

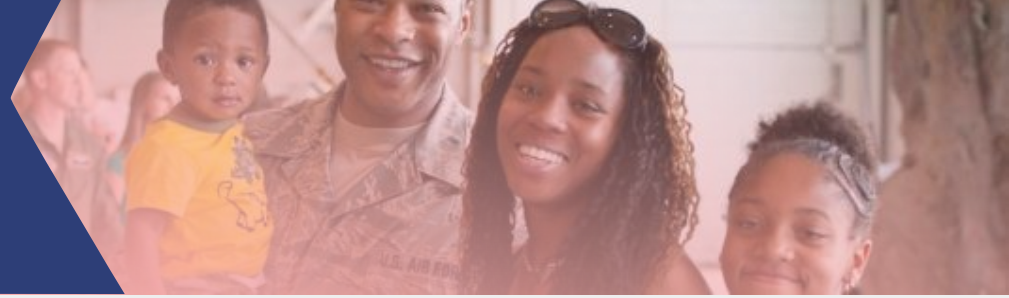


GI PROGRAM OVERVIEW FOR ARMY FAMILIES



GRATITUDE
INITIATIVE

PROUDLY SERVING ARMY FAMILIES AROUND THE GLOBE



- Gratitude Initiative (GI) is honored to be teaming with local Army School Liaison Officers (SLOs) to help raise awareness about its proven program, The GI College Success Academy.
- GI's program is completely free to Army families and their children.
- The College Success Academy is paid for by GI's generous sponsors and donors who want to show their gratitude to our Army service members and their families for their service and daily sacrifice for our nation.



Serving Army Families

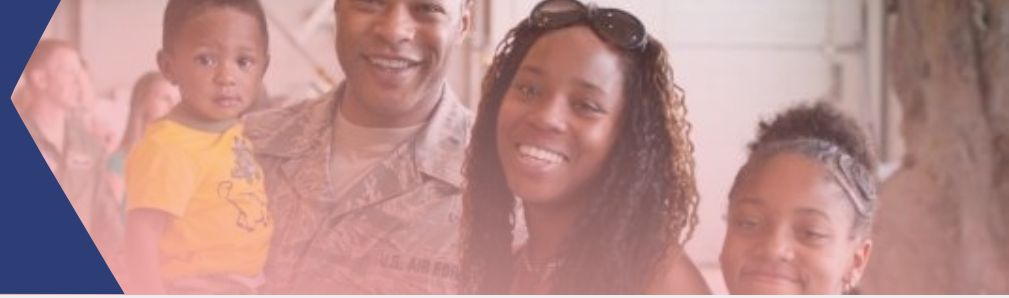


CONTENTS:

- Gratitude Initiative overview
- Challenges facing today's students
- The GI College Success Academy
- Program results
- Next steps for Army families



GETTING HEROES' KIDS TO COLLEGE



The Gratitude Initiative's (GI) mission is to provide educational support and college scholarships to the children of military service members, veterans, disabled veterans, and those killed in defense of our country.

501(c)(3) Tax Exempt Non-Profit

GI'S TEAM



GI's program was developed and is supported by a team of grateful Americans with nearly 200 combined years of experience in:

- College and Career Counseling
- Licensed Professional Counseling
- Teaching from the Middle School to University Level
- Admissions Test Preparation
- Distance Learning
- Education Software Development
- Educational Diagnostics
- Curriculum Development



GETTING HEROES' KIDS TO COLLEGE

- GI is the only non-profit of its type serving our military and veteran families and their children.
- GI provides the most comprehensive online college preparatory program available today called *The GI College Success Academy*.
- We currently serve students in over 23 states, on 3 continents, and we're growing every day!
- GI Programs are completely FREE OF CHARGE to the families we serve.



WHO WE SERVE



Children in grades 8th -12th with a parent that meets one of the following criteria:

- Active duty military
 - Army, Navy, Air Force, Marines, and Coast Guard.
- National Guard/Reserve members who deployed to a combat zone since 9/11/01.
- Veterans honorably discharged from active duty since 9/11/01.
- Disabled veterans with a service-connected disability.
- Service members killed while on active duty.



THE RISING COST OF COLLEGE



Average Yearly Cost for Tuition, Fees, and Room/Board

- In-State Public University: \$21,370
- Out-of-State Public University: \$37,430
- Private University: \$48,510

Source: College Board

Student Debt and Loan Default Rates are at an All-Time High

- \$32,731 – Average amount of debt held by students at graduation.

Source: Federal Reserve



THE CHALLENGES OF TODAY'S COLLEGE ADMISSIONS ENVIRONMENT



The cost of college is rising – admissions and scholarships are more competitive than ever!

- Students must compete for a limited number of admissions seats and scholarships.
- Student debt is at an all-time high - over eight million have defaulted on burdensome loans.

-U.S. Department of Education

“Many students are taking too long to graduate”

More than 60% of students are taking six years or more to graduate, which increases the cost of their education dramatically.

- National Center for Education Statistics

“Lack of planning can lead to costly mistakes”

Over half of college graduates surveyed would change either their major, their college, or their degree plan.

- Strada-Gallup



YOUR COMPETITIVE ADVANTAGE



Ensuring your student succeeds in today's highly competitive admissions environment!

Benefits of professional college and career prep:

2X

Students receiving formal college and career counseling are twice as likely to graduate college in four years – saving time and money!

- Education Trust



Improved SAT®/ACT® test scores lead to increased chances for college admissions and scholarships.

2X

Beginning career and college counseling as early as the 8th grade can double a student's chances of attending and graduating from college.

- Education Trust



A diverse group of young people, likely students, are smiling and looking towards the camera. They are in a bright, indoor setting, possibly a classroom or school hallway. The woman in the foreground is holding a black folder with a green sheet of paper inside. The text "WE HAVE A PLAN!" is overlaid in large, bold, red letters across the middle of the image.

WE HAVE A PLAN!

THE GI COLLEGE SUCCESS ACADEMY



GI provides the most comprehensive career and college admissions counseling, test prep, and financial aid counseling program available today.

- **Delivered online** to serve families anywhere around the globe, wherever their military service takes them!
- **Supported by our team of degreed experts** that work directly with you and your student via email, phone, or chat. No limits! Here every step of the way!
- **Step-by-step program** to ensure both you and your student will know when to get things done and how to do them.
- **Up to 9 Years of Service!** Enroll in the program as early as the 8th grade! The GI Advisory Team stays with your family until college graduation!



PROGRAM DETAILS

The GI College Success Academy Includes:

- Step-by-Step Guidance
- Parent Access to Help Track Progress
- Unlimited College Counseling
- Unlimited Career Counseling
- Detailed Suite of Career Assessments
- Unlimited Admissions Guidance
- Unlimited Application Reviews
- Unlimited Essay Reviews
- Live Advisors (Available by Phone, Chat, Email) - No Limits!
- Unlimited PSAT[®]/SAT[®]/ACT[®] Test Prep
- Unlimited Financial Aid Counseling
- Scheduled Calls with Advisors
- Unlimited Financial Aid Forms Review and Guidance
- Timely Email Reminders
- Resource Center
- Instructional Video Library



The GI College Success Academy has a proven track record of success and is designed to help a family save time on planning for their child's future, save money in paying for college, and reduce stress on the entire family.



OUR CURRENT RESULTS FOR HIGH SCHOOL GRADUATING SENIORS

WHO SUCCESSFULLY COMPLETED OUR PROGRAM ...



100%

of all seniors accepted into one or both of their top 2 college choices.



100%

of students and parents would recommend GI's program to other families.



\$22,678

Average financial aid awarded per student each year by their college or university.

OUR RESULTS





"I'm forever grateful for this program and appreciated how you take care of military kids."

Tyler (Student), MA



"My family and I truly appreciate the assistance we received from our GI Advisory Team!"

Johnathan (Student), WV

"Preparing and applying for college can be very stressful! Without GI's top-notch help, there would have been many sleepless nights."

Garrett (Student), TX

"GI's test prep program was easy to use, and by following their test-prep schedule, my SAT score went up 180 points!"

Brooke (Student), TX



See GI's website to learn more about what our students and parents have to say about our program!

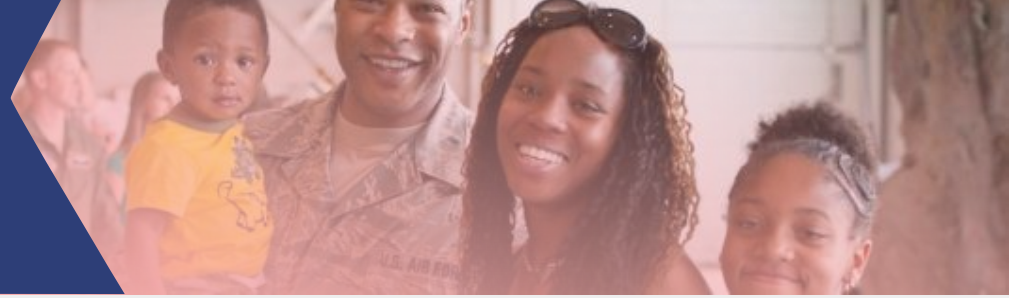
SERVICE AND SACRIFICE ARE IN THEIR DNA

Our military children are a tough and resilient group, however they do face unique challenges...

GRATITUDE INITIATIVE

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APPLYING FOR THE GI COLLEGE SUCCESS ACADEMY



- **Quick and easy application process.**
 - Open to students in grades 8-12.
 - Applications for seniors are due before 9/15.
- **Online application has 3 parts:**
 - Student Section
 - Parent Section
 - Required Document Upload
- **Required Documents:**
 - Proof of Service
 - Birth Certificate
 - Grade Report
- Go to www.gratitudeinitiative.org/apply-for-educational-programs to get started
- **Questions? Email us at info@gratitudeinitiative.org**





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**THANK YOU
ARMY FAMILIES!**