Kids’ Chance Tops 20 Million in Scholarships!

Kids’ Chance of America experienced tremendous growth this year on multiple levels: our national scholarship program grew significantly; the number of state Kids’ Chance organizations has reached 43; support services available to our member states have expanded; and our national partnerships continue to increase and provide impact on our scholarship programs nationwide.

This year, Kids’ Chance of America continued to move aggressively through year two of its 3-year strategic plan, focusing on member state development and support, scholarship impact, national and state awareness and sustainability. This past May, Kids’ Chance of America convened the 2018 Annual Meeting in Detroit, hosted by Kids’ Chance of Michigan. Kids’ Chance College was established to provide educational seminars on topics related to scholarships, marketing and board development to our state organizations.
Scholarship

The number of scholarships awarded increased 20%

The scholarship program has grown significantly, realizing a 20% increase in the number of student scholarships awarded and a 14% increase in the dollar amount of those awards. With the guidance of a nationally recognized scholarship consultant, we have created a Scholarship Guide of best practices for our member states, including nationally vetted policy recommendations, procedures and templates, and a common scholarship application.

Scholarship Stats*

597 individual student scholarships were awarded nationally

Just over $2,393,000 was distributed in scholarship awards

The average scholarship per student applicant was $4,000

The average number of scholarships awarded per state was 17

*The following data points refer to the 2016-2017 academic year (July 1, 2016 through June 30, 2017)

Since its founding in 1988, Kids’ Chance has awarded 6,597 scholarships totaling $20,393,000!
Scholarship Allocations and Grants

Kids’ Chance of America Allocates $322,500 in Total Scholarship Support to the States

In total, Kids’ Chance of America allocated $322,500 in direct scholarship support to our member states. 33 states in good standing received $7,500 each at our annual meeting in May, or $247,500. An additional $75,000 was awarded in supplemental scholarship grants. These grants are awarded to states who have documented unmet need. Those states receiving supplemental grants included Arizona, Arkansas, Indiana, Louisiana, and Ohio.

Planning for the Future

Kids’ Chance identifies future scholarship applicants

The Planning for the Future initiative is designed to reach more potential scholarship applicants by providing our supporters with a tool to identify future applicants and a system through which to manage that contact information in the national office until applicants are college-aged and ready to apply. This year, resources were dedicated to improving the program database and to automating the referral process.
Membership

Kids’ Chance reaches 43 state organizations

Kids’ Chance has reached 43 state members. With only seven (7) states remaining to organize, Kids’ Chance has begun allocating greater resources towards strengthening our existing states. The State Accelerator Program was introduced in January 2018 and Kids’ Chance of Indiana was chosen to pilot this initiative, which provides states with individualized support to help them achieve more money for more kids.

Leadership

President John Goldwater passes the gavel to President-Elect Kevin Turner

John Goldwater’s term as president concludes with the end of this year, and Kevin Turner has been elected as the new President of Kids’ Chance of America. KCOA has an active Board of Directors and Board Committees, a directed Executive Committee, an Executive Director and a team of professionals supporting the growth and development of the national office and member states as directed through the 3-year strategic plan. We are fortunate to have on-boarded three new members of our Board of Directors this year: Tynetta Brown, United Way of Delaware; Don McCarter, Select Medical; and Artemis Emslie, AGM Holdings, LLC. KCOA benefits from a strong Advisory Board, composed of executives representing our partner organizations. This group of industry experts meets semi-annually to share their unique knowledge, experienced perspectives, and strategic advice with the leadership of KCOA.
“My name is Ariel and my dad died [in a work related accident]. One of his co-workers went up to my mom and told her about the Kids’ Chance scholarship. So when it was my senior year in high-school, I applied for it.

I was really thankful when I got it. It’s allowed me to go and study at the college of my dreams. It’s been a huge blessing. I’m really thankful for everything that people do for me and have given me, and I just want to thank you all.”

Ariel T.
Kids’ Chance of Michigan Scholarship Recipient
Finance and Fund Raising
Kids’ Chance Partners continue to make the difference

Kids’ Chance raised $798,526 primarily from partnerships, individual/business donations, and annual meeting sponsorships, representing a 25% increase in income from 2016-2017. With that, $322,500, or 40%, was spent in direct scholarship support to the state organizations. In addition, approximately $306,879, or 38% of our annual revenue, was spent in support of our state organizations including seed funding for newly established states, professional counsel in nonprofit best practices, the annual meeting where state representatives participate in workshops, our awareness week activities, and more. KCOA leadership has projected the need to raise close to a million dollars annually by 2020 to sustain this level of support.

Kids’ Chance currently has 14 National Partners who make a commitment of $100,000 or more, payable over no more than four years. Our Partners assist in providing national outreach and visibility through their company workforces.
Thank You to Our Partners
Strategic Update and Highlights

• Version one of the KCOA Scholarship Guide and Common Application was published.
• A scholarship consultant was engaged to strengthen the scholarship program.
• “Kids’ Chance College”, a full day of nonprofit workshops, was introduced.
• The 2018 Annual Meeting set an attendance record with over 35 states represented.
• The Robert M. Clyatt Distinguished Service Award was presented to Jim Hudak, Paradigm.
• Awareness Week metrics reflected growing success and visibility.
• The Kids’ Chance Seal was created for local and state level supporters.
• NWCDC continues to name KCOA the national charity and expands benefits.
• CLM recognized KCOA at the CLM Foundation Luncheon and Awards presentation.
• A website based constituent database was created and implemented.
• A Webinar Series on marketing tools was initiated.
• The State Accelerator pilot program was launched.
• A Student Focus Group was convened by the Council of State Organizations.
• A document outlining our full menu of state services was created.
• A focused approach to uniform monthly state messaging was initiated.