

According to the Federal Reserve Bank of New York, the national college loan debt is at more than \$1.3 trillion. We are establishing the College Relief Assessment Program to address this problem. We will be working with high schools across the nation to provide students and parents information on the alternatives of funding a post-secondary education.

College Relief Assessment Program

by Delphina Feige, Luna Giuong, Christine Zhou
PAF 4401

MISSION STATEMENT

"The College Relief Assessment Program will provide information to parents and students on alternatives to help them make better financial choices in funding college"

VISION STATEMENT

"To reduce the post-secondary financial burden for American families"

OPERATIONAL PLAN- Key People

- President-Timothy Sandoval
- Vice President-Ramona Edelin
- Treasurer-Bonnie Christensen
- Research Director

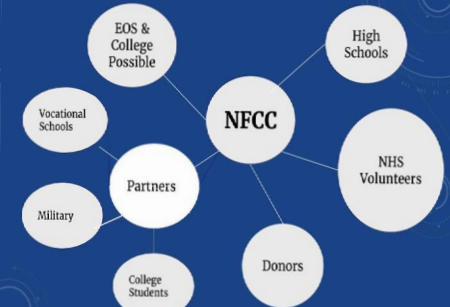
ADVISORY BOARD MEMBERS

- Fundraising
 - Develop and maintain key relationships with individual donors and corporations
- Marketing and Public Relations
 - Reach out to donors, parents and students
- Collaborations
 - DOE, Guidance Counselor's Union, Head of a University system, representative for the NHS
- Legal
 - Compliance with existing laws and regulations
- Finance
 - Annual budget proposals, financial audits and reviews

PT. III-STRUCTURE

- After-School Sessions
 - Aimed at educating high school seniors on the array of post-secondary education options available
 - Overseen by trained staff
- NHS Volunteers
 - First-line of outreach to students
- Website
- Research
 - To ensure that we are meeting our goal in reducing college debt-surveys and comparison of debt

COLLABORATION INITIATIVE



GOALS & MEASUREMENT -Phase 1

1. Seek board approval
2. Hire key individuals
3. Recruit board members
4. Hire staff; executive director, IT, marketing, program coordinator
5. Secure Capital
6. Design our site
7. Connect with ten NYC high schools
8. Fundraising

GOALS AND MEASUREMENT -Phase 2

1. Feedback from NHS volunteers and students
2. Website & live chats
3. Marketing
4. Funding & application for grants
5. Reach out to collaborators and partners

...and expand nationally

MARKETING PLAN - AUDIENCE

- High school students and parents
- Donors
- NHS Volunteers
- Department Of Education
- Military and vocational schools
- College Board

MARKETING-CHANNELS

Website Social Media

- Filters
- Mobile-friendly
- Live Chat
- Available in multiple languages



After-School Sessions

- Guidance counselors
- DOE



Brochures & E-Newsletters

- Database
- Keep track of partners and collaborators

RISKS

1. Recruiting board members in a timely fashion
2. Volunteer training and insurance
3. Malware
4. Financial Risks-grant compliance and limited funding from NFCC
5. Limited leverage in collaborations/partnerships
6. Long-term program effectiveness

FINANCIALS-REVENUE

Revenue	Q1	Q2	Q3	Q4	YR 1	YR 2	YR 3
NFCC Funds	\$75,000	\$75,000	\$90,000	\$90,000	\$295,000	\$0	\$0
Board Member Donations	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000	\$20,000	\$20,000
Grants: State/Federal/City	\$0	\$0	\$0	\$0	\$100,000	\$500,000	\$500,000
Foundation Grants	\$0	\$0	\$0	\$0	\$300,000	\$60,000	\$0
Corporate Support/Sponsorships	\$0	\$0	\$30,000	\$40,000	\$70,000	\$90,000	\$100,000
Annual Appeal	\$0	\$0	\$0	\$0	\$2,000	\$5,000	\$5,000
Annual Special Event	\$0	\$0	\$0	\$0	\$10,000	\$20,000	\$20,000
Individual Donations/ Major Gifts	\$0	\$5,000	\$5,000	\$5,000	\$16,000	\$25,000	\$25,000
In-Kind Professional Fees	\$11,375	\$11,375	\$11,375	\$11,375	\$45,500	\$0	\$0
In-Kind Insurance	\$800	\$800	\$800	\$800	\$3,200	\$0	\$0
Total Revenue	\$89,675	\$94,675	\$100,175	\$110,175	\$594,700	\$771,500	\$742,000

- NFCC Start-up funds, self-sustaining by Year 3
- Advisory Board Member donations w/ membership increase
- Grants
 - State/ Federal / QIAR / DP & College Access Challenge Grant
 - Foundation: FINIXA, Atlanta, Charles Schwab, etc.
- Corporate Support & Sponsorships: JP Morgan Chase, Wells Fargo, Bank of America
- Appeals & Special Events: Yr 2.
- Individual Donations / Major Gifts

FINANCIALS-EXPENSES

Expenses	Q1	Q2	Q3	Q4	YR 1	YR 2	YR 3
Payroll	\$18,750	\$18,750	\$46,250	\$46,250	\$130,000	\$235,000	\$280,000
Professional Fees	\$0	\$0	\$0	\$0	\$0	\$10,000	\$10,000
Office Fees	\$600	\$600	\$600	\$600	\$2,400	\$3,000	\$3,000
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Software	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Web Administration	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Transportation	\$400	\$400	\$400	\$400	\$1,600	\$1,600	\$1,600
Annual Special Events	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0
In-Kind Professional Fees	\$11,375	\$11,375	\$11,375	\$11,375	\$45,500	\$0	\$0
In-Kind Insurance	\$800	\$800	\$800	\$800	\$3,200	\$0	\$0
Total Expenses	\$18,125	\$19,425	\$58,925	\$58,925	\$218,425	\$248,200	\$284,600

- Payroll: executive director, grant writer, IT, marketing, program coordinator
- Rent: Virtual Office Membership
- Insurance: Volunteers
- Software: platforms, network, data capabilities
- Transportation
- Marketing: outreach/web-based, social media marketing

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Total Expenses	\$18,125	\$19,425	\$58,925	\$58,925	\$218,425	\$248,200	\$284,600
Net Total	\$68,550	\$75,250	\$41,250	\$51,250	\$376,275	\$523,300	\$457,400
Accounted for by:							