

GRASP 2023: THE CHALLENGE

1

4 out of 10 households struggle daily to afford basic household necessities

2

7 out of 10 financially challenged households live in a high stress setting (single parent, frequent moves, etc.)

3

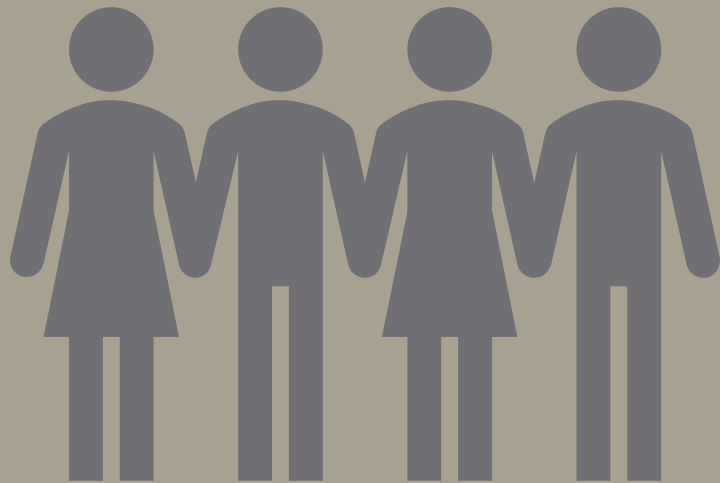
8 out of 10 financially challenged households have parents with a lower education (high school or less)

4

So What?

GRASP 2023: THE CHALLENGE

“There is a 70% likelihood that this economic cycle will be repeated for the children in these households as they become adults.”



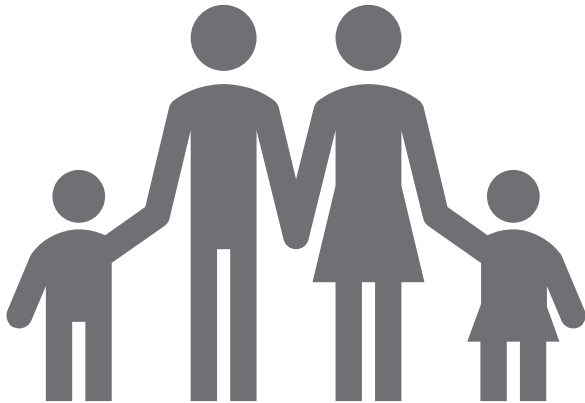
GRASP 2023 VISION

Giving ALL students in Virginia the opportunity to build fulfilling lives through postsecondary educational pathways.

MISSION

Helping students and their families, regardless of their financial resources, achieve their educational goals by:

- Giving inspiration and hope that their goals are attainable
- Assisting with the financial aid process
- Awarding and administering scholarships
- Coaching on the least cost options to achieve their goals



GRASP 2023

Future State

Footprint

Saturate Virginia Geography other than Northern Virginia and the Tidewater Area

100 High Schools

12 Middle Schools

Funding

\$3M - Revenue

\$2.0M Individual Donors. (50% Tax Credits)

\$0.5M Corporations/Foundation

\$0.5M Grants

Lives Impacted

11,000 Students Advised

75% Low Income Served

Metrics in Place to Measure Outcomes

GRASP Three Year Financial Plan

| | 2019 | 2020 | 2021 |
|-------------------------|---|-------------------------------|-------------------------------|
| Income | Flat to 2018 and absorb credits | 6% Donor Growth | 6% Donor Growth |
| | \$30,000 New Corporations | | |
| | \$65,500 New Grants | | |
| | \$60,000 Individuals giving without credits | | |
| | \$40,000 Henrico Partnership | | |
| | \$15,000 Events | | |
| Expenses | 8% Increase | 8% Increase | 8% Increase |
| | 4% - New Schools | 4% - New Schools | 4% - New Schools |
| | 4% - Fixed and Variable costs | 4% - Fixed and Variable costs | 4% - Fixed and Variable costs |
| Scholarships | \$300k | \$300k | \$300k |
| Investment (529) | \$300k | \$300k | \$300k |