



GUIDELINES FOR NAMED SCHOLARSHIPS

About KC Scholars:

The Kansas City metropolitan area community has engaged collectively to support postsecondary access and completion by establishing Kansas City Scholars (“KC Scholars”) a community-engaged process to develop a new organization focused on increasing college completion opportunities for low- and modest-income students. KC Scholars will offer a range of scholarships and support services to thousands of students from across the Kansas City metropolitan area with funding from a broad cross-section of the giving community.

The mission of KC Scholars is to increase postsecondary education attainment in the greater Kansas City metro area. KC Scholars will provide the means – through scholarships, financial incentives to promote college savings, and completion support services – for low- and modest-income youth and adults to pursue and complete postsecondary credit-bearing credential or degree. By doing so, KC Scholars will improve the educational attainment, economic independence, workforce quality, and community ownership in the program across the greater Kansas City area.

KC Scholars will provide three types of scholarships – Traditional, Adult Learner, and College Savings Match – each with associated support services, eligibility requirements, outcome objectives, strategies, and evaluation plans. The public announcement of KC Scholars is scheduled to occur in September, 2016 with the full program launching in January 2017.

Concept of Named Scholarships:

KC Scholars has been developed as and is designed as a community-involved and supported program, with multiple ways for donors to engage their giving. A key funding strategy is the opportunity for existing scholarship programs, as well as those developed in the future, to potentially align with KC Scholars in order to leverage resources and improve impact.

Individuals and organizations who wish to provide scholarship funds that align with KC Scholars (“Donors”) may do so in a manner that allows them to (1) have their donation matched by KC Scholars to a match from KC Scholars that will extend the reach of their funds and (2) retain, in part, their name so that recipients will know who provided the base funding for the scholarship. These “named scholarships” will be awarded with both

the KC Scholars name and the Donor's designated name (example: KC Scholars: BTB Family Foundation Scholarship). The exact naming of the scholarship will be clearly articulated in the written agreement between KC Scholars and the scholarship funder. Any changes in the name will be made through written agreement or amendment.

Minimum Financial Commitment:

To participate in the KC Scholars Named Scholarship program, donors must meet the following requirements:

1. The donor must provide a minimum of \$2,500 per year per scholarship for a minimum commitment of 5 years. Every 5 years, the agreement will be revisited and potentially extended for another 5 years. The \$2,500 will be matched by KCS with up to an additional \$7,500 per year to ensure the Scholar being supported receives the maximum scholarship amount to which he/she is entitled as set forth in the KCS Program Guidelines.
2. Funds provided by March 1st each year for the \$2,500 minimum match will be:
 - a. Deposited into a KC Scholars fund held at the Greater Kansas Community Foundation until KC Scholars is launched as its own 501(c)(3) nonprofit agency (estimated to occur by July 2017 but may take longer); or
 - b. Deposited into a KC Scholars account.

Number of Named Scholarships:

Donors may fund more than one named scholarship on an annual basis. The number of named scholarships will be set forth in the agreement the donor signs with KC Scholars.

Timeline for Signing an Agreement:

All signed agreements for naming a scholarship should be completed by March 1 of the first calendar year in which the scholarship will be awarded. Each Named Scholarship Agreement will be effective for a period of 5 years from the March 1st immediately following signature of the agreement.

Failure to Meet Financial Obligation:

Failure of any named scholarship donor to provide the required annual funding as set forth above to the KC Scholars Fund or directly to the postsecondary institution by the established deadline will result in the "named" scholarship privileges being immediately revoked and KC Scholars will provide all required funding for the recipient in each case.

General Eligibility and Specific Selection Criteria:

A named scholarship will be established subject to the following conditions for the selection of scholarship recipients:

1. The Donor agrees to accept and abide by all scholarship eligibility and selection determinations made by KC Scholars. KC Scholars will apply its eligibility and selection criteria first to determine the pool of individuals that will receive scholarships from KC Scholars. The recipient of the Named Scholarship will be one of these individuals identified by KC Scholars. KC Scholars reserves the right to amend its eligibility requirements for all scholarships awarded and the named scholarships will be subject to those amended requirements.
2. The Donor will not be entitled to choose or designate any specific individual to receive the named scholarship and, except as set forth in (3) below, will have no input as to the recipient of the Named Scholarship.
3. The Donor may specify some limited additional selection criteria for the recipients of the named scholarship by indicating preferences on the Named Scholarship Agreement. Only the basic, easily administered, broad, selection criteria set forth on the Named Scholarship Agreement will be considered. If a donor desires to designate more than one additional selection criteria, the donor must prioritize the criteria to be applied on the Named Scholarship Agreement. KC Scholars will select recipients according to the order of selection criteria, meaning, if there is no recipient that fits the first item of priority, KC Scholars will proceed to designate the recipient of the named scholarship based on the next item of priority. The Donor may change its additional selection criteria once per year by signing an amended Named Scholarship Agreement with KC Scholars. If KC Scholars determines, in its sole discretion, that it is unable to award a scholarship in strict conformance with the additional selection criteria, KCS may award the named scholarship in the manner that KCS believes most closely matches the Donor's wishes.
4. If a named scholarship recipient becomes ineligible to continue receiving a scholarship under the KC Scholars guidelines during the term of the named scholarship agreement, KC Scholars will select a replacement scholar to receive the named scholarship. KC Scholars will attempt to apply the additional selection criteria as closely as possible in identifying such replacement recipient.

Program Promotion and Administration:

KC Scholars program will manage all outreach and marketing related to the KC Scholars Program and will be solely responsible for the administration of the scholarship application, awarding, notification and renewal processes.

Notification of Scholarship Awarding:

All notifications regarding the awarding of a named scholarship will be made by KC Scholars. The Donor will receive a copy of the notification sent to recipients of the

Donor's named scholarship. All public relations, press releases, announcements, and other public communications regarding named scholarship recipients must be made or authorized by KC Scholars and the Donor agrees that it will obtain KC Scholar's approval prior to making any announcement regarding the awarding of its named Scholarship.

Connecting the Named Scholarship Provider and the Scholarship Recipient:

KC Scholars may plan and facilitate opportunities for the Donor to meet or interact with recipients of the Donor's named scholarship. This may include: awards ceremonies/galas, receptions, and other general events; and items such as KC Scholars-written status updates on the scholarship recipient, and correspondence from the scholarship recipients for the donor. KC Scholars will follow donor and student privacy guidelines, and thus will act as an intermediary between the scholarship provider and scholarship recipient regarding the release of information. KC Scholars will not provide personal contact information for either party unless it is for a limited purpose and the provision of such contact information has been agreed-upon by both parties. Likewise, KC Scholars may be prohibited by law from sharing any information regarding a scholarship recipient's performance in school or progress towards obtaining a degree or credential. However, KC Scholars will use its reasonable efforts to obtain a named scholarship recipient's consent to sharing general progress information.

Evaluation:

KC Scholars will implement a comprehensive evaluation plan for the KC Scholars program that includes the tracking of multiple metrics. The Donor will receive or be able to review KC Scholars' ongoing evaluation findings.

Notification:

The Donor will receive an annual communication in November, reminding them of the upcoming March 1 payment deadline.

Conversation about Named Scholarship:

To request a conversation about the Named Scholarship opportunity, please reach out to Dan Yoder at dyoder@kcscholars.org. We can schedule a time to visit about this opportunity.