Our young people need us, and each day I am thankful to this community for its support in allowing a program like the Crosby Scholars Community Partnership to exist. After spending many years reviewing applications of prospective college students, I am amazed that I have the opportunity to manage a program that helps to guide and direct the lives of our young people. Many children enter our program as eager middle school students and leave us as confident high school graduates preparing to embark upon the next phase of their lives. We currently serve 8,900 students, and 6,323 Crosby Scholars Seniors have graduated since 1993. In 2014, 708 Crosby Scholars Seniors graduated, and they are enrolled in more than 117 colleges and universities across the country.

And our students are giving back to the community, too. In 2014, Scholars reported more than 92,000 hours of community service.

I am filled with pride when a parent says, “I was a Crosby Scholar, and I want my child to be in this program because I loved it.” I am elated when a Crosby Scholar returns to say, “I want to volunteer because you helped me so much.” I have the awesome privilege of hiring Crosby Scholar alumni to work with the next generation of students.

Through our affiliation with Goodwill of Northwest North Carolina, two other communities, Rowan County and Iredell County schools, have the opportunity to impact their youth through the life-transforming opportunity that is Crosby Scholars.

Whether you are a partner, volunteer, donor, parent, educator, or Crosby Scholars alumni, we thank you for your generous support, and we thank you for the privilege of serving the youth of Forsyth County for more than 23 years.

Honored to serve,

Mona W. Lovett
President and Chief Executive Officer
Crosby Scholars Community Partnership

It is so exciting to have the opportunity to see our young people grow and mature. From attending their first academy and completing their first community service hours to receiving their first college acceptance, Crosby Scholars is there every step of the way. Because all students are invited and encouraged to join Crosby Scholars, I have the pleasure of meeting wonderful students with varied talents, interests, and skills. Our young people are bright, resourceful, dedicated, enthusiastic, and eager to help, hope, learn, and achieve. I am so grateful to their parents for allowing us to be involved in their children’s lives.

Crosby Scholars is a program that works because of the dedicated staff and volunteers who work to ensure that our students are empowered with the tools to make good decisions. Through Academies, advising, college tours, financial aid and admissions workshops, camps, community service opportunities, and “Last Dollar” grants and scholarships, our students are receiving programs and services to promote a productive future. We have awarded more than $4.5 million dollars since 1993, with more than $542,000 in 2014. We have leveraged financial aid and scholarships totaling more than $44 million since 1993, not including college loans.

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In July 2012, Goodwill Industries of Northwest North Carolina, Inc. and The Crosby Scholars Community Partnership announced the formation of a strategic alliance that established Crosby Scholars as an independent affiliate of Goodwill. A lack of education is increasingly becoming the primary barrier to employment, and the alliance between these two non-profits makes sense because Crosby Scholars’ mission is to remove barriers to college, and Goodwill’s mission is to remove barriers to employment. Goodwill has pledged substantial support to the “Your Investment. Our Promise.” Capital Campaign, which will help Crosby Scholars reach and sustain its goal to grow to 10,000 students by 2015. Crosby Scholars continues to generate financial support through its annual fund, grant writing and fundraising events, including the annual Crosby Scholars Invitational golf tournament.

The Crosby Scholars Community Partnership is a unique college access program for all 6 to 12th-grade students in the Winston-Salem/Forsyth County School System. The program prepares students academically, financially, and personally for successful college admission. With a 23-year history, students participate in academic training, financial aid and college application workshops, receive advisory services, take part in college visits, can apply for “Last-Dollar” grants, and receive counsel on how to secure and leverage scholarships. Our vision is to ensure that every public school student in Forsyth County has the opportunity to attend college.

The Crosby Scholars key partners are Goodwill Industries of Northwest North Carolina, the Kate B. Reynolds Charitable Trust, The Winston-Salem Foundation, Winston-Salem/Forsyth County Schools (WS/FCS), and the United Way of Forsyth County.

A sustaining affiliation with Goodwill Industries of Northwest North Carolina

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The Crosby Scholars Excelencia Program

The Crosby Scholars Excelencia Program is a program dedicated to educate Hispanic girls and their families about the many educational opportunities that exist beyond middle and high school. It encourages girls to begin thinking about college and possible careers. Students meet successful Latina women from the Winston-Salem community and learn how they overcame barriers and achieved academic and career success. The program initially used the curriculum “Soy Unica! Soy Latina” which was designed to help the girls discover who they are and to help build their self-esteem. After the second year, a series of life skill classes such as: Ways to Increase Positive Emotions, Preventing Cyber Bullying, Who Am I and others were introduced into the program. This successful program, which started in 2011 with grant funds received from the Women’s Fund of Winston-Salem, helps the girls and their families understand the importance of reaching their maximum potential as young Hispanic women.

College tours help to build a “college going” culture by exposing students to different types of colleges. Eighth grade students visit local schools during the summer months. Eleventh grade students travel throughout the state to see several college campuses during spring break. Students tour the campus, meet with college representatives and have lunch in a college dining facility.
By the time students are seniors, they have been exposed to the concept of financial aid, scholarships, applying to college, college admission, and have had the opportunity to visit college campuses. Students have attended grade advisor meetings in grades 9-11 and have met one-on-one with an advisor to help him/her develop a target list of colleges, identify potential scholarships, discuss grades and test scores, and apply for an FSA I.D. on the FAFSA website. Students understand that the Crosby Scholars staff and volunteers are available to help support them as they navigate the often difficult college admission and financial aid process.

Karen McNeil-Miller, president of Kate B. Reynolds Charitable Trust, knows that the Trust’s support of Crosby Scholars helps fulfill dreams and change lives.

“Being able to send your kid to college is so many parents’ dream, and that dream seems so out of their reach,” McNeil-Miller says. “We know if there’s intergenerational poverty, one of the keys to breaking it is through educational attainment.”

It seems completely in line with Mrs. Reynolds’ mission, which was to improve the quality of life of financially needy individuals in Forsyth County.

Since 1998, the Trust has contributed $2,888,475 to Crosby Scholars for Last Dollar grant scholarships and loan debt reduction.

“These last dollars that we give could make the difference between a child being able to go and not go because the family has stretched its limit with every other available source or resource,” McNeil-Miller says. “We’ve come to realize that just getting them there is a huge accomplishment. Having a college education greatly increases the chance and the likelihood that an individual would be able to provide for his or herself and his or her family in a way that was greater than their parents were able to provide for them. It’s absolutely a ‘teach a man to fish’ option rather than ‘give a man a fish.’”

A key feature of the program is that students attend, the training they have to go through for Crosby Scholars. They can have pride that they are college ready. And then there are wonderful opportunities just to socialize with other kids, like Crosby Night at the Dash or Crosby Night at the Opera, perhaps some things that would be out of their normal scope of activities.”

Crosby Scholars helps families understand numerous college deadlines and opportunities.

“It gives families access to resources they didn’t know they had and may not have even known to ask for,” she says.

McNeil-Miller appreciates Crosby Scholars’ efforts to reach out to families with financial challenges and to seek to refine its program to reach target populations that may not be utilizing the program’s resources.

Crosby Scholars not only prepares its scholars for college, but also offers the assurance that they will find the means to fund college for those financially needy students in the program, McNeil-Miller says, and that becomes “a dream that can be fulfilled.”
Jeffrey Pendry has the career he always wanted: Working with cars. And he says that Crosby Scholars helped him achieve that goal.

A 2013 graduate of North Forsyth High School, Pendry, 19, went on to graduate from the NASCAR Technical Institute—and he started working four days later at Korman Autoworks, a BMW restoration and service shop in Greensboro.

His older brother and sister had participated in Crosby Scholars, and he knew the benefits it provided, including scholarships and Saturday Academies that taught skills like time management. He believes that participating in Crosby Scholars—and achieving the standards it required for grades and community service—helped him when he applied to the NASCAR program.

“They saw the good student, and having that on my resume, they were pretty happy to have me there,” he says, and he encourages other students to participate in Crosby Scholars. “I think every kid going through school should.”

Pendry is one of five children, and Crosby Scholars has been invaluable to all of them, according to Cathy Pendry, their mother. The support was especially important after Jeff, her husband of nearly 25 years, died in 2009, two years after his diagnosis of esophageal cancer. They had prepared as best they could. “We knew the day would come when Jeff’s fight was over, but it was devastating nonetheless,” Cathy says. “I couldn’t begin to figure out how I was going to handle everything by myself. The direction Crosby Scholars gave and continues to give my children is nothing but positive. It’s helped us, as parents, teach them that only they are accountable for their actions. It’s up to them to stay drug-free, make wise decisions, manage their time, etc. They’ve learned the importance of serving their community and giving back. Life is not always about them. Crosby Scholars has helped financially as well.”

She praised the Grade Advisor program and the Senior Advisors. “They take a personal interest in each child and are a tremendous asset in navigating the road to college,” she says. “Crosby Scholars has played an invaluable role in the lives of my children and I’m so very proud of their accomplishments,” Cathy says. “I just wish their Dad was here to see what they’ve been able to do.”

Her oldest, Daniel graduated from N.C. State University and is a vet tech at a Raleigh animal hospital; Meredith graduated from UNC-Chapel Hill and is a teacher at Salem Montessori School; Dalton is getting ready to graduate high school and wants to go into the carpentry program at Forsyth Technical Community College. Madelyn, her youngest, will be starting in the Crosby Scholars program next year when she starts the 6th grade at Hanes Magnet School.

“It’s amazing the amount of time and energy they put into our children,” Cathy says. “I’ll be forever grateful to them for all they have done, and continue to do, for my family. Jeffrey Pendry received the Vienna Civic Club Scholarship, the NTI Imagine America scholarship, and the “Last Dollar” grant.

Crosby Scholars:

• Requires students to attend classes in academic skills, leadership development, college admissions and SAT/ACT preparation and financial aid planning.
• Provides support and incentives for enrollees to remain drug- and alcohol-free through participation in the It’s Our Call program.
• Encourages students to become involved in their community by volunteering in community service.
• Awards “Last Dollar” grants to graduating seniors and returning college students and has awarded more than $4.5 million since 1993.
Catawba College sophomore Israel Suarez wants high school students to know that anything is possible if they have a goal in sight. “You always have to have a goal in life,” Suarez says. “You have to know that’s what you’re going to do when all of this is finished. No matter what, if you have a good goal in mind, you’ll be willing to go through anything to get there.”

Suarez, 20, was born in Mexico, and he has lived in the United States for nearly his entire life. At Reagan High School, he played flute and piccolo in the marching band, and he was a member of the track team. During the summers, he volunteered at Industries for the Blind, where he continues to do so, as well as at many Crosby Scholars events. Throughout his middle school and high school years, he dreamed of going to college, but he did not think he would be able to afford it.

“That’s where Crosby Scholars came in,” he says. “They really encouraged me to look beyond the stereotype, to be more, to have more goals in mind. The advisors and the Saturday Academies helped me to focus, while giving me hope and strength. At that point I thought, ‘maybe it’s possible.’ I never gave up.”

Suarez learned about scholarship opportunities and time management from Crosby Scholars and says he felt a sense of support throughout the college application process. Senior advisors helped him narrow his choices of where he wanted to apply to college and reminded him of deadlines for applications and scholarships. He had a 2-inch binder full of scholarships he applied for in order to piece together enough funding for college.

Suarez is majoring in biology with a chemistry minor because he plans to apply to medical school. His friend from Catawba, who also was born in Mexico, was accepted into East Carolina University Medical School, and that’s inspired him. “It’s possible,” Suarez says. “If he can do it, I can do it. Anyone can do it.

Ultimately, my goal is to be able to have that life that my parents wanted me to have. Otherwise they wouldn’t have moved from one country to another. I want to make sure that their sacrifice is not in vain.”

Israel Suarez received the Jessica Hill Davis Memorial Scholarship from Crosby Scholars, as well as Catawba College Presidential Scholarship and scholarships for marching band and concert band.
Mushaya Carter understands what it means to overcome labels and stereotypes, and her high school journey led her to set a goal of leaving a powerful positive legacy for others.

Carter, 19, a freshman at N.C. Central University, says that she had a rough start in high school because peer pressure caused her to make bad decisions. She was labeled a failure. Her anger and frustration grew, and she got into a fight and was sent to Griffith Academy to finish her 9th-grade year.

She started her sophomore year at Walkertown High School: a new school and a new beginning, and she took advantage of the opportunities it offered.

“Instead of following behind others, I made my own path and led the way,” she wrote in her essay that earned her the Joyce Kohfeldt Determination Award from Crosby Scholars. “My mind was never set for ‘this is enough.’ Nothing was ever enough. I had a high goal and a higher power to make proud and a vow that I’d never break.”

Crosby Scholars allowed her back into the program, where she became vice president her junior year and president her senior year. “They gave me a chance to take on leadership positions to better myself and to change and re-create my life,” she says.

She encourages other young people to participate in Crosby Scholars. “They help you as a backbone,” she says. “It’s like a support system.”

At Walkertown, she became co-captain of the cheerleading team, football and wrestling manager, cross-country, indoor and outdoor track and field runner, women’s soccer player and student photographer. She was vice president of the Student Government Association for three years, the first vice-president of Walkertown High School Key Club, and Homecoming Queen.

“I learned to never give up,” she says. “It’s OK to change for yourself.”

She’s the first person in her family to go to college, and her siblings are following in her footsteps: her younger brother plans to study engineering at N.C. A&T University in the fall.

Carter is currently double majoring in mass communications with a concentration in broadcasting and Spanish. She eventually wants to publish her own magazine, “Black Legacy.”

“I want to inspire people to live their life like they want to be remembered.”

Mushaya Carter received the “Last Dollar” grant and the Joyce Kohfeldt Determination Award from Crosby Scholars.

QUICK FACTS:

• In the last 23 years, Crosby Scholars has helped more than 26,635 students prepare for higher education.
• In 2014, more than 1/3 of graduating seniors were active participants in the Crosby Scholars Program since joining in the sixth grade.
• In 2014, six Crosby Scholars graduated as valedictorians of their classes.
• In addition to the “Last Dollar” grant, Crosby Scholars offers 21 different scholarships only available to Crosby Scholar students.
Paul Fulton believes having a college education is a game-changer, and he supports Crosby Scholars because it helps students reach this goal. “Having a liberal arts education teaches you to think,” Fulton says. “It teaches you to learn; it teaches you flexibility; it teaches you how to interchange and interact with people—all of which is vitally important. It is a total game changer.” Fulton’s father was a grocer, and his mother was a school teacher, and he grew up with the expectation that he would go to college. He knows that everyone’s not that fortunate.

“She didn’t think they had an opportunity to go to college,” Fulton says, “and that’s why Crosby Scholars is so important. Just think of how much hope and expectations this program gives a lot of kids that would not have it. I don’t think there’s anything more noble to try to do in this community than give kids the idea that they can go to college.” Fulton was the President of Sara Lee Corporation when the company was the major sponsor of the Crosby National Celebrity Golf Tournament in the late 1980s and 1990s. He is a former Dean of Kenan-Flagler Business School at UNC-Chapel Hill, a former member of the University Board of Governors, and also a former member of the Board of Trustees of the University of North Carolina-Chapel Hill.

When The Crosby celebrity golf tournament was discontinued in Winston-Salem, Fulton stayed involved with Crosby Scholars, the agency that was created from part of the tournament winnings because of his commitment to education.

He appreciates how Crosby Scholars guides students through the application process and helps them find funding to afford the opportunity. “They do such a good job of lining these kids up with existing scholarships,” he says. He believes the non-profit has done a good job of being broad-based, while also moving towards addressing specific groups, such as initiatives being discussed for disadvantaged African-American males similar to Excelencia which encourages Hispanic females to graduate and pursue a college degree.

The balance is important, he says, so that students see the program as an opportunity and not a label. Fulton believes the focus of Crosby Scholars is right where it should be: “Let’s focus on getting them there.”

“It just makes an enormous difference in life. They’re better citizens, and a community with a higher degree of education has less crime, less single parents, less unwed mothers. In a lifetime, you’re going to make a million dollars more if you’ve got a college degree. It’s huge, huge difference.”

“Get a kid into college, you change his life.”
Mr. Milton Plum  
Piedmont Federal Savings Bank  
Old Salem Museum and Gardens  
Old North State Club  
Milners  
Little River Farm - Pinehurst  
Linville Resorts, Inc.  
Gallins Vending  
Fratellis  
ESPN  
Eseeola Lodge and Linville Golf  
Country Club of North Carolina  
Compare Foods  
Centenary United Methodist Church  
Casual Furniture World  
Bermuda Village Retirement Home  
Bermuda Run Country Club  
Mr. and Mrs. Sam Ogburn, Sr.  
Mr. and Mrs. Michael Murphy  
Mr. and Mrs. Jeffrey Mick  
Mr. and Mrs. Jerry Laner  
Mr. and Mrs. Bob Kluttz  
Mr. John Keiger  
Highwood Properties  
Ms. Rose Harper  
Mr. and Mrs. Louis Guttman  
Mr. and Mrs. Gary DeWitt  
Mr. Phil Currier  
Mr. and Mrs. George Clinard  
Mr. William M. Butler  
Donors  
Winston-Salem Open  
Mrs. Allison Williams  
Village Tavern  
Vernon Produce  
University of North Carolina School of the Arts  
Sewell Brothers  
Sewing World  
Sterling Audio Visual  
Sea Trail Golf Resort  
Mr. W. Randy Eaddy  
Ms. Darlie M. Dudley  
Ms. Jessica Duckworth-Beaver  
Mr. Kenneth Dickie  
Ms. Tammera L. Davis  
Ms. Joy V. Davis  
Ms. Angela T. Davis  
Ms. Gina C. Daugherty  
Ms. Jayne Danner  
Mr. Rodney L. Cooper  
Ms. Lesia Y. Collins  
Ms. Jessica N. Collins  
Mrs. Deborah R. Clark  
Ms. Shirley W. Carson  
Ms. Kathleen E. Butler  
Ms. Allison Brashear  
Mr. Bryan E. Bowman  
Mr. Arval C. Bland  
Ms. Estrellita Bernal Rodriguez  
Mr. Kevin E. Beeson  
Ms. Pamela M. Barnett  
Mr. Keen K. Bland  
Mr. Roy B. Bowman  
Mr. William G. Bechtel  
Mr. and Mrs. Ken Bechtel  
Mr. and Mrs. Mike Bechtel  
Mrs. Jean C. Plante  
Ms. Tashika O. Parks  
Ms. Edelina M. Oliphant  
Ms. Barbara J. Nicklas  
Ms. Tanya H. Neal  
Dr. Thomas A. Nakagawa  
Ms. Pamela R. Myers  
Ms. Diletta Mouzon  
Ms. Barbara A. Moses-Malone  
Ms. Carol G. Mitchell  
Mr. R. F. McMillan  
Ms. Towana McCullough  
Ms. Bridget K. McCray  
Mr. Willie P. McCoy, Jr.  
Mrs. Carolyn D. Matthews  
Ms. Doran C. Maltba  
Ms. Stephanie MacGillivray  
Mr. Richard F. Loeser, Jr.  
Ms. Melody F. Lane  
Ms. Christie D. Landrum  
Mr. Michael Kehoe  
Mr. Theodore H. Johnson  
Mr. Trent E. Jernigan  
Mr. Cornelius Holmes  
Mr. and Mrs. Jerry Laner  
Mr. and Mrs. Bob Kluttz  
Mr. John Keiger  
Mr. and Mrs. Sam Ogburn, Sr.  
Mr. and Mrs. Michael Murphy  
Mr. and Mrs. Jeffrey Mick  
Mr. and Mrs. Jerry Laner  
Mr. and Mrs. Bob kids around the country. Joyce Kohfeldt saw children who had nothing. One of her students wore plastic bags on his feet instead of shoes. “There were times when I just looked at the kid and said, ‘I don’t know what to do to help,’” Kohfeldt says. She made sure the child received free lunch and showered at school, and she provided a pair of shoes and a jacket. She knew that he, and many other children like him, lacked parental support and resources for academic success. “I looked at those kids and said, ‘What’s their future? I just think that their future was pretty bleak. I didn’t know how to turn those edges around. I didn’t have a Crosby Scholar to go to.” She moved to North Carolina where she owns IESS, Inc., a school supply store. She attended the Crosby Scholars senior dinner, and she saw firsthand the impact it had on students who had overcome all sorts of challenges — who were looking forward to furthering their education. She became a Crosby Scholars supporter. She is finishing her second term serving on the Board of Directors. In addition, Kohfeldt funds: the Crosby Scholars’ Determination Award for students who have overcome a physical, emotional challenge or a family tragedy. She wants to recognize students who have the drive to change their lives in spite of what seem to be insurmountable obstacles. “There has to be something that allows them to pull themselves up and get back in the game,” she says. Crosby Scholars surrounds students with a network of support that includes peers, counselors, teachers — and other students seeking the same goals. “Your first job is to help them see a wider possibility,” she says, and Crosby Scholars helps changing that mindset in middle school. “That’s their future. Those kids are going to be the ones who lead the way for the rest of us for a long time.” Kohfeldt says that in addition to financial assistance, Crosby Scholars provides subtle lessons that impact children’s lives. When they volunteer in the community, they learn compassion, and they see employment opportunities. When they keep track of volunteer hours, they learn responsibility. When they are interviewed for scholarships, they learn how to prepare for job interviews. “They are surrounded by people who say, ‘We believe in you. We’re going to help you, but you must make the decision for academic progress, behavioral issues, and making good choices,” Kohfeldt says.
Your Investment. Our Promise. A Campaign for our Community

In 2010, Crosby Scholars began a capital campaign under the leadership of Paul Fulton, Rich Noll and Michael Rogers: “Your Investment. Our Promise.” Crosby Scholars raised more than $5.2 million – twice its goal – due to the work of one of the largest volunteer groups for a campaign of this size and through the generosity of the community-at-large.

The program must be prepared for reaching our goal, when one of every three eligible students in grades 6-12 will be a Crosby Scholar and our enrollment will reach 10,000 students.

Today as higher education becomes increasingly competitive and expensive, students and parents in Forsyth County need the inspiration and expertise of the Crosby Scholars Program to ensure that every qualified student has the opportunity to attend college. Access to college enrollment is an important factor not only in the lives of individual youth, but also in the life of our community. The funds raised from the Campaign will ensure students from all backgrounds move from thinking about going to college, to making college enrollment a reality.

Outcomes since the beginning of the campaign

2011 Facts & Figures
- Serves 6,200 students
- Since 1993, graduated 4,555 students
- 42% of Crosby Scholars represent minority populations
- One third of Crosby Scholars are from high poverty schools
- In 2010-11 awarded $269,000 in “Last Dollar” grants to 288 scholars
- Awarded $3.35 million in “Last Dollar” grants since 1993
- Assisted students in leveraging $33 million in outside financial aid since 1993
- 404 graduates enrolled in 80 colleges and universities
- In 2010-11 students reported 57,000 hours of community service
- Program is supported by 4 full-time employees, 2 part-time and 8 seasonal advisors, who work with students one-on-one, and 250 business and community volunteers
- At the beginning of the 2011-12 school year 585 Hispanic students enrolled in the program

2015 Facts & Figures
- Serves 8,900 students
- Since 1993, graduated 6,321 students
- The number of minority students has grown 45 percent
- One third of Crosby Scholars are from high poverty schools
- In 2014-15, awarded $535,000 in “Last Dollar” grants to 470 scholars
- Awarded $4.5 million in “Last Dollar” grants since 1993
- Assisted students in leveraging $44 million in outside financial aid since 1993
- 708 graduates enrolled in 117 colleges and universities
- In 2014, students reported 92,000 hours of community service
- Program is supported by 7 full-time employees, 7 part-time and 20 seasonal advisors, who work with students one-on-one, and 250 business and community volunteers
- The Hispanic student population at the beginning of the 2015 school year increased by 53 percent. A full-time Hispanic Outreach Coordinator was hired to oversee the Excelencia Program which hosts bi-lingual sessions for Hispanic students and parents

New Funding New Programs
- Began a transition to high school program for 8th-grade students and their parents
- Formed a partnership with Forsyth Technical Community College to track first-year college students
- Added an interview and essay reading program for high school seniors
- Partnered with North Carolina State University, the YMCA and the Winston-Salem/Forsyth County School students to offer the Juntos Program
- Reinstated the RAPP Program (Reach Academic Potential Program) for students who need additional academic support
- Placed a stronger emphasis on social media for communication with both students, parents and the community
- Developed an on-line portal system for parents and students for program access
- Added 12 new scholarships, many available for multiple students
- Offered “Right Decisions, Right Now” camp for students in grades 6-9
- Expanded the Excelencia Program to students in seven middle schools

Ways to Give

There are many ways to support Crosby Scholars ranging from gifts of time that provide leadership to students to monetary donations that fund the numerous program and scholarship opportunities that Crosby Scholars offers. The program needs community members to volunteer as Senior Advisors, Grade Advisors, essay readers and as members of the Scholarship Committee. Financial support includes monetary donations by mail or online, sponsoring a team in the Crosby Scholars Invitational, gifts of stock or planned giving, memorials or named scholarships.

For more information on how to support Crosby Scholars, contact Becky Perkinson at 336-725-5371 or bperkinson@crosbyscholars.org

2014 Revenue

- Campaign Receipts* $506,714
- Historical Grants 343,833
- Goodwill of NWWC Contributions 107,674
- Golf Tournament Net Revenue 225,000
- Other Individual & Corporate Contributions 176,248
- Other Income 69,936
- Crosby Endowment Income 62,959
- United Way Contribution 45,408

2014 Expenses

- Last Dollar Grant Scholarships* $558,666
- Program, Fundraising and Other $180,055
- Compensation and Benefits 352,571
- General and Administrative 278,047

*Your Investment. Our Promise. campaign pledges to be paid over a five year period.
In the early 1980’s Kathryn Crosby began looking for a new venue for the Crosby National Celebrity Golf Tournament, which had a 60-year history and was the longest running charity golf tournament in the nation. She remembers that Frank J. Schilagi, Dean of the Wake Forest University School of Business, invited her to North Carolina and Bermuda Run. In 1986, the famous tournament left California and found a new home in the Winston-Salem community while a new program was founded in Forsyth County — the Crosby Scholars Community Partnership. The proceeds from the popular tournament were given to charities of the players’ choice, and undesignated funds went to the Crosby Scholars Program through an endowment housed at The Winston-Salem Foundation.

At first the Program offered scholarships as incentives for students in the two high schools with the lowest SAT scores to stay in school and remain drug-free. Over the years, the program expanded to all middle and high public schools in Forsyth County. Paul Fulton, the former President of Sara Lee Corporation, the major sponsor of the now North Carolina tournament, credits Mona Lovett, President and CEO of the Crosby Scholars Community Partnership, with expanding that vision and for creating a comprehensive approach to educational success.

Today, Crosby Scholar students still make the drug-free commitment – and also a commitment to community service and strong academics. In addition to funding scholarships, the program provides college preparation workshops, including academic skills training, community service learning, career awareness, conflict resolution and financial aid planning for both students and their parents. The Crosby Scholars Program serves more than 8,900 students and since 1992 has awarded students more than $4.5 million in “Last Dollar” grants to help meet unmet financial needs.

After a successful 16 year run and $18 million dollars being raised for local and national charities, organizers decided the week-long tournament and its expenses had grown too large, Kathryn says. In 2002, Sara Lee presented a check for $100,000 to the Crosby Scholars Community Partnership, a gift which represented the final payment from the Crosby National Celebrity Golf Tournament.

In 2004, Fulton and other former Sara Lee executives decided to reinvent the tournament as the one-day Crosby Scholars Invitational. All proceeds for this event, now in its 11th year, support the programs and scholarships of this successful program.

Kathryn continues to travel east for the Crosby Scholars Invitational each year and is often accompanied by her daughter, Mary. “We are so grateful for everything this program has done. I love the place, I love the people, and they’ve been so kind to me,” says Kathryn. “This program provides not only for a college education but a plan for a lifetime and that makes me very happy.”