



**For Immediate Release – October 2, 2014**

**Jack Kent Cooke Foundation Recognized  
with College Advising Corps Investor Impact Award**

**Washington DC** – The College Advising Corps today awarded the Jack Kent Cooke Foundation (JKCF) its inaugural Impact Investor Award. The award, presented in Washington, DC, during the College Advising Corps’ annual Adviser Summit, recognizes a donor and investor whose significant and sustained support has enabled the College Advising Corps to provide college counseling to thousands of high-need students around the United States.

The College Advising Corps started with an initial investment from the JKCF. Its founder and CEO, Nicole Hurd, launched a pilot project in 2005 with the JKCF’s support and funding. One year later, the College Advising Corps began to expand nationally thanks to a \$10 million investment from the foundation. In all, JKCF’s support now totals more than \$13 million.

“We are in the midst of incredible growth thanks to the support of all our investors,” said Hurd. “Our budget has increased over 350% percent since 2009. Consequently, we have gone from 146 advisers serving 48,000 students five years ago to 470 advisers serving close to 150,000 students today. We would not have been able to scale had it not been for our partnership with JKCF.”

The award was presented to JKCF Vice President of Programs Emily Froimson on behalf of Executive Director Harold O. Levy by College Advising Corps Board Chair Peter T.Grauer (Chair, Bloomberg, L.P.) in front of an audience of 500 advisers and staff from around the country in attendance for the Summit.

“The Jack Kent Cooke Foundation is honored to be the first recipient of this award,” said Executive Director Levy. “The College Advising Corps provides an exemplary low-cost and effective approach to increasing college going rates for low-income students.”

“The College Advising Corps is the first national program to ensure that thousands of high-achieving, low-income students each year apply to schools that match their abilities and ultimately improve their likelihood of completing college,” said Vice President of Programs Froimson. “We look forward to continuing this partnership in the future.”

In sum, the JKCF’s vision and generosity has enabled the College Advising Corps to grow in less than a decade from a small project at the University of Virginia to a national non-profit organization. CAC now partners with 23 colleges in 14 states to place recent graduates as full-time college advisers in underserved high schools.

## **ABOUT THE JACK KENT COOKE FOUNDATION**

The Jack Kent Cooke Foundation, the largest scholarship foundation in the country, is dedicated to advancing the education of exceptionally promising students who have financial need. Because we believe that high-potential, low-income students will excel educationally when given the resources to develop their talents, the Foundation supports exceptional students from elementary school to graduate school through scholarships, grants, direct service, and knowledge creation and dissemination. Founded in 2000 by the estate of Jack Kent Cooke, the Foundation has awarded \$125 million in scholarships to 1,800 students, and \$79 million in grants to organizations that support our mission. [www.jkcf.org](http://www.jkcf.org)

## **ABOUT THE COLLEGE ADVISING CORPS**

The College Advising Corps, based in Chapel Hill, N.C., works to increase the number of low-income, first-generation college and underserved high school students who enter and complete higher education. To deliver on this mission, the College Advising Corps places well-trained, recent college graduates from 23 partner institutions of higher education as full-time college advisers in the nation's underserved schools. The College Advising Corps provides the support that high school students need to navigate the complex processes of college admissions, securing financial aid and enrolling in schools that serve them well. For the 2014-2015 school year, the Corps has 470 advisers in 482 high schools in 14 states serving 144,600 students. For more information, go to [www.advisingcorps.org](http://www.advisingcorps.org).

## **CONTACT**

Kevin Anselmo, College Advising Corps Media Relations

[kevin.anselmo@advisingcorps.org](mailto:kevin.anselmo@advisingcorps.org)

Tel: 1-919-260-0035