



# SCHOLAR SHEET

Opening a world of opportunity

## Governor's Mansion Gala

Governor Mike Beebe and his gracious wife First Lady Ginger Beebe hosted a gala fundraising dinner for Single Parent Scholarships on March 18<sup>th</sup> at the Governor's Mansion in Little Rock. Despite a torrential spring downpour, 200 guests celebrated the success of the program during the past 24 years. Over \$60,000 in contributions was raised in support of awards in Pulaski County and throughout the state.

In connection with the event, Governor Beebe declared the week of March 16-22 "Single Parent Scholarship Fund Week" in Arkansas and held a press conference at Philander Smith College to make the announcement. In attendance were Ellen Ingram of the Pulaski County SPSF, Dr. Jim Purcell, Director of the Arkansas Department of Higher Education, Andrea Dobson of the Winthrop Rockefeller Foundation and several single mothers and fathers who are current awardees.

*continued on page 2*



*Nicole Mannion, graduate and former awardee of the SPSF of Benton County.*

## Sustaining the Dream Capital Campaign

A little over two years ago, ASPSF set out to raise one and one-half million dollars in new contributions for scholarships. We envisioned the campaign to last three years and hoped the successful results would sustain our ability to provide affiliate matching grant support through 2010 or longer. As of this writing, we have raised close to \$500,000 of our goal. Major gifts have come from the Wal-Mart/Sams' Club Foundation, the Willard and Pat Walker Charitable Foundation, the Windgate Foundation, and members

of our Board of Directors. The recent Governor's Mansion dinner, as described above, brought in an additional \$30,000.

It is our hope to complete the capital campaign and in so doing secure the immediate future of affiliate matching grants. We are grateful for all the generous donations we have received and look forward to creating new partnerships within the philanthropic community. The well-being of single parents and their children, our main concern, is worthy of this major effort!

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## News & CUES

☞ Schools will no longer receive paper-based FAFSA forms, beginning with the 2008-2009 academic year. Students can still request paper applications by calling (800)4-FED-AID. Electronic applications may be completed online or by printing an application from [www.fafsa.ed.gov](http://www.fafsa.ed.gov).

☞ Entergy Arkansas has asked that SPSF affiliates refrain from submitting proposals directly to the Entergy Foundation. If Entergy funding becomes available, affiliates may apply for sub-grants through ASPSF beginning in 2009. More information will be provided as it becomes available.

☞ Charitable registrations required by the Arkansas Attorney General's office were due by May 15<sup>th</sup>. Check with your fiscal sponsors to be sure they are in compliance or learn more by logging onto [www.ag.state.ar.us](http://www.ag.state.ar.us).

☞ Spring and summer 2008 scholarship award reports are now due! Also, the deadline to submit the 2007 Follow-up report was May 15<sup>th</sup>. Report forms are available for download from the ASPSF website at [www.aspsf.org/affiliates.html](http://www.aspsf.org/affiliates.html).

## MUSINGS BY RALPH NESSON

Our organization maintains a vital connection with its affiliates, offering matching grants to help maximize local contributions. We also provide staff support for local leadership development and organizational improvement. Over the years, we have distributed communications materials, evergreen folders, newsletters, fundraising booklets and key information on grant opportunities. We have also offered training for boards, participated in local fundraising activities and hosted state conferences on leadership. Key to our relationship with affiliates is a mutual agreement on the philosophy underpinning Single Parent Scholarships:

- community involvement and empowered leadership of SPSF's

- respect for single parents
- nurturing of relationships with all segments of the community in support of SPSF's

ASPSF believes in the power of the local community to help, support and encourage single parents to complete their higher education. This is the bedrock upon which everything we do rests. To do less is to underestimate the will of community members to become change agents themselves, as opposed to relying on "professionals" to make change happen.

To all who share in this philosophy, we say thank you for doing all in your power to help single parents help themselves!

*continued from page 1—Gala*

Guests were welcomed to the Mansion by Ginger Beebe and treated to a stirring speech by the Governor who was raised by a single mother. Master of Ceremonies Dick Trammel introduced all speakers, including single moms Nichole Mannion and Paula Rogers, who both told of their struggles to raise children, work and complete their higher education. Nichole and Paula heaped praise on the SPSF Boards in Benton and Pulaski County for offering support and encouragement to them throughout their academic careers. Today, they are both employed in professional positions and are inspiring their children to attend college.

Eleven sponsors of the dinner contributed over \$30,000 towards its success. Members of the Pulaski County SPSF Board and staff devoted great time and effort in its planning and implementation. We want to thank everyone for their generosity and hard work!



(L-R) Ralph Nesson, Dr. Loretta Neal-McGregor, Gov. Mike Beebe

# REACHING FOR THE STARS



## In the Spotlight

As the first in her family to attend college, Laketha Brown Fluker of Lexa (*Phillips County*) has overcome many obstacles to achieve personal success. Born in 1975, Laketha grew up in Marvell and attended the local schools. She had her first child at the age of 14, but did not allow early teen pregnancy and motherhood to derail her ambitions. She graduated from Marvell High School before enrolling at the Ricebelt Vocational School (now UA Phillips Community College) where in 1994 she earned a diploma in Office Technology. A position as medical transcriptionist with the Helena Regional Medical Center followed, inspiring Lakesha to start her own typing and transcription business.

After marrying in 1995 and having two more children, Laketha furthered her education at PCCUA, where she earned an Associates of Arts Degree in Behavioral Health. Her interest at that time was in working with handicapped and special education children. This career direction led her to enroll in a Bachelor's Degree program at UALR combining psychology, sociology and health science. After experiencing a difficult divorce in 2001, the need for financial aid brought her to apply for and receive a Phillips County Single Parent Scholarship, greatly helping her to afford school costs. At the present time, she lacks only three levels of Spanish study to earn her Bachelor of Arts Degree.

Laketha is employed by Counseling Services of Eastern Arkansas as a Drug and Alcohol Specialist. In this capacity, she evaluates those who are in Driving While Intoxicated (DWI) adjudication and recommends treatment for them. She also teaches drug and alcohol education classes for the city of Helena-West Helena as part of its Drug Free Workplace program. It is her goal to eventually earn a Masters Degree in Rehabilitation Counseling at UALR.

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Five years ago, Laketha met Derrick Fluker, a firefighter with the city of West Helena. They married in 2004 and are happily bringing up Laketha's three children in the home they are buying in Lexa.

Reflecting on her life, Laketha says that she could easily have been another statistic as a low income African American young single mother on welfare. Yet she aspired to earn a college diploma and to develop a career as a professional. Nothing has stopped Laketha from pursuing this goal! Indeed, she has even found time since March to serve as President of the Phillips County SPSF Board of Directors!

the **4-1-1** on  
**Arkansas**  
**2★1★1**

Refer students to Arkansas 2-1-1 for information on food banks, shelters, rent/utility assistance, health insurance programs, crisis intervention, support groups, counseling, drug/alcohol rehabilitation, employment support, and more. Dial toll free 2-1-1 or (866)489-6983, or log onto [www.arkansas211.org](http://www.arkansas211.org).

## Arkansas Drug Card Program

Under the new Arkansas Drug Card Program, all residents can receive savings of up to 75% on prescriptions at more than 50,000 pharmacies, including Fred's, Walgreens, and Kmart. It's free! And there's no membership restrictions, no income limits, no age limits, and no applications. Download your free prescription drug card by visiting [www.arkansasdrugcard.com](http://www.arkansasdrugcard.com).

<p>★ARKANSAS DRUG CARD.COM  <b>Member:</b> Womack, Christina  <b>ID Number:</b> 26269722766  <b>Program:</b> UNA RX CARD  <b>RxBIN:</b> 610709  <b>RxGrp:</b> AR89V</p> <p><small>Note: Everyone is eligible for this program. There are no age or income restrictions. Each family member must have his/her own card. If you can't print a card have your pharmacy call the Pharmacy Help Line and we will help them process your prescription.</small></p> <p><small>THIS PROGRAM IS NOT INSURANCE THIS CARD OFFERS A 100% CO-PAY POINT OF SERVICE DISCOUNT</small></p>
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## AFFILIATES CORNER

### Reel In Support with Catchy PSA's

Scott Perreault, author of e-zine article “*Public Service Announcement (PSA) Radio Copy Writing Success*” writes, “What if the Super Bowl television commercials were all PSA advertisements rather than beer, cars and soda commercials? Imagine, the Red Cross followed by the Make A Wish Foundation and the Shriners Hospital. Would the world still remain glued to the television? If the writers approached the copy for these PSAs with the same creativity as the beer commercials, we believe the answer is yes. Why? Because a good commercial, is a good commercial. Period.”

Sadly, many PSAs offer great information but fail to impress the reader to take action. Why? Typically, in-action is due to poor method of delivery. Effective PSAs are informative, compelling and concise. They broadcast in media typically used by intended readers, and are run at times when readers normally access that media.

Say you want to run a PSA to announce an upcoming fundraiser. Who are your donors and how do they spend their time? Are they executives often on business trips? If they travel by air, perhaps your PSA should run in the newspapers they read while in flight. Are they retired and spend lots of time in their cars

or homes? It's a good bet they would hear your PSA announced on their favorite radio or television station. Don't forget to take advantage of email and Web media outlets, too!

Furthermore, many PSAs are submitted but are never broadcast. With only limited space or time, media staff must choose to run only a select few of the many PSAs they receive on a daily basis. Therefore, it is critical that your PSA commands attention and gives the media staff the information they need. Above is one such example.

**Formatted on letterhead**

**Document Header**

**Detail block: run time, length, and contact**

**Memorable tag line**

**Read in less than thirty seconds.**

**Five W's: who, what, when, where, and why.**

Arkansas  
SINGLE PARENT SCHOLARSHIP FUND

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Ted Williams  
Virginia Williamson  
Nancy Wood  
Clevon Young

**PUBLIC SERVICE ANNOUNCEMENT**

**PSA, FIFTY-THREE (53) WORDS**  
FOR USE: March 1, 2008 to March 30, 2008

**FOR MORE INFORMATION, CONTACT:**  
Ralph Nesson  
Arkansas Single Parent Scholarship Fund  
479.927.1402

**SUBJECT: SINGLE PARENT SCHOLARSHIP FUND WEEK**

March 17<sup>th</sup> through the 21<sup>st</sup> is Single Parent Scholarship Fund Week  
Open a world of opportunity for generations to come.  
Support a single parent you know to get a college education. Make a donation or volunteer with the Single Parent Scholarship Fund in your county. For more information, visit us on the web at [www.aspsf.org](http://www.aspsf.org)

###

example.

## AFFILIATES CORNER



### ...AND OTHER UNFORGETTABLE TAG LINES...

At an optometrist's office: "If you don't see what you're looking for, you've come to the right place."

On a plumber's shop: "We repair what your husband fixed."

At a tire shop in Milwaukee: "Invite us to your next blowout."

On a plastic surgeon's office door: "Hello. Can we pick your nose?"

On an electrician's truck: "Let us remove your shorts."

Outside a muffler shop: "No appointment necessary. We hear you coming."

On a septic tank truck sign: "We're #1 in the #2 business."

At a propane filling station: "Tank heaven for little grills."

In a podiatrist's office: "Time wounds all heels."

At a towing company: "We don't charge an arm and a leg. We want tows."

The Pope and Yell County Single Parent Scholarship Fund awarded a record number of scholarships during the spring 2008 semester. Twenty-eight scholarships, totaling more than \$20,000, were awarded. The scholarships range in value from \$600 to \$1,000. Board President Linda Clarke said, "This was the most remarkable group of young ladies and men I have ever had the pleasure to meet. Their determination to finish college while remaining involved and loving parents is remarkable. We were so pleased to have so many eligible candidates for this scholarship."

The Pope and Yell County chapter's fundraising efforts were recently rewarded with a \$4,000 grant from the Pope County Community Foundation

Chapter of the Arkansas Community Foundation. The primary fundraiser for the Pope and Yell County Single Parent Scholarship Fund will be held on Friday, July 11, 2008, at the First United Methodist Church fellowship hall in Russellville. A shrimp and catfish dinner and a silent auction will be the main events of the evening, and entertainment will be provided by Leah Stane, winner of the 2007 Fox 16 Arkansas Idol competition.



2008 scholarship awardees of the Pope and Yell County Single Parent Scholarships along with board members Linda Clarke, J. W. Stratton and Linda Terry.

*Positive Outcomes: A Follow-up of Single Parent Scholarship Graduates* is the latest study to measure the success of SPSF awardees who have completed their post-secondary education. Research for the study was funded by the Winthrop Rockefeller Foundation and the Delores F. and Thomas A. Bruce Endowment, and was written by Dr. Lori Holyfield, Professor of Sociology at the University of Arkansas. The report is available online at [www.aspsf.org/affiliates.html](http://www.aspsf.org/affiliates.html).

### Positive Outcomes:

A follow-up of Single Parent Scholarship Graduates



Dr. Lori Holyfield, Ph.D.



## PBS Interview with SPSF Board Member

Deborah Donald, current board member and former awardee of the SPSF of Conway County joined a panel discussion with Margaret Warner, Senior Correspondent for *The NewsHour with Jim Lehrer* in February. The panel of Arkansas residents discussed how trade policies might influence Arkansas voters.

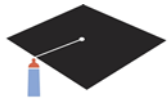
Donald spoke of her experience as an adult student after being laid off from Levi Strauss, "...the NAFTA program basically gave us an opportunity to [either] go back into the workforce or to achieve an educational goal. And I decided to go the educational route, because I [didn't] want to be in that position again." She earned a degree in business and was hired as an Administrative Assistant at Arkansas Tech University after graduation. In an article which ran in the October 2006 issue of the *Scholarsheet* newsletter, Donald attributes her courage and confidence as a successful adult student to the support and encouragement of the SPSF of Conway County.

### BOARD OF DIRECTORS

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SINGLE PARENT SCHOLARSHIP FUND  
614 E. EMMA AVE., STE. #119  
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