



# YOU CAN MAKE COLLEGE POSSIBLE...



COLLEGE  
POSSIBLE™  
PHILADELPHIA





**...FOR THOUSANDS OF DESERVING  
STUDENTS IN OUR REGION.**



Right now, in low-income neighborhoods throughout the greater Philadelphia region, there are thousands of high school students who could go on to college—but won't.

## You have the power to change this.

These students may not have a 4.0 GPA and be positioned for an Ivy League institution. They are the “academic middle”—solid, promising students who may not have anyone to show them what's possible. Often, college doesn't enter their minds or they brush it away as an impossible dream. They miss out on opportunities that could break the cycle of poverty in their families' lives.

Since 2014, College Possible Philadelphia has been working to change this, one student at a time. We are the newest college access and success program for students in the Philadelphia area. Yet, we are using a model that has proven its success time and again in several major cities over two decades.

**If you believe that income and life circumstances should never keep young people from earning their degrees, College Possible Philadelphia asks for your support.** Your partnership will help us build our momentum in this region, reaching more students with more services. You'll level the playing field when it comes to college access and success for students who are just miles away from where you live and work.



Only 12% of people of low income in the U.S. hold bachelor's degrees.



## COLLEGE POSSIBLE PHILADELPHIA

84% of the graduates from the high school class of 2018 are persisting to their second year of college—much higher than the national average of 73%.

**100%** OF THE GRADUATES FROM THE HIGH SCHOOL CLASS OF 2019 WERE ACCEPTED INTO COLLEGE

**86%** OF THE GRADUATES FROM THE HIGH SCHOOL CLASS OF 2019 ENROLLED IN COLLEGE

**85%** OF ENROLLED COLLEGE STUDENTS RENEWED THEIR FINANCIAL AID APPLICATIONS (2018-19 ACADEMIC YEAR)



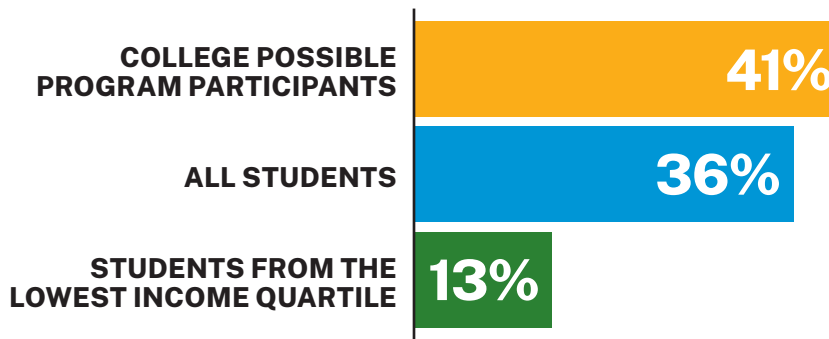
# WHEN YOU SUPPORT COLLEGE POSSIBLE, YOU INVEST IN A PROGRAM THAT WORKS.

We have the numbers to prove it.

## COLLEGE POSSIBLE NATIONWIDE

College Possible students are about **3 times more likely to earn a bachelor's degree** after graduating high school when compared to their peers from similar backgrounds.

Eight-year bachelor's degree attainment rates



By supporting College Possible Philadelphia, you will make it possible for more students to become the first in their families to go to college, and they will certainly not be the last.

Since our model started in Minnesota in 2000, it has connected juniors and seniors from low-income backgrounds with “near-peer” AmeriCorps members who are recent college graduates themselves. These coaches are embedded in local high schools to help students navigate their way through admissions testing, researching programs and schools, writing essays, applying for admission and financial aid, and choosing a college. Having the program on-site makes all the difference: Often, College Possible students are working one or two jobs, caring for younger siblings or grandparents, and relying on public transportation. Tech-connected mentoring continues by phone and computer as students move into college.

**College Possible takes the mystery and fear out of a process that can easily overwhelm a student who has no one in their family or neighborhood to show them the way.**



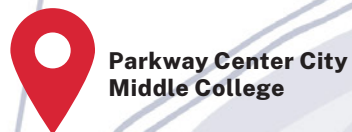
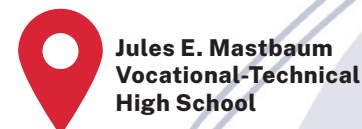
90% of the College Possible high school class of 2021 will be first-generation college students.

---

**“Applying to college is overwhelming, especially for high school students doing it on their own. College Possible was my support and my backbone. I had both of my coaches encouraging me all the way, telling me ‘You can do this.’ They were so supportive, they made sure everything was done and that I was completely set to go. I would not have known where to start without College Possible.”**

— CHAMA IMANI, GEORGE WASHINGTON HIGH SCHOOL, NOW A STUDENT AT ARIZONA STATE UNIVERSITY

**Your support will reach into  
schools and neighborhoods  
in and around Philadelphia  
to change students' lives.**



**1,000+**

students are presently in or have gone through the College Possible Philadelphia high school program since 2014.

**600+**

enrolled and unenrolled students are participating in College Possible Philadelphia's college program in 2020 - 2021.

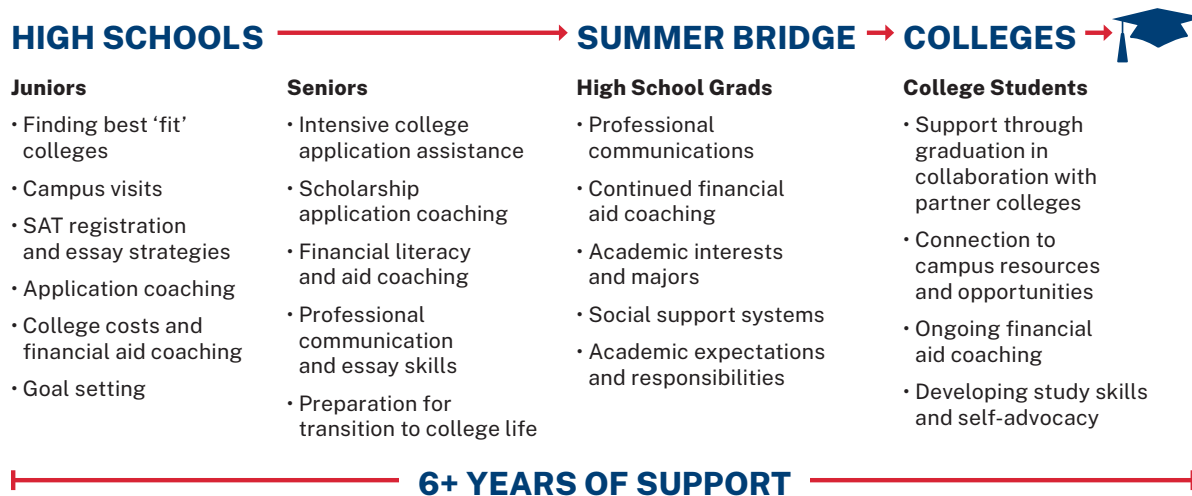
# What makes College Possible Philadelphia different?

In addition to having 19+ years of data showing that our model works...

- **We focus more on students' potential than past accolades:** All high schools, even under-resourced ones, have top students who are in demand by colleges. We are here for the next-level students who are less likely to be encouraged to go to college.
- **We take our services right into schools:** College Possible coaches build relationships with students and take a hands-on approach that involves constant check-ins and reminders. They can do what overworked high school counselors simply cannot do with every student who has college potential.
- **We continue with students once they're in college:** We coach them through their first summer and throughout their college years so they stay on track to earn their degrees.



More college degrees for students from low-income backgrounds can help break the cycle of poverty in Philadelphia and Delaware counties.





“My time with College Possible definitely changed my outlook on my future. I always knew I wanted to go to college but I had no idea how to apply. College Possible helped me figure out the steps I needed to take.”

— UNIQUE SEABORN, MURRELL DOBBINS CAREER AND TECHNICAL EDUCATION HIGH SCHOOL, NOW AT CABRINI UNIVERSITY



**24.5%**  
**OF PHILADELPHIANS**  
live in poverty

Source: PEW Charitable Trust State  
of the City Report (April 2020)

“To have a coach is the best feeling. Not only does it help you academically, it helps you emotionally, knowing there is someone always looking out for you.”

— ALDRIN REGINALD, GEORGE WASHINGTON HIGH SCHOOL,  
MAY 2020 GRADUATE, MANOR COLLEGE





**\$1.2M**  
**AVERAGE ADDED  
LIFETIME EARNINGS**  
associated with a  
college degree



“My students remind me that no matter how hard the schedule, no matter how much they need extra help on modifiers or linear equations, I am the first step in preparing them for the rest of their lives. By pushing myself to do more for my students now on their SAT prep, they will one day go to college and get to accomplish their dreams. Knowing I have the tools to help students reach that goal is all I need to move forward.”

— COACH SHELBY ROHRER, PENN WOOD HIGH SCHOOL



**20**  
**AMERICORPS  
MEMBERS**  
are serving as near-peer  
coaches through College  
Possible Philadelphia in  
2020–2021







## FOCUSED ON IMPACT FOR PHILADELPHIA STUDENTS

Throughout 2020, College Possible has conducted a strategic reassessment of students' engagement in our high school and college programs. We now look more closely at students who have been actively engaged with the program within a year's time. We also examine a coach's ability to connect with a student, establish a meaningful relationship, and subsequently, show impact in the student's journey to a four-year degree. Ultimately, College Possible is focused more intently on students' commitment to the program, starting in high school until college graduation.

In 2020–21, College Possible Philadelphia is projected to serve

# 923

**High School & College  
STUDENTS**



## Today we ask you to partner with us. Here's what we can accomplish together.

In 2014, College Possible selected Philadelphia as the fifth location for its innovative college access and success model. The need was urgent: only two out of every 10 students entering ninth grade in the School District of Philadelphia were going directly to college, and only one of them would graduate. In our first five years we served over 5,000 students, and we're just getting started.

Now we ask you, our neighbors and friends, to invest in College Possible Philadelphia and partner with us to sustain and expand our programming locally. Your support is critical if we are to reach more students and build stronger futures for communities throughout Philadelphia and Delaware Counties. Your generosity will ensure that we can...

- **Expand our programs** to serve more high school juniors and seniors who are eligible to enroll in College Possible
- **Connect more students** with College Prep Talks and FAFSA support (Free Application for Federal Student Aid), even if they are not enrolled in the full program

---

**“Well, neither of my parents really supports me. I pay for all of my expenses—that’s why I work so much,”** one of my students revealed as we were discussing FAFSA. This student works five days a week in fast food. For these students to make it to a voluntary after-school program, instead of taking some time to rest a bit before work or family obligations, takes a lot of willpower. **It makes their successes that much more impressive.”**

— COACH JACOB VAN HOUTEN, PARKWAY CENTER CITY MIDDLE COLLEGE



### College Possible Philadelphia students are now pursuing degrees at institutions such as:

Cabrini University  
Chestnut Hill College  
Community College  
of Philadelphia  
Delaware Valley  
Community College  
Drexel University  
East Stroudsburg University  
of Pennsylvania  
Holy Family University  
Johnson & Wales University  
Millersville University  
Neumann University  
Penn State University –  
Abington  
Penn State University – Brandywine  
Stony Brook University  
Temple University  
University of Delaware  
West Chester University  
of Pennsylvania

# Throughout Philadelphia and Delaware Counties, your support for College Possible will create...



## HIGHER INCOMES

College graduates' earnings are about 134% higher than for non-college graduates.



Their incidence of poverty is 3.5 times lower.



Asset income is nearly 5 times greater.



Their probability of being employed is 24% higher.

## BETTER HEALTH

The likelihood of having health insurance through employment is 47% higher for degree-holders, and incidence of smoking, drinking and obesity is significantly lower.



The likelihood of reporting health to be very good or excellent is 44% greater.

## STRONGER CIVIC ENGAGEMENT

*Degree-holders are...*

More than twice as likely to volunteer.



More likely to vote (75% vote in presidential election years, versus 52% of high school graduates).

## A STRONGER ECONOMY

More college-educated residents = income growth for an area, in part due to increased income from taxes.



A rise in college-educated adults leads to an increase in wages for workers of all education levels in a community.



You will do more than help students earn their degrees. You will shape our region's future for the better.

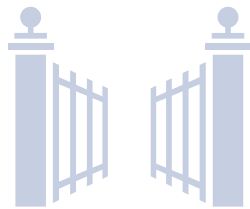
When more working adults in Philadelphia and Delaware Counties earn college degrees, the entire area will benefit. Did you know that only one in four Philadelphia residents holds a bachelor's degree, versus half of residents in Boston and Washington, D.C.? This puts us at a competitive disadvantage. But you can change this by supporting College Possible Philadelphia. Each degree benefits not just the degree-holder but the organizations, companies and neighborhoods where they live and work. Most of our students stay local for college and plan to build their careers here.

---

“Because I was overwhelmed by balancing many rigorous courses, extracurricular activities, the college process and home, Golda [my coach] helped me take a breather. **She gave me time to express how I felt through the year and supported me on the sidelines.**”

— DAVY-ANNA PHOSOUVANK CHAMROEUNPHORN, UPPER DARBY HIGH SCHOOL, NOW PURSUING A BACHELOR'S IN BIOCHEMISTRY AT PENNSYLVANIA STATE UNIVERSITY-UNIVERSITY PARK





**For more information about giving opportunities, contact:**

Dia Williams Adams, MPA  
Executive Director  
DWilliamsAdams@CollegePossible.org  
215-309-7301

Alison Foster  
Development Director  
AFoster@CollegePossible.org  
215-309-7311

You can also visit the giving section of our website at  
**CollegePossible.org/Philadelphia**



All hard-working students in every zip code deserve a chance to excel, regardless of family income or life situation.

College Possible Philadelphia is still getting established here, but our students and coaches have already achieved so much. Right now, you have the opportunity to make this the strongest college access and success program in our area. Together, we will demonstrate that we are serious about supporting Philadelphia students who otherwise would not have access to college—and giving them all of the lifelong benefits that a college degree brings.

Gifts at all levels from individuals, foundations and corporations will be essential as College Possible Philadelphia works to quadruple our private fundraising over the next few years. For example...

\$102.50	\$1,230	\$7,380	\$49,200
One month of programming for one student	A full year of programming for one student	The complete six years for one student	A full year of service for a new cohort of students

**Without you, we cannot make college dreams possible for more students throughout our region.**

**JOIN US.**



I joined College Possible Philadelphia as executive director in May 2020. What attracted me to this organization are the students who desire to reach their highest potential, the dedicated leaders that work diligently to help them attain their dreams, and the amazing success that College Possible has achieved thus far.

As I reflect back on my time as a student in the Philadelphia School District, I wish my high school had access to a program like College Possible with coaches to inspire, and resources to help equip students to attend college. I can only imagine how many lives would have been positively impacted.

A college degree can open the door to a myriad of opportunities—especially for first-generation students. It can increase not only personal wealth, but local and national prosperity as well. When the workforce is more educated, it can help eradicate poverty and increase economic growth.

Our students want to be successful and lead full, enriched lives. College is the gateway for them to become career ready and expand their options. Although it may be challenging, the path becomes smoother and easier to traverse with a partner like College Possible. Through our program, students in the Philadelphia region have access to more college enrollment options, better access to financial aid and scholarship opportunities, and greater odds of completing their degrees. College Possible students are more likely to apply to and attend college than their peers.

As executive director, my goal is to make intentional connections to expand our reach, elevate our brand and attract much needed resources for sustainability.

All students deserve access to a quality education. Your support will help us to serve our students well and continue helping our students fulfill their dreams of earning a college degree.



A handwritten signature in black ink that reads "Dia Williams Adams".

Dia Williams Adams, MPA  
EXECUTIVE DIRECTOR, COLLEGE POSSIBLE PHILADELPHIA

College Possible Philadelphia will work with you to direct your support to the area that most interests you. Private donations provide critical funding for:

- Operations for the high school and college programs
- Opportunities for each high school student to receive 320 hours of direct instruction
- Training and development for peer coaches and full-time staff
- SAT preparation and materials for high school students
- Technology and software used by coaches
- Career panels for high school and college students
- Talks on college and financial aid at local schools
- and much more!



[CollegePossible.org/Philadelphia](http://CollegePossible.org/Philadelphia)

Dia Williams Adams, MPA  
Executive Director  
[DWilliamsAdams@CollegePossible.org](mailto:DWilliamsAdams@CollegePossible.org)  
215-309-7301

College Possible Philadelphia  
2000 Hamilton Street, Suite 303  
Philadelphia, Pennsylvania 19130

#MakeItPossible

