

Scholarship America's

Families of Freedom Scholarship Fund

Campaign:

- **Launched Families of Freedom Scholarship Fund within one week of attacks on America on Sept. 11, 2001**
 - **Media Strategy**
 - **Pitched Associated Press education reporter in New York City which resulted in story**
 - **Web Strategy**
 - **Created website collateral in two days with toll-free number and email for donors and recipients**
 - **Phone Bank**
 - **Developed training materials and scripts for employees to respond to phone calls. Received over 100 calls a day the first two weeks.**
- **Based on initial launch, received interest from private donor Andy McKelvey, CEO of TMP Corporation (monster.com) as well as liaison for former President Bill Clinton and Senate Majority Leader Bob Dole**
 - **Relaunched with international press conference at Georgetown University two weeks later. Received extraordinary coverage.**
 - **Developed PSA with Bob and Bill which was distributed for free by the Ad Council**
 - **TMP Corporation provided call center to handle call volume and graphic design help and servers to revamp website slightly and handle volume**

Results:

- **Raised \$125M in one year; announced on "Larry King Live" on one-year 9/11 anniversary. Distributed approximately \$5M a year to 1,000 students so far.**

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SEPTEMBER 17, 17:28 EDT

Groups Pledge to Help Victims' Kin

By ARLENE LEVINSON
AP National Writer

An education foundation pledged \$3 million Monday to provide college scholarships for the spouses and children of those who perished or were disabled in the terrorist attacks.

The effort is among several intended to look after the education of victims' families.

The Families of Freedom Scholarship Fund was created by the Indianapolis-based Lumina Foundation for Education to aid undergraduate education of financially needy survivors.

The scholarship is being offered in partnership with the Citizens' Scholarship Foundation of America, based in St. Peter, Minn., which will take applications and donations and manage the money.

"The devastating loss of Sept. 11 will affect thousands of families for years to come," Lumina Chairman Edward McCabe said in a statement. "Education is a vital way to triumph over life's obstacles."

Lumina is giving \$2 million outright and another \$1 million in matching funds to encourage individual donations. The organization also hopes to raise money from corporations and other groups.

A private organization, Lumina sponsors research and projects to encourage education past high school. It was created with sale proceeds when Sallie Mae, a leading private lender of student loans, bought most of loan-servicer USA Group, at that time a nonprofit company.

Last week, the Marine Corps-Law Enforcement Foundation said it would give \$10,000 in scholarship bonds for children whose parents were killed in the terrorist attack on the Pentagon.

Lindsey Roberts, a student at Juniata College in Huntingdon, Pa., is leading a fund-raising drive to one day provide full tuition to the child of a rescue worker killed when the World Trade Center was destroyed.

The school of medicine at Marshall University, in Huntington, W. Va., is creating a scholarship in memory of a 1995 graduate, Dr. Paul Ambrose, who died in the plane that crashed into the Pentagon.

On the Net: 

Freedom scholarship: <http://www.familiesoffreedom.org/>

Marine Corps-Law Enforcement Foundation: <http://www.mc-lef.org>

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CITIZENS'
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of AMERICA

Families of Freedom Scholarship Fund



DONATE

Welcome to the "Families of Freedom Scholarship Fund," which is being established to provide education assistance for postsecondary study to financially needy children and spouses of those killed or permanently disabled as a result of the "Attack on America" on Tuesday, September 11, 2001, in the United States.

Lumina Foundation for Education, Indianapolis, IN, is initiating the Fund with a \$3 million grant -- \$2 million outright and \$1 million as a dollar-for-dollar challenge grant to encourage contributions from individuals. Citizens' Scholarship Foundation of America, Minneapolis and St. Peter, MN, will manage the Fund.

Questions?:

Donations - Call 1-877-862-0136 or email familiesoffreedom@csfa.org
Assistance - Call 1-800-537-4180 or email familiesoffreedom@csfa.org

TO MAKE A DONATION

Double the impact of your gift!

\$1 million of the Lumina Foundation's grant will match the contributions of individuals on a dollar-for-dollar basis.

- **Online:** Press U.S. Flag Donate Button above, and specify Families of Freedom Scholarship Fund.
- **Phone:** Call 1-877-862-0136.
- **Check:** Make check payable to Citizens' Scholarship Foundation of America (CSFA) designating "Families of Freedom Scholarship Fund" in the memo section. Mail to CSFA, 1505 Riverview Road, P.O. Box 297, St. Peter, MN 56082.

TO APPLY FOR ASSISTANCE

Call 1-800-537-4180, and ask to speak with the "Families of Freedom Scholarship Fund" program manager.

News Release Fact Sheet FAQs



CITIZENS'
SCHOLARSHIP
FOUNDATION
of AMERICA

7703 Normandale Road, Suite 110, Minneapolis,
MN 55435-5314

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Carol Van Dyke, 952/830-7307

Email: barnold@csfa.org

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LUMINA
FOUNDATION FOR EDUCATION

30 South Meridian Street, Indianapolis, IN
46204-3503

Contact: Sara Murray-Plumer, 317/951-5493

Email: splumer@luminafoundation.org

Web: www.luminafoundation.org

**FOR IMMEDIATE RELEASE:
Monday, September 17, 2001**

\$3 Million Pledge Invites Individual Contributions

"Families of Freedom Scholarship Fund" Established to Benefit Dependents of "Attack on America" Victims

MINNEAPOLIS - Monday, September 17, 2001—The "Families of Freedom Scholarship Fund" is being created to provide education assistance for postsecondary education to financially needy children and spouses of those killed or permanently disabled as a result of the Tuesday, September 11, 2001, terrorist attacks in the United States. Specifically, the Fund will benefit children and spouses of the victims, including airplane crew and passengers, World Trade Center and Pentagon employees and visitors, and relief workers, including firemen and policemen. The Fund is being initiated by Citizens' Scholarship Foundation of America (CSFA) in Minneapolis, MN, and Lumina Foundation for Education in Indianapolis, IN.

The "Families of Freedom Scholarship Fund" provides financial support for postsecondary education to families who suffered direct losses in the "Attack on America" and offers a charitable option for individuals and organizations that want to aid these families. Lumina Foundation for Education, an Indianapolis-based private foundation dedicated to expanding access to postsecondary education, has pledged \$3 million to create the Fund—\$2 million outright and \$1 million as a dollar-for-dollar matching grant to encourage contributions from individuals. CSFA, the nation's largest nonprofit administrator of private scholarship programs, will manage the Fund.

"As the stories of the past week have demonstrated so graphically, the devastating losses of September 11 will affect thousands of families for years to come," said Edward A. McCabe, chairman of Lumina Foundation. "Thousands of adults lost their spouses, and even more children lost parents. Education is a vital way to triumph over life's obstacles, and this Fund is aimed at ensuring that financially needy families of the victims are not denied access to an education beyond high school."

"Lumina Foundation has made clear that its gift is just a beginning," said Phyllis S. McGrath, chair of the Board of Trustees of CSFA. "The Fund is intended to provide a charitable option to all organizations and individuals who wish to come to the aid of the families who have been directly affected by the devastating events of September 11."

"We at CSFA have pledged that 100 percent of all contributions to the Fund will support undergraduate education at an accredited, U.S.-based college, university, or vocational/technical school, for the victims' family members, throughout the life of the program," said William C. Nelsen, president of CSFA. "The program will extend to currently enrolled undergraduate students, as well as future students for the life of the Fund."

"At times like these, good people across America are looking for ways that they can reach out to help those who have suffered deep personal losses," said Martha Lamkin, president and chief executive officer of Lumina Foundation. "We hope this Fund will attract the contributions of individuals, corporations and other organizations seeking a meaningful way to assist one of the long-term needs of individuals whose family situation was drastically changed on September 11, 2001."

Although Lumina Foundation does not generally support scholarship funds, Lamkin said, "Extraordinary events call for extraordinary measures, and we hope this Fund will create an extraordinary response from Americans because it will cost tens of millions of dollars to educate the survivors of these victims."

CSFA will be accepting contributions to the Fund. CSFA will work with government agencies and known employers of victims to assemble the database of eligible participants in the program. The size of the eventual financial awards will depend on the size of the Fund, the numbers of eligible participants, and the financial need of applicants. CSFA plans to begin assisting financially needy eligible survivors currently enrolled in qualified institutions as early as January 2002.

To Make a Donation

Online: Visit <http://www.csfa.org/familiesoffreedom/familiesoffreedom.org>

Phone: Call 1-877-862-0136 with your credit card available.

Check: Make payable to the Citizens' Scholarship Foundation of America designating the "Families of Freedom Scholarship Fund," and mail to Citizens' Scholarship Foundation of America, 1505 Riverview Road, P.O. Box 297, St. Peter, Minnesota 56082.

To Apply for Assistance

To inquire about eligibility or apply for assistance from this Fund, please call 1-800-537-4180, and ask for the "Families of Freedom Scholarship Fund" program manager.

Questions?

Questions concerning donations: Call 1-877-862-0136 or email familiesoffreedom@csfa.org

Questions concerning eligibility and applications for the education assistance fund: Call 1-800-537-4180 and ask for the "Families of Freedom Scholarship Fund" program manager or email familiesoffreedom@csfa.org

About Lumina Foundation for Education

Lumina Foundation for Education, headquartered in Indianapolis, IN, is a private, independent foundation, which strives to help people achieve their potential by expanding access to an education beyond high school. Through research, innovative programs and communications initiatives, Lumina Foundation addresses issues surrounding financial access, educational attainment and opportunities for nontraditional learners. www.luminafoundation.org

About Citizens' Scholarship Foundation of America (CSFA)

CSFA is the nation's largest private sector scholarship and educational support organization. It carries out its mission of expanding access to educational opportunities and encouraging academic achievement through its Dollars for Scholars, Scholarship Management Services and ScholarShop programs.

Headquartered in Minneapolis and St. Peter, MN, CSFA has distributed over \$776.2 million to more than 748,000 students through its scholarship and other support programs since its founding in 1958. *The Wall Street Journal's Smart Money Magazine* has ranked CSFA as one of the best-run, most efficient nonprofits for the past four years in a row. www.csfa.org ###

Families of Freedom Fact Sheet FAQs



**CITIZENS'
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LUMINA
FOUNDATION FOR EDUCATION

Families of Freedom Scholarship Fund Fact Sheet

The "Families of Freedom Scholarship Fund" is being created to provide education assistance for postsecondary study to financially needy children and spouses of those killed or permanently disabled as a result of the Tuesday, September 11, 2001, terrorist attacks in the United States. Specifically, the Fund will benefit children and spouses of the victims, including airplane crew and passengers, World Trade Center and Pentagon employees and visitors, and relief workers, including firemen and policemen.

Lumina Foundation for Education, Indianapolis, IN, is initiating the Fund with a \$3 million grant--\$2 million outright and \$1 million as a dollar-for-dollar matching grant to encourage contributions from individuals. Citizens' Scholarship Foundation of America, Minneapolis and St. Peter, MN, will manage the Fund.

ELIGIBILITY

- Eligible participants will be financially needy dependents, including children and spouses, of those persons who died or are permanently disabled as a direct result of the attack and during rescue activities.
- Participants must be students who plan to enroll in or are already enrolled in a course of study at an accredited two- or four-year college, university, or vocational-technical school based in the United States.

EDUCATION ASSISTANCE

- Individual education assistance amounts will be determined based on funds available.
- Financial need will be considered in determining the amount of each award.
- Depending on total funding available, education assistance may be renewable for up to three years for undergraduate study. Students must achieve satisfactory academic progress.

CONTRIBUTIONS

- Lumina Foundation grant includes a \$1 million dollar-for-dollar challenge grant to encourage contributions from individuals.
- Contributions can be made to CSFA designated for the "Families of Freedom Scholarship Fund."
- CSFA is a 501(c)(3) charitable organization, and contributions are tax deductible.
- Contributions will be acknowledged by CSFA.
- All contributions (100% of principal) will go directly to aid students.

- Direct administrative costs will be paid from a portion of interest earnings from the Fund.
- CSFA will provide an appropriate annual report to all major contributors to inform them of scholarship disbursement.

PROCESS

- CSFA will work with appropriate government agencies to compile a list of potentially eligible participants.
- The opportunity for education assistance will be communicated directly to victims' families as well as via the news media, including print, broadcast and electronic (websites).
- Once a master list is developed, CSFA will communicate annually with families to maintain contact and to ensure children know about the potential education assistance for postsecondary education.
- The effective starting date of the program is January 2002.
- Students may apply for education assistance as seniors in high school or in following years.
- Education assistance will be paid ordinarily in two installments each year. Checks are made payable jointly to the student and school during periods of enrollment.

To Make a Donation

Online: Visit <http://www.csfa.org/familiesoffreedom/familiesoffreedom.org>

Phone: Call 1-877-862-0136.

Check: Make payable to the Citizens' Scholarship Foundation of America designating the "Families of Freedom Scholarship Fund," and mail to Citizens' Scholarship Foundation of America, 1505 Riverview Road, P.O. Box 297, St. Peter, Minnesota 56082.

To Apply for Assistance

To inquire about eligibility or apply for assistance from this Fund, please call 1-800-537-4180, and ask for the "Families of Freedom Scholarship Fund" program manager.

Questions?

Questions concerning donations: Call 1-877-862-0136 or email familiesoffreedom@csfa.org

Questions concerning eligibility and applications for the education assistance fund: Call 1-800-537-4180 and ask for the "Families of Freedom Scholarship Fund" program manager or email familiesoffreedom@csfa.org

About Lumina Foundation for Education

Lumina Foundation for Education, headquartered in Indianapolis, IN, is a private, independent foundation, which strives to help people achieve their potential by expanding access to an education beyond high school. Through research, innovative programs and communications initiatives, Lumina Foundation addresses issues surrounding financial access, educational attainment and opportunities for nontraditional learners. www.luminafoundation.org

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efficient nonprofits for the past four years in a row. www.csfa.org

MEDIA CONTACTS

Citizens' Scholarship Foundation of America

Barbara E. Arnold, VP of Public Affairs & Communications

Phone: 952/830-7308, Pager: 1-888-290-4018, Email: barnold@csfa.org

Carol Van Dyke, Director of Communications

Phone: 952/8307307

Lumina Foundation for Education

Sara Murray-Plumer, Director of Communications

Phone: 317/951-5493, Email: splumer@luminafoundation.org

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46204-3503
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splumer@luminafoundation.org
www.luminafoundation.org

Families of Freedom Scholarship Fund Frequently Asked Questions

Who is eligible?

Eligible participants are financially needy dependents of those persons who died or are permanently disabled as a direct result of the terrorist attacks on September 11, 2001, and during the continuing rescue activities. Specifically, the Fund will benefit children and spouses of the victims, including airplane crew and passengers, World Trade Center and Pentagon employees and visitors, and relief workers, including firemen and policemen. Participants must be students who plan to enroll in or are already enrolled in a course of study at an accredited two- or four-year college, university or vocational-technical school based in the United States.

How can individuals and organizations contribute?

Contributions can be made to Citizens' Scholarship Foundation of America (CSFA) designated for the "Families of Freedom Scholarship Fund." Lumina Foundation will match up to \$1 million of contributions from individuals on a dollar-for-dollar basis. Please visit the CSFA Web site at www.csfa.org or call toll-free 1-877-862-0136 to make a donation to this Fund.

Why create a scholarship fund?

Like all Americans our organizations struggled to understand the terrorist events of last week. We wanted to find a way that we could help. The missions of our two organizations are to improve access to higher education for all Americans. We believe that education is a vital way to triumph over life's obstacles. We created the "Families of Freedom Scholarship Fund" to ensure that financially needy families of the victims are not denied access to an education beyond high school. We hope other individuals and organizations will be moved to contribute to this scholarship fund.

How much money will you really need for the Fund?

Although it's too soon to determine an exact figure, we estimate that we will need tens of millions of dollars to provide the type of financial assistance that will be necessary to ensure postsecondary access to the families we want to help.

How will you contact victims to let them know about this program?

CSFA will work with appropriate government agencies to compile a list of potentially eligible participants. The opportunity for education assistance will be communicated directly to victims' families as well as via the news media. Once a master list is developed, CSFA will communicate annually with families to maintain contact and to ensure children know about the potential education assistance for postsecondary education.

How will victims' families apply for scholarships?

CSFA will communicate directly and annually with victims' families. An application will be sent to each family. To inquire about eligibility or apply for education assistance, victims' families may call 1-800-537-4180.

How will you define "needy"?

We are working hard to establish the fund and will iron out these details in the coming weeks. CSFA will develop a formula, based on its extensive experience in scholarship distribution, to determine each applicant's financial need. The size of the eventual financial awards will depend on the size of the Fund, the numbers of eligible participants, and the financial need of applicants. CSFA plans to begin assisting financially needy eligible survivors currently enrolled in qualified institutions as early as January 2002.

Will all the funds go to helping victims?

All contributions will go directly to aid students (100 percent of the principal of each contribution). Direct administrative costs will be paid from a portion of interest earnings from the Fund. CSFA is a 501 (C)(3) charitable organization. Any individual contributions will be tax deductible.

What is CSFA?

Located in Minneapolis and St. Peter, MN, CSFA is the nation's largest private sector scholarship and educational support organization. It carries out its mission of expanding access to educational opportunities and encouraging academic achievement through its Dollars for Scholars, Scholarship Management Services and ScholarShop programs.

If I make a contribution to this organization, is my money safe?

CSFA has distributed more than \$776.2 million to more than 748,000 students through its scholarship and other support programs since its founding in 1958. *The Wall Street Journal's Smart Money Magazine* has ranked CSFA as one of the best-run, most efficient nonprofits for the past four years in a row.

What is Lumina Foundation?

Lumina Foundation for Education, headquartered in Indianapolis, IN, is a private, independent foundation, which strives to help people achieve their potential by expanding access to an education beyond high school. Through research, innovative programs and communications initiatives, Lumina Foundation addresses issues surrounding financial access, educational attainment and opportunities for nontraditional learners.

How can I get further information?

Visit <http://www.csfa.org/familiesoffreedom> ~~http://www.csfa.org/familiesoffreedom~~ *familiesoffreedom.org*
Questions concerning donations: Call 1-877-862-0136 or email familiesoffreedom@csfa.org
Questions concerning eligibility and applications for the education assistance fund: Call 1-800-537-4180 and ask for the "Families of Freedom Scholarship Fund" program manager or email familiesoffreedom@csfa.org

Families of Freedom News Release Fact Sheet



Families of Freedom

SCHOLARSHIP FUND™

For Immediate Release:
September 29, 2001

Contacts: Barbara Arnold (CSFA)
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888-290-4018 (p)
Kathleen Connery
202-337-0808 (w)

CLINTON AND DOLE TO CHAIR \$100 MILLION CAMPAIGN FOR SCHOLARSHIP FUND TO BENEFIT FAMILIES OF ATTACK VICTIMS

Fund to Provide Assistance to Families For Postsecondary Education

WASHINGTON – Former President Bill Clinton and Former Senate Majority Leader Bob Dole announced today that they are teaming up to chair a scholarship fund campaign that will provide educational assistance for the children and spouses of those killed or permanently disabled as a result of the terrorist attacks on September 11, 2001. The two promised to help build the “Families of Freedom Scholarship Fund™,” which was founded by the Citizens’ Scholarship Foundation of America (CSFA) and the Lumina Foundation for Education. Organizers hope to raise the funds needed to distribute at least \$100 million to financially needy applicants for use at all types of postsecondary education institutions, including two- and four-year colleges, trade and vocational schools, and others. The goal of the Fund is to continue for as long as there is need from the families of the attack victims.

In a statement, President Clinton said: “The tragedy of September 11th left many young people without parents. Young people who with a helping hand and the chance for a higher education will go on to great things. Young people who with your help might even go on to become President of the United States. I am honored to be working with Senator Dole on the ‘Families of Freedom Scholarship Fund’ to make sure that all of the victims of this tragedy can get the education that they want and deserve.”

Senator Dole echoed those remarks, commenting that “Americans have shown extraordinary generosity and caring in the weeks following the attacks. I am grateful that we can play some small part in helping ease the burden of the victims and their families. The children and spouses of firefighters and police officers, flight crews and passengers, World Trade Center and Pentagon workers – all of the victims of the attacks -- have lost so much. We hope that this scholarship fund will help erase some of their doubts and fears about their future.”

Andrew McKelvey, CEO of TMP Worldwide, announced that he is contributing \$1 million to help jump start fundraising efforts for the Fund. As part of that effort, Clinton and Dole have made public service announcements (PSAs) for television and radio that will be aired to promote the Fund. The television PSA is scheduled to premier on Sunday, October 7, during the Emmy Awards broadcast on CBS. McKelvey also announced that his company is providing a toll-free number that individuals can use to contribute, and TMP has worked with CSFA on the on-line presence for the Fund.

The Fund was founded and is being administered by CSFA, the nation's largest nonprofit private-sector scholarship and educational support organization, which through its other scholarship programs aided more than 85,000 students in 2000. (More information is available at www.csfa.org.) CSFA President William C. Nelsen said: "United we stand, today, tomorrow, and into the future as we remember the victims of the attack on America. The 'Families of Freedom Scholarship Fund' honors their memories by providing educational assistance for their children and spouses. We are honored to have Former President Clinton and Senator Dole help lead this effort for a brighter future. I am also grateful to Georgetown University for their help in making this announcement possible."

Nelsen continued that CSFA "started the Fund less than two weeks ago with an initial grant from the Lumina Foundation for Education of \$3 million. Now we are gratified that Brocade Communications Systems and ONI Systems of Silicon Valley are spearheading the 'Technology Partners for Families of Freedom' with their contribution of \$1 million in stock each and their initiative to raise \$50 million of the \$100 million goal from companies in the technology sector or related fields."

Hugh Martin, chairman, president and CEO of ONI Systems, said that the employees of his company were "deeply affected by the events of September 11 and eager to show their support. The concept for this 'Technology Partners' stock fund married perfectly with the stated goals of the 'Families of Freedom Scholarship Fund'."

Greg Reyes, Chairman and CEO of Brocade, added that "giving to the 'Families of Freedom Scholarship Fund' is an opportunity for technology companies across the country to join together to help ensure a bright future for the families of the victims of September 11. Together with ONI Systems, we are pleased to spearhead the effort to rally our industry to this important cause."

Harvard University has pledged \$1 million to the Campaign and is joining with the American Council on Education to support this effort on behalf of higher education.

Individuals can donate or apply for scholarship funds on-line at www.familiesoffreedom.org or by calling toll free, 800-335-1102. Or they can donate by mail by making a check payable to Citizens' Scholarship Foundation of America, designating the "Families of Freedom Scholarship Fund" and mailing it to CSFA, 1505 Riverview Road, PO Box 297, St. Peter, MN 56082. CSFA is a 501(c)(3) organization, and all donations to the "Families of Freedom Scholarship Fund" are tax-deductible.

##



Families of Freedom

SCHOLARSHIP FUND™

www.familiesoffreedom.org



CITIZENS' SCHOLARSHIP
FOUNDATION of AMERICA

Dollars for Scholars® • Scholarship Management Services™ • ScholarShop®

Minneapolis Office:

President's Office, Development,
Strategic Alliances,
Public Affairs & Communications
7703 Normandale Road, Suite 110
Minneapolis, MN 55435-5314
1-800-279-2083

www.csfa.org

St. Peter Office:

President's Office, Dollars for Scholars,
Scholarship Management Services,
ScholarShop, Finance, Human Resources
1505 Riverview Road, P.O. Box 297
St. Peter, MN 56082
1-800-537-4180

Families of Freedom Scholarship Fund™

Overview

The "Families of Freedom Scholarship Fund™" was launched on Monday, September 17, 2001, in response to the "Attack on America" on Tuesday, September 11, 2001. The purpose of the Fund is to provide education assistance for postsecondary study to financially needy dependents of those killed or permanently disabled as a result of the terrorist attacks and during the rescue activities relating to those attacks. Specifically, the Fund will benefit dependents of the victims, including airplane crew and passengers, World Trade Center and Pentagon workers and visitors, and relief workers, including firefighters, emergency medical personnel and law enforcement personnel. Visit www.familiesoffreedom.org for more information.

The Fund was created by Citizens' Scholarship Foundation of America (CSFA), the nation's largest nonprofit administrator of private scholarship programs, based in St. Peter and Minneapolis, MN, and Lumina Foundation for Education, a private foundation dedicated to expanding access to postsecondary education, based in Indianapolis, IN.

The "Families of Freedom Scholarship Fund" offers a charitable option for individuals and organizations that want to aid the dependents of these victims. Lumina Foundation for Education pledged \$3 million to create the Fund – \$1 million directly to the scholarship fund and \$2 million as a dollar-for-dollar matching grant to encourage contributions from individuals. The \$2 million matching grant was met on December 18, 2001. CSFA will coordinate the overall Fund initiative, will receive all monies raised, and administer the scholarship program over the life of the Fund.

Former President Bill Clinton and former Senate Majority Leader Bob Dole are serving as co-chairs of the campaign fund effort.

CSFA has pledged that 100 percent of all contributions to the Fund will support undergraduate education of eligible students at accredited two- and four-year colleges, universities or technical-vocational schools or the equivalent. The program will extend to currently enrolled undergraduate students, as well as future students. The Fund is expected to continue through the year 2030.

CSFA is accepting contributions to the Fund. CSFA is working with government agencies and known employers of victims to assemble the database of eligible participants in the program. The size of the eventual financial awards will depend on the size of the Fund, the numbers of eligible participants, and the financial need of applicants. According to the process, CSFA has already begun assisting financially needy eligible survivors currently enrolled in qualified institutions in January, 2002.

FOR MAJOR CORPORATE, FOUNDATION OR INDIVIDUAL GIFTS

Contact William C. Nelsen, President (507-931-0400); Fred Vogel, Executive Vice President (507-931-0405); Marilyn Rundell, Vice President, Scholarship Management Services (507-931-0499); Linda Mahoney, Vice President, Strategic Alliances (952-830-7305); or Doug Scott, Vice President, Development (952-830-7302).

TO MAKE AN INDIVIDUAL CONTRIBUTION

Online: Visit www.familiesoffreedom.org.

Phone: Call 1-800-335-1102 with your credit card available.

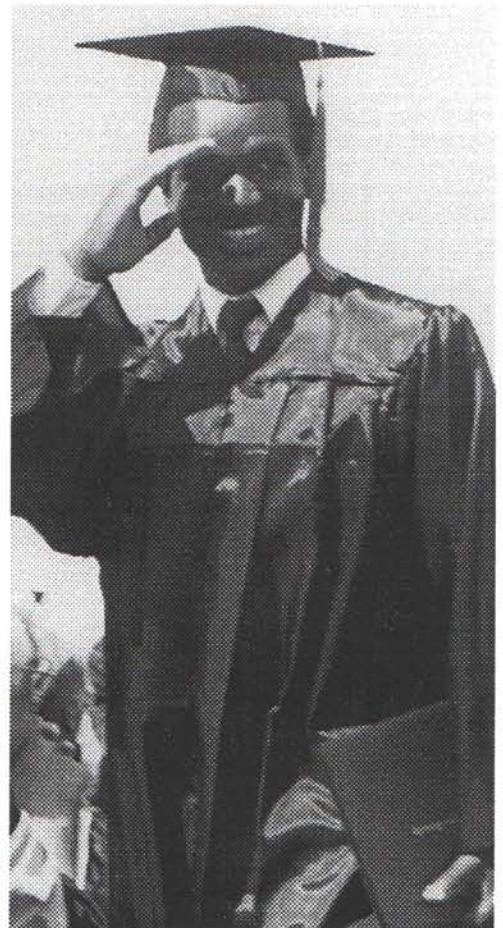
Check: Make payable to Citizens' Scholarship Foundation of America, designating the "Families of Freedom Scholarship Fund," and mail to Citizens' Scholarship Foundation of America, 1505 Riverview Road, P.O. Box 297, St. Peter, MN 56082.

TO APPLY FOR ASSISTANCE

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ABOUT CITIZENS' SCHOLARSHIP FOUNDATION OF AMERICA (CSFA)

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CITIZENS' SCHOLARSHIP FOUNDATION *of* AMERICA

Dollars for Scholars® • Scholarship Management Services™ • ScholarShop®

Families of Freedom Scholarship Fund™ Fact Sheet

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Citizens' Scholarship Foundation of America (CSFA), Minneapolis and St. Peter, MN, the nation's largest nonprofit scholarship organization, is coordinating the overall Fund initiative, will receive all monies raised, and administer the scholarship program over the life of the Fund. **Lumina Foundation for Education**, Indianapolis, IN, initiated the Fund with a \$3 million grant – \$1 million directly to the scholarship fund and \$2 million as a dollar-for-dollar matching grant to encourage contributions from individuals. The \$2 million matching grant was met on December 18, 2001.

ELIGIBILITY

- Eligible participants will be financially needy dependents, including children and spouses, of those persons killed or permanently disabled as a result of the attack and during rescue activities.
- Participants must plan to enroll in or already be enrolled in a course of study at an accredited two- or four-year college, university, or vocational-technical school or the equivalent.
- In general terms, financial need is determined by what a family can afford compared to the cost of the postsecondary institution.

EDUCATION ASSISTANCE

- Individual education assistance amounts will be determined based on funds available and financial need.
- Depending on total funding available, education assistance may be renewable for up to three years for undergraduate study. Students must achieve satisfactory academic progress.

FUND-RAISING GOAL

- CSFA has developed preliminary estimates concerning the amount of total funds required to address educational assistance needs for eligible families.
- Based on information currently available and on CSFA's extensive experience with student financial need assessment, a fund of at least \$100 million is desired. Additional monies raised will help meet higher needs.
- CSFA may redirect any excess assets of the Fund to support other postsecondary education scholarship programs of CSFA, if its board of directors determines that the needs of the victims' dependents have been met, or can with reasonable certainty be met with less than all of the assets of the Fund.
- Any assets remaining in the Fund as of December 31, 2030, may be used by CSFA to support other postsecondary education scholarship programs of CSFA.

CONTRIBUTIONS

- Contributions can be made to CSFA designated for the “Families of Freedom Scholarship Fund.”
- CSFA is a 501(c)(3) charitable organization, and contributions to the Fund are generally tax deductible.
- Contributions will be acknowledged by CSFA.
- All contributions – 100% of the principal – will go directly to aid students.
- Administrative costs will be paid from a portion of interest earnings of the Fund.
- CSFA will provide an appropriate annual report to all major contributors to inform them of scholarship disbursement.

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Families of Freedom Scholarship Fund™

Fact Sheet

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PROCESS

- CSFA will work with appropriate government agencies to compile a list of potentially eligible participants.
- The opportunity for education assistance will be communicated directly to victims' families as well as via the news media, including print, broadcast and electronic (websites).
- Once a master list is developed, CSFA will communicate annually with families to maintain contact and to ensure all eligible persons – spouses, young people and children – know about the potential education assistance for postsecondary education.
- The effective starting date of the program is January, 2002. Students may apply for education assistance as seniors in high school or in following years. Education assistance will be paid ordinarily in two installments each year. Checks are made payable jointly to the student and school during periods of enrollment.

FOR MAJOR CORPORATE, FOUNDATION OR INDIVIDUAL GIFTS

Contact William C. Nelsen, President (507-931-0400); Fred Vogel, Executive Vice President (507-931-0405); Marilyn Rundell, Vice President, Scholarship Management Services (507-931-0499); Linda Mahoney, Vice President, Strategic Alliances (952-830-7305); or Doug Scott, Vice President, Development (952-830-7302).

FOR INDIVIDUAL CONTRIBUTIONS

Online: Go to www.familiesoffreedom.org.

Phone: Call 1-800-335-1102.

Check: Make payable to Citizens' Scholarship Foundation of America, designating the "Families of Freedom Scholarship Fund," and mail to Citizens' Scholarship Foundation of America, 1505 Riverview Road, P.O. Box 297, St. Peter, MN 56082.

SPECIAL SUBFUNDS

Any individual or organization can designate their donation to special subfunds, which have been established for the following groups of victims: 1) airplane crew and passengers, 2) World Trade Center workers and visitors, 3) Pentagon workers and visitors, and 4) rescue workers, including firefighters, emergency medical personnel and law enforcement personnel. See Frequently Asked Questions for other specially created subfunds.

TO APPLY FOR ASSISTANCE

To inquire about eligibility or apply for assistance from this Fund, please call toll-free 1-877-862-0136.

QUESTIONS?

Call 1-800-335-1102, or email familiesoffreedom@csfa.org.

ABOUT CITIZENS' SCHOLARSHIP FOUNDATION OF AMERICA (CSFA)

CSFA is the nation's largest private sector scholarship and educational support organization. It carries out its mission of expanding access to educational opportunities and encouraging academic achievement through its Dollars for Scholars®, Scholarship Management Services™ and ScholarShop® programs. Headquartered in Minneapolis and St. Peter, MN, CSFA has distributed over \$776.2 million to more than 748,000 students through its scholarship and other support programs since its founding in 1958. For the fifth year in a row, *SmartMoney*, the *Wall Street Journal's* magazine of personal finance, has ranked CSFA as one of the 17 most efficient nonprofits in the country. *Worth Magazine* also has named CSFA as one of America's 100 Best Charities in its December 2001/January 2002 issue. For more information, visit www.csfa.org.

MEDIA: Barbara Arnold, VP, CSFA, 952-830-7308; or Carol Van Dyke, Director, CSFA, 952-830-7307.

www.familiesoffreedom.org



Revised: 2/7/02

"Families of Freedom Scholarship Fund" and "Citizens' Scholarship Foundation of America" and any and all associated logos are trademarks of Citizens' Scholarship Foundation of America.

Families of Freedom Scholarship Fund™

Frequently Asked Questions

Who is eligible?

Eligible participants are financially needy dependents of those killed or permanently disabled as a result of the terrorist attacks on September 11, 2001, and during the rescue activities relating to those attacks. Specifically, the Fund will benefit dependents of the victims, including airplane crew and passengers, World Trade Center and Pentagon workers and visitors, and relief workers, including firefighters and emergency medical personnel and law enforcement personnel. Participants must plan to enroll in or already be already enrolled in a course of study at an accredited two- or four-year college, university or vocational-technical school based in the United States.

How can individuals contribute?

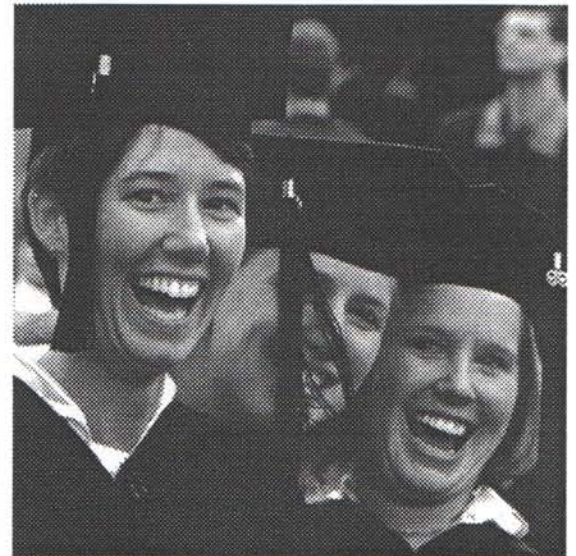
Contributions can be made to Citizens' Scholarship Foundation of America (CSFA) designated for the "Families of Freedom Scholarship Fund." To make an individual donation to the Fund, please visit the Families of Freedom web site at www.familiesoffreedom.org or call 1-800-335-1102. Checks can be mailed to CSFA, 1505 Riverview Road, P.O. Box 297, St. Peter, MN 56082.

Whom do I contact concerning major corporate, foundation or individual gifts for the Fund?

William C. Nelsen, President (507-931-0400); Fred Vogel, Executive Vice President (507-931-0405); Marilyn Rundell, Vice President, Scholarship Management Services (507-931-0499); Linda Mahoney, Vice President, Strategic Alliances (952-830-7305); or Doug Scott, Vice President, Development (952-830-7302).

I would like to make a special designation. Do special subfunds exist?

Anyone can designate their donation to special subfunds, which have been established for the following groups of victims: 1) airplane crew and passengers, 2) World Trade Center workers and visitors, 3) Pentagon workers and visitors, and 4) rescue workers, including firefighters, emergency medical personnel and law enforcement personnel. Other organizations, which have pledged to raise a minimum of \$1 million, have created these subfunds: The American Council on Education (September 11 College Fund), high-tech industry (Technology Partners for the Families of Freedom Scholarship Fund), USA Weekend and Points of Light Foundation (Make A Difference Day Scholarship Fund), the American Physical Society (Science and Engineering Scholarship Fund).



Why create a scholarship fund?

Like all Americans, CSFA and Lumina Foundation struggled to understand the terrorist events of September 11, 2001. We wanted to find a way that we could help. The shared mission of our two organizations is to improve access to higher education for all individuals. We believe that education is a vital way to triumph over life's challenges. We created the "Families of Freedom Scholarship Fund" to support financially needy dependents of the victims who desire to pursue an education beyond high school. We hope other individuals and organizations will be moved to contribute to this scholarship fund.

How much money will you really need for the Fund?

Although it's too soon to determine an exact dollar amount, we estimate that we will need a minimum of \$100 million to provide the type of financial assistance that will be necessary to ensure postsecondary access to the families we want to help. Former President Bill Clinton and former Senate Majority Leader Bob Dole have joined together to spearhead the campaign fund effort.

What if there are funds left over?

The Board of Directors of CSFA may redirect any excess assets of the Fund to support other postsecondary education scholarship programs of CSFA, on the good faith determination of at least two-thirds of the directors that the needs of the victims' dependents have been met, or can with reasonable certainty be met with less than all of the assets of the Fund. In any event, any assets remaining in the Fund as of December 31, 2030, may be used by CSFA to support other postsecondary education scholarship programs of CSFA.

How much will CSFA charge for its scholarship management services?

One hundred percent of all contributions to the "Families of Freedom Scholarship Fund" will support undergraduate education at an accredited, two- or four-year college, university or vocational-technical school for eligible students. CSFA will make absolutely no profit from the program; it will only recover its costs. The majority of interest earned on the dollars will go to recipients; CSFA will recover its costs

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Families of Freedom Scholarship Fund™

Frequently Asked Questions

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from a portion of the interest. As published in CSFA's annual reports, its overall general administration and fund-raising costs are in the single digits, typically five percent or less. For the fifth year in a row, *SmartMoney*, the *Wall Street Journal's* magazine of personal finance, has ranked CSFA as one of the 17 most efficient nonprofits in the country. *Worth Magazine* also has named CSFA as one of America's 100 Best Charities in its December 2001/January 2002 issue.

How will you contact victims to let them know about this program?

CSFA will work with appropriate government agencies to compile a list of potentially eligible participants. The opportunity for education assistance will be communicated directly to victims' families as well as via the news media. Once a master list is developed, CSFA will communicate annually with families to maintain contact and to ensure all eligible persons – spouses, young people and children – know about the potential education assistance.

How will victims' families apply for scholarships?

CSFA will communicate directly and annually with victims' families. An application will be sent to each family. To inquire about eligibility or apply for education assistance, victims' families may call toll-free 1-877-862-0136.

How will you define "needy"?

In general terms, financial need is based on an individual's ability to pay compared to the cost of the accredited institution. CSFA will develop a formula, based on its extensive experience in scholarship distribution, to determine each applicant's financial need. The size of the eventual financial awards will depend on the size of the Fund, the numbers of eligible participants, and the financial need of applicants. CSFA hopes to begin assisting financially needy eligible survivors currently enrolled in qualified institutions as early as January, 2002.

Will all the funds go to helping victims?

All contributions will go directly to aid students – 100 percent of the principal of each contribution. Costs will be paid from a portion of interest earnings from the Fund. CSFA is a 501(C)(3) charitable organization. Any individual contributions to the Fund will generally be tax-deductible for itemizers.

If I make a contribution to this organization, is my money safe?

CSFA has distributed more than \$776.2 million to more than 748,000 students through its scholarship and other support programs since its founding in 1958. For the fifth year in a row, *SmartMoney*, the *Wall Street Journal's* magazine of personal finance, has ranked CSFA as one of the 17 most efficient nonprofits in the country. *Worth Magazine* also has named CSFA as one of America's 100 Best Charities in its December 2001/January 2002 issue.

How will the overall investment pool for the Fund be handled?

CSFA has in place a highly qualified Investment Committee, composed of financiers and investment counselors, who have more than 100 years of combined professional experience in financial management. These professionals serve as volunteers on the CSFA Board of Trustees and National Advisory Board. Several additional financial experts will be added to this group for long-term oversight of this Fund.

What is CSFA?

CSFA, Minneapolis and St. Peter, MN, is the nation's largest private sector scholarship and educational support organization. It has three major programs: Dollars for Scholars®, Scholarship Management Services™ and ScholarShop®. For more information, please visit www.csfa.org.

What is Lumina Foundation?

Lumina Foundation for Education, Indianapolis, IN, is a private, independent foundation that strives to help people achieve their potential by expanding access to an education beyond high school. For more information, please visit www.luminafoundation.org.

How can I get further information?

Visit www.familiesoffreedom.org, call 1-800-335-1102 or email familiesoffreedom@csfa.org.

MEDIA: Call Barbara Arnold, VP, CSFA, 952/830-7308; or Carol Van Dyke, Director, CSFA, 952/830-7307.



CITIZENS' SCHOLARSHIP
FOUNDATION OF AMERICA

Dollars for Scholars® • Scholarship Management Services™ • ScholarShop®

Revised: 2/7/02

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Families of Freedom

SCHOLARSHIP FUND™

Interim Report to Donors

May 2002

To address the need for long-term education assistance of the families affected by the September 11th events, Citizens' Scholarship Foundation of AmericaSM (CSFA) initiated the Families of Freedom Scholarship Fund™.

\$88 million of \$100 million Goal Raised

Last September, we set a fundraising goal of \$100 million. Since the Families of Freedom Scholarship Fund was launched on September 17, 2001, we have received donations from more than 18,500 donors totaling \$53 million plus \$35 million in commitments, including \$20 million from the Citigroup Relief Fund, for a total of \$88 million. Based on other expected donations, we anticipate reaching our goal of \$100 million prior to the one-year anniversary of September 11th. These funds are coming from many sources – outright gifts of all sizes, thousands of individuals, corporate sponsorships, and events all across the nation and around the world.

100% Goes Directly to Aid Students

CSFA maintains the commitment that all contributions – 100% of the principal – will go directly to aid students. Administrative costs will be paid from a small portion of the interest earned from the Fund.

Distribution Plan in Place

CSFA plans to distribute the \$100 million in the Families of Freedom Scholarship Fund over the next 25 to 28 years to eligible family members. The Fund will benefit those currently in postsecondary institutions, spouses who need to return to school because of the changed circumstances in their lives, and children, including those just being born, at the time they are prepared to pursue the critical benefits of postsecondary education.

Grant Awards Made for Spring Semester, 2002

CSFA has already begun to distribute grant awards to eligible students currently in postsecondary education. Since the Fund was launched on September 17, 2001, we have provided \$335,515 in scholarship aid to 65 participants, including five spouses, for the spring term. The average award is approximately \$5,000 per semester or \$9,000 to \$10,000 in a calendar year. Students are pursuing 35 fields of study, including liberal arts, education, pre-med, pre-law, engineering and computer science at over 57 schools across the nation.

Reaching Eligible 9/11 Families

We continue our efforts of extensive outreach to encourage all eligible families to register in our database regardless of the age of the children. To date, we have sent information packets to over 1,700 families and from that effort have more than 1,500 individuals registered. If you know someone affected by September 11th, please have him or her call our toll-free number at 1-877-862-0136 today. For more information, have them visit www.familiesoffreedom.org or email questions to scholarships911@csfa.org.

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St. Peter Office:
1505 Riverview Road, P.O. Box 297, St. Peter, MN 56082
1-800-537-4180



CITIZENS' SCHOLARSHIP
FOUNDATION of AMERICA

Dollars for Scholars® • Scholarship Management Services™ • ScholarStep®
www.csfa.org • www.familiesoffreedom.org

Minneapolis Office
7703 Normandale Road, #110, Minneapolis, MN 55435-5314
1-800-279-2083

The September 11 Scholarship Alliance

In order to simplify the process for these families to apply for postsecondary financial assistance, CSFA partnered with Citigroup Foundation to found the September 11 Scholarship Alliance. The Alliance will serve as an information clearinghouse to help ensure that financial assistance gets into the hands of those who need it most with minimal paperwork and frustration. The Alliance has adopted a common registration database and scholarship application form that will be used by CSFA to identify those scholarships for which each applicant is eligible.

A family may apply to the Alliance with one telephone call – to the same toll-free phone number, **1-877-862-0136** – and will then be registered for possible scholarships from all the Alliance member funds including:

- Children's Aid Society
- Citigroup Foundation/Citigroup Relief Fund
- Citizens' Scholarship Foundation of AmericaSM/Families of Freedom Scholarship FundTM
- Institute for International Education/USFreightways Corporation 911 Armed Forces Scholarship Fund
- International Youth Foundation/Nokia Education Fund
- Polo Ralph Lauren Foundation/American Heroes Fund
- Power America Fund/Entergy

Grateful for Leadership, Matching Grants and Remarkable Support

CSFA has had many partners in establishing the Families of Freedom Scholarship Fund and wishes to thank all of you. We are especially grateful for the leadership of Bill Clinton and Bob Dole, who agreed to serve as co-chairs of the campaign fund effort. Andrew J. McKelvey, chairman of TMP Worldwide, owners of Monster.com, provided crucial support to assist with the Fund's marketing efforts. Public Service Announcements have also contributed to informing the public of this Fund, and we thank Josh Hartnett, Susan Sarandon, and Julia Stiles for their assistance.

We are extremely grateful to our very first partner, Lumina Foundation for Education. The Foundation's concern for these families, the rapid establishment of the partnership with CSFA, and Lumina's willingness to establish the Fund with a \$3 million grant made the Families of Freedom Scholarship Fund a reality. Lumina's matching grant, plus another from USA Funds, Inc., brought forth \$2.5 million in matching gifts from individuals by mid-December, 2001.

Overwhelming Grassroots Support

CSFA's Board and staff continue to be touched by the dedicated efforts of thousands of individuals around the globe who are using their personal talents and gifts to raise support for the Families of Freedom Scholarship Fund. Children of all ages are holding bake sales, car washes, and dances; making and selling patriotic pins, flags and cookies; contributing proceeds of their band and choir concerts; collecting pennies; having birthday guests make contributions to the Fund instead of purchasing gifts; and creating many other ways to support the Fund. Adults, too, have shown that the only limit to the ways of raising support is their imagination. To all of you, we send our heartfelt thanks and appreciation. We hope to share with you in future updates some of the stories of your efforts as well as stories about some of the students you are helping.

In return for your generosity of time, talents, efforts and support, we pledge to you our commitment to work with care and compassion to assist the eligible families in meeting their future educational needs over the next 25 to 28 years.

About Citizens' Scholarship Foundation of AmericaSM (CSFA)

CSFA is the nation's largest private sector scholarship and educational support organization. It carries out its mission of expanding access to educational opportunities and encouraging academic achievement through its Dollars for Scholars[®], Scholarship Management ServicesTM, and ScholarShop[®] programs. Headquartered in Minneapolis and St. Peter, MN, CSFA has distributed over \$776.2 million to more than 748,000 students through its scholarship and other support programs since its founding in 1958. For the fifth year in a row, *SmartMoney*, the *Wall Street Journal's* magazine of personal finance, has ranked CSFA as one of the 17 most efficient nonprofits in the country. *Worth Magazine* has also named CSFA as one of America's 100 best charities for 2001/2002. We are proud to include the Families of Freedom Scholarship Fund as one of our key programs of service to youth and families.



Families of Freedom

SCHOLARSHIP FUND®

Interim Report to Donors

March 2003

To address the need for long-term education assistance of the families affected by the September 11th events, Scholarship AmericaSM initiated the Families of Freedom Scholarship Fund®.

Our Name Has Changed, Our Mission Remains

Citizens' Scholarship Foundation of America, founder of the Families of Freedom Scholarship Fund®, entered 2003 with a new name: Scholarship AmericaSM. We remain steadfast in our mission to expand access to educational opportunities and encourage academic achievement through the Families of Freedom Scholarship Fund (the Fund), providing education assistance for postsecondary study to dependents – children and spouses – of those killed or permanently disabled as a result of the September 11, 2001 terrorist attacks, including airplane crew and passengers; World Trade Center and Pentagon workers and visitors; relief workers, including firefighters, emergency medical personnel; and law enforcement personnel. Scholarship America is expected to administer the Fund through the year 2030.

Scholarship Funds Raised; No Longer Actively Fundraising

On September 4, 2002, President Bill Clinton and U.S. Senator Bob Dole, co-chairs of the Families of Freedom Scholarship Fund campaign fundraising effort, announced on CNN's "Larry King Live" that Scholarship America's fundraising goal of \$100 million had been met and surpassed. At that time Scholarship America ceased any active fundraising for the Fund. Additional monies collected will allow us to meet a higher percentage of the financial need of all eligible students. As of March 2003, available scholarship funds for families of the victims of September 11 have grown to more than \$125 million through the Fund and related programs of the September 11 Scholarship Alliance. "The dedicated staff and board of Scholarship America are extremely grateful to all the 20,000-plus donors in the United States and throughout the world who responded; to the Lumina Foundation, our partner in launching the Fund; and to President Clinton and Senator Dole for their important backing and valuable assistance," said Scholarship America President William C. Nelsen.

The Students – 185 Scholarship Recipients as of March 2003; Here Are Two of Their Stories

Thanbir Ahmed is a freshman majoring in computer science and business management at St. John's University in Queens, NY, where he is the news anchor for WARD-TV, the university's television station. While Thanbir is perfectly comfortable in front of the camera, he envisions himself working behind the camera. Thanbir has already worked as a production assistant on a full-length, independently-financed feature film called "Games People Play," which he describes as a "genre-bending film mixing comedy, game shows, reality TV, and fiction. My work in post-production has wrapped and the film is being shopped around through various screenings, and we hope it can catch on at a few film festivals." Thanbir is thankful for those who gave to the Families of Freedom Scholarship Fund. "I thank them for their compassion and their understanding. My father would be grateful for the opportunities that people I've never met have given me through my education." Thanbir said his father, who was lost on 9/11 while working at Windows on the World, a restaurant atop the north tower of the World Trade Center, "would be grateful that at least something positive – my education – came from the tragedy."

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St. Peter Office:
1505 Riverview Road, P.O. Box 297
St. Peter, MN 56082
1-800-537-4180



www.scholarshipamerica.org • www.familiesoffreedom.org

Minneapolis Office
7703 Normandale Road, #110
Minneapolis, MN 55435-5314
1-800-279-2083

Amanda Costello is a junior at Marymount Manhattan College majoring in communication arts. Her father worked at Thyssen Krupp Elevator at the World Trade Center, and the year before 9/11 he had realized his dream when Amanda became the first in her family to attend college. "My parents did not go to college, but they've encouraged me and my younger brother and sister to get an education." Amanda took a semester off from school to be with her family when she lost her father. "I moved back home and even considered transferring to a school closer to our home in New Jersey," said Amanda. "Instead, I decided to remain at home and return to Marymount by commuting 90 minutes each way." Again a full-time student, she will graduate in the fall of 2004. Amanda works on Marymount's newspaper, *The Monitor*, where she focuses on design and layout, and also writes news stories. "I'm grateful to the donors whose generosity is helping a lot of families like mine. I haven't yet decided what I will do after college, but I'll have more options thanks to my scholarship."

Scholarship Awards and Demographics

As of March 2003, the Fund has distributed more than \$1.7 million in educational assistance to 185 students. Scholarship awards range from \$1,000 for students with little or no financial need to \$28,000 per academic year for those with greater need. The average award is \$13,100 per academic year. Estimated distribution for the next five years will be between \$1 million and \$3 million per year, with an average distribution of more than \$4 million annually over the life of the Fund. The increase in scholarship awards over time is due to the demographics of eligible scholarship recipients, the majority being young children who will not be graduating from high school for several years. Of the 185 scholarship recipients as of March 2003, the majority (157) attend colleges and universities, while the others attend junior colleges, technical or vocational schools. Of the 185 recipients, 160 are children or stepchildren of the victims, 21 are spouses and four domestic partners. Of the 185 recipients, 18 relate to a firefighter; eight relate to the Port Authority; seven relate to police officers; and two relate to emergency medical technicians. By home state, the majority of the scholarship recipients are from New York and New Jersey, but others are from California, Connecticut, Florida, Maryland, Pennsylvania, Texas and Virginia. Recipients are pursuing their educations in postsecondary institutions in Arizona, California, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Japan, Kentucky, Massachusetts, Maryland, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, Texas, Vermont, Virginia and Washington, D.C.

Continued Outreach to Eligible Families

Scholarship America continues extensive outreach to encourage all eligible families to register regardless of their age, and we also work with other organizations through their outreach events: In February, we participated in an outreach event put on by the American Red Cross New England regional office in Boston with 60 families who lost someone on 9/11; in March we met with 250 families in Staten Island at an event put on by St. Clare's WTC Outreach. Another initiative with promising outreach potential was a mailing sent out in February by the Mayor's Office in New York City, which has one of just two copies of the master list of 9/11 victims. As of March 2003, Scholarship America had sent information packets to 1,884 families, and from that effort, 2,861 individuals have registered, including 1,940 children, 881 spouses, and 40 domestic partner relationships. For more information, visit www.familiesoffreedom.org.

Families of Freedom 2: Building Futures through Education

Families of Freedom 2 was co-founded by Scholarship America and the AXA Foundation to provide scholarships for families in Lower Manhattan who suffered loss of income as a direct result of the destruction or impairment of a business located south of Houston Street in Lower Manhattan due to the attacks on the World Trade Center on September 11, 2001. The fundraising goal for Families of Freedom 2 is \$10 million, and as of March 2003, we have raised \$6.8 million toward the goal. The first Families of Freedom 2 scholarships were awarded in January 2003. For more information, visit www.familiesoffreedom2.org and www.families911.org.

About Scholarship America (formerly Citizens' Scholarship Foundation of America)

Scholarship America, the nation's largest nonprofit private sector scholarship and educational support organization, carries out its mission of expanding access to educational opportunities and encouraging academic achievement through its Dollars for Scholars®, Scholarship Management Services™, and ScholarShop® programs. Headquartered in Minneapolis and St. Peter, MN, Scholarship America has distributed more than \$911.5 million to nearly 850,000 students through its scholarship and other support programs since its founding in 1958. For the sixth year in a row, *SmartMoney*, *The Wall Street Journal's* magazine of personal finance, has ranked Scholarship America as one of the 17 most efficient nonprofits in the country. *Worth Magazine* has also named Scholarship America as one of America's 100 best charities for 2001/2002. For more information, visit www.scholarshipamerica.org.