



# Linda Lorelle

SCHOLARSHIP FUND



Annual Report | 2014

## President's Report!

The 2014/2015 year started off with the directors, officers, staff and consultants of the LLSF making plans to add additional Board members, review new student applications, conduct interviews with student applicants, raise awareness of the organization, obtain scholarship funding, host an annual awards presentation gala, and conduct a College Preparatory Conference (CPC) event.

During the year Debby Leighton, Monica Williams and Lisa Thompson were added to the LLSF Board, which put the Board membership at eleven. Each of these new Directors as well as the existing Directors were provided LLSF business cards during the year for their use in handing out to business associates and potential donors. PDV Special Events LLC again this year served the LLSF in the official capacity as lead organizational support and event planner and coordinator.



Richard Hendee, President

Mandi Lovett, the organization's Program Coordinator and Office Manager, did a superb job during the year in coordinating all the student programs and events including the "SMART Seminar Series". In addition, Ms. Lovett continued to reorganize the LLSF's files and records and improve the efficiency of the day-to-day operation of the organization.

A very successful student applicant application and interview process was conducted in April and May. Once again selecting 15 finalists out of the applicants interviewed was a very difficult task, due to the needs and great qualifications of all the applicants. Although this scholarship application review and scoring process has been completely automated, directors, officers and volunteers still read every application and interview each of the individuals in the final groupings.

A redesigned LLSF Web-site [www.lindalorelle.org](http://www.lindalorelle.org) was rolled out during the year with great comments being received regarding the look and content. This new website includes links to the LLSF Social Media sites like Twitter and Facebook. In addition, several new printed collateral pieces were developed and are now in use.

On Nov. 1, 2014 the 2014 LLSF Scholarships were awarded to 15 scholars at the "Reach for the Stars Award Dinner" held at the Hyatt Regency-Downtown. These LLSF Scholarship recipients will also each receive a new Surface Pro computer at a special graduation party held on June 13, 2015.

The Linda Lorelle Scholarship Fund continues to have a strong balance sheet. Each year since its inception, as scholarship dollars are awarded to students, the monies to cover these scholarships, in full, are transferred to a Scholarship Fund account at one of

the major Houston investment companies. As scholarship winners request funds to attend college, checks are written from this account and are made payable to the colleges the respective students are attending. Further, the Linda Lorelle Scholarship Fund mails these checks directly to the respective colleges.

Fund raising continues to be a challenge for most non-profit entities. As the 2014 calendar year ended, the price of oil dropped significantly, which will have an impact on the Houston economy. Depending on the length of time oil prices remain at low levels fund raising during 2015 could be difficult. However, the directors and officers of the LLSF remain optimistic due to the nature of the program and the message it brings to the community as a whole.

During the year The LLSF opened discussions with the East End Chamber of Commerce, and the two organizations have developed plans to conduct a “Family College and Career Conference” in early 2016. This event will combine the college planning process with career development for the entire family.

Finally, the organization’s annual financial audit for the period ending June 30, 2014, was conducted by Robert Mann of Tange, Mann and Garza. This audit has been completed, and it did not turn up any major findings.

Sincerely,

A handwritten signature in cursive script, appearing to read "Richard T. Hendee".

Richard Hendee, President

## What we Do

The Linda Lorelle Scholarship Fund (LLSF) is dedicated to providing college scholarships, support and guidance for Houston area high school students in need of financial assistance whose potential may be unfulfilled due to circumstances beyond their control.

*66% of Houston area students are economically disadvantaged, which is higher than the national average of 51%.*  
*\*Texas Education Agency*

Unlike many awards programs, the LLSF is not looking for the top students and simply making grants to them. Instead, our philosophy is to seek the mid-level students, who may be overlooked because of their average grades; students who could be nearer the top if not for the circumstances life has dealt them. Our goal is to make an ongoing, dramatic difference in their lives.

## Our Scholarships

The Linda Lorelle Scholarship Fund scholarship applications are open from October thru February to high school juniors in all Harris and Fort Bend County Independent School Districts, and a group of select private and charter schools.

Accepting the scholarship initiates the beginning of a learning partnership with the dedicated Board, staff and volunteers of the Linda Lorelle Scholarship Fund. The LLSF Scholars must agree to attend our college preparatory and life skills training workshops throughout their senior year.

Once enrolled in college Lorelle Scholars are monitored and supported throughout their undergraduate years.

## SMART Seminar Series

The **SMART Seminar Series** guides recipients through multiple intensive group workshops with an interactive format. Students learn a variety of skills, including how to apply and pay for college, financial management and how to adjust to campus life.

## Annual College Preparatory Conference

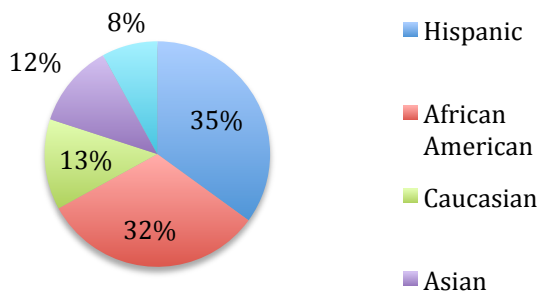
The annual **College Preparatory Conference (CPC)** attracts more than 2,500 Houston area high school students seeking college preparatory information and resources. In addition, the **CPC** includes presentations by business and civic leaders who encourage students to stay on school and to seek a higher education. The **CPC** also serves as an onsite college fair, providing the perfect forum for students to engage directly with college representatives.

*In 2010, only 54% of Greater Houston students met the Texas Education Agency's criterion for college ready students.*  
*\*Academic Excellence Indicator System*

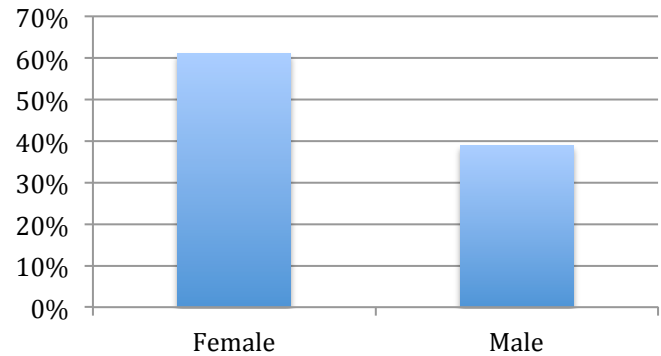
## Program Achievements

Since its inception in 1991, the Linda Lorelle Scholarship Fund has awarded more than \$4 million to deserving students. To date, over 132 Linda Lorelle Scholars have graduated from college with a Bachelors degree, 16 have achieved Masters degrees and 8 are now practicing attorneys or physicians.

### Student Ethnicities



### Student Genders



### 2014 Application Process

We had 307 successfully submitted Linda Lorelle Scholarship Fund scholarship applications. After the applications were reviewed there were 150 applicants chosen to become a semi-finalist and move on to be interviewed. The interviews were held on May 16, 2014 at the Pricewaterhousecooper's offices in Houston, TX and 15 well deserving students were chosen to become LLSF finalists.

*According to The Texas Tribune, Fort Bend County had one of the highest degree-attainment rates in 2013!*



## Our Scholars

Please meet our class of 2014-2015 LLSF Scholars!

- Alexis Atkins
- Alycia McCardell
- Angel Hurtado
- Chelsie Gonda
- Christopher Berryman
- Daniel Perez
- Deandre Living
- Frida Montoya
- Jean Paul Pretto
- Jiel Taras
- Kierra Hill
- Musse Hersi
- Shanice Saunders
- Sophia Reyes
- Sumaira Mukhles



These students received their scholarships at our **“Reach for the Stars”** Awards Dinner on November 1, 2014 at the Hyatt Regency-Downtown. The students have successfully completed their college preparatory and life skills training courses and will receive their certificate of completion and their Surface Pro’s at a **“Graduation Party”** on June 13, 2015. The students will begin their first semester of college in August of 2015.

We were able to confirm that the following 6 scholars graduated in May 2014:

- Terrance Edmond
- Carishna Jones
- KyReese Randle
- Ursula Nguyen
- Ivan Martinez
- Larry Robins

## SMART Series Seminars

The success of the **SMART series** is evaluated by comparing the number of LLSF scholars who enter college in the fall semester following graduation with the number of scholars from the same group who continue to matriculate in their second year. The following objectives have been set as measures of effectiveness:

- 90% of all Linda Lorelle Scholars will complete the **SMART series**.
- 100% of Linda Lorelle Scholars will continue from their first to the second year in college.



## College Preparatory Conference (CPC)

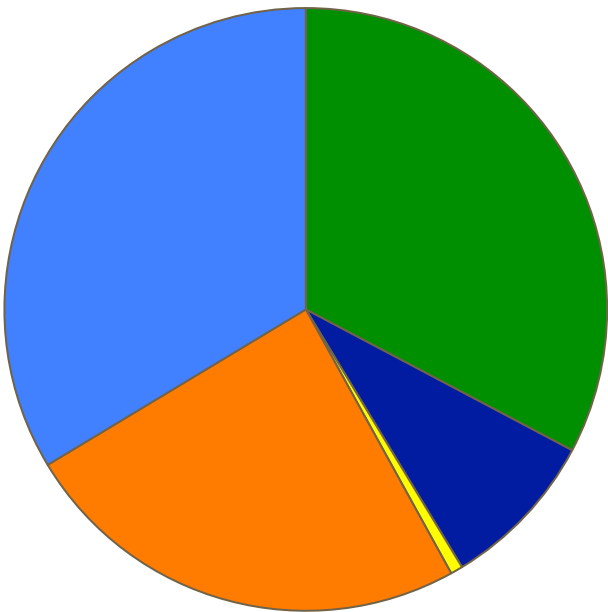
The LLSF has postponed the 2014 **CPC** until an undetermined time and has been working with the **Houston East End Chamber of Commerce** to add a career element. The conference is to be renamed to the “**Family, College and Career Conference**”.



**The Family College & Career Conference**

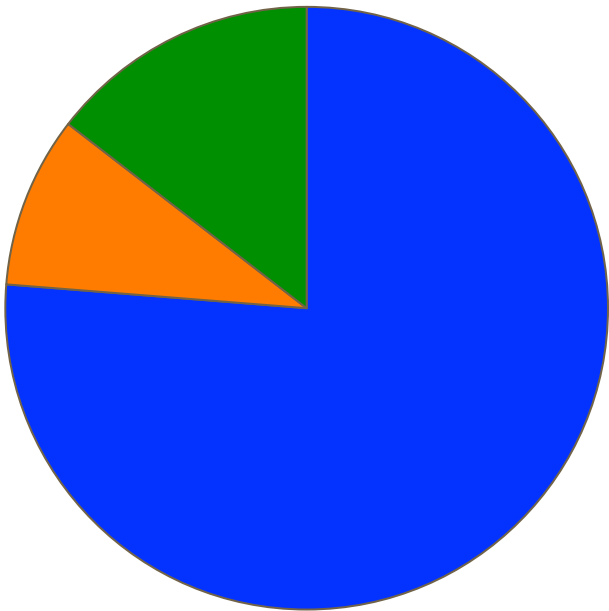
Financial Data

The Linda Lorelle Scholarship Fund takes steps to ensure that we carefully steward our resources and demonstrate integrity in all that we do. The following financial data is from our fiscal year of July 1, 2013-June 30, 2014.



Revenue

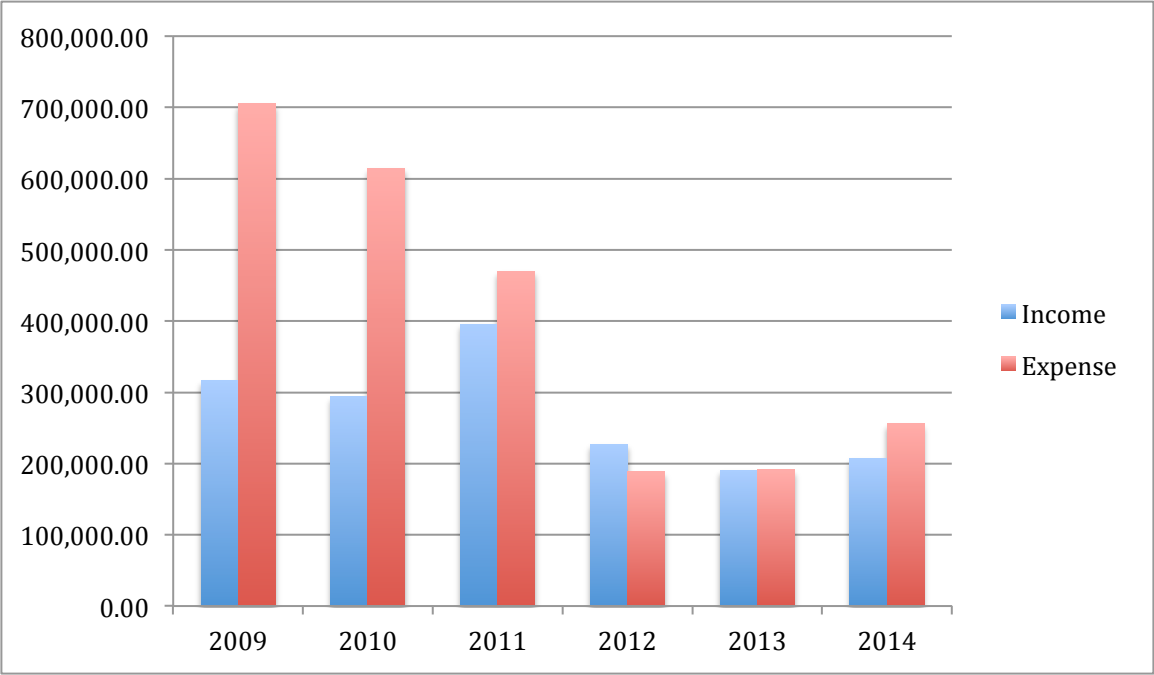
\$58,865	Annual Events
\$15,433	Contributions
\$1,181	Investments
\$43,844	Unused Scholarship Funds
\$60,458	Special Events
\$119,323	Total



Expenses

\$91,593	Scholarships/Programs
\$17,453	Administrative
\$11,059	Fundraising
\$120,105	Total

Historical Financial Comparison



Income and Expense Comparison from 2009-2014

## Looking Forward

The Linda Lorelle Scholarship Fund has experienced a great amount of growth and development in the last year. It is our goal for the year 2015 to grow in the following areas.

**Finance:** Based on the financial comparisons you will find that we have experienced an 8% growth from 2013. If we were to increase our income by 35% in 2015 we would surpass our income performance from 2010! We expect to increase funding by 20% through corporate and individual giving through our **“Roundtable Luncheons”** and special events such as the **“Family, College and Career Conference”**.

**Programs:** We’ve received a new grant that funds resources needed for our student programs. With this grant we have received an student data management software and five new Surface Pro’s for administrative needs. It is our hope that we will see the following outcomes:

- Increase administrative efficiency and ensuring data accuracy
- Increase the efficiency and effectiveness of our application process

We are planning on creating new programs that will strengthen and increase our educational access out reach activities in the community. One program is to go to our top applicant generating high schools and host an **“Application Completion Day”**. This will give us the opportunity to work directly with the students and counselors and assist them in completing the Linda Lorelle Scholarship Fund scholarship application. It is our hope that this program will increase the number of completed and eligible applications submitted to the Linda Lorelle Scholarship Fund. The second program is creating an **“Application Task Force”**. This task force of high school counselors will review submitted student applications of those students who were not chosen to be a semi-finalist. They will then make suggestions to the students on how to strengthen the applications. We hope that the students who apply for our scholarship will be better prepared for future financial aid and college applications they will encounter.

Key LLSF supporters are being approached to host a **“Roundtable for Education”** Luncheon. They would invite 20-30 of their peers to attend this luncheon where they would speak on behalf of the Linda Lorelle Scholarship Fund. It is our hope that we will recruit one or two people from each luncheon to join our Board of Directors and at least 50% of the attendees to become supporters. We hope that this will assist us in creating a mission driven, diverse, highly visible and community minded board of directors.