



CASH FOR C//LLEGE

GET INVOLVED WITH L.A. CASH FOR COLLEGE!

Cash for College (CFC) is a statewide campaign led by the California Student Aid Commission (CSAC) dedicated to increasing access to financial aid opportunities and resources among first-generation students in California. As the Regional Coordinating Organization for L.A. County, UNITE-LA leads various initiatives in greater Los Angeles through its L.A. Cash for College (L.A. CFC) programming.

By partnering and working collaboratively with local high school districts, colleges and community-based organizations (CBOs), L.A. CFC annually assists thousands of students in Los Angeles with this pivotal aspect of their college-going journeys.

L.A. CFC relies heavily on the support of community stakeholders and partners* to advance our mission.

For more information on available opportunities or to sign up, contact **Maria Marquez Alvarez** at cashforcollege@unitela.com.

HERE ARE SOME WAYS YOU CAN SUPPORT:

Host A Workshop

To host a workshop, sites must provide internet connected devices (i.e., computer lab, classroom, community center, etc.) where students can start and/or complete their financial aid applications. Sites must be able to provide 1:1 assistance (volunteers) with the application process during these workshops. Register at lacashforcollege.org/getinvolved.



L.A. CFC can support connecting potential workshop hosts with volunteers from the region.

Become A Presenter

Presenters are sought among experts in the region to facilitate presentations (typically 60 minutes) on topics that help audiences better understand financial aid types, the process of applying and receiving aid, and other financial aid related topics, such as college selection.



Presentations can be in-person (on-site) or virtual. L.A. CFC can support connecting potential workshop hosts with volunteers from the region.

Promote L.A. CFC Events

Support our programming by sharing our outreach materials with students on social media or in print, digital newsletters, etc.



Become A Volunteer

Volunteers are vital to providing 1:1 support to students and their families when completing the Free Application for Federal Student Aid (FAFSA), California Dream Act Application (CADAA) or other forms for financial aid. There are a number of volunteer opportunities available to get involved and support L.A. Cash for College. Sign up at lacashforcollege.org/getinvolved.



Trainings are available if you are unfamiliar with these applications or would like to refresh your memory. L.A. CFC will support matching volunteers to workshops upon availability.

Become A Sponsor

Sites hosting workshops benefit greatly from incentivizing student participation. Incentives vary from providing snacks and refreshments to tools that will support students through their college journey (i.e., laptops, headphones, tablets, backpacks, etc.).



Sponsorships can be updated annually, and sponsored funds can be directed based on a mutual understanding of priorities.

Current funders and sponsors include: Delta Air Lines, State Bank of India, Royal Business Bank, the Los Angeles Community College District Chancellor's Office, California Student Aid Commission, City of Los Angeles, California State University Chancellor's Office, Mawardi Fund, and Children's Hospital of Los Angeles.

**Community stakeholders and partners can take on one or multiple roles in this process. Examples of traditional roles played by individuals or organizations include:*

- **Higher Education Institutions:** Volunteers, Presenters, Hosts, Sponsors
- **K-12 Schools and Districts:** Volunteers, Presenters, Hosts, Promoters
- **Employers:** Hosts, Promoters, Sponsors
- **CBOs:** Volunteers, Presenters, Hosts, Promoters