

# PEORIA PROMISE

## 2020 Newsletter

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*Proud member of*



## THE START OF 2020

We are certainly living in unprecedented times - something none of us ever thought we would have to live through. The onset of the Covid 19 virus and the Stay -at-Home orders we are under have profoundly changed the direction of Peoria Promise and the momentum we had. Following is an update as to where our program is today.

January is always a great month for us. Fall reimbursement meetings were held. We met with all our Peoria Promise students who had just completed the semester. It is always exciting to meet with our students, learn of their success and future goals for careers. This has been one of the most rewarding aspects of our program. Our students are truly thankful for the support they receive from our program and are working to become successful and more engaged in our community.

On February 1, 2020, the Peoria Promise application opened for our 2020 high School graduates. For the next 90 days students apply for our program. As most of you know this generates 450-500 applications a year.

# SHAUN LIVINGSTON'S PLAY FOR THE PROMISE

Also, in February, we received endorsement and support from Peoria's own Shaun Livingston, we were excited to announce "Shaun Livingston's Play for the Promise" to benefit Peoria Promise. Shaun has never forgotten his home and continues to have a passion for our youth and their success. Shaun chose to support Peoria Promise. The outing is to feature Shaun and a few of his celebrity "friends". A signature celebrity event was born to be held exclusively at Country Club of Peoria on Thursday May 28, 2020. O'Brien Lexus of Peoria was set as title sponsor, RSVPs and sponsors were lining up. Students were to be involved, several surprise guests and a memorable day was in store for all.

## AND THEN THE WORLD CHANGE - FOR EVERYONE!

We immediately focused on our students those currently attending ICC and of course the class of 2020 high school graduates. We ensured our communication lines were constant, reassuring the students that Peoria Promise is there for them. Even with the at home and online studying they now had to adjust to, we assured our current ICC students not to worry about if the tuition dollars from Peoria Promise would be there - we are here for you. 2020 high school graduates also had the same challenges and we also reassured them our program is here for those students wanting to enroll in the fall at ICC and continue the college education they were planning for.

## FUNDRAISING EVENTS

We have been patiently waiting, like the whole world, for a sign that we could possibly proceed. Unfortunately, our signature golf outing had to be postponed though we have tentatively planned on July 13, 2020 date. Unfortunately, we are not overly optimistic. Shaun resides in California and the unknown surrounding our next steps in opening it looks like we will not be able to move forward this year with this major fundraising event for Peoria Promise due to logistics, stay at home restrictions and the limitation of large group gatherings.

"THE EVENT" which is our signature gala, held in the fall, IS scheduled for Friday September 25, 2020. Featuring the country's top "Earth, Wind and Fire" tribute show. We are praying that large group gatherings will be able to happen by then and we will be able to celebrate students, investors and our community.

## WHERE WE STAND TODAY

The high school classes of 2020 have had many challenges thrown their way in the past 7 weeks. Normally we would be in the high schools every week, meeting with students, counselors and ensuring they were up to date on the opportunity for Peoria Promise. This could not happen. So, we turned to social media, emails, working online with Peoria Public Schools, Quest, Dunlap, Peoria Notre Dame, Peoria Christian, directly communicating with the students and parents. We have also extended our application deadline to May 15, 2020. As of the writing of this we are over 360 applications for 2020/2021 ICC enrollment and growing.

In June 2020, we will award tuition checks to the current Peoria Promise students completing spring semester at ICC. This will also prove to be a challenge as we most likely will not be able to meet in person as we normally do. We are working on several opportunities to engage and celebrate their success, collect the surveys, students sharing videos, gathering Alumni stories and provide the financial support we committed to. Tuition payments in 2020 will reach \$500,000.

# 2020 STUDENT DATA

*Since starting in 2008,*

**\$5.0M** **3,100**  
**RAISED** **STUDENTS**

**47%**

**OF STUDENTS ARE FIRST IN  
FAMILY TO ATTEND COLLEGE**

**66%**

**OF STUDENTS WOULD NOT HAVE  
BEEN ABLE TO ATTEND COLLEGE  
WITHOUT PEORIA PROMISE**

**75%**

**OF STUDENTS ARE LOW INCOME**

## TOP FIELD OF STUDY

**MEDICAL - 41%**  
**BUSINESS - 16%**  
**COMMUNITY SERVICE - 9%**  
**EDUCATION / TEACING - 7%**  
**ENGINEERING - 6%**

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**Our Community's Future**

# WHAT WE NEED

**WE ARE ASKING FOR YOUR INVESTMENT** in Peoria Promise this year. We understand the financial impact the pandemic is having to all businesses, stock portfolios and the anxiety surrounding the unknown. We understand there are many, many nonprofits vying for support and funds, which due to the environment we are in, in some cases are in shorter supply. All are trying to do great work and support those most in need. We do know that there are many generous people in our community who step up for those in need. While several Investor have made 2020 commitments prior to all the changes we are enduring, we lost a major funding raising campaign as well as the chance to meet personally with our corporate partners and generous personal investors.

Please remember **Peoria Promise students ARE IN NEED**. Over 75% of our students are low income and would not be able to attend college without our support. These students are the future of our community providing the skilled workforce we desperately need to support our community and region. **We are essential to the future of these students as they are essential to our future.**

We need your support now to ensure we meet the commitments in the fall and for the future of our program. Also remember we are 100% donor funded, without you our students will not have the future they deserve, and we could lose all the positive progress we have made in the past 12 years.

I welcome the opportunity to schedule a call with each of you to have a more in-depth conversation. We do not have an endowment or a rainy-day fund. We do not receive any local, state or federal support. We do not have a national organization backing us. We just have you and this community that is changing these lives. Investing in Peoria Promise IS investing in your community and our future. Thank you for your consideration.

With Gratitude and appreciation,

**M J Schettler**

Executive Director

## PEORIA PROMISE BOARD OF DIRECTORS

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