

Rossmoor Scholarship Foundation Kicks Off Fall Campaign

“Transforming young lives since 1967.” That’s the theme of this year’s Rossmoor Scholarship Foundation (RSF) fall fundraising drive. Since a handful of Rossmoor residents joined together in 1965 to found this organization, it has awarded over \$4 million in scholarships. Beginning in 1967, its first award year, RSF helped 2,000 local high school and community college students.

“Transforming young lives” is not just a slogan. It’s a message RSF hears over and over from scholarship recipients. Years after the award, out of the blue, RSF receives a heartfelt note, thanking us and sharing success stories. One RSF “alum” graduated from Mt. Diablo High School in 2016 and is now entering a doctoral program. He writes, “I am forever grateful to the foundation for their generosity and wanted to share this information to show how much these awards have helped change individuals’ lives like mine.” Another recipient reports, “I recently completed my first [college] semester...and received a GPA of 4.0. I would like to express my gratitude for the support and opportunities provided by the scholarship.” A third writes, “I am particularly grateful for Rossmoor’s financial support...I graduated in May 2024 with a degree in Business Finance.”

So, it’s not just a slogan. This fall, once again, 27 volunteer RSF Trustees kick off a fundraising drive designed to help fund college expenses for local students from six high schools and two community colleges. Currently, scholarships go to students from Antioch, Concord, Deer Valley, Mt. Diablo, Pittsburg, and Ygnacio Valley high schools and from Diablo Valley and Los Medanos Colleges. These are smart, ambitious kids from families who cannot afford to fund a college education. They are usually the first in their families to attend college. They would likely not continue their education without RSF assistance.

That assistance would not be available without help from Rossmoor residents. Unlike most nonprofits, RSF’s administrative costs are paid entirely by RSF Trustees, so every dollar donated flows directly into a scholarship. In addition to money raised, the RSF endowment supplements annual contributions. Established at its founding, the endowment has gradually grown as a result not only of large donations but also bequests made by Rossmoor residents through wills and trusts. For the second year in a row, Diablo Subaru of Walnut Creek will support RSF as one of its two local charities for the annual Share the Love event. Last May, Diablo Subaru funded ten full scholarships of \$3,500 each. So the year is off to a good start.

The year begins with this fundraising drive. In late fall students begin to apply for assistance. By the end of the year, RSF knows exactly how much money has been raised and therefore the number and size of the scholarships to be awarded. In February, Trustees fan out to all eight schools and interview all qualified applicants. Students are evaluated based on a variety of factors, including grades, financial need, extracurricular activities, community service, an essay, recommendations, and personal challenges they’ve faced. Thereafter, Trustees decide which students will be funded. The more money that’s been raised, the easier the decisions become. More money equals more scholarships.

Rossmoor residents can help in a variety of ways. Donations today fund the 2025 scholarships. Gifts can be made online at www.rossmoorscholarship.org and click on “Donate.” The website lists various levels of giving, but donations of any size are welcome. Checks can also be sent by mail, using the attached coupon, to Rossmoor Scholarship Foundation, P.O. Box 2056, Walnut Creek, CA 94595. Residents can also help by naming RSF as a beneficiary in their wills or trusts. Through whatever means is chosen, by helping these young students, donors can state with confidence that they are “transforming young lives.”