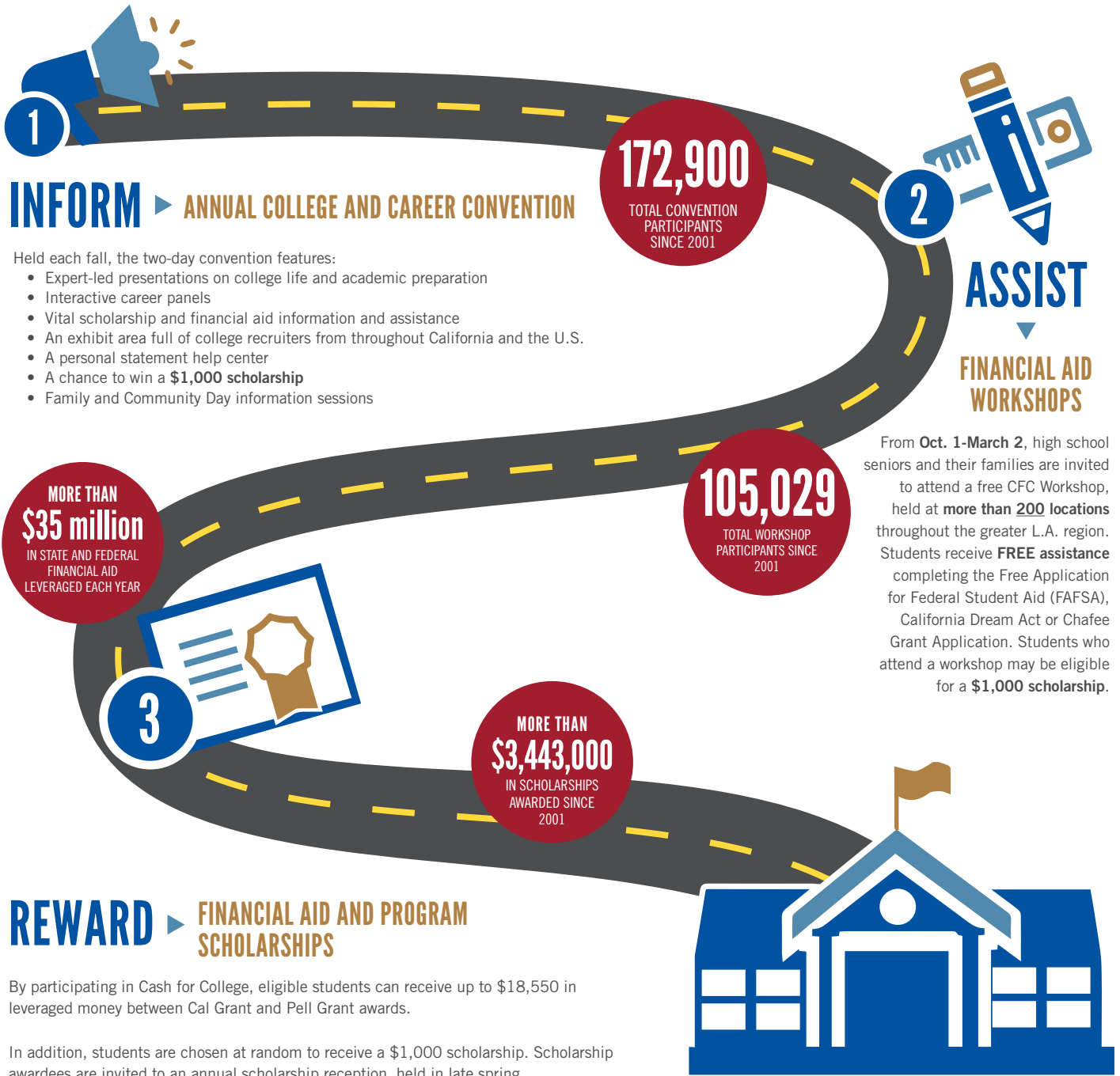




CASH FOR C//LLEGE

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 more than **278,000** students and their families prepare for college and apply for financial aid.

THE ROADMAP: THREE STEPS TO SUCCESS





CASH FOR C//LEGE

2017-2018 PROGRAM HIGHLIGHTS

16TH ANNUAL COLLEGE AND CAREER CONVENTION

OCTOBER 2017



MORE THAN 7,000 STUDENT PARTICIPANTS

from 180+ high schools in the L.A. region



18 FINANCIAL AID INFORMATION SESSIONS

led by volunteer financial aid professionals from local colleges and universities



85 "COLLEGE LIFE" AND CAREER PREPARATION WORKSHOPS

focused on helping students plan for their futures



68 COLLEGE ADMISSION RECRUITERS AND REPRESENTATIVES

from nonprofit and community-based organizations



MORE THAN 1,200 STUDENTS AND FAMILIES

served during "Family and Community Day"

SEASONAL FINANCIAL AID WORKSHOPS

OCTOBER 2017 - MARCH 2018



32 "SUPER SATURDAY" WORKSHOPS

held simultaneously across the L.A. region on Dec. 2 and Feb. 3



221 TOTAL WORKSHOPS

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



AN ESTIMATED \$35 MILLION

in leveraged state and federal aid in 2018

SCHOLARSHIP PROGRAM



\$59,000 IN SCHOLARSHIPS

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