

Spark of Hope

Scholarship Campaign

2012



About Us



We are a community supported effort creating **better, brighter futures** for single parent families by offering **encouragement** and **access** to higher education

Purpose

The Single Parent Scholarship Fund of Northwest Arkansas, Inc. (SPSF NWA) works to help single parent families become financially stable and independent. We do this by providing direct financial assistance to low-income single parents who are pursuing a career-related course of study in order to gain sufficient employment to meet the basic needs of their families.

Facts

- SPSF NWA serves Carroll, Madison and Washington counties.
- SPSF NWA is governed by a local board of directors.
- A very generous grant from a private foundation covers SPSF NWA salaries, which means that YOUR donation goes to support scholarship and student programs.
- Full time students (taking 12 or more credit hours) receive \$1,750 per semester while part-time students (taking 6 or more credit hours) receive \$900. Summer scholarships are \$900.

Over time, receipt of the Single Parent Scholarship is related to:

- Increased rates of home ownership
- Higher levels of education & income
- Higher rates of full-time employment & health insurance for adults
- Reduction in dependence on family, governmental or other types of aid
- Increased contributions to community organizations

*data collected by the University of Arkansas Survey Research Center

Return on Investment

Since 1984, SPSF NWA has awarded over 4,500 scholarships, worth more than **\$2.8 Million!**



The average SPSF NWA applicant gets by on an income of **\$15,763 per year.**

**This INCLUDES the value of financial resources such as food stamps, subsidized housing, child care vouchers, etc.*

Over the course of four years, SPSF NWA will invest, on average, \$17,600 in a full-time scholarship recipient. (\$1,750 Fall Scholarship, \$1,750 Spring Scholarship and \$900 Summer Scholarship = \$4,400/year)

According to our 2010 comprehensive study conducted by the Survey Research Center at the University of Arkansas, an SPSF NWA graduate's average starting salary is **\$30,000 or greater.**



- Since 2002 SPSF NWA has produced more than **209 graduates**
- 209 grads x \$30,000 annual salary = **\$6,270,000** injected into the local economy annually.
- **In other words, a one-time \$3.14 Million investment yields \$6.27 Million EVERY YEAR!**

The success of SPSF NWA is really the success of the entire community.

- Our graduates become productive, tax-paying, self-supporting members of the community.
- Local businesses benefit from having a better educated workforce and consumers with disposable income.
- Our cities and state benefit from having citizens who are tax payers instead of citizens dependent upon charitable and public resources.
- Most importantly, the families we serve benefit by breaking the cycle of poverty. The children in our scholarship families are more likely to attend college and succeed by modeling the example set for them by their parents.

Scholarship Campaign

SPSF NWA scholarships are funded entirely from donations made by individuals, civic and community groups, churches, foundations and business sponsors like you.



Please give the gift of education today!

Summa Cum Laude \$25,000 and above

- Exclusivity in business category
 - Premier logo recognition in all event printed materials and advertising
 - Two seats at the head table at Spark of Hope
 - Two tables at event (16 tickets)
 - Opportunity for company representative to speak at event
 - Year-round recognition on front page of SPSF NWA website
- *All other recognition associated with Magna Cum Laude Society*

Magna Cum Laude \$10,000

- One table (8 tickets) with preferred seating at event
 - Verbal recognition at event
 - Preferred logo recognition in all event printed materials and advertising
 - Year-round recognition in SPSF NWA's tri-annual newsletter and sponsor page of website
- *All other recognition associated with Cum Laude Society*

Cum Laude \$5,000

- Six tickets to event
- Select logo recognition in event publicity
- Select logo recognition in event program

**All other recognition associated with Dean's List Society*

Dean's List \$2,500

- Four tickets to event
- Logo recognition in event publicity
- Logo recognition in event program

**All other recognition associated with Graduate Society*

Graduate \$1,000

- Year-round recognition on sponsor page of SPSF NWA website
- Acknowledgement in the Fall 2012 edition of the Scholarship Scoop
- Two tickets to event
- Acknowledgement in event program

Sponsorship Options

Package your sponsorship for greater benefits!

Presenting—\$500

SPSF NWA's after-hours gathering that hosts approximately 50-75 guests in a fun, intimate setting. A set donation at the door provides complimentary beer and wine to guests.

- Logo recognition at the event and in all event advertisement, primarily social media channels
- Logo recognition on SPSF NWA website and in one newsletter
- Opportunity for company representative to speak at the event



Golftoberfest is NWA's ORIGINAL Mini-Golf Tourney! Just like a regular golf tournament, Golftoberfest has a shotgun start, hole-in-one contest prizes, and even a goody bag for participants! Golftoberfest is a family-friendly event.

This event takes place in October each year.

Presenting—\$1,250 (one available)

- Logo recognition with Golftoberfest logo as "presented by"
- Logo recognition on all t-shirts, event publicity and SPSF NWA spring newsletter and website
- Primary acknowledgement and verbal recognition at the event
- Four complimentary teams (16 golfers)

Hole-in-One—\$500 (two available)

- Preferred logo recognition on official t-shirts and in all event printed materials and advertising
- Product placement at designated hole— may also provide product for prize packs
- Two complimentary teams (8 golfers)

Hole Sponsor—\$150* (18 available)

- Logo recognition on official t-shirts and at designated hole
- One complimentary team (4 golfers)
- *\$150— discount pricing for combined sponsorship

Presenting—\$7,500

- Logo recognition on all invitations and event materials
- Verbal recognition at event by SPSF NWA Board Chair
- Opportunity to address event guests twice during the event
- Open invitation to all company team members and a guest.
- Logo recognition in the Spring Scholarship Scoop, SPSF NWA's bi-annual newsletter.
- Logo recognition on the SPSF NWA website.



SPSF NWA's holiday social that hosts approximately 200 guests in an intimate setting with cocktails and hor d'oeuvres.

This event takes place on the first Thursday of December each year.

Success



Charlene Dodd, scholarship recipient

Attended: NorthWest Arkansas Community College

Expected Graduation: May 2014

Degree Path: Nursing

Children: Angel, 17; Reality, 5; Carlee, 2; Chandler, 7 months

Andrea Mutzhaus, graduate

"I can only hope that somehow, someday, my example made an impression on him..."

Attended: University of Arkansas

Graduated: May 2011

Degree: Master of Art, Teaching

Children: Jaden, 8

Employer: Farmington Elementary



Scot Ripple, scholarship recipient

Attends: NorthWest Arkansas Community College

Expected Graduation: May 2014

Degree Path: Kinesiology

Children: Cameron, 14; Sydney and Caleb, 12

LaTasha Gray, Graduate

"Every aspect of SPSFNWA is designed to help you succeed with school and your family's future."

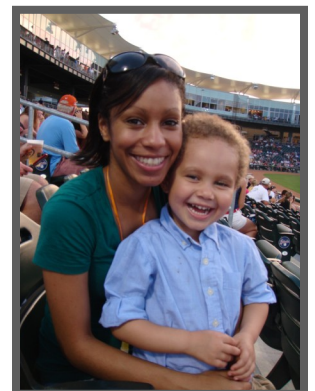
Attended: University of Arkansas

Graduated: May 2011

Degree: Bachelor of Science, Biology

Children: Dylan, 6

Employer: University of Arkansas Veterinary Diagnostic Lab



Volunteer

The Single Parent Scholarship Fund of Northwest Arkansas utilizes volunteers in a number of roles individually and as a team.

COMMUNITY LEADERSHIP COUNCIL

The official volunteering program of SPSF NWA is the Community Leadership Council (CLC).

The purpose of the CLC is to unite diverse supporters to work together to further the mission of SPSF NWA. The Community Leadership Council has several opportunities to support SPSF NWA each year. Each member is asked to participate in a minimum of one activity during the year. Activities include:

- participate in applicant interviews;
- support the organization's fundraising activities;
- contribute skills and resources for SPSF NWA events and activities;
- speak on behalf of the organization at community events;
- serve as honorary hosts of SPSF NWA special events;
- promote SPSF NWA to others who might be interested in supporting our organization.

Prospective CLC members are asked to fill out an application. Membership in CLC is approved by SPSF NWA's board of directors.

PRO PROGRAM

Are you a busy professional with limited time for volunteering? Then SPSF NWA's PRO Program might just be the perfect fit!

The PRO (Professional Resource Opportunity) Program utilizes experienced professionals in the community as advisors for current SPSF NWA scholarship recipients. These volunteer advisors (PROs) and students are matched according to degree program or career field. Both attend a one-hour training session which includes an overview of the program, goals and guidelines. Following the training, PROs are introduced to their assigned students, and together they will agree upon a date to meet for a one-hour advising session.

Students utilize their time with the PRO to learn about working conditions, day-to-day work duties, skills required for success, pathways to promotion, and other opportunities available in the field. The intention is to give students nearing graduation a glimpse into the real-life workday of professionals who hold the degree they are working towards.

Visit www.spsfnwa.org for more information on all volunteer opportunities.



CLC members Beth and Scott Poole (center, right) with SPSF NWA recipient Angie Johnson and kids.

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