

Hometown Education Resources & Opportunities Empowering Servicemembers

HEROES Scholarship

Community Campaign Overview

June 2024



HEROES
SCHOLARSHIP



University of Colorado
Colorado Springs



Our Community

Pikes Peak Region:

- 40+% of the Colorado Springs economy is driven by space, defense companies, aerospace, and cybersecurity
- \$10 Billion in economic impact to our community and growing
- 25% residents are veterans or active-duty personnel
- Consistently ranked as a top military friendly and retirement community
- Home to 11 commands and military installations

UCCS:

- Has played a key role in preparing community workforce since 1965
- 24% of UCCS students are military affiliated; less than 1% are active-duty servicemembers
- 9 consecutive Gold Military Friendly Schools rating



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SCHOLARSHIP FUND

Aspires to provide enrolled **active-duty military students** at any level with the funding needed to cover the **cost of attendance gap** between military Tuition Assistance and UCCS attendance costs.

Cost of attendance includes: tuition, fees and books through the TAAP program.



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HEROES In A Nutshell: Supporting Those Who Serve





The Goal: Community Campaign to Bridge the Gap

- Near-term goal:
100: \$3,000 scholarships by Fall 2025
- Long-term goal:
Build a sustainable endowment that supports 200+ active-duty military students
- Community campaign launched May 20
- Community event at Red Leg Brewing
August 1



Building Workforce: Top Program Enrollment

1. Health & Mental Health
2. Business
3. Engineering
4. Criminal Justice & Public Administration

Active-Duty Servicemember Program Enrollment (FY2020-FY2024)



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Education Elevates Everyone: Community Impact

- Positive economic impact & building future workforce
- Positive economic opportunities for servicemembers and their families
- Better health indicators and outcomes
- Bachelor's and master's degree holders are more engaged in their communities
- Be "America's Military Hometown"



How can you help?

- Be an advocate
- Build connections & provide opportunities to help share
- Help match UCCS programs to military needs
- Support the scholarship: Give



Questions?



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