

March 7, 2017

Media contact:

Christina Renfroe, Trozzolo Communications Group

816-842-8111

crenfroe@trozzolo.com

**KC Scholars Announces More Than 1,400 Submitted Applications
at Close of First Scholarship Application Cycle**

71 percent of applicants will be first in their families to attend college

KANSAS CITY, Mo. (March 7, 2017) – KC Scholars, a new scholarship and college savings match program, closed its first round of scholarship applications March 3, with just under 1,450 applicants. The program, which was developed with input from 70 Kansas City community partners and incubated out of the Kauffman Foundation, aims to help low- and modest-income students, as well as adult learners, finance and complete a college education.

“It has been unbelievable to see the community’s reaction and commitment to KC Scholars in its first year,” says Beth Tankersley-Bankhead, executive director of KC Scholars. “We’ve received a strong number of applications and can’t wait to award scholarship recipients in the coming months.”

KC Scholars serves a six-county area of the Kansas City region: Wyandotte and Johnson Counties in Kansas and Cass, Clay, Jackson and Platte in Missouri. Traditional and college savings match applicants came from 97 high schools in the region. Across the three scholarship opportunities, 71 percent of applicants will be first in their families to attend college.

KC Scholars is a true community collaboration, driven by the belief that all students – regardless of income, age or ethnicity – deserve an opportunity to earn a college education. One hundred seventeen community members have volunteered to review the nearly 1,450 applications over the next two months, selecting this year’s scholarship recipients. Scholarship awardees will be notified in May 2017. Reviewers span five generations and represent a multitude of corporate, educational, philanthropic, civic, and non-profit organizations.

“KC Scholars is a much-needed driver for an educated and diverse workforce in Kansas City,” says Madeline Romious Regional VP External Affairs at AT&T and a co-chair of the KC Rising Human Capital Oversight Committee. “I’m honored to donate my time as an application reviewer and would encourage the

community to get involved – by donating time or money – to help this program succeed.”

To ensure KC Scholars’ success, the Kauffman Foundation invested \$79 million in the program over the next 10 years. In addition, local donors have committed hundreds of thousands of dollars since the scholarship program was announced in September 2016.

“Every dollar contributed to KC Scholars goes to supporting students in attaining a college credential or degree,” says Tankersley-Bankhead. “And the more money that is raised by our community, the more scholarships we can award.”

Awards will be announced in May 2017 and the first adult learner recipients could potentially be in the workforce by 2019.

Scholarship Details

KC Scholars is a three-tiered scholarship program whose mission is to increase postsecondary education attainment in the greater Kansas City area and thus be a major driver of workforce development. KC Scholars offers three college scholarship opportunities:

- **Traditional:** awarded to students currently enrolled in 11th grade. Awardees will receive up to \$10,000 per year, paid directly to the college, renewable up to five years.
- **Adult Learner:** awarded to adults ages 24 and older who have previously earned at least 12 college credits but did not receive a postsecondary degree. Awardees will receive up to \$5,000 per year, paid directly to the college, renewable up to five years.
- **College Savings Match:** awarded to 9th graders for whom a 529 college savings account will be set up and at least 50 selected to be eligible for a 4:1 match on savings.

For more information about KC Scholars and to remain abreast of next year’s application cycle, visit www.kcscholars.org.

About KC Scholars

Kansas City Scholars (“KC Scholars”) is a scholarship and college savings match program, with the mission to increase postsecondary attainment in the greater Kansas City metro area. KC Scholars provides three types of scholarships –

Traditional, Adult Learner and College Savings Match – to low- and modest-income youth and adults in Cass, Clay, Jackson, Platte (MO), Johnson and Wyandotte (KS) counties. KC Scholars is a community-driven initiative, supported by the Ewing Marion Kauffman Foundation. For more information, visit kcscholars.org and follow KC Scholars on [Twitter](#) and [Facebook](#).

###