



We are



Crosby Scholars

For college. For life.

2020 COMMUNITY REPORT





We are
Impactful

Dear Friends,

When we began planning this community report, none of us could have predicted our lives would have changed so abruptly. Just a few weeks ago, we were hosting pizza parties, planning our Senior Gala, and scheduling college tours. Today, it doesn't look like those activities will happen for our students in the same way as they have in the past. Schools are closed for the year, and we are adjusting. On the day of that announcement, 200 rising senior Crosby Scholars joined a webinar to ask us questions about preparing for college admissions, attending virtual college tours, and applying for scholarships. While they are anxious, they are optimistic. They want help in planning for the future. They want guidance, advice, structure, and normalcy. They are our today and our tomorrow.

For many of our rising seniors, Crosby Scholars has been a way of life since sixth grade. We are a trusted source to help them in a time of uncertainty. The numbers reflect our impact.

Last year, we:

- Served 11,000 students
- Graduated 1,014 seniors who enrolled in 141 colleges and universities
- Hosted more than 6,000 one-on-one advising meetings with senior Crosby Scholars
- Helped students secure more than \$7.5 million in financial assistance
- Awarded more than \$900,000 in Last Dollar Grants and scholarships
- Supported our students while they performed more than 100,000 hours of community service
- Increased our footprint in serving high need students – 30% of our students attend Title I schools

Our students' stories also demonstrate our impact. I'm fortunate to have a front-row seat to our students' success despite a wide array of challenges they may face. Our students are determined, and they are resilient. While we are experiencing a new normal today, our Crosby Scholars will utilize their skills, education, and commitment to their community to bring us a better tomorrow.

On behalf of our board, our staff and our students, thank you for your support. You are a vital part of why "We are...". Your time, talent, treasure, enthusiasm, and energy propel Crosby Scholars forward each day.

With warm regards,

Mona W. Lovett

PRESIDENT & CEO

Crosby Scholars Community Partnership

We are *Committed*

Dear Friends of Crosby Scholars,

At its core, Crosby Scholars Community Partnership is an award-winning college access program. However, we provide our students, their families, and the community so much more than preparing for college. As our name indicates, Crosby Scholars is a Community Partnership. We take that connection with our public schools seriously and with great pride as we serve more than 11,000 middle and high school students. Despite challenges presented by COVID-19, our work and our collaboration continue. Staff, board, and volunteers understand that these challenges are especially difficult for first-generation families and Title I Schools. Our work for them and many others must not pause.

Although we were already providing a virtual connection to our programs before COVID-19, we have quickly expanded our online offerings to adapt to our current environment and better support our school system, our students, and their families. We are promoting the school system's E-Learning Platform and assisting with its mechanics as requested by the superintendent of the Winston-Salem/Forsyth County Schools. We are delivering the same high-quality programming as always to our students – including essay writing, scholarships, financial aid, educational webinars, and even community service – all online.

Crosby Scholars remains committed to ensuring that each student in Winston-Salem/Forsyth County public schools sees a path to college or other post-secondary education and has an opportunity to enroll. We remain committed to helping graduating seniors leverage the maximum amount of financial aid by ensuring that they complete the FAFSA and by urging them to apply for all Crosby Scholars scholarships for which they are eligible. For students who have unmet financial needs, we offer Last Dollar Grants of up to \$1,200 per year for up to four years. We also provide financial literacy training.

In recent years, we have added focused resources for specific populations that are typically underrepresented in college, especially African American males and Hispanic/Latina and African American females. We continue to develop strategies to meet the needs of our students that reflect unique challenges they may face. Career exploration is part of our student programming, and we have an advisor at Forsyth Technical Community College to assist Crosby Scholars with transitions there.

We are grateful for your continued support of Crosby Scholars. Your support ensures our students are prepared for college because we know a college degree or credential is life-changing and is part of a holistic strategy to reduce poverty in our community.

When you support Crosby Scholars, you invest in our future.



Sincerely,

A handwritten signature in black ink, appearing to read "Jason M. Wenker". The signature is fluid and cursive.

Jason M. Wenker

CHAIRMAN

Crosby Scholars Community Partnership



We are Caring

"The organization serves to point youth in a productive direction during the very moldable years of middle and high school. Crosby helped me realize my passion for service." – Cy Fogleman

FAMILY STORY: JOSIAH FOGLEMAN

When Josiah Fogleman was born at 27 weeks, weighing just 3.2 pounds, his 6th grade brother, Cy, and 3rd grade sister, Madelyn, visited him almost daily in the Neonatal Intensive Care Unit (NICU) at Novant Health Winston-Salem.

Cy noticed families who lacked what they needed for their babies and decided to help. Cy and his sister Madelyn put Josiah in his wagon and took him door to door, asking for donations. Cy's Project Brotherly Love has helped more than 3,000 premature babies so far.

Cy received the Last Dollar Grant all four years of college at Wake Forest University.

"It lessens the burden of an expensive college experience and allows the student to concentrate on their studies and not on how they will pay for college," his mother Dawn said.

Josiah is now a 6th grade Crosby Scholar, and Cy lives in Carrboro with his wife, who attends UNC school of medicine. Cy is working at Blue Cross Blue Shield while he applies to medical school, and he has handed over Project Brotherly Love to Josiah.

On Josiah's birthday in 2020, the Foglemans delivered 40 gift bags to the NICU and met a family leaving with their daughter that day.

"We have a lot of empathy for them," Josiah said.

Dawn said that without the community service aspect of Crosby Scholars, Project Brotherly Love may have never been created, adding that, "Being a part of community service has encouraged Cy and Madelyn both to pursue service careers that will give back to the community, one in medicine and one in law."

We are Visionary

"This program teaches you that things are possible." – Endia Beal

Internationally known photographer Endia Beal's new book, "Performance Review," merges fine arts with social injustice and reveals the often overlooked and unappreciated experiences unique to people of color.

"My artistic practice is motivated by the people who have never seen themselves in art and are unaware of the power of art and social change," Beal, 35, said. "I was a part of this collective."

She earned a dual B.A. in art history and studio art from UNC Chapel Hill. She studied abroad in Florence, Italy at the Studio Art Center International, obtained an MFA from Yale University and is a 2019 Fellow of the Center for Curatorial Leadership. Endia completed a residency at Harvard Art Museums, where Martha Tedeschi served as her mentor. In 2017, Beal was named to the

Times list of "12 African American Photographers You Should Follow Right Now."

Beal serves on the board for Reynolda House Museum of American Art, the Public Art Committee for Piedmont Triad International Airport, and the Public Art Committee for the City of Winston-Salem.

Beal and her two sisters were high-achieving students. They participated in Crosby Scholars, were leaders in their school, and received scholarship funds for college, allowing them to graduate debt-free. All siblings currently enjoy successful careers.

"As a student, I aspired to have the same level of dedication and passion as the leaders of Crosby Scholars," she said. "This program teaches you that things are possible. It takes dedication and hard work, and instilling that at a young age only helps a student excel."



We are Resilient

"Growing up here helped me realize my dreams, and I intend to pursue this dream to give back to America the gift it has given me." – Sophia Lee

COLLEGE STUDENT: SOPHIA LEE

"I was a small child and unaware that my father sold eggs for two cents each and sold his wedding ring just to afford my formula and diapers."

That's what Sophia Lee wrote in her college essay. She was seven years old when she moved from the Philippines to the United States.

Her parents were determined to move to the United States so that their daughter would have more opportunities. Both her parents were physical therapists in the Philippines, and their example led Sophia to plan to study medicine.

"My parents had gone to the United States Embassy numerous times, waiting many hours each time, in an attempt to get passage to the United States," Sophia wrote in her college essay. "I really admire my parents for being so persistent and never giving up, no

matter how many times the embassy said, 'No.' They're the reason I want to succeed."

Sophia received a Joyce Kohfeldt Determination Award in 2018 and also received the Last Dollar Grant.

"I'm really glad that's there," she said. "It pays a portion of my tuition. It's one of the key scholarships."

A sophomore at UNC Chapel Hill, Sophia has complemented her interest in neurology with a minor in neuroscience.

"The freedom to be whoever you want to be in America is a gift and privilege that I cherish," she wrote in her college essay. "I realize that I have a passion for science, specifically medicine. Growing up here helped me realize my dreams, and I intend to pursue this dream to give back to America the gift it has given me."

We are *Generous*

"When you support Crosby Scholars, you're supporting young kids who are the future of this country." – John Googe



Golfers get ready: John Googe's Southeastern Pension Company team will defend its claim to the 2019 Paul Fulton Cup at the 15th annual Crosby Invitational golf tournament. The golf tournament is the primary fundraiser for Crosby Scholars and raised \$357,000 last year.

"I was the cheerleader of the golf team," Googe, 94, joked.

Googe has been a long-time Crosby Scholars supporter. In fact, his building housed Crosby Scholars before it moved to Goodwill of Northwest North Carolina. Googe's parents and members of Centenary United Methodist Church founded Winston-Salem Goodwill Industries in 1926. When Crosby Scholars was created, Googe lived in Columbus, Ohio, and volunteered with "I Know I Can," a college access program that Crosby Scholars used as its model. He appreciates Crosby Scholars' approach.

"They're taking kids when they're in middle school, and they're beginning to train their mind to do certain things to achieve," Googe said.

In 2019, Googe received the Lifetime Achievement in Philanthropy award from the North Carolina Triad Chapter of the Association of Fundraising Professionals. At his Alma Mater, Guilford College, he established the Googe Family Scholarship, which is awarded to students with financial need with preference given to Crosby Scholars.

For this self-made businessman who started his own insurance company and who advances his community through his actions and resources, supporting Crosby Scholars makes sense.

"I think their future is tied up and related directly to a college education," Googe said. "When you support Crosby Scholars, you're supporting young kids who are the future of this country."

We are Focused



Middle schoolers learning about college in Crosby Club at Title I schools

AAMPED: African American Males Pursuing Educational Dreams



The SHE Project: Latina and African American girls studying STEM



Crosby Scholars

For college. For life.



Crosby Bigs for Success in partnership with Big Brothers Big Sisters and the YWCA Best Choice Center.



In 2019, the National College Access Network awarded Crosby Scholars the **College Access Organization Award of Excellence**. It said, “The award recognizes the work of an outstanding college access/success program that fulfills NCAN’s mission of building, strengthening, and empowering communities committed to college access and success.”

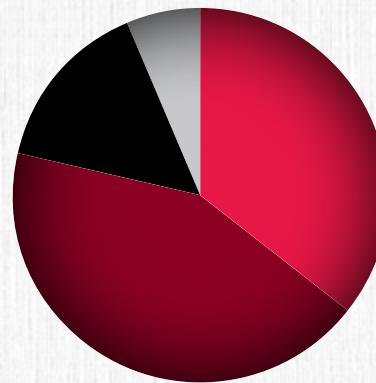
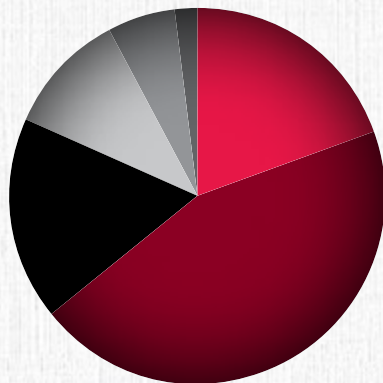
Beginning in 6th grade, Crosby Scholars prepares students academically, personally, and financially for postsecondary education best-suited to each student’s goals, aptitudes, and needs. We reinforce accountability as students sign a partnership agreement, and commit to remain drug-free, make school a priority, and complete program requirements.

Crosby Scholars was named a national **2019 Example of Excelencia Finalist** by Excelencia in Education. The Crosby Scholars Excelencia Program encourages Hispanic girls and their families to begin thinking about college and future careers. Our Hispanic Outreach Coordinator, Miriam Hernandez, is bi-lingual, bi-cultural, and understands the challenges these students face. She meets with students/families individually if they need a Spanish speaker. With her focused programming, the number of Latino Crosby Scholars increased 443% - from 377 in 2011 to 2,049 in 2017-2018.



We are Recognized

2019⁽¹⁾ FINANCIAL DATA



REVENUE

Foundation Grants	\$412,340	■
Goodwill of NWNC ⁽²⁾	\$950,000	■
Crosby Scholars Invitational	\$368,225	■
Individual & Corporate Contributions	\$223,306	■
Crosby Endowment Income	\$125,157	■
United Way Contribution	\$39,298	■

EXPENSES

Last Dollar Grants & Scholarships	\$987,056	■
Programming	\$1,183,832	■
General & Administrative	\$412,041	■
Fundraising	\$170,802	■

	2015	2016	2017	2018	2019
Last Dollar Scholarships	\$555,475	\$627,180	\$669,737	\$773,890	\$829,766
Awards & Scholarships	\$74,628	\$90,520	\$89,720	\$108,490	\$157,290
Staff Members	15	18	21	24	26
Students Served	8,900	9,700	10,689	11,600	11,000
Seniors Graduated	742	823	936	1,073	1,014
Senior Advisors ⁽³⁾	21	36	41	33	25

Notes: (1) Financial information is audited for the fiscal year ended June 30, 2019.

(2) Financial contribution from Goodwill of NWNC is per the 2012 affiliation agreement with Crosby Scholars Community Partnership.

(3) Part-time staff that advise seniors and provide guidance through the admissions process; in 2018, the Program added full-time Near Peer Advisors reducing the number of part-time Senior Advisors needed.



“I kind of saw myself in him, and if he can do it, and he’s here to lead me, then I can do it, too.”

—**Mike Garcia** is a first-generation Early College of Forsyth student. He will graduate in May 2020 with his Associates in Arts degree. He has been accepted into UNC Chapel Hill’s Business Direct program and awarded the Carolina Covenant scholarship. He met with Blaine Pugh, Crosby Scholars Near Peer Advisor at Forsyth Tech.



“I was equipped. Everything was there with my abilities. I had no role model to follow, so I did not know the college admissions process. The missing link, as a sophomore I needed someone throughout high school to literally hold my hand, to direct me with logistics. I just needed the best direction and a plan B and plan C.”

—**Dalia Antunez** is a first-generation college graduate who is pursuing her master’s degree in social work through a joint program of UNC Greensboro and N.C A&T State University.



“Financially, the Last Dollar Grant has been a big help to me. They helped me reduce the loans I’d have to pay back. I think the most important thing here are the people. They make you feel welcome. Crosby Scholars, it makes you want to have questions to ask.”

—**Taeshawn Spence** graduated in 2018 from N.C. A&T State University with a degree in architectural engineering with honors and cum laude status. He works with Henderson Engineers in Kansas City.

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“Probably the most significant help was the actual financial packages, Last Dollar Grants and Michael Nachman Scholarship. I had absolutely no money whatsoever. I would not have gone to college without that.”

—**Marley Priest** is an Early College graduate and a junior at Appalachian State University. She is majoring in Interdisciplinary Studies in Multimedia Production Design. She received the Michael Nachman Scholarship for having the highest GPA in Crosby Scholars' senior class after the fall semester.

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Goodwill Industries of Northwest North Carolina
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.

Thank you to our community partners for their continued support of Crosby Scholars Community Partnership.

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We are
Grateful



In Memoriam:
 Elizabeth "BJ" McConnell

"It's important to teach students resiliency," she says because "resiliency is the reason we all pick ourselves back up."



CROSBY SCHOLARS NAMED SCHOLARSHIPS

Friends of the Crosby Scholars Community Partnership have made generous contributions that enable us to award the following scholarships based on specific criteria to help graduating seniors access their college dreams. To establish a named scholarship, please contact Angie Murphrey, our Director of Development at amurphrey@crobscholars.org.



HOW TO GIVE







The James L. Einstein College Scholarship (awarded by the Winston-Salem Foundation)
 Wake Forest University / Crosby Scholars Scholarship
 Joyce Kohfeldt Determination Award
 Friends of Bernardine Rea Scholarship
 Mommie J Scholarship
 Mona W. Lovett Community Volunteer Excellence Award
 Mona W. Lovett Excellence in Volunteer Leadership Award
 Mona W. Lovett Outstanding Commitment to Service Award
 Mona W. Lovett Service and Relationships Award
 Mona W. Lovett Outstanding Commitment to the Crosby Scholars Program Award

Kenneth Simington Scholarship Fund
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