



Turning Scholarships Into An Incentive That Builds College-Going Culture

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Why Don't Students Attend College?

- Worried about the price
- Distorted view of what it costs
- Does not understand financial aid

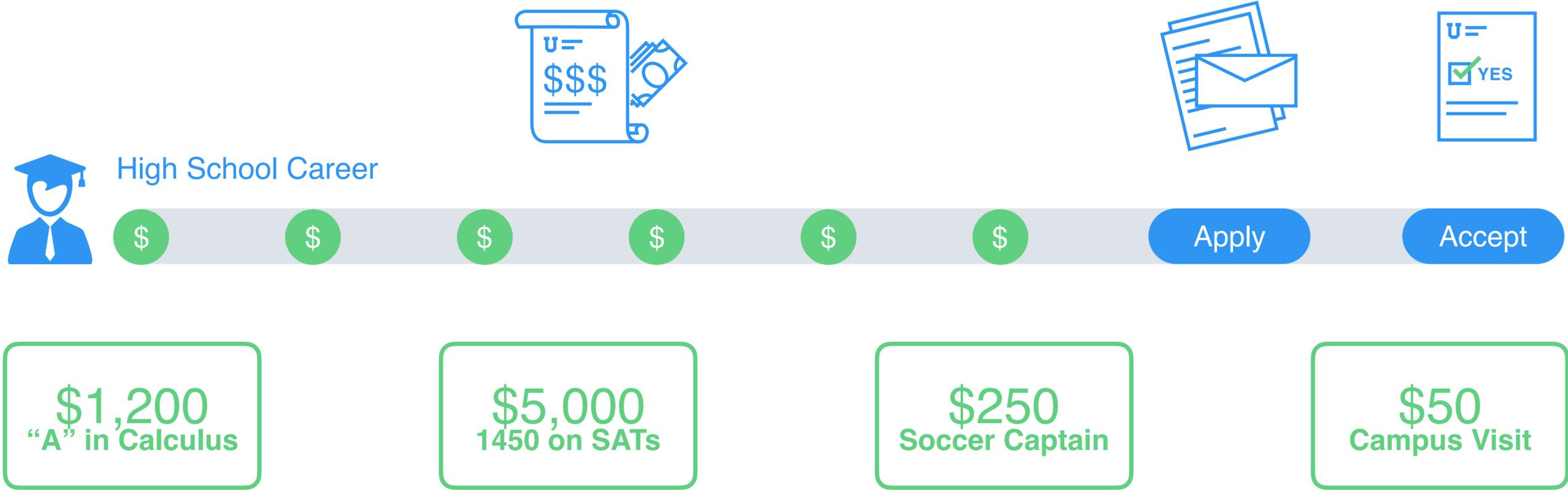
The Problem with Scholarships Today

Impact only after the application decision has been made



Limited ability to influence the **apply** decision

A New Approach: Micro-Scholarships



“Levels the college playing field and paying field”

The New York Times

Current California Partners



Benefit to Students



Students Benefit

✓ Stay motivated, on track

✓ See path to affordability

✓ Discover the right college



70.1%

71.7%

78.4%

Strongly Agree or Agree:

After using RaiseMe, I have a better understanding of what it takes to be accepted and earn scholarships from colleges

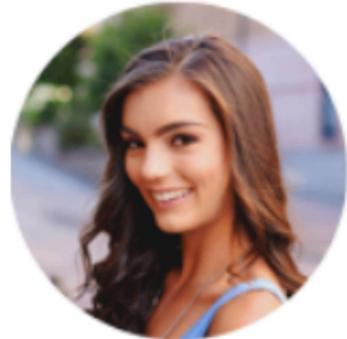
After using RaiseMe, I want to challenge myself more inside and outside of the classroom to earn scholarships to college

RaiseMe has given me a better understanding of how my grades and extracurriculars affect my acceptance into college

Serving a diverse student community of 850,000+



Julian Loera
\$28,000
University of Dayton



Maggie Benware
\$25,000
University of Denver



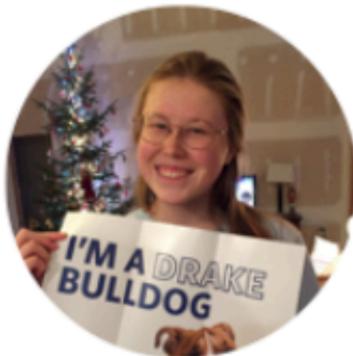
Celine Yan
\$12,800
Northeastern University



Jacob Nazarenko
Full Scholarship
Univ. of Toronto



Diolanda Caballero
\$30,000
Clark University



Annika Meyers
\$82,000
Drake University



Jonathan Covert
\$34,500
Champlain College



Elizabeth Harripersad
\$25,000
Cal Lutheran



Estrella Salgado
\$10,000
FIU



Suhaib Elhadi
\$16,000
NY Institute of Technology

From the Students

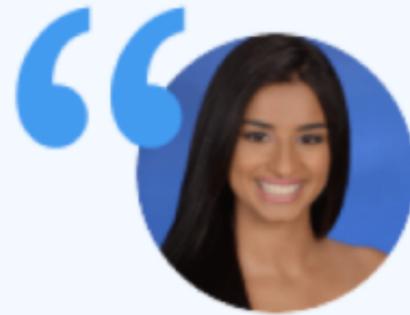


Wynn Phillips

Earned \$54,385

from Susquehanna University

"I found Raise.me helpful because I really didn't have any direction towards schools and the cost was a huge concern going into it. Raise.me opened my eyes to schools that are willing to give back to their students and that was very important to me."



Shay Mousavi

Earned \$5,551

from Florida International University

"Raise.me is one of the easiest and most helpful scholarship opportunities someone can apply for. [...] All students have to do is enter their information and get awarded for their hard work. Raise.me is the reason I don't have to stress to cough up money for college. I appreciate them everyday and I hope every high school student takes the time to apply and be rewarded. Thank you, Raise.me!"



Jesus Guadalupe Valenzuela

Earned \$6,575

from University of Arizona

"Raise.me motivated me throughout high school by allowing me to visualize the amount of financial aid that I was eligible to receive for my various accomplishments. I was eager to raise that amount as the years progressed. By incorporating myself in the activities I already enjoyed such as basketball, A.P. courses and extracurricular clubs, it was easy to be rewarded. [...] It's organizations like Raise.me that inspire the young minds of my generation to do their best."



How Does This Work?



RaiseMe