

2024

ANNUAL REPORT



“ This scholarship has pushed me to achieve greater educational success than I thought I could because I know that, in addition to working for a better future for my son, I have the trust and support of a network of compassionate and encouraging benefactors. I sincerely thank you for this opportunity and I'm inspired to make the most of it. ”

– Dustin Mapes, Communications Major at the University of Arkansas, Jordan Mapes 4



Dear Friends and Supporters,

As we close this fantastic year and look forward to the opportunities ahead, we want to take a moment to reflect on the incredible strides we've made together at Single Parent Scholarship Fund of NWA. In celebrating our 40th anniversary, we have seen a year of growth, resilience, and impact, driven by your unwavering support and dedication to our mission.

A single purpose has guided our journey: empowering single-parent families to overcome barriers, achieve self-sufficiency, and build a brighter future through higher education. We have seen that mission come alive in inspiring and humbling ways.

2024 has been a testament to the power and tireless efforts of our professional Staff, Board of Directors, and Community Ambassadors, who have strengthened relationships, increased financial support, and championed awareness of our programs.

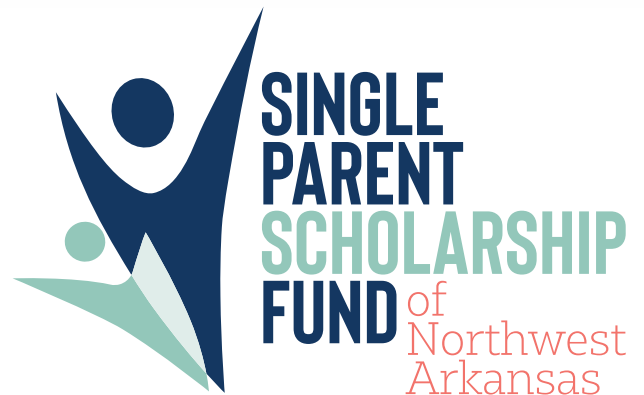
Over the past year, we have expanded our outreach efforts to connect with underrepresented communities, partnered with organizations that share our values, and implemented training to equip our team with the tools to address the growing diversity in our community.

Looking ahead, we are excited to build on our foundation of success. We aim to expand our services, deepen our impact, and empower families to rewrite their stories. But we cannot do it without you. Your involvement as a donor, volunteer, or advocate remains essential to our success.

Thank you for being a part of the SPSFNWA family!

SPSFNWA Mission:

Changing Lives by Encouraging Personal Success Through Higher Education.





Total Scholarships Awarded **\$1,100,934.89**

Degree: **354 AWARDS, \$741,875.00**

Credentialing & Workforce Development: **31 AWARDS, \$56,250.00**

Other Scholarship Awards: **\$302,809.89**

NEW/RENEWALS

New Recipients: **117**

Renewal Recipients: **136**

Number of Scholarships Awarded in 2024: **1,816 TO 253 RECIPIENTS**

Growth of Applications: 34%

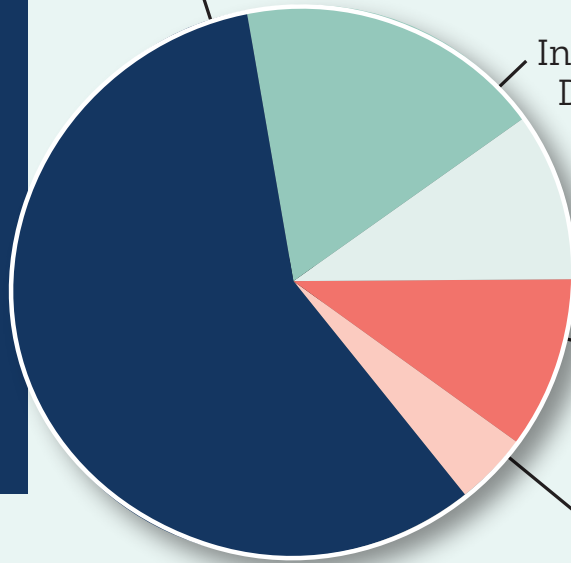
**TOP 5
INSTITUTIONS**
attended by
scholarship recipients



ANNUAL SUPPORT \$2,640,226

689 Active Donors
69 Sustaining Scholars Society Members
1,066 Volunteer Hours
\$79,708 of In-kind Donations

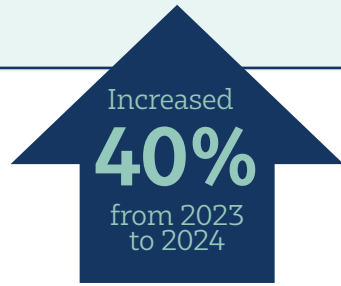
Grants & Foundations:
58%



“ You are giving me an opportunity that I have been dreaming about for years. ”

— MARISOL,
Washington County Recipient

EVENT FUNDRAISERS
Event Income
\$289,000



TOP 5 MAJORS

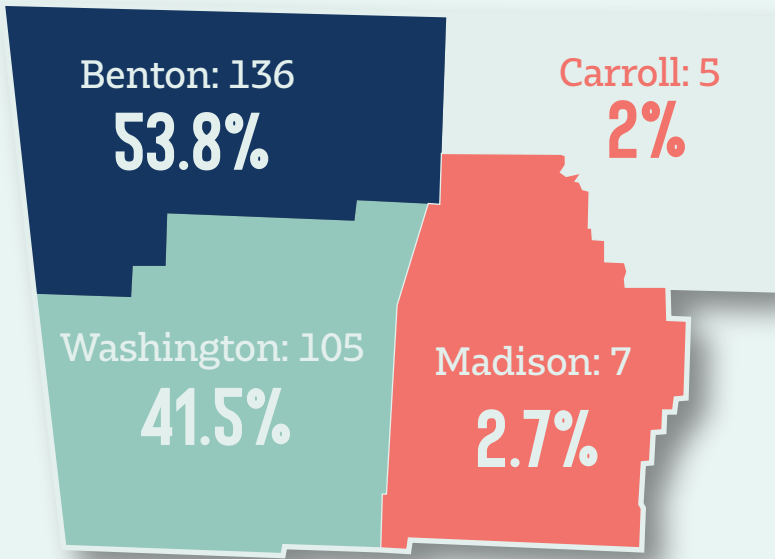
- Nursing
- Business
- Education
- Radiological Imaging Sciences
- Social Work

AVERAGE GPA
3.36

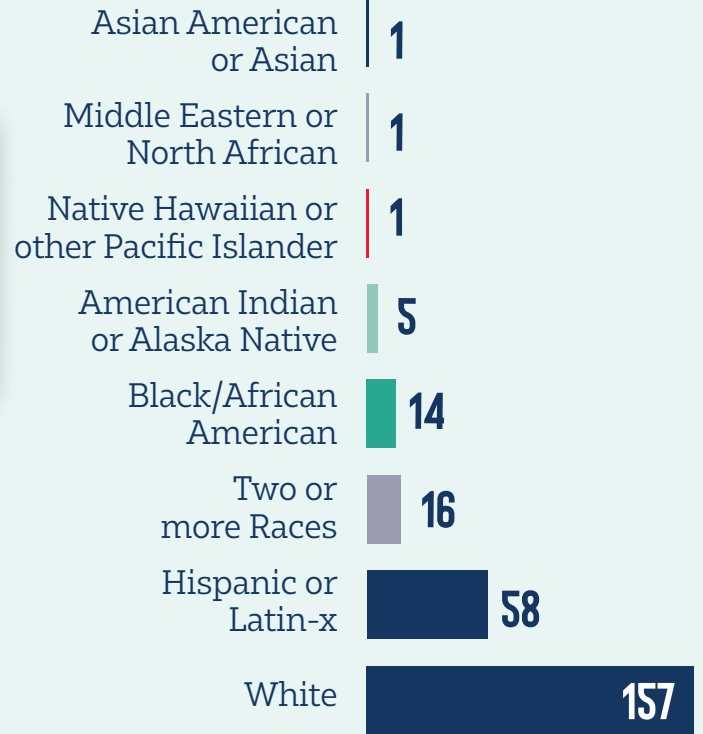
TOTAL GRADUATES: 53

SCHOLARSHIP RECIPIENTS:

In 2024, per county

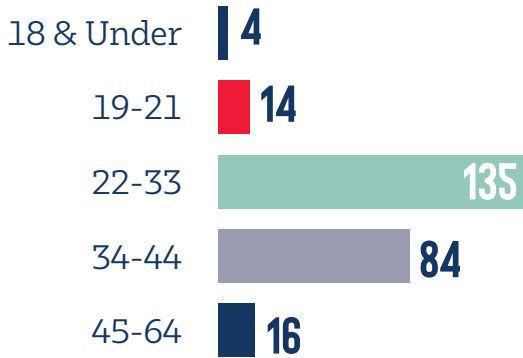


RACE/ETHNICITY



AGE OF RECIPIENTS

Average age of scholarship recipients is **32**



RECIPIENTS

TOTAL: **253**

Total Recipient Children: **452**

Men: **12**
 Women: **237**
 Transgender: **1**
 Non-binary: **2**
 Prefer not to answer: **1**

WORKING RECIPIENTS

65.5%

Full Time

34.5%

Part Time

CHILD SUPPORT

107

Recipients receiving child support

146

Recipients not receiving child support

69% of new recipients were first generation

RECIPIENT ANNUAL INCOME

*Average

208% INCREASE

Income at the beginning of the program

\$10,569

Income at 6 months after program

\$32,634

“ Because of my scholarship I have been able to better provide while focusing on my studies. Last semester, my scholarship allowed me to complete eighteen hours, finishing with a 4.0 GPA. We are thriving and it is directly attributed to the support of the SPSFNWA community. ”

— ANGELINA,

Washinton County Recipient



SPSFNWA welcomed Mental Health Counselor, **Michelle Cox MS, LPC, LMFT, RPT** to the team full-time on June 17, 2024.

SPSFNWA COUNSELING NUMBERS

Recipient-only sessions	192
Child and/or family sessions	85
Total sessions	277

“ My children and I are beyond thankful for your support. My scholarship provides me with peace of mind regarding my financial expenses. With your support, I will provide a better future for my children. My goal is to get a degree in social work so I can help other combat veterans like me. ”

— **DAKOTA,**
Benton County Recipient

At SPSFNWA, we’re proud to have Michelle, who is a Licensed Professional Counselor and Licensed Marriage & Family Therapist, as well as a Registered Play Therapist. Michelle provides individual and family sessions to support our recipients and their children at no cost to our families.

HOLIDAY EVENTS:

44 Families Served
28 Family Portraits

GRADUATION CELEBRATION:

13 Family Portraits
129 Recipient Headshots

REFERRALS:

Appointments at a low cost or no cost to recipients

29 Dental
19 Eyecare
103 Chiropractic

COMMUNITY EVENT TICKETS:

173 Football & Basketball games, Theatre and Shows, Gymnastics Meets and Firework Display Events

BIRTHDAY BOXES AND BIKES:

23 Children received birthday supplies from Box of Balloons
46 Children and recipients received bikes from Pedal It Forward



FAMILY SUPPORT

399 Recipient Pantry Visits

The recipient dry pantry is located at the SPSFNWA office and is stocked with essential household items not covered by SNAP or WIC.



“ This scholarship has been my only source of income after being diagnosed with MS. Because of this scholarship I have been able to focus on my health and my education while I get back on my feet. Thank you- we are so very grateful. ”

— JAMIE,
Benton County Recipient

AWARDS

In 2024, we celebrated 40 years of supporting single parents in Northwest Arkansas!

- 14** Federal, State, County, and City Proclamations Received
- 74** Visits sharing about our 40 Years of Service
- 11** Special media appearances (TV, Radio, Podcasts)

Finalist for **NWA Business Journal Nonprofit of 2024**

Outstanding Philanthropic Organization-
Association of Fundraising Professionals NWA,
National Philanthropy Day

Best of CitiScapes- **Golftoberfest** (2022, 2023, 2024)

STAFF

SHANNON CAMPBELL
Chief Operating Officer

CARRIE MILLER, GCDF, CCSP
Chief Program Officer

FRANKIE RANKIN, CFRE
Chief Philanthropy Officer

MICHELLE COX, MS, LPC, LMFT, RPT
Mental Health Counselor

ASHTON DONHAM
Scholarship Program Manager:
Benton & Carroll Counties

KRYSTLE GOODWIN
Public Relations &
Diversity Director

QUANESHIA GOODLEY, LSW
Scholarship Program Manager:
Washington & Madison Counties

STEVEN R. HINDS, M. ED., CFRE
Senior Director of Major Gifts

RENEE' HUTTON
Finance Manager &
Executive Administrator

GINA JOHNS
Director Of Grants and
Donor Engagement

BETH MCCARTER, MS
Administrative Specialist

STACY SEGER
Senior Director of
Philanthropic Strategy

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Retired

BRAD CRAIN
Arvest

LADEANA DUNCAN
Board Secretary
Sam's Club

MARY HEMAN
Ocean Spray Cranberries

BRITTANY LITTLE
Today's Bank

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Rogers-Lowell Area Chamber
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Leadership Consultant

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Bentonville West High School

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Board Treasurer
Legacy Capital Wealth Partners

RUTH COLLIER
Founding Board Member

DORIS CORDES
Founding Board Member

@SPSFNWA

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Our commitment of financial transparency and accountability:
To view any of the full organization's financial documents
please visit www.guidestar.org or send a request to
Shannon@spsfnwa.org.

