



## DEGREE DALLAS

HELP US CLOSE THE DEGREE GAP!

### OBJECTIVE

Over the next decade, help 500 first-generation at-risk students from Dallas County obtain career-ready vocational, associate or undergraduate degrees.

### WHY DO IT

For Dallas: Dallas needs an educated workforce with more than 60% of the adult population degreed by 2030. That's more than double today's degreed population of 29%.

At-Risk Youth: Our billions of dollars of K-12 investments have not broken the poverty cycle. Each year we put more high school graduates on the street who are not ready for a career or life's challenges. A degree in higher education is the tipping point to change lives and make good on our K-12 investment.

### WHO IS SCHOLARSHOT

Incorporated in 2009, ScholarShot is a 501(c) 3 Texas corporation. ScholarShot has a proven formula for producing degrees in more than 80% of our scholars while the state of Texas average is below 10% for the at-risk student population.

### HOW

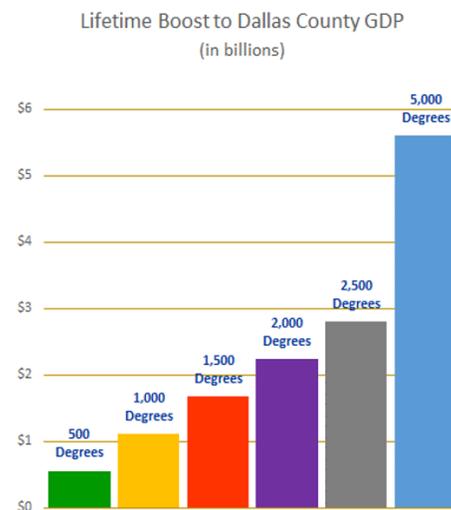
Well-intended college access programs get thousands of at-risk students into college, but, unprepared and underfunded, 90% drop out. ScholarShot is uniquely focused on success, helping at-risk students complete their degrees with hands-on academic and emotional support in addition to scholarships. Access alone produces dropouts. The ScholarShot model produces degrees.

### SOCIAL ROI

- 500 first-generation graduates will influence 5,000 or more individuals in the next generation.
- Lifetime boost to Dallas County GDP; \$6 billion vs. \$5 billion cost for each class of dropouts.
- Texas taxpayers lose \$80 million per year in failed grants to at-risk students.
- The incarceration rate is 12x for high school graduates versus those with higher-education degrees. A ScholarShot Scholar costs less than \$6,000 per year versus \$44,000 to incarcerate an individual.

### INVESTOR BENEFITS

- Named scholarships and internships.
- Community responsibility content to promote your brand.
- Employee and workplace engagement.
- Recognition as Partner on ScholarShot social assets.



Courtesy of Commit2Dallas.org, based on US Census 2011.