



Single Parent Scholarship Fund of Benton County

2010-2014

Enriching Lives and The Community

Enabling single parents to attain self-sufficiency through post-secondary education

Total Resource Campaign

FUNDING

7% annual growth in scholarship fundraising to add 10 new students a year.

ENDOWMENT

Raise \$1 Million for program support.

Administration

MEDICAL BENEFITS

Research, evaluate and implement medical benefits for staff employees.

INTERNAL COMMUNICATION

Assess and improve current technology by 2010.

TECHNICAL EQUIPMENT

Assess current status of all technology equipment and develop a policy and procedures for the periodic replacement of computers and software.

Student Support

CLIENT DEVELOPMENT

Continue to implement a plan for the on-going maintenance and growth of student support programs.

CONTINUOUS EVALUATION AND IMPROVEMENT

Provide on-going program assessment.

STUDENTS' CHILDREN

Develop/implement a plan for children's services.

Marketing

BUILD BRAND AWARENESS

Continue to broaden the organization's positive impact through monthly media features.

CREATE NEW REVENUE STREAMS

Continue annual presentations to corporate partners, civic and church groups.

PERPETUATE DONOR RELATIONS

EXPAND COLLABORATIVE RELATIONS

Work with local, regional and national organizations to build collaborative relationships.