



### *Over the past seven years, the Los Angeles Cash for College effort has:*

- Helped more than 117,000 students and their families expand their awareness of available financial aid resources.
- Helped more than 37,000 parents and students complete the Free Application for Federal Student Aid (FAFSA) and the Cal Grant GPA Verification Form.

### *College & Career Convention*

- More than 13,000 students and families, representatives from more than 100 post-secondary institutions and career exhibitors attended the 2008 College and Career Convention on December 4 & 5, 2009. In the Exhibit Hall local, state & national colleges, universities were available to answer questions from interested students, parents and guardians, including Harvard, UCLA, USC, Los Angeles City College, Alabama A&M University, Paul Quinn College, Pierce College, West Point University and Cal State University, Los Angeles.
- Students had the opportunity to attend 98 College Life Workshops that focused on various college preparation topics such as “Selecting a Major,” “Admission Requirements & Transfer Information” and “Saving for College.” And most importantly, thousands of high school seniors participated in the “Passport to College Knowledge” game for their chance to win one of more than 42 scholarships being offered through California College Access Foundation of California Scholarship Program. Financial aid content experts from local colleges facilitated 40 financial aid seminars to assist students and families in accessing college financial aid.

### *Financial Aid Workshops*

- More than 6,400 students and 7,000 family members attended over 115 Cash for College (CFC) Workshops held throughout the greater L.A. region from January to March, 2009 and received one-on-one assistance in completing the Free Application for Federal Student Aid (FAFSA) and Cal Grant forms.

### *Volunteers*

- The success of the Cash for College campaign is not possible without the dedication and commitment of the more than 500 college and university, local community-based, government and business volunteers who support our efforts every year. To build the capacity and expertise of our volunteers, eight Site Captain Trainings with 146 guests in attendance, five Financial Aid with 62 guests in attendance, and four AB540 Train-the-Trainer with 39 guests in attendance were held between December 2008 and February 2009, providing 247 volunteers with the content information and resources needed to facilitate Cash for College workshops, guide students and families through the FAFSA and Cal grant forms and provide resources and financial aid opportunities for non-resident students.

### *Student Scholarships*

- Designed to help increase financial aid application completion rates in Los Angeles, Los Angeles Cash for College - a campaign of the Los Angeles Chamber of Commerce - awarded 690 scholarships worth more than \$1million to underserved Los Angeles area high school students thanks to the generosity of the College Access Foundation and the Russell J. Hammer Scholarship Fund.