



Peoria Promise Foundation
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2025 PROGRAM FACT SHEET

Celebrating 17 years of student success

Statistics are through the December 2024 fall semester.

PROGRAM FACTS

\$7.780 million in program funds have been raised through December 2024.

Over 5,775 students have been awarded tuition funds since 2008

48% are first in family to attend college

67% would not have attended college without Peoria Promise

85% of Peoria Promise recipients are employed while in school

23% are working in a career field of study while in school

STUDENT STATISTIC

87% Peoria Public School students – 11 % Private School students 2% Home School

76% low income (based on determined EFC score from College FAFSA application)

Gender make up – 53% female, 47% male

59% diversity in our students (Asian, African American, Latino, other)

70% of the available jobs in the market only required a 2-year certificate.

Only 40% of the population in the region has the post-secondary training needed - 70% of available jobs in the market require a minimum of 2 years' post-secondary education. Peoria Promise is an integral part of this solution.

CAREER GOALS:

437 students applied and are eligible for benefits from Peoria Promise for the 2024/2025 school year. Reported career goals of our students are: (statistics thru December 2024) We anticipate after all aid is applied that we will assist 275-300 students.

31.9% Medical - 15% Business/marketing/communication - 5% Community Service

9.9% Engineering - 10% Technology - 8% Education - 4% Trades - 6% other/undecided

In 2024 there is a 5% decrease in students pursuing careers in Trades YOY as well as a 5% drop in community service

FUNDING:

Expansion to City of Peoria and West Peoria students (effective 2023)

100% **Donor Funded** Tuition Reimbursement program.

An **OPPORTUNITY** for students to receive out-of-pocket tuition reimbursement to attend Illinois Central College.

Local employers should consider Peoria Promise an **EXTENSION of Employee benefits** for their employee's children and grandchildren.

Peoria Promise is a proud **HEART OF ILLINOIS UNITED WAY AGENCY**.

Student surveys are completed each semester with all students to ensure accuracy in our program statistics. We meet in-person with students meet each semester.

Peoria Promise will only reimburse for successful completion of coursework with a "C" or better grade per class. Students are now encouraged to complete College Readiness Class at ICC Peoria Promise reimburses tuition expense between 50% to 100%, based on demonstrated need as reported on the FAFSA application and after all other financial assistance has been applied. The program will reimburse up to 12 credit hours per semester.

All high school graduates (who reside in the city of Peoria and now City of West Peoria) for a minimum of 4 years) who attend either public or private schools are eligible.

Students who have received a GED certificate or a valid home School certificate are now eligible for Peoria Promise as of 2018 application.

Peoria Promise application is open annually from February 1 – May 15th.

***"The best investment a business can make is one that enhances the economic future of its community."
Jim Ardis, founder and former Mayor, City of Peoria.***

Peoria Promise supports economic development by increasing the number of graduates who complete a college or vocational program, thereby delivering a more skilled workforce. Application and investment information can be found on our website at www.peoriapromise.org.

2025 Marketing and Fundraising Goals – Increase fundraising by \$75,000

Tuition expenses have increased to \$160/credit hour which in turn increases our costs by 3 -4%. Insurance, payroll and operational expenses have increased, as in most businesses, on average by 5%.

Fundraising goals in 2024 were down to budget by \$50K primarily due to lost funding from businesses no longer in Peoria and lower event revenue. Attendance was still strong but participation in auctions and raffles was much lower than in previous years.

So, we decided it was time to reinvent our Fundraising events. The fashion show will be moved to early November and will have a holiday fashion theme. Due to Easter Holiday being so late in April. While this event has been profitable for PPF, this is a chance to increase the revenue based on input from our Boutique partners. We have found that 80% of the attendance at the Fashion show are not our customers for THE Event therefore there is very little conflict.

THE Event, our primary Fundraising Gala will be moved to late August – away from the competition of other A fundraisers in the region, before sports start for the students. Rather than center the event around entertainment only, we are working to take on a different direction with an upbeat, interactive summertime fun feel.. A New location will include indoor and outdoor entertainment areas. Stations and tasting working to appeal to a younger professional audience. We did a small focus group, and this is the type of feedback we received.

Expanded social media presence

Elected new Executive committee with Jimmy Dillon as our Board President, Laura Sutter, VP, Lane Alster, Secretary, Emily Valerio as treasurer. Jim Ardis remains as the Chair of The Board.

New board members include Kyle Smith of IAWC and Dr Kiran Velpula, COM