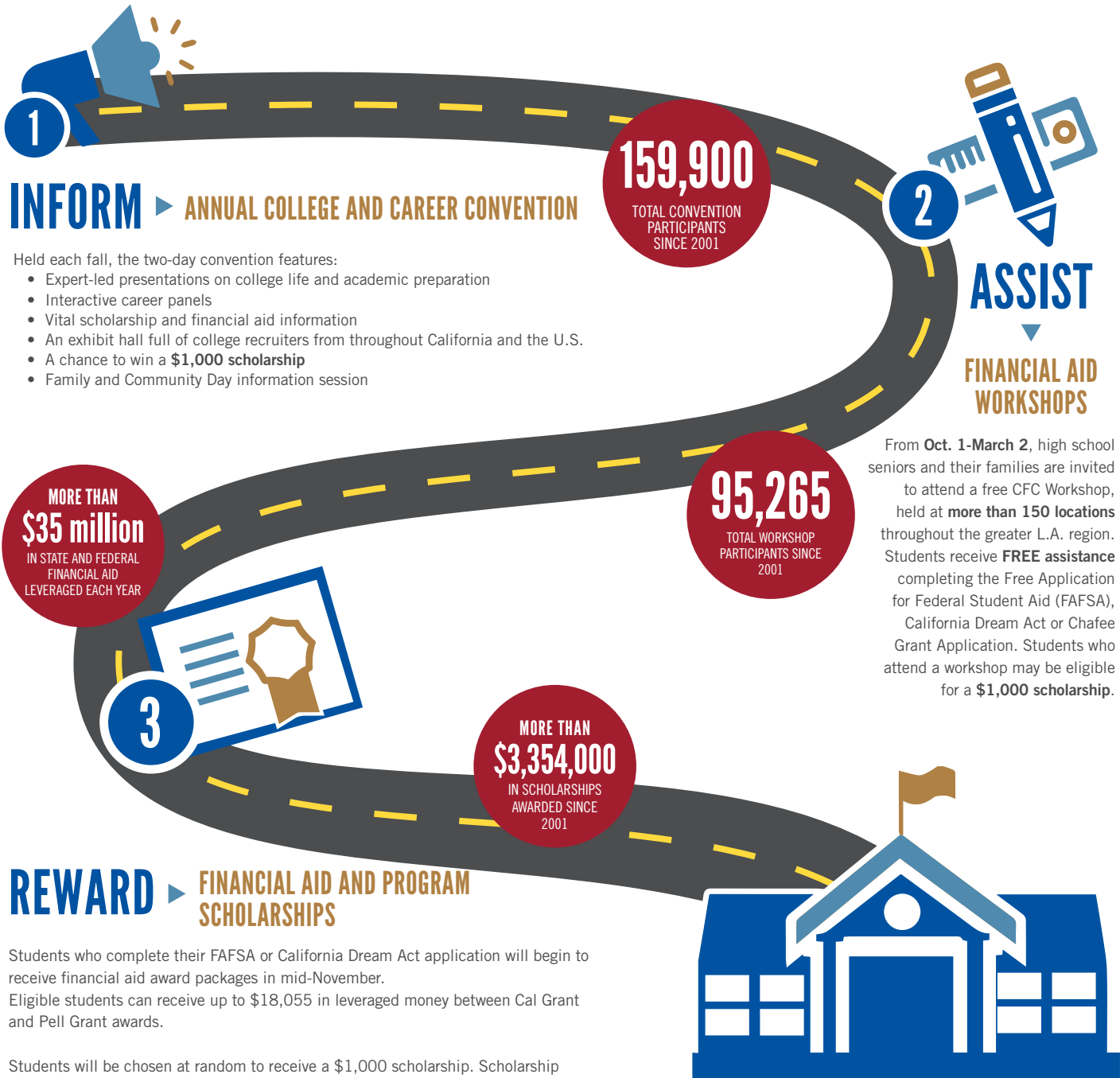




CASH FOR C//LLEGE

L.A. Cash for College is one of the region's largest financial aid awareness campaigns that works to create a college-going culture in Los Angeles. Since 2001, the program has helped nearly **256,000** students and their families prepare for college and apply for financial aid.

THE ROADMAP: THREE STEPS TO SUCCESS





CASH FOR C//LLEGE

2015-2016 PROGRAM HIGHLIGHTS

14TH ANNUAL COLLEGE AND CAREER CONVENTION

OCTOBER 2016



MORE THAN 8,500 STUDENT PARTICIPANTS

from 100+ high schools in the L.A. region



20 FINANCIAL AID INFORMATION SESSIONS

led by volunteer financial aid professionals from local colleges and universities



105 "COLLEGE LIFE" AND CAREER PREPARATION WORKSHOPS

focused on helping students plan for their futures



72 COLLEGE ADMISSION RECRUITERS AND REPRESENTATIVES

from nonprofit and community-based organizations



MORE THAN 1,900 STUDENTS AND FAMILIES

served during "Family and Community Night"

SEASONAL FINANCIAL AID WORKSHOPS

JANUARY - MARCH 2016



43 "SUPER SATURDAY" WORKSHOPS

held simultaneously across the L.A. region on Jan. 30



177 TOTAL WORKSHOPS

held throughout the campaign in the greater L.A. region



AN ESTIMATED \$35 MILLION

in leveraged state and federal aid in 2016

SCHOLARSHIP PROGRAM



\$35,000 IN SCHOLARSHIPS

awarded to L.A. students who attended the College and Career Convention or Cash for College Workshops