

2023



ANNUAL REPORT

Our mission is to help students and parents find and attend their ideal post-secondary educational program, help school counselors extend their college counseling reach, and build college-savvy communities - with services free to all!

Our vision is that every school community is college-savvy and that every high school student has a clear path to their ideal post-high school educational program and institution.



MENTORS4COLLEGE.ORG



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BOARD OF DIRECTORS

Charles Cammack
Obi Collins
Vicki Horwits
Jenny Marquart
Skip Williamson
Dave Zuckerman
Lois Zuckerman

**MENTORS 4 COLLEGE IS A
NONPROFIT CORPORATION AND
A U.S. FEDERAL 501(C)(3)
TAX-EXEMPT ORGANIZATION**

A MESSAGE FROM OUR FOUNDERS

DAVE & LOIS ZUCKERMAN

This year has been busy for Mentors 4 College, and we're thrilled to share our progress with you. We launched our Diversity 1000 Program, and the early results are promising. We've significantly increased the number of minority students benefiting from our diversification efforts from roughly 20% at the beginning of FY2020 to almost 40% by the end of FY2023. Moreover, our Mentor Corps has held steady 85, allowing us to consistently mentor more than 400 students.

One milestone connected to the Diversity 1000 Program is our collaboration with Aim High St Louis. Aim High works with minority 6th-8th grade students from St Louis – including the St Louis Promise Zone – to help them prepare for high school and a college education. Aim High has begun referring their 8th grade graduates to M4C so that we can guide them through high school. Together, we now provide seamless mentoring from 6th grade to high school graduation.

A second milestone is our initial collaboration efforts with the St Louis Public Schools. We are in the process of developing a relationship with SLPS that will allow M4C to supplement the efforts of SLPS high school counselors and extend their reach. Stay tuned as we build our collaboration with this critical St Louis school district.

Finally, we have launched a Digital Marketing Campaign. Until this year, we had not engaged in any paid advertising efforts. As a result, most of our mentees came from families actively seeking assistance. This meant that a substantial number of students and families who could benefit from our services were unaware of our existence. Now that we have initiated our advertising efforts, our outreach is expanding to include them.

We are delighted to witness the flowering of all three of these outreach efforts, and extend our heartfelt appreciation to our generous donors for making it all possible.

In addition to broadening our client base, we're also expanding our Board. We are pleased to introduce our newest board members, Charles Cammack and Obi Collins. Both bring invaluable experience and expertise to our team.

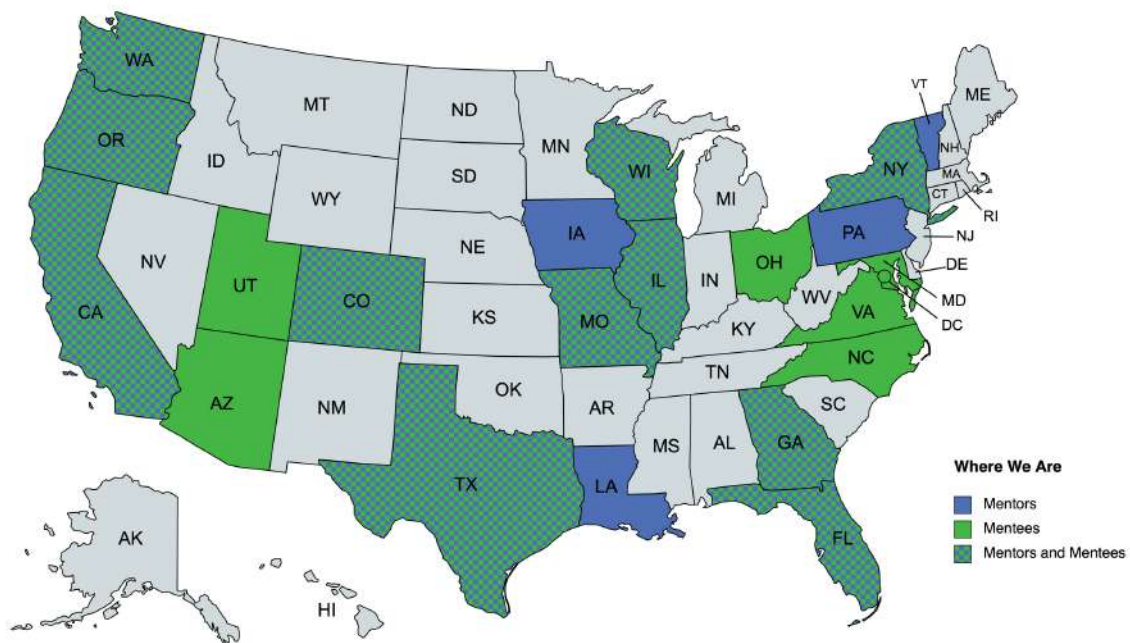
This year we formally established an Advisory Board. Members of this group have been dedicated to M4C for many years and possess invaluable insights and ideas to help us improve. It is a pleasure to collaborate with these generous individuals.

Thank you for supporting our mission. Together, we are making a difference in the lives of students and families.

2023 MILESTONES

BY THE NUMBERS

- In the last year we enrolled 191 new students, bringing the total students mentored since our inception to 1,400.
- We trained 10 new mentors in 2023; bringing the total number of mentors trained since our inception to 178.
- Our total number of active mentors remained constant at 85.
- 806 students and parents have attended our webinars over the past year.
- We have students in 127 schools nationwide.
- Our presence extends throughout 21 states plus Washington DC with mentors in 15 states serving students from 17 states:



DIVERSITY 1000 UPDATE

INCREASING THE PROPORTION OF BIPOC, 1ST GENERATION AND UNDERSERVED STUDENTS

Last year we introduced our Diversity 1000 Program, with a 5-year goal of reaching 1,000 students per year with a focus on first generation and BIPOC students in underserved schools and communities.

So far we have raised \$84,000 to support Diversity 1000.

We have new collaboration agreements with three agencies focused on distressed communities: Aim High St. Louis, Educating Students Together Los Angeles, and St. Louis Public Schools (pending).

We have also begun to reach out through digital marketing to find potential mentors with experience working in distressed communities.

Beginning Summer 2023 we will begin a second digital marketing campaign to reach students in distressed communities.



We're on our way to our goal of \$200,000 in annual funding to support the extensive outreach and infrastructure buildout for this program.

We look to our donors to step up to support this important goal.

SERVICES WE PROVIDE

WHENEVER POSSIBLE WE
WORK WITH STUDENTS AND
THEIR FAMILIES TOGETHER

- One-to-One mentoring with students and families including:
 - aligning high school courses with post-high school plans
 - college exploration and selection support
 - building a balanced college list
 - overview and supervision of the college application process
 - scholarships and financial aid application support
 - assistance interpreting financial aid awards
- Essay Writing Tutorial
- Interviewing Practice
- Monthly Webinars for students and parents
- Reminder Texts to keep students on track





CLASS OF 2023 POST-HIGH SCHOOL DESTINATIONS

Boston University
Bradley University
Case Western Reserve University
Duke University
Florida Atlantic University
Fontbonne University
Harvard University
Illinois State University
Indiana University
Iowa State University
Lindenwood University
Loyola University Chicago
Missouri National Guard
Missouri State University
Missouri State University
Missouri University of Science and Technology
Northeastern University
Ohio State University
Ozarks Technical Community College
Quincy University
Rensselaer Polytechnic Institute
Rice University
Rockhurst University
Saint Louis University
Southeast Missouri State University

Southern Illinois University
St Charles Community College
St Louis Community College
Stony Brook University
Temple University
United States Military Academy West Point
University of Arkansas
University of Central Missouri
University of Florida
University of Iowa
University of Kansas
University of Maryland
University of Minnesota
University of Mississippi
University of Missouri
University of New Mexico
University of Pennsylvania
University of Southern California
University of Tennessee
University of Texas
University of Utah
Vanderbilt University
Washington University in St Louis
Webster University
Wright State University

We're proud to say our students attend a wide variety of schools, with each school representing the best fit for that student. When the best fit isn't a college or university, we support students to reach their goals through alternative opportunities.

VOICES OF OUR STUDENTS & THEIR FAMILIES



I just wanted to say thank you for all your words of wisdom and advice! Emily will be able to attend Missouri State University for her Bachelor's in Music Education with all but \$300 paid for through grants and scholarships. The big one that came through was a MO State foundational scholarship from a private donor called the Reynolds Scholarship of which only 2-3 are given out at the school of music.

I hope you had a relaxing summer and are recharged for another year of parents asking too many questions like me!

ELIZABETH S. Parent



I have good news. I was accepted into the UMKC BA/MD program, and am attending that program this fall!

I will be moving to my dorm within days and I wanted to thank you. I know you said you weren't as familiar with MMI questions, but having you as a fresh perspective on my mannerisms and appearance on camera was very helpful. Thank you so much for helping me achieve my dream!

If there is anything I can do to help return the favor to pay it forward to other students, please let me know!

Thank you again.

MAANVI A. Class of 2023

VOICES OF OUR STUDENTS & THEIR FAMILIES

Maddie has accepted the offer from Mizzou. They don't allow you to apply to the school of nursing until your Sophomore year, but that's her plan.

She's gotten Bright Flight, the Chancellor's award and an alumni scholarship. She will hear back from the rest of her scholarship applications by early April. We're hoping for a few more dollars, but feel the current amount to pay is manageable with her 529 savings. She wants to be a Nurse Practitioner so it would be nice to not have to use all of her 529 for her undergrad education.

When she went to the Mizzou Mini Med camp last summer she met some really great people from outside the St. Louis area.

I feel really good about her choice and the financial package. I think this is a great choice for her. Thank you for all the advice you've given and the hundreds of questions you've answered along the way. You truly made this process less scary.

Thank you!!

SHELLY & MADDIE S. Parent & Class of 2023



ABOUT OUR MENTORS

All mentors receive extensive, ongoing training and support in the process of college selection/application and they embrace our philosophy of finding the right fit for each student.



I thoroughly enjoyed guiding our two children through the college application and selection process, and was pleased they both attended schools that allowed them to reach their full potential. Being a mentor gives me the opportunity to continue guiding young people, and help them make informed decisions about their future.

We all know that the college application process can be overwhelming and confusing, especially for students and families who might not be particularly familiar with all of the intricacies involved. I have seen the direct impact of my work as I've helped mentees to achieve their goals, which has been very gratifying. In addition, working with mentees who are at the beginning of their high school careers is, in my view, an extremely valuable resource provided by Mentors 4 College. It is something I've seen to be highly beneficial in demystifying the entire process.

Mentoring gives me a chance to learn from and support my mentees as they grow and develop, so I feel as if I'm benefiting along with them! Mentors 4 College is truly a wonderful organization, and I am very happy to be a part of it.

RICH PAIKOFF

Mentor

FINANCIAL PERFORMANCE

The vast bulk of our funding came in the form of IT and mentor hours and support donated by our volunteers.

Mentors 4 College FY23 Revenue & Expenditures

Revenue	
Total Direct Public Support	\$ 51,398
Total In-Kind Support	\$130,566
Total Revenue	\$181,964
Expenditures	
Administrative Expenses (12%)	\$ 22,933
IT Hours	\$ 3,900
Payroll	\$ -
Insurance, Web & Other	\$ 19,033
Program Expenses (88%)	\$170,820
IT Hours	\$ 40,500
Mentor Hours & Support	\$ 95,145
Payroll	\$ -
Subscriptions & Other	\$ 35,175
Total Expenditures	\$193,753
Net Operating Income	\$ (11,789)



Our organization earned a 2023 Platinum Seal of Transparency!

Only 1.3% of Guidestar's 78,000 organizations achieve this.

Check out our updated profile. [Click here.](#)

DONORS & VOLUNTEERS

DONORS

Albemarle Foundation
Anonymous
Susan Badger
Wendy Bell
Charles Evans Hughes Memorial Fund
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Donn Rubin
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Ian Schraier
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Thalia Stein
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Michael Walk
Bradley Watson
Mark Whittenburg
Wendy and Skip Williamson
Kirsten Wrinkle
Dafeng Zhou
Dave and Lois Zuckerman

MENTORS & VOLUNTEERS

Patricia Abbott	Jessica Hujber	Laird Vermont
Peter Balsamo	Charles Jacks	Annie Vo
Ashley Beck	Michael Jacobson	Lisa Vorce
Dana Benedicktus	Radhika Jaladi	Wei Wang
Jeffrey Bennett	Felicia Johler	Joy Weidner
Keith Berman	Chris Joyce	Marie Welborn
Angie Biles	Ricardo Keele	Pamela Welker
Heather Bitter	Amy Kerkemeyer	Jack Wilgenbusch
Danielle Blechle	Chris Koo	Skip Williamson
Amy Bowsher	Myles Krischel	Wendy Williamson
Lisa Brougham	Krishna Kunapareddy	Sarah Wilson
Phyllis Brown	Preston Lam	Leslie Yoffie
Ken Chackes	Jeff Landow	Dafeng Zhou
Heather Chavez	Joe Lang	Dave Zuckerman
Jessica Chezrony	Ethan Lenhardt	Lois Zuckerman
Nir Chezrony	Jenny Marquart	
Felicia Cohen	Eliana Melmed	
Obi Collins	Carolyn Merrill	
Naomie Corro	Chris Mickey	
Austin Culbertson	Michelle Mitchell	
Jennifer Darrough	Rich Paikoff	
Jingwei Deng	Payal Patel	
Yelena Dudin	Orli Pinsberg	
Amanda Duncan	Randi Poscover	
Sandra Eslinger	Kathy Rizzo	
Trent Fenwick	Anna Roshal	
Carla Feuer	Jay Sankaran	
Renee Fredman	Janine Schloss	
Pramod Gokhale	Beth Schnettler	
Jessica Greenberg	Rachel Segall	
Larry Grieshaber	Daisy Skelly	
Mindy Grossmann	Doug Skelly	
Michael Gruzeski	Regina Slaughter	
Sophia Halloran-Ritter	Dana Slay	
Gavin Halpin	Gwyeth Smith	
Doug Hansen	Richard Stein	
Lisa Hatz	Dana Swope	
Rick Hendin	Andrew Tigges	
Roy Hendin	Jeff Todd	
Jean Hierholzer	Ann Tollefson	
Betty Hogan	Suchita Tulapurkar	
Vicki Horwits	Tammi Van Horn	

As a volunteer organization, Mentors 4 College would not exist without the generosity of our volunteers, donors and friends. We hope you'll join them.

ORGANIZATIONAL COLLABORATIONS



MAKE A DIFFERENCE

DONATE MONEY

We remain a completely volunteer organization and all donations go to support our mentees and families. Specifically, donations are used to train and vet our volunteer mentors; maintain our technology infrastructure which provides security and accountability; and to increase diversity, equity and inclusion in the students and families we serve.

If you would like to make a donation, [click here](#).

GET INVOLVED

Our volunteers are central to our organization. With our Diversity 1000 goal, we continue to need to grow our volunteer community. If you would like to donate your time and become a mentor/volunteer, [sign up here](#).

CONTACT US

Our website: Mentors4College.org

Our email: Mentors@Mentors4College.org

Our phone number: (314) 434-3232

IRS EIN: 81-2919031

