A group of diverse students, including a young woman with braids in a yellow shirt and a young man in a grey shirt, are hugging each other in a circle. They are in a bright room with large windows in the background.

Annual Report | 2018



Mission

Our mission is to support a diverse community by providing educational services to students and their families within the LGBT community. We provide students with volunteering opportunities, mentoring & social services, corporate internship possibilities, and scholarships throughout their college experience to help them build a sustainable future and create stability in their lives.



Vision

Our vision is to endorse a culture that embraces diversity and that illustrates the depth and breadth of our nation's population. We are committed to working with our partners to help LGBT students become sustainable community members that contribute to society, complete a higher education program, find applicable employment, and become the leaders that we will need tomorrow.



Financial Statement of Activities

Proud Scholars Financial Statement 2018

	Jan-March	April-June	July-Sept	Oct-Dec
Operating Activities				
Balance from previous	\$ 2,905.16	\$ 5,201.24	\$ 4,890.83	\$ 4,569.65
Deposits				
Local Event	\$ 2,500.00	\$ 989.82	\$ 911.85	\$ 500.00
	\$ 1,168.00	\$ 0.19	\$ 0.02	\$ 201.28
	\$ 0.13	\$ 0.22	\$ 1,000.00	\$ 0.20
	\$ 1.00	\$ 400.00	\$ 0.23	\$ 0.20
	\$ -	\$ 0.21	\$ 596.00	\$ -
	\$ -	\$ -	\$ 70.00	\$ -
	\$ -	\$ -	\$ 0.20	\$ -
Cash Balance	\$ 6,574.29	\$ 6,591.68	\$ 7,469.13	\$ 5,271.33
Expenses				
Technology (continuous)	\$ 213.95	\$ 227.14	\$ 345.36	\$ 345.36
US Bank Merchant Charges (cancelling)	\$ 131.51	\$ -	\$ -	\$ -
Business Supplies (incidental)	\$ 263.73	\$ 617.67	\$ 34.42	\$ 34.42
Facebook Advertising (incidental)	\$ 261.18	\$ 180.90	\$ 486.65	\$ 486.65
Pride	\$ 294.00	\$ 385.19	\$ -	\$ -
Shipping & Mailing (incidental)	\$ -	\$ 53.46	\$ 245.00	\$ 245.00
Scholarships	\$ -	\$ -	\$ 1,500.00	\$ -
Expense Balance	\$ 1,164.37	\$ 1,464.36	\$ 2,611.43	\$ 1,111.43
Net Change in Cash and Cash Equivalents	\$ 5,409.92	\$ 5,127.32	\$ 4,857.70	\$ 4,159.90
Restricted Donations - Host Home S&S	\$ 208.68	\$ 236.49	\$ 288.05	\$ 302.09
Restricted Donations - GLAST	\$ -	\$ -	\$ 500.00	\$ -
Total Liquid Cash	\$ 5,201.24	\$ 4,890.83	\$ 4,569.65	\$ 3,857.81
Total Liquid Cash + In Kind Donations	\$ 6,574.29	\$ 10,091.68	\$ 10,969.13	\$ 5,271.33
Yearly Income				
In-Kind Donations				
	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -
History & Education				
	\$ -	\$ 2,500.00	\$ -	\$ -
		\$ -		
	\$ -	\$ -	\$ -	\$ -
Old Street BBQ				
A Catered Affair	\$ -	\$ 1,000.00	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -
Art Auction				
Contemporary Art Center	\$ -	\$ -	\$ 2,500.00	\$ -
A Catered Affair	\$ -	\$ -	\$ 1,000.00	\$ -



Corporate Strategy

Our corporate partnerships are going to accomplish multiple objectives as we implement our strategy over the coming years. The first objective in building our corporate partnerships is that we start to expand our audience to a national level.

When we built our corporate network we included any company that was larger than the tristate. Companies with regional buying power to global supply chains. With a baseline for the United States market established we can now measure which companies are willing to invest in our program. The baseline will help us evaluate how to improve our corporate engagement moving forward so that we successfully seal the partnership with companies that may not be investing in the tristate.

Year over year we will be able to water line the response and measure improvements in our strategy, influence, and raising funds.

Small Business Engagement

The small business community will be essential in supporting our program for In-Kind donations and widening the audience of supporters. Please see our sponsor page for additional information.

Educational Outreach

In 2018 we finished building our educational network and it consists of approximately 1900 schools that we will attempt to reach in order to connect LGBT students with services designed to help them success throughout their educational career and beyond. This year we launched our first community communication plan to reach all 1900 schools.



Sponsors

The following companies offer their support through sponsorships.

Not-For-Profit



cincinnati pride

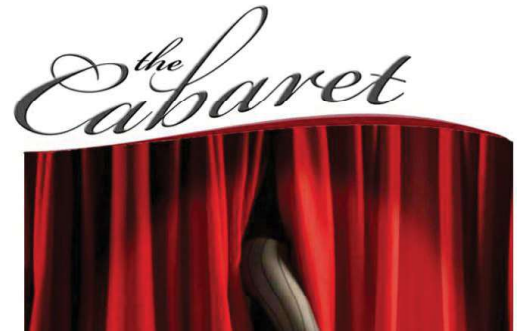
Bronze



WWW.ACATEREDAFFAIRCINCINNATI.COM



Small Business



If you have a business that is interested in sponsorship or collaboration we need you. We look for national and local community support.

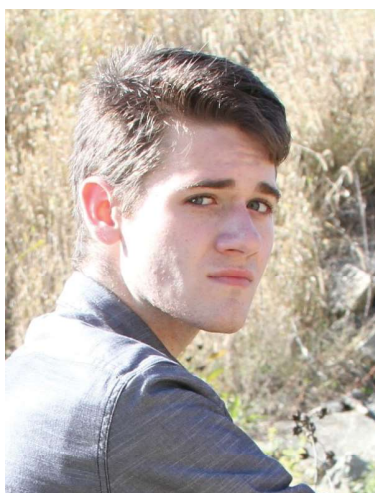




2018 Scholarship Recipients



Jeffrey Otten
Miami University
Scholarship Recipient



Maximilian Wilke
University of Cincinnati
Scholarship Recipient



Christian Bales
University of Louisville
Scholarship Recipient

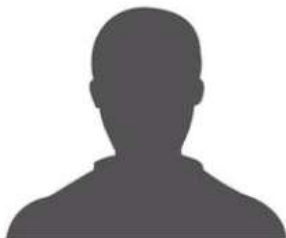


2018 Volunteer Recipients



Wyatt Kunzelman is our first community member to complete the hourly requirements and received support for his student loan debt.

2018 Host Home Recipients



The host home fund is an independent fund that we started to facilitate student growth. When students in the program have financial needs we will assist Safe & Supported and provide what is needed.



Community Support Partners



Lighthouse Youth Services

Vision: Hamilton County is a community that is safe and secure for youth who identify as lesbian, gay, bisexual, transgender or are questioning their gender identity or sexual orientation. These young people will have access to stable housing, health care, education, employment and emotional connections that ensure they thrive. Youth are proud of their LGBTQ identity in Hamilton County and community members are proud of them.



Love Must Win

We are committed to providing education and support by raising awareness of and countering discrimination, bullying, and self-destructive behaviors with emphasis on the LGBT community.



PFLAG

PFLAG Cincinnati is a local chapter of the national organization, the nation's largest family-based group of its kind. With its unique family voice and grassroots network, PFLAG is creating a safe and just world in ways nobody else can. On the national level and in more than 500 communities across America, we support one another, educate the public and advocate for equality. Just as one mother spoke out in 1972, we speak out today—united in our belief that love is stronger than fear.



GLSEN

Mission: The Gay, Lesbian & Straight Education Network strives to assure that each member of every school community is valued and respected regardless of sexual orientation or gender identity/expression. We believe that such an atmosphere engenders a positive sense of self, which is the basis of educational achievement and personal growth. Since homophobia and heterosexism undermine a healthy school climate, we work to educate teachers, students and the public at large about the damaging effects these forces have on youth and adults alike.



Marketing Strategy

To promote educational services throughout Ohio, Kentucky, and Indiana we are building a strategy to build chapter teams in each of the following cities. With the chapter efforts and a thorough marketing strategy we will be able to connect with as many people in our area as possible and ensure that students every where will be supported regardless of their needs.

Each of the following cities has an independent social media profile so that we can create targeted communication.

Target Marketing Areas

Cincinnati

Columbus

Dayton

Indianapolis

Lexington

Louisville

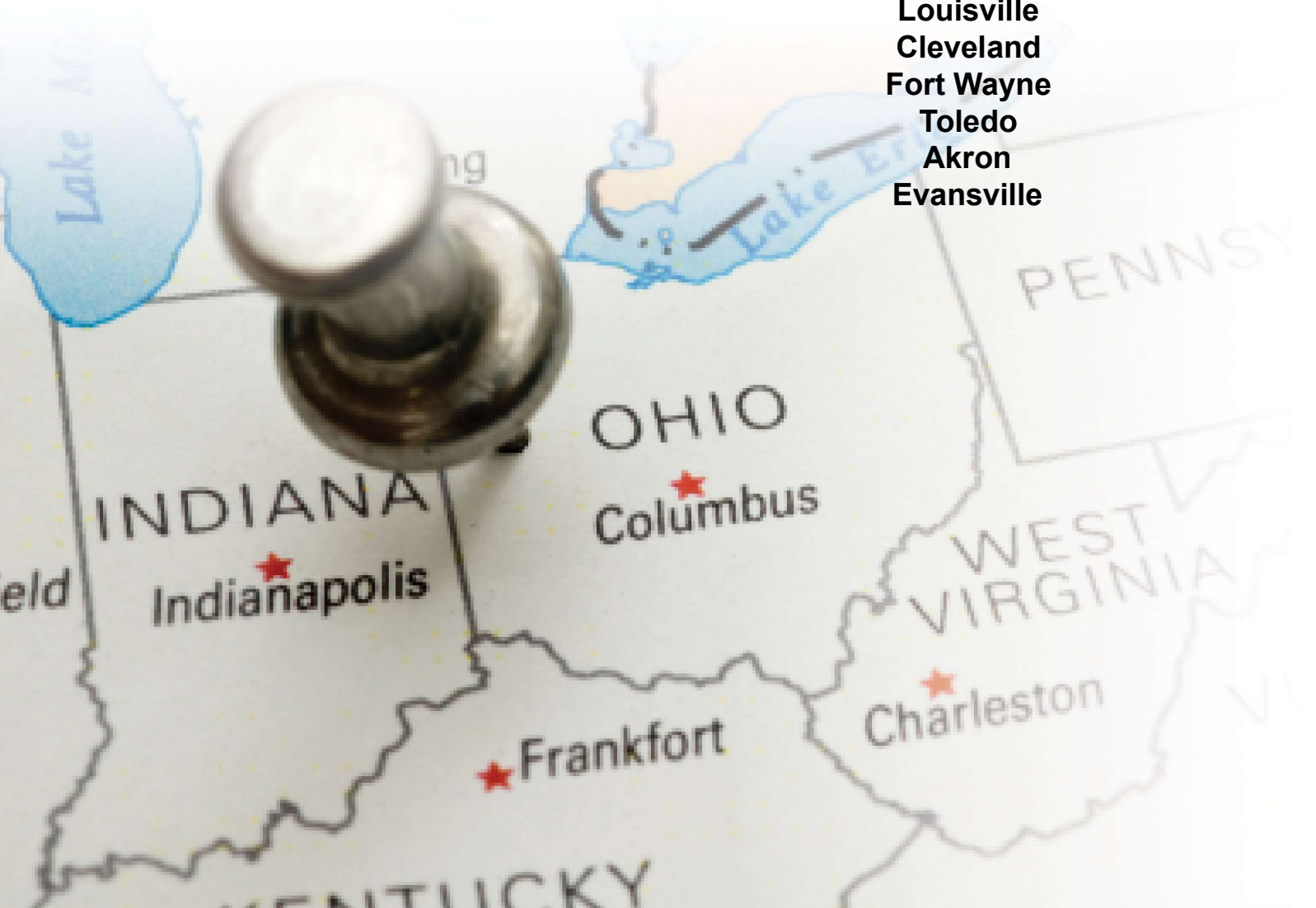
Cleveland

Fort Wayne

Toledo

Akron

Evansville





Organizational Growth

As a working board we compartmentalize the work to ensure that as volunteers we are able to manage all of the work that it requires to launch and manage a grass roots organization.

Board of Governing Officers

Operational Leadership

Administrative Director
Finance Director
Operations Director
Communications Director
Marketing Director
Technology Director

Engagement Leadership

Sponsorship Director
Public Relations Director
Interfaith Services Director
Volunteer Director

Educational Leadership

Scholarship Administration Director
Educational Services Director
Educational Outreach Director
History & Education

Event Leadership

Main Events Director
Localized Events Director

Chapter Leadership

Scholarship Review Board

For more information on Board of Director positions please visit us at www.proudscholars.org/aboutus





Programs

All of our programs are listed with their status and where you can find additional information.

Scholarships	Active	www.proudscholars.org/For-Students
Volunteer Program	Active	www.proudscholars.org/For-Students
Historical Archive	Active	www.proudscholars.us
Educational Library	Active	www.proudscholars.us
Interfaith Network	Active	www.proudscholars.org
Social Services	Active	www.proudscholars.org
Internship Pipeline	Inactive	
Mentoring Network	Inactive	
Host Home Fund	Active	www.proudscholars.org
Endowment	Inactive	
GLAST Scholarship	Launched	www.proudscholars.org www.GLAST.org
National Scholarship Network	Active	www.proudscholars.org

As we continue to build strategies to improve the visibility of our programs we need volunteers in each area to help us drive growth.

Volunteer Opportunities:
Board of Director Internships
Historical Archive Historians
Educational Library authors
Grant writers

We also launched our public relations strategy to help connect us with various demographics that we need assistance from and to help us raise funds throughout the year. Our Kroger Community Rewards program is active and you can select Proud Scholars as your designated charity.



When you scan your card they will donate a percentage of your transaction.

Want to Support Proud Scholars?

By signing up for Kroger Community Rewards, you can support Proud Scholars' mission every time you swipe your Kroger Plus card!

How to Enroll:

1. Visit www.kroger.com/communityrewards
2. Sign in to your online account, or have your Plus Card handy to create one.
3. Click Enroll, and enter Proud Scholars' enrollment ID: 51544
4. Select Proud Scholars and click "save"



Restricted Donations

Yearly scholarships: each year we will raise money to pay out scholarships to students. As we build the trust fund it will allow us the flexibility to use funding to improve educational services. We will set goals for how many scholarships we pay out and how much each student will receive.

If you would like to establish a named scholarship we can establish a cadence for contributing to the fund and we will pay out in your name each year following your scholarship establishment. This also includes managing funds established by other organizations.

Scholarship trust fund: the Proud Scholars trust fund is designed to sustain and improve our ability to pay out scholarships in the future. Our goal is to build a one million dollar trust fund that will enable us to focus more on education and building diversity.

Marketing & advertising: contributing to our marketing and advertising will ensure that each year we have the resources to reach schools, businesses, and students across all three states. Brand recognition will be a critical attribute of our success and will require an aggressive approach at advertising.

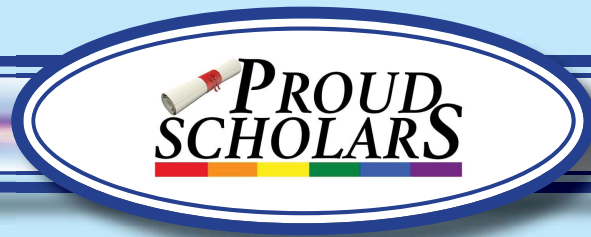
Volunteer program: our objective is not only to build loyalty with our volunteers but to also build a program in which students log volunteer hours either with Proud Scholars or one of our community partners and once an hourly goal is met we will make payments to their student loans. This will help us maintain momentum within the volunteer community and ensure that each organization has the support necessary to fulfill their mission. All the while decreasing their debt to society.

Event Implementation: each year we will require dedicated funds to manage our art auction and performing arts show.

Loyalty & recognition program: each year we will build a recognition program and outreach so that community members can see who is contributing. We will bring donors and companies together to see the value of their contribution as the community steps forward.

Internship & mentoring: our educational outreach to students for internships and mentoring will require a strategy that improves visibility at college, university job fairs, and recruiting events to reinforce community support and drive up the population of LGBT applicants when companies open their internship hiring windows.

Host Home Fund: to support the Safe & Supported Host Home Program we have established an alternate fund to help LGBT youth with expenses that are not within the resources of Safe & Supported and the host home.



Questions? Contact:

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