



2025 INVESTOR PROGRAM UPDATE



Executive Board

Jim Ardis, Former Mayor, City of Peoria	<i>Chairman of the</i>
Board, OSF Healthcare Foundation	
Jimmy Dillon, West Central Building Trades	<i>President</i>
Laura Sutter, RLI	<i>Vice President</i>
Lane Alster, Elias Meginnes & Seghetti	<i>Secretary</i>
Emily Valerio, Sikich	<i>Treasurer</i>
Dr. Rob Bell, Midwest Orthopedic, retired	<i>Past President</i>

Staff

MJ Schettler,
Executive Director

Jaime Darwish Director *Operations & Student Affairs*
IRS Tax ID: 13-4353454



BOARD OF DIRECTORS

Andre Allen

Paul Beiersdorf

Nick Baker

Mike Gudat

Kyle Smith

Rhonda Milburn

Glenn Ross

Sheri Lamie

Arnitria Shaw

Evan Thomas

Peoria County Officer, Peoria city cnci

Educator, ICC, Dist. 150

AMT, ICC/PPF Alumni

March 2 V

Assistant County Administrator

Keller Williams Realty

Retired Caterpillar

Richwoods High School

VP Illinois Central College

Point Core/PPF Alumni

Currently 2 open board positions – interviews in progress



MISSION

Support economic development by increasing the number of City of Peoria, West Peoria and Peoria Heights* 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. * (Peoria Heights effective fall 2025.)



100% DONOR FUNDED

- A legacy program for city of Peoria, West Peoria and as of 2025 Peoria Heights 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, West Peoria starting in 2025 Peoria Heights.



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



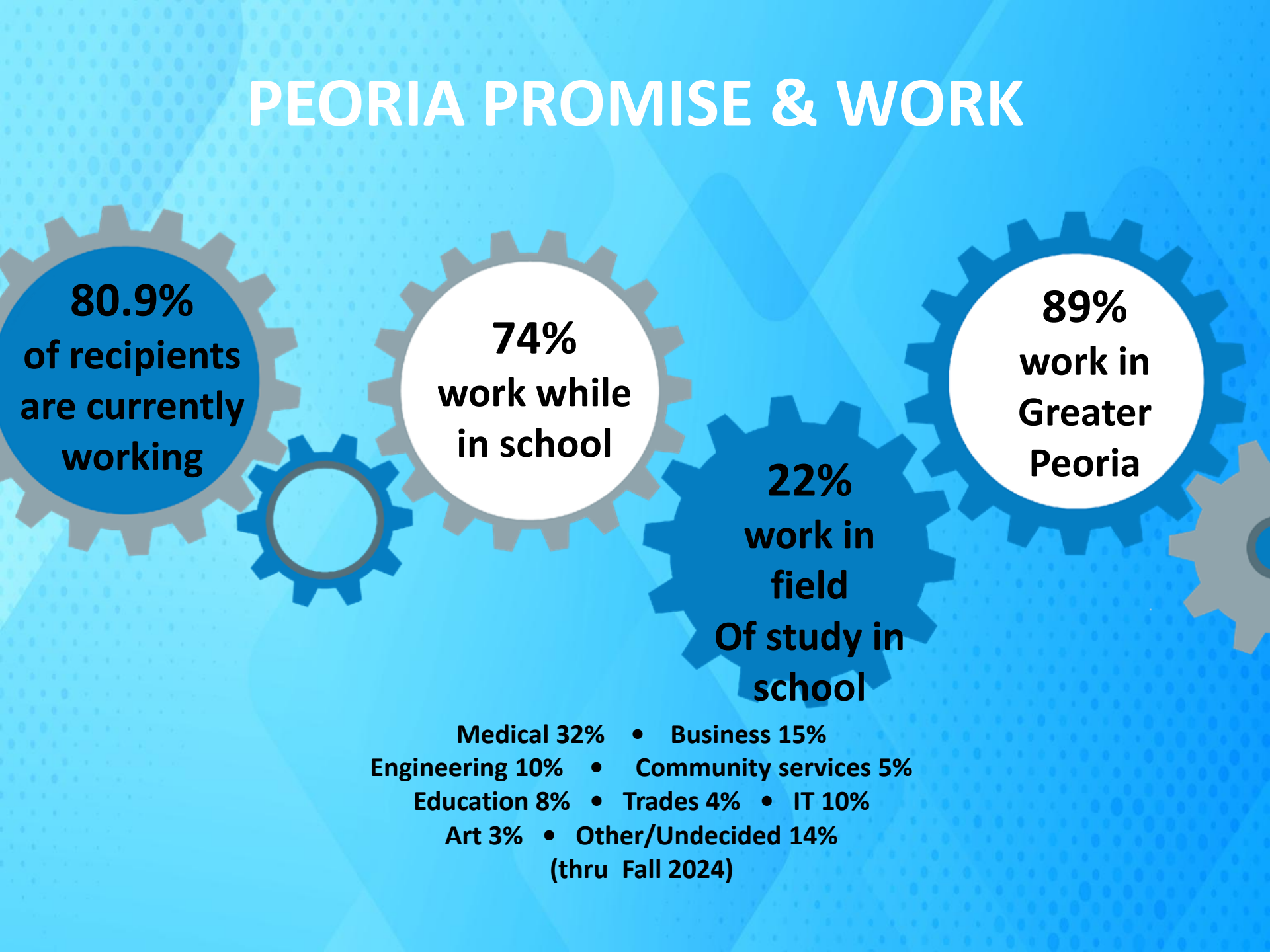
IMPACT TO DATE

\$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 background of the infographic features several interlocking gears of different sizes and shades of blue and grey. The gears are arranged in a way that suggests a mechanical or interconnected system. The text is placed within or around these gears.

80.9%
of recipients
are currently
working

74%
work while
in school

22%
work in
field
Of study in
school

89%
work in
Greater
Peoria

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

47%
Male

53%
Female

GENDER

41%
Caucasian

59%
African
American,
Latino, Asian,
other

MAKEUP

11%
Private School

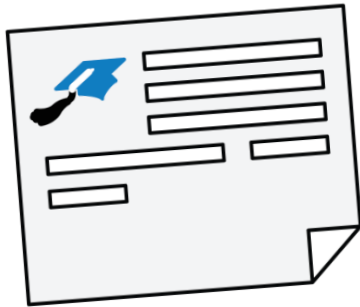
87%
Public School

SCHOOLING
(+2% home school)



2024 PROGRAM ENROLLMENT

438 Total Applications Received



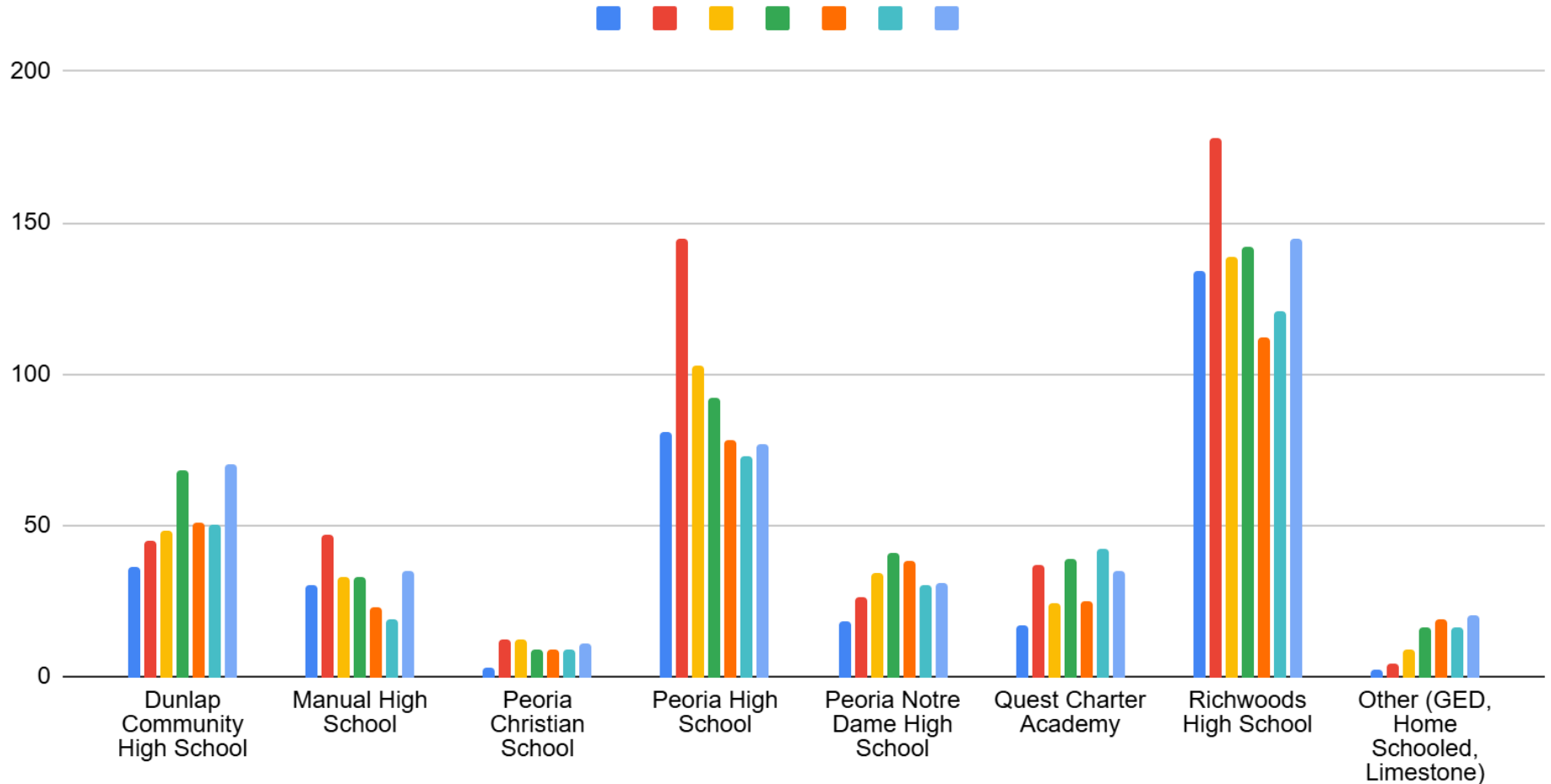
87% public schools

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 297 students with additional 57 eligible but received enough financial aid.

APPLICANTS BY HIGH SCHOOL (2017-2024)

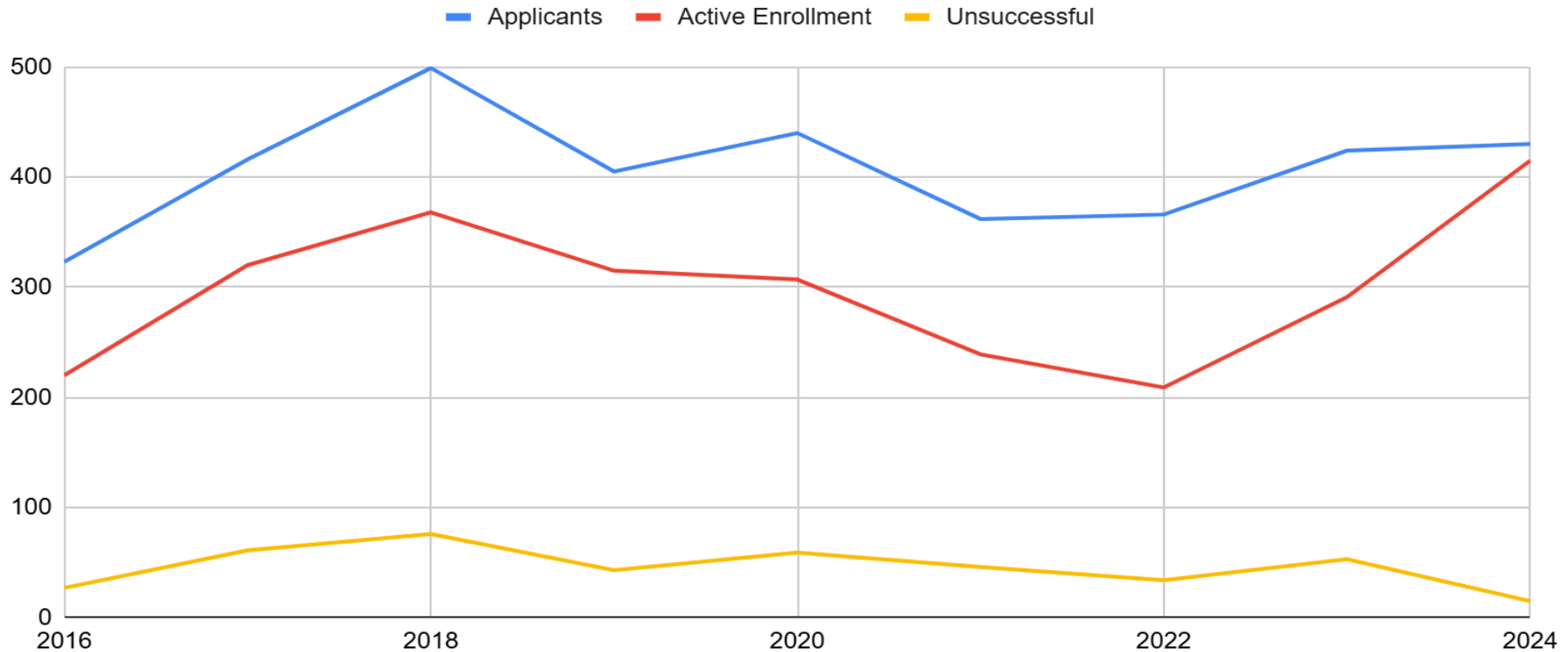


On average, 27-35% of graduating seniors look to enroll at Illinois Central College and are applying for Peoria Promise

HISTORICAL APPLICANT DATA

APPLIED, ACTIVE ENROLLMENT, UNSUCCESSFUL

Applicants, Active Enrollment and Unsuccessful



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 needed for reimbursement.



ELIGIBLE HIGH SCHOOLS

- Richwoods
- Peoria High
- Manual
- Peoria Alternative
- Peoria Quest
- Dunlap
- Limestone
- Peoria Notre Dame
- Peoria Christian
- Peoria Heights High School (as of fall 2025)
- 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.

Program expansion to Peoria Heights

APPROVED

- Eligible seniors currently enrolled at Peoria Heights High School and Peoria Notre Dame. There are currently 50 seniors set to graduate at PHHS and approximately 50 at Peoria Notre Dame as well. Total of 100 Peoria Heights students graduating. On average 30% of our graduates in the region apply to Illinois Central College.
- If selected for grant –program for Peoria Heights students would be activated for the Fall 2025 semester. We would do a special campaign reaching out to these students via their application with ICC and via social media, community, etc, to encourage them to apply. We have been in touch with the high schools, and they would help facilitate this communication with students as well.
- We anticipate a strong enrollment within the PH students. Average household income in PH is \$57,000. Working class families make up much of the PH population.
- An average last dollar tuition paid to PPF students is \$1,300.00/year – students are reimbursed each semester and must maintain a C or better in coursework. Only attendees at Illinois Central College qualifies for program. All student data is collected and analyzed each semester via specialized surveys. PPF staff conducts in person meetings with all students at the end of each semester.



2025 INITIATIVES

1

FUNDRAISING

- Increase fundraising revenue by \$75,000 to grow tuition funds to accommodate expansion to Peoria Heights, the increase in credit hour cost and operational costs.
- Expand our technology platform to upgrade donor software and possible mobile APP for students.
- 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 videos that we own from 2024 to ensure awareness and engagement with community and expansion to West Peoria students.
- Reactive past investors with a one-on-one format, letter writing campaign.
- 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 has always been to contribute to **building 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. We continue to promote this every other month via email to our enrolled students.**

SAVE THE DATE

THE EVENT

Sunset Soiree

PEORIA PROMISE FOUNDATION

Friday, August 15, 2025 ● Haven on the Farm

SAVE THE DATE



A Sunset Soiree

Enjoy a new experience which will be
THE event of the summer!

Indulge in an unforgettable evening as
celebrity chefs prepare incredible
cuisine, perfectly paired with custom
libations. Enjoy lively entertainment and
engaging experiences that will make
for an unforgettable summer evening.
Best of all, every moment supports the
mission of Peoria Promise Foundation.

Watch for details at:

peoriapromise.org 

- Featuring Chefs:
- Josh Adams
- Joshua Lanning
- Ryan Foster
- Chris Stolfa
- Brent Jeffers
- Yeni Palarte Mexican Ice Cream
- Jesie Yoskin - NightJar

Live entertainment

Auction and Raffles



Fashion Show – Holiday Edit
Wednesday November 12, 2025
Country Club of Peoria

Expanded event will feature holiday apparel from several local Boutiques as well as holiday décor stores will feature give and décor ideas for the season. This will be our 3rd year of hosting this event.

**Heart of Illinois
United Way**



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

peoriapromise 