




**The
Peninsula
College Fund**

Annual Report Fiscal Year 2018

 The
Peninsula
College Fund



Dear Friends:

What a year it has been! Over the past year, PCF has grown and changed considerably:

- ❖ We grew our staff in preparation for our expansion in 2019;
- ❖ We underwent a strategic planning process, which resulted in renewed program and career objectives and a concrete plan to achieve those objectives over the next five years;
- ❖ We added two new partner high schools – Cristo Rey and Luis Valdez Leadership Academy -- in San Jose; and
- ❖ We welcomed 55 new scholars – our largest class ever!

In May, I joined the team as Executive Director, succeeding Phillip Powell. Thank you, Phillip, and our Interim Executive Director, Phil Ekedahl, for all you have done for PCF.

I am pleased to report that thanks to each of you, we served 144 low-income, first-generation college students from the mid-Peninsula and East San Jose during 2018. Together, we are changing lives.

But there is more to do. Research clearly shows that a parent's education level is the single greatest predictor of how well a student does in school and the overall level of education s/he achieves. First-generation college students are at a particular disadvantage: once enrolled, these students are four times more likely to drop out than their peers who have parents with college degrees.

This is where PCF comes in.

Our objective is simple – to empower low-income, first-generation college students, helping them to graduate and secure a job that aligns with their career goals. We believe that college success and career readiness are key to breaking the cycle of poverty, and remain steadfast in our commitment to mitigate the institutional barriers that exist for our scholars.

With each graduating class, we send students out into the workforce with a changed trajectory, renewed goals, and a confidence that will improve their lives and those of the next generation. Your generosity makes this possible, and I hope that you will consider renewing your support for PCF in 2019.

Next year will see more schools and scholars served, and I look forward to sharing our successes with you. But for now, on behalf of scholars, their families, staff, and the entire PCF Board, I thank you for your generous support.

Best,

Christina Mireles
Executive Director

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SUCCESS IN COLLEGE



“PCF has given me unique resources and much needed support to fulfill my educational aspirations. Thanks to PCF, I can proudly say that I am the first graduate in my family and for that I am eternally grateful. Thank you!!!!”

Liliana Guillen
2017 Graduate from UC Los Angeles
BA in Economics with a concentration in Accounting

SUCCESS IN LIFE




"PCF gave me numerous opportunities to engage and network with other scholars and Bay Area professionals through their trainings, career services and mentoring program. The career coaching services were extremely valuable as they gave me the confidence to pursue my career goals and overcome the many obstacles along the way. The coaching sessions gave me insights into a number of areas that were useful in helping me target the right company to launch my career and the confidence to pursue my dream of working in the financial sector. One of my proudest moments over the last four years was realizing I had become a leader, not only in my extracurricular activities but also in my internship where I was asked to train and manage a team.

I am proud to say that I reached my personal goal of obtaining a career-focused position prior to graduation. Today, I am hopeful about my future and confident that the work I am doing will provide me with both professional growth and continuing educational opportunities."

- Jordan Gomez
2018 Graduate from UC Santa Barbara
BS in Financial Mathematics and Statistics

SCHOLARSHIPS



PCF aims to fill scholars' financial gap so they can focus on their academic and career pursuits. Each scholar receives a \$12,000 scholarship paid over the course of their undergraduate years. Every year since its inception, PCF has increased the number of scholarships awarded. To date, PCF has awarded scholarships to 254 scholars.

MENTORING



PCF believes that while financial support is important, mentoring is a key component to being a successful first-generation college student. PCF's one-on-one mentoring model matches each scholar with an adult who provides college and career guidance, counseling, networking, and positive role modeling to help students reach their maximum potential. This past June, PCF welcomed 55 new mentors.

TRAINING



PCF's College & Career Success Conference is the signature scholar-training event. This two-day program focus is on empowering scholars to successfully reach their academic and career-related goals through hands-on workshops with local business professionals. On one of the two days, 76 scholars visited Visa headquarters to work on career-readiness activities, where scholars received industry insights directly from local professionals. Pairing first-generation scholars with current professionals connects today's workforce with tomorrow's rising talent.

INTERNSHIPS

Internships help level the playing field for first-generation scholars to successfully compete with their peers in securing post-graduation employment in their career field of interest.

Of the rising seniors, 72% applied for summer internships. Of those seniors who applied for internships:

- 87% secured a summer internship
- 64% secured a position within their career field of focus
- 22% of those who secured a summer internship received a post-graduation employment offer from the company where they interned
- Of those who received an employment offer, 50% accepted*

PCF scholars report the following three benefits as a result of participating in a career-focused internship:

- Confirmation of their field of interest
- Felt better prepared to enter the workforce
- Gained greater confidence in their ability to be a valued contributor in the workforce



2018 HIGHLIGHTS



July 2017 College & Career Success Training

PCF scholars and Visa employees worked together, strengthened skills, and built connections. Visiting a corporate headquarters like Visa's helps scholars envision a career path in a specific work culture and industry.

Following the conference, two PCF scholars applied and accepted a summer internship at Visa Inc. At the conclusion of their internships, both scholars were offered a post-graduation employment offer; one scholar accepted.



December 2017 Career Day

PCF's December boot camp focused on techniques to effectively manage communication challenges associated with high-pressure situations like job interviews. Thirty-three scholars heard from two guest speakers from SanDisk and Toastmasters, followed by a hands-on activity at Beat the Lock (an escape room) in Santa Clara that put the day's learnings into practice.



December 2017/January 2018 Addition of Two Partner High Schools in San Jose

In response to the existing needs in San Jose and as a result of the generosity of two donors, this past year, PCF added two new partner high schools in San Jose: Cristo Rey and Luis Valdez Leadership Academy. With the addition of these two schools, PCF added 13 scholars to its roster.

2017 - 18 A Growing Staff

This past year, PCF welcomed Christina Mireles as its Executive Director. In December 2017, Rocio Castaneda joined PCF as a Program Coordinator to accommodate our increasing number of scholars. Christina and Rocio joined a very strong team and are thrilled to be supporting low-income, first-generation college students.

May 2018 PCF Orientation

PCF hosted an orientation for 55 new mentors and scholars, as well as a parent information session. Orientation is an exciting event as mentors and scholars meet for the first time.

June 2018 Awards Ceremony

In June 2018, PCF honored the 55 incoming scholars (our largest class of incoming scholars to date!) and congratulated 16 college graduates (three additional scholars are expected to graduate in December 2018). During the ceremony, graduating scholars were presented with a Tiffany apple in recognition of their academic success.



June 2018 PCF Outdoor Weekend

Board Member, Justin Sherlock, and Program Coordinator, Yadira Antonio, led an outdoor trip to Big Basin for five incoming scholars. This trip is a great opportunity for scholars to bond with one another, while enjoying great food, hiking and playing games.

BY THE NUMBERS

13 years



Empowering first-generation, low-income college students to graduate and obtain a job that aligns with their career goals

88%



Class of 2018

employed or in grad school

254



students

144



active
scholars



college
graduates

As of June 30, 2018

64%



rising seniors secured a
career-focused internship

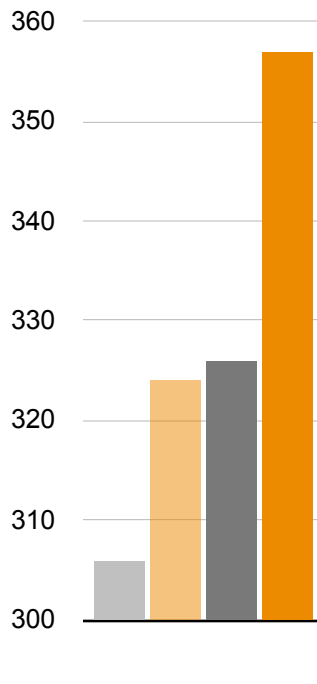


93.7% success rate

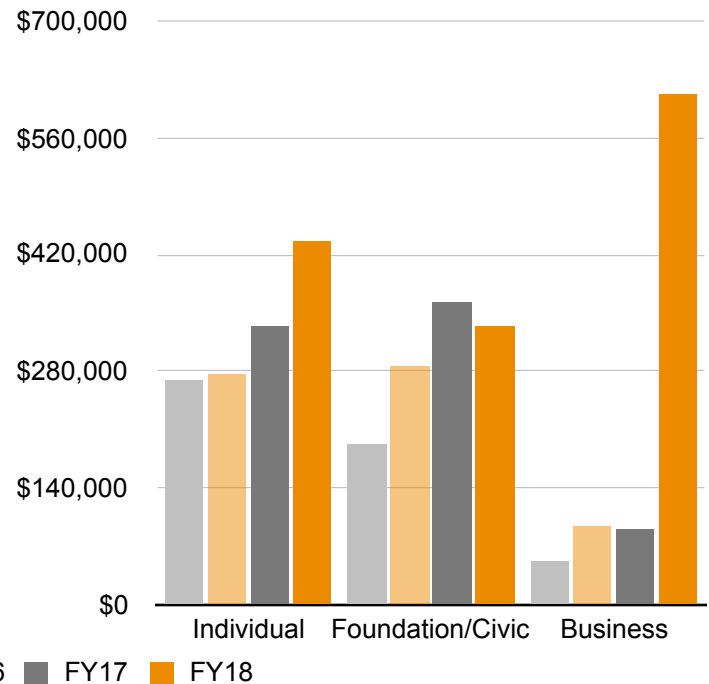
Students who have graduated or are on track to graduate

FINANCIALS (July 1, 2017 - June 30, 2018)

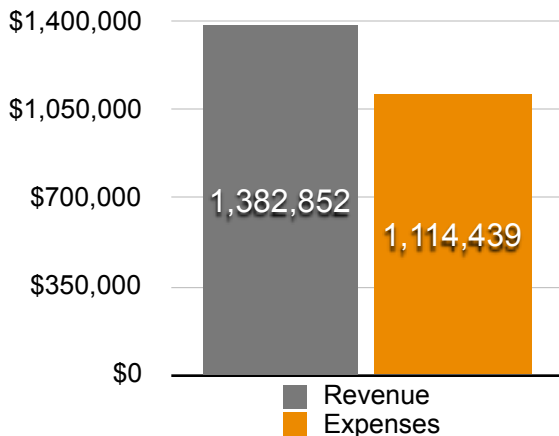
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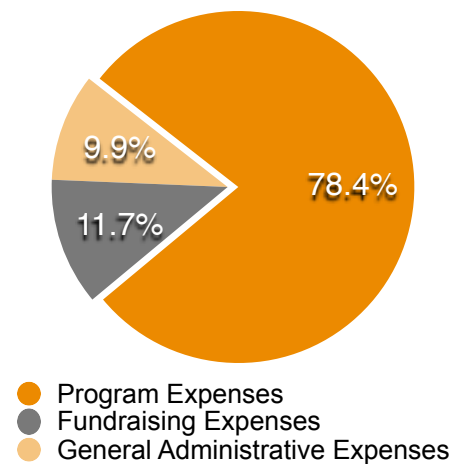
Donor Contributions*



Revenue vs. Expenditures



Operational Expenditures



Note

* We gratefully acknowledge a five-year pledge in the amount of \$500,000 from Jay Paul Company.

PARTNER HIGH SCHOOLS



Aspire East Palo Alto
Phoenix Academy



Carlmont High School



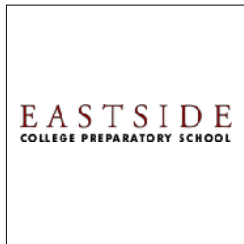
Cristo Rey San Jose
Jesuit High School



Downtown College
Preparatory - Alum
Rock High School



East Palo Alto
Academy



Eastside College
Preparatory School



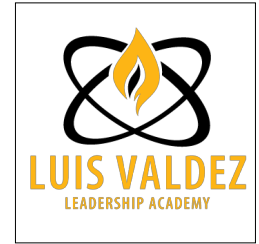
Gunn High School



Junipero Serra High
School



Latino College
Preparatory Academy



Luis Valdez
Leadership Academy



Menlo-Atherton High
School



Menlo School



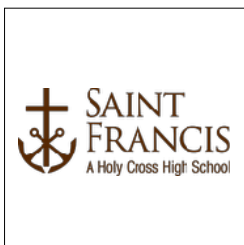
Mt. Pleasant High
School



Palo Alto High School



Sacred Heart
Preparatory



Saint Francis High
School



San Jose High School



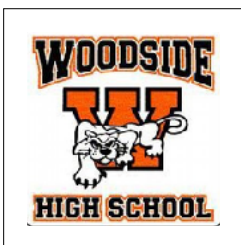
Sequoia High School



Summit Preparatory
High School



William C. Overfelt
High School



Woodside High School

COLLEGE DESTINATIONS



POST-GRAD EMPLOYMENT



OUR TEAM



L-R Natasha Cook, Phil Ekedahl, Christina Mireles, Rocio Castaneda, Katie Bettendorf, Yadira Antonio, Denise Villamil and Veronica Rueda

OUR BOARD

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INVESTING IN PCF

You are needed to keep the momentum going strong in Fiscal Year 2019. Dedicated volunteers and financial resources are critical to the success of the PCF Scholar Program, and the rewards for your investment are enormous. For each graduate, the transformation ripples outward to their families and community, and inter-generationally to break the poverty cycle for good.

EVERYONE CAN GIVE!

GIVE TIME – Volunteer as a mentor. Provide advice, support, information, role modeling, and networking opportunities to our talented scholars.

GIVE TALENT – Share your expertise with our scholars by assisting our staff during College & Career Success Workshops. Your insights on career-related topics such as networking, interviewing, career selection and academic preparation can add immeasurably to their ability to define and reach their goals.

GIVE OPPORTUNITY – Offer a career-focused summer internship in your workplace. Share your network for informational interviews and potential internship experiences.

GIVE GENEROUSLY!

- ◆ \$50 Helps defray the cost of dorm life
- ◆ \$100 Helps towards purchasing textbooks
- ◆ \$250 Funds scholar networking events
- ◆ \$500 Underwrites a career-readiness skills workshop
- ◆ \$1,000 Supports a year of college and career success workshops for a scholar
- ◆ \$1,500 Provides a career-ladder internship stipend
- ◆ \$3,000 Funds one year of a four-year \$12,000 scholarship
- ◆ \$6,000 Sponsors wrap-around programs and scholarship for a scholar for 1 year

JOIN PCF'S SCHOLARSHIP CIRCLE!

A 4-year pledge of \$500 up to \$6,000 a year directly adds to our capacity to add new scholars in June 2019. Named scholarships are at the \$3,000 a year plus level. Join this growing group for greatest impact. Email our Executive Director, Christina Mireles, for a brochure about the Scholarship Circle at christina@peninsulacollegefund.org, or call 650-779-5001.



I learned of PCF through my dear friend Charlie Schmuck. I know first-hand what a big and generous heart Charlie has, so I immediately wanted to learn more. When he shared with me the details, and especially the incredible success rate, I knew that PCF was an organization with which my company and I would want to partner. From our initial chat, our relationship has grown to a point where we have

sponsored one student for four years and are sponsoring another student who's making her way through her college years. We also have provided summer internships to a number of PCF scholars and have encouraged our colleagues to become mentors. I'm delighted that many of them have accepted the invitation to become mentors, including two of my daughters.

In searching for ways to increase our support, Charlie and I also came up with the idea of hosting an intimate golf tournament to raise more scholarships. We started the PCF Invitational five years ago and raised two scholarships in our first year. Through the generous participation of many of our friends, this year we raised nearly ten scholarships – a record!

PCF is solving one of the most pressing challenges in our society – breaking the cycle of poverty through education that truly changes lives! It's an honor for my company and me to assist in some small way in advancing PCF's mission.

- Mike Blach
Chairman

If you are interested in learning more about volunteer opportunities or wish to make a donation, please visit our website, www.peninsulacollegefund.org.

DONORS (July 1, 2017 - June 30, 2018)

BUSINESS

Donors \$25,000+

Facebook *
Jay Paul Company *

Donors \$5,000+

Benevity
Bingham, Osborn and Scarborough, LLC
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Donors \$2,000+

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Donors up to \$1,000

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Dean Witter Foundation
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Ranzetta Family Fund *
Sobrato Family Foundation *

Donors \$10,000+

Pittsburgh Foundation/Minorca Fund
Rotary Club of Menlo Park *
Sand Hill Foundation *
Shortino Family Foundation
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Donors \$5,000+

Hooper - Dean Family Foundation *
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Donors \$2,500+

Benefraim-Rodrigues Foundation ♦

Donors up to \$2,500

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Harbor Lights Foundation

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PCF provides an easy vehicle in which my husband and I can make a great impact. By simply committing to fund a scholarship to a first-generation student through their college years, we have essentially changed that student's life and, as importantly, the generations to follow. Through my participation on the Board, I see first-hand how PCF provides the emotional and structural support for our students to thrive and achieve their goals. They not only earn a degree, but graduate with a solid roadmap.

— Dani Gasparini, PCF Board of Directors

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- * Founder's Circle (\$5,000+ for 4 years)
- ◆ Scholar Circle (\$3,000+ for 4 years)
- ❖ Leadership Circle (\$1,000+ for 4 years)
- ◇ Donor Circle (\$500+ for 4 years)

We made every effort to create an accurate list of our FY18 donors. Please contact Christina Mireles, christina@peninsulacollegefund.org, for any errors or omissions, with our sincere regrets.



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info@peninsulacollegefund.org
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