

Overcoming Inequities and Empowering Leaders in Perpetuity Preliminary Case for Support



In 2017, Anabel Mendoza was awarded a \$1,000 scholarship from the Southern Oregon Latino Scholarship Fund. Anabel is currently attending Oregon State University and will be a second-generation college graduate. She is involved in a STEM Leaders Program, and works in a research lab at the chemistry department. That lab is working to discover new chemical compounds for antimicrobial resistant diseases. Anabel plans to return to southern Oregon when she finishes her education and pursue a career in health care. Of her life, Anabel said, 'With each significant step in my life, I feel I represent all my Latino companions because my achievements are also theirs as I strive to educate myself in order to serve them as best I can.'

The Southern Oregon Latino Scholarship Fund (SOLSF) was founded in 2003 and has awarded 217 scholarships (\$557,745) to Latino students in Jackson, Josephine, and Klamath counties. Scholarship awards between 2004 and 2008 were \$5,000 for scholars pursuing 4-year degree programs and \$3,000 for 2-year degree programs. When the 2008 global recession hit, fundraising was significantly impacted. The volunteer advisory committee made the decision to reduce the award amounts. Historically, the number of awards have fluctuated depending on the amount raised. Since 2009, awards have been promised for two and four years depending on the post-secondary program of the recipient and in the amount of \$1,000 for 4-year and \$500 for 2-year programs with automatic renewals for qualifying students. In 2017, awards grew to include ten new scholar-leaders each year with a 2-4 year annual commitment.

Most of these future leaders are the first in their families to go to college.

As a volunteer advisory committee, SOLSF has awarded 217 scholarships for a total of \$577,745. The committee has not had the capacity to track the post-college workforce

experience of all 217 scholarship recipients. But, in a current study of about half of the 217 students (118 total), 41 percent of scholarship recipients have graduated from their degree programs, 24 percent are college degree seeking, and the status of the remaining 35 percent is yet to be determined. What is clear at this point in the study is that this fund, along with the other supports these young leaders/ scholars receive, IS making a difference in their lives and the future of their families and our regional workforce.

According to the U.S Census 2010-14 American Community Survey, less than 40 percent of Latino adults ages 25 years or older statewide have any postsecondary education. In fact, only 23 percent have some college experience or an associate's degree compared with their Non-Latino Caucasian counterparts and only 12 percent have a bachelor's degree or higher compared with 31 percent of their Caucasian counterparts. The SOLSF Advisory Committee believes that they can reduce this current national gap for Latino students in our region.

Post-secondary education is life changing for individuals and their families. **According to the U.S. Department of Education in 2015, college graduates with a bachelor's degree typically earn 66 percent more than those with only a high school diploma; and, they are also far less likely to face unemployment. Over the course of a lifetime, the average worker with a bachelor's degree will earn approximately \$1 million more than a worker without a postsecondary education.** Because of data like this, the Southern Oregon Latino Scholarship Fund has been championed by a small and determined advisory committee representing education, social service, and business interests in the three-county area.

During years of robust donations, contributions beyond the current year distribution secured the match for the next year of fundraising. In addition, an Endowment Fund was started to secure the future of the award. As of July 30, 2019, the endowment value was \$235,056.

We Know that...

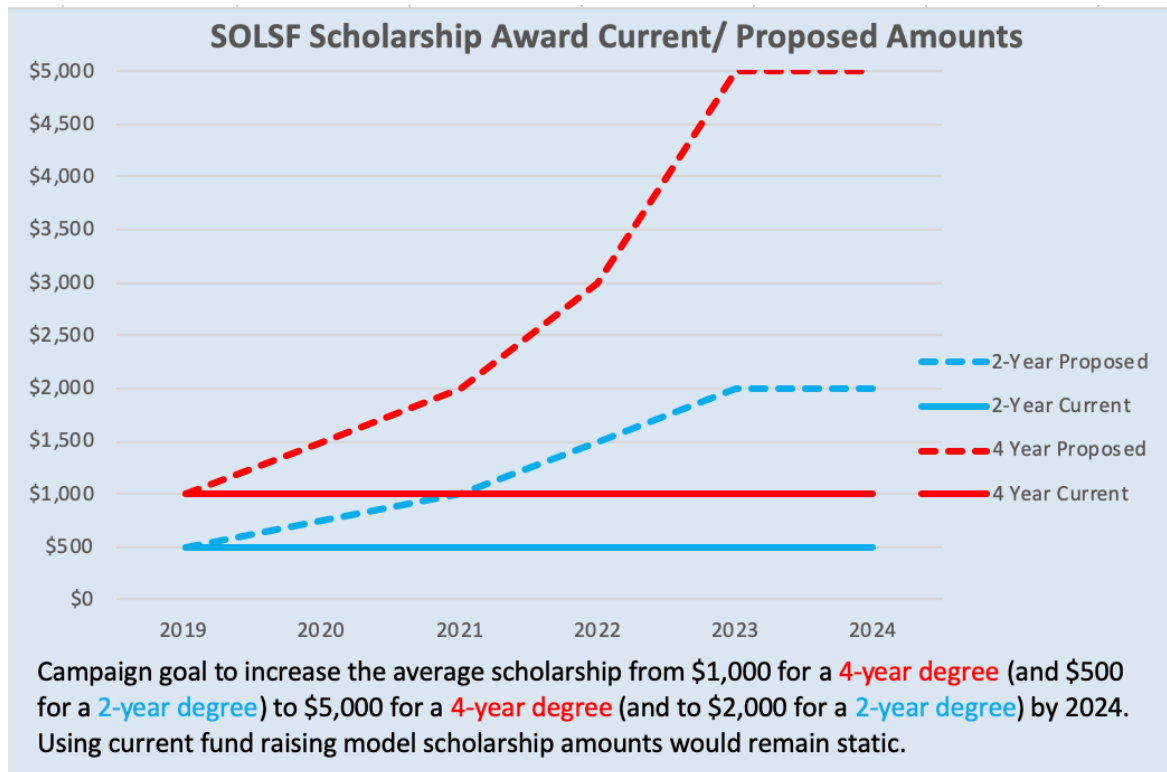
- *As college tuition increases, so does the need to support our growing number of academically successful Latino students.*
- *By growing its endowment, SOLSF will help close the financial gap and enable more southern Oregon Latino students to attend college into the future.*
- *Encouraging and supporting Latino students to graduate from high school and pursue their post-secondary career goals disrupts poverty and activates future leaders.*

Always looking to the future of this important scholarship for future Latino scholars, the advisory committee are committed to securing a new support. They know that this scholarship fund has made a difference for each of the 217 recipients and for the southern Oregon community and workforce. They know that by growing the endowment now, future scholarship recipients like Anabel will be more likely to pursue and complete their post-secondary education. They also know that an endowment secures the ongoing availability of scholarship support and maximizes volunteer participation in supporting the students with more than money, i.e. securing on-campus mentoring, assisting with navigating the college admission and financial aid applications; writing letters of recommendation, post-graduation mentoring and coaching in seeking employment positions. Building the current Southern Oregon Latino Scholarship Fund Endowment is an important strategy for the future recipients of the Southern Oregon Latino Scholarship Fund and the Rogue Valley and Klamath County communities and workforce as well.

Endowment Growth's Projected Impact

In consultation with a fundraising professional, the SOLSF advisory committee determined that a scholarship endowment of \$4 Million, fully funded by 2024, would create the annual stream of funds needed to both increase the annual scholarship award amount as well as secure continuing scholarships into the future in perpetuity. It would also decrease the annual dependency of fundraising from individuals and businesses to maintain the promise of multiple-year funding. Scholarship awards will be increased incrementally over the next four years to better meet the financial requirements of the higher education institutions as illustrated in Exhibit A below:

Exhibit A



Why is Southern Oregon Latino Scholarship Fund Pushing Forward on Building its Endowment Now?

1. According to the 2014 U.S. Census, western Oregon experienced the most significant increase in their Latino population since 2010.
2. 13 western Oregon counties have seen an increase of 75% or more in their Latino population, including Klamath and more than 50% in Jackson & Josephine counties.
3. During the 2010-11 school year, the number of Latino students increased by 25% over the previous year at Eagle Point High School.
4. During the 2015-16 school year, Latino students accounted for nearly 23 percent or 129,410 of all K-12 students in Oregon.
5. In Oregon, the Latino high school student graduation rate has increased from 65 percent in 2000 to 75 percent in 2014.
6. In Oregon, less than 40 percent of Latino adults have a postsecondary education.
7. In Oregon, Latino students have a lower rate of matriculation to college than their non-Latino peers.
8. The median income of Latino families is \$10,000 less than non-Latino Caucasian families in Oregon.
9. Many award recipients are first-generation college students and their families have not had the experience of navigating the application and financial aid process.

10. Oregon's higher education tuition continues to rise. Oregon State University has increased 5-12% each year. SOLSF awards have remained static for three years.
11. Southern Oregon Latino Scholarship Awards have primarily supported students who immigrated to Oregon with their parents, were raised in southern Oregon most of their lives, and attended Oregon K-12 public schools.

Endowment Campaign & Goals

Encouraging and supporting Latino students to graduate from high school and pursue their post-secondary career goals disrupts poverty and activates future leaders. The Southern Oregon Latino Scholarship Fund volunteer advisory committee and community donors know the data and have seen the changes made in the lives of its recipients and graduates, in their families, and in the Rogue Valley workforce. As college tuition increases, so does the need to support our growing number of academically successful Latino students. By growing its endowment, the SOLSF will help close the financial gap and ensure that more southern Oregon Latino students to attend college into the future. By incrementally increasing the scholarship award amounts, the SOLSF will continue to fulfill the promise of multi-year funding to such future Latino leaders as Anabel Mendoza so she may return to southern Oregon, rejoin her family, and up level the workforce pool.

Through its very grassroots effort, the SOLSF advisory committee **has already raised \$234,056 toward an endowment goal of \$4 million.** However, the advisory committee envisions a campaign of at least \$4 million allowing those who may prefer non-endowment support to instead give to a shorter-term reserve fund for scholarship awards at such time the Endowment is fully in place.

Proposed Campaign Goals:

1. **Incrementally increase annual \$1,000 awards for four-year programs to \$5,000 by 2025.**
2. **Incrementally increase \$500 awards for two-year programs to \$2,000 by 2025.**

Southern Oregon Latino Scholarship Fund Volunteer Advisory Committee

Jonathan Chavez Baez, *Southern Oregon University*
 Charlie Bauer, *Southern Oregon Education Service District*
 Kathy Bryon, *Gordon Elwood Foundation*
 Lilia Caballero, *Medford Police Department*
 Armando Lopez, *DL Reforestation, Inc.*
 Pam Lucas, *City of Medford Multicultural Commission*
 Darcy Rogers, *Organic World Language*
 Gloria Robertson, *Medford School District*
 Chela Sanchez, *Allstate Insurance and Financial*
 Annie Valtierra-Sanchez, *S. O. Health Equity Coalition*
 Joanne Noone, *Oregon Health & Science University: School of Nursing*
 Nancy McKinnis, *Jackson Care Connect*
 Socorro Holloway, *St. Vincent de Paul*
 Theresa Hart, *Community Confluence Consulting*