

Scholarship Foundation Welcomes New President and Launches Fall Fundraising

The Rossmoor Scholarship Foundation (RSF) has elected Bob Miller as its new president. After retiring from the private sector over 20 years ago, Miller dedicated himself to leadership in organizations serving foster youth, education technology and after-school programs, addiction recovery, and social entrepreneurship. He now co-chairs the Advisory Board for UC Berkeley's Center for Social Sector Leadership. With this experience, he is eager to build on the legacy of former president Shirley Wiegand and carry RSF's mission forward: empowering promising local students with financial need to achieve their educational dreams.

"Turning promise into achievement." That's the theme of this year's RSF fall fundraising drive. Imagine being a top student — full of determination, leadership, and potential — but unable to pursue college simply because of financial barriers. That's the reality for many local students, and it's why RSF exists. Since 1965, Rossmoor residents have joined together to change that story. In nearly 60 years, RSF has awarded over \$4.5 million in scholarships to more than 2,000 students from nearby high schools and community colleges. This year alone, RSF through its programs will provide \$474,500 in scholarships to 127 hardworking, deserving students. These young people are often the first in their families to attend college. Without RSF, many would have to abandon their dreams. With RSF, they begin the path to becoming doctors, teachers, engineers, business and community leaders — and role models for the next generation.

The year begins with this fundraising drive. In late fall, students from Antioch, Concord, Deer Valley, Mt. Diablo, Pittsburg, and Ygnacio Valley high schools, as well as Diablo Valley and Los Medanos colleges begin to apply for assistance. In February, three-person RSF teams interview all qualified applicants. Applicants are evaluated on a variety of factors, including grades, financial need, extracurricular activities, community service, an essay, recommendations and personal attributes and challenges. Thereafter, trustees decide which students will be funded.

Unlike most nonprofits, RSF covers all its administrative expenses through trustee contributions. That means every dollar given goes directly into scholarships. In addition to annual giving, RSF's endowment — built through generous donations and legacy gifts from Rossmoor residents — continues to grow, ensuring that future students will also have access to life-changing opportunities.

For the second consecutive year, Diablo Subaru of Walnut Creek has fully funded at least five scholarships of \$3,500 each. This year, the Leftovers Thrift Shop provided \$20,000 in scholarship funding as part of their ongoing support. These are powerful examples of local businesses joining hands with RSF to transform lives.

The true measure of RSF's success lies in the words of its scholarship recipients. One recipient wrote, "I am forever grateful to the foundation for their generosity... these awards have helped change lives like mine" (RSF Alum, now entering a doctoral program). "I recently completed my first college semester with a 4.0 GPA," wrote another. "Thank you for making this possible." Said a third: "I graduated in May 2024 with a degree in business finance. I could not have done it without Rossmoor's support."

The need is urgent, the opportunity great. More funds mean more scholarships, more dreams fulfilled, more lives transformed. Donate online today by clicking "donate" at www.rossmoorscholarship.org. Mail a check to Rossmoor Scholarship Foundation, P.O. Box 2056, Walnut Creek, CA 94595. Or consider leaving a legacy gift by naming RSF as a beneficiary in your will or trust. Every gift, large or small, makes a difference. Together, Rossmoorians are "turning promise into achievement" — one student at a time.

Submitted by: Bob Miller, RSF president