



earn to learn™
invest in college success

Annual Report

July 2022 - June 2023

2022 -2023 School Year

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A MESSAGE FROM KATE HOFFMAN

As we come together to reflect on the past year, I am proud to share the strides we've made and the milestones we've achieved. It has been a year of growth, innovation, and, most importantly, impact.

One of the defining moments of this year was the successful reintroduction of the Earn to Learn Act. This landmark legislation reflects our commitment to education and underlines our advocacy for empowering individuals to pursue knowledge and transform their lives. With this Act in place, we are laying the foundation for a future where education is accessible to all, regardless of background or circumstance.

Furthermore, I am thrilled to announce that we have secured significant funding to support short-term credentials. In a rapidly evolving job market, we must equip our students with the skills and knowledge employers demand. This funding will enable us to expand our offerings, ensuring our students are prepared for the workforce and at the forefront of innovation.

In a bold move to extend our reach and impact, we have successfully launched our first recruitment outside Arizona. Our initial cohort of students in Nevada and Arizona marks the beginning of an exciting chapter for Earn to Learn. By broadening our geographical footprint, we are diversifying our student body and contributing to the educational landscape of new communities.

As we celebrate these accomplishments, let us also acknowledge the dedicated team that made it all possible—the educators, administrators, and support staff who work tirelessly to uphold our mission. Their passion and commitment are the driving forces behind our success.

Looking ahead, we remain steadfast in our commitment to excellence, inclusivity, and innovation. Together, we will continue to break barriers and create opportunities for all.

Thank you for being part of the Earn to Learn journey. Here's to another year of growth, impact, and transformative education

A Year's Overview

STUDENT EXPERIENCE

"I really liked the saving aspect of the program. I didn't have much money to start but making saving a priority made me realize that you can save money even if you don't have much." - Y. Santos

"ETL made my Education dreams a reality. I loved the people I got to meet and the webinars. I was honored to be chosen as Spokesperson. I will definitely recommend and refer people. Thank you!" - E. Trushel

"ETL has allowed me to continue my education by applying for graduate school. I am more open to opportunities as well thanks to the mentorship program." - J. Lopez

"ETL has been one of the biggest scholarships I've received for college and I'm so grateful. My family would not have been able to afford it. Because of organizations like ETL, I don't have student loans and that is so amazing. So, thank you so much!" - J. Orias



2022-2023

STUDENT DATA

660

Scholarships Awarded



122 Arizona State University

169 Northern Arizona University

228 University of Arizona

119 Pima Community College

22 Cochise County Community College

\$2,088,052

Scholarships Distributed

TARGETED OUTREACH

HOMELESS & FOSTER YOUTH

54 Homeless

48 Foster Care (Since Age 13)

7 Both

RURAL COMMUNITIES

6 New Community College Partners

59 Students awarded at rural schools.

283 Students awarded who live in rural areas.

WORKFORCE DEVELOPMENT

64

Mentorship Pairings

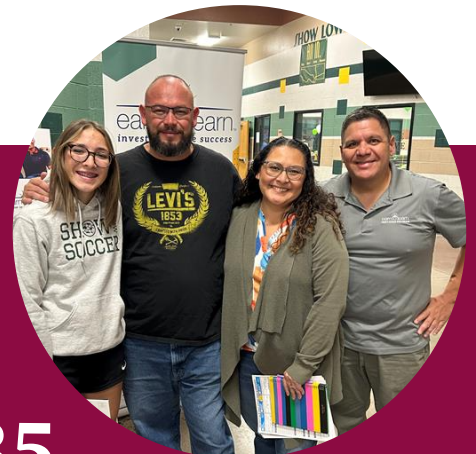
1,053

Personal Finance Training Hours

*Only applicants took the course this year.

35

Webinars Presented



COMMUNITY
IMPACT



7,081

Total Awarded Scholarships



\$26,215,376

Scholarships Disbursed



616

On Track to Graduate



1,807

Have Graduated

Demographics



62%

First Generation Students



79%

BIPOC



85%

Female Identifying

Enrollment Rates



80%

Yield Rate



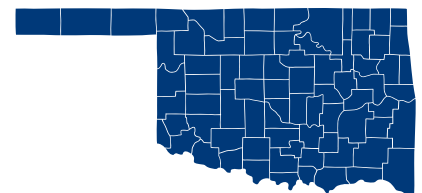
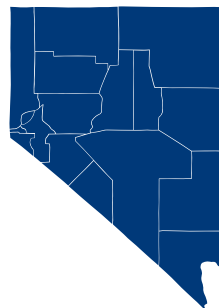
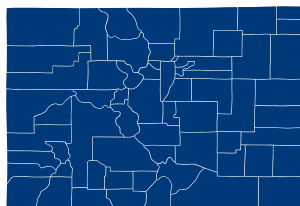
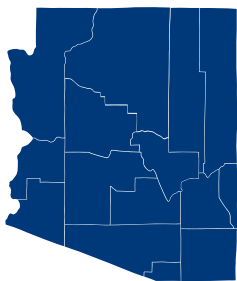
85%

Transfer Retention Rates



87%

1st Year Retention Rates



EARN TO LEARN IS NOW IN FOUR STATES: ARIZONA, COLORADO, NEVADA, AND OKLAHOMA

Highlighting the Program:

WORKFORCE DEVELOPMENT

"We talked about the importance of networking for success. I went to a Raytheon game event and even met a few of my mentor's coworkers."



"My mentor and I were talking about my life and my worries, and she gave me motivational support and suggestions to solve some of my problems; this helped me."

I found really valuable the number of tips we received from the presenter, and I enjoyed how she interacted with us through polls and answered our questions.

Webinar Topics

Daily Finances
Grocery Shopping on a Budget
Money Management Through Transitions
Life Insurance
Debt Management
Credit Reports and Scores
Resumes & Getting Noticed
Loan Basics
Budgeting & Savings
Spring into Financial Freedom
Mortgages
Retirement Gameshow
How to Simplify Your Finances
Next Steps Program Info Session
Interviewing for the Win!
22-23 Mentorship Kickoff
Life Events and Finances
Mortgages
Psychology of Spending

Resume Building and Interviewing
Understanding Credit Basics
Federal Loan Forgiveness
Dealing with Debt
Mentee Orientation
Shopping Tips and Tricks
Money Saving Tips and Strategies
Killer Internships, What They Can Do and How to Get One
Credit Reports and Scores
The Inside Scoop to Using Credit Cards Wisely
How to Reduce Your Spending
Creating a Spending Plan
Dealing with Debt
Find Your Passion!
Creating a Spending Plan

Highlighting the Program:

NEXT STEPS PROGRAM

Data Overview

2,122

Student Interactions

Over 73.7% of individual meetings with students were FAFSA related.

77.5%

Advisor Completion

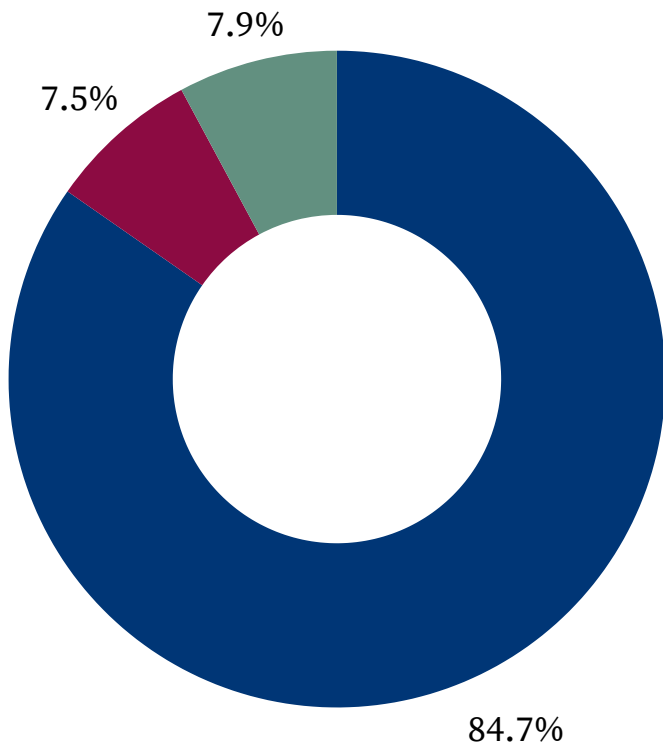
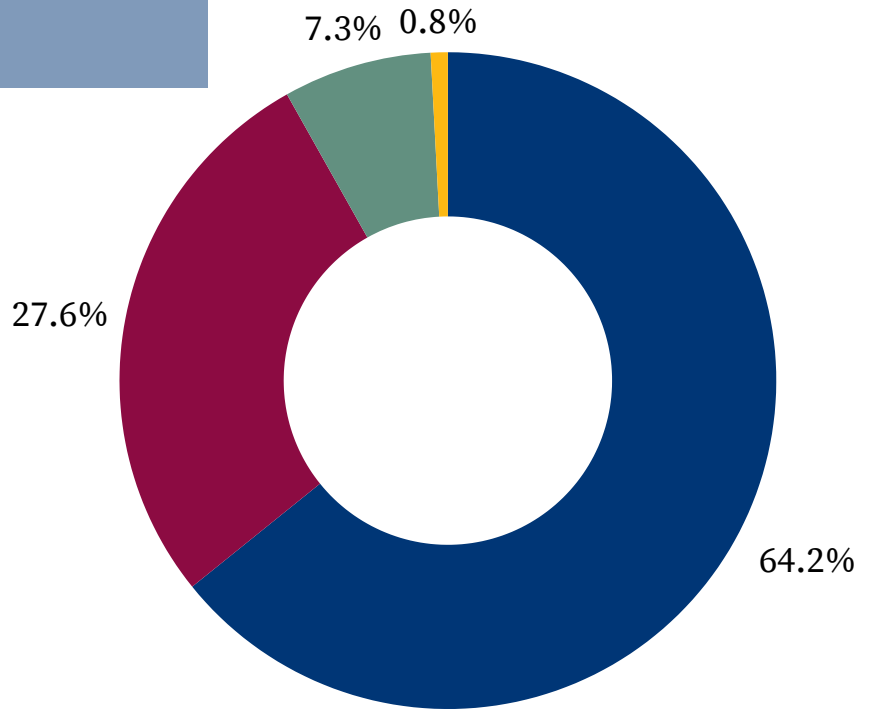
The most popular topics were: FAFSA, College Applications, Financial Aid, Scholarships, and College choice (Post Secondary Options).



“This is the third year that I been working as Earn to Learn Advisor and last week was my favorite one because there was a Senior student that didn't want to have to come to graduation because no one of her family will come to the event. I talked with her about the importance of her graduation and promised her that if she graduated I will be there for her. She makes everything and was on graduation and I was there for her as I promised. Now she is going to college and has excellent grades, she will finish her first college semester with straight As.” Jakelline Rodriguez serving at San Luis High School

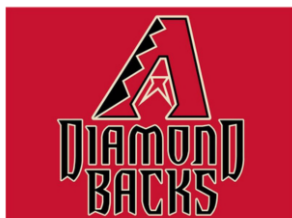
Revenue - \$6,169,127

- Foundations
- Government
- Corporations
- Individuals



- Programs
- Operations
- Fundraising

\$3,500,097 - Expenses



STAFF

Kate Hoffman
CEO & Founder

Flor De Liz Matus
Director of the Next Steps
Program

Courtney Fauss
Director of Community
Engagement

Tasheena McDougall
Director of Development &
Finance

Don Kuchnicki
Director of Policy & Strategic
Initiatives

Gabriela Amavizca
Director of Scholarship &
Workforce Development

Tim Cerebe
Director of Financial Wellness

Lindsey Ellis
Database Specialist

Niko Centeno-Monroy
Program Manager for
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Michelle Rios
Program Manager

David Rodrigues
Recruitment & Outreach
Manager

Ramón Lopez Serrano
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Enrollment Specialist

Niko Berger
Enrollment Specialist

Jesse Robinson
Student Services Specialist

Kessiah Meeks
Student Services Specialist

Selena Quintanilla
Continuing Education
Coordinator

Kim Flores
Mentorship Program
Coordinator

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