



2020 MARINE CORPS SCHOLARSHIP FOUNDATION IMPACT REPORT



DECEMBER 2020



Through your partnership with the Marine Corps Scholarship Foundation, you have made an unprecedented commitment to ensure no Marine, anywhere, ever finds their children priced out of the American dream they served to defend.

THANK YOU FOR BEING A DEDICATED AND PASSIONATE supporter of the Marine Corps Scholarship Foundation. Your commitment to the Scholarship Foundation's mission allows us to continue changing the lives of Marines, Navy Corpsmen, and their families in-need and will allow us to do so for generations to come. It is through your critical partnership that the sons and daughters of our Nation's heroes can achieve their greatest potential through the power of education. With your support you are:

- ★ Providing life-changing and life-shaping scholarships annually to deserving children of Marines and Navy Corpsmen in-need
- ★ Ensuring the continued strength of initiatives critical to the success of our mission-driven, highly impactful scholarship program
- ★ Allowing us to continue fulfilling our promise to leave no Marine family in-need behind while meeting the growing demand for scholarships year-after-year
- ★ Funding the day-to-day operations that make it possible to have a significant impact where needed most

YOUR SUPPORT IN ACTION

Positioned the Scholarship Foundation to persist through the economic challenges of 2020

- ★ The Scholarship Foundation was significantly impacted by the pandemic in 2020. With anticipated drops in revenue and many fundraising events canceled, your unwavering support was vital to the continued execution of our mission in the 2020-21 academic year
- ★ Your continued support enabled the Scholarship Foundation to keep our promise to leave no Marine family in-need behind, awarding a scholarship to every eligible applicant in 2020, despite a **30% increase** in applications amidst a global pandemic

Helped the Foundation maintain a National top-flight Scholarship Program

- ★ Increasing the efficiency of data management and scholarship application processes

- ★ Improving the reporting of key performance metrics on scholarship recipients' graduation statistics, debt load, and scholarship impact
- ★ Enhancing technological capabilities to build the infrastructure needed to more efficiently and effectively process student applications reducing demand on staff and increasing the impact to more Marine and Navy Corpsmen families
- ★ Implementing new communication initiatives and platforms to improve communication with our scholarship recipients throughout the academic year

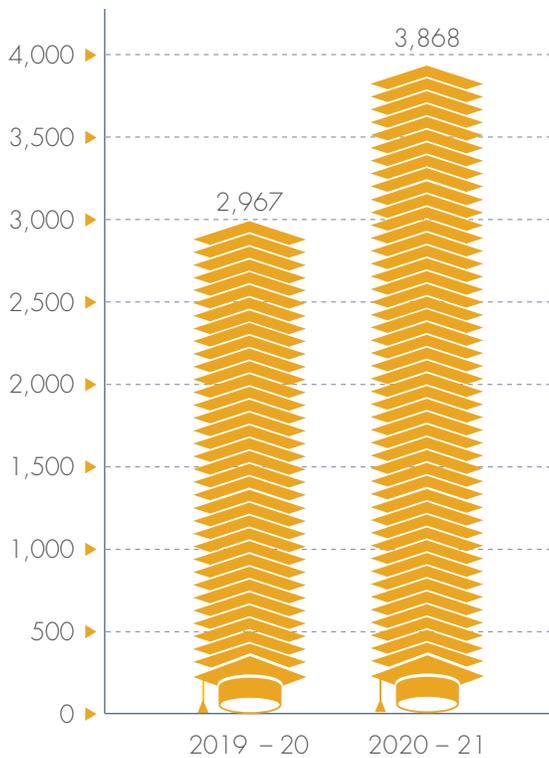
Initiated digital media outreach campaigns to elevate the Scholarship Foundation to the Nation's foremost charity supporting military families

- ★ Through this outreach initiative, the Foundation received a record number of scholarship applications for the 2020-21 academic year

Ensured we are continuing to meet the needs of our students, while increasing our impact – even in the face of the continually rising costs of higher education

- ★ There remains an immediate and long-term need for scholarship support to Marine families. The Scholarship Foundation will continue to pursue the goals of our strategic plan:
 - Increase our average award size to meet the projected **30% rise** in the costs of post-secondary education
 - Increase the number of students who receive awards annually, with the goal of **awarding 3,100 awards annually by 2027**
- ★ In the 2020-21 academic year, we experienced a significant increase in scholarship applications and awarded **2,750 scholarships – 400 more** than the previous academic year, putting us three years ahead of planned scholarship growth

APPLICATIONS RECEIVED



30%

OUR APPLICATIONS ROSE AN IMPRESSIVE **30 PERCENT** – FROM 2,967 TO **3,868** – FROM 2019-2020



Your Support is Helping Students Like...



MONTGOMERY TEW

School: North Carolina State University

Class of 2022

Major: English Language and Literature

Son of Veteran Corporal Eric Tew USMC

“The amount of support I have received from this organization is quite overwhelming. The mere fact that I have been selected and invested in elates me beyond comprehension. There are days that are definitely more strenuous than others, but this scholarship consistently propels me. Being a part of the Marine Corps Scholarship Foundation instills me with such pride and honor, and I strive to be an excellent example as one of your scholars.”



CASSIDY REYES

School: University of Central Florida

Class of 2021

Major: English Literature

Daughter of Gunnery Sergeant Ygnacio Reyes III USMC (Ret.)

“Thank you for giving me the opportunity to continue my higher education. Ever since I was a child, I have dreamed of going to college, so that I may better myself for the benefit of others. My parents have both sacrificed so much to support my siblings and me, and I strive to make their years of sacrifice and hard work worth it. Thanks to your generous support, I will now be able to more easily continue my endeavors in pursuing a college degree.”

WITH YOUR COMMITMENT, OUR PROMISE TO MARINES AND THEIR FAMILIES HAS NEVER BEEN STRONGER. THANK YOU FOR JOINING WITH US AS WE HONOR MARINES BY EDUCATING THEIR CHILDREN.



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