Members, Life Partners, and Friends of Distinction. Each year, the impact of our investment in the future grows deeper as we provide more than 2,900 new Scholars with more than \$21 million in scholarships awarded annually.

This is a remarkable achievement; however, for the Association to ensure the American Dream for generations to come, we must recognize the tremendous headwinds facing higher education in the next 18-24 months. There is a seismic shift occurring right now at colleges and universities nationwide. Those with high tuition and small endowments find themselves particularly at-risk in a post-pandemic world. But even the most prestigious universities with significant endowments are not immune to the effects of these unprecedented times.

This shift in higher education impacts the Association because when colleges and universities are financially challenged, scholarship opportunities and critical support services are among the first cuts made. Fewer scholarships mean fewer opportunities for our Scholars. Decreased student services leave our Scholars with unmet needs undermining their academic success. For Horatio Alger Scholars, this disruption to higher education becomes another uncontrolled circumstance that must be overcome.

Therefore, we must urgently focus on growing the Association Endowment by 2022. What colleges and universities may not be able to provide our deserving Horatio Alger young men and women, we must. It is imperative that we raise \$300 million for our endowment today, to ensure that our Scholars' tomorrows are not limited by an education system in uncertain transformation.

We choose to focus on the endowment now because, like the American Dream we so cherish, it has lasting impact. It is an investment in a future that assures a strong, flourishing nation. It safeguards the critical work of a deeply valued organization. But most importantly, it secures the essential support for today's Scholars and the Scholars in the 21st century and beyond.

We ask you to join us in this effort.



Walter Scott, Jr. ('97)
Chairman & President
Horatio Alger Endowment Fund



David L. Sokol ('04)
Vice President & Campaign
Co-Chairman
Horatio Alger Endowment Fund



Paul Anthony Novelly ('00)
Director & Campaign Co-Chairman
Horatio Alger Endowment Fund

ENDOWMENT GOALS

This endowment campaign seeks to strengthen and expand the Horatio Alger Association scholarship programs and support services by the celebration of its 75th anniversary in April 2022. Not only do these goals align with the growing needs of Horatio Alger Scholars, especially given the current disruption in higher education, but their fulfillment would mark an important moment for the Association. In financially ensuring its core work by April 2022, the Association's Members will have created an unmatched legacy while also positioning the Horatio Alger Association for growth in the final 25 years of its first century.

■ Goals for Endowment Campaign 2020-2022

- Increase National Scholarships from \$25,000 to \$30,000 and endow them (currently not endowed, but funded by the operating budget)
- Increase State Scholarship from \$10,000 to \$15,000 and endow them (currently partially endowed and funded by the operating budget)
- Endow Career & Technical Education Scholarships (currently not endowed)
- Endow Scholar Support Services (valued at \$1 million annually)
- Endow engagement opportunities for Members and Scholars

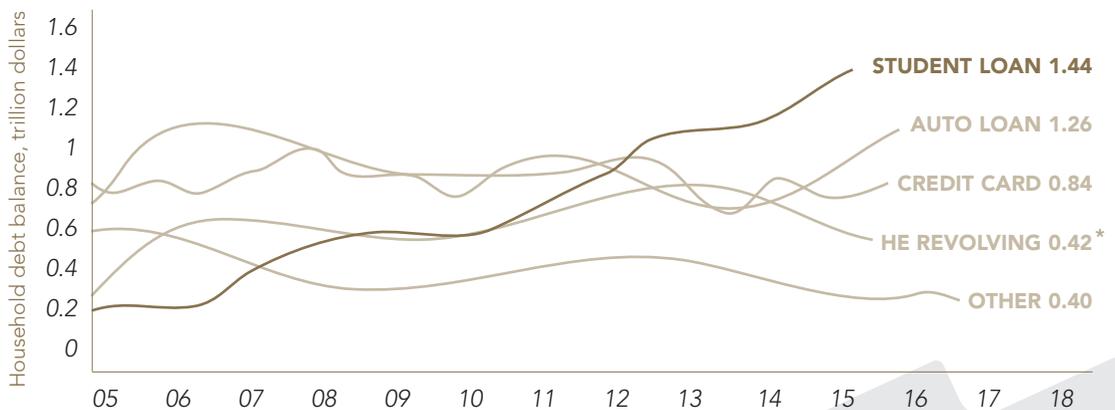
IMPORTANCE OF SCHOLARSHIPS

Scholarships are foundational to the work of the Horatio Alger Association, as post-secondary education is key to Scholars' overcoming adversities and launching successful careers. Our financial support has allowed thousands of students to pursue undergraduate and advanced degrees since 1984, while the cost of that education has skyrocketed during that same period.

In the past 30 years, the cost of attending a four-year public college has increased by 300%, and the cost of attending a private university has increased by 210%. According to a 2018 *Forbes* feature, college costs have increased nearly eight times faster than wages since 1989. These statistics, coupled with increases in the cost of living, have led to the doubling of student loan debt since 2009.

With these increasing financial pressures, students from underserved communities and/or those who have faced significant adversities need scholarship support now more than ever before. A continued focus on endowing National, State, Career & Technical, and Specialized scholarships will allow us to provide even more students with the support needed to attain the American Dream.

STUDENT LOAN DEBT HAS DOUBLED SINCE THE 2009 FINANCIAL CRISIS



Source: Federal Reserve Bank of New York *HE Revolving = Home Equity Revolving Debt

SERVING “THE WHOLE SCHOLAR”

Horatio Alger Scholars are defined by personal strength, resiliency, and commitment to success despite the adversities they may have faced. All of our Scholars have experienced poverty, often compounded by the loss of family members, homelessness, abuse, or other challenges.

Although the financial support offered by the Association is critical to a Scholar’s future success, we recognize that scholarships cannot solve all the challenges faced by our Scholars—providing ancillary support is equally important. So, while we proudly invest in their academic lives and pursuits, we also proudly invest in “The Whole Scholar.”

In recent years, the Association has bolstered its student services to meet the evolving needs of Scholars. This work is essential and will become even more important as many colleges and universities which are experiencing disruption and unprecedented change struggle to provide the same levels of support to our Scholars given previously. In endowing the Association’s student services for the future, we can provide the following to Horatio Alger Scholars:

Alumni Association

All Scholars who have graduated from college become part of the Alumni community and are eligible for opportunities such as graduate grants and Alumni regional gatherings. Alumni Scholars also give back by providing a diverse range of supports for Scholars such as career connections, care packages, personalized letters, and much more.

Career Support

Internship stipends allow Scholars to take advantage of unpaid internships. Externships are short-term experiential learning opportunities provided by Member or Alumni organizations. Career mentoring is supported through the Association’s online networking platform.

College Readiness

Scholars receive information through online curriculum to prepare them for their first year of post-secondary education. Topics vary but include mental health support and awareness, note-taking and study skills, and becoming involved on campus.

College Selection and Financial Aid Counseling

Support regarding college selection is provided to Scholars and applicants, taking into consideration the anticipated debt load and the course of study in order to determine which institutions are the best fit.

Collegiate Partners

Collegiate Partners agree to maximize the non-loan aid available to Scholars and provide a point of contact on campus to inform Scholars about available campus resources.

ComPsych

Access to confidential counseling services helps Scholars and Alumni facing mental, emotional, social, financial, legal, and other life challenges.

Emergency Fund

Emergency financial support, including housing and food assistance, provides a lifeline for Scholars who experience adverse circumstances.

Housing Needs

The Association ensures housing for Scholars at risk of homelessness during their winter and spring breaks.

Networking

HAA Connect is an online networking tool where Scholars and Alumni can connect, and Scholars can reach out for help. The Association and Alumni community also use this tool to post volunteer opportunities and upcoming events for Scholars and Alumni.

Online Education

Scholars are eligible to participate in online courses offered in partnership with the University of North Carolina-Wilmington. Current topics include entrepreneurship and financial literacy. Credits are earned toward their degree at no additional cost to the Scholar.

Personal Contact

Once Scholars are awarded a Horatio Alger Scholarship, they become members of the Horatio Alger family. Horatio Alger Alumni and staff maintain regular contact with Scholars through email, text, phone calls, and mail.

Professional Development

Scholars may take online courses in business etiquette, finances, and other areas to get a head start on preparing for the professional world.

Career and Technical Education (CTE) Support Services

- **Licensing Fees**
These include training books, licensing fees and supplies required for a technical program.
- **Networking and Career Guidance**
Connecting and networking with fellow CTE scholars is essential for pursuing professional opportunities and personal development.
- **Non-Traditional Support**
The Association's CTE Scholars range in age from 17 to 24. To address unique situations, support may cover such costs such as transportation and childcare to ensure Scholars complete the course of study.

WHY WE GIVE

Opportunity is a word that Horatio Alger Members fully understand. In our youth, we looked for opportunities and seized them when they came our way, but someone along the way offered a helping hand. Now we feel it is incumbent upon us to return the favor.

Americans are a giving and generous people. There are many worthy avenues through which to channel support. Philanthropy is more than giving. It is investing our values and resources for our communities and future generations. This is exactly what the Horatio Alger Association does. It makes wise, forward-looking investments in the form of scholarships and support services for low-income students who are triumphing over adversity and excelling academically.

Horatio Alger Members, Life Partners, and Friends of Distinction wholeheartedly support students with the college or career and technical education needed in preparation for rewarding and productive careers in the future. Each year, the Association awards more than \$21 million in new scholarships to more than 2,900 deserving young people. The Association also recognizes that investing in our nation's youth contributes significantly to the well-being of communities and society as a whole.

We hope that you will help us increase our endowment fund to provide educational opportunities for generations of young Americans to come. In light of the many barriers and challenges that our Scholars face, a primary focus of this endowment campaign is to fund the vital services for our students, as summarized on pages 4 and 5. The campaign will also endow the increased value of current scholarships.

This is your opportunity to have a meaningful, lasting impact on the lives of extraordinarily determined students. With your financial support, the Horatio Alger Association will help more and more young people to experience their own versions of the American Dream.

Our Impact

Since the establishment of its scholarship programs in 1984, the Horatio Alger Association has become one of the largest, need-based scholarship providers.

27,000

Scholarships Awarded

\$193 MILLION

In Scholarships

71%

Graduation Rate*

*Compared to 16% national average for low-income students

By the Association's 75th anniversary in 2022, we anticipate having awarded a total of \$235 million in scholarships to more than 35,000 students.

SCHOLARSHIPS

\$21.4 Million – Estimated value of Horatio Alger scholarships awarded in 2020 to more than 2,900 new Scholars

\$16.9

MILLION

Undergraduate

\$960

THOUSAND

Graduate

\$3.5

MILLION

Career & Technical

SUPPORT SERVICES

- Alumni Association
- Career Support
- College Readiness
- College Support and Financial Aid Counseling
- Collegiate Partners
- ComPsych
- Emergency Fund
- Housing Needs
- Licensing Fees
- Networking and Career Guidance
- Online Education
- Personal Contact
- Professional Development
- Non-Traditional Support

2020 SCHOLAR PROFILE

\$25,029

Average Family Income

3.71

Average High School GPA

51%

First-Generation College Students

Adversities: Divorce of Parents | Physical/Mental/Sexual Abuse | Domestic Alcohol/Substance Abuse | Homelessness | Physical/Mental Disability or Illness | Death of Parents | Foster Care



My experience in receiving a Horatio Alger scholarship was absolutely life changing. From the day I left to go to Washington, D.C., until now, I know that many of my decisions have been influenced because of people that I met there, whether it was a member, alumni, or scholar. Being around individuals that had been through or were going through many of the same difficulties I'd been through made me feel hopeful—I was not the only one and I felt safe to not pretend anymore. Prior to those days in Washington, D.C., very few knew some of the things I was

going through or had gone through. I was finally able to accept my story and embrace it. Being at the conference helped me begin to develop the self-confidence I'd been afraid to show. With the help of Nel (Nel Slocum, Life Partner of Coach R. C. Slocum ['13]), who is now a mentor to me, my confidence has grown much more through the years. I didn't trust many people before her, but she gained my trust and quickly became very important to me. Like her, I am still in contact with many of the Scholars I met in 2016. They are like those friends that you never see, but you can pick up right where you left off, because we are a family. We understand each other, and I appreciate how all of us seem to be optimistic of the future. We don't give up even when we are faced with adversity. In addition to the scholarship, the Association has helped me grow into the leader I am today (military), given me a family that I can lean on, and enabled me to meet amazing people like Nel Slocum along with a whole host of others. A life goal of mine now is to one day be able to give back in a way similar to how I was helped by the Association. The scholarship was much more than just money for college, it gave me the opportunity to change my life and end the continuous cycle of poverty in my family.

TIFFANY BENAVIDES

2016 NATIONAL SCHOLAR (TEXAS)



Having received my Horatio Alger State Scholarship over a decade ago, it's been a joy to have a tangible role in strengthening our State Scholar community. During my attendance at the 2014 Alumni Summit, I was intrigued by the richness of the Horatio Alger family that encompasses such diverse examples of individuals triumphing over adversity and living one's purpose vocationally and societally. The Alumni Summit, along with the various opportunities to impact the broader Horatio Alger family through programs such as the State Scholar Call Program and meet-ups,

allow for Alumni Scholars to replicate and even strengthen the experiences of current and alumni State Scholars. The blessing of these programs reminds me that the Horatio Alger scholarship is more than just a monetary gift. It is an invaluable invitation to a community of individuals that are making great strides for greater good in our world.

DANIEL PARHAM

2006 STATE SCHOLAR (CALIFORNIA)



My name is Richard Lee and I am in school at Gallatin College studying to be a certified welder. The Horatio Alger Association has helped me with my dream of becoming an excellent welder and a sought-after employee. After years of hard work and much time spent on researching everything there is to know about my field, I can finally see the end approaching. With the Association's help, I was able to purchase key essentials needed in order to graduate and also to give me peace of mind during the school year. I truly want to give thanks to the Members and the entire network who are helping me to succeed in my career and in life.

RICHARD LEE
2019 CAREER & TECHNICAL SCHOLAR



While it's easy for me to develop a sense of connection with an individual person, it's rare that I have ever felt truly connected to and cared for by an entire organization. The Horatio Alger Association is an exception to that rule. I feel genuinely inspired every time I think about all of the people who form the interwoven fabric of the Association and how sincerely they want to help students, such as myself, to succeed. I have experienced, first-hand, their dedication and passion in fulfilling this mission. As a first-generation college student, neither an undergraduate degree nor medical school would have been possible without their generosity, mentorship, and support. I know they will always be there for me. The Horatio Alger Association has allowed me to believe in the "limitless possibilities" of myself, my education, and my ability to make the world a better place.

NATASHA HONGSERMEIER
2012 AK-SAR-BEN SCHOLAR, WASHINGTON LEADERSHIP GRADUATE SCHOLAR

THE HORATIO ALGER ENDOWMENT FUND BOARD OF DIRECTORS

The Board of Directors of the Horatio Alger Endowment Fund is committed to exercising its fiduciary responsibilities to ensure the accountable, transparent, and efficient management of all contributions in support of the Horatio Alger Association's educational programs.



CHAIRMAN & PRESIDENT
Walter Scott, Jr.



VICE PRESIDENT
David L. Sokol



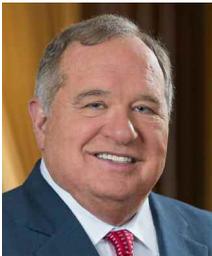
SECRETARY
Joseph Neubauer



ASSISTANT SECRETARY
Anthony Welters



DIRECTOR
Paul Anthony Novelly



DIRECTOR
James M. Seneff, Jr.



DIRECTOR
Dennis R. Washington

SCHOLARSHIP TIMELINE

- 1984** Launch of National Scholarship Program.
(\$5,000 scholarships to seven students for a total of \$35,000)
- 1995** Publication of *The State of Our Nation's Youth Report*, the first Association national research study analyzing issues shaping the lives of American youth, ages 14–23.
- 1997** Increase National Scholarships from \$5,000 to \$10,000 and a minimum of two scholarships offered in each state, the District of Columbia, and Puerto Rico.
- 2000** Launch of first State Scholarship Program in Nebraska.
(\$2,500 scholarships)
- 2004** Establishment of Alumni Association to cultivate mentoring and career development and build life-long relationships with Scholars.
- 2007** Increase National Scholarships from \$10,000 to \$20,000 in celebration of the Association's 60th anniversary.
- 2011** Incorporation of Horatio Alger Endowment Fund as separate 501(c)(3).
Attainment of the goal of awarding \$5,000 State Scholars in all 50 states.
- 2015** Completion of Investing in America's Future endowment campaign (goal: \$250 million). National Scholarships are increased to \$22,000 each, and State Scholarships are increased to \$7,000.
- 2017** The value of National Scholarships increases from \$22,000 to \$25,000 and State Scholarships increase from \$7,000 to \$10,000 in celebration of the Association's 70th anniversary.
- 2017–2020** Designation of the Association as a four-star charity by Charity Navigator for four consecutive years.
- 2019** Expansion of Scholar Support Services.
- 2020** Launch of Ensuring the American Dream for Future Generations endowment campaign (goal: \$300 million).
- 2022** Celebration of Horatio Alger Association 75th anniversary.
- 2024** Celebration of Horatio Alger Scholarship Program's 40th anniversary. At that time, the National Scholarship will increase in value from \$25,000 to \$30,000 and State Scholarships will increase from \$10,000 to \$15,000. Additionally, the Association's Career & Technical Scholarships will increase from \$2,500 to \$5,000.

HOW TO GIVE

Join Horatio Alger Members, Life Partners, and Friends of Distinction in advancing the mission of the Association by providing scholarships and services for young people who face critical financial need and other adversities. With the benefits of a college education, supported by the Horatio Alger Association, today's young men and women can become tomorrow's leaders.

WAYS TO INVEST

- Cash Gifts: transfer of cash or check to the Association.
 - Appreciated Assets: stocks, bonds, mutual funds or real estate.
 - Pledges over Time: multi-year support, usually for three, five, or 10 years.
 - Testamentary Gifts/Bequests: specific, residuary, or contingent bequests and testamentary trusts.
 - Matching Gifts: on the condition that it be matched within a certain period of time.
-

Contact us at **703-684-9444** or via email at **association@horatioalger.org**. We appreciate your support in helping our scholars achieve the American Dream.

The Horatio Alger Association, a 501(c)(3) educational nonprofit organization, values diversity and is committed to creating an inclusive environment for all employees. The Association is an equal opportunity employer that does not discriminate on the basis of race, color, religion, creed, sex, gender identity, sexual orientation, marital status, parental status, national origin, political affiliation, age, disability, or any other protected status. All employment decisions are based on merit and individual qualifications, performance, business needs, and job requirements. The Association is also committed to maintaining an environment that encourages and fosters appropriate conduct among all persons and respect for individual values. The Association's policies, as outlined above, extend beyond its staff to its Members, Scholars, Alumni, volunteers, and associates (contractors, vendors, affiliates).

HORATIO
ALGER
ASSOCIATION
of Distinguished Americans, Inc.



99 CANAL CENTER PLAZA | SUITE 320 | ALEXANDRIA, VA 22314
703.684.9444 | horatioalger.org