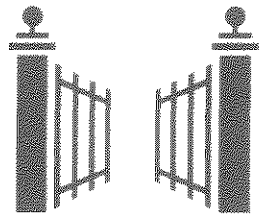


+ Open a World of Opportunity



**COLLEGE
POSSIBLE™**

2014-2015 Appropriation Impact Report

+ COLLEGE POSSIBLE AND THE STATE OF MINNESOTA

College Possible is a Minnesota nonprofit making college admission and success possible for low-income students through an intensive curriculum of coaching and support. In 2014, College Possible received a \$750,000 appropriation from the State of Minnesota to add 150 high school juniors to its program and support them through college graduation. This report describes College Possible's impact as a result of your support.

+ COMMUNITY NEED

Only 8% of low-income students earn a college degree by age 24, compared to 73% of their upper-income peers¹. And yet a college degree is the surest pathway out of poverty. **College graduates earn \$1 million more over a lifetime** than high school graduates and they're more likely to vote, wear seat belts, refrain from smoking, stay out of jail and engage in healthy, productive behavior².

+ PROVEN RESULTS

College Possible has demonstrated success in closing the opportunity gap for low-income students: **98% of our students earn admission to college**, and they go on to graduate at the same rate as students from all income levels nationwide. Overall our students are 10x more likely to earn a college degree than their low-income peers nationwide. When a student joins our program we make an 8-year commitment to serve them through college graduation.

+ ECONOMIC BENEFITS

By 2020, 74% of jobs in Minnesota will require postsecondary education³, and the only growing populations are those who have been least likely to earn degrees: low-income students and students of color.

+ RIGOROUS EVALUATION

We're the only college access organization in the nation to confirm our results with a randomized controlled trial, the gold standard of evaluation. Conducted by Harvard in 2013, the evaluation showed that **College Possible more than doubles a student's chances of enrolling in college and has a significant positive impact on four-year college enrollment rates**. A social return on investment analysis found an investment in a College Possible student yields a **333% return to society**⁴.

+ ABILITY TO SCALE

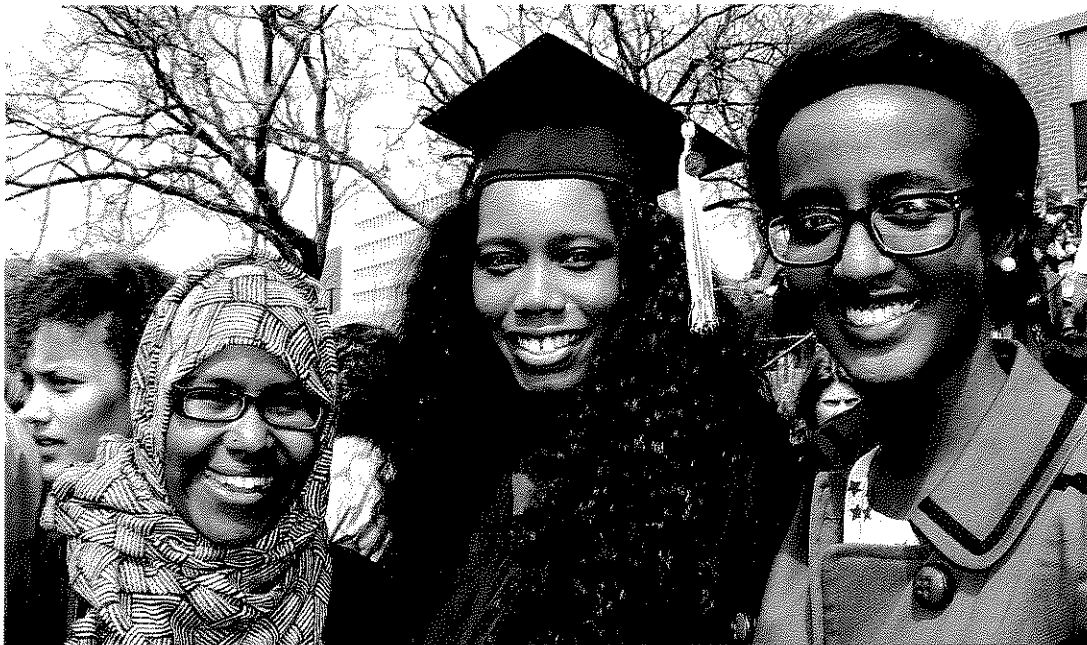
We've grown more than 250-fold since our founding in 2000, replicating our program across the country while maintaining the same strong results. There are still 20 Minnesota high schools on our waiting list eager for College Possible to expand to serve more students. Our program is highly scalable because it's cost-effective: **College Possible is just 1/7th the cost of similar government-funded programs**.

Sources:

1. Postsecondary Education Opportunity, 2013
2. The College Payoff, 2011; U.S. Census, 2012; Bureau of Labor Statistics, 2013
3. Georgetown University Center on Education and the Workforce, 2013
4. Social Return on Investment; Peter Heegaard, 2011

IMPACT IN 2014-2015

- + **72** College Possible high school and college coaches
- + **194** Additional students served at current partner high schools
- + **11,050** high school and college students served
- + **3** New partner high schools in 2014-15
- + **23** High school partners
- + **14,880** Hours of community service performed by students
- + **30** Communities/organizations benefitting from students' service



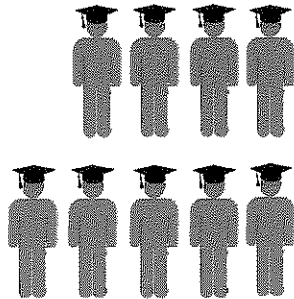
Talya celebrates her graduation from Augsburg College with her College Possible coaches, Muna and Yasmin.

+ Open a World of Opportunity

LOOKING AHEAD

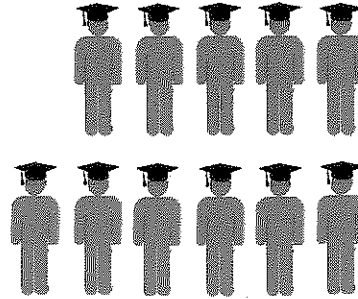
In 2014-15 College Possible has grown to serve more than 11,000 students annually by building more partnerships with high schools and colleges.

**9,600
students**



2013-14

**11,050
students**



2014-15

+ **Reaching more high school students**

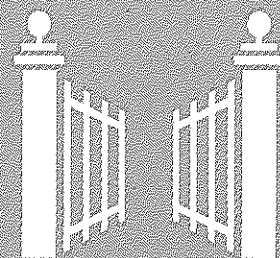
College Possible is working with three new partners this year: North Community High School in Minneapolis, Roseville Area High School and Burnsville High School. Programming also expanded at Ubah Medical Academy, Roosevelt High School and Champlin Park High School.

+ **Providing more campus-based support**

For the first time ever College Possible students attending Saint Paul College, College of Saint Benedict & Saint John's University, St. Cloud State University and Minnesota State University, Mankato will have in-person support from campus-based College Possible coaches. Campus-based coaching has increased the persistence and graduation of College Possible students more than 20 percent on our current partner campuses.

THE GATE

TRI-ANNUAL NEWSLETTER OF COLLEGE POSSIBLE
VOLUME 15 • WINTER 2015 • **OPEN A WORLD OF OPPORTUNITY**

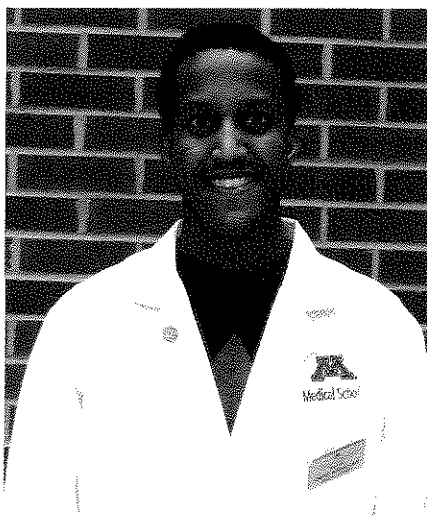


Home away from home for College Possible students

Since 2002 the College of St. Benedict & St. John's University (CSB/SJU) has become a second home for 146 College Possible students. Hundreds more have visited over the years, developing a connection to the campus.

This fall, CSB/SJU deepened their relationship with College Possible, welcoming a campus-based coach serving 66 College Possible students enrolled at the schools. The partnership will strengthen retention of College Possible students and help CSB/SJU recruit more talented applicants.

"It has been a phenomenal asset to the CSB/SJU campus community and our recruitment efforts to have a campus-based College Possible coach this year," said Jillian Hiscock, Assistant Director



of Admission. "It shows our prospective students that we have a strong commitment to their success once they are on campus."

College was a transformative time for Omar Abdullahi, a student at the University of Minnesota Medical School and an alum of St. John's University and College Possible.

"I believe the education that I received at CSB/SJU has shaped both my career choice and how I see the world today."

"My education challenged me to think critically and provided me the platform to grow as a person."

- Omar Abdullahi, College Possible and St. John's University alum

Department of Education invests in College Possible

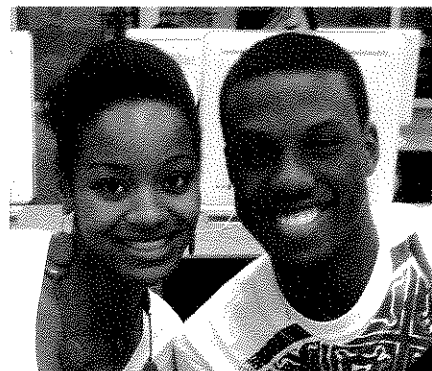
College Possible has received its largest grant ever, which will allow us to multiply our impact in the coming years!

The US Department of Education is awarding College Possible a \$3 million grant from its "Investing in Innovation" (i3) competition, which is aimed at developing innovative approaches to improving student achievement.

The five-year i3 grant will support programming in Twin Cities high schools

and nationally, and evaluate the impact of College Possible coaching on students' motivation, persistence and resilience.

"These programs are changing the landscape of education in this country by supporting innovative ideas and scaling up what works," said Secretary of Education Arne Duncan. "This round of i3 grantees is poised to have real impact in areas of critical need."



i3 will support programming in 19 partner high schools nationally.

TWIN CITIES LEADERSHIP

Sara Dziuk
Executive Director

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College Possible Alumna '13

Priscilla Weah
College Possible Alumna '13

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Chief Executive Officer
and Founder

Laura Liu
Chief Operating Officer

Cassie Cramer
Chief Advancement Officer

Traci Kirtley
Chief Program Officer

† From the Desk of Executive Director

Sara Dziuk

College Possible is making a New Year's resolution to turn hope into real impact. With your support, we ended 2014 poised to make it possible.

In 2014, we launched our 15th program year, serving more than 10,000 students. We received a state appropriation that supported College Possible's expansion to Burnsville High School, North Community High School and Roseville Area High School. We also expanded our college program statewide, placing campus-based coaches at College of St. Benedict & St. John's University, Minnesota State University, Mankato, St. Cloud State University and Saint Paul College. College Possible was honored with the inaugural Eureka! Award from Minneapolis/St. Paul Business Journal in the nonprofit category. And we received two invitations to the White House!

We're kicking off 2015 by launching the Opportunity Guides Network (see below to learn more!). This is one way we're building a continuum of support for our students that carries them from



college graduation to an enriching career. We will soon launch the Student Alumni Council, a group for College Possible college graduates to provide support current college students and their peers as they transition from college to career. This group will be chaired by Maya and Priscilla, the College Possible alumnae serving on the College Possible Twin Cities Board. I'm thrilled to see what your incredible support helps us accomplish in 2015!

Sara Dziuk

Supporting students college-to-career

Do you remember searching for internships in college, or the stresses that came along with your first job interview? These are some of the pressures that College Possible college students face as they get closer to graduation day. That's where the Opportunity Guides Network comes in.

The Network is a brand new volunteer initiative to help College Possible college students prepare for their careers. This short-term, flexible mentoring program could include working one-on-one with a student to polish their resume, running through practice questions before an interview, supporting them through an internship and job shadowing, or meeting to talk through a cover letter — it's up to you!



Volunteers will support college students as they prepare for their future careers.

The Opportunity Guides Network will match its first volunteers with students in February based on shared skills, passions or expertise. If you would like to join the network visit CollegePossible.org/OpportunityGuides.

The Browenders give the gift of opportunity

For Steve “Wolfie” Browender, going to college meant opportunity – the opportunity to pursue four different careers over the past 30 years, each utilizing his Communication Arts degree. When he learned about an organization then called Admission Possible serving students at his daughters’ St. Paul high school, Steve and his wife, Sue were impressed with its results and chose to become donors.

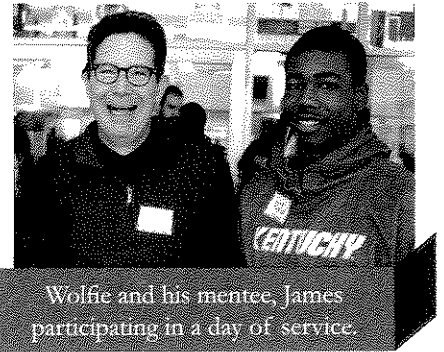
Sue, Steve and their daughters Carolyn and Amy.



Later Wolfie became a mentor to James, a College Possible high school student. Over the course of James’ senior year, Wolfie provided guidance and encouragement as he applied to college, and saw his hard work rewarded with an acceptance letter.

“My experiences with College Possible have allowed me to see for myself and make a contribution in support of the great work the program does,” Wolfie says. “My experiences have also strengthened my belief that it is critical to make college accessible to all who want to attend.”

In 2013, the Browenders deepened their support when their daughter Amy began her first term of AmeriCorps service as a College Possible coach. This fall she returned for her second year of service at College Possible. In her role, Amy guides 40 students at Patrick



Wolfie and his mentee, James participating in a day of service.

Henry High School through the process of applying to college and securing the financial aid and scholarships they need to enroll.

“It’s been invaluable to learn from Amy about the enormous efforts the coaches make to help their students,” Wolfie says. “College Possible seems to have eliminated the achievement gap between low-income students and their wealthier counterparts.”

Ellen’s legacy: 17 years in service of philanthropy

Ellen Luger’s passion, excitement and dedication to education equity is evident in the impact she’s had in Minnesota and across the globe in her 17 years at the General Mills Foundation. Ellen retired this month from her role as the Foundation’s vice president of global philanthropy and volunteerism.

Under Ellen’s leadership, the General Mills Foundation made one of the first gifts that helped launch College Possible in 2000. We are so grateful she shared in our vision to make college possible for low-income students.

Ellen’s work has made a difference for countless students in Minnesota and we know she will continue to change lives. Ellen, you are such an important part of College Possible’s history and success. Thank you!



Under Ellen’s leadership, General Mills invested in College Possible.

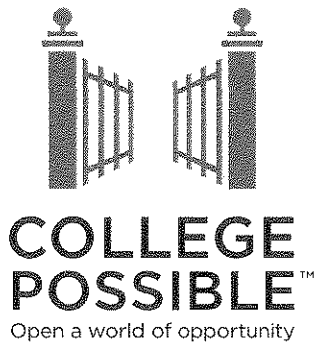
General Mills’ Impact

General Mills and its foundation have supported College Possible since 2000 through their leadership, philanthropy and volunteerism.

- + \$725,000 in grants since 2000
- + Pro bono training and professional development for College Possible staff
- + Stephanie Lilak, General Mills Vice President of Human Resources serves as College Possible Twin Cities Board Chair

College Possible is supported by AmeriCorps, AmeriCorps VISTA and Greater Twin Cities United Way.





COLLEGE POSSIBLE

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U.S. POSTAGE PAID
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PERMIT NO. 1036

College Possible is a nonprofit organization making college admission and success possible for low-income students through an intensive curriculum of coaching and support. Our services include:

- ✦ academic support through ACT/ SAT test preparation
- ✦ college application assistance
- ✦ financial aid consulting
- ✦ guidance in the college transition
- ✦ support toward college degree completion

Walid the future pharmacist is possible thanks to your support!



With your support of College Possible, Walid's future is filled with hope. He has already earned admission to three colleges, with more acceptance letters coming soon. And Walid has even more good news to share – he was among only 100 students in the country chosen to receive the National Horatio Alger Scholarship!

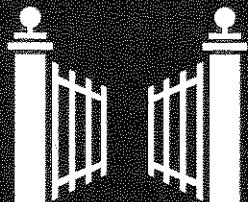
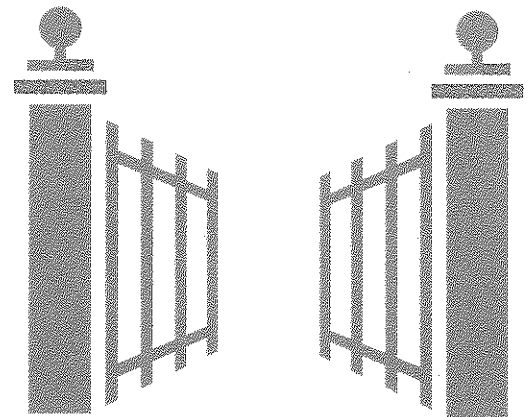
Introducing: Student Alumni Council

We are excited to announce our first ever Student Alumni Council! The council will serve the 1,200 College Possible alumni who have graduated from college and connect them with current College Possible college students. This group will find ways to support their success after college through mentoring, professional development and networking.

The council is chaired by Maya Vue and Priscilla Weah, College Possible alumnae who also serve on the College Possible Twin Cities Board.



Open a
world...



COLLEGE
POSSIBLE™

CREATING MORE GRADUATES

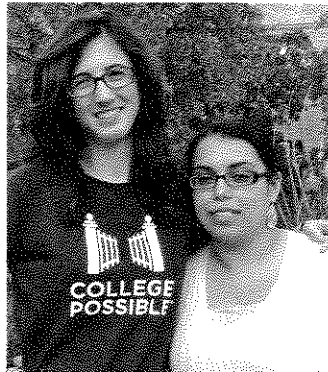


HIGH SCHOOL STUDENTS

Our coaches guide high school students through all aspects of preparing for and applying to college.

"After three more practice exams Maidawn has increased her ACT score 56 percent! It's amazing to see her growth in just a few months."

– Houa, College Possible coach

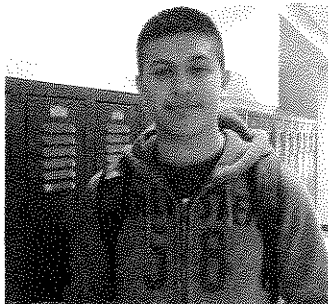


COLLEGE STUDENTS

College Possible coaches are with students through the transition to college and support them all the way to college graduation.

"My coaches helped me build the confidence to figure out things by myself. They were so easy to talk to, I learned to ask questions and look for answers."

– Daesy, College Possible alumna



COLLEGE PREP TALKS

College Possible service members introduce younger students to the possibilities of college and provide them with steps to prepare.

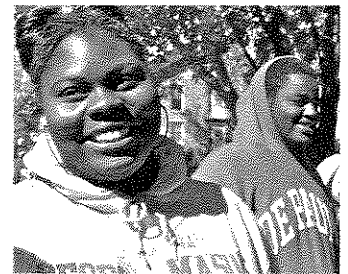
"I've learned that where you're from or what your parents do doesn't define what you're going to be in life."

– Salvador, College Possible student

RECRUITING FOR CHANGE

College Possible introduces promising, low-income students to colleges throughout the country and partners with campuses to create more college graduates. In addition to the flagship institutions in each College Possible community, our students have enrolled in Brown University, Grinnell College, Johns Hopkins University and Northwestern University, among many others.

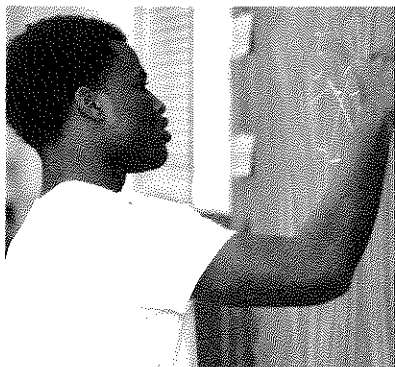
College Possible's "Collaborate" and "Bridge" partners have taken extra steps to commit to our mission, working closely with College Possible to recruit and retain our students.



COLLEGE POSSIBLE CONNECTS: 2014-15 Collaborate and Bridge Partners

- | | | |
|-------------------------------|----------------------------|------------------------------|
| + Alverno College | + Lawrence University | + St. Cloud State University |
| + Augsburg College | + Minnesota State | + St. Catherine University |
| + Century College | University, Mankato | + Saint Paul College |
| + College of Saint Benedict & | + University of Minnesota, | |
| St. John's University | Twin Cities | |

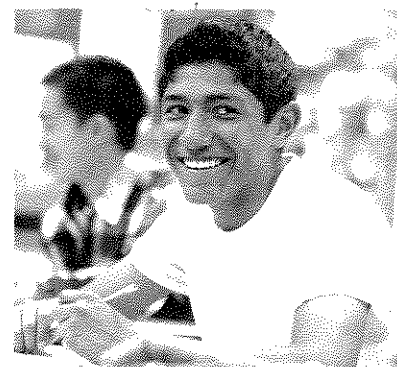
EARNING STRONG RESULTS



PROVEN IMPACT

A recent Harvard evaluation confirmed that College Possible significantly improves low-income students' chances of enrolling in college.

College Possible is the first college success organization to earn positive results in a randomized controlled trial, the gold standard of evaluation.



+19,000 Students Served

across the country in 2014-15

3,430 high school students
at **53** partner high schools

5,250 college students on more
than **300** college campuses

+ **20%**

average ACT
score increase

+ **98%**

earned admission
to college

+ **\$6,450,000**

earned in
scholarships

8,550 students served in
College Prep Talks

1,600 students served
through Virtual Advising

SIX YEAR GRADUATION RATE

National student average **56%**

College Possible students **55%**

11%

Low-income student average

Once in college, College Possible students are **five times more likely** to graduate than their low-income peers.

1999

Young people give a year, low-income students gain a mentor, America benefits from more college graduates.

JIM MCCORKELL
had an idea

2001

ADMISSION POSSIBLE
FORMED IN
ST. PAUL, MN

35 students
+ **1** city

2005

"ADMISSION POSSIBLE aims to give poor teenagers the kind of edge wealthy students routinely enjoy."

From THE NEW
YORK TIMES

2008

"[COLLEGE POSSIBLE] helps promising young people from low-income families attend college. The vast majority stay in college and earn their degrees."

PROGRAM
LAUNCHED IN
MILWAUKEE, WI

From PRESIDENT
BARACK OBAMA

BUILDING A COMMUNITY

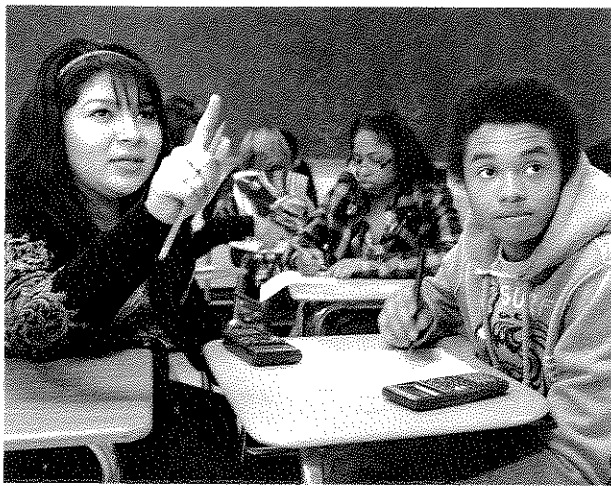
POWER OF SERVICE

College Possible's Service Corps is made up of over 160 AmeriCorps members and AmeriCorps VISTAs who dedicate a year of their lives to creating more college graduates.



+ "I owe my students a lot. They have taught me as much about perseverance as I've taught them about prepping for college."

— Sophie, College Possible coach



PHILANTHROPIC PARTNERS

College Possible is grateful for the support of its donors. More than 80 percent of annual contributions to College Possible come from private funders.

+ "College Possible is one of those rare, great ideas with huge potential, not only to help kids get into and graduate from college, but also to change the discussion about what it takes to make college more accessible to everyone."

— Thomas Ranese, Global Director, Google Brand Studio

GIVE, SERVE and SPEAK UP

CollegePossible.org



Facebook.com/CollegePossible



@CollPossible

2011

PROGRAM
LAUNCHED IN
OMAHA, NE

Admission Possible
becomes
COLLEGE POSSIBLE

2012

PROGRAM
LAUNCHED IN
PORTLAND, OR

2013

IMPACT
CONFIRMED
Harvard University
study

"COLLEGE POSSIBLE has
positioned these students for
future success"
— Dr. Chris Avery, Harvard

2014

INVITATION:
White House Summit

PROGRAM
LAUNCHED IN
PHILADELPHIA, PA

19,000 students
+ 5 cities

College Possible
begins VIRTUAL
ADVISING program

WHEN COLLEGE IS POSSIBLE...

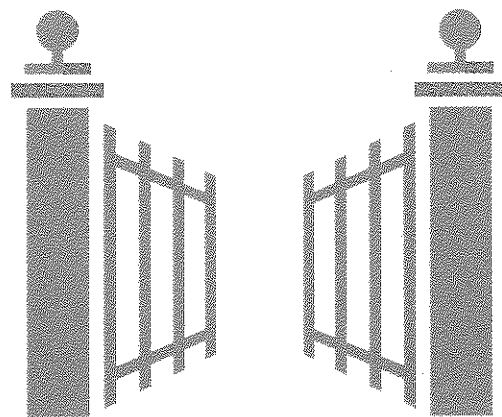
College Possible's mission is to help capable, low-income students become college graduates.

We earn the best results in the country by bringing together hard-working students and dedicated AmeriCorps coaches. With your help, we can close the degree divide, build a competitive workforce and interrupt the cycle of poverty.

That's what happens when college is possible.



...of
opportunity



COLLEGE POSSIBLE
2014-15 PROGRAM PROFILE