



**2024 INVESTOR PROGRAM UPDATE**



# LEADERSHIP

## Executive Board

Jim Ardis Chairman

OSF Healthcare/Former Mayor, City of Peoria

Jimmy Dillon, West Central Building Trades - *President*

Laura Sutter, Vice President -RLI

Lane Alster, Elias Meginnes & Seghetti - *Secretary*

Emily Valerio, Sikich LLC *Treasurer*

## Staff

MJ Schettler,  
*Executive Director*

Jaime Darwish  
*Director Operations &  
Student Affairs*

IRS Tax ID: 13-  
4353454

## Board of Directors

Andre Allen

Nick Baker -

Dr. Rob Bell-

Paul Beiersdorf -

Mike Gudat

Rhonda Milburn

Glenn Ross

Sheri Lamie

Arnitria Shaw

Kyle Smith -

Laura Sutter

Evan Thomas

Dr. Kiran Velpula

Peoria County Diversity Officer/City Council

Adjunct Instructor, ICC/PPF Alumni

Retired Midwest Ortopedic, past President

Educator, retired, Past President

March 2 V

Keller Williams Realty

Retired Caterpillar

Richwoods High School

VP Illinois Central College

Illinois American Water

RLI

Point Core/PPF Alumni

Illinois College of Medicine



# MISSION

***Support economic development by increasing the number of City of Peoria and 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**

- A legacy program for city of Peoria and West Peoria high school graduates.
- A licensed 501 C 3 all funds invested are 100% tax deductible.
- Also 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

**46%** Are the first in their family to attend college

**68%** Would not have attended college  
without Peoria Promise

**89%** Stayed in Central Illinois  
because of the program



## IMPACT TO DATE

**\$7.780 MILLION** of donor investment funds  
have supported

**OVER 5,776 STUDENTS**

To further their education with

**\$0 TAX DOLLARS**

from the city remains

# PEORIA PROMISE & WORK

The infographic features a background of various shades of blue with a pattern of small white dots. Several interlocking gears of different sizes and colors (dark blue, light blue, and grey) are scattered across the page. The main statistics are presented in circular callouts that resemble gear cutouts. The largest gear on the left is dark blue with a white center, containing the text '80.9% of recipients are currently working'. The middle gear is light blue with a white center, containing '74% work while in school'. The gear on the right is dark blue with a white center, containing '89% work in Greater Peoria'. Below these, a smaller dark blue gear contains '22% work in their field of study'. At the bottom, a list of fields and percentages is presented in a clean, sans-serif font.

**80.9%**  
of recipients  
are currently  
working

**74%**  
work while  
in school

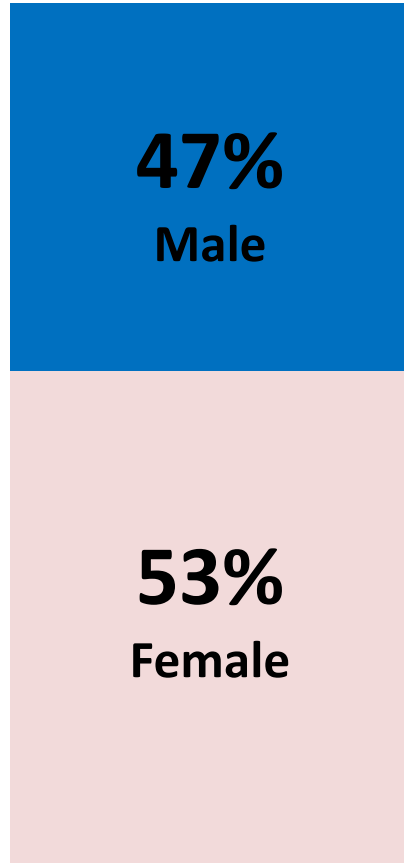
**89%**  
work in  
Greater  
Peoria

**22%**  
work in  
their field  
of study

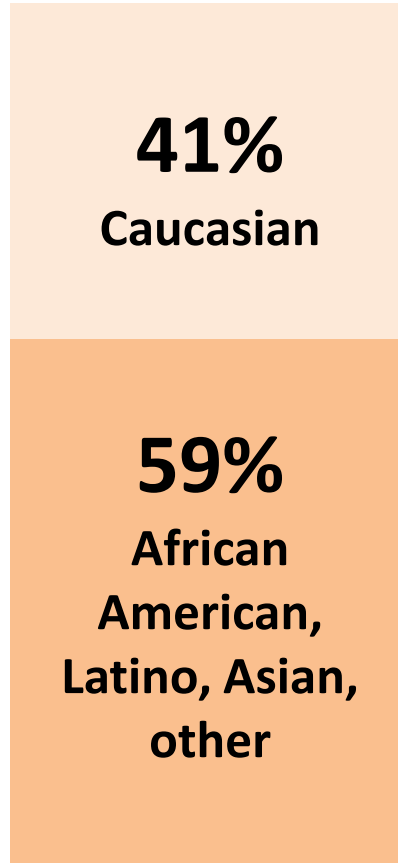
Medical 32% • Business 15%  
Engineering 10% • Community services 5%  
Education 8% • Trades 4% • IT 10%  
Art 3% • Other/Undecided 14%  
(thru Fall 2024)



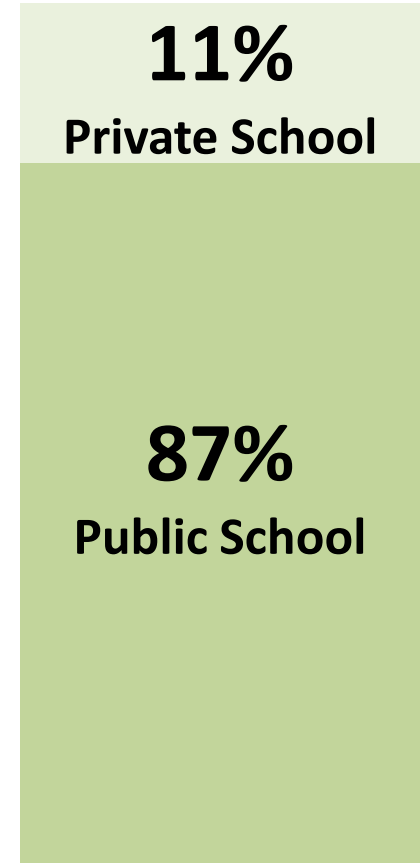
# OTHER PROGRAM STATISTICS



**GENDER**



**MAKEUP**



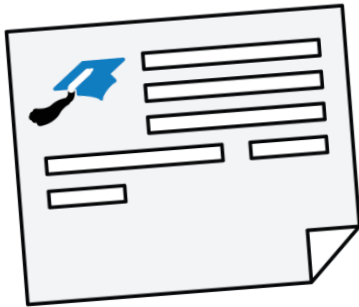
**SCHOOLING**  
(+2% home school)





# 2024 PROGRAM ENROLLMENT

## 438 Total Applications Received



**87% public schools**

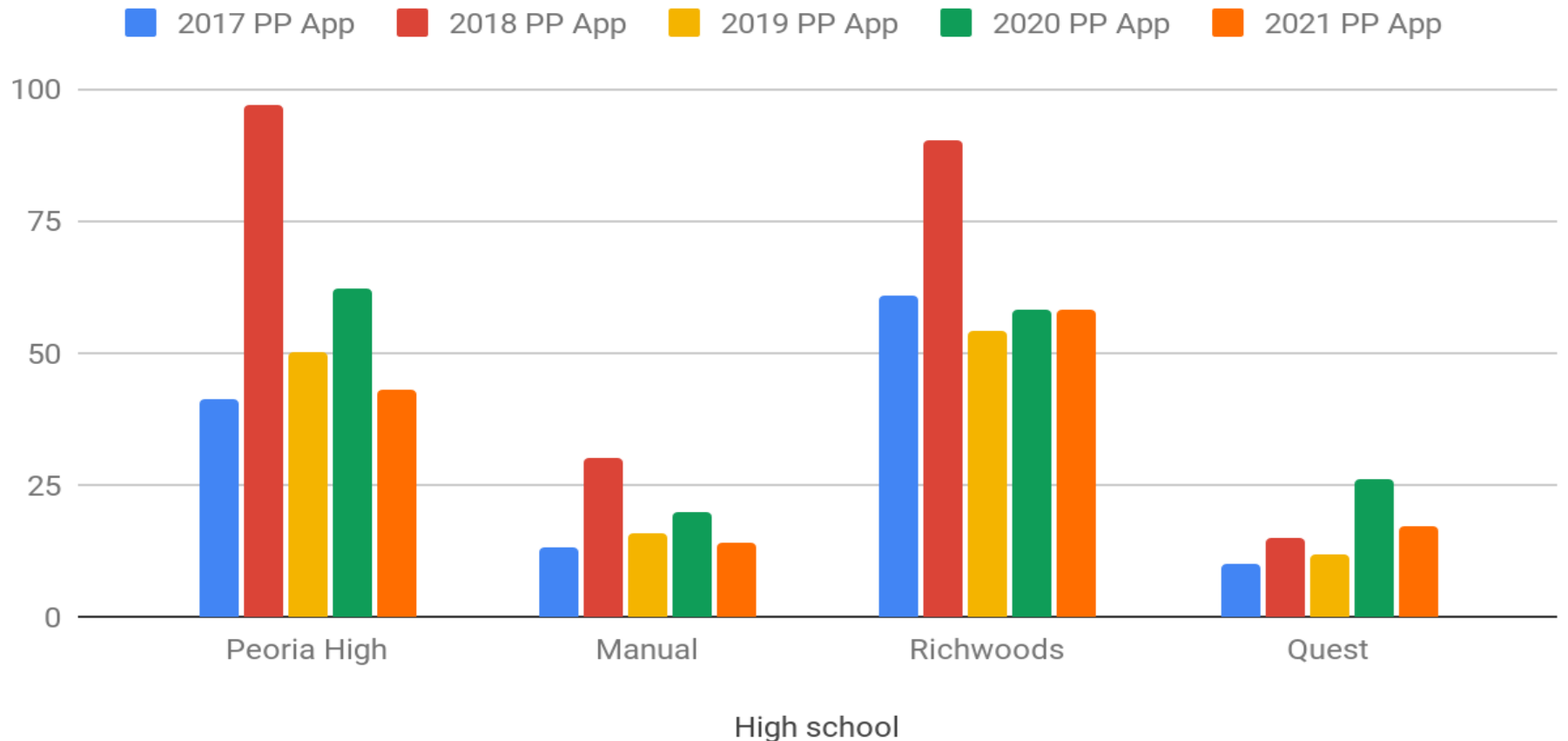
**11% private schools**

**2% Home School**

Data is through December 2024 and reflects an increase in application post covid and addition of West Peoria students  
In 2023/2024 semesters \$301,000 in tuition was provided to 287 students (unduplicated) with additional 57 eligible but received enough financial aid.

# APPLICANTS BY HIGH SCHOOL (2017-2024)

## High School Applicants

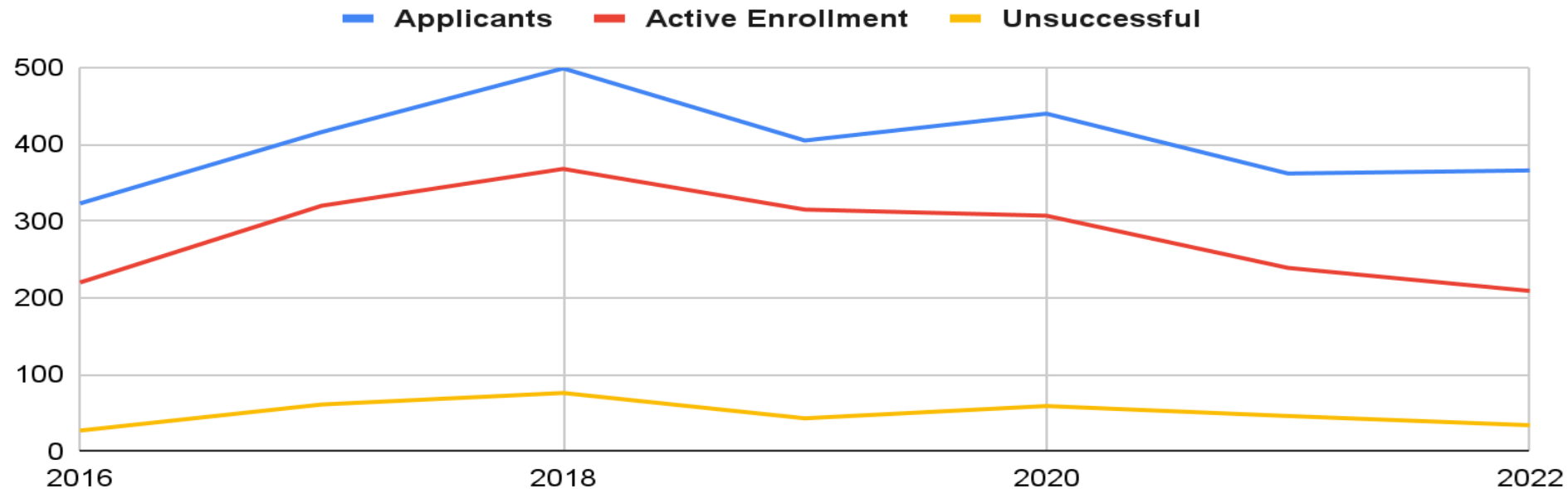


**On average, 27-35% of graduating seniors look to enroll at Illinois Central College and are applying for Peoria Promise**

# HISTORICAL APPLICANT DATA

## APPLIED, ACTIVE ENROLLMENT, UNSUCCESSFUL

YOY Peoria Promise Applicants



**Peoria Promise students completing their coursework at ICC remains above 90%. Unsuccessful students are those who did not complete course work, dropped classes or achieve the minimum grade need for reimbursement.**



# 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 **SAI (Student Aid Index)** 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 grants.



## SAI CHART

<u>adjusted gross income</u>	<u>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 SAI.



# 2024 INITIATIVES

1

## FUNDRAISING

- Increase fundraising revenue by \$75,000 to grow tuition funds to accommodate expansion to West Peoria students and increase in credit hour cost
- Reinvent THE Event – change style and location.
- Meet with all current and past Investors to reactivate them and provide program outcomes, updates, and secure future investments and sponsorships.



# 2025 INITIATIVES

## MARKETING/FUNDRAISING

- Continue to use 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.
- Reinvent Fundraising events – moving Gala into August for a more interactive summertime event – new location
- 
- Move Fashion show to late fall and with a focus on holiday.





# 2025 INITIATIVES

## 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.
- Expand PPF Alumni Committee to work with Director of Student Affairs.



# 2025 INITIATIVES

## ORGANIZATIONAL

- Re-organize/design of what was the Community Advisory Board to include more diverse representation from different areas within the city.
- 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.
- Explore program expansion to include Peoria Heights and possible Cosmetology training with local schools.



# 2025 INITIATIVES

## 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.**

**Heart of Illinois  
United Way**



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

**peoria** promise 