



Breaking
Barriers
Campaign

Opening doors to quality education



Children's Scholarship Fund Philadelphia

2022 Annual Report

Dear Friends of CSFP,



2022 was such an exciting and monumental year for CSFP! It was our best fundraising and programmatic year ever. We raised millions of dollars for scholarships, and served more students than ever before as part of the newly launched Breaking Barriers Campaign. We deepened our commitment to our Program Ambassador initiative, adding more parent/caregiver leaders to our network. Lastly, we expanded our Camp Connections program through new partnerships and donor support. This allowed more students to have an academic summer experience!

CSFP engaged in education advocacy by sharing the impact of and need for scholarships at the state level. We saw a historic increase in the EITC/OSTC program, and I had the honor of serving on Governor Shapiro's Education/Workforce Transition Advisory Committee. This appointment gave CSFP a seat at the table for important education policy discussions for Pennsylvania.

This past year laid a strong foundation for years to come! New exposure, more scholarships, and increased fundraising in 2022 opened the door to CSFP's future growth. We are grateful for each of our supporters and partners: family/parent leaders, volunteers, foundations, corporate partners, tax credit donors, and individual supporters who maintained or increased their dedication to CSFP students this year. In particular, thank you to CSFP's board, and our Board Chair Pat Burke for his service. While Pat transitioned out of his Board Chair role, his guidance helped shape the organization's path for the future.

We look forward to continued partnership and investment for Philly Kids! Together, we will provide quality, safe educational opportunities for more students — and longer.

In gratitude,



Keisha Jordan

President & CEO, Children's Scholarship Fund Philadelphia



CSFP is Committed to Serving More Students Longer

During the 2021-2022 school year, CSFP awarded 5,400 scholarships, the most scholars in the program's history. To ensure that CSFP can extend every scholarship through 8th grade, the organization launched the bold, new \$100M comprehensive Breaking Barriers Campaign that will run through the 2026-2027 school year. Breaking Barriers' initiatives will best serve current CSFP parents and students and serve up to 2,000 **new** students annually. CSFP's vision is to fund 7,700 scholarships in 2027!

Breaking Barriers is a comprehensive campaign, meaning every dollar raised from January 1, 2022 through the life of the campaign will be attributed to the Breaking Barriers \$100M goal.

Breaking Barriers Campaign Highlights:



Remove the existing 4-year limit on scholarships, so that all families and students receive support through completion of 8th grade **and**



Increase scholarship amounts and adopt a minimum scholarship level so that most families receive more money **while**



Continuing to award up to 2,000 new scholarships each year **and**



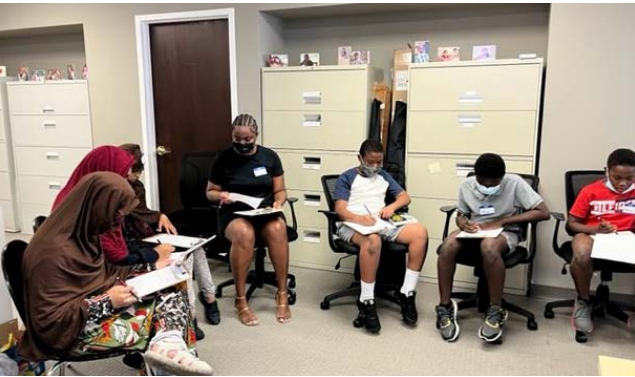
Maintaining an all-time high scholar retention rate of 85% **in order to**



Increase the total number of students receiving scholarships to 7,700 by 2027
As we also



Enhance programs that support families and improve the scholars' experience.



CSFP Reads

CSFP Reads is CSFP's family book club geared towards students in 3rd through 5th grade. These group conversations promote on-level reading, increase students' confidence in their reading and sharing abilities, and foster connectedness within the CSFP community, all while exposing students to books and authors that empower and inspire.

The theme for 2022 was "Our Voices". To celebrate multiculturalism, CSFP selected books by authors of diverse backgrounds, like *We Rise, We Resist, We Raise Our Voices* by Wade Hudson, *Front Desk* by Kelly Yang, *New Kid* by Jerry Craft, and *Other Words for Home* by Jasmine Warga!

Camp Connections

Camp Connections provides opportunities for CSFP scholars to attend summer academic camps focused on STEM, performing arts, and writing at no cost. Families selected one of the following programs for their child:

- PrepU at St. Joseph's Preparatory School
- La Salle University's Summer Enrichment Academy
- Friends Select School City Lab
- Hill Top Preparatory School Summer Adventures
- Temple University's College Prep Program

Temple was a new Camp Connections partner, and targeted rising 9th grade students to help develop interests in academic fields, build confidence and independence, engage in project-based learning, and build community with other students from diverse backgrounds.



In 2022, CSFP:

- Increased the number of camp scholarships by 55%!
- Continued to expand our age eligibility, now for 1st–8th graders.
- Received parent survey feedback, with 99% saying they strongly agreed or agreed that financial support from CSFP made it possible for their children to attend a summer camp program.

Program Ambassador (PA) Success

PAs are parent/caregiver leaders empowered with educational tools to share information with other CSFP families, and new Philadelphia families weighing school options. PAs work directly with other families at their CSFP partner schools to share information, resources, and answer questions about CSFP scholarships. By the end of 2022, Program Ambassadors supported 3,741 students in our diverse network of CSFP partner schools.

PAs and CSFP were able to help 269 families select schools that best fit their desires and their children's needs — ***exceeding our organizational goal of 100 families served during the 21-22 school year.***



In 2022, CSFP prioritized additional training opportunities for PAs at CSFP partner schools, including:

- Two virtual school selection training sessions
- Two virtual school communication training sessions
- Financial literacy training led by WSFS Bank and Clarifi



We are a great conduit for connecting parents with opportunities and making connections with school leaders.” — **CSFP Program Ambassador**

First Family Day since 2019

CSFP re-ignited our Family Day programming in 2022 and provided enriching experiences for the entire household. We hosted over 400 families at the Philadelphia Zoo in November! In partnership with the Philadelphia Zoo's CEO Vikram Dewan, and CSFP's President and CEO, Keisha Jordan, CSFP shared updates to the scholarship program and welcomed families to the beautiful facility.





CSFP hosted our 20th Anniversary Gala Celebration

On June 6, 2022, CSFP and guests celebrated 20 years of hope, opportunity, and success during CSFP's Legacy Gala at the Mann Center for Performing Arts. The gala raised over \$250,000 for CSFP programs!

CSFP honored a partner school, founding board members, and distinguished alumni.

- The **School Partner Award** recognized Visitation Blessed Virgin Mary (BVM) School for their exemplary dedication to student achievement, equity in the classroom, and community service.
- The **Founding Board Member Award** recognized Steven Kapp, Betsy Longstreth, Evie McNiff, Ina Lipman, and William Sasso for guiding the organization since its founding in 2001.
- The **Distinguished Alumni Award** was presented to Ekram Ibrahim, a CSFP scholar pursuing a degree in Health and Sciences and minoring in Chemistry at the University of Pennsylvania. Ekram was selected for her demonstrated success, academic achievement, career accomplishments, and service to the community.





CSFP Student Demographics (2022-2023 school year)

73% of CSFP scholars live in **low-performing** school neighborhoods.



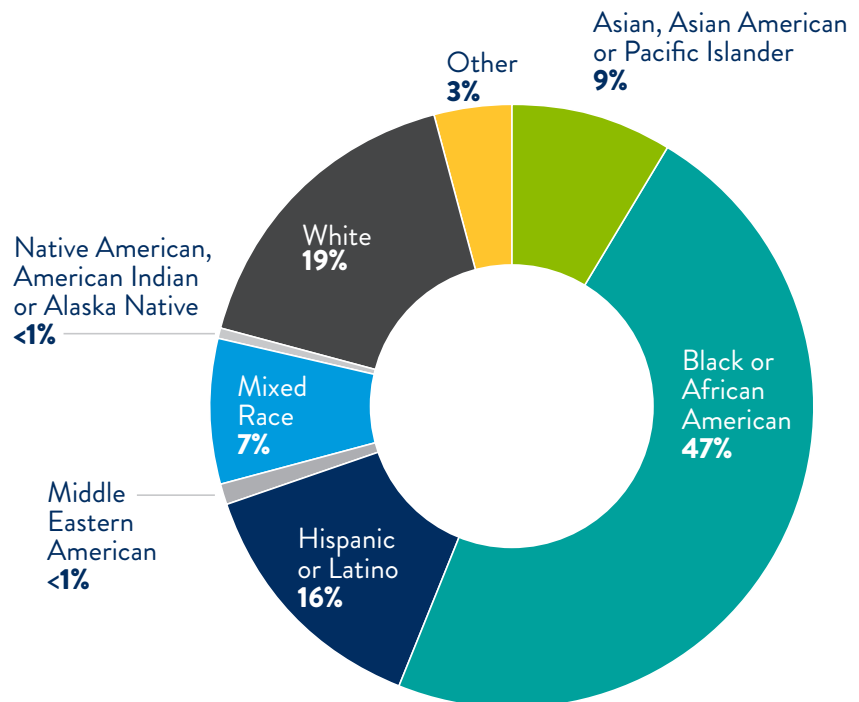
The average household income: **\$42,307**

72% of students live in households with income *less than \$50,000*

53% of students live in households with income *less than \$40,000*



CSFP serves a population of students who are racially and ethnically diverse:



CSFP Student Demographics (2022-2023 school year)

70% of students attend a school with tuition of **\$5,000 or less**

83% of students attend a school with tuition of **\$6,000 or less**

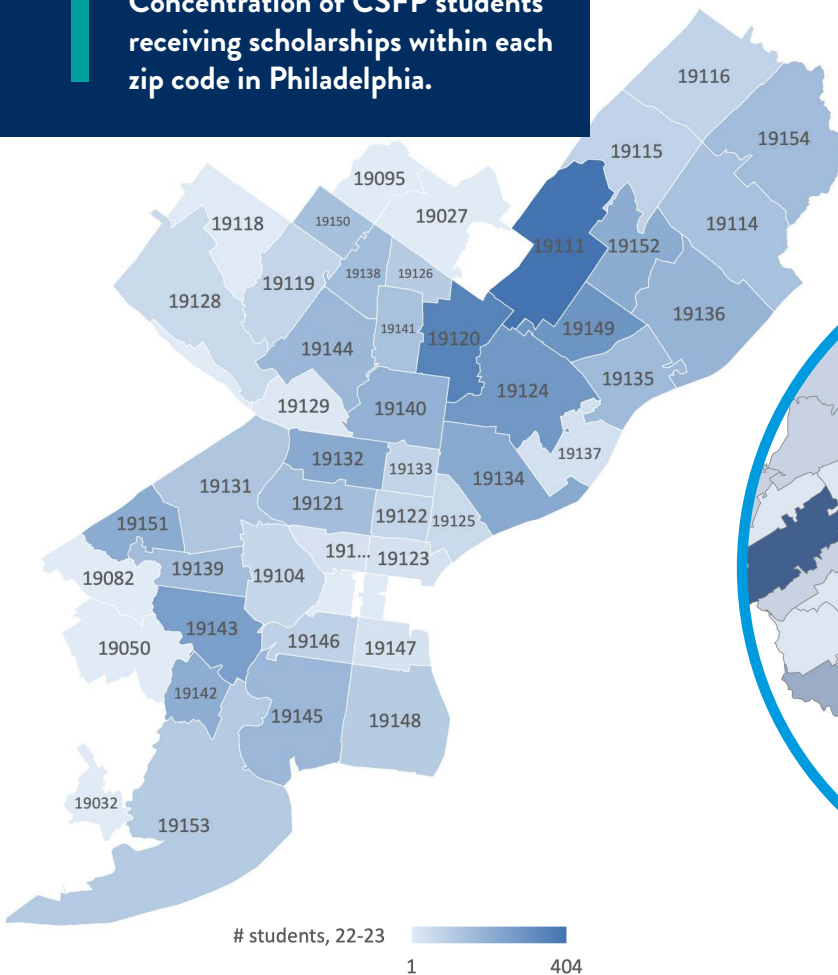


While CSFP scholarships fund more than half of tuition for most families, family tuition payments are often **\$200-\$300 per month**.

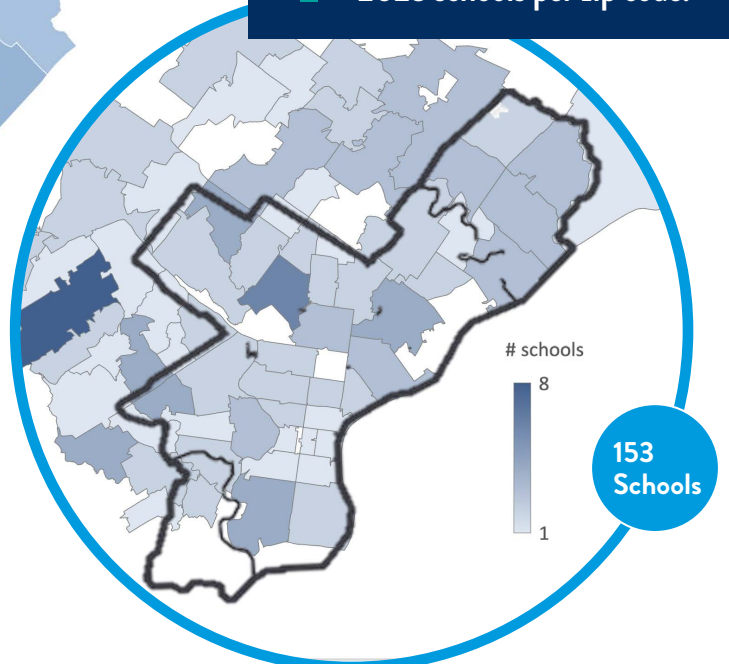
CSFP families make financial sacrifices to give their children a quality, safe education.



Concentration of CSFP students receiving scholarships within each zip code in Philadelphia.



2023 schools per zip code.



Financials Audited


Expenses

93% of all expenses fund scholarships and programming.

Scholarship Payments	\$11,191,723	84%
Program Expenses	\$1,245,008	9%
Fundraising Expenses	\$367,147	3%
Management and General	\$503,809	4%
Total	\$13,307,687	

Revenues*

Individual contributions **rose 25%** over 2021!

Corporate and Tax Credit Contributions	\$6,188,535	44%
Individual Contributions 	\$5,003,607	35%
Foundation Contributions/Grants	\$3,256,040	23%
National CSF Contributions	\$916,953	7%
Other Income	\$161,695	1%
Investment Income	-\$1,453,297	-10%
Total	\$14,073,533	

*CSFP revenue and fundraising reports may differ due to the nature of various Breaking Barrier campaign pledges.

Alumni Story

“The CSFP scholarship helped me to achieve both personal and professional goals by allowing me to learn and grow into the best version of myself. The scholarship allowed me to go to a school where I was free to learn in a safe, loving, value and faith-filled community. The scholarship allowed me to thrive which gave way for me to excel and earn future opportunities. Without my education, I would not be the man I am today!”

Nicholas V., CSFP Alumni (St. Hilary of Pointers)



CSFP Leadership

BOARD

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Steven H. Kapp, *Treasurer*

Principal, Maverick Capital

Joseph Ferguson, *Secretary*

Executive in Residence, Charter School Growth Fund

Josh Barrickman

Principal, Senior Portfolio Manager, and Head of Fixed Income Indexing, Vanguard

Jeremy Ben-Zev

Market President, Truist Bank

Marc Bryant

Senior Managing Director and Chief Legal Officer, FS Investments

Leanne Clancy

Director of Admission & Financial Aid, Greene Street Friends School

Judith Durkin Freyer, CFA

Chief Investment Officer Emeritus, The Board of Pensions of the Presbyterian Church (U.S.A.)

Tamala Edwards

Morning Co-Anchor, 6ABC (WPVI-TV)

Talib Nadir Ellison

Manager, Senior Counsel, Subaru of America

Lateefah Lucky

CSFP Parent Ambassador and Accounting Professional

Evie McNiff

Education Advocate, Founder and Board Chair Emeritus, Children's Scholarship Fund Philadelphia

Marc S. Richman

Managing Director, The Richman Group, Morgan Stanley

James Robinson

Former SVP and Chief Administrative Officer, Methodist Division, Thomas Jefferson University Hospitals

Jose Santiago

Former CSFP Parent Ambassador and Analyst, Comcast Corporation

Yvette Smetana

Senior Vice President, IS Solutions, Comcast Corporation

Miles H. Wilson

President & CEO, EducationWorks

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President & CEO

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Derik Comalli

Senior Director of Operations

Kurt Fedde

Senior Associate, Development Operations

Damilola Fowora

Senior Associate, Family & School Partnerships

Leah Garloff

Senior Communications Manager

Kylee Johnson

Executive and Operations Manager

Sam Jones

Director of School and Family Partnerships

D McCrory

Program Associate

Libby McLaren

Senior Manager, Institutional Giving

Melissa Neelakantan

Senior Manager, Organizational Learning and Evaluation

Julie Raiken

Chief Program Officer

Fabliha Salim

Development Manager

Jacquelyne Spencer

Director, Scholarships

Megan Staples Jacob

Vice President of Development



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