



Over the past eight years, the Los Angeles Cash for College effort has:

- Helped more than 135,000 students and their families expand their awareness of available financial aid resources.
- Helped more than 42,000 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 nearly 90 post-secondary institutions and career exhibitors attended the 2009 College and Career Convention on October, 27 & 28, 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, Boise State University, Columbia College, Santa Clara University, University of Alabama, and the University of Iowa.
- Students had the opportunity to attend 88 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 Cash for College Scholarship drawing for their chance to win one of more than 46 scholarships being offered through California College Access Foundation of California Scholarship Program. Financial aid content experts from local colleges facilitated 43 financial aid seminars to assist students and families in accessing college financial aid.

Financial Aid Workshops

- More than 5,200 students and 3,000 family members attended over 100 Cash for College (CFC) Workshops held throughout the greater L.A. region from January to March, 2010 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, 9 Site Captain Trainings with 86 guests in attendance, 7 Financial Aid with 76 guests in attendance were held between December 2009 and March 2010, providing nearly 200 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, Cash for College awarded over 500 scholarships worth more than half a million dollars to underserved Los Angeles area high school students thanks to the generosity of the College Access Foundation and the Russell J. Hammer Scholarship Fund.