

IMMEDIATE RELEASE

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SCHOLARSHIP FOUNDATIONS MAKE A LASTING IMPRESSION
Charitable Giving That Lasts Longer than a Lifetime

(May 26, 2009 - Cincinnati, Ohio) - Now more than ever, when you make an investment, you want it to last. That includes the investment you make in charitable giving. The Cincinnati Scholarship Foundation (CSF) has many ways to make your generosity last beyond a lifetime.

The Cincinnati Scholarship Foundation works with groups or individuals who want to take a structured and ongoing approach to giving to education. That vehicle is usually a private foundation. Most foundations are established and funded in the name of a loved one, a family, a business or an organization. Other foundations are funded on an ongoing basis by the work and generosity of many donors. Generally foundations are established with specific student criteria. Some foundations seek to reward students based on financial need or scholarly achievement, others award scholarships to students pursuing a specific area of study, such as the arts, science, math or business. A single foundation can assist one student or many students and can fund a specific dollar amount toward tuition or the full bill.

An example of a large foundation is the Anthony Muñoz Foundation. This foundation is supported by private donations as well as fundraising events. The foundation gave scholarships to 12 students in 2008. Not all foundations are established by the very rich and famous. Many individuals, families and businesses also have foundations funded by a single benefactor, or just a few. Establishing a foundation is within reach for everyday people who choose to use their modest success to establish an ongoing program of giving.

“You don’t have to be a celebrity or wealthy to establish a foundation,” says CSF President Ned Hertenberg. There are many ways to start a foundation in your own name or with friends and associates. Some foundations are fully funded from the start, but many others grow over time. Often foundations are set up in bequests or in the memory of a loved one.”

The Cincinnati Scholarship Foundation supports those who would like to endow a scholarship foundation but need assistance managing the many aspects of the process. CSF facilitates the business steps necessary to establish the foundation, manages the funds, then recruits and selects students that meet the criteria for the scholarship. In 2008, the Cincinnati Scholarship Foundation made almost 2 million dollars in scholarship money available to more than 1450 Cincinnati area students. In its 90 year history, the foundation has assisted approximately 25,000 students realize their dreams of going to college.

CSF students get more than a tuition check, they get personal attention. They benefit from academic and career counseling as well as financial aid workshops, tutoring, and other services designed to support student success. These additional services not only benefit the students, they help assure the scholarship money received by each student is used to its fullest.

About the CSF

The Cincinnati Scholarship Foundation (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 CSF 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 to provide the means to attend college and the opportunity to realize their dreams.

Visit CincinnatiScholarshipFoundation.org or call 513.345.6701 to learn about beginning a foundation in your name.

The CSF has benefactors available to speak to the media about their decision to start a scholarship foundation. These are everyday people hoping to spread the word by elaborating on their experience working with CSF as well as the enjoyment they have received following the progress of the students their generosity has helped.

For an interview please call Julie Rose at Mahan Advertising, Inc. at 513.321.6632.

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