



HISPANIC
SCHOLARSHIP
FUND

Annual Report 2011

HSF 2011 Annual Report *Table of Contents*

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“You are reaching for something beyond you...and one day it becomes real. It’s a magical experience... [A scholarship] is an investment. It is not just the monetary value of the check, but it is like planting a seed...you’re cultivating a harvest.”

*—Lisa Pino, Deputy Administrator,
Supplemental Nutrition Assistance, Program Food and
Nutrition Service, U.S. Department of Agriculture,
Alumni Hall of Fame Inductee*

35 Years of Excellence



Thirty-five years ago, HSF awarded its first \$30,000 in scholarships to 115 deserving students. Since then, we have provided tens of thousands of Hispanic students with the means to earn a college degree.

Today, **HSF has grown into the nation's most widely recognized Hispanic-serving nonprofit**, having allocated nearly \$300 million in scholarships to more than 50,000 Latino students across the country. This year alone, we awarded \$29.8 million to more than 4,300 deserving scholars. We also reached over 20,000 students and families through our college-knowledge community workshops, and hundreds of thousands more through a national public service ad campaign.

As we look towards the future, we continue to leverage existing relationships and engage new partners across the country. Our goal is to forge a network that will work together to ensure college is attainable for all Hispanics, and ensure the future of America for generations to come.

With our continued commitment to Hispanic higher education, determined leadership, innovative programming, and sustained support from corporations, individuals, foundations, and educators, we believe this goal is within reach.

2010–2011 Leadership

Executive Committee

Raul R. Romero, Chair

President and CEO
Alliance Consulting Group

James McNamara, Vice Chair

President and CEO
Panamax Films

Lisa Quiroz, Secretary

Senior Vice President, Corporate Responsibility
Time Warner Inc.

Frank Ros, Treasurer

Vice President, Hispanic Initiatives
The Coca-Cola Company

Jeffrey Schomburger

President, Customer Business Development
Procter & Gamble

Anthony Salcido

Vice President, Corporate Controller
Toyota Motor Sales, U.S.A., Inc.

Board Members

Dr. Roger Benjamin,

Immediate Past Chairman

President
Council for Aid to Education

Margarita Flores

Senior Director, Community Relations
Anheuser-Busch, Inc.

Tim Hanlon

President, Wells Fargo Foundation
Executive Vice President, Wells Fargo

Cheech Marin

Actor, Director, Writer & Humanitarian

David E. Roberts

Executive Vice President—Upstream
Marathon Oil Corporation

Anthony Heredia

Vice President, Risk & Responsibility
Target

Thomas A. Roupe

Managing Partner
Aqueduct Capital Group

Gene Camarena

President
La Raza Pizza Inc.

María Elena Salinas

Co-Anchor
Noticiero Univision

Raul Vazquez

EVP and President
Wal-Mart West

Steve Martinez

Senior Partner
Apollo Management LP

Fidel A. Vargas

Partner
Centinela Capital

Frank D. Alvarez

President and CEO
Hispanic Scholarship Fund

Executive Officers

Frank D. Alvarez

President and CEO
Hispanic Scholarship Fund

Barbara E. Breier, Ph.D.

Senior Vice President of Development and Marketing

Sidney B. Landman

Senior Vice President of Operations and CFO

“We have seen what is possible when we help open doors for Latinos in this country; and **we need to create a movement—to put a college degree in every Latino household.**”

—Frank D. Alvarez, HSF CEO

Reaching Millions, Changing Lives



Since our founding back in 1975, we've helped tens of thousands of Hispanic students get a college education. Our success is potent proof that our mission to make college attainable for Latinos is resonating with government, corporate, and nonprofit leaders, from the White House to Hispanic communities across the country. Together, we all are rallying around the goal of seeing at least one college degree in every Latino U.S. household by 2025. We call it **Generation 1st Degree**, and its goal is to add more than 14 million new Hispanic college graduates over the next 15 years.

This year, HSF also embarked on one of the most ambitious programs in our 35-year history. In partnership with the Ad Council, we launched a bilingual, multimedia **Parental Engagement Campaign** to encourage Latino parents nationwide to get involved in their children's educations.

Learn how we are reaching Latino students and their families, and how we are changing their lives and the future of America.



Dear Friends,

It's been an amazing 35th anniversary year! Not only did we award nearly \$30 million to over 4,200 students, but we surpassed a **\$330 million milestone in scholarships awarded**, and our scholars' retention and graduation rates have continued to be nearly double the norm.

Looking to the future of Latino higher education, we hosted our first **Education Summit**, where we opened the dialogue among governments, foundations, corporations, media, nonprofits and communities about the role of Hispanic Americans in our economy. At the summit, we launched **Generation 1st Degree®**—a movement to benefit the nation by bringing a **college degree into every Latino household®**. This initiative has garnered tremendous support, especially from our corporate donors, many of whom pledged generous resources and helped craft the agenda to advance this movement nationally.

The catalyst of this movement was the launch of our public service ad campaign **Your Words Today®**, with messages of encouragement and resources to help Latino parents get involved in their children's educations. Developed in partnership with the Ad Council, the campaign has reached over a half-million Latino families to date.

With Hispanic Americans expected to make up 30% of our workforce by 2050, we are committed to helping the U.S. remain globally competitive by helping Latino students earn a college education. This is not just a Hispanic issue; it's an urgent national issue.

On behalf of all of us at HSF, and the thousands of Latino students and families who benefit from our collective work, I thank you.

Sincerely,

A handwritten signature in black ink that reads "Frank D. Alvarez". The signature is fluid and cursive, with a long, sweeping underline.

Frank D. Alvarez
President and CEO
Hispanic Scholarship Fund



Dear Friends of HSF,

I'm often equally struck by the challenges facing nonprofit organizations like HSF as I am by the passion and commitment it takes for these organizations to make a lasting difference. As chairman of the HSF Board of Directors, I've seen this first-hand.

Even through a sluggish economy, the support of HSF has continued and grown steadily, even allowing us to award a little over \$1 million more in scholarships this year than we did last year. Thanks to the support and commitment of new and long-time donors, more than 4,300 students were able to continue their educations, and we've expanded our reach to help entire families navigate the college decision through our ***Generation 1st Degree*** and ***Your Words Today*** initiatives.

There is more work to do to ensure more Hispanic Americans have access to a college education. That's why it was so encouraging to hear corporate representatives, HSF supporters, and important public figures like New York City Mayor Michael R. Bloomberg and Juan Sepúlveda, Director of the White House Initiative on Educational Excellence for Hispanic Americans, embrace our shared commitment to further Hispanic higher education at our first ***Education Summit***.

We're energized by our progress, and each of the board members and all of the HSF staff will continue to work tirelessly on many fronts to leverage the momentum we've already achieved. A heartfelt thank you goes out to all of you who have supported these efforts and made this year possible.

Sincerely,

A handwritten signature in black ink, appearing to read 'Raul Romero', with a stylized flourish at the end.

Raul Romero
HSF Board Chairman

Generation 1st Degree®— A Degree in Every Latino Household®

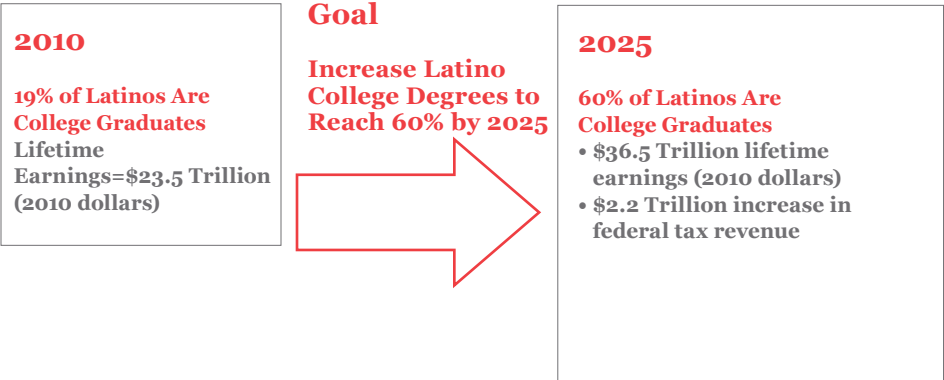


In 2010, The Hispanic Scholarship Fund joined the Obama Administration, The Lumina Foundation, the Bill and Melinda Gates Foundation, other nonprofits, and major corporations across the country in a national effort to significantly increase the number of college graduates over the next two decades.

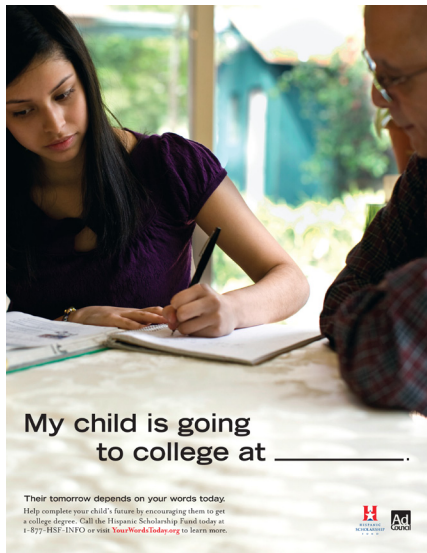
To this end, HSF launched the **Generation 1st Degree** initiative to close the degree gap between Hispanic Americans and their peers. **This means moving the degree attainment rate of Latinos from 19% to 60% by 2025.**

This will translate into 14 million more Latino graduates, a \$2.2 trillion increase in federal tax revenues and an equivalent earning power of \$13 trillion for those graduates. It's an investment that will significantly improve the outlook for families and communities across the nation, and will help strengthen the U.S. economy for generations to come.

All of our efforts are paying off. In 2011, according to the Pew Hispanic Center, the number of 18- to 24-year-old Hispanic students attending college hit an all-time high of 12.2 million, a 24% surge in one year. And 70% of the 4,300 scholars we supported this year will be the first in their families—84% of which are low-income—to obtain a college degree. It's a good beginning, but we have much more work ahead to meet that big goal.



Parental Engagement Campaign— Your Words Today®



At the beginning of this year, in partnership with the Ad Council, we launched the multimedia public service advertising campaign **Your Words Today**—an unprecedented national effort to encourage Latino parents' participation in their children's educations. The campaign aims to help meet the educational needs of our country's fastest-growing population, heighten the sense of urgency among all Americans regarding the need for more college degrees in the Hispanic community and, ultimately, to increase the Latino college graduation rate in the United States.

To date, the campaign has received tremendous support nationwide, including donated media support worth over \$25 million dollars. But most importantly, the message resonates with the community and is making an impact. The campaign hotline received over 5,000 calls from parents requesting information; we distributed over 87,000 bilingual DVDs, and received over a half-million visitors to the campaign websites www.yourwordstoday.org and www.tuspalabrasdehoy.org.

In addition, the campaign significantly moved the needle on key goals:

- Percent of parents who believe they are “very knowledgeable” of the steps needed to help their child go to college increased from **30% to 38%**
- Percent of parents who feel they have “a lot” of influence in helping their child take steps to get prepared for college increased from **66% to 71%**
- Awareness of HSF increased significantly, from **41% to 47%**

We are excited about this campaign, and look forward to our continued partnership with the Ad Council to impact the lives of many more Latino parents in the years to come.



Click on the image or go to
[http://www.youtube.com/embed/
FBZkCJkahl8?autoplay=1](http://www.youtube.com/embed/FBZkCJkahl8?autoplay=1)

“Behind my hard work are two even hard-worker parents who serve as my inspiration. This scholarship is a way of showing them that their long work hours and sacrifices are paying off.”

—Alejandro Gonzalez, HSF Scholarship Recipient

Funding Dreams—Investing in the Future



For most Latino students, obtaining a college education can be an unattainable, expensive dream. College tuition and fees at public four-year institutions have increased by over 4% every year in the last decade,¹ yet financial aid has decreased. While 52% of the full cost at the average four-year public institution was covered by the largest Pell Grant 20 years ago, today it covers only 32%.²

Most of these students come from low-income families with little or no knowledge of the college financial resources available to them. Many come to us for help reaching their college dreams.

Providing scholarships to deserving Latino students remains our core mission. This fiscal year, we awarded nearly **\$30 million in scholarships to 4,265 deserving students through 148 co-branded scholarship programs** funded by foundations, institutions, and corporations that support our mission.

According to economic calculations by a Morgan Stanley consulting group, the future value of after-tax lifetime earnings amounts to \$10 for every \$1 in scholarships awarded to students who earn a college degree. **That means this year's \$30 million in scholarships will generate roughly \$300 million dollars in future after-tax earnings.**

Profile of an HSF scholar:

- **67%** are first in family to attend college.
- **75%** are from lower-income families.
- **89%** enrolled in 4-year institutions.
- Average GPA is **3.6**.
- **80%** will graduate from college within **5½** years (**30%** higher than the national average).

Scholarship Awards by State (See pages 29 and 30.)

¹The College Board. Trends in College Pricing, 2010: *Tuition and Fee and Room and Board Charges Over Time*. October 2010. http://trends.collegeboard.org/downloads/college_pricing/PDF/Tuition_and_Fee_and_Room_and_Board_Charges_Over_Time.pdf.

²Reuters, "Federal Pell Grant System Failing to Aid 5.2 Million Low-Income College Students, Study Shows," May 8, 2008. <http://www.reuters.com/article/pressRelease/idUS223945+08-May-2008+MW20080508>.

Spreading Hope



Most Hispanic parents believe college after high-school graduation is important for their children, yet only a fraction know the steps their children need to take to prepare for and apply to college.¹

As the nation's leading organization supporting Hispanic higher education, **HSF conducts dozens of outreach events across the country every year.** We've reached over a quarter-million students and families in the last decade, giving them the knowledge they need to achieve their college hopes and dreams. Over 70% of attendees were Spanish-speaking, and the first generation in their families to go to college.

Each of these presentations is tailored to individual community needs. ***Town Hall Meetings*** are bilingual, multimedia meetings designed to demystify college preparation, application, and financing. ***Steps for Success Saturdays*** are intensive, full-day workshops and specialized instruction in college preparation for high school students; a concurrent program for parents is designed to get them more involved in their children's educations through a series of bilingual workshops on topics such as: enhancing communication between parents and school personnel, types of financial aid, grade point requirements, and more.

¹Thomas Rivera Policy Institute

Supporting Attainment



Achieving our mission requires continued support for students after they receive scholarships, as well as assistance for colleges and universities looking to recruit and retain Latino students.

Our ***University Programs*** help students understand the rigors of college life, prepare them to graduate, and encourage them to volunteer in their communities.

The Latino Scholars Network builds on connections that HSF and our scholars have made over 35 years. Today, there are **Scholar Chapters on 26 campuses nationwide**—with campus services that include parental engagement, peer counseling, tutoring, graduate school preparation, professional internships, leadership programs, and study resources.

Cohort Programs include the ***Rising Star*** program in Colorado, which works with Scholar Chapters to target and mentor promising high school students for college admission; the ***Inland Empire*** program, which focuses on students in this Southern California region; and the ***10,000 Women*** global initiative that provides financial and mentoring support to help Latinas pursue non-traditional career paths.

We're also involved with the ***University Alliance Program at the University of Georgia (UGA)***, a pilot program designed to help university partners identify, recruit, and retain college-bound Latinos. During the program's first four years, UGA experienced a 78% increase in enrollment of Latino students from targeted Georgia high schools, compared to the previous four-year period. Nearly two-thirds of these students came from low-income households, and 60% were working to be the first in their families to earn a college degree. The retention rate for these students is 93%—higher than the average retention rate for all UGA students.

Promoting Success



To date, over 50,000 Latino students have received scholarships from HSF. We are proud of their accomplishments, and are committed to continue supporting them after graduation. These successful, talented Latinos are part of our ***HSF Alumni Network***, which enjoys access to a number of opportunities through our website. Alumni can share successes, expand their professional resources and connections, give back to HSF and, through our online ***Career Center***, explore exclusive job opportunities from our partners. In just the past five years, **over 50 employers and 2,500 HSF alumni have used this service.**

A new addition for this year, our monthly ***Alumni Newsletter*** reaches over 24,000 current and former HSF scholars with inspiring success stories of current scholarship recipients, funding and donor news, alumni profiles, job interview tips, career advice, job opportunities, and more. Alumni can also connect with each other on HSF's Facebook page (www.facebook.com/HSFAlumni) and Twitter feed (<http://twitter.com/HSFnews>).

“We need to be more than the economic resource. We need to serve our children with our heart, with our experiences, and with our wisdom. **Only by educating our Hispanos will our country prosper. It is our responsibility.**”

*—Lorena Gonzalez, Ph.D., Director of Hispanic Initiatives,
Urban Strategies, Alumni Hall of Fame Inductee*

Inspiring the Future



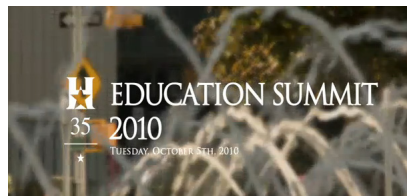
Every year, we receive dozens of nominations for our prestigious **Alumni Hall of Fame**. And every year, we are hard-pressed to select but a handful to induct during our annual celebration.

Our 10th Annual Alumni Hall of Fame proved to be as memorable and inspiring as ever. We celebrated the achievements of five HSF alumni and outstanding professionals who are changing the lives of many and continue to demonstrate the power of a college education. View their inspiring stories, and you be the judge.



Click image to watch or go to
<http://www.youtube.com/embed/4g9D3134LDY?>

This was also a landmark year because we celebrated our first **Education Summit**, which connects state and national leaders in education with executives from foundations and corporations to strengthen America by closing the degree gap between Hispanic students and their peers. Watch the highlights and witness the launch of our Generation 1st Degree initiative.



Click image to watch or go to
<http://www.youtube.com/embed/uzxjRpJQDTE?autoplay=1>

Inspiring the Future

Alumni Hall of Fame Inductees

Yesmi Rios

*English Language Learner Coordinator,
Clark County School District*



Yesmi Rios was raised in Fresno, California. Her parents migrated to the United States from Mexico when she was five years old in hopes of providing a better future for their six children. The family worked in the agricultural fields, picking fruits and vegetables to sustain themselves.

Yesmi transposed her hard-working ethic to her academic studies. As a high school student, she was motivated to pursue higher education after sitting in a math class and feeling devastated that she knew more than the teacher. She decided then that she wanted to be the best math teacher in the world.

She began that path by earning her B.S. in mathematics from UC Davis. As an undergraduate student, she traveled to various migrant camps to educate the children of migrant workers in the fields of math and science, and to provide English classes to the parents. Her focus has always been on the areas that hinder many Hispanic students the most—English, math and science.

Yesmi continued her education at Harvard University, where she earned master's degrees in both mathematics and education. As a graduate student at Harvard University, she collaborated with M.I.T. and Harvard professors to develop mathematical software that provided visual representations of abstract math concepts for students who spoke limited English.

In her current role, Ms. Rios oversees more than 110 K–12 schools and works to ensure that 68,000 non-fluent English speakers are provided appropriate educational services to ensure their academic success. Her love for education has never ceased and she is currently working on a Ph.D., with a focus on reducing math anxiety for Hispanic students. To this day, she loves to educate herself as much as others.

Click link or go to
[http://youtube.com/embed/
UXT8G5noeYI?autoplay=1](http://youtube.com/embed/UXT8G5noeYI?autoplay=1)

Inspiring the Future

Alumni Hall of Fame Inductees

Lisa Pino

*Deputy Administrator, Supplemental Nutrition Assistance Program
Food and Nutrition Service, U.S. Department of Agriculture*



As the nation's first Hispanic Deputy Administrator of SNAP, and one of the few Hispanic senior executives at the Department of Agriculture, Lisa Pino has reached her ultimate goal of giving back. In her current role, she oversees a \$50 billion Food Stamp program that helps feed 409 million people, including 7 million Hispanics.

Her path to the nation's capital was arduous, but she relishes every moment and experience she had along the way. As the first-generation daughter of immigrant parents, she is also her family's first college graduate. Having grown up in New York, Lisa made the difficult decision to move to Arizona in pursuit of a quality, affordable education. She quickly engrossed herself in her new community, graduating law school with the Dean's Award and State Bar Award for her public service. She later became a National Hispana Leadership Institute Fellow.

Lisa was motivated to pursue a law degree because of the legal industry's dearth of Hispanic representation. Financing her way through law school was especially difficult. She exhausted every source of income available and completed her studies with support from HSF. Upon graduating, she joined a competitive immigration law firm and then returned to the public sector to represent migrant farm workers. She was then Executive Director at a small Arizona college serving many Hispanic single mothers. There, she developed and implemented the college's first diversity plan to improve student retention and graduation.

As a professional, she strives to serve as a community role model. Since joining the USDA in 2009, she has mentored Hispanic interns, worked on civil rights priorities, and created a national roundtable tour addressing access issues among communities of color. Lisa is passionate about helping others, especially young people striving to realize their dreams through education.

Click link or go to
[http://youtube.com/embed/
vnqbBE_RDeU?autoplay=1](http://youtube.com/embed/vnqbBE_RDeU?autoplay=1)

Inspiring the Future

Alumni Hall of Fame Inductees

Roger Cepeda

Associate General Counsel, CT, GE Healthcare



Click link or go to
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Roger Cepeda, the son of Hispanic immigrant parents with humble beginnings, always went the extra mile to try to achieve the best education. His perseverance has paid off, as he now serves as Associate General Counsel for GE Healthcare. In this role, he provides strategic legal advice to a \$1B global medical device business selling computed tomography scanners. These complex machines are used to create diagnostic images of internal anatomy that help determine the course of treatment for patients all over the world.

Roger's parents emphasized the need for higher education, which is why he's always strived for the best in his scholarly pursuits. He graduated from high school with honors, which led to a full tuition scholarship to attend the University of Chicago. Unfortunately, family medical emergencies arose during his first semester, when his father underwent a quintuple bypass heart surgery and his mother was diagnosed with operable cancer. Yet, despite these challenges, Roger's parents urged him to stay focused on his studies.

In 1992, Roger received his B.A. in philosophy, cum laude. Intent on studying corporate law and business, he was accepted by Georgetown University, where he earned a dual J.D./M.B.A. by the age of 26.

As a professional, Roger is a great model to many students. He speaks with young people about setting priorities, reinforcing his parents' message that education is of the utmost importance. He encourages students to aim high, hoping to help others with humble beginnings see what they can achieve through their own hard work and commitment.

Inspiring the Future

Alumni Hall of Fame Inductees

Edgar Martinez, D.O., F.A.C.P.S.

Medical Director, Dr. Edgar Martinez Medical Center



Click link or go to
[http://youtube.com/
embed/2myAQ55QCvY?autoplay=1](http://youtube.com/embed/2myAQ55QCvY?autoplay=1)

Edgar Martinez is a respected doctor who is beloved by his family and patients. Born in Nicaragua, he and his six siblings were raised by their father after his mother passed away when Edgar was only one year old. This unfortunate passing, coupled with the experience of pulling his friends' bodies from the wreckage of a devastating earthquake as a 13-year-old, inspired him to pursue a career in medicine so he could help others.

Edgar arrived in the United States without knowing the language, but he was determined to learn English and did so quickly. While in high school, he worked odd jobs to financially contribute to the family. After graduation, he joined the U.S. Marine Corps. Edgar saw this as a vehicle to pursue a higher education that was not affordable at the time. After completing his service, he began his educational path at East Los Angeles College.

He confronted many barriers, including being an older student and having a counselor discourage him from his dream. He was steadfast in his goal, transferring to California State University, Los Angeles and completing medical school at Michigan State University.

Today, Dr. Martinez has his own clinic in Huntington Park, a primarily Latino community, where he serves in family practice, sports medicine and geriatric medicine. A constant learner, he stays current with the medical field. He combines his knowledge with compassion for the individual to deliver the best service.

Dr. Martinez is a pioneer and inspiration in his community, where he mentors Latino medical students. The first in his family to earn a college degree, he has been proactive to ensure he is not the last. Currently, eleven family members have graduated college, including his son who is also pursuing a medical degree.

Inspiring the Future

Alumni Hall of Fame Inductees

Cesar Conde

President, Univision Networks



Click link or go to
[http://youtube.com/embed/
rRUGbR5Nl5o?autoplay=1](http://youtube.com/embed/rRUGbR5Nl5o?autoplay=1)

In his role as President of Univision Networks at Univision Communications Inc., Cesar Conde oversees three television networks—Univision, TeleFutura and Galavisión—as well as several corporate functions.

Since joining the company, Mr. Conde has been an innovative leader, serving in many roles prior to his current appointment. Most recently he served as Executive Vice President and Chief Strategy Officer, where he spearheaded strategic initiatives focused on the growth and profitability of the company across all divisions.

In between posts within Univision, Mr. Conde served as a White House Fellow for Secretary of State Colin L. Powell. He was one of twelve selected for this prestigious fellowship.

Prior to joining Univision, Mr. Conde was Vice President of Business Development at StarMedia Network, the first internet company focused on Spanish and Portuguese-speaking audiences globally. He began his career as an investment banker at Salomon Smith Barney in their Mergers and Acquisitions group.

In addition to his professional endeavors, Mr. Conde is active in the development of educational opportunities for young Hispanics. He is the chairman and co-founder of the Futuro Program, a nonprofit organization that provides role models and educational workshops to Hispanic high school students. While in college, he was president and co-founder of the Cuban-American Undergraduate Student Association at Harvard.

He is a graduate of Harvard University and holds an M.B.A. from the Wharton School at the University of Pennsylvania. Mr. Conde is a Term Member at the Council on Foreign Relations and a Henry Crown Fellow at the Aspen Institute.

“Now is our moment. To write the next chapter of our nation’s history... we have to be emboldened by the challenges that face us today. We are agents of our own destiny, and the destiny of our world.”

*—Vincent Cordero, EVP & General Manager,
Fox Deportes, Alumni Hall of Fame Inductee*

2010–2011 Corporate Investors

Corporate contributions in-kind and matching gifts

\$1,000,000+

The Coca-Cola Company

\$999,999–\$500,000

Anheuser-Busch Cos., Inc. and Distributors

AT&T Foundation

McDonald's Corporation

Royal Prestige

Walmart

Wells Fargo

\$499,999–\$200,000

ExxonMobil Foundation

HSBC–North America

Lowe's Companies, Inc.

Massachusetts Mutual Life Insurance Company

National Basketball Association

The Procter & Gamble Company

Target Corporation

USA Funds

Verizon

\$199,999–\$100,000

Altria Group

AT&T HACEMOS

FedEx Corporation

Freddie Mac Foundation

GE Foundation

Google Inc.

Marathon Oil Corporation

Morgan Stanley Foundation

Nissan North America Inc.

The UPS Foundation

Toyota Motor Sales, U.S.A., Inc.

\$99,999–\$50,000

American Honda Motor Company

Bank of America

Citi Foundation

Colgate-Palmolive Company

General Mills Foundation

General Motors Corporation

HBO

ING Americas

MetLife Foundation

Payless ShoeSource

Travelers Foundation

United Health Group

\$49,999–\$25,000

AXA Foundation

CVS Caremark Corporation

Ernst & Young Foundation

GE Aviation

GE–General Electric

Goldman Sachs & Co.

Hormel Foods Corporation

JPMorgan Chase

O'Melveny & Myers LLP

The PIMCO Foundation

Qualcomm Incorporated

The Cummins Foundation

Time Warner Inc.

Univision Television Group Inc.

2010–2011 Corporate Investors (continued)

\$24,999–\$10,000

AGL Resources
Akin Gump Strauss Hauer & Feld LLP
American Express Foundation
AOL
Automatic Data Processing
Bank of America–Los Angeles
BMW Manufacturing Corporation, LLC
Choice Hotels International
Chubb & Son, Inc.
CIGNA Foundation
Cravath, Swaine and Moore, LLP
Fifth Third Foundation
Georgia-Pacific Foundation Inc.
Goya Foods Inc.
Greenberg Traurig
Hilton Worldwide
Kellogg Company
Macy's Corporate Services Inc.
Morgan Stanley
New York Life Foundation
People en Español
Raytheon Company
Robert Half International Inc.
Sara Lee Foundation
Southern California Edison
Starwood Hotels & Resorts Worldwide, Inc.
Telemundo/KSTS-TV Channel 48
The Bank of New York Mellon
The Medtronic Foundation
The Travelers Companies
The Walt Disney Company
The Xerox Foundation

Toyota Motor Engineering & Manufacturing
North America, Inc.
Turner Broadcasting System Inc.
Union Bank–Los Angeles
Wm. Wrigley Jr. Company Foundation

\$9,999–\$5,000

Anasteel & Supply Co., LLC
Apollo Management, LP
Bank of the West
Carnival Cruise Lines
Cintas Corporation Contributions Program
Cox Communications, Inc.
Ethicon Endo-Surgery Inc. (A Johnson & Johnson
Company)
Georgia Power Company
Golden Eagle
Goodyear Tire & Rubber Company
Hallmark Cards Incorporated
Home Depot
McMaster-Carr Supply Company
Metropolitan Transportation Authority
Principal Financial Group
Ryder System, Inc.
Sony USA Foundation Inc.
State Farm Mutual Automobile Insurance
Company
The Kroger Company

Product and Services Donors

Orrick, Herrington & Sutcliffe LLP
Southwest Airlines

2010–2011 Institutional Investors

Private Foundations, Nonprofit Organizations, Employee Associations, and Workplace Giving Contributors

\$1,000,000+

United Negro College Fund, Inc.

\$999,999–\$200,000

The Kresge Foundation

The Peierls Foundation, Inc.

\$199,999–\$100,000

Local Independent Charities of America

Staples Foundation for Learning, Inc.

William Randolph Hearst Foundation

\$99,999–\$50,000

MetLife Foundation

\$49,999–\$25,000

American Express Employee Giving

Lumina Foundation for Education

The George Link Jr. Foundation Inc.

The PIMCO Foundation

\$24,999–\$10,000

HISPA–Teradata

Margoes Foundation

Shopkick, Inc.

The Richard Eaton Foundation, Inc.

\$9,999–\$5,000

Meta Lilienthal Scholarship Fund

The New Mexico Alliance for Hispanic Education

US Hispanic Chamber of Commerce Foundation

2010–2011 Individual Investors

Governors \$100,000+

Jacki Cisneros
James McNamara

Trustees \$99,999–\$50,000

Chancellors

\$49,999–\$25,000

Mary Liebman

Provosts \$24,999–\$10,000

Frank Alvarez
Jose Briones
Gene Camarena
David Roberts
Steve Schneider
Jeffrey Schomburger
Michael Torres
Pedro Urquidi

\$9,999–\$5,000

Eric L. Anderson
Tim Hanlon
Lisa Quiroz
Carolyn Rayback
Sally Sperling

\$4,999–\$2,500

Adam Aron
Brian Kashiwagi
Frank Ros
Maria Elena Salinas

\$2,499–\$1,000

Maritza Aguilar
Clodoaldo Barrera
Barbara Breier
Paul Browning
Jose Cervantes
Tyrone Chang
Kevin Charlton
Tim Collins
Luis Cruz
Robert Eckols
Jeffrey Flores
John Fowler
Carlos Garcia
Guy Garcia
Pedro Garcia
Michael George
Belinda Gonzalez
Arrel Gray

Nancy C. Hanley
Marjorie Harris
Bruce Hathaway
Cynthia Morales
John Morgridge
Francisco Navarro
Deborah Peoples
Joey Pierson
Arthur Rangel
David Reyes
Manuel Reyes
Claudia Roldan
Judith Romero-Rackohn
Juan Roure
Albert Ruezga
Jose Sanchez
Charles Sarchione
Eva Schlanger
John Scott
Chris Stadler
Fidel Vargas
Olga Votis
Matt Whitcomb
Zelda Zinn

“It’s not that the money buys the dreams for you, but **it makes it possible for somebody who has what it takes to realize they can do it.**”

—Judge Vanessa Ruiz, DC Court of Appeals

Scholarship Awards by State

All Programs, 1975–2011

State	Scholarships	\$ Awarded
Alabama	118	\$533,056
Alaska	54	\$231,477
Arizona	2,615	\$8,713,511
Arkansas	135	\$454,524
Armed Forces Africa	1	\$2,569
California	28,637	\$94,226,521
Colorado	2,567	\$9,017,343
Connecticut	456	\$1,141,162
Delaware	106	\$316,226
District of Columbia	157	\$436,564
Florida	6,994	\$26,515,095
Georgia	2,535	\$7,840,891
Guam	3	\$19,609
Hawaii	97	\$356,185
Idaho	392	\$3,460,445
Illinois	4,748	\$12,989,353
Indiana	560	\$1,684,474
Iowa	227	\$911,721
Kansas	417	\$1,123,013
Kentucky	174	\$772,115
Louisiana	227	\$716,584
Maine	28	\$163,983
Maryland	625	\$3,011,398
Massachusetts	1,014	\$3,667,416
Michigan	697	\$2,520,131
Minnesota	379	\$830,052
Mississippi	56	\$180,861
Missouri	269	\$958,309
Montana	94	\$480,035
Nebraska	323	\$2,189,321
Nevada	385	\$1,430,591
New Hampshire	52	\$278,345
New Jersey	2,084	\$7,722,515
New Mexico	3,900	\$9,538,225
New York	5,941	\$18,968,346
North Carolina	660	\$2,274,817
North Dakota	26	\$35,069
Ohio	633	\$2,022,127
Oklahoma	578	\$3,675,178
Oregon	674	\$5,307,563

All Programs, 2010–2011

Scholarships	\$ Awarded
6	\$26,226
4	\$5,002
105	\$906,077
10	\$48,210
—	—
1,254	\$8,446,557
111	\$963,078
10	\$96,234
10	\$29,500
11	\$47,146
380	\$2,620,458
210	\$699,627
—	—
5	\$16,063
39	\$599,888
195	\$1,077,091
33	\$153,761
4	\$47,141
13	\$76,857
12	\$91,293
6	\$47,598
1	\$5,000
34	\$309,142
31	\$265,965
33	\$162,698
23	\$109,107
1	\$19,503
9	\$47,026
4	\$43,982
15	\$265,708
31	\$178,682
2	\$5,500
94	\$724,223
111	\$525,629
215	\$1,423,995
48	\$215,855
—	—
32	\$141,100
28	\$471,420
73	\$850,030

Scholarship Awards by State (continued)

State	All Programs, 1975–2011		All Programs, 2010–2011	
	Scholarships	\$ Awarded	Scholarships	\$ Awarded
Pennsylvania	639	\$2,067,505	27	\$183,821
Puerto Rico	3,069	\$7,371,932	27	\$146,091
Rhode Island	137	\$1,071,200	5	\$120,182
South Carolina	158	\$728,840	12	\$78,686
South Dakota	35	\$43,875	—	—
Tennessee	193	\$554,024	10	\$51,765
Texas	22,917	\$72,129,601	874	\$5,830,501
Utah	322	\$1,036,344	19	\$116,884
Vermont	25	\$100,271	1	\$3,475
Virgin Islands	7	\$18,336	—	—
Virginia	659	\$2,679,385	35	\$247,508
Washington	1,332	\$7,400,807	97	\$841,709
West Virginia	29	\$320,587	4	\$85,095
Wisconsin	445	\$1,594,301	11	\$71,570
Wyoming	152	\$446,295	4	\$39,694
Other Countries	13	\$102,912	—	—
(Blank)	63	\$288,421	2	\$97,661
Grand Total	99,833	\$334,671,356	4,331	\$29,677,015

Scholarship Distribution

Region	Mid-Atlantic	Midwest	Northeast	Northwest	South	Southeast	Southwest	Western	TOTAL
Scholarships	181	340	300	554	677	45	1,152	1,082	4,331
% Total Scholarships	4%	8%	7%	13%	16%	1%	27%	25%	100%
Dollars Awarded	\$1,317,293	\$1,809,495	\$2,292,461	\$4,364,939	\$3,760,716	\$284,595	\$8,133,194	\$7,714,322	\$29,677,015
% of Total Awarded	4%	6%	8%	15%	13%	1%	27%	26%	100%

Ethnicity

Central American	8%
Cuban	5%
Dominican	4%
Mexican	54%
Puerto Rican	11%
South American	12%
Spanish	5%
Other	0%

Discipline

Business/Administration	18%
Computer Related	4%
Engineering	11%
Health/Human Services	24%
Legal Studies	4%
Liberal Arts	22%
Sciences	14%
Undeclared	4%
Other	0%

Gender

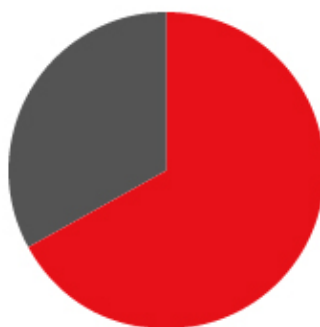
Female	63%
Male	37%

From Low-Income Families



■ Yes - 68%
■ No - 32%

First Generation to College



■ Yes - 67%
■ No - 33%

Student Levels



■ Community College - 10%
■ Four Year - 83%
■ Graduate Level - 8%

Consolidated Statement of Financial Position

Balance for FY Ending March 31, 2011	FY 2011 Totals
Assets	
Cash and cash equivalents	\$ 1,446,093
Restricted cash	300,000
Investments	24,261,864
Contributions receivable, net	4,593,362
Property and equipment, net	69,938
Prepaid expenses and other assets	300,000
Total assets	\$30,899,873
Liabilities and net assets	
Liabilities:	
Accounts payable and accrued expenses	\$ 661,672
Obligations under capital leases	34,781
Total liabilities	696,453
Net assets:	
Unrestricted	(668,944)
Temporarily restricted	18,941,964
Permanently restricted	11,930,400
Total net assets	30,203,420
Total liabilities and net assets	\$30,899,873

Consolidated Statement of Activities

Activity for FY Ending March 31, 2011	2011			Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	
Support and revenues				
Support:				
Grants and contributions	\$ 1,458,108	\$36,434,699	\$ 506,120	\$38,398,927
Special events (net of direct expenses of \$277,601 for 2011)	622,271	—	—	622,271
Investment income, net	29,054	1,628,168	—	1,657,222
In-kind contributions	86,235	—	—	86,235
Other revenue	19,849	—	—	19,849
Net assets released from restrictions	36,528,261	—	(25,000)	—
Total support and revenues	38,743,778	1,559,606	481,120	40,784,504
Expenses and losses				
Program services:				
Scholarships	32,834,182	—	—	32,834,182
Education and information	3,923,500	—	—	3,923,500
Total program services	36,757,682	—	—	36,757,682
Support services:				
Administration	1,701,332	—	—	1,701,332
Fund-raising	1,422,901	—	—	1,422,901
Total support services	3,124,233	—	—	3,123,233
Total expenses	39,881,915	—	—	39,881,915
Net assets				
Change in net assets	(1,138,137)	1,559,606	481,120	902,589
Net assets, beginning of year	469,194	17,382,357	11,449,280	29,300,831
Net assets, end of year	\$ (668,943)	\$ 18,941,963	\$11,930,400	\$30,203,420