

peoria promise 

MAKING FUTURES BRIGHT

2021

Peoria Promise Leadership

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IRS TX ID: 13-4353454

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PEORIA PROMISE MISSION

Support economic development by increasing the number of City of Peoria high school graduates who complete a college or vocational program, thereby delivering a more skilled workforce for the community.

Peoria's economic growth relies on an educated and skilled local workforce. But declining enrollments and falling graduation rates in Peoria's school district, high poverty, and family flight, stand to leave the city with fewer skilled workers. Conversely, an increase in the number of local young adults with postsecondary degrees can translate into greater job opportunities, higher incomes, new home buyers, and a reduction in crime. Ultimately, the program will help to alleviate poverty and provide skilled workers to live and work in the Peoria area.

What is Peoria Promise?

100% DONOR FUNDED

Absolutely NO local, state or federal taxes are collected to support Peoria Promise.

An extension of Employee Benefits for the Peoria workforce and their eligible children.

AN OPPORTUNITY

For students to receive an out-of-pocket tuition reimbursement for successfully completed coursework at Illinois Central College.

Peoria Promise aims to encourage and enable the continued education for eligible students who are living in the City of Peoria.

TUITION REIMBURSEMENT

At a minimum applies to remaining tuition, ensuring all other financial aid and scholarships have been fully utilized.

Reimbursement reinforces one's investment in his/her education and rewards successful completion.

48%

Were the first in family to attend college

68%

Would not have attended college without Peoria Promise

90%

Stayed in Central Illinois because of Peoria Promise

\$5.8 M **OVER** **3,900**
RAISED **STUDENTS**

0 **LOCAL**
STATES
FEDERAL
TAX DOLLARS

100%
DONOR
FUNDED

95 % of
Recipients
are
currently
working

90%
are
working
in
Greater
Peoria

73% work
while in
school
16% work in
field of study



Top Field of Study

Medical - 35%
Business - 17%
Engineering - 10%
Community services - 7%
Education - 8% Trades 3%
IT - 3% other/undecided 17%

92%
completed certificate or
transferred (as of fall 2020)

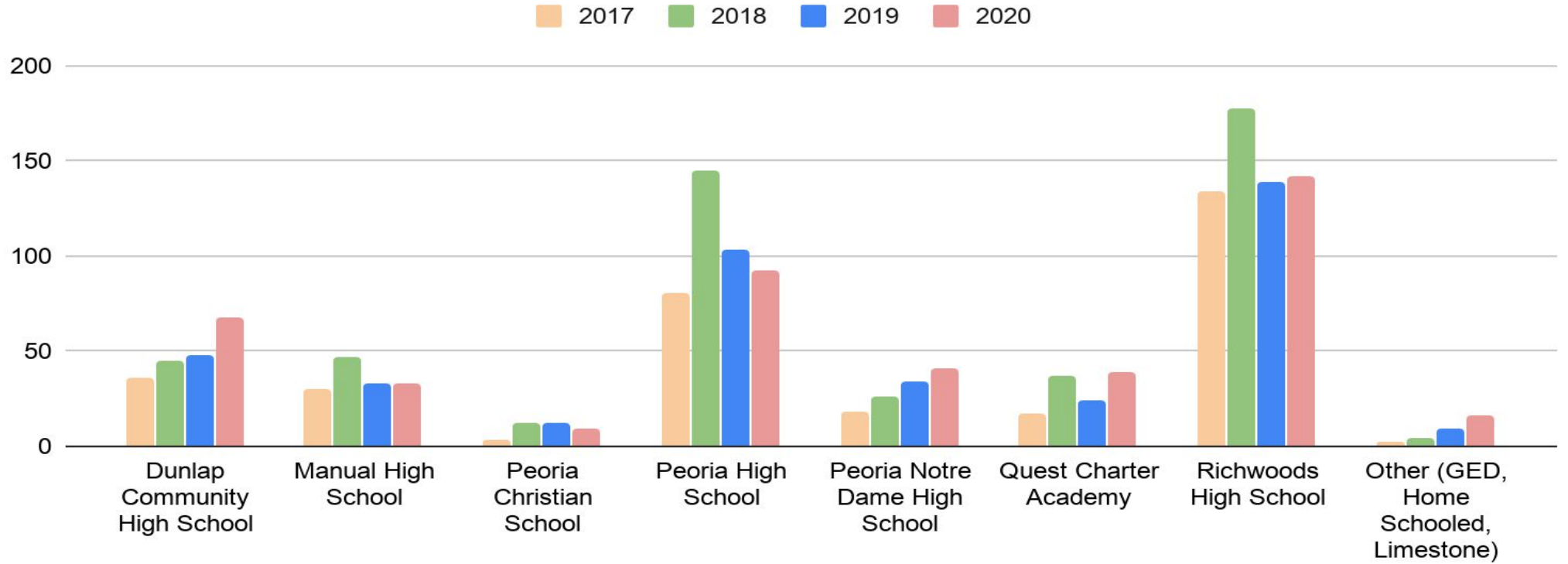
76% of students are low income

ADDITIONAL PROGRAM STATISTICS

- **58% female**
- **42% male**
- **61% african american, asian, latino, other**
- **39% - caucasian**
- **84% of applicants are from public schools**
- **15% private school**
- **1% home school (as of 2018 application eligibility)**
- **91% of students are working while attending classes**

(Data is through Fall Semester 2020)

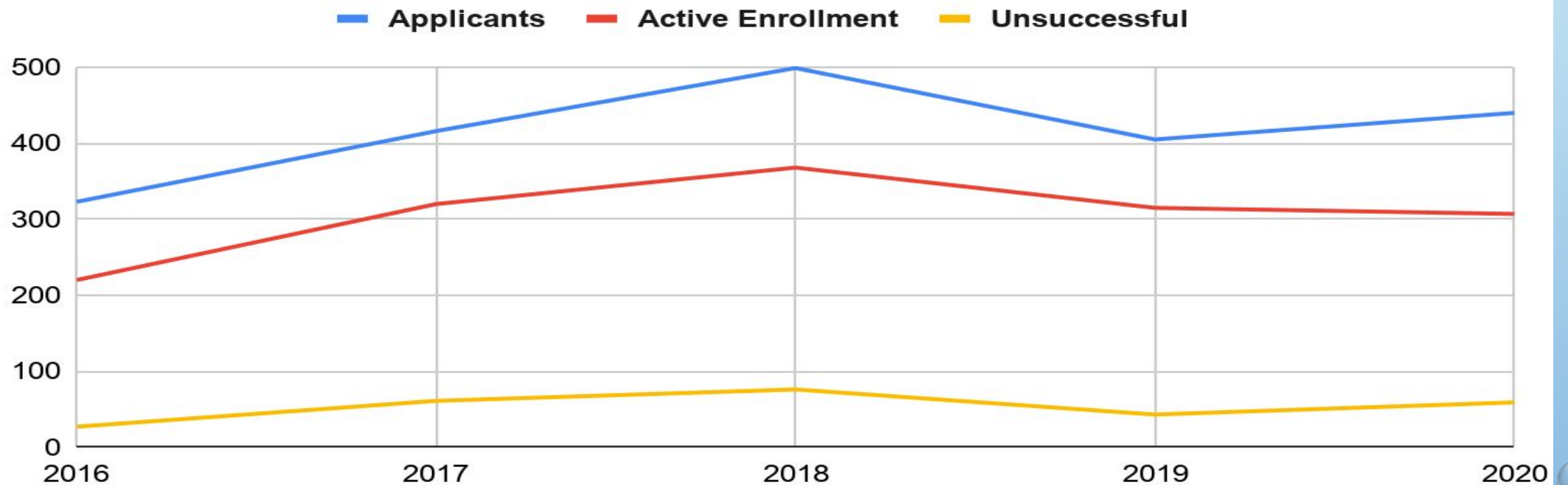
High School Applicant Comparison



Active enrollment and growth in the program is at a 11 year high

HISTORICAL APPLICANT DATA APPLIED, ACTIVE ENROLLMENT, UNSUCCESSFUL

YOY Peoria Promise Applicants



Unsuccessful students are defined as students who did not meet minimum grade levels or completed certificate.

Eligibility and PROGRAM HIGHLIGHTS

Eligible High Schools:

- Richwoods
 - Peoria High
 - Manual
 - Peoria Heights
 - Peoria Alternative
 - Peoria Quest
 - Dunlap
 - Limestone
 - Peoria Notre Dame
 - Peoria Christian
 - Dararul Uroom Islamic School
 - Qualified GED city of Peoria students and Accredited Home School students who meet program eligibility.
-
- Tuition reimbursement is only provided to students who enroll at Illinois Central College.
 - Tuition is reimbursed at the end of each semester.
 - Students must re-apply for Peoria Promise each year to remain eligible.

Reimbursement calculation formula

- The percentage of tuition allocation to each student is based on EFC (estimated family contribution) reported on FAFSA application that all students complete when enrolling in College. This is the documentation needed for students to be approved for MAP and PELL grades.
- Estimated Family Contribution:
 - 0-\$5K = 100%
 - \$5k-\$15k - 75%
 - \$15k and above – 50%
- Peoria Promise is a **last dollar program** – if the student does not receive any financial aid – they are still eligible for reimbursement based on reported EFC.
- Application is open from February 1 – May 1 of each year.

- Students who meet the eligibility requirements have:
 - Five (5) years immediately following high school graduation to earn up to 64 credit hours, whichever comes first.
 - Students have 2 years from date of graduation to apply, 3 years to complete course work.
- Students are required to maintain a “C” or better in each of their classes.
- Deferred tuition payment programs are available to all students through Illinois Central College.

2020 enrollment

total applications received – 452

84% public schools

15% private schools

1% Home School

information will be updated after May 1, 2021 application closes

Fundraising and Marketing initiatives 2021

- Increase fundraising revenue by \$100,000.00
- Determine fundraising opportunities in the covid restricted community
- Continue to hone communication with High School Principals and Counselors about Peoria Promise expansion of virtual communication
-
- Provide onsite application training and support collateral to all High Schools (when ever this may be allowed based on mitigation levels)
-
- Support information and materials to be provided to parents via school newsletters and websites
-
- Re-organize the Community Advisory Board and expand to include more diversity representation from the different communities within the city.

- Continue to work directly with Illinois Central College and Foundation to ensure strong relationships and thorough tracking of student results.
- Meet with all current and past Investors to provide program outcomes, updates and secure future investments and sponsorships.
- Expand Media Campaign where possible including Billboard, Print and Television
- Work with United Way and Agency partners to communicate program
- Develop PPF Alumni group by creating committee of Alumni to work with Director of Student Affairs
- Continue to use surveys each semester to ensure investor data is accurate and up to date.

Career Alignment Initiative 2021 status of program

- Ultimately, the main goal of Peoria Promise is to build a more skilled workforce for the community. We recognize that there is a disconnect between our students and employment opportunities in the community.

Peoria Promise looks to help streamline this information by being a vehicle for our Investors to communicate internships as well as employment opportunities directly to Peoria Promise students. We want our students to stay, live and grow in Peoria. This will be just another opportunity to achieve our mission and success for our students.

Our website as well as our newsletter IS A vehicle for this information exclusively for our students. This feature is activated in January 2021

Investors are encouraged to provide us with employment links and information for us to share with our students.

**United
Way**



**Heart of Illinois
United Way**

**Peoria Promise is pleased to be a United Way Partner
Agency.**

The background is a light blue gradient with several realistic water droplets of various sizes scattered across the surface. The droplets have highlights and shadows, giving them a three-dimensional appearance.

**DUE TO COVID 19 PANDEMIC RESTRICTIONS
2021 FUNDRAISING EVENTS ARE CURRENTLY ON HOLD**

**TO FIND OUT MORE
become an investor or be involved**

Visit our website

www.peoriapromise.org

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