



WHO WE ARE

By the Numbers

- More than 6,000 applications received each year
- More than \$600,000 in funds awarded annually since 1997
- 100 percent graduation rate
- 58 percent of Ron Brown Scholars attend Ivy League universities
- 2 Ron Brown Scholars were elected to be the First Marshals of their Harvard graduating class
- 1 Ron Brown Scholar has been named a Harry S. Truman Scholar
- 4 Ron Brown Scholars have been Rhodes Scholarship finalists
- 51 percent of Ron Brown Scholars are pursuing graduate degrees
- 100 percent of Ron Brown Scholars are actively involved in community service activities
- 1 Ron Brown Scholar clerked for Supreme Court Justice John Paul Stevens

Named for the late Secretary of Commerce and inspired by his dedication to public service, the Ron Brown Scholar Program (a public 501(c)3 charity) was established in 1996 to provide academic scholarships, service opportunities and leadership experiences for young African Americans of outstanding promise.

The Ron Brown Scholar Program provides Scholars with the financial resources to attend some of the finest colleges and universities in the country. Upon acceptance, Scholars are each awarded \$40,000 (\$10,000 per year for 4 years) that may be used at the college or university of their choice. Acceptance into the Program means Scholars are also provided with the nurturing and mentorship to succeed and flourish in college and beyond.

The Ron Brown Scholar Program has a proven track record of academic success with a 100 percent graduation rate. Graduating Scholars go on to outstanding careers in the arts, sciences and public service, and many more pursue professional degrees in law, medicine and business.

Our Mission

The mission of the Ron Brown Scholar Program is to accelerate the progress of African Americans into the mainstream of leadership in business, education, government and a wide spectrum of professions, while instilling a strong dedication to leadership and public service. Another major tenet of the Program is to create a strong family bond among Scholars and Program staff who provide a network of support and friendship their entire lives. To this end, the **Ron Brown Scholar Alumni Association** was created in 2001 with the goal of sustaining this connection and fostering continued excellence, leadership and service.

Our History

Established in 1996 by the privately funded CAP Charitable Foundation, the Ron Brown Scholar Program began awarding college scholarships to outstanding African American students to honor the legacy of service of the late Secretary of Commerce Ronald H. Brown. As the first African American to serve in the cabinet as Secretary of Commerce and the first to serve as Chairman of the Democratic National Committee, Ron Brown was a figure of global prominence, respected for his intelligence, political savvy and leadership. In April of 1996, he died in a tragic plane crash during a trade mission to Eastern Europe. Since 1996, the Ron Brown Scholar Program has evolved to provide Scholars with more than just academic opportunities, fostering both the strong commitment to service and dedication to future leadership that Ron Brown helped embody.



FREQUENTLY ASKED QUESTIONS

Funding and Organization

1. Who funds the Ron Brown Scholar Program?

The academic scholarships are primarily funded by the CAP Charitable Foundation, chaired by Mr. Anthony M. Pilaro. In addition, the Ron Brown Scholar Program benefits from the generous support of partners including the Oak Foundation, Siemens, Carefirst BlueCross BlueShield, DLA Piper LLP, Claude Moore Charitable Foundation and the National Education Association. Many more provide valuable mentoring, internship opportunities and other important investments in Ron Brown Scholars.

2. Can individuals provide contributions to support the Program?

Yes! The Ron Brown Scholar Program (a public 501(c)3 charity) welcomes the financial support and participation of all those interested in helping us to make a difference in America's most promising and talented African American youth. Donations help support an endowment for future scholarships, in addition to aiding Scholars' individual community service projects, academic expenses and Alumni programs. For more information, please visit our web site at www.ronbrown.org or contact us at 434-964-1588 (phone).

3. How much financial assistance do Scholar recipients receive?

The Ron Brown Scholar Program awards up to twenty college scholarships annually in the amount of \$40,000 to extraordinary African American high school seniors. No restrictions are placed on the students' choices of school or discipline. Since 1997, the Program has awarded 281 scholarships.

4. Which schools do Ron Brown Scholars attend?

Scholars attend a wide range of schools and are not limited in where they may attend or the discipline they may study. To date, more than 200 Ron Brown Scholars have graduated from more than 50 different colleges and universities. Fifty-eight percent of Scholars have attended Ivy League universities including Harvard, Yale and Princeton.

5. Does the Ron Brown Scholar Program provide financial assistance to undergraduate education only?

Yes, financial assistance is provided only for undergraduate education. However, the Ron Brown Scholar Program strongly supports creating life-long bonds with and between the Scholars and the Program staff. Scholars do continue to receive mentorship and guidance toward personal and professional goals far beyond their undergraduate careers.



6. Why is the Program limited to 20 scholarships annually?

Individual attention and connectivity are unique aspects of the Ron Brown Scholar Program. Capping each class size to no more than 20 Scholars helps facilitate lifelong relationships between the Scholars and allows for more one-on-one mentoring and attention from the Program staff.

7. What roles do the Advisory Board and Steering Committee play?

The Advisory Board and Steering Committee are an independent body of distinguished corporate and civic leaders. To this end, the Advisory Board provides strategic guidance for our shared vision of building and supporting the next generation of African American leaders. The Steering Committee plays a dual role of helping guide the responsible growth of the Program while providing important mentorship for Ron Brown Scholars.

Selection and Requirements

8. How are Ron Brown Scholars selected?

The Ron Brown Scholar Program uses a highly competitive selection process. Each year, more than 6,000 applications are received and are narrowed down to approximately twenty finalists based on academic achievement, financial need, leadership ability and a demonstrated commitment to service. The Ron Brown Scholar Program Selection Committee, comprised of staff and volunteers, reviews each application. After numerous rounds of screenings, finalists are invited to Selection Weekend in Washington, D.C. for a final round of in-depth interviews.

9. What are the criteria used in selecting Ron Brown Scholars?

Above all, applicants must exemplify a strong academic record, a keen desire to continue learning and a commitment to civic service. The Selection Committee also looks for examples of exceptional leadership potential and a desire to be agents of social change. All Ron Brown Scholars must also demonstrate financial need.

10. Are all Ron Brown Scholars required to complete four years of college?

The Ron Brown Scholar Program has a 100 percent graduation rate. Some Scholars may qualify for enough credits to graduate in less than four years while others may choose to study longer to explore travel or community service opportunities. All Ron Brown Scholars receive a college diploma.

11. Can a student still receive a Ron Brown Scholarship even if he or she is also receiving financial aid from their college or university?

Yes. If a Ron Brown Scholar also qualifies for financial aid at their college or university, he or she may defer use of their scholarship funds to a number of other educational related expenses not covered by their financial aid, including housing, meals, study abroad programs, books and supplies.

12. Does the Ron Brown Scholar Program provide Scholars with internships?

The Ron Brown Scholar Program helps Scholars form valuable relationships with various corporate, public and non-profit friends of the Program that may lead to future internships or employment opportunities, but all Scholars are responsible for securing their own internship opportunities. Friends of the Program represent some of the most well-respected and influential corporations in America including Verizon Business, The Institute for Human Virology, National Institutes of Health, Carefirst BlueCross BlueShield and Major League Baseball to name a few.



Distinguishing Factors

13. In what ways does the Program help foster the next generation of leaders?

Each of the young African American students accepted as Ron Brown Scholars have already demonstrated impressive academic achievements, strong commitments to public service and the potential to serve as future leaders. The Ron Brown Scholar Program works to help them achieve these goals by fostering relationships with the nation's brightest minds, successful business leaders and influential government and political leaders. The Program is also host to the *Triennial Leadership Conference* that invites all Ron Brown Scholars to formulate thought and generate discussion on a range of timely social topics. The Scholars demonstrate leadership throughout the conference by bringing together other distinguished leaders and experts in various fields to help create common goals and identify practical approaches to solving complex social challenges.

14. Why does the Ron Brown Scholar Program place an emphasis on service?

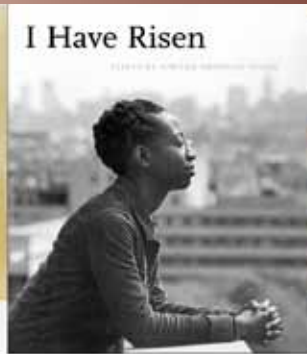
Ron Brown Scholars ascribe to the philosophy that to whom much is given, much is expected. In this sense, Scholars work to continue the legacy of service established by the late Secretary of Commerce, Ronald H. Brown. Using a direct, hands-on approach and through the guidance and support of the Ron Brown Scholar Program, Scholars seek to improve the lives of every individual they touch and provide others with the same kind of opportunity to succeed they have been afforded.

15. What do Ron Brown Scholars do after graduating from college?

Ron Brown Scholars are a diverse pool of highly-motivated graduates with a myriad of professional interests. Currently, 24 percent of Scholars have pursued careers in the humanities, 18 percent in business, 17 percent in medicine and 10 percent in law. Ron Brown Scholars include prominent playwrights, Supreme Court clerks, Ph.D candidates and more. For a complete listing of Ron Brown Scholars and their achievements, please visit www.ronbrown.org.

16. Are there other benefits of becoming a Ron Brown Scholar beyond the financial assistance for college?

Ron Brown Scholars are afforded many opportunities that extend far beyond the scholarship itself. Scholars become part of a large alumni network that provides mentoring, internship opportunities and access to a wide range of public and private institutions. Most importantly, the Ron Brown Scholar Program offers a sense of pride and belonging to a large family of like-minded, dedicated individuals committed to using leadership skills and community service to improve the human condition.



ESSAYS BY AFRICAN-AMERICAN

I HAVE RISEN - ESSAYS BY AFRICAN AMERICAN YOUTH

Originally published in 1996 in commemoration of the 10th anniversary of the Ron Brown Scholar Program, *I Have Risen - Essays by African American Youth*, is an inspirational collection of 50 essays written by Ron Brown Scholars. *I Have Risen* tells the incredible stories of African American youth who overcame numerous obstacles in their lives – from living in extreme poverty to surviving in some of America’s toughest neighborhoods – and translated that hardship into an unrelenting commitment to better the world. The book allows readers to encounter the personal stories and perspectives of the students as they wrote each essay for the Ron Brown Scholar Program application process during their senior years in high school. The stories capture the essence of the human spirit, giving *I Have Risen* the dynamic ability to inspire young people of all backgrounds. Every book has its own indelible story to tell; this one has taken on a life of its own. The following is the history of its creation and the continued building of its legacy.

The journey of this extraordinary project can be traced to an impromptu brainstorm among a small group of individuals including Executive Director Michael Mallory, Associate Director Vanessa Evans and member of the Board of Trustees Chris Pilaro during the annual Selection Weekend in Washington, DC. Inspired by the fire, persistence and compassion of the Scholars, they wanted to tell their stories, to highlight these young people and their inner need to give back. Mr. Mallory says, “Our hope is that the world will also be inspired by their stories, and encouraged by their collective power to create change.”

Scholar connections provided access to an expert in layout and design from Harvard University, Lorraine Ferguson. Renowned photographers Andre Lambertson, Joseph Rodriguez and Clarence Williams, whose lenses have long documented social issues both here and abroad, joined the project to document the individual Scholars. Charleston-based journalist Sybil Fix, who has worked extensively on issues of race and education, served as editor. The result is a thought-provoking volume sharing the lives of young African-Americans who have varied interests and pursuits, but one common goal: to use their lives and experiences to make a difference for others.

The story of *I Have Risen* does not end upon publication. With training in education and a passion for service, a Ron Brown Scholar designed a framework for using the book’s essays in the classroom to engage youth in discussion around these five topics: Goal setting, Overcoming obstacles, Achieving success, Leadership and Service. This Scholar-developed framework supported the use of *I Have Risen* by teachers in elementary and middle school classrooms under the burgeoning Read to Lead Program. Several generous grants from the Claude Moore Foundation and State Farm Insurance enabled the distribution of over 3,000 books to schools in Virginia and provided for the collaboration of Scholars and educators to implement the Read to Lead Program.



The excitement surrounding *I Have Risen* and Read to Lead created the foundation for a partnership with the University of Virginia Corcoran Department of History and the Curry School of Education in order to build upon the framework to establish the Ron Brown Scholar L.E.A.D. Series: an interactive online curriculum to introduce middle and high school students to the intertwined concepts of leadership and service. This program, utilizing Scholar stories from *I Have Risen*, Scholar interviews with Julian Bond, clips and other media of Scholars and leaders, launched in the fall of 2009. Used in middle and high schools in Newport News, Virginia, it reached over 300 students in the district. Late in the summer of 2010 the L.E.A.D. Series received a local community grant from Bank of America/Merrill Lynch to work with Charlottesville and Albemarle county schools. This grant provided for materials to be distributed to over 25 educators and 400 students in the district and included funding for community service projects designed by L.E.A.D. participants.

From working with youth in schools to connecting with new friends of the Program, *I Have Risen* continues to be a powerful representation of work by Ron Brown Scholars. Recently, the Clifford Chance law firm in New York City commissioned large panels of several of the Scholar essays and accompanying photographs for an exhibit in their Manhattan office. Major League Baseball, long a Program supporter, hosted a gathering in NYC for friends and Ron Brown Scholars the night before the opening. Unlike most traditional gallery receptions, the opening was a discussion of education hosted by several Ron Brown Scholars and attended by students from innovative New York charter school Eagle Academy, along with a contingent of known and new Friends of the Program. Such panels are mobile, allowing for continued exposure to *I Have Risen* for audiences in other locations.



RON BROWN SCHOLAR PROGRAM L.E.A.D. SERIES (LEADERSHIP ENRICHMENT AND ACADEMIC DEVELOPMENT SERIES)

The Ron Brown Scholar Program in collaboration with the University of Virginia's Corcoran Department of History's Explorations in Black Leadership, with resources made available by Verizon's Thinkfinity and State Farm's Service Learning Initiative, is proud to offer the Ron Brown L.E.A.D. Series (formerly Read to Lead). Funded in part through a generous grant from the Claude Moore Charitable Foundation, State Farm, and Bank of America/Merrill Lynch, the goals of this curricular program are two-fold: to introduce students across the United States through the use of online standards-based curriculum and mentoring partnerships to the integrated concepts of leadership and service, and to provide student groups with the tools to develop a service project dedicated to the betterment of the communities in which they live.

The L.E.A.D. Series is a leadership and service-centered curriculum for middle and high school students. Participants have access to an online course platform through which five topic areas are covered: self-awareness, defining leadership, social awareness and influence, citizenship and service. Each topic and the accompanying activities builds upon the previous, but can also stand alone. The online format allows rich interaction with video, webquests, and links to supplemental information including examples of service projects designed and completed by young people all over the country.

Additionally, this program seeks to encourage self-awareness and reflection, examine and discover individual strengths and weaknesses, instill concepts of goal-setting and attainment, examine leadership in the contexts of history and current events, help students in the understanding of and the positive manipulation of group dynamics, engage students in civic activity fostering an individual and group sense of responsibility toward and for community, and connect students with Ron Brown Scholar mentors.

Perhaps the most exciting segment of the course is the access participants will have to Ron Brown Scholars who volunteer to serve as web-based mentors when the students enter the community organizing and project design stage. Students will be inspired and encouraged by the history, Scholar stories, current events, examples and tools within the curriculum to design a project that will benefit their own local communities. The winning project may be eligible for Program support for implementation.

In addition to the online format, a hard copy workbook designed to reach teachers and students who may not have access to Internet capabilities is available.



RON BROWN SCHOLAR COMMUNITY SERVICE FOUNDATION

At the heart of the Ron Brown Scholar Program lies an unshakable commitment to service. Applicants to the Program, in addition to displaying academic excellence and a capacity to lead, must also demonstrate a commitment to service and community involvement. After being named Ron Brown Scholars, the young leaders continue to serve their communities while completing their undergraduate courses of study and while excelling as busy professionals. Ron Brown Scholars are emerging as a collective force serving communities and making a genuine impact on the nation.

In this tradition, the Ron Brown Scholar Community Service Foundation was created to help Scholars continue serving their communities through innovative service projects. Thanks to a gift from the CAP Charitable Foundation, the Community Service Foundation awards small grants to Ron Brown Scholars who submit proposals for service projects that demonstrate visionary solutions to problems of social importance. The Foundation is managed and applications are reviewed by the Ron Brown Scholar Program.

In addition, the Community Service Foundation is an opportunity for Ron Brown Scholars to encourage one another in their service endeavors and will extend the reach of the Ron Brown Scholar Program further into the greater community. Scholars will be able to offer their skills and insights to make an impact at the local level, and the collective ambition and support offered by the Program will heighten that impact to achieve a nationwide and even global reach. In less than 3 years, the Community Service Foundation has awarded over \$65,000 to 18 projects involving 31 Scholars.

The Community Service Foundation places no restrictions on the type of service to be administered or the demographics of the communities to receive the benefits. Scholars are encouraged to propose innovative solutions to problems occurring in any population, and should look to apply their skills in areas where those skills traditionally have not been utilized. A Scholar applicant's method of service may range from direct outreach to research of a socially-relevant issue to providing administrative consultation to an organization that provides a crucial service but is not operating at full capacity.

All Ron Brown Scholars are eligible to apply and collaboration between Ron Brown Scholars is especially encouraged. Grant recipients will receive funding from the Foundation and will present their projects and outcomes at the Ron Brown Scholar Leadership Conferences and Selection Weekends.

2010 CSF Funded Project:

"The goal of Backpacks for Haiti was to give hope to the children in the commune of Port-Salut by donating 1,000 backpacks to 1,000 elementary school children in Port-Salut. The impact of the program was that 1,000 of the neediest elementary school children of Port-Salut received a backpack, some notebooks, pens, pencils and a pencil sharpener so they are able to start the school year on the right foot."

- Charly Jeune, 1999 Ron Brown Scholar; 2010 RBS Community Service Foundation Grant Recipient



RON BROWN SCHOLAR ALUMNI ASSOCIATION

The uniqueness of the Ron Brown Scholar Program lies in the ongoing network it fosters among Ron Brown Scholars, throughout the undergraduate years and beyond. Following the first class of Scholars' college graduation, the program's leadership and newly minted alumni created the Ron Brown Scholar Alumni Association (RBSAA) with the goal of sustaining a life long connection and fostering continued excellence, leadership and service.

The RBSAA is an incorporated entity with independently-elected officers and funding from its members. It comprises graduates of the RBS Program, as well as mentors and friends. The RBSAA organizes events for its membership, including a national conference held every three years and more frequent regional gatherings. RBSAA objectives include support of philanthropic and social causes, participation in the Ron Brown Scholar Community Service Foundation, and the promotion of communication and mentorship among Alumni.

The RBSAA, comprising Ron Brown Scholar Program college graduates, RBSAA advisors and friends, has three main objectives:

1. Supporting philanthropic and social causes through the administration of the Community Service Foundation and other initiatives;
2. Fostering lifelong connectivity among Ron Brown Scholar Program Alumni;
3. Supporting current Ron Brown Scholars through mentorship and professional development opportunities.



MICHAEL A. MALLORY

As Executive Director of the Ron Brown Scholar Program, Michael Mallory continues to demonstrate a profound commitment to increasing educational opportunities for young people. Since 1996 he has been instrumental in shaping the program to embody the ideals of outstanding academic achievement, commitment to service and dedication to leadership in honor of Ron Brown, former Secretary of Commerce.

Before leading the Ron Brown Scholar Program, Mr. Mallory worked in Undergraduate Admissions at the University of Virginia where he earned a B.S. in Science Education and a M.Ed. in Administration and Supervision. Serving a dual role as the University's Director of Minority Recruitment and Assistant Dean of Admissions, he received national recognition for increasing the recruiting, retention and graduation rates of African American students.

Mr. Mallory initiated UVA's first Black Alumni Reunion in 1987 and was co-founder of the Walter N. Ridley Scholarship Program which has accumulated nearly \$4 million in assets. He served on a number of faculty committees at UVA and received the prestigious Algernon Sydney Sullivan Award for Outstanding Faculty Member of the Year in 1996.

Mr. Mallory was a classroom teacher in the Albemarle County public schools before being hired by UVA to serve as assistant coach and academic advisor to the men's basketball team in 1984. He also served as an Academic Advisor at the University of Virginia and as Assistant Marketing Director for a national tour company.

Mr. Mallory's dedication to the Charlottesville community is evident through his work on numerous boards including Computers 4- Kids, Urban Vision and the Paramount Theatre Foundation. Additionally, he has served as a member of the Board of Directors for the National Scholarship Providers Association and as a Trustee of the College of Arts and Sciences Foundation of the University of Virginia.



VANESSA M. EVANS

Since 2001 Vanessa Evans has served as the Associate Director of the Ron Brown Scholar Program. Ms. Evans has always had a passion for working with young people. Before joining the Ron Brown Scholar Program, she served as Senior Assistant Dean of Admissions at the College of William & Mary in Williamsburg, Virginia. Prior to that, she served as Assistant Director of Admissions at James Madison University (JMU). In both capacities, she focused on multicultural/international recruitment and recruitment programming. At JMU she also served as Coordinator of Events & Conferences.

Additionally, Ms. Evans currently serves on the Board of Directors of the National Scholarship Providers Association and the James Madison University Board of Visitors. Previous affiliations have included the National Association for College Admission Counselors, National Association for Foreign Student Affairs (NAFSA), and the Association of Conference and Event Directors – International (ACED-I).

Ms. Evans earned a Bachelor of Business Administration and a Master of Education in College Student Personnel Administration from James Madison University.



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