



**The  
Peninsula  
College Fund**

**Annual Report Fiscal Year 2022**

## THE PROBLEM

Only 21% of U.S. low-income, first-generation college students graduate from college in 6 years.\*

## OUR MISSION

Our mission is to empower low-income, first-generation college students to graduate and obtain a job that aligns with their career goals.

## OUR VISION

Our vision is to transform lives through college success and entry into rewarding careers. This transformation ripples outward to their families and communities, and inter-generationally, to break the poverty cycle for good.



\* Cahalan, Margaret W., Perna, Laura W., Addison, Marisha, Murray, Chelsea, Patel, Pooja R., & Jiang, Nathan. (2020). Indicators of Higher Education Equity in the United States: 2020 Historical Trend Report. Washington, DC: The Pell Institute for the Study of Opportunity in Higher Education, Council for Opportunity in Education (COE), and Alliance for Higher Education and Democracy of the University of Pennsylvania (PennAHEAD).

# WHAT DOES THIS REPORT COVER?

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Dear Friends,

After the last two and a half years, I am thrilled to report that we are returning to some semblance of normalcy. While we kicked off FY22 in full virtual mode, with PCF's Annual College and Career Leadership Conference conducted via Zoom (see page 6 for more information), we ended the year with a return to in-person programming. Both orientation for new scholars and new mentors and our Annual Awards Ceremony, where we welcome new scholars and congratulate the newest college graduates, were in-person. It was so energizing to see scholars, their families, alums, mentors, and supporters face-to-face (see page 8 for more information)!

While PCF has been growing over the years, this past year marked some significant growth. Given the need in San Mateo and Santa Clara Counties, we opened our application to any eligible student in those two counties (versus requiring applicants to come from one of twenty-two partner high schools). As a result, we received a record number of applications (270+) and accepted 85 new scholars – our largest class ever. We also kicked off a pilot by accepting three Foothill Community College graduates who transferred to a four-year college/university, and we are supporting them for the remainder of their college career. Will Makunga, on the front cover, is one of the Foothill Community College graduates. He is currently at Columbia University and plans to graduate in 2024.

Given the state of the world right now, it has become evident that the services we provide are more important than ever. Though a recovery (from the pandemic) seems like it is just around the corner, it is a very different story for college students. This is especially so for PCF scholars and their families. Families continue to struggle in this economic climate. In addition to learning loss, there has been somewhat of an opportunity loss among PCF Scholars. For the past two years, they have been very isolated, many spending the last two years taking college courses remotely. They were robbed of that traditional college experience, deprived of the opportunity to socialize and network with professors and peers. This has led to a lack of confidence and fatigue amongst scholars, which has translated into lower levels of engagement and malaise when it comes to internship and job searches. When students have not been able to secure in-person internships for the past two years, how can they garner the confidence to go out and get that internship or that post-graduation job? Indeed, there remains much for us to do.

On behalf of scholars, their families, alums, staff, and the PCF Board of Directors, I thank you for continuing on this journey with us. We recognize that we are able to do this work thanks to the dedicated community of donors, mentors, volunteers, and other supporters. Thank you for your ongoing support.

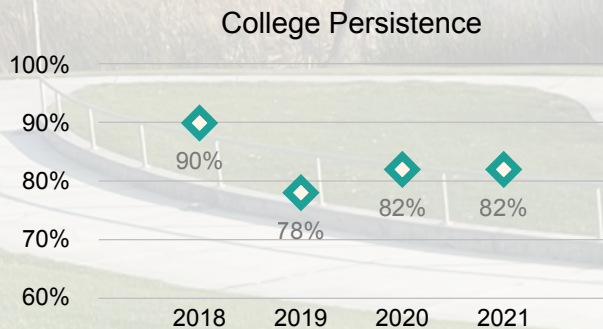
With appreciation,



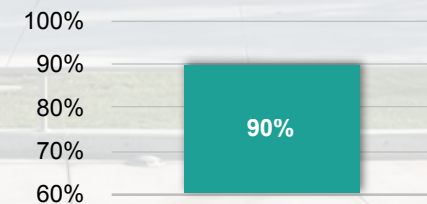
Christina Mireles  
Executive Director

# SUCCESS IN COLLEGE

Each year in this graph represents the persistence rate for PCF Scholars who entered college that year. Persistence rate is measured by the percentage of students who return to an institution of higher education the following year. Beginning with the entering class of 2019, one can see how COVID-19 negatively impacted college persistence rates.



## 6-Year College Graduation Rate



This chart illustrates the six-year graduation rate for PCF Scholars (90%) versus that of low-income, first-generation students nationwide (21%).

\* Cahalan, Margaret W., Perna, Laura W., Addison, Marisha, Murray, Chelsea, Patel, Pooja R., & Jiang, Nathan. (2020). Indicators of Higher Education Equity in the United States: 2020 Historical Trend Report. Washington, DC: The Pell Institute for the Study of Opportunity in Higher Education, Council for Opportunity in Education (COE), and Alliance for Higher Education and Democracy of the University of Pennsylvania (PennAHEAD).

# SUCCESS IN LIFE



“I grew up in East Palo Alto, went to Eastside College Prep and received my undergraduate degree at UC Irvine in Mechanical Engineering. Like many of the scholars in The Peninsula College Fund, I am the first in my family to graduate from college. I had an idea of what I wanted to study going into college but did not understand the nuances of how to take advantage of all college had to offer. As such, PCF’s college workshops and mentor program benefited me as I navigated college. PCF also helped me narrow down my field of study. The annual leadership conference combined with the internship support I received from PCF’s Career Services over three years helped position me to successfully enter the workforce. PCF

truly paved the way for me to discover a passion for product design and management, which ultimately led me to my current career path. I appreciate that there are a number of ways I can support other PCF Scholars as a young professional. This year, I volunteered to be one of over 100 Career Fair participants and became a PCF mentor. I also appreciate that PCF does not end after college as we are supported through the Alumni Association. I love that this association is a catalyst for PCF alumni to stay connected with one another and to stay committed to their community.”

- Gexsy Nava  
B.S. Mechanical Engineering  
UC Irvine, 2019  
Research & Design Engineer, Agile Therapeutics

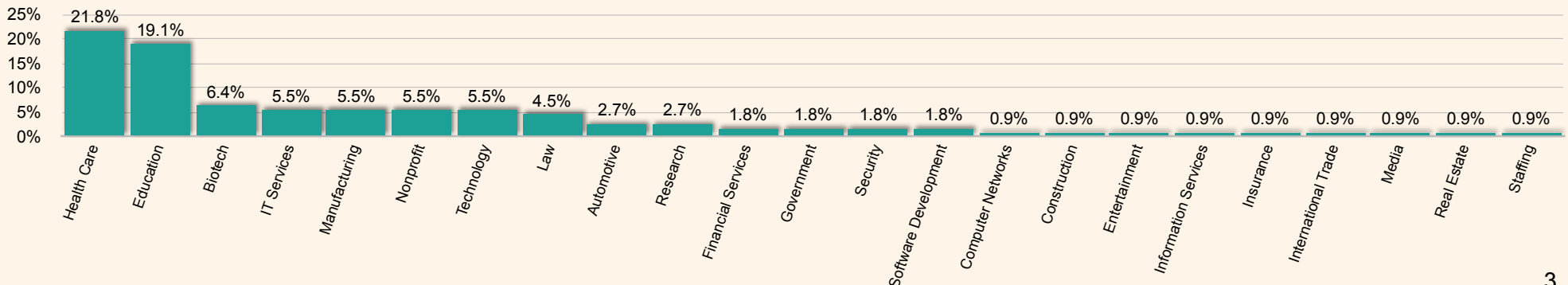


“During my senior year of high school, I had the life-changing experience of receiving that scholarship acceptance call from Charles Schmuck on my drive home from visiting my now alma mater, the University of San Francisco. As an aspiring first-generation college student, I knew that a 4-year scholarship would get me closer to my goal of becoming a college graduate, but I could have never anticipated the blessing it would be to have access to an unconditionally supportive PCF community. Being the child of an immigrant single mother who did not have the opportunity to pursue higher education, the PCF staff quickly became the role models and support system I needed. They helped me successfully

navigate a higher education institution and find my path post-college. Attending PCF events such as the career fairs and the leadership conferences expanded my mind to the opportunities this world has to offer. I began dreaming bigger for myself and often utilized PCF’s Career Services to make sure I was setting myself up for success. They were always the sounding board I needed to make informed decisions and the push I needed to challenge me outside of my comfort zone. When my senior year was starting to wrap up, PCF helped me make my decision to join Guidepoint, an expert networking firm where I am currently a Research Manager. PCF is a lifelong program that I still return to for guidance because they give me the confidence to keep breaking barriers in my family and beyond.”

- Joanne Norman  
B.A. Sociology  
University of San Francisco, 2021  
Research Manager, Guidepoint

What industry sectors are PCF Alums working in today?



# SCHOLARSHIPS

Scholarship Funds Awarded  
Since PCF's Inception:

**\$4.19M**

Total Number of Scholarships Awarded  
Since PCF's Inception:

**533**



“Being a PCF Scholar has brought me amazing opportunities that I didn’t even know I would have access to. I remember going to my first College and Career Leadership Conference. I met some important people who just wanted to be there to help first-generation students succeed during and after graduation.

Being a part of PCF means I also have a mentor. Her name is Nikka Bennett. She’s the most amazing mentor I could ask for. She has guided me in the right direction and is always there to answer any questions I may have. Even though she just graduated from her graduate program, she is still there when needed. She has also helped me explore my options for graduate programs or just life after college.

I will always be grateful for being able to call myself a PCF Scholar. I am able to get my college experience and become the first in my family to graduate college.”

- Patricia Cornejo  
B.A. Psychology  
San Francisco State University, 2023



“PCF has helped me in so many ways. I feel like if it weren’t for PCF, I would feel lost. I felt more confident my freshman year of college, and now that I’ll be joining the work environment soon, I’ll be prepared, thanks to the resources PCF has provided.

I have also created a great bond with my mentor! During college, I reached a point where I thought I just couldn’t do it anymore. My mentor was always there for me emotionally when I needed to cry things out. She helped me remember why I was in college.

I will always be grateful for PCF and will never forget the amount of help and knowledge I’ve gained. Thank you, PCF!”

- Arlyne Nava-Salgado  
B.A. Business Management of Economics  
UC Merced, 2023

# MENTORING



## 2021 - 2022 Mentors

### Making an Impact

"I have appreciated the opportunity to serve. It is very satisfying to use my knowledge and skills . . . to help a young person who has not had the same advantages that I've had . . . I value the relationship I have with my scholar and hope that it extends beyond her college years."

**230+**

### Active Mentors

Mentors play a vital role in the PCF ecosystem as pillars of support for scholars, offering social/emotional, college and career guidance to first-generation students.

**4680+**

### Mentoring Hours

Mentors texted, called, video conferenced and met in-person for more than 4,600 hours in support of 230+ PCF freshmen, sophomores, juniors and seniors.

91%

### Increased Self-Confidence

Mentors surveyed say they have seen growth in scholar's self-confidence and self-empowerment.



81%

### Strong Relationships

Mentors surveyed say the best part about being a mentor is the relationship.



82%

### Useful Mentor Advice

Scholars surveyed say their mentor provides advice they would not otherwise receive.



82%

### Good Mentor Match

Scholars surveyed believe they are a good match with their mentor.



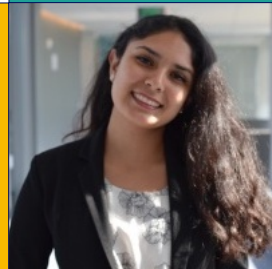
## 2021 Virtual College and Career Leadership Conference

## 2022 Building an Online Training Center



### Event Sponsors

Jay Paul Company  
Harmony Capital



### 2021 CCLC

This was a two-day virtual conference rather than three, as scholars expressed the toll that the pandemic had on their lives. Class sessions were 45 mins rather than 60 mins and had breaks in between sessions to reduce daily Zoom fatigue.

### Event Snapshot

2-day program  
251 scholars  
125 volunteers  
729 career fair meetings  
376 total participation



### Online Training Center

Thanks to our partnership with PwC and Sares Regis, we are developing an online training center to bring together scholars, mentors and alums in a comprehensive way that will allow us to scale our program and deliver deeper levels of service.



# INTERNSHIPS & CAREERS



“As I complete my final year at Cal, I will be pursuing a career in social work. Over the course of my undergraduate experience, I have participated in internships that reaffirmed my desire to assist underserved populations through direct educational, policy-focused, and social services. As the first intern for the Latino Education Advancement Foundation (LEAF), I supported underrepresented youth from East San Jose pursuing higher education. I am immensely proud of my role in developing applications, presentations, and promotional content for LEAF's inaugural scholarship/mentorship program for over 120 students.

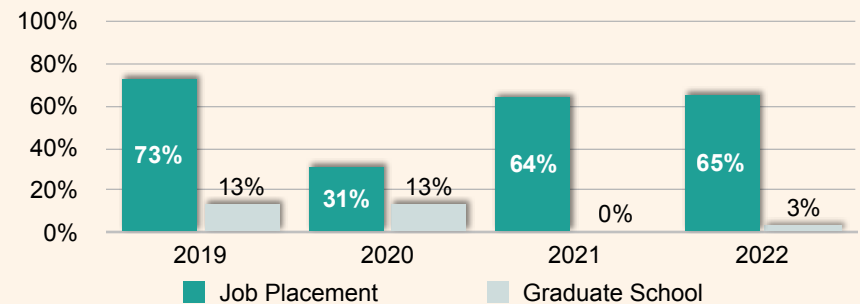
Additionally, I had the opportunity to advocate closely for survivors of intimate partner violence, sexual violence, and domestic violence during my internship and fellowship experiences with the Rape, Abuse, & Incest National Network (RAINN), Becky's Fund (BF), and Esperanza United. The experiences with RAINN, BF, and Esperanza United set in motion my desire to work in policy to advocate for survivors of gender-based violence (GBV). I believe this challenging yet necessary work is needed to destigmatize conversations around GBV and give a voice to survivors who are weighed down by guilt and silence. It is important that my professional path allows me to expand my reach to women of color who are disproportionately affected by sexual and domestic violence. In my most recent internship as a Global Education Alumni Intern for Global Glimpse, I assisted with projects designed to uplift Global Glimpse students participating in global education and leadership development opportunities abroad. My internship and fellowship opportunities allowed me to approach the transformation of social problems through systemic change while also focusing on the strengths of individuals in society, much like that of the social work profession. While holding an internship is a requirement of the PCF program, I have learned the impact that these opportunities had in helping me discover my path, and I truly appreciate all that PCF has done to support and encourage me in this process.”

- Devyn Lopez  
B.A. Social Welfare & Minor in Spanish  
UC Berkeley, 2023

## Job Placement & Higher Education

The majority of graduates over the last two years have sought to secure full-time employment within their career field of focus before graduation rather than pursuing higher education. 77% of this year's class stated that they are interested in pursuing a graduate degree after working for a couple of years.

Post-College Employment & Graduate School\*

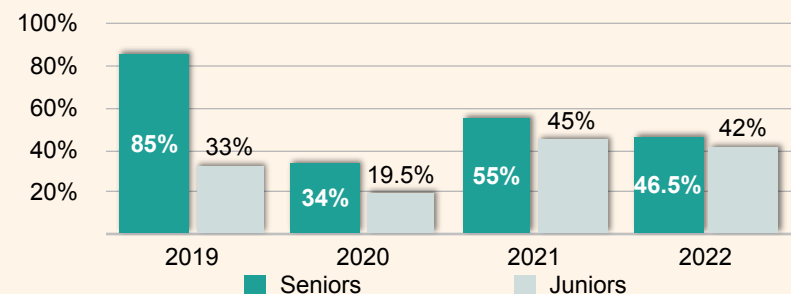


\* These numbers represent placement rates at time of graduation.

## Internship Acquisition Challenges

Internship acquisition rates dropped slightly from last year. A force contributing to this decline stemmed from pandemic disruptions, family loss, and economic hardship, which is not surprising as the recovery for low-income communities, who have been hit the hardest, is slow. As such, many scholars are still experiencing physical and mental health challenges, high burn out rates, and loss of confidence that has negatively impacted their internship and job placement efforts. While the 2022 data on national internship placement rates have not been reported yet, if we compare PCF's 2021 internship acquisition rates of 55% to the 2021 national internship placement rates of 24.5%\* for first-generation college students, PCF scholars have significantly exceeded those numbers.

Internship Placement



\* National Association of Colleges and Employers (NACE)

# THE YEAR IN HIGHLIGHTS



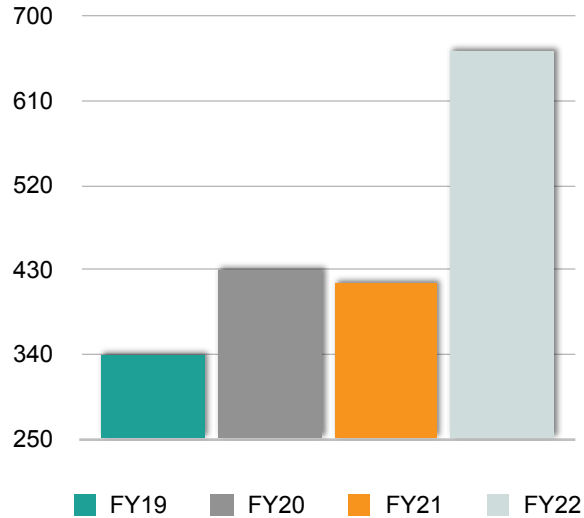
While the year began in full-remote mode, with the widespread rollout of vaccinations and boosters, after the new year, we began returning to a sense of normalcy. In spring 2022, PCF was honored to learn that Assemblymember Kevin Mullin selected The Peninsula College Fund as a 2022 Nonprofit of the Year. In May, Executive Director Christina Mireles and Board Member Erica Torres travelled to Sacramento to attend a luncheon for all honorees. Assemblymember Mullin personally presented the resolution to Christina Mireles and PCF Alumnae Rita Abdel-Malek.

This past year also brought significant growth for PCF. Given the need in the area, PCF opened its application to any eligible student in San Mateo and Santa Clara Counties (versus restricting it to 22 partner high schools). As a result, PCF accepted 85 new scholars – our largest class ever! Photos here depict our first in-person Orientation and Awards Ceremony since 2019. In early June, we brought new scholars and new mentors together to learn about our program and to meet for the first time! In late June, we hosted an Awards Ceremony to formally welcome the 85 new scholars and to congratulate the 40 college graduates.

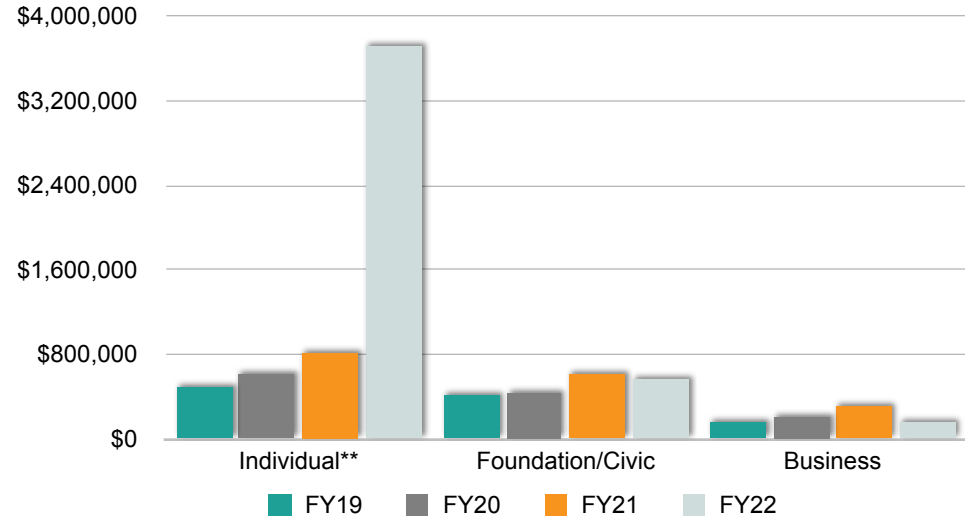


# FINANCIALS (July 1, 2021 - June 30, 2022\*)

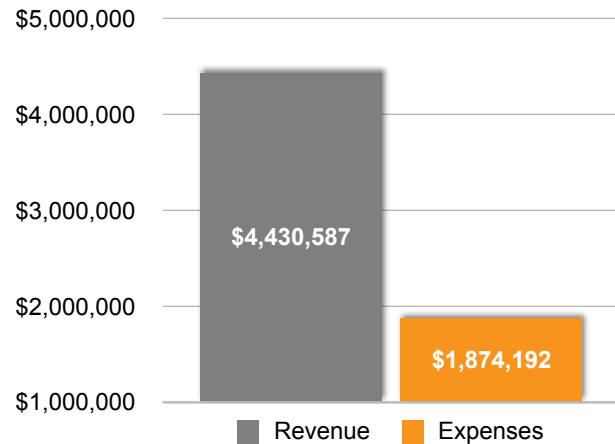
### # of Donors



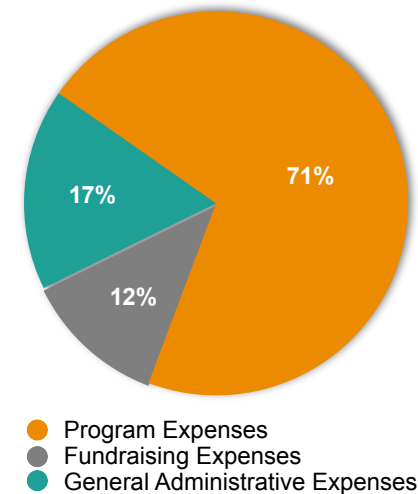
### Donor Contributions



### Revenues vs. Expenditures



### Operational Expenditures



Note:

\* Financial data is provided prior to the completion of the 2022 Financial Statement by our outside accounting firm.

\*\* We gratefully acknowledge a one-time gift of \$1.5M from an anonymous donor. This generous gift is restricted for the purpose of establishing an endowment. In addition, we gratefully acknowledge a renewed partnership with longtime supporters, John Matthew and Andie Sobrato, that enables us to pay scholarships directly to students.

# OUR TEAM



Left to Right: Natalie Walker - Director of Development, Christina Mireles - Executive Director, Denise Villamil - Director of Career Services



Left to Right: Lianne Aratea - Program Coordinator, College Services, Julia Galvan - Development and Operations Coordinator, Martha Corral - Development and Marketing Lead, Max Cordeiro - Program Manager, Samantha Wenzel - Program and Events Coordinator, Career Services, Eduardo Cortez - Program Coordinator, College Services, Chloriza Avila - Program and Events Coordinator, Career Services, Cara Magliaro - Community Engagement and Strategic Partnership Lead, Graciela Corona - Program and Events Coordinator, Career Services

# OUR BOARD

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Founder

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Hernan Bucheli  
Board Member Emeritus

Phil Ekedahl  
Board Member Emeritus

# INVESTING IN THE NEXT GENERATION OF LEADERS

As you read earlier in this report, we accepted 85 new scholars in spring 2022. While we are excited about accepting our largest class ever, we know that many challenges lay ahead for this “pandemic generation”. As a result of COVID-19, their high school education was severely disrupted, and they are now lacking a strong foundation as they begin college. Their mental health has also taken a hit, with increased levels of anxiety and depression. For first-generation students from low-income families, who have historically faced larger obstacles when earning a college degree, reaching that college graduation finish line may be that much more difficult in the coming years. Your time, talent, and treasure will help us to continue supporting scholars through these difficult times and will get scholars closer to college graduation, meaningful post-graduation employment, and financial security.

## 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 PCF’s Annual College and Career Leadership Conference. 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 Funds attendance for 1 scholar at the College and Career Leadership Conference
- ✦ \$1,000 Funds attendance for 2 scholars at the College and Career Leadership Conference
- ✦ \$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 spring 2023. Named scholarships are at the \$3,000-a-year plus level. Join this growing group of donors to have the greatest impact. Email our Development Director, Natalie Walker, for a brochure about the Scholarship Circle at [natalie@peninsulacollegefund.org](mailto:natalie@peninsulacollegefund.org) or call 650-249-7754.



## PLANNED GIVING!

Ensure support for the next generation of leaders by making PCF a part of your future plans. Plan today to leave a legacy for the future! By making PCF part of your future plans, you are helping to invest in the next generation of doctors, lawyers, city planners, teachers, entrepreneurs, and so much more. There are a number of ways to support our work through planned giving:

- Wills and Trusts
- Life Insurance or Retirement Plan
- Real Estate

If you are considering a legacy gift or have included PCF in your estate plans, we would love to hear from you. Please contact Natalie Walker, Development Director, at [natalie@peninsulacollegefund.org](mailto:natalie@peninsulacollegefund.org). Thank you!

If you are interested in learning more about volunteer opportunities or wish to make a donation, please visit our website, [www.peninsulacollegefund.org](http://www.peninsulacollegefund.org).

# DONORS (July 1, 2021 - June 30, 2022)

## BUSINESSES

### Donors \$5,000

Blach Construction  
Cisco  
Google LLC  
GreyStar LLC  
Harmony Capital  
Heritage Bank  
Lane Partners LLC  
LinkedIn  
Morgan Stanley  
Sares Regis Group of Northern California \*  
Stanford HealthCare  
Sterling Bank & Trust

### Donors \$2,000+

Dodge & Cox ♦

### Donors \$1,000+

Bingham, Osborn & Scarborough, LLC  
Excite Credit Union  
PwC Anonymous Employee Donation  
Stanford Office of Government Affairs  
Gather Consulting

### Donors up to \$1,000

AmazonSmile  
Network for Good  
Prefect Technology

### Employee Matching Gifts

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Dodge & Cox Matching Gifts  
Google Matching Gifts  
HalfMyDAF  
Intel Matching Gifts  
Intuit Inc  
Microsoft Matching Gifts  
Oracle Corporation  
PayPal Matching Gifts  
Plantronics Matching Gifts  
Select Equity Group  
TikTok Matching Gifts  
Varian Medical Systems  
Visa Matching Gift Program  
Zoom Video Communications

## CIVIC ORGANIZATIONS & FOUNDATIONS

### Donors \$100,000+

Chan Zuckerberg Initiative  
Sobrato Family Foundation  
Harvey L. and Maud C. Sorensen Foundation

### Donors \$30,000+

Intero Foundation  
Leo M. Shortino Family Foundation  
Ranzetta Family Fund \*  
Sand Hill Foundation  
Tarlton Foundation \*  
The O'Donnell Foundation

### Donors \$10,000+

Dean Witter Foundation  
Leupold Family Fund  
The Palo Alto Community Fund  
Palo Alto Weekly Holiday Fund  
PWC Charitable Foundation  
Sares Regis Education & Community Foundation  
Schox Philanthropy

### Donors \$5,000+

Atkinson Foundation  
Bonforte Family Foundation  
Doon Family Fund ♦ ♦  
Gasparini-Beals Foundation ♦  
Hopper-Dean Foundation \*

### Donors up to \$3,500+

Boyle Family Fund  
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## IN-KIND DONORS

Dani Gasparini and Alyn Beals  
Mike Blach

### Donors \$50,000+

Anonymous  
Stephen and Denise Hams  
Matt and Lisa Sonsini \*

### Donors \$25,000+

B.J. and Isabel Cassin \*  
B.J. Cassin Conservatorship for Robert Cassin \*  
Susanne & Irving Grousbeck  
Connie and Bob Lurie  
Evy Schiffman

### Donors \$10,000+

Mike and Margie Blach ♦ ♦  
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Todd and Kim Crockett  
Michelle Oates and Peter Detkin \*  
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Samuel Medrano \*  
Debbie and Peter Nelson

"I am happy to contribute to PCF, both as a donor and by supporting three PCF interns who all received offers of employment. The work PCF does is literally life altering and it is my honor to be a part of that."

- Paul M.

BR Printers  
Karen and Ed Canty  
Mark Cator  
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Sobrato Philanthropies  
Olya Krasnykh ♦  
Tiffany & Co.

## INDIVIDUALS

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Lydia and Thomas Moran  
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Jay Tenenbaum

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