

IMMEDIATE RELEASE

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Dear Fellow Greater Cincinnatians:

Since 1983, I have had the pleasure of “manning the helm” of the Cincinnati Scholarship Foundation (CSF) - over 25 years. In those 25-plus years, I also have had the pleasure of awarding 1,000’s of local students scholarships that have assisted them to complete their educations, which, without our help, might never have happened. This enabled them to join the workforce, get married, buy homes, pay taxes, and contribute back to their local community in a variety of ways. On a regular basis, I run into these students who never forget to thank me and remark on the generosity of the Greater Cincinnati community – something for which I am extremely proud. I would like to thank all of you who have made my last 25 years a truly remarkable “journey.” I have met some amazing people - from CEO’s, to single parents; from college presidents, to high school freshmen; from grateful students to very thankful parents – and I look forward to meeting more in the future.

However, I also would like to be able to help more students achieve their goals and join those ranks of home-owning, tax-paying, contributing college graduates. In this past year alone, we had hundreds of qualified student applicants we were unable to assist because of a lack of funds available for distribution. They had financial need, good grades, community service backgrounds, but simply not enough money to continue their educations. And, while I have not heard from, nor expect to hear from, those hundreds of students I was unable to help, perhaps you have. They may be your relatives or children of relatives, your friends or children of friends, your co-workers or children of co-workers – and I am asking for your help in helping them.

In this day and age, as everyone knows, a college education is the best resource anyone can have. And, in this day and age, a college education is terribly expensive – out of the financial reach of many, many young people, as I’m sure all of you reading this, know. However, it doesn’t necessarily have to be if the Greater Cincinnati Community, *you*, are willing to keep up that spirit of generosity.

Setting up a scholarship fund in the name of a parent, spouse, child or even a friend is not nearly as costly as you might think. And, by doing that, you insure that that person’s name, achievements and reputation will never be forgotten by the students who will benefit from your generosity and thoughtfulness. The CSF administers approximately 100 different scholarship funds with annual awards beginning at only \$500 – a small investment in something that will make this community even a “Greater” Cincinnati.

25 years ago, the CSF had a saying of “Today’s students, our tomorrow” and the students are still “our tomorrow.” Please help me make all of our tomorrows better by establishing a scholarship fund, making a contribution to the CSF, or by going to our website, [CincinnatiScholarshipFoundation.org](http://CincinnatiScholarshipFoundation.org)” to learn more about this 90 year old organization and find out about the other scholarships administered by the CSF – I’m certain you will recognize a number of them. Since the 1940’s, which is as far back as our records go, the CSF has helped over 27,000 local students achieve their dream. With your generosity and concern for education thousands more may be able to achieve theirs.

Respectfully,  
Ned Hertenberg, President  
Cincinnati Scholarship Foundation

About Cincinnati Scholarship Foundation

Since 1918, CSF has been assisting financially needy, yet academically worthy, Greater Cincinnati students in continuing their education and rewarding those students who show promise, dedication, and commitment. The

Cincinnati Scholarship Foundation mission is to continue to be the premier scholarship foundation in Greater Cincinnati, administering college scholarships on behalf of local businesses, corporations, individuals and other area foundations.\* By reaching out to motivated and deserving students who have limited financial resources, CSF helps provide the means to attend college and the opportunity to realize dreams.

\*Scholarships include the Anthony Muñoz Scholarship Fund, the Johnny Bench Scholarship Fund and the Marvin Lewis Scholarship Fund. Please visit the website for a complete listing

[www.cincinnati-scholarship-foundation.org](http://www.cincinnati-scholarship-foundation.org)