



# KENNEDY-KING MEMORIAL COLLEGE SCHOLARSHIP FUND

*Investing in our youth for a better tomorrow.*



The Kennedy-King Board of Directors wishes to thank our donors for their continued investment in our scholars. For forty-five years the Kennedy-King Memorial College Scholarship Fund has been helping local Contra Costa community college students realize their dreams of continuing their education and receiving a college degree. **Rebeca Gutierrez** (*left*), a Contra Costa College student, recently joined the family of Kennedy-King Scholarship recipients. Upon receiving the news of her scholarship award Rebeca, who will be transferring to the University of California, said, "When I finally saw and opened the envelope, I screamed with excitement." Since 1968, Kennedy-King, a Contra-Costa-based non-profit organization, has awarded 653 scholarships valued at over \$3.3 million.

On May 17, 2013 Rebeca joined 19 of her fellow scholars (*below*) from Contra Costa College, Diablo Valley College, and Los Medanos College in receiving their scholarships. These 20 scholarships, valued at \$8,000 each, would not have been possible without the generosity of the Contra Costa community. We thank them for their generosity, and their commitment to investing in our future. Major

donors to Kennedy-King include:

- Bay Area News Group-East Bay
- CalPine
- Ron and Diane de Golia
- Gagen, McCoy Law Firm
- GenOn
- George Miller Youth Fund
- Merle and Bonnie Hall
- Leshner Foundation
- John and Sunne McPeak
- Miller, Starr and Regalia
- Park Regency Partners
- Phillips 66
- Ed and Gwen Regalia
- Renaissance ClubSport
- Barclay and Sharon Simpson
- Wells Fargo Bank



**TO CONTINUE TO HELP** Kennedy-King donations may be by mail at Kennedy-King Memorial College Scholarship Fund, P.O. Box 2643, Martinez, CA 94553, or on line at [www.kennedyking.org](http://www.kennedyking.org).

## *Meet some of our 2013 Kennedy-King Scholars*



I'm inspired to use my communication skills to influence, inspire, and motivate people through words.

**ERICK CHIVICHON**, *Contra Costa College*  
*Transferring to St. Mary's College to study*  
*Communications*



I intend to pursue a career in construction management in order to create environments in which people are comfortable and safe.

**JASMINE LOMAX**, *Diablo Valley College*;  
*Transferring to Cal Poly - San Luis Obispo to study*  
*Construction Management*



I grew up as a foster child. At Los Medanos College I found that I could help others in similar circumstances and still achieve my goals.

**APOLLONIA JORDAN**, *Los Medanos College*;  
*Transferring to San Francisco State*  
*University to study communicative disorders*



I've become very interested in prevention work. I'm now working as a Community Health Worker for Contra Costa County. By teaching people how to live and eat in a healthy way we can keep them from getting sick and in need of the health care system.

**ELIZABETH MCCOY**, *Graduate Scholar*;  
*Undergraduate Scholar in 2008 (Los Medanos*  
*College); Graduated from San Francisco State*  
*University with a degree in Psychology; Transferring*  
*to the University of California to pursue a dual*  
*Master's Degree in social welfare and public health*

**Meet more Kennedy-King Scholars at [www.kennedyking.org](http://www.kennedyking.org)**

# Kennedy-King Scholars – A History of Great Outcomes

Studies have shown that persistence and intensity are what correlates to success. What matters the most is energy, discipline, and focus. The four Kennedy-King Alumni highlighted below exhibit these characteristics as well as a continuing commitment to community.

## URIEL "OSE" OSEGUERA

*"As a former scholarship recipient I believe it is important to support Kennedy-King now that I am a successful professional."*



- A 1988 Kennedy-King Scholar from Los Medanos College;
- Received a BS in Finance from Cal Poly San Luis Obispo;
- After entering the work world returned to St. Mary's College to earn a MBA in Finance;
- Education and hard work has led to an international career with Chevron:
  - ~ In Indonesia Ose oversaw the performance and career development of 320 finance employees;
  - ~ In Thailand he managed the finance function for all of Southeast Asia;
  - ~ Currently Assistant Treasurer in San Ramon where he leads a team responsible for Chevron's corporate debt program, setting strategies for foreign exchange activity, and managing bank and rating agency relationships.
- Continues to mentor students at Los Medanos College.

- Active in community affairs, including:
  - ~ Active in the National Association of Black Accountants;
  - ~ Committee member of the National Heart Association's Research Roundtable;
  - ~ On the Executive Committee of the Berkeley Center for Financial Reporting and Management;
  - ~ Serves as a scholarship interviewer for Kennedy-King.

## LENESTER ERICKSON

*"I am doing well in my career as an auditor and I have the Kennedy-King Foundation and its donors to thank for their generosity. It's an organization that is near and dear to my heart."*



- A 2008 Kennedy-King scholar from Diablo Valley College;
- Received a BS degree in Accounting from San Francisco State University in 2011;
- Currently working as a Staff Auditor for PricewaterhouseCoopers in San Francisco;
- Volunteers as a crisis line counselor at WOMAN, Inc. (Women Organized to Make Abuse Non-existent).

## ALFONSE UPSHAW

*"Receiving a Kennedy-King scholarship was a very significant event in my life, not only because of the financial support that I really needed, but also because of the effects it had on my confidence and self-esteem."*



- A 1992 Kennedy-King Scholar from Contra Costa College;
- Graduated from the Haas School of Business at UC Berkeley with a BS in Business Administration;
- A licensed CPA, he began his career with Deloitte & Touche in 1994:
  - ~ In 2003 accepted into Deloitte's management development program in New York;
  - ~ In 2005 accepted a 3-year assignment at Deloitte's London headquarters;
  - ~ Promoted to Partner in 2007 and working out of San Francisco serving Life Science clients;
  - ~ Appointed Deputy Controller at Kaiser Permanente in 2011;

## MARIA SOLEMNIDAD

*"I enjoy participating in Kennedy-King's scholar selection process. To be able to help the foundation that helped me get to where I am now is such an honor!"*

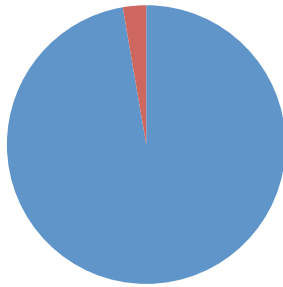


- A 1992 Kennedy-King scholar from Contra Costa College;
- Received her BS degree from UC Berkeley with an emphasis in Finance and Accounting;
- Worked for KPMG for 2 ½ years and Indus International for 4 years in accounting and financial planning before taking a few years off to raise her daughter;
- For the past nine years Maria has worked as a Senior Financial Analyst for Lucasfilm;
- Serves as an event volunteer and fundraiser for her daughter's swim league in West County; and
- Has served on the Kennedy-King Scholar Selection Committee for the past 10 years.

# *Kennedy-King – A Model of Financial Efficiency and Positive Outcomes*

Kennedy-King continues its longstanding tradition of being an all-volunteer organization with **no paid staff** in order to direct your donations to scholars. We are also building an endowment for future generations of scholars who continue to perform well academically and in professional life. Thanks to our generous donors and volunteers, Kennedy-King is a model of economic efficiency and positive outcomes.

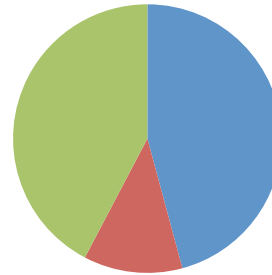
### Expenditure Categories\*



- Scholarship Expenses - 97.3%†
- Administrative Expenses - 2.7%††

† All scholarship & scholarship award expenses  
 †† Printing, postage, programs, storage & insurance

\*Charitywatch.org advises that charities should use at least 75% of funds for services.



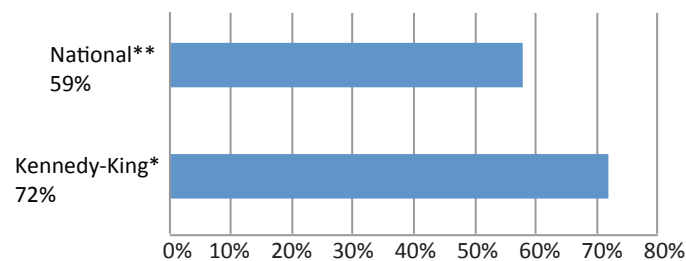
### Asset Allocation

Total Assets = \$581,034  
as of 6/30/13

- Scholarships Payable - 46%
- Unrestricted Funds - 12%
- Restricted Endowment Funds - 42%

### Graduation Rates:

#### Kennedy-King Students Succeed in the Classroom



\*\*National Center for Educational Statistics (for all full-time, first-time undergraduate students)

\* Data for scholarship recipients in 2008, 2009, & 2010

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### Kennedy-King Memorial College Scholarship Fund, Ltd.

PO Box 2643, Martinez, CA 94553

Federal Tax ID No. 94-1677726

[www.kennedyking.org](http://www.kennedyking.org)