



2024 INVESTOR PROGRAM UPDATE



LEADERSHIP

Staff

MJ Schettler,
Executive Director

Natalie Thomas,
*Operations Director/
Student Affairs*

IRS Tax ID: 13-4353454

Executive Board

Jim Ardis, Former Mayor, City of Peoria *Chairman*
Dr. Rob Bell, Midwest Orthopedic *President*
Jimmy Dillon, West Central Building Trades *Vice President*
Lane Alster, Elias Meginnes & Seghetti *Secretary*
Emily Valerio, Clifton Larson Allen *Treasurer*
Paul Beiersdorf, ICC *Past President*

Board of Directors

Andre Allen Peoria County
Chris Duncan Community Leader
Nick Baker Adjunct Instructor, ICC/PPF Alumni
Tara Gerstner Professor, Illinois Wesleyan University
Mike Gudat March 2 V
Rhonda Milburn Keller Williams Realty
Glenn Ross Retired Caterpillar
Sheri Lamie Richwoods High School
Arnitria Shaw VP Illinois Central College
Laura Sutter AVP RLI Insurance Company
Evan Thomas OSF Healthcare/PPF Alumni



MISSION

Support economic development by increasing the number of City of Peoria and city of West 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.



100% DONOR FUNDED

- Absolutely NO local, state or federal taxes are collected to support the program.
- Serves as an extension of Employee Benefits for the Peoria area workforce and their eligible children.



AN OPPORTUNITY

- For students to receive out-of-pocket tuition reimbursement for successfully completed coursework at Illinois Central College.
- Aims to encourage and enable continued education for eligible students who are living in the City of Peoria AND West Peoria (starting in 2023).



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.



BY THE NUMBERS

48% Are the first in their family to attend college

65% Would not have attended college
without Peoria Promise

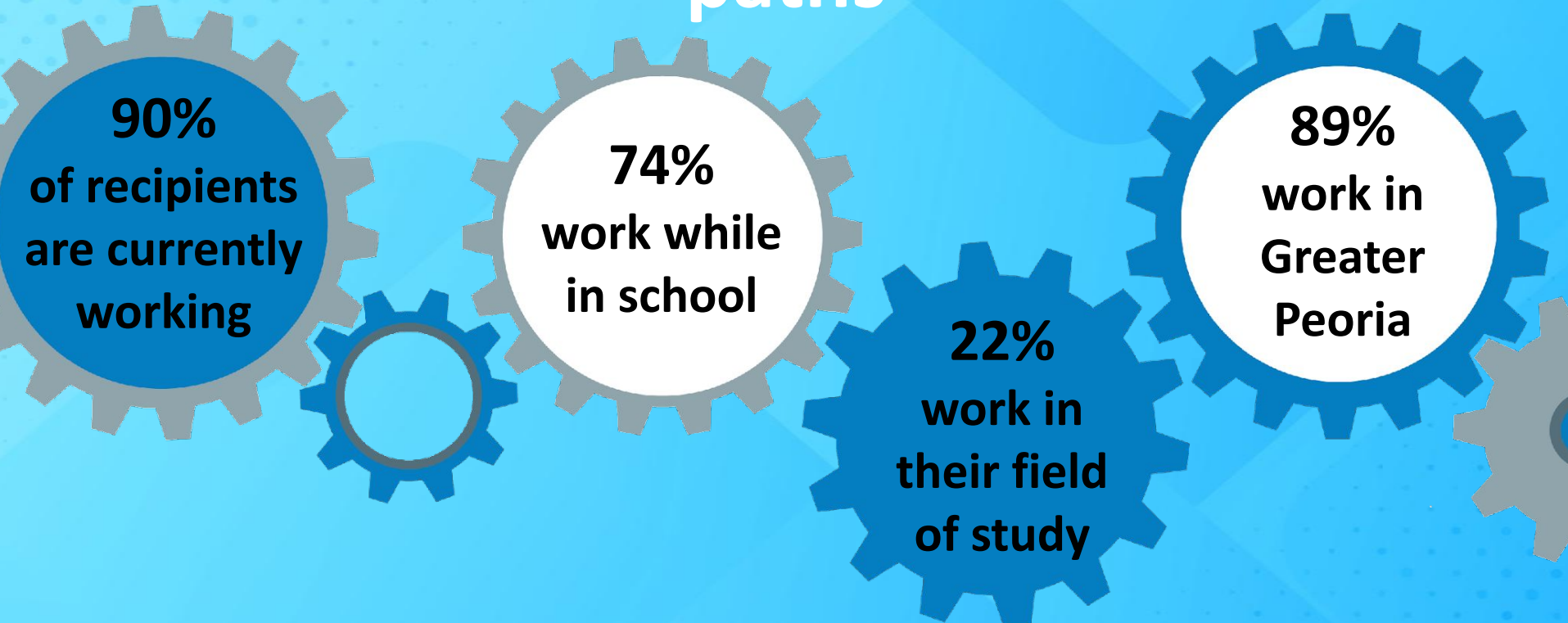
90% Stayed in Central Illinois
because of the program



IMPACT TO DATE

\$7.4 MILLION of donor investments
have helped
OVER 5,400 STUDENTS
further their education with
\$0 TAX DOLLARS
from the city/state
100% donor funded program

PEORIA PROMISE employment and career paths



Medical 31% • Business 15%
Engineering 5% • Community services 12%
Education 8% • Trades 9% • Computer/IT 11%
• Other/Undecided 9%

(Increased enrollment in community service, trades, IT, education thru dec 2023)



OTHER PROGRAM STATISTICS

44%
Male

56%
Female

GENDER

41%
Caucasian

59%
African
American,
Latino, Asian,
other

MAKEUP

11%
Private School

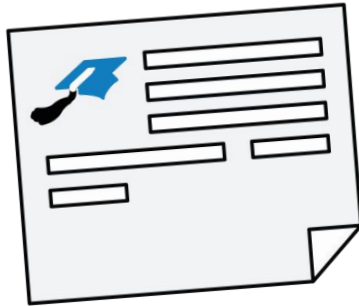
87%
Public School

SCHOOLING
(+2% home school)



2023 PROGRAM ENROLLMENT

426 Total Applications Received



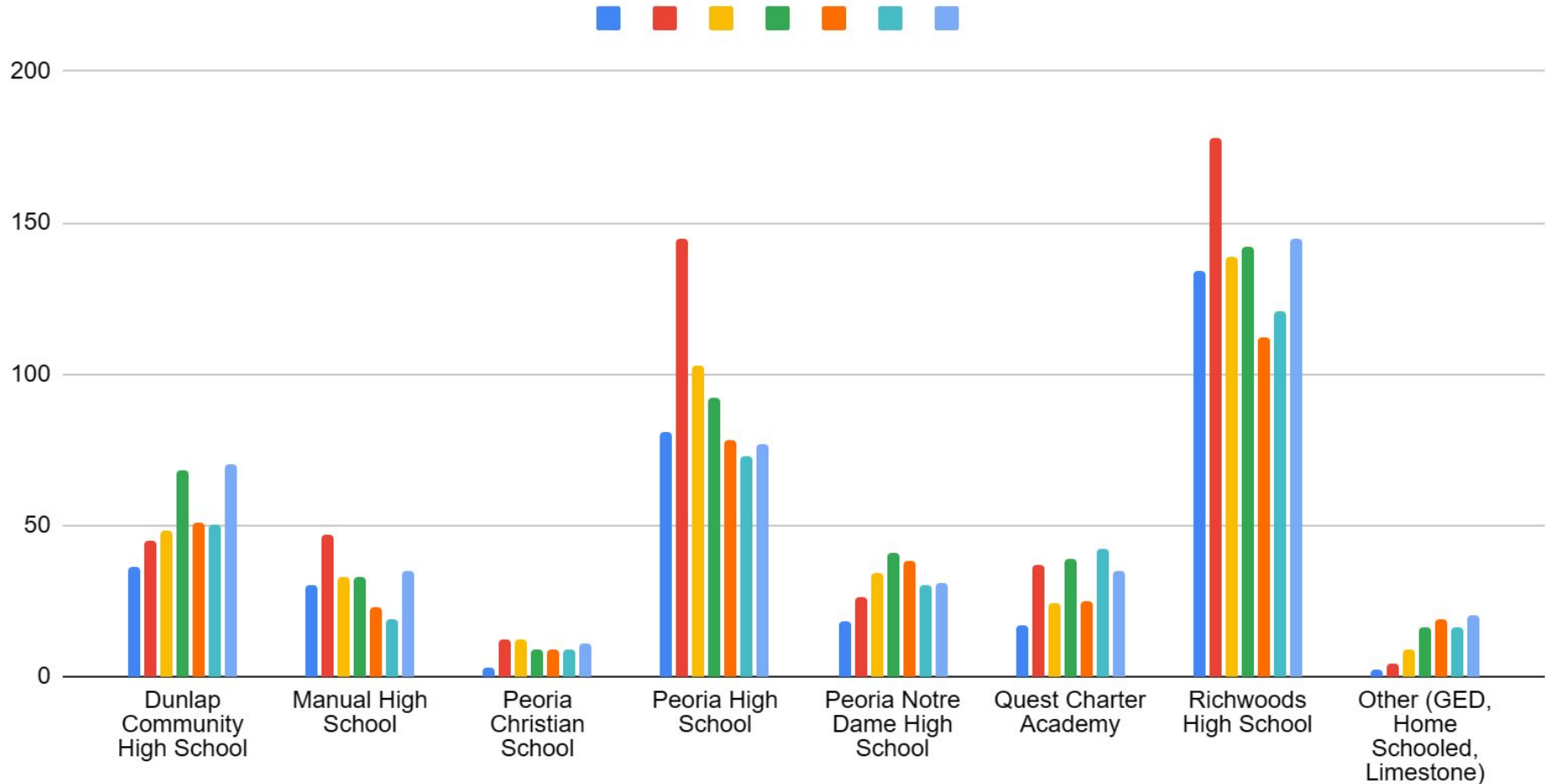
87% public schools

11% private schools

2% Home School

reflects enrollment for 2023/2024 school year. Application totals shows uptick after impact of COVID

APPLICANTS BY HIGH SCHOOL (2017-2023)

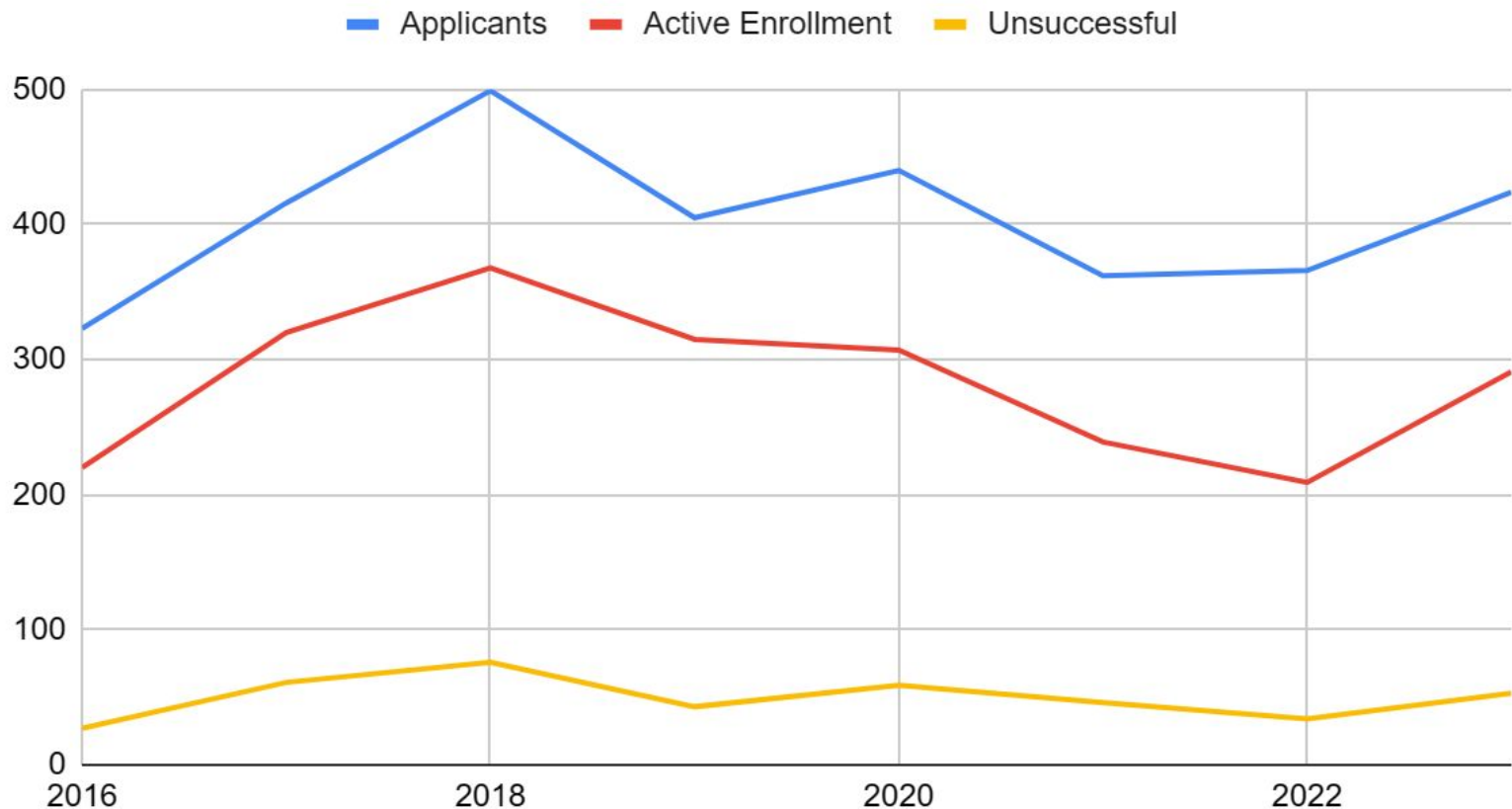


Between 27-35% of graduating seniors look to enroll at Illinois Central College and are applying for Peoria Promise

HISTORICAL APPLICANT DATA

APPLIED, ACTIVE ENROLLMENT, UNSUCCESSFUL

Applicants, Active Enrollment and Unsuccessful



Student completion rate remains above 90%.

**Unsuccessful students are those who did not complete course work,
or achieve the minimum grade.**



ELIGIBLE HIGH SCHOOLS

- Richwoods
- Peoria High
- Manual
- Peoria Alternative
- Peoria Quest
- Dunlap
- Limestone
- Peoria Notre Dame
- Peoria Christian
- Qualified GED city of Peoria students and Accredited Home School students who meet program eligibility.



PROGRAM HIGHLIGHTS

APPLICATIONS Open from February 1 – May 15 of each year.
Students **MUST** reapply for Peoria Promise each year to remain eligible.

STRUCTURE Students who meet the eligibility requirements:

- Have 2 years from date of graduation to apply, and 3 years to complete course work.
- Have 5 years immediately following high school graduation to earn up to 64 credit hours, whichever comes first.
- Are required to maintain a “C” or better in each of their classes.

REIMBURSEMENT Tuition reimbursement is only provided to students who enroll at Illinois Central College and is offered at the end of each semester.

HOW REIMBURSEMENTS ARE CALCULATED

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.



<u>Estimated Family Contribution</u>	<u>Peoria Promise Reimbursement</u>
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.



2024 INITIATIVES

FUNDRAISING

- Continue to grow fundraising revenue by \$100,000 to increase tuition reserves to accommodate expansion to West Peoria students.
- Fashion Show Spring edit 2.0 expanded seating, pricing and boutique participation.
- “THE EVENT” in fall of 2024 and grow the attendance back to 2019 levels.
- Meet with all current and past Investors to reactivate and provide program outcomes, updates, and secure future investments and sponsorships.



2023 INITIATIVES

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MARKETING

- Design new marketing campaign to ensure awareness and engagement with community and expansion to West Peoria students.
- Expand Media Campaign where possible including Billboard, Print and Television; secure underwriter.
- Update all collateral and expand constant contact and online social media presence.
- Expand social media and internal communications within the high schools and with students down to freshmen.
-



2023 INITIATIVES

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OUTREACH

- Provide support information and materials to parents via school newsletters and websites.
- Continue to hone communication with High School Principals and Counselors.
- Provide onsite application training and support collateral to all High Schools.
- Work with United Way and Agency partners (Urban League, Friendship House, Carver Center) to communicate program.
- PPF Alumni Committee to work with Director of Student Affairs new social media group and create in person mingle for Alumni. Happening in June 2024
- Partner with ICC at success luncheons for new applicants.



2023 INITIATIVES

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ORGANIZATIONAL

- Re-organize/expand Community Advisory Board to include more diverse representation from different areas within the city. The goal is to reactivate by summer 2024.
- Continue to work directly with Illinois Central College and Foundation to ensure strong relationships and thorough tracking of student results.
- Maintain use of surveys each semester to ensure investor data is accurate and up to date.



2023 INITIATIVES

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CAREER ALIGNMENT

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 area.

Peoria Promise aims to 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, are exclusive information vehicles for our students. **Investors are encouraged to provide us with employment links and information to share with our students.**

...THE Event...

**Saturday September 21, 2024, Peoria
Civic Center Ballroom**

Featuring

*ENTERTAINMENT
SPONSORED BY:*

CEFCU®





– SAVE THE DATE –

Fashion Show

Expanded with more styles, food and fun!

WEDNESDAY, APRIL 17, 2024

5:30 - 8:00 PM

COUNTRY CLUB OF PEORIA

benefiting **peoria**promise 
FOUNDATION

Fashion Show Committee

Libby Koszuta, Rhonda Milburn, MJ Schettler

**Heart of Illinois
United Way**



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

peoriapromise 