

BERKELEY COMMUNITY FUND

Improving the Berkeley community through our High Hopes Scholarship Program that encourages Berkeley High School students attending four-year colleges with scholarships, and mentoring support.

Spring 2010 Newsletter

THE TRUE VALUE OF A FOUR-YEAR COLLEGE EDUCATION

We all know the value of a four year college education. It encourages exploration of new fields and new ideas, introduces students to a wide circle of people and new ways of thinking. It provides opportunities for personal and intellectual growth. College attendance also increases a person's earning capacity over his or her working life. The unemployment rate for individuals with a bachelor's degree or higher is about half the rate for high school graduates (Bureau of Labor Statistics, 2009). Median income for families with a householder having at least a four-year college degree is over \$50,000 per year higher than for those with only a high school education. (College Board, Trends in College Pricing, http://www.trends-collegeboard.com/college_pricing). Graduation from a four year college or university even increases a person's life expectancy. Unfortunately, however, the price of a college education has increased significantly, making it more difficult for students and their families to pay for a four-year college. The increasing cost of education, coupled with the decreasing income of many families, will make the Berkeley Community Fund's High Hopes scholarship program even more crucial in the coming years.

The New York Times has conducted an annual study of students entering college for the past 44 years. This year's survey included 220,000 students at 297 campuses. Their answers reflected the economic realities facing college freshmen:

- Students were more likely than ever to have an unemployed parent and less likely to have found a job themselves to help pay for college.
- Over half of the incoming students had "some" concern about their ability to pay for college – the highest level since 1971.
- Over half of the incoming students had taken out loans for college.
- Students were more likely than ever to consider financial factors when choosing a college and whether or not a school offers financial aid is an increasingly important determinant of where a student goes to college.



2008 & 2009 High Hopes Scholars, BCF Chairman Narsai David (L), Board President Jessica Pers (C), and other Board and community members at a BCF event.

In California, these concerns reflect the realities of increasing tuition at public and private institutions. Tuition at UC Berkeley for residents is now over \$10,000 per year, a 32% increase. Tuition has increased similarly at other UC campuses. And, the state university system is not immune from tuition increases. Tuition at various campuses, including San Francisco State and Cal State East Bay, increased over the past year between 10 and 20%.

Although most of the students who are eligible for High Hopes scholarships get federal aid and financial aid from the colleges they attend, those funds rarely cover the complete cost of tuition, room and board, books and other incidentals. Increasingly, colleges are giving loans instead of outright grants, so that students face mounting debt when they graduate. And some students are ineligible for federal money and must depend solely on scholarships and loans to pay for college. By providing the "last piece" of the financial aid picture, BCF's High Hopes awards of \$4,000 a year can help in a myriad of ways: permitting a student to focus on school

without the necessity of finding a part-time job; allowing a student to choose a better college that may be farther from home by providing funds to cover travel expenses; or providing enough money to allow a student to live on or near campus rather than commute from home to school. In these ways, we hope to ease the transition from high school to college and help alleviate some of the financial pressures affecting our target population as a result of increasing costs and the economic downturn.

**BCF High Hopes
Scholarships Awards
Ceremony
on June 14, 2010,
7:00 p.m.
at the Aurora Theatre,
Berkeley**

MAKING A DIFFERENCE

"One of our first-generation college-bound scholarship recipients was able to go to her first-choice college because of the money she received from the Berkeley Community Fund. [A High Hopes Scholar] came back to see us over winter break, overflowing with gratitude for being able to attend an institution that challenges and helps her grow not just as a student, but also as a whole person...The Berkeley Community Scholarship is unique because it is for four years... Most outside scholarships available to our students are one-year deals and force students to look for new scholarships for every year they are in college."

~ Elizabeth Sandberg,
BHS College Advisor

"Receiving the Berkeley Community Fund Scholarship has been of great help in making my dream of receiving a post-secondary education a reality. Without this scholarship it would be impossible for my family to provide for my college education."

~ Maria Mendoza Cordero,
2009 High Hopes Scholar

"The High Hopes Scholars program was the talk of the Berkeley High college advisors and students, such an exciting opportunity and "home grown" in the Berkeley Community Fund.... I am now in my second year with my scholar who attends UC Riverside and I am thrilled to share the ups, the downs, the lessons and successes of college life. I view myself as a good listener, a warm shoulder, a creative thinker and a positive influence for my scholar and am grateful for the experience."

~ Karen Meryash,
Mentor

"My mentor, Lauren Slykhous, is one of the coolest, most helpful persons! I like that we get along great and she always stresses that I can count on her for whatever I need...In a way I do not feel alone in college because I know that I can always count with my mentor for any questions or struggles I faced...I feel really lucky that I am a recipient from this scholarship because not only have I benefited from the money but from the mentorship program."

~ Arai Buendia,
2009 High Hopes Scholar

GET INVOLVED

Donate

BCF welcomes community donations of any amount for the High Hopes Scholarship program. Our Board covers the cost of administering the program, so every dollar contributed will go to a scholarship or other academic support program for our Scholars.

To support a specific student, you can give at the following levels:

High Hopes Doctorate: \$4,000 for 4 years = \$16,000

- Naming Rights
- Invitation to December party
- Invitation to High Hopes Awards Ceremony and acknowledgement in program materials.

High Hopes Masters: \$2,000 for 4 years = \$ 8,000

High Hopes Bachelors: \$1,000 for 4 years = \$4,000

Mentor

The BCF connects scholarship recipients with mentors to help with issues that come up in college. Because most of our scholars are the first in their families to attend college, the mentor can be an important source of support. Mentors attend an orientation session, an event in December and are in contact with their student via phone or e-mail during the school year.



THANK YOU, SCHOLARSHIP DONORS!

The BCF thanks our Doctorate donors (\$4,000 a year for four years) and our Bachelors donors (\$1,000 for four years) for 4 years to support a High Hopes Scholar. The BCF also thanks Ask.com, its Founding Corporate Sponsor for continued support.

2008 High Hopes Scholarships

Doctorate Donors

Ask.com Scholarship
Berkeley High School Class of 1951 Scholarship
Narsai David Scholarship
Maggie Gee Scholarship
Jessica Pers and Robert Stein Scholarship
Shirley and Michael Traynor Scholarship
Berkeley Community Fund Scholarship (4)

2009 High Hopes Scholarships

Doctorate Donors

Alafi Family Scholarship
Ask.com Scholarship
Berkeley High School Class of 1951 Scholarship
Maxwell Family Scholarship
Marion Marshall Scholarship
Meckfessel Family Scholarship
Nancy and Steven Oliver Scholarship
Martin Paley Scholarship
Diane and Larry Rosenberger Scholarship
Tubach Singhal Family Scholarship
Dorothy Walker Scholarship
Berkeley Community Fund Scholarship (3)

2010 High Hopes Scholarships

Doctorate Donors

Ask.com High Hopes Scholarship
Battle Family High Hopes Scholarship (2)
Roger A. Strauch High Hopes Scholarships (2)
Steven Oliver High Hopes Scholarship
Wilkins Duignan High Hopes Scholarships
BCF/Class of 1951 High Hopes Scholarship
Berkeley High School Development Group
Jane and Mark Zuercher

Bachelors Donors

Bob Blackburn and Ann Smulka
Joseph Gross and Carol Brosgart
Hillary and Jonathan Reins

BCF DEBUTS ONLINE

<http://www.berkfund.org/>

Many thanks to Maiya Holliday of Maiya Holliday Designs for developing our website.

Become a fan of BCF on Facebook!

THE 2010 BERKELEY COMMUNITY FUND AWARDS DINNER

Our Awards dinner will take place in October 2010 at H's Lordships Restaurant in the Berkeley Marina , date to be announced. At this dinner, we present the following award:

The Benjamin Ide Wheeler Medal

From 1929 to 1991, the Service Council of Berkeley presented an award biennially to "Berkeley's Most Useful Citizen." This award, the Benjamin Ide Wheeler Medal, is named after one of the greatest presidents of the University of California. Wheeler led and fostered a close, supportive relationship between the campus and the community. The Board of the Berkeley Community Fund carries forward the great tradition of the Service Council Clubs of Berkeley, recognizing annually an outstanding

member of the Berkeley community for distinguished long time service.

The Benjamin Ide Wheeler Medal is awarded to one person who is selected for their outstanding nonpartisan service in any field of activity that has benefitted the quality of life for a significant number of people in Berkeley. The selection is made for long time public service without regard to sex, age, race, religion, place of birth or occupation. Past medalist have included: Davida Coady, M.D., physicist Arthur Rosenfeld, maestro Kent Nagano, chef Alice Waters, The Honorable Thelton Henderson and ecologist David Brower.

Individual and Organization Education Awards

These awards are given to an individual and a nonprofit organization that have made a sig-

nificant impact on public education in Berkeley. An award to an honored organization includes an unrestricted \$5,000 to assist in its continued work. Last year, the Organization Award went to Berkeley Scholars to Cal Program at Stiles Hall for providing African American and Chicano/ Latino students with comprehensive academic and social support as preparation to gain admission to a 4-year University by senior year.

The Individual Award was given to chef Anne Cooper for transforming meals at 16 Berkeley public schools with a population of over 9,000.

**Annual Awards Dinner
In October 2010
Date to be Announced**

BOARD NEWS

We welcome our latest Board members, Jules Tippet, President and Executive Producer of Tippet Studios and Marcia Argyris, formerly President of the McKesson Foundation and currently with the S.D. Bechtel Foundation. Both new members bring in and abiding interest and commitment to equity and improving our community. The Board is extremely fortunate to welcome them to our ongoing work. We continue to search for a few more Board members to fill out our roster.



A few of our High Hopes Scholars with Board Development Chair, Susie Goodin.

BCF IN THE NY TIMES

The BCF's chosen model of combining mentorship with financial scholarships follows a growing trend of enabling at-risk students not only to attend college , but to graduate as well. Two current examples of this model in the San Francisco Bay Area are the East Bay College Fund and the Meritus Fund, operating respectively in Oakland and San Francisco. These funds, along with the Berkeley Community Fund, are mentioned in a New York Times article published March 18, 2010, entitled 'Nonprofits Add Mentoring to Money to Keep Minorities in College.

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You can check out the full article at <http://www.nytimes.com/2010/03/19/us/19sfassist.html?pagewanted=2>

I 'M INTERESTED IN THE BERKELEY COMMUNITY FUND!

- Yes, I want a 'Doctorate' and will pledge \$4,000 per year for 4 years. *
- Yes, I want a 'Masters' and will pledge \$2,000 per year for 4 years.
- Yes, I want a 'Bachelors' and will pledge \$1,000 per year for 4 years.
- I would like to contribute \$_____ to support a High Hopes Scholar.
- I would like to be added to your email list; here is my email address _____
- Check here if you would like to interview applicants in 2010.
- Check here if you are interested in being a mentor.

* Doctorate contributors can name their scholarship, will be assigned a specific student and will be honored at the 2010 High Hopes Scholar Awards Ceremony in June 2010.

NAME(S) (PLEASE PRINT) _____

ADDRESS _____

CITY and ZIP _____

PHONE _____

E-MAIL _____

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BERKELEY COMMUNITY FUND

800 JONES STREET
BERKELEY, CALIFORNIA 94710

WHO WE ARE

The Berkeley Community Fund is one of more than 500 community foundations in America seeking to improve the quality of life in our communities.

The Berkeley Community Fund is governed by a diverse Board of Directors of distinguished civic leaders who bring expertise in business, government, philanthropy, academia, and community service.

The Fund is an independent, tax-exempt, non-profit organization, incorporated under Section 501(c) (3) of the Internal Revenue Code.

Place stamp
here

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