

**NEW NAME,
SAME MISSION**

Dear Greater Steps Friends,

Even with a new name, our organization’s mission is the same — to make certain that every child in Charlotte subsidized housing has the opportunity for and expectation of a college education. In the midst of this unconventional year, we’ve made a big change! The Charlotte Housing Authority Scholarship Fund is now Greater Steps Scholars. Even with a new name, our organization’s mission is the same — to make certain that every child in Charlotte subsidized housing has the opportunity for and expectation of a college education.

However, we’ve grown over the past 37 years. What started as providing partial scholarships to students has expanded to one-on-one mentorship, connections to internship opportunities, and workshops — so, we’re more than just a fund. And, conversations with our stakeholders revealed that our former name was a mismatch for the aspirational and inspirational nature of our program. Steps lead you out, but Greater Steps lead you up, and our new name pays tribute to our impactful history while looking ahead to our bright future.

In this report, we’ll share how we’ve stepped up to the challenge of COVID-19, a Scholar Snapshot, and ideas for how to support us as you’re considering year-end giving. Thank you for your continued support, and don’t hesitate to reach out to me with any comments or questions.



Sincerely,

Aisha Stothens

Executive Director, Greater Steps Scholars

When COVID-19 began to make its presence known in Charlotte this spring, we knew — like every non-profit organization and business — that we’d have to think creatively about how we continue to support our Scholars during this time. We’re proud to share the following highlights of the past eleven months:

- In spite of our **Spring Gala** being cancelled, we were determined to hold our annual Awards Ceremony, which we moved to an entirely virtual platform and live-streamed on August 2nd. We gave out 95 scholarships totaling \$214,000 and an additional \$28,650 in special awards. If you missed out, you can watch it here: <https://www.youtube.com/watch?v=1kHP29TAnSk>
- We transitioned all of our **Career Readiness & Mentor Program** resources to be 100% online as well. Scholars had access to a number of online workshops, including a Small Business masterclass, Budgeting for College Students, Professional Communication, Resume Building and Career Skills, Healthy Mental Health, Career Panels and more.
- Our **supply and technology donations** continued, with school supplies and suits being donated to students. We’re also distributing laptops to students who are in need — a huge shout-out to **Ally** for their donation for making this possible!
- We continue to connect our Scholars to internship opportunities or share information on company internship processes. This summer we placed our first student into an internship at **Novant Health** — read more about that in our Student Spotlight!
- As a result of COVID-19, we applied for several **grant opportunities** — and received a \$25,000 grant from the **Leon Levine Foundation** in addition to three grants totalling over \$24,000 from the **Canopy Housing Foundation**, **Ally Charitable Grants**, and the **Truist Foundation**. We’re also proud to announce that we’re one of 40 organizations in North Carolina — four of them in Charlotte — to receive a \$25,000 from the **Duke Energy Foundation** as part of their commitment to social justice and racial equity. We’re extremely grateful for these grants, but have a long way to go to make up our projected budget shortfall.



STEPPING UP TO COVID-19

Antwanette Smalls



Antwanette Smalls is a freshman at Winston- Salem State University and alumnus of Phillip O’Berry Academy of Technology. We’re especially excited about Antwanette’s path as she’s secured an internship with Novant Health, who we’ve recently started to work with on internship opportunities. She’ll be working in the HR Department of Novant’s Winston-Salem office, helping to digitize paper documents — and her attention to detail was key in securing her position!

Nursing with a minor in Biology is Antwanette’s focus at Winston-Salem, and her goal is to complete her residency and work as a full-time nurse while studying for the MCAT and working to get into medical school. Her goals don’t stop there, however — she’d also like to pursue a Masters in Healthcare Management and eventually open her own practice! We’re honored to be playing a small part in helping Antwanette with her dreams, and we’ll be cheering her on as she takes those steps!

“Being a Greater Steps Scholar means I’ve been given an opportunity. This has helped me financially, has provided me with a mentor, and given me networking opportunities. The opportunity to work with Novant Health under the Student Team Member Program has further contributed to the guidance of and involvement with my future — there’s an amazing support system here, and I’ve been able to explore the business aspects and back-end positions that tie into running a large company. Everyday I’m learning something new and meeting others. It’s not just about what you know, it’s who you know — and as I pursue my degree, this opportunity can open up several connections for me.”

Even though we’ve been able to shift our programming as a result of COVID-19, we, like many nonprofits in our community, are still struggling financially as the pandemic continues to affect operations, fundraising, and outreach. For instance, our Gala typically brings in \$120,000 in donations — a sum of money that is tough to replace, even with the grants we’ve received.

Please consider Greater Steps Scholars as part of your year-end giving. Our long-term impact speaks for itself -- over \$3.8 million dollars and nearly 1,000 Charlotte youth impacted by the program since 1983. Your donation will go a long way in making a difference in Charlotte -- and beyond.



OVER **\$3.8** MILLION
IN SCHOLARSHIPS
AWARDED SINCE 1983

75
COLELEGES, UNIVERSITIES
AND TRADE SCHOOLS

940 CHARLOTTE YOUTH

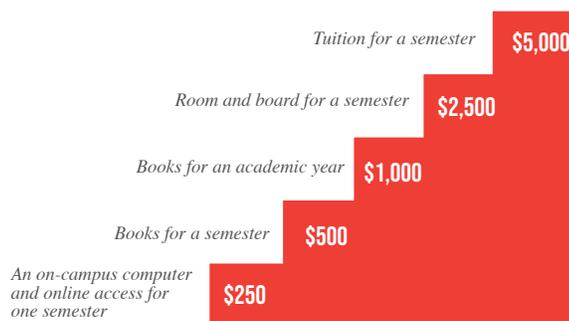
**Steps Lead You Out.
Greater Steps Lead You Up.**

Since 1983 by John T. Crawford, the mission of The Greater Steps Scholars is to make certain that every child living in Charlotte’s subsidized housing communities has both the opportunity for an expectation of a college education.

Greater Steps Scholars is a non-profit that on private donations for our educational scholarships. Our programming benefits students living in INLIVIAN-managed residences.

Greater Steps Scholars is designed to inspire youth to become self-reliant citizens of the community by lending a helping hand to young people with the desire, but not the funds, to pursue postsecondary education. Our programming considers the entire picture of what a student needs to succeed, providing one-on-one mentorship, coaching through career prep and life skills workshops, and explore to potential career opportunities in addition to financial aid.

WHEN YOU FUND A STEP FOR ONE OF OUR SCHOLARS, YOU INCREASE THEIR OPPORTUNITY FOR GREATER ECONOMIC MOBILITY



For more information about Greater Steps Scholars, visit greatersteps.org
To make a donation, visit FFTC.org/GreaterSteps