



Dear Contributor:

In 2006, a small group of individuals from around Muskegon County gathered to explore the idea of offering a scholarship program (similar to the Kalamazoo Promise) to graduating seniors from all Muskegon County high schools. After three years of intense discussion and hard work, this group represented by business/industry, foundations, education, government, non-profit and economic development interests has developed a model that is germane to Muskegon. The program consists of three parts:

#1. Broad-based student preparation program, #2. Intensive support, and #3. Muskegon Opportunity safety-net scholarship

In June, 2008, the committee and constituent K-12 superintendents unanimously endorsed this process and approved launching the program. Now, the **challenge is upon all of us**. . . . .

Yes, a **“Challenge Grant”** in the amount of \$25,000 from the Community Foundation for Muskegon County. That means, we need to raise a matching amount of \$25,000 to make \$50,000 of our \$90,000 estimated budget to get this program started. Sustainability is a key issue for this type of program. I am asking that you join myself and others to support this program for this first year—and, even consider some form of on-going support. With a “head start” on this initiative, we will have a much better chance of securing a combination of funds in subsequent years: Local, state and/or federal grants, district-in-kind-support, partner in-kind support, fundraisers and the possibility of Michigan Promise Zone funds.

*Every one of us in Muskegon County must get actively involved* in the sustainability of our region by knowing (and being **actively involved** in changing, the following) **13.9% of the people 25 or older in Muskegon County hold a bachelor’s degree or higher (well below Michigan’s rate of 21.8% and the national rate of 32%). Is this acceptable to you?** Can we honestly hope to increase the economic and community development of our region without raising that 13.9% to become a knowledge-based economy? The sustainability of this area is up to all of us to protect.

Please **get actively involved** and consider a contribution to Muskegon Opportunity, the initiative that promises to raise the level of education in our community. It is a small price to pay for our continued prosperity and success. A “Graduation Generation” through the efforts of the Muskegon Opportunity will assure that every high school student within the Muskegon Area Intermediate School District service area graduates prepared to be successful in, and have access to, college or career training.

The chance for a student to have extra help getting a diploma and the possibility of going on for further job training either at Muskegon Community College, Baker College, Grand Valley State University or an approved career technical training school, gives our children and our grandchildren **“HOPE.”**

Thanks for your consideration.

Attachment: Revised Muskegon Opportunity Budget, MO Marketing Team Proposal, Contribution Form



CONTRIBUTION FORM

Yes—I would like to contribute to helping make Muskegon better educated through the Muskegon Opportunity Fund, a Community Foundation for Muskegon County Unrestricted Fund\*, with a gift of \$\_\_\_\_\_

Suggested Donation Levels:

\_\_\_Senior Level - \$1,000+

\_\_\_Junior Level - \$999-\$500

\_\_\_Sophomore Level - \$499-\$250

\_\_\_Freshman Level - \$249 or less

\_\_\_Check (Make payable to Community Foundation for Muskegon County\* (w/notation “Muskegon Opportunity Fund”) and mail to CFFMC, 425 W. Western, Suite 200, Muskegon, MI 49440 (231-722-4538)

\_\_\_Charge \$\_\_\_\_\_to my \_\_\_VISA \_\_\_MasterCard \_\_\_AmEx \_\_\_Discover

#\_\_\_\_\_Exp Date\_\_\_\_\_

Name on Card\_\_\_\_\_Pin #\_\_\_\_\_

Address\_\_\_\_\_City,St,Zip\_\_\_\_\_

Email\_\_\_\_\_Phone#\_\_\_\_\_

Name as you would like to have it on list of donors and in publications:  
\_\_\_\_\_

\*The Community Foundation for Muskegon County is a non-profit entity organized under Section 501(c)3 of the Internal Revenue Service Code. Contributions are tax deductible and may qualify for a Michigan income tax credit.”

**More information is available by contacting Brian Barber, Director, White Lake Community Education at 541 East Slocum, Whitehall, MI 49461, 231-893-0515.**