



Introduction to Scholarship America

Our Impact

As a mission-driven 501(c)(3), we create access to education for *everyone* with a dream to advance their knowledge and skills. This means bringing financial support to all students, no matter their age, geography, or need.

Since 1958:

\$5.7 billion distributed to 3.2+ million students

In 2024:

\$315 million to 111,000+ students

1,350+ unique scholarships

20K+ first-generation college students supported



A Trusted Partner

Scholarship America maintains a 96% sponsor retention rate, administering custom programs on behalf of 250+ of today’s Fortune 500 companies, nonprofits, small businesses, and individual donors.

We are a highly rated nonprofit and part of the country’s most trusted higher education associations.



Grace on the Surface, Power Under the Waterline

Your scholarship program should feel effortless. We manage the fast-moving work below the surface, handling logistics, compliance, and day-to-day details.



Program &
Application Design

Customer
Service

Enrollment &
Expense Verification

Award
Renewals

Data
Security

Recipient Selection
& Notification

Program Marketing &
Campaign Management

Tax
Documentation

Application Evaluation
& Scoring

Eligibility
Verification

Fund
Disbursement

Charitable Fund
Establishment

Incomplete
Application Follow-up

Data Tracking
& Reporting

Application & Award
Technology Management

Program
Compliance

Custom Programs for Your Unique Mission

Community-Focused Scholarships

These scholarships help students whose educational journey aligns with your mission, whether it's based on their field of study, region, specific educational institution, or personal circumstances.

Emergency Aid Scholarships

Emergency aid offers fast, direct financial support to help students overcome unexpected setbacks and stay on track.

Employee Scholarships

Recruit, engage, and retain talent and empower your workforce to take the next step in their careers.

Children of Employee Scholarships

Scholarships for employees' families are a powerful way for companies to stand out in the employment market to attract top talent, retain employees, and invest in the workforce of the future.

International Scholarships

In addition to serving the U.S., we also support sponsors wanting to make an international impact. 158 of our current programs annually award \$61.9 million to 26,500+ recipients in 86 countries and in 23 different languages.

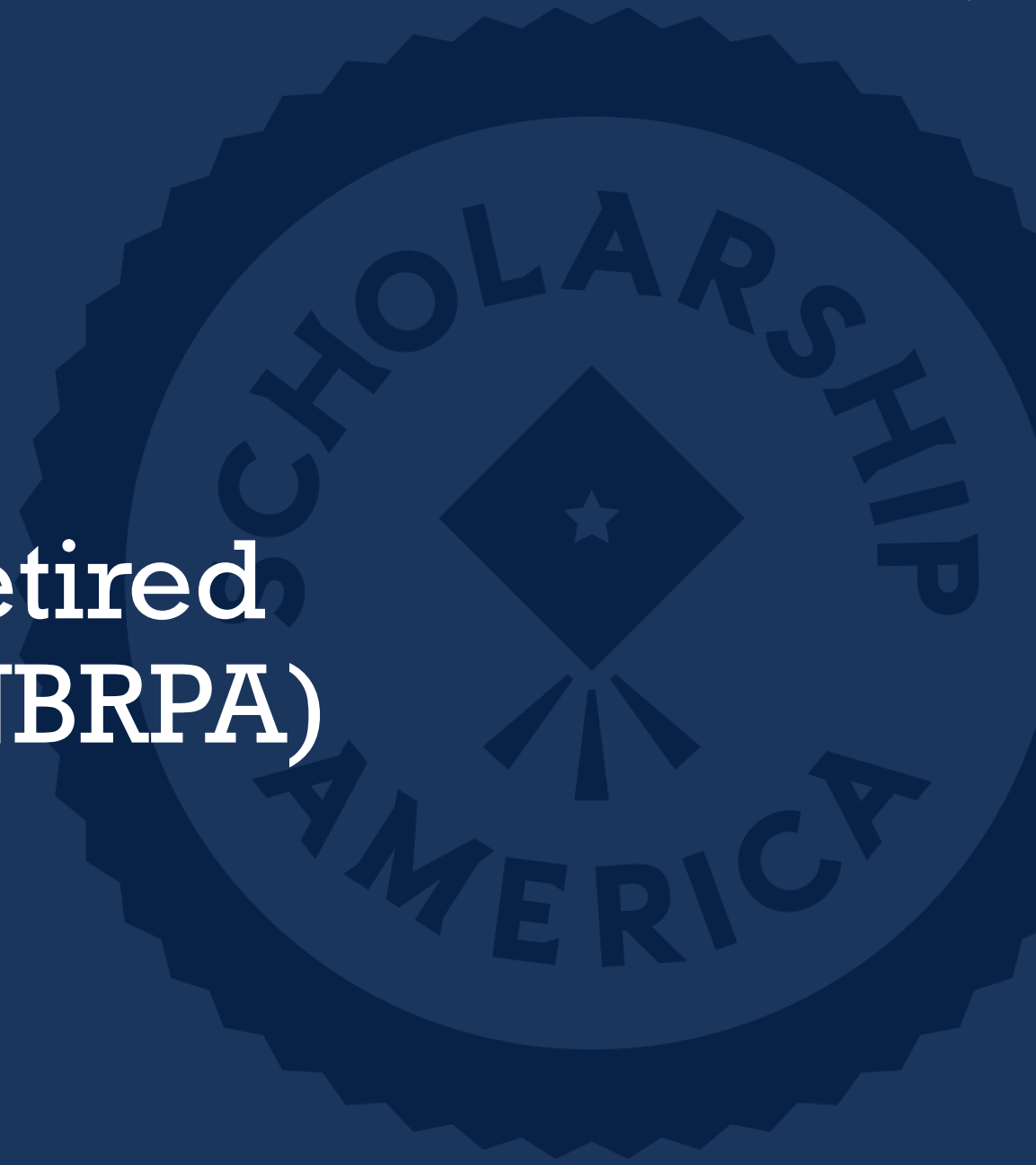
Student Engagement

Our dedicated program marketing team produces strategic content to help our sponsors achieve unprecedented audience and applicant growth.

- ✓ Recruited 558K applicants in 2024; a 5:1 ratio of applicants to awards.
- ✓ Increased sponsor's YOY applications by 83%.
- ✓ Garnered 5.9M+ post and page views across social media platforms.
- ✓ Maximized student engagement via tailored marketing and outreach. For example, we promoted a veterans' scholarship to 300+ veteran-serving organizations, expanding visibility for the target audience.



Program Design for National Basketball Retired Players Association (NBRPA)

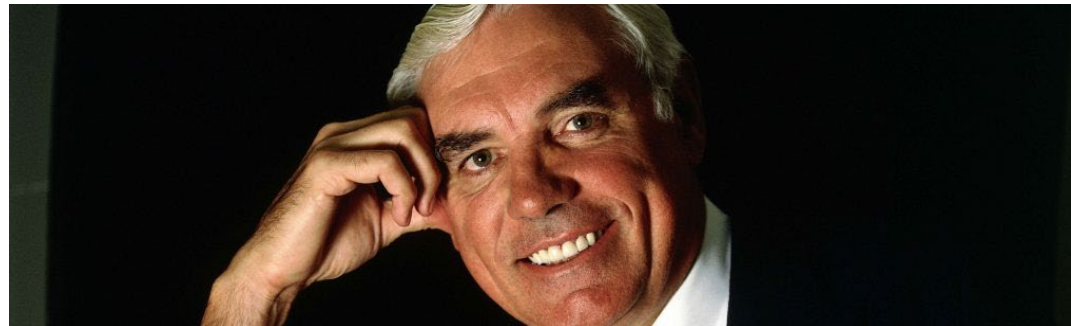


Dave DeBusschere and Earl Lloyd Scholarships

NBRPA members and their children and spouses will be eligible for the Dave DeBusschere & Earl Lloyd Scholarships. Eligible applicants must be enrolled full-time at a higher education institution.

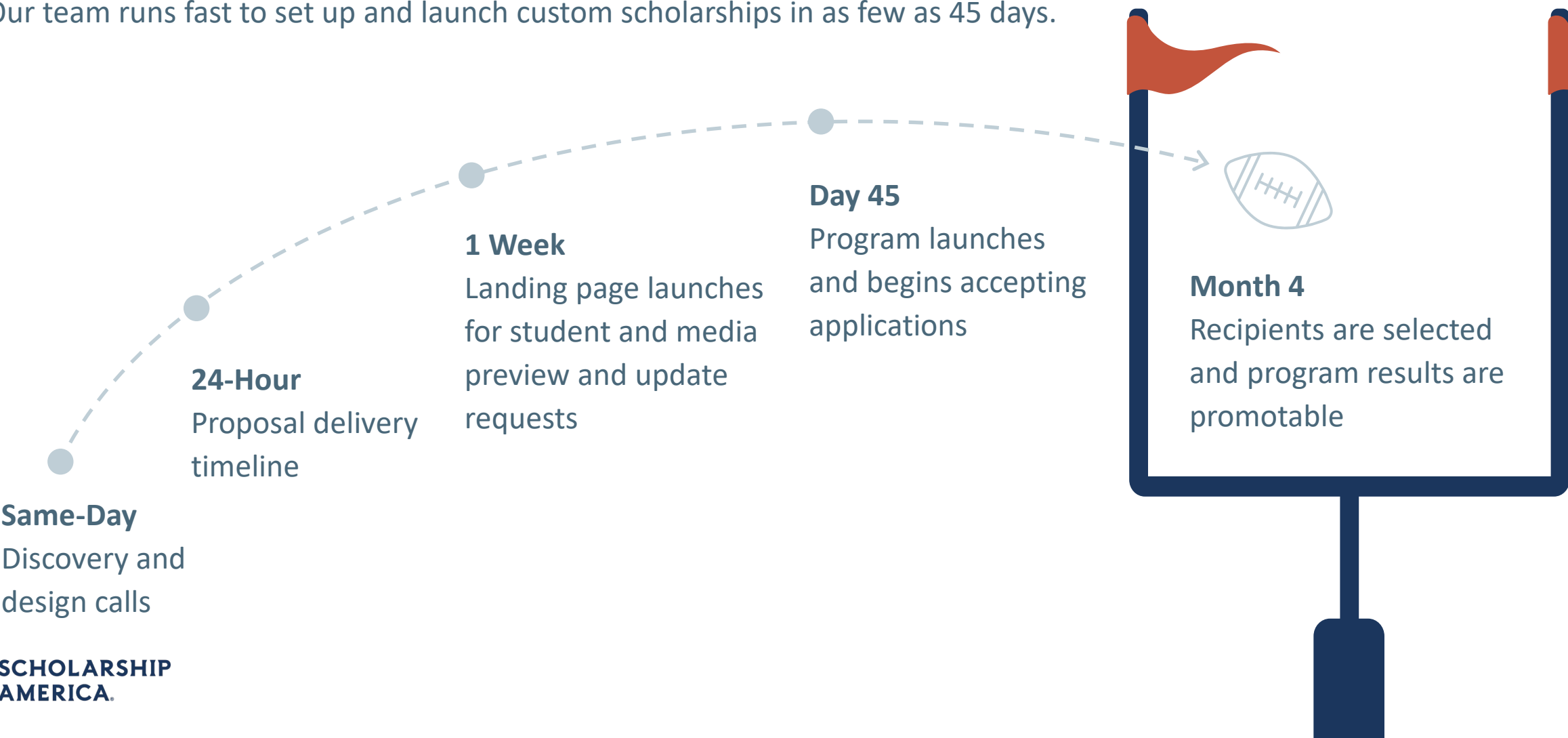
A formal proposal to administer this program would include:

- \$100,000 in Awards to students (\$5,000 x 20 recipients)
- \$3,000 in Administration fees (marketing, application management, customer service, selection and verification, and award facilitation)
- \$2,000 program onboarding fee – WAIVED for NBRPA



Timelines for Rapid Implementation

Our team runs fast to set up and launch custom scholarships in as few as 45 days.



Wraparound Services that Maximize Student Impact

Scholarships with wraparound services provide holistic support, fostering student success before, during, and after schooling. Here are some of our most impactful options for wraparound support, along with several sponsors celebrating their transformative impact.

- Paid Internships
- Mental Health Services
- Executive Fireside Chats
- Emergency Aid Programs
- Sponsor-Led Mentorships
- Financial Coaching
- FAFSA Support
- Technology
- Welcome Boxes with Branded
- Materials & School Supplies



CROWN FAMILY PHILANTHROPIES



Additional Services

Customer Service & Materials in Additional Languages

Translation into languages other than English for application forms and guidelines, student communication, and promotional materials.

Custom Application Process Demonstration Videos

Video instruction on how to navigate and submit applications for your unique program. Demonstrations can be live webinars and/or recorded videos for deployment to meet your team and audience needs.

Recipient Promotional Materials Support

Support with any or all steps designing, resourcing, and shipping promotional and congratulatory items for program recipients. Materials can be sent directly to students or to your team for additional processing and fulfillment.



The Scholarship America Difference

65+ Years of Industry Expertise

- Continuous improvement via thorough tracking and reporting
- Expert third-party applicant evaluation in alignment with sponsor goals
- Trusted security, privacy, and data management practices
- End-to-end program management, from design to disbursement and renewals

Individualized Service

- Timely response from implementation to impact
- Flexibility in program structure, management, and fund disbursement and ability to establish a charitable fund

Focus on Student Outcomes

- Processes that reduce barriers and make application as simple as possible
- Direct support and communication with students





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Schedule a meeting.

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