



IMPACT REPORT

2022-2023





Amir Crutchfield, Armstrong High School & Richmond Technical Center

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- Anne Michie**, Chief Compliance & Program Officer
- Patricia Gordon**, Chief Financial Officer
- Paula Buckley**, Director of Outreach & Public Affairs
- Patti Feyerabend**, Assistant Director of Advising
- Lisa Herbert**, School Liaison
- Jessica Horswell**, Program Manager
- Brenda Jackson**, Advising Associate
- Millie Manley**, Donor Relations & Human Resources
- Lauren White**, Associate, Advising & Fund Development
- Alexandria Osborne**, Information Associate

From the CEO

Dear Friends,

“Talent is equally distributed, but opportunity is not.”

-Leila Janah, social entrepreneur

This is one of my favorite quotes and a reminder that there are students everywhere aspiring to achieve more after high school, but the cost of a postsecondary education and the lack of knowledge of the resources available are barriers. GRASP advisors help students and families determine affordable pathways to education after high school, and often share with me stories of individuals overcoming incredible obstacles and persevering to realize their potential. The students only needed to know that pathways exist.

We appreciate serving as a partner in 51 school divisions providing financial aid advising and scholarships, and in many cases serving as a mentor during the college application process. In fiscal year 2023 we met with more than 7,300 students and awarded more than \$348,000 in postsecondary scholarships. GRASP also provided more than \$282,000 in K-12 Education Improvement Scholarship Program support.

We are grateful for your support. With you, we have been able to change the trajectory of the lives of thousands of students.

At the start of 2024, GRASP became the lead partner in Mayor Levar Stoney’s Pathways Scholarship Program in the City of Richmond, designed to eliminate barriers to all graduating seniors from going on to college. We look forward to reporting on that exciting initiative soon. Stay tuned to our social media channels and the newsletter.

Thank you for being a friend, partner and/or donor.

Sincerely,

Todd D. Martin
President and CEO

Our Mission & Purpose



OUR MISSION

Helping all students and their families, with a focus on financially disadvantaged households, by:

- Giving inspiration and hope that their goals are attainable;
- Assisting them with the financial aid process and awarding scholarships; and
- Supporting them in the attainment of their post-secondary goals at the lowest possible cost.



OUR PURPOSE

The overall purpose of GRASP is to ensure that every student has an equal opportunity for continuing education after high school, regardless of financial or social circumstances.

One Specific Purpose. One specific purpose of GRASP is to provide financial aid for the education of students residing in the Commonwealth.

GRASP Alumna Dulce Estrada, Freeman High School, Virginia Commonwealth University

"My high school GRASP advisors were amazing they guided me in every step it took for me to attend college. They helped me see the bright future that I had beyond high school."



GRASP Alumna Aniyah Cooke, Thomas Jefferson High School, Virginia Tech

"I had little knowledge about the college application process because I am a first-generation student. With regard to financial aid and other scholarship opportunities, GRASP was a huge help."



“GRASP was extremely helpful with applying to colleges. My GRASP advisor worked with me to fill out my financial aid and help find a school that would fit my career goals and personality.”

-GRASP Alumna Tanea Doswell, Randolph Henry High School, Southside Virginia Community College, Longwood University

Our 40-year Legacy

Forty years ago, two visionaries realized the need for an organization that would assist high school students with developing a plan for education and training after high school. Former

Senator Walter Stosch, a longtime advocate for children, and Dr. Ray Gargiulo, a career educator, made that vision a reality in 1983 when they created GRASP.

In 2015, GRASP received the Richmond History Maker award from the Valentine Museum, and in 2017, the organization became one of the few nonprofits in Virginia recognized by the Standards for Excellence® Institute as having met all the requirements for the Standards for Excellence Standards Basics. GRASP has also received consecutive 4-star ratings from Charity Navigator since 2016.

GRASP aspires to continue pursuing its goal of ensuring career and college access for all for many years to come!



PROGRAMS

- In-School Advising
- Early Commitment (SOAR Virginia®)
- Summer Texting
- College Success
- Early Awareness for Middle School Students
- Scholarships
- Speakers Bureau

Our People...past and present (advisors and staff)

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2022-23 PROGRAM RESULTS

About GRASP

GRASP is a 501(c)(3) nonprofit organization whose advisors help high school students and parents navigate the financial aid world, complete the FAFSA form, understand the college aid award letter, and serve as mentors during the college application and acceptance process.

In-School Advising

- 7,376 high school students were assisted in accessing financial aid for post-secondary education.
- 1,396 of these students were mentored through SOAR Virginia®. SOAR students obtained \$772,750 in scholarships funded by Virginia529 in the 2022-23 school year.
- 80% of students were from low-income households.

Financial Aid & Scholarships

- Advisors helped students secure an average of \$9,190 per student in financial aid.
- Awarded \$135,500 in Last Dollar Scholarships to 131 seniors.
- Awarded \$99,000 in Community College Pathway Scholarships to 99 students seeking a transfer degree or career certificate.

College Success Program

- 100 college students supported on their path to degree completion through email programs, financial aid advising, problem-solving support, and summer college prep sessions.
- \$102,100 in College Success Scholarships awarded to participating students during the 2022-23 school year.

Summer Texting Program

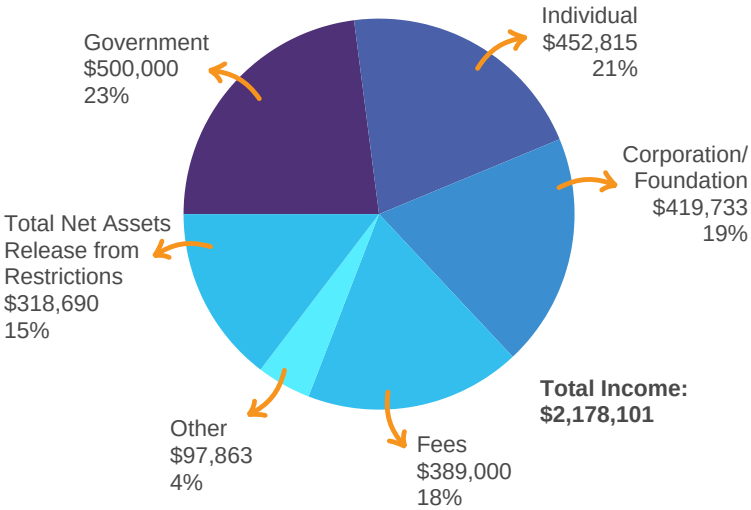
- 8,840 individuals opted into the program with 9,448 total contacts throughout the summer
- 4,151 total messages sent with a 17.3% engagement rate



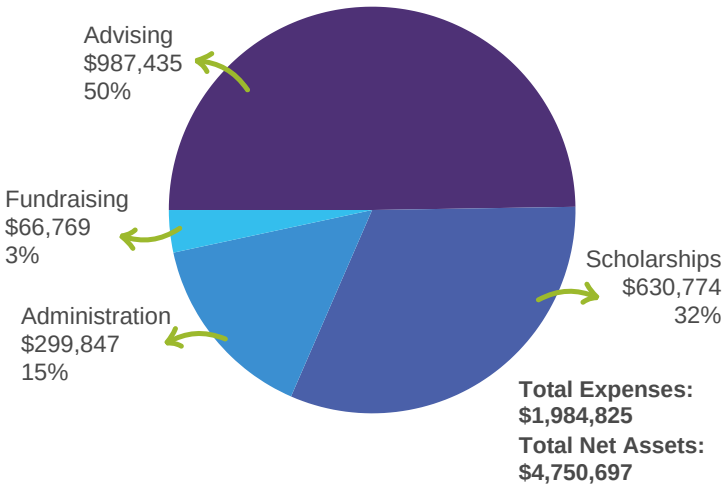
Where we are
TODAY

2023-2024 Financial Overview

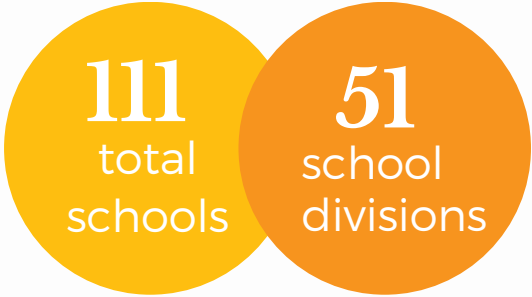
REVENUE



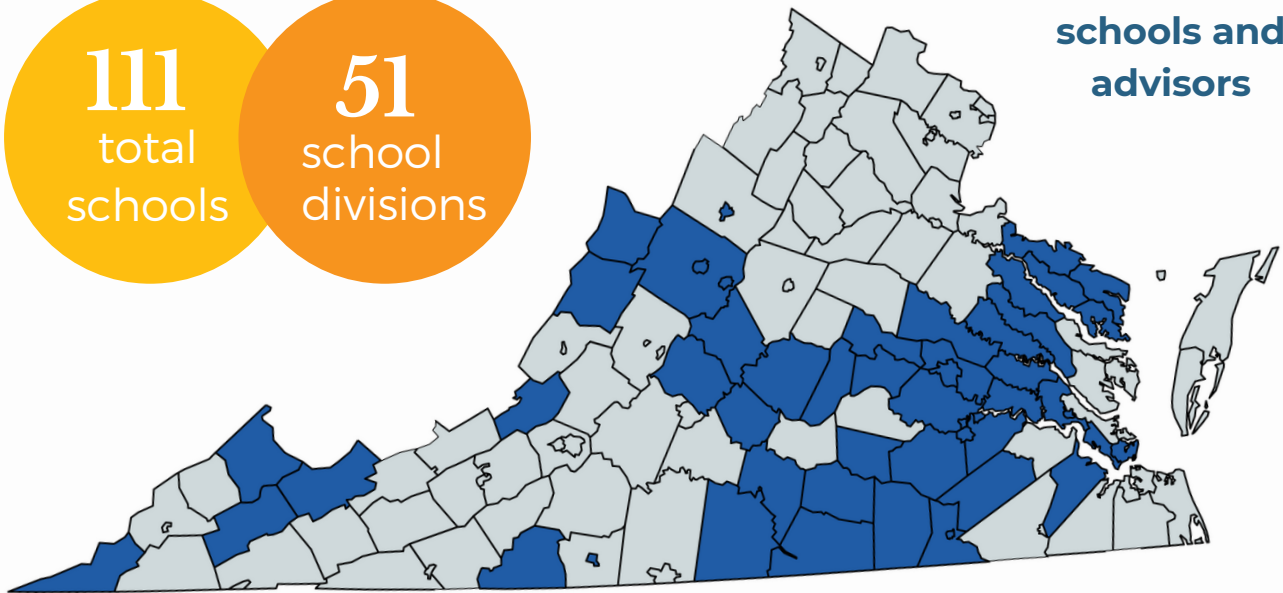
EXPENSES

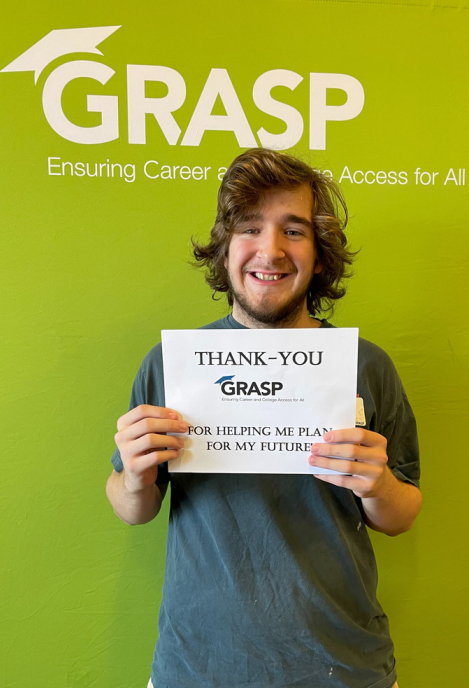


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