

## Celebrations.

We mark our journeys through life with milestone celebrations. Anniversaries, birthdays, weddings — and college graduations. Yet milestone moments aren't just for momentous occasions. We treasure too our everyday victories: the day we learned to ride a bike, to read, to throw a ball. Our students also celebrate milestones that others may never need to face — moments of overcoming challenges in technology, food, housing, transportation and basic needs as they make their way to sustainable careers, a strong workforce, and regional economic development for us all.

Milestones we can all then celebrate together.

This year, Virginia Western is celebrating the **15th Anniversary of its transformational Community College Access Program**. Our 2008 - 2013 cohorts have celebrated graduations, built careers, started families and more. Their milestones are ours.

## Every day.

# milestone moments



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**GIVE NOW!**



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By supporting **Virginia Western's 2023-2024 Milestone Moments Annual Giving Campaign**, we can all make a definitive difference in the lives and futures of today's deserving students. We can all help to create the milestones of tomorrow.

Please take a moment to see more about how the Virginia Western Educational Foundation's top priorities for this effort bring new opportunities forward, address critical need and provide personal empowerment and economic development to our region.

**Let's make today a milestone moment.**

**CCAP 15TH ANNIVERSARY**  
RAPIDS RESPONSE STUDENT EMERGENCY FUND  
VIRGINIA WESTERN STUDENT CO-OP  
VIRGINIA WESTERN FORWARD FUND

**Together,  
we make college possible.**

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# Milestone celebrations start today.

VIRGINIA WESTERN'S  
EDUCATIONAL FOUNDATION

VIRGINIA WESTERN'S COMMUNITY  
COLLEGE ACCESS PROGRAM (CCAP)

VIRGINIA WESTERN RAPIDS RESPONSE  
STUDENT EMERGENCY FUND

VIRGINIA WESTERN FORWARD  
PERMANENT ENDOWMENT FUND:  
A VISION OF DR. CHARLES W. STEGER, JR.

## A great way to start.

Virginia Western is close to home, affordable and provides high-quality academic and workforce career pathways. The Virginia Western Educational Foundation is a 501(c)(3) nonprofit organization sharing hope, opportunity and access through a culture of innovative support and philanthropy.

## Our flagship scholarship program

Virginia Western's Community College Access Program (CCAP) started in 2008 as one of the Commonwealth's first "free college" programs and is nationally recognized for its unique 50-50% private-public funding model. CCAP provides tuition assistance for immediate high school graduates who meet program requirements, as funding allows. Students may also have the opportunity to receive tuition for workforce

credentials. CCAP reaches the entire Virginia Western Community College service region, and as part of giving back to the communities investing in their future, students volunteer hours of community service.

**In 2023, CCAP is celebrating 15 years of service, \$10 million in tuition assistance, 4,000 participants and 30,000 hours of nonprofit volunteerism.**

And the program is exponentially growing. CCAP saw its largest application pool ever in 2023, even after welcoming its largest cohort ever in 2022. What have we learned in our 15 years? That keeping the promise of CCAP translates to real-world success: **CCAP students boast a 91% average success rate.** This is a milestone worth celebrating.

## Help us keep the CCAP promise.

## The need is greater than you think.

These funds support students in crisis — those facing dire employment, housing, transportation, food, medical or technology needs. Requests are reviewed by cross-campus teams, and response time occurs in as little as 24-48 hours. Students are also connected to community resources for long-term assistance.

Before the pandemic, we served 2-3 students in need per semester. More than 180 students have needed and received critical support since March 2020.

- 96% of our students must work.
- 43% are first in their family to attend college.
- 25% have no family financial support systems.
- 15% need laptops or internet support to study.
- 10% are unsure of where they will sleep tonight.

## Be a voice of hope for students in crisis.

## Making tomorrow possible today.

**If you could chart a course to a future of your choosing, where would your road take you?**

By creating and growing a permanent endowment to sustain and foster innovation now and in perpetuity, Virginia Western is fulfilling its promise of service to elevate, enrich and energize social mobility and economic development.

A gift today brings tomorrow that much closer. If we could unlock this endowment future, we would have the potential to perennially support the College with sustainable funds to meet individual, business and educational initiatives or purposes that propel the region forward.

## The time to lead is now.



**YES!** I will support the **Milestone Moments** Annual Giving Campaign.

Name (as you would like it to appear in recognition materials)

Home Address

City, State, ZIP

Phone Number

Email

Please opt me out of e-newsletter communications.

Return this form in the enclosed envelope, or

To give online, click **Give Now!**

VIRGINIAWESTERN.EDU/FOUNDATION



## My way to make a difference:

- COMMUNITY COLLEGE ACCESS PROGRAM
- STUDENT EMERGENCY FUND
- VIRGINIA WESTERN STUDENT CO-OP
- VIRGINIA WESTERN FORWARD FUND
- SPECIFIC SCHOLARSHIP OR PROGRAM FUND

Should you wish to support a specific scholarship or program fund, please visit [virginiawestern.edu/scholarships](http://virginiawestern.edu/scholarships) for a complete listing. If you select more than one initiative, your tax-deductible contribution will be equally distributed among your choices.

- CHECK payable to the VWCC Educational Foundation.
- I wish my gift to remain **ANONYMOUS**.
- In honor/memory of: \_\_\_\_\_
- Payroll deduction: \_\_\_ deductions of \$\_\_\_\_\_ each.
- Alumni Council interest.  Legacy giving interest.

VIRGINIA WESTERN STUDENT CO-OP,  
FUELED BY KROGER

**Students shouldn't have to choose between food and their education.**

It is estimated that 30-50% of community college students are food insecure. Our students, right here, right now.

- 80% of students utilizing the pantry in Fall 2022 re-enrolled in classes in Spring 2023.
- Kroger and Kraft Heinz have been wonderful partners. And still more needs to be done.
- More than \$30,000 in support needed every year.

**Help our students today as they prepare to help themselves tomorrow.**

NAMED SCHOLARSHIPS AND  
PROGRAM FUNDS

Visit [virginiawestern.edu/scholarships](http://virginiawestern.edu/scholarships) for a complete listing of available opportunities to support — like the **AAS Nursing Fund**, the **Radiography Fund** or the **Brown Library Fund**. Or perhaps you wish to create a named scholarship opportunity of your own?

To learn more:  
Call 540-857-7312 or  
visit [virginiawestern.edu/foundation](http://virginiawestern.edu/foundation).

**GIVE NOW!**



# Thank you.