

# The Muskegon Area PROMISE

## Two Years of FREE College...

A way for students to continue their education past high school, expanding their knowledge and enhancing their skills.

### 2018 Quick Facts:



**503**

Students qualified for the Muskegon Area **PROMISE** in 16 local schools



**48%**

Eligible **PROMISE** Scholars made a decision to stay local for college



**415**

**PROMISE** Scholars had access to **PROMISE** dollars (new & returning)



**\$1,465,495**

Dollars saved by area families on tuition, books, and fees



**84%**

**PROMISE** Scholars returned to college locally for a 2nd year

## :: TALENT DEVELOPMENT IN GROWING FIELDS ::

Current Promise Scholars are preparing for jobs locally in these top 3 high demand fields:

**35%**

Healthcare

**10%**

Business

**14%**

Education/Human Service

**9%**

Manufacturing

### 2019 Quick Facts:



**506**

Students qualified for the Muskegon Area **PROMISE** in 16 local schools



**46%**

Eligible **PROMISE** Scholars made a decision to stay local for college



**441**

**PROMISE** Scholars are attending college in 2019/20 (new & returning) with access to **PROMISE** dollars



**\$1,756,022**

Projected cost savings for Muskegon area families on tuition and fees\*



**61%**

**PROMISE** Scholars returned to college locally for a 2nd year\*\*

“Promise programs can increase school district enrollment, attach families more securely to communities, and create a virtuous circle of economic improvement that attracts new residents and business.”

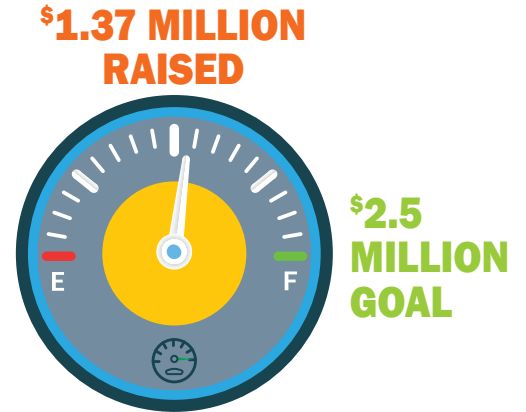
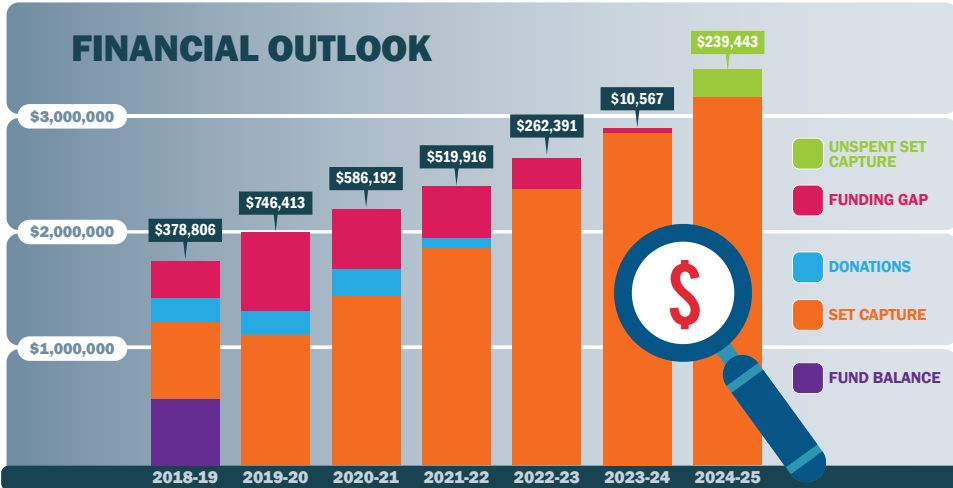
-W.E. UpJohn Institute Policy Brief 2018

MUSKEGON AREA  
**PROMISE**  
[www.muskegonareapromise.org](http://www.muskegonareapromise.org)

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# INVESTING in the PROMISE

\$\$\$ **\$\$ NEEDED** **\$\$ EXPECTED** \$\$\$



AS OF SEPTEMBER 2019

## Giving Matters!



### What TO GIVE

Get involved in these three ways:  
Corporate Investment,  
Personal Donation, and/or  
Match Challenge Sponsorship  
**Join others to make an impact!**



### Why GIVE

Promise programs are investments in a community's human capital.  
**Our capital needs you!**



### How TO GIVE

Donations can be made directly to the Community Foundation for Muskegon County, or by using our Promise Pledge Card.  
**How much you give is up to you!**

## Every Gift Makes A Difference!

MUSKEGON AREA  
**PROMISE**  
[www.muskegonareapromise.org](http://www.muskegonareapromise.org)

"It is a testament to the eligible students and the Muskegon community that the program has been so successful – far beyond our expectations. The kids have worked hard to earn the Promise and deserve our support and pride."

- Jim Teets, ADAC Automotive