

2024 ANNUAL REPORT

SCHOLARSHIP
MORE THAN AN EDUCATION
OPPORTUNITIES FOR LIFE **PLUS**



a scholarship, plus so much more!

OUR MISSION

Scholarship Plus provides NYC students with **equitable access** to a fulfilling college journey **through individualized support and a four-year scholarship, PLUS a community that opens opportunities for life.**



dear friends,

Last year brought many positive milestones for Scholarship Plus, especially the long-time goal of supporting 80 scholars at once in college (we started with 6 in 2010!). This growth, that also includes nearly 100 alumni, has been a labor of love, and no one poured more love or fiery spirit into the mission than SPlus' co-founder, Soma Golden Behr, who 15 years ago alongside her *New York Times* colleague Melanie Rosen Brooks took their student support experience with the *Times'* College Scholarship to the next level. And we've been leveling up ever since.

Our hearts broke, however, when after a brief battle with cancer, Soma passed away this summer. Honoring her memory with friends, old and new, in the fall gave us a modicum of solace, but mostly we rely on hearing Soma's voice in our ears as we continue to work on her legacy. Although she was full of surprises, it's a comfort how readily we can imagine what she might say in a given situation — although the color and feist she would have added were always all her own.

So we trek on in her spirit, and continue to provide our 80 colleges with a substantial scholarship, plus the wraparound support. We are supplementing what colleges are still often woefully lacking in terms of support for first-generation students on their campuses. And, in the core spirit of SPlus, we're going beyond helping students graduate on time — and celebrating our 98% graduation rate — to helping them make the most of their college experiences, and as close in opportunities to their more privileged peers as possible.

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With your support, we have:

- Provided regular 1:1 meetings with a social worker and college expert
- Created new partnerships for job and internship placements
- Sent regular and individualized texts of encouragement and check-ins
- Supported interview preparation and finetuned resumes
- Sponsored scholar-to-scholar tutoring
- Added workshops and college resources for students outside of our program.
- Supplemented trips to professional aligned conferences and educational opportunities abroad.

Our secret sauce is that we know every scholar well, and we meet them where they are, and go from there. Thank you for being on this journey of college success with us. Our scholars and alumni are thriving — and we couldn't do any of what we do, without you.

In community,

kate

Kate Fenneman Stokes and Team

SCHOLARSHIP
PLUS



Honoring Soma Golden Behr



Soma Golden Behr, Scholarship Plus co-founder, was a trailblazer. Passionate, vocal, driven as an advocate by her fierce intellect and empathy, Soma changed lives. She did it at a world class newspaper as a Pulitzer prize-winning journalist and editor, she did it through running two impactful scholarship and college success programs, and she did it around her dining room table with old friends and new acquaintances.

One of the greatest gifts Soma gave us was a model of critical thinking. We hear her voice when we read or see something unjust, and we hear it when we respond to it.

Soma co-founded Scholarship Plus 15 years ago. The college scholarship program she ran at *The New York Times* made cuts during a recession; Soma responded with Scholarship Plus. She led the organization as executive director for its first seven years, and remained a close advisor and advocate every day after. Soma helped send nearly 400 students through college, changing the trajectory of their lives and their families.

Without Soma, the world feels a little less bright, a little less interesting. We pledge to uphold her legacy of supporting young people's individual voices, and helping them turn up the volume.



Leadership

Founders

Soma Golden Behr
Co-Founder

Melanie Rosen Brooks
Co-Founder

Staff

Kate Fenneman Stokes
Executive Director

Anna Antoniak
Senior Director

Stephanie Mena
Director of Scholar Success

Linnette Veloso
Head of Program Operations and Development

Board Members

Nur El Shami Chair
Chief Operations Office,
Grey New York

Diane Blum
Nonprofit consultant and
former Nonprofit Executive

Elicia Felix-Hughey
Ambassador and Emerita
Board Member
Senior Vice President of
Global People Experience,
Sony Music Publishing

Tamekia Flowers-Ball
Founder/CEO, Epiphany
Blue

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Ambassador and
Emeritus Board Member
Associate Professor,
Boston University; Faculty
Director, Newbury Center
at Boston University, and
author.

Jayson Jones, LMSW
Director, Learning
Design and Innovation,
NYU McSilver Institute
for Poverty Policy and
Research

Sydney Levin-Antonelli
Executive Creative
Director, Anheuser-
Busch

Cecilia Manzollilo
Director, Global Wealth
Investments, Citi

Vikram Nidamaluri
Managing Director, UBS

Anthony Ramos
Ambassador
Grammy-winning,
Golden Globe and
Emmy nominated actor
and recording artist

Lisa Robinson
Founder & CEO, Adagio
Music Consulting, LLC

Coco Videla
Researcher and
Storyteller, The Village

Associate Board Members

Kadijat Sylla (SP '16)
2024 Chair
Management
Consultant, Accenture

Vasiki Konneh (SP '16)
Sales Operations
Analyst, Aircall

Ian Lopez
Executive Coach &
Founder, Cambio
Leadership

Michael Lu
Private Equity Associate,
The Carlyle Group

Ochi Nwokoro
Assistant Director,
Employee Relations,
Columbia Business
School

Desiree Sim (SP '15)
Data Coordinator &
Trainer, Urban Resource
Institute

Autumn Von Plinsky
Senior Art Director,
LifeSci Communications



how we do it

Our distinct approach provides a substantial financial scholarship PLUS individualized support — one without the other is not enough.



The Scholarship

FINANCIAL AID

We help students obtain the strongest possible financial aid for college, and fill the gap with a substantial four-year scholarship to avoid loans.

HIDDEN COSTS

There are many hidden educational costs — from laptops to eyeglasses. We cover them, too!

DEBT-FREE, ON-TIME GRADUATION

Our model has enabled 98% of scholars to graduate debt-free, and hit the ground running with their degrees — compared to the national average of 16% of students from low-income households. Financial hardship is the number one reason. SPlus is one of very few college success programs that offers financial support.

The PLUS

COLLEGE PREP

We cover everything from time management to managing exclusionary behaviors.

PERSONAL & ACADEMIC MENTORSHIP

We monitor each student's progress through 1:1 advising and connect them to all available resources.

INTERNSHIPS & CAREER SUPPORT

A summer masterclass series prepares students for paid internships with our partners. and job placements after graduation.

MENTAL HEALTH & WELLNESS

Our full-time social worker on staff provide holistic support.

programs



2024 Winter Gathering

Scholars, alumni, and the SPlus community ring in the new year with fun, food, and — most importantly — meaningful connections!

Annual Celebration

Our annual event is a vibrant celebration for donors, volunteers, and alumni to come together and welcome Scholarship Plus' 20 newest scholars as they embark on their college journeys. It's also a special night to honor our college graduates and their incredible achievements.



Mental Health Support

We provide comprehensive mental health support to our students, ensuring they have access to resources, counseling, and a strong community to navigate the challenges of college and beyond.

Career and internship Support

We offer dedicated career and internship support, connecting students with valuable opportunities, mentorship, and guidance to help them build successful futures.



Summer Programming

Summer is for connecting, learning and experiences: **Summer Gathering** is SPlus' semi-annual reunion for all scholars this year at Spyscape, at a museum that unlocks your inner spy, SPlus Ambassador and star Anthony Ramos organized a screening of his summer blockbuster *Twisters*. Summer also includes five weeks of **Masterclass** for first year scholars, which happens the summer before scholars head to college. The series includes cohort-building and online learning in which 15 professionals across industries honed networking and interview skills and touched on more nuanced topics, such as finding community in the workplace and exploring who our "authentic self" really is. All this education and bonding culminated with College Transition Day where we focus on everything college orientations don't: personality and learning style assessments; time management tips; navigating PWIs, systemic racism and imposter syndrome; strengthening support networks and advocacy skills, and a fan favorite — intention setting with Kate.

“Throughout all the changes and wherever life takes me, I have always had the support and help of Scholarship Plus. With their support, I know that I can truly do anything.”

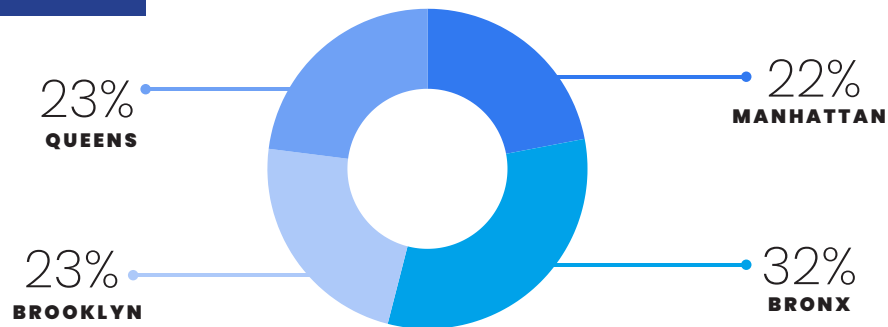
**– Stephanie,
2025 Hunter
Macauley Honors**



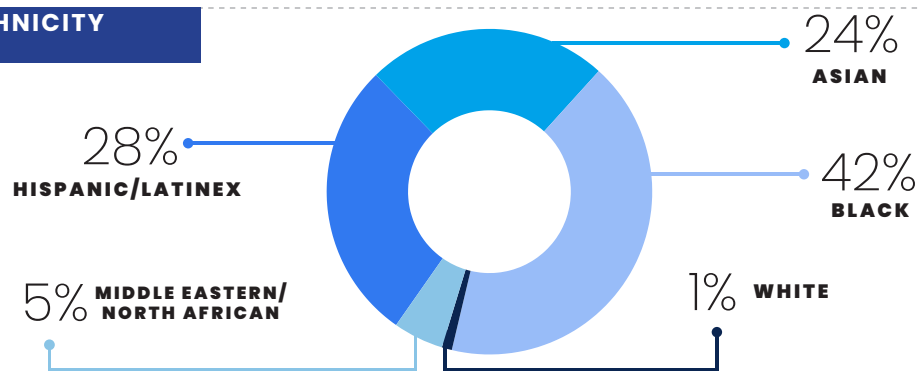
OUR SCHOLARS

Learn more about our scholar community.

BOROUGH



ETHNICITY



BY THE NUMBERS

98%

COLLEGE GRAD
RATE

94%

"FIRST-GEN" TO
COLLEGE

62%

ALUMNI ATTENDING
GRAD SCHOOL

\$18,939

AVERAGE HOUSEHOLD
INCOME



COLLEGES AND UNIVERSITIES

Scholars chose to attend colleges and universities across the country.

Amherst College
Babson College
Bard College
Barnard College
Baruch College
Bates College
Bentley University
Binghamton University
Boston College
Boston University
Brooklyn College
Brown University
California College
of the Arts
Carnegie Mellon University
City College
Clarkson University
Cobleskill SUNY
Colby College
Colgate College
Columbia University
Cornell University
Dartmouth University
Duke University
Fashion Institute
of Technology
Fordham University
Franklin & Marshall
College

Geneseo University
The George Washington
University
Hamilton College
Harvard University
Haverford College
Howard University
Hunter College
Ithaca College
John Jay College
Lehigh University
Long Island University
Macaulay Honors-CUNY
Manhattan College
Middlebury College
Mount Holyoke
Northeastern University
New York Institute of
Technology
New York University
Oneonta-SUNY
Pace University
Princeton University
Purchase College-SUNY
Queens College-CUNY
Rensselaer Polytechnic
Institute
Rochester Institute
of Technology

Saint John Fisher College
Saint John's University
School of Visual Arts
Skidmore University
Smith College
Sophie Davis-CUNY
Spelman College
St. John's University
Stanford University
Stony Brook-SUNY
Swarthmore College
Syracuse University
Trinity College
University at Albany
University of Chicago
University of Miami
University of Pittsburgh
University of Rochester
University of Scranton
University of Southern
California
University of Virginia
University of Pennsylvania
Vassar College
Wesleyan University
Williams College
Yale University



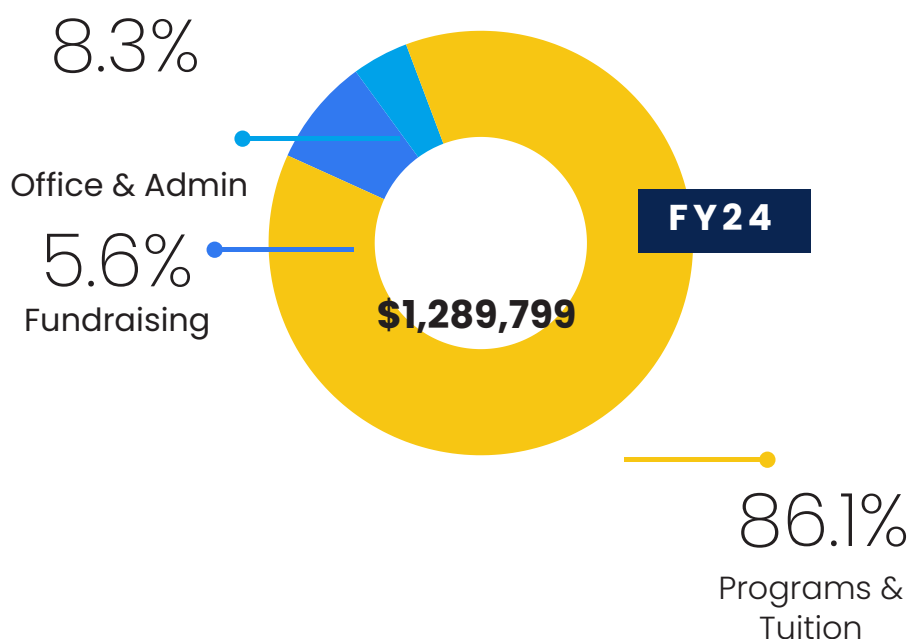
FY 2024 Financials

Scholarship Plus Revenue and Expenses:
Oct 1, 2023 – Sep 30, 2024 Fiscal Year

FY24 ACTUALS				FY24 BUDGET		
	Program & Operations (Unrestricted)	Scholar Stipends (Restricted)	TOTAL	Program & Operations (Unrestricted)	Scholar Stipends (Restricted)	TOTAL
INCOME	\$638,056	\$730,420	\$1,368,476	\$657,862	\$835,575	\$1,489,437
Donations	\$395,199	\$593,277	\$988,476	\$586,195	\$635,575	\$1,217,770
Individual Donations	\$343,102	\$593,277	\$936,380	\$582,195	\$635,575	\$1,217,770
Interest	\$52,096		\$52,096	\$4,000		
Grants	\$242,857	\$137,143	\$380,000	\$71,667	\$200,00	\$271,667
Private Foundation	\$242,857	\$137,143	\$380,000	\$71,667	\$200,000	\$271,667
EXPENSES	\$778,005	\$511,794	\$1,289,799	\$796,765	\$502,440	\$1,299,205
Program & Tuition	\$598,861	\$511,794	\$1,110,655	\$639,927	\$502,440	\$1,142,367
Fundraising	\$72,658		\$72,658	\$57,998		\$57,998
Office and Admin	\$106,486		\$106,486	\$98,840		\$98,840

EXPENSES

Programs & Tuition,
Fundraising, and Office
& Administration



with gratitude

\$100,000+

The Ichigo Charitable Fund
The New York Community Trust
Perry and Mitzi Pazer
The Donald A. Pels Charitable Trust

\$50,000+

Ernest and Kathleen Abrahamson
Jeremy Mindich and Amy Smith
RT Charitable Foundation
Sirovich Charitable Foundation

\$25,000+

Anonymous
Anthony Ramos
Leila and Mike Thorne
Marian Z. and Robert Stern

\$15,000+

Ronald and Diane Blum
Alexander Marson
Jerry Seinfeld

\$10,000+

Anonymous
Mayer and Morris Kaplan Family Foundation
Elizabeth Marks and Harry Ostrer
Irick Rainford Family Foundation
Josh Silverman and Shirin Ghotbi
Lucy R. Waletsky

\$5,000+

Beverly Allan Starke
Frederic W. Cook & Co. Inc.
Bill and Emma Keller
Carolyn and Lawrence Liebling
DJ McManus Foundation Inc.
Leigh Nathanson and Joe Ortega
Vikram Nidamaluri

\$2,500+

Dylan and Dean Baquet
Thomas Bodkin and Mary Arouni
Barbara Graustark
Jaime Lester
Parker Muir
Wayne Proudfoot and Judith Hanlon

Joann M. Ortega
Joyce Purnick and Max Frankel
Elena and Kenneth Sparling
Joseph and Susan Zitolo

\$1,000+

Jill Agostino
Marlen Amaro
Kevin Baichoo
Susan Beckerman
Edie Behr and George Pollock
Donald Brown and Susan Shimmerlik
Keith Crumpler
Richard and Jennie Descherer
Jeremy Feigelson and Eugenie Allen
Craig and Connie Fenneman
Tamekia Flowers-Ball
Frank F. Furstenberg
Linda and Stanley Futterman
Gabrielle Glaser and Stephen Engelberg



with gratitude

\$1,000+ (cont'd.)

Gail Gregg	Lynn Povich and Stephen Shepard	Denise M. Soucy, M.D.
Jane Karlin	Terry Pristin and Ron Silverman	Charlie and Laurie Stokes
Arlene and Richard Kossoff	Donald and Carol Roberts Foundation	Peter and Joanna Strauss
Rosanne Leipzig	Lisa Robinson	Amy Stursberg
Tamar Lewin and Robert Krulwich	Evelyn and Jeff Sabin	Judith Watson and Robert Engel
LinkedIn	Peter and Emily Samton	The David F. and Sarah K. Weston Fund
Ellen Marson	Emily Sasser	Robert and Donna Wolfson
Floyd Norris and Mary Bockelmann-Norris	Laura Schor	Jijun Zhou
Barbara Pearson and Philip Rosenthal	Janet Scott	

\$500+

Artisan Partners	Stanley Heckman	Cecilia Manzolillo
Sharon Anne Benjamin and Wayne Lehrhaupt	Ellen Kerr and Moshe Adler	Lawrie Mifflin and Duncan Irving
Children's Aid Foundation	Jonathan and Bonnie Landman	Sarah Moaba
John and Kate Coleman	Peter and Stephanie Lerner	Marilyn Nissenson
Sarah DeGraaf and Jonathan Prigoff	Sydney Levin	Melanie Rosen Brooks
Nancy Goldberg	Karen Lichtig	Letty and Bertrand Pogrebin
Bruce and Jo Grellong	Tina and Bob Lupi	Valerie Rainford
Ali Hagerty	Gillian and Marc Lynde	Peter Shakkour

<\$500

Nancy Abramson	Laura Erickson-Schroth	Jyll Holzman and John Geddes
James and Marilyn Altschul	Yanco D. Escano	Daniel Golab
Giovanni Anchundia	Wallace and Sally Etterbeek	Karen Goldberg and Neil Skolnick
Anonymous	Kim and Andy Feigin	Seija Goldstein
Anna Antoniak and Jesper Mååg	Linda and Alan Fleischman	Wendy Greene
Douglas Behr	Steve Greenhouse and Miriam Reinbarth	Linda Greenhouse
Benevity		
Emma Bowen Mangano		
Lawrence and Sheila Brown		
Norma R. Buchanan		
Shernise Calliste		
Elisa and Larry Cohen		
Hugh Cullman		
Patricia David		
Gil De Jesus		
Mindy Dolgin and Sam Schwartz		
Sharon Drager and Wyit Wright		
Nur El Shami		



with gratitude

<\$500 (cont'd.)

Jessica Greenwood

Scott and Debbie Gutterson

Karen Hammonds

Catherine Hart and Mark Stoeckle

Judith M. Heingartner

Adrian Hopkins

Jane Hughes

Kristi Irwin-Newberry

Ivo Consulting

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Lise Jacobson

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Jack Kadden

Joan Kantor

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Shelley Klein

Meg and Duncan Laird

Vasiki Konneh

Anuradha Kowolik

Marion Lange

Barry and Laura Levine

Kiera Levine and Ana Rodriguez

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Gerald Seiden

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Zach Sufrin

Adam Sullivan

Susanne Tedrick

Katherine and Eric Todrys

Coco Videla

Danielle and Chris Waldron

Andrew Wilson

Sandy Wong

Robert Yacyshyn

Jason Zanitsch





Scholarship Plus

Kate Fenneman Stokes
Executive Director
katef@scholarshipplus.org
646-248-6651

www.scholarshipplus.org