



NEW SCHOLARSHIP FUNDS SPROUT IN SOUTHERN AND CENTRAL ARKANSAS

The availability of Single Parent Scholarships in Southern and Central Arkansas will soon be greatly enhanced by the recent development of local efforts in Howard County, Miller County, and Grant County.

A board of directors comprised of eleven volunteers and led by County Assessor Bobbie Jo Green, has taken the reins of the **Howard County SPSF** with the intention of awarding its first scholarships in the spring, 2007 semester.

Miller County, representing the uniqueness of bi-state Texarkana, has also just formed an SPSF board of directors led by chairperson Belinda London. It is the intention of the board to invite Bowie County (TX) residents to help create our first multi-state SPSF, with philanthropic support sought on the Texas side of the border. In prior years, Miller County awarded Single Parent Scholarships through the Our Children First organization, which closed its doors in 2004. The new board hopes to offer its first scholarships

in the fall of 2007.

The board of directors of **Grant County SPSF**, comprised of Sheridan area residents, is led by chairperson Sandy Stone. Since its conception, the group has established itself in the county through civic club presentations, news releases, and participation in the annual Timberfest celebration. They also recently received a grant of \$2000 from the Women’s Foundation of Arkansas to establish a mentoring program for scholarship recipients. Future fundraising efforts will include launching a letter writing campaign, submitting other grant proposals, and other activities. The group plans to award its first scholarships soon in the spring, 2007 semester.

Readers of the ScholarSheet are encouraged to recommend folks in these counties for invitation to serve as SPSF board members! Please contact Ralph Nesson by e-mail at rnesson@jtlshop.jonesnet.org or by phone at (479) 927-1402. □

What's INSIDE...

-
- Musings By Ralph Nesson 2

- News & Cues 2

- Reaching For The Stars 3

- 10 Economical Marketing Tips 4

ENTERGY FOUNDATION SUPPORTS SINGLE PARENT SCHOLARSHIPS

The Entergy Charitable Foundation recently announced a \$30,000 grant to the Arkansas Single Parent Scholarship Fund. Affiliates of the ASPSF located in the Entergy Corporation’s service area were invited to submit a request for funding of up to \$2,000. Decisions were announced November 1, 2006, with grants awarded to thirty-eight SPSFs. These awards were also matched by ASPSF at a rate of 100% for non-Delta counties and 150% for Delta counties. Evaluation of the applications considered criteria such as demonstration of the greatest need for additional support, goal setting, local fundraising efforts, and publicity of local efforts. All Entergy funds will be awarded by affiliates through special scholarships to eligible Single Parent Scholarship recipients who are designated as Entergy Scholars.



News & CUES

Remember to submit copies of press releases, news articles and associated photographs honoring **Harps Scholars** or **Entergy Scholars** as soon as possible, according to the requirements of these two grants.

All affiliates that meet the full match for 2006 are eligible to share in an **additional grant pool of \$50,000!** This money will be disbursed in January, 2007.

Fall 2006 semester **Scholarship Award Reports** are due as soon as possible.

Be sure to request **remaining 2006 matching funds before December 31st!** Funds may only be matched in 2006 if the matching funds request and documentation is **faxed or post-marked by December 31, 2006.**

Donations issued between December 21st and December 31st may be applied toward 2007 match *only if* the money is deposited on or before January 10, 2007

(documentation must include the check and teller-stamped deposit slip). Questions? Contact Chris Womack at: cwomack@jtlshop.jonesnet.org.

MUSINGS BY RALPH NESSON

ON THE HIGHER COST OF EDUCATION

The headlines in today's newspaper grabbed my attention: **COSTS SOAR TO ATTEND PUBLIC UNIVERSITIES: 5 YEAR SURGE HIGHEST SINCE 70'S!** No matter whether you are a student at an Arkansas community college or a four year college or university, you face the same hit on your pocketbook as the average increase in tuition and fees range from 4.1% to 6% over what it cost last year. **YIKES!** According to the article, the average cost of tuition and fees at a community college in our state is \$2,272; and that of attending a public four-year college or university is \$5,298. Add to these the cost of books, equipment, childcare, transportation and all other expenses related to attending school, and you have one huge whopper of a bill.

Given the painful reality of the ever increasing cost of higher education and how it falls most heavily on the poor, one can easily see how critically important it is to provide low-income single mothers and fathers with encouragement to continue their pursuit of post-secondary education. After all, they are the very first to feel the effect of tuition increases. They need someone to assure them: you can still do it! They need a community behind them willing to offer private financial assistance, along with a whole lot of information on other available resources. And they need to continue to see the long-term benefit of hanging in there and earning a degree. This is where the Single Parent Scholarship Fund can make **THE** difference between dropping out of school and the will to persevere and succeed.

No one can afford the even higher cost of failure!

continued from page 1-Entergy

Entergy strives to contribute tangible value in the communities they serve by providing grants or sponsoring activities that promote economic development. They also work to develop and reinforce relationships among those involved in community and economic development through supporting conferences and presentations, board service, and other public relations activities. Since 2002, Entergy has supported Single Parent Scholarship Funds located in its service area by granting \$120,000 for scholarships, providing volunteer board service and participating in local and regional scholarship awards ceremonies.

2006 SPSF ENERGY GRANTEES:	Clark	Desha	Lincoln	Ouachita	Randolph
	Clay	Faulkner	Lonoke	Phillips	Saline
	Columbia	Grant	Marion	Pike	Scott
	Conway	Hempstead	Mississippi	Poinsett	Sharp/Fulton
Arkansas	Craighead	Hot Spring	Montgomery	Pope/Yell	St. Francis
Boone	Cross	Jefferson	Nevada	Prairie	White
Bradley	Dallas	Lawrence	Newton	Pulaski	Woodruff

REACHING FOR THE STARS ★



WHAT THE CONWAY COUNTY SINGLE PARENT SCHOLARSHIP FUND HAS DONE FOR ME AND MY FAMILY

By Deborah Donald, Scholarship Recipient



CAPTION: Upper left to lower right: Christopher, Deborah, Travelle and Audriaunna

In 1999, I, Deborah Donald, a single mother of three children (ages as of 2000: 15, 12 and 7) was faced with a new challenge of going back to school. Since 2000, the Single Parent Scholarship Fund of Conway County

has been more than a financial support system for me and my family. First, the scholarship gave me the emotional support I needed to re-enter the workforce with self-assurance and self-accomplishment. Second, through their recognition events, my children were able to see how many people were pulling for their mother to succeed in education and in life.

At every opportunity, the board members have encouraged me to not give up when I was faced with adversity. My life as well as the lives of my three children will never be the same because of the outpouring of the board members' genuine kindness and concern for us as a family. The Conway County SPSF has made an imprint in my family's hearts and minds that will never be forgotten. From the bottom of my heart and on behalf of my children, Travelle, Christopher and Audriaunna, we thank you, Conway County SPSF, for all your kindness, encouragement and financial support you have given us over the years.



Conway County SPSF: Tid Bits & Facts

- Has been in operation since 1999
- Has given 168 awards worth \$75,092
- Doubled the number of awards given in the past two years
- Received \$1,000 sub-grant from the Entergy Foundation in 2006
- Served 108 students since inception

PRAIRIE COUNTY SMOKES SOME CHICKENS

The folks with Prairie County SPSF have found some dedicated friends in Bob Childers and his fellow members of the local Lions Club, Carroll Denton and John Stephens. They have taken PCSPSF under their wing by smoking chickens for scholarships! In 2006 alone, The Des Arc Lions Club has partnered with PCSPSF to hold the event six times, selling more than 400 birds at \$5 each. The event has become successful and has gained in popularity since they began pedaling their wares two years ago. Each year the Lions Club generously donates its time and resources to prepare and smoke the poultry, asking for nothing in return. "This is my volunteer service to PCSPSF," said Childers.



CAPTION: (L-R) Bob Childers (Des Arc Lions Club) and Johnny McCool (West End Grocery)



Prairie County SPSF: Tid Bits & Facts

- Began in 2002
- Has given 44 awards worth \$18,800
- Received \$1,000 sub-grant from the Entergy Foundation in 2006
- Has 90% graduation & retention rate overall since 2002

Top 10 Economical Marketing Tips

- ✓ Use several marketing channels. If your audience reads about you, attends your presentation, takes a brochure, and visits your website, the impact of your message will be much higher.
- ✓ Train all board members and volunteers to be the eyes, ears and voice of your SPSF. They should share your successes and network with other groups and individuals on behalf of your SPSF.
- ✓ Print business cards for all your board members (about \$50 for 500). Cut set-up costs by using one design with your logo, mission statement and all-purpose contact information. Ask board members to hand them out at every opportunity. Include them with thank you letters. Post them on area bulletin boards.
- ✓ Establish a relationship with reporters by following up with them after you submit press releases. This will help generate interviews and insure story placement.
- ✓ Use postcards when appropriate when mailing announcements. They're cheaper than letters or flyers to print and mail.

- ✓ Use the free promotional material templates found on the ASPSF Communications CD to save time making eye-catching marketing materials.
- ✓ Collect donor and constituent email addresses on any registration or pledge cards. Then send them timely email newsletters or news briefs with concise messages that direct them to your website. They will come to rely on them, guaranteeing you an audience.
- ✓ Include the ASPSF web site address in all communications with constituents. www.aspsf.org
- ✓ Also include the web site address in your voicemail or answering machine recording so callers are directed to your web page for information that is accessible even when you're not.
- ✓ Make your SPSF web page worth the visit by providing answers to your audience's frequently asked questions. Share your history. Give relevant statistics about your SPSF and describe how you use donations. Feature compelling stories about recipients or comments from volunteers about why they support your SPSF.

Executive Director

Ralph H. Nesson rnesson@jtlshop.jonesnet.org

President

Cathy Foraker

Vice-President

Loretta McGregor

Secretary

Veronda Tatum

Treasurer

Tyler Fowlkes

BOARD MEMBERS

Valerie Brown

Stephen Copley

Herman Davenport

Tyler Fowlkes

Diann Gathright

Boylee Hamilton

Larry Henderson

Brenda Jaynes

Peter Metzger

Tom Mueller

Mary Ann Rollans

Debbie W. Shea

Rodney Shepard

Jamie Stockton

Diane Tatum

Geron Vail

Edward L. Williams

Field Representatives

Beverly Chapple Kim Dollins

Jessica Quihuis

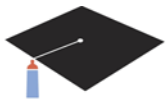
Arkansas Scholarship Connection

Student Support Specialist

Merin Singleton

Executive Assistant

Chris Womack



Arkansas

SINGLE PARENT SCHOLARSHIP FUND

614 E. EMMA AVE., STE. #119
SPRINGDALE, AR 72764

www.aspsf.org

Non Profit Org
U.S. Postage
PAID
Springdale, AR
Permit No. 45