The young mom sat still, not even her fingers dared to move. Recording artist Vikki Carr recognized the absolute fear in her eyes, and knew she had to hear the heart of this woman, whose daughter was Carr’s newest scholarship recipient.

“I was left alone with a mother who was scared to death to let her daughter go to Stanford University,” said the multi-Grammy Award winner. “Mexican women were not necessarily brought up to choose a college education. We were to get married and have children. Education was not important,” she said.

Carr’s consoling words eventually persuaded the mom to breathe and to let her daughter fly.

A few years later, Carr met the mother again. This time, she had changed. Visits to see her daughter at Stanford resulted in a more “young and hip” mom. A woman who was assured of herself and her abilities as well as that of her daughter’s.

It’s success stories like these that Carr shared during the Area Foundation’s annual scholarship reception held June 15 at the UTSA Downtown Campus. More than 300 scholarship recipients, parents and donors hugged, talked and shed a few tears of joy in the pep rally-type event celebrating the new chapter in the lives of these students.

The songstress who never attended college said she is blessed and honored to be able to help students pay for their college education.

Since 1971, she has awarded more than 300 scholarships through the Vikki Carr Scholarship Foundation, which is now housed at the Area Foundation. Her scholarship graduates include a Superior Court judge, one of the first Mexican American astronauts, doctors, attorneys, and teachers. What’s more, the majority of these graduates, she said, return to their childhood communities to give back to the next generation. Many have even served on her scholarship board of directors. But it’s the stories of the students and their families and the teachings of her father – to whom much is given, much is required -that drives Carr to continue ensuring Mexican American students obtain a college degree.

“Giving to charity is a worthy and honorable thing, but to give because you want to help someone or for a worthy cause is noble,” she said. Carr added that the gifts we give will hopefully inspire students to help others in the future.

Carr is among several Area Foundation fund advisors who are paying it forward by awarding more than $5 million in scholarships to approximately 800 students in June, alone. Over the past 10 years, more than $23 million has been awarded to more than 4,000 students, but there’s much more to do.

You too, can help students reach their educational goals. Contact Bernice Uresti at 210.228.3759 (buresti@saafdn.org) or Anne Ferguson at 210.570.1520 (aferguson@saafdn.org).
We share the story of Vikki Carr as an example of the wonderful work our fund advisors are doing to ensure the next generation receive needed funding to complete their education. I can tell you firsthand how important such giving is for students.

With nearly 30 years of experience in higher education, I unfortunately have had the heartache of seeing students so eager and excited their freshmen year, drop out of college because they could no longer afford to stay. According to a recent survey by Lendedu, the number one reason students drop out of college is because they cannot afford it. **That's why creating scholarship funds are so important.**

If you have considered opening a scholarship fund but aren't sure how to start the process, we can help. Our staff is well versed in the needs of area students and are ready to answer any questions you have regarding the scholarship process. You may also be interested in supporting our emergency grants. These are grants available to scholarship recipients who are experiencing financial difficulties like unexpected car repairs, medical expenses, and other expenses apart from tuition.

I loved the story Ms. Carr shared about the young mom. It underlines the reason why the Area Foundation is dedicated to providing help to students. When we help one student, we inadvertently help their families and that one change can spark a new direction for generations to follow.

Sincerely,
Marjie French

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**DONOR INVOLVEMENT**

**SCHOLARSHIPS**

Thanks to all who helped our team review scholarships. We awarded scholarships to 800 students in this latest cycle, which resulted in a total of $5 million to help students meet their educational goals. We would like to give special thanks to the group at USAA who took time out of their busy schedules to review applications.

If you would like to help review scholarship applications, we would be excited to have you. **Contact Anne Ferguson at aferguson@saafdn.org for more information.**

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**PHILANTHROPY ASSISTANCE**

Do you know of someone who would like to fund a special interest, start a scholarship fund, create a fund in memory of a loved one, or help with Area Foundation operational needs? Our philanthropic team can help determine the fund that best fits you to achieve your charitable goals. **Call us at 210.775.1083 to set up an appointment.**

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**DID YOU KNOW?**

Hurricane season is here, and the Area Foundation has resources and assistance to help businesses. Our Philanthropy for Business team can help you prepare for the storm as well as be of assistance after the storm hits. **Contact Jennifer Ballesteros at 210.775.6295 or jballesteros@saafdn.org to find out how.**

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