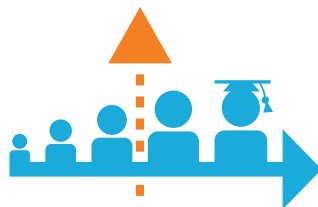


A Measure of our Mission

Improving Educational Attainment
One Student at a Time.



**KERN
FUTURES**

KERN COMMUNITY
FOUNDATION

Growing community.
Growing philanthropy.

Year in Review



\$428,350

SCHOLARSHIPS AWARDED

74

**HIGH SCHOOL
STUDENTS AWARDED**



175

**CONTINUING COLLEGE
STUDENTS AWARDED**



658

**APPLICATIONS
REVIEWED**

91

**VOLUNTEER
EVALUATORS**



\$800

**AVERAGE SCHOLARSHIP
FOR UNDERGRADS AT
TWO-YEAR SCHOOLS**



\$1,771

**AVERAGE SCHOLARSHIP
FOR UNDERGRADS AT
FOUR-YEAR SCHOOLS**



82%

**RECIPIENTS ARE FIRST IN
FAMILY TO ATTEND COLLEGE**

409

**ELIGIBLE
STUDENTS DENIED
FUNDING -**

TOGETHER, WE CAN CHANGE THAT!



Dear Friends,

In 2015, Kern Community Foundation launched **Kern Futures**, embracing **Kern's educational attainment** as a core strategic initiative. We are rooted in a belief that education begins early and reaches beyond high school, that it is a prerequisite to success in a knowledge-based economy, that it is for everyone, and that it is a public good.

To this end, we adopted a three-fold strategy to ensure long-term, impactful results. With assistance from a generous 5-year grant from the College Futures Foundation, we cultivated a robust portfolio of accessible scholarship funds, that have allowed us to award over **1,000 scholarships**, totaling nearly **\$2.2 million** since 2015. Perhaps more importantly, our portfolio of scholarship funds has grown to **29 individual funds**, totaling nearly **\$3 million** – many of which are permanently endowed, granting scholarships to Kern County students for generations to come.

Next, we developed a comprehensive **College Success Program** to support our award recipients. You see, for us, scholarship giving is not just about getting students to college. Instead we see scholarships as investments in the future and, more than anything, we want students to complete college, university, or even vocational school and successfully enter the workforce.

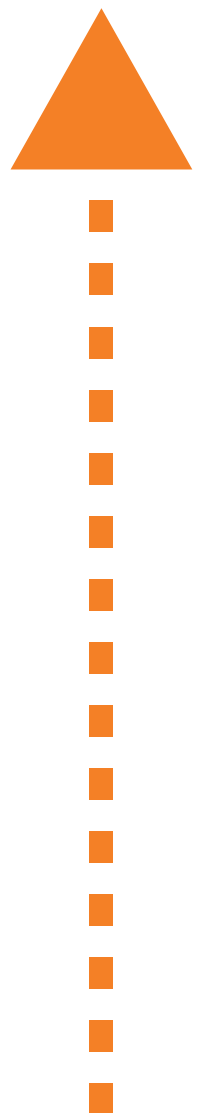
Finally, we convened education and community leaders, connecting existing efforts to build greater momentum and opportunities for success while also identifying a common agenda for improving student outcomes. The result has been the **Kern Education Pledge** – a county-wide collective impact model linking together school districts and higher education institutions.

The trajectory for increasing educational attainment is promising, but clearly there is more to do. In 2019 alone, we turned away more than 400 deserving applicants due to lack of funding. With your help, Kern Community Foundation is committed to improving the quality of life in Kern County. Together we can increase access to educational opportunities and lighten the burden for Kern County students determined to better themselves. Please review the following pages – we think you will be inspired – and consider joining us in this work.



A stylized, handwritten signature in black ink that reads "Kristen Beall Watson".

Kristen Beall Watson
President & CEO



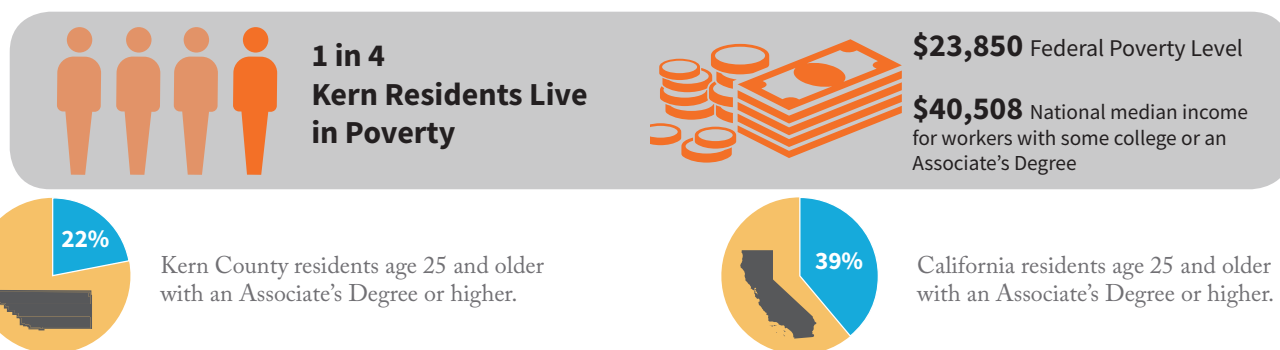
Program Overview



Kern Futures, a strategic initiative of Kern Community Foundation, is grounded in a commitment to increase the level of educational attainment in Kern County. With one in four Kern residents living below the federal poverty level and just one in five Kern residents possessing an associate degree or higher, education is the single most important investment we can make to reduce poverty, boost economic growth and increase income levels. The case for pursuing post-secondary education could not be clearer. College graduates are generally healthier, more financially secure, and more actively engaged in their communities than their peers with simply a high school diploma.

Why Kern County Needs Educational Attainment

Education reduces poverty, boosts economic growth, and increases income.



Starting in 2020, **67%** of California jobs require education beyond high school.

Education Makes A Difference

Research shows that college graduates:

- Will earn nearly \$1 million more over the course of a 40-year working life
- Are more likely to have a pension or retirement account
- Have higher employment rates
- Live an average of nine years longer
- Vote and volunteer more
- Pay more taxes
- Require less public assistance

The growing cost of attending college presents a daunting task for many students and their families, however. Among the Class of 2018, 69% of students took out student loans, and they graduated with an average debt of \$29,800

Invest in Education Through Kern Community Foundation

- Fund an annual scholarship award
- Establish a permanently endowed scholarship fund
- Provide unrestricted support – your gift will be used where it is most needed
- Donate in honor or memory of a friend, colleague, or loved one
- Create a lasting legacy gift to ensure that this work continues

Program Impact

Cumulative Impact Since 2015

\$2.2 Million
in Scholarships

Awarded to More Than

1,000
Local Students



Since 2015, Kern Community Foundation has embraced a three-fold strategy to ensure long-term, impactful results. Here are a few highlights:

Convene Kern's Educational Leaders to Create a Blueprint for Student Success:

Launched in 2015, the Kern Education Pledge unites educational leaders at every level (PK-20) with community stakeholders to embrace an integrated Cradle to Career solution using principles of continuous improvement and a collective impact framework.

"No single program or institution can singlehandedly solve the complex, large-scale, education and workforce readiness challenges facing our community."

- Kern Education Pledge



Establish a Robust Portfolio of Accessible Scholarship Funds:

Since 2015, **1,069** scholarships have been awarded totaling **\$2,151,828**. Additionally, Kern Community Foundation's scholarship portfolio has grown to some **27** scholarship funds totaling nearly **\$3 million**. Many of these funds are permanently endowed and will grant scholarships to Kern County students for generations to come.

\$2.2 Million
in Scholarships
Awarded to
1,069
Local Students

Develop a Comprehensive College Success Program to Support Scholarship Recipients:

Our College Success Program focuses on getting students through their postsecondary education—and it's working! Fifty-eight percent of students who participated in the program since 2015 and received scholarship awards consistently during that time, graduated in 4 years.

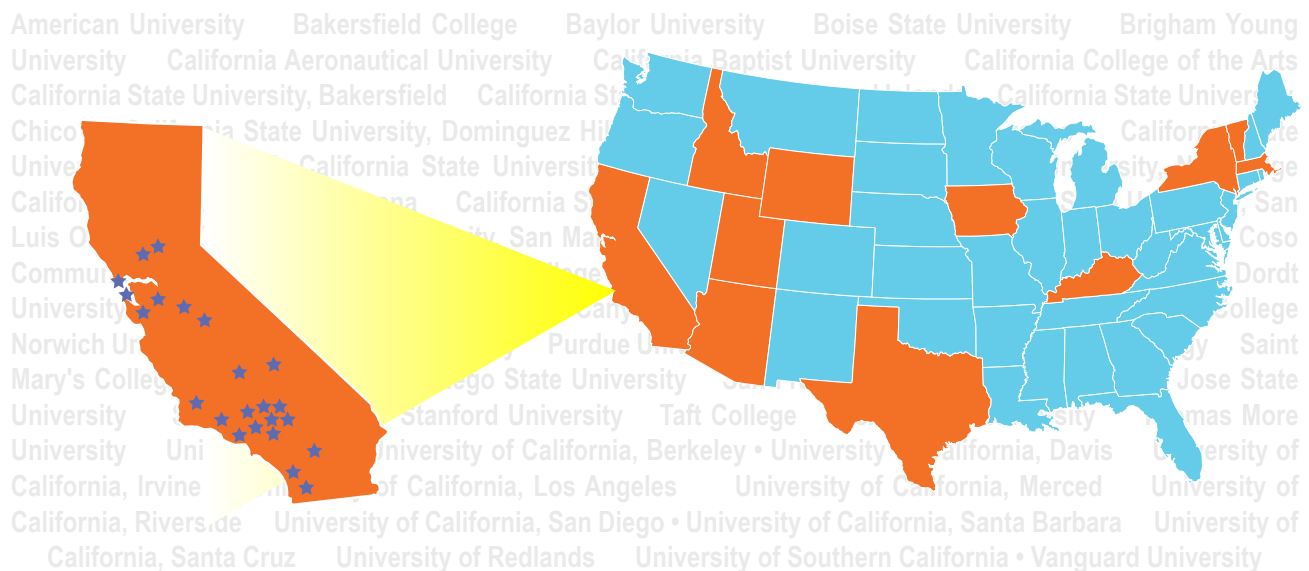
4-Year Graduation Rates
for KCF Award
Recipients:
58%

About Our Students

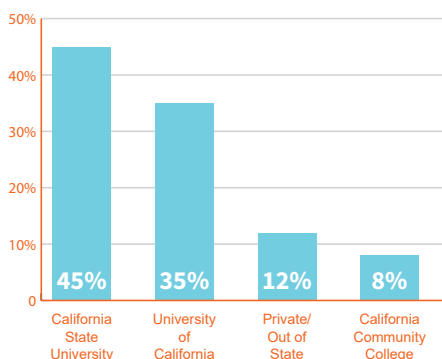
What Kern County High Schools Have They Attended?

Arvin High School	Garces Memorial High School	Robert F. Kennedy High School
Bakersfield Christian High School	Golden Valley High School	Rosamond High School
Bakersfield High School	Highland High School	Shafter High School
Burroughs High School	Independence High School	South High School
Centennial High School	Kern Valley High School	Stockdale High School
Cesar E. Chavez High School	Liberty High School	Taft Union High School
Delano High School	Maricopa High School	Tehachapi High School
East Bakersfield High School	McFarland High School	Wasco High School
Foothill High School	Mira Monte High School	West High School
Frontier High School	North High School	Wonderful College Prep Academy

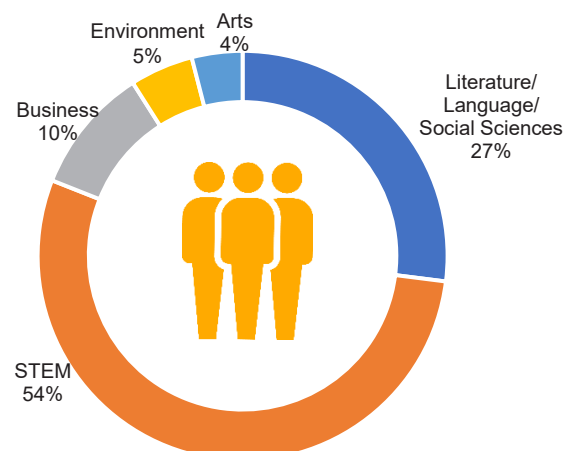
Where Do They Go?



What Types of Colleges Do They Attend?



What Do They Study?



Ramanjit Mann



Ramanjit Mann, a 2019 Independence High school graduate, has big plans to maintain an active role at the University of California, Davis. Early in her high school career, Ramanjit joined Forensics and instantly felt a connection to the field of

human rights. After her first debate tournament, she knew she wanted to be a human rights lawyer.

Ramanjit co-founded the United Nations International Children's Emergency Fund at Independence in an effort to increase awareness of human rights issues and provide more opportunities for public service. Ramanjit's involvement in UNICEF helped solidify her goals to one day focus on women and children's rights as a lawyer. "I really love politics and want to get my bachelor's degree in political science. I want to join student government and do an internship

at the state capital. I also want to study abroad and love meeting new people and languages," said Ramanjit.

A Links for Life scholarship recipient, Ramanjit is grateful to Kern Community Foundation for their support. "I honestly thank this Foundation so much. They are so invested in our education and put so much effort into making sure we succeed. It is really heartwarming to receive not only financial assistance, but also a support system along with the scholarship," said Ramanjit.

Stories of Inspiration

Carlos Rodriguez Orozco

As a California Polytechnic State University, San Luis Obispo student, **Carlos Rodriguez Orozco** plans to pursue his passions while experiencing college to the fullest.

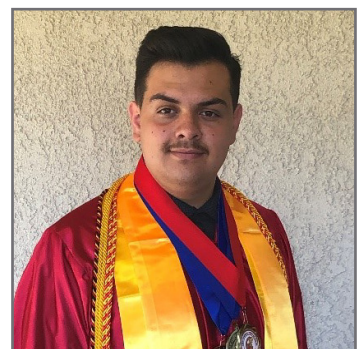
A 2019 Centennial High School graduate, Carlos developed an interest in engineering after joining Centennial's Robotics club. He discovered his love for problem-solving and troubleshooting and plans to major in mechanical engineering at Cal Poly. In addition to engineering, Carlos is passionate about business, actively participating in the Virtual Business program at Centennial as the Director of Sales

and Products. "When it comes to me seeing a future career, I like the idea of being an entrepreneur and being able to do my own thing but I also like the idea of building and making things," said Carlos.

Carlos is also proud of his involvement in Militantes de Cristo, a religious club at Centennial that guides students through their faith while serving the community. He hopes to join Cal Poly's Rotaract Club and expand his interests by joining nature groups and exploring the culinary arts.

As a Caratan scholarship recipient, he is grateful to be able to focus less on funding his education and more

on joining clubs and participating in activities in college. To the Foundation, Carlos says, "Thank you. The Foundation helps me with planning to go to college and it's nice knowing I can always rely on it for resources and advice."



Francisco De La Pena



Balancing school work and staying involved with the campus community can be challenging, but **Francisco De La Pena**, a first-generation college student and Bakersfield High School alumnus, proved that anything is possible with hard work and dedi-

cation. While earning his bachelor's degree in Business Administration, Francisco found many ways to stay involved throughout his four years at California State University, Bakersfield. He represented his classmates as Director of Business and Public Administration in the CSUB Student Government Associated Union, Inc. and is a founding father of CSUB's Alpha Sigma Phi fraternity. "Alpha Sigma was a good opportunity to start from scratch and really make an impact. Although it was a lot of work and I put in a lot of hours, I really got a lot out of it and met

some great people," says Francisco. As a result of his accomplishments, Francisco received the CSUB Student Leadership Hall of Fame award.

As a recipient of the Oscar and Libbie Rudnick Scholarship throughout college, Francisco was able to engage with his school's community and focus on his studies. "To Kern Community Foundation, thank you for all the help. I'm really glad a resource like this is available for students," said Francisco, who was recently accepted into CSUB's Master of Public Administration program.

Stories of Success

Raven Dean

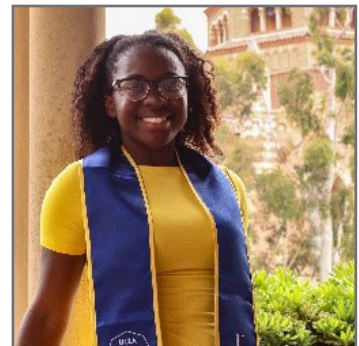
Raven Dean, a 2019 graduate of the University of California, Los Angeles, developed a passion for teaching through her involvement in clubs on campus. With UCLA's Project Spell, Raven worked with service staff on campus who wanted to learn or improve their English. She was also a part of Proyecto de Jornaleros, an organization helping workers in the community advocate for their rights by providing them with language resources and support.

A West High School graduate, Raven is the first in her family to go to college. She received the Oscar and Libbie Rudnick Schol-

arship throughout college and is grateful for the financial assistance it offered her alongside the opportunities it allowed her to pursue. With a major in psychology, Raven developed an interest in mental health and continues to integrate what she has learned into educational spaces around her.

Raven is currently employed at California Language Academy in Los Angeles working with students who wish to advance their English skills. She finds her job very rewarding and considers becoming a teacher one day. "This feels like something I would enjoy doing for the rest of my life. I think teaching

psychology to high school students would be fun," she said. "Thank you so much to the Foundation for all your support," said Raven. "I don't know what my college experience would have been like without it."



Our College Success Program

Scholarships are a powerful tool for getting students to college, but to change our outcomes, we need to ensure more students are completing college. Our comprehensive **College Success Program** is designed to support your awardees while protecting your investment. Here's how:

County-Wide Student Outreach

- **Comprehensive Student Outreach:** We blanket Kern County with dozens of in-person presentations to hundreds of students and counselors.
- **Coordinated Messaging:** With a multi-layered marketing approach that includes print, television, radio and social media, our applicant pool is large and diverse.
- **Donor Driven Awards:** You select the criteria, we find the eligible students.

An Efficient Application Process

- **One Online Application:** With just a single submission, students become candidates for dozens of scholarship opportunities.
- **Due Diligence:** We collect all the necessary documentation and verify student eligibility.
- **Thorough Evaluation:** Each student essay is read and scored twice by a small army of volunteer evaluators.
- **Student Selection Options:** Donors may use a committee to select recipients or allow us to make the final selection.

Continous Follow-Up & Support


- **Academic Advising:** We help your awardee identify the right classes and understand the requirements to graduate before they start college.
- **Career Counseling:** What will your awardee be doing after college? We'll be sure they've thought ahead.
- **Annual Personal Growth Projects:** From personal finance to connecting with local industry leaders, we encourage awardees to go beyond academics.

Stewarding Your Resources

- **Coordination with Financial Aid Offices:** We ensure that each awardee is accessing all available funding to maximize your investment.
- **Payment Processing:** Scholarship awards are paid directly to each awardee's school after proof of enrollment is provided.
- **Transcript Review:** How is your awardee doing quarter to quarter? We'll check-in and find out.

Invest in Local Students

We make investing in local students easier than you think. Any one of the following options provides students with financial support and access to our College Success Program, increasing opportunities for persistence and completion.

SCHOLARSHIPS TOGETHER <i>Support students as a community.</i>	SCHOLARSHIPS NOW <i>Support students one year at a time.</i>	SCHOLARSHIPS FOREVER <i>Support students now and forever</i>
Invest in students now to create a better future for all. Your contribution is pooled with others to create a permanent endowment, awarding scholarships in perpetuity. Your gift is leveraged for greater impact.	Use Kern Community Foundation's robust scholarship platform to make your company or organization's scholarship campaign easier and more impactful. You tell us the criteria and award amounts and we take care of all the rest!	You create a permanently endowed fund to award scholarships forever. We work with you to design scholarship criteria and then handle all of the administrative details, using our knowledge and experience to protect your investment.
Donation Amount You Choose!	Donation Amount \$1,000 Minimum	Donation Amount \$25,000 Minimum
Fee None!	Fee \$100 Per Award	Fee Standard Endowed Fund Fee + 1% if using a Customized Selection Committee
	Examples: <ul style="list-style-type: none"> •Links for Life – Mary Anne Walz Scholarships •Edison International STEM Scholarships •Bakersfield Rotary – Waterman Foundation Scholarships 	Examples: <ul style="list-style-type: none"> •George & Helen Stewart Memorial Scholarship Fund •Nickel Family Scholarship for Agricultural Education Fund •Caratan Family Scholarship Fund

The David Moore Agricultural Scholarship Fund

When local farmer and agriculture leader, David Moore, died in 2001, Western Growers Association collected contributions from friends, family members and business associates to establish a permanently-endowed scholarship fund at Kern Community Foundation in his memory. Over the years, the Fund's assets grew and in May 2014, under the leadership of David's grandson, John Moore III, the David Moore Agricultural Scholarship Fund awarded its first scholarships to

two graduates of Kern County high schools who wished to pursue a career in agriculture. Since 2014, the Fund has awarded over \$15,000 in scholarships to deserving students studying agricultural and environmental plant science, ag business, and even animal science at such esteemed schools as Fresno State, Cal Poly San Luis Obispo and Iowa State.

"My grandfather was my hero," says John when asked about why a busy young farmer like himself would get involved in overseeing

the scholarship fund. "There is a person in each family that binds everyone together, and my grandfather was that person for our family. This scholarship fund is a way for me to help carry on his legacy."



2019 Evaluators

Thank you to our community volunteers who generously donate time to read first-time scholarship applications. Over a four-week period, spanning March and April, 91 evaluators read 460 student essays in 2019. Each essay is read by two separate evaluators and given two sets of scores – one for content and one for quality. These scores are combined to calculate an average that is added to our internal scoring rubric. Our volunteers play a critical and impartial role in the awarding process and we are grateful for their commitment.

Antonio Alfaro
 Marcus Barnette
 Joanne Barrick
 David Bartels
 Victoria Barton
 Christine Birkholz
 Alyse Braaten
 Esther Brandon
 Kim Bravo
 Dom Buck
 Lydia Caceres
 Jessica Carrillo
 Amber Chiang
 Kat Clowes
 Chandra Commuri
 Esperanza Contreras
 Jeff Coomber
 Mike Crouch
 Allie Cushnyr
 Kerri Davis
 David Denison
 Jeremy Doyle
 Bob Eichenberg
 Gabriela Figueroa
 Carlos Flores
 Christy Fraley
 Maribel Galvan
 Gisela Gaona
 Martha Gonzalez
 Valerie Gorospe

Jeff Green
 Oscar Guevara
 Samantha Guillory
 Jeffrey Gutierrez
 Hillary Haenes
 Katherine Hall
 Nichole Hamblin
 Lindsay Harrison
 Tina Healy
 Ryan Hernandez
 Kim Hobbs
 Debra Jackson
 Odella Johnson
 Georgeann Key-Miller
 Nicole Knauer
 Libia Le
 Agustin Lee
 Justin Leland
 Jaime Lopez
 Christopher Lowe
 Jessica Mathews
 Linda McDemott
 Colleen McGauley
 Lorenzo Michaels
 Denise Mondragon
 John Moore
 Ali Moser
 Deirdre O'Rourke

Ann Pena
 Patricia Perez-Ramirez
 Michael Powell
 Alexandra Rieke
 Emiliano Rivera
 Susan Rizo
 Deneene Roberson
 Angelica Rodriguez
 Monica Rodriguez
 Lilly Rosenberger
 Remy Rueda
 Vanessa Sanchez
 Steve Sanders
 Jeffrey Schroer
 Billy Shollenberger
 Eric Slagle
 Amy Smith
 Judy Snyder
 Kathy Stiles
 Kate Tandy
 Frederick Thomas
 Jennifer Thurston
 Teresa Twisselman
 Meredith Valenzuela
 Tonya Vallicela
 Julia Vlahos
 Clarissa Wilstead
 Tijera Worley
 Joey Yi
 Ulya Young



Scholarship Funds

Alpha Phi Alpha Fraternity Kappa Eta Lambda Chapter
 Scholarship Fund
 Arvin Union Congregational Church Scholarship Fund
 Arvin Women's Club - Ellen Kovacevich Scholarship Fund
 Bailey Schweitzer Memorial Scholarship Fund
 Caratan Family Scholarship Fund
 CCS Transition Scholarship Fund
 David Anderson Athletic Scholarship Fund
 David Moore Agricultural Scholarship Fund
 Derek Brown Memorial Scholarship Fund
 Dr. Joseph E. Anderson Scholarship Fund
 Dr. Richard P. Pierucci Scholarship Fund
 East Bakersfield High School Class of 1957 - Ron Robison
 Memorial Scholarship Fund
 Eunice Sears Scholarship for Music Fund

Honor Run Scholarship Fund
 Jack Beaton Memorial Scholarship Fund
 Kern Futures Scholarship Fund
 Kern Futures Scholarships Now Fund
 Kern Futures Scholarships Together Fund
 Kern High School District Counselors Scholarship Fund
 Larry Carr Memorial Scholarship Fund
 Manuel Gonzales Jr. Memorial Scholarship Fund
 Nickel Family Scholarship for Agricultural Education Fund
 Oscar and Libbie Rudnick Scholarship Fund
 Sean E. Farley Memorial Scholarship Fund
 Sheriff's Employees' Benefit Association Scholarship Fund
 The Arvin Women's Club Scholarship Fund
 The George and Helen Stewart Memorial Scholarship Fund



The Kern Futures initiative is grounded in the belief that

Education begins early and reaches beyond high school

Kern Futures uses the term “education” to refer to the continuum that begins with early childhood preparation and results in the attainment of valuable postsecondary credentials and degrees.

Education is a necessity

Education is a prerequisite to success in a knowledge-based economy. Our future workforce must pursue and complete a postsecondary credential or degree beyond high school.

Education is for everyone

Educational attainment rates among low-income students and students of color are significantly lower than those of other students. Kern Futures is committed to closing these gaps.

Education is a public good

Educational opportunities and attainment are critical to a just and equitable society, strong economy, and healthy community.



KERN COMMUNITY
F O U N D A T I O N

**Growing community.
Growing philanthropy.**

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