



TOMORROW, TODAY:

The Campaign
for WSOS



POWERFUL
students
POWERING
Washington

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP



Jonathan,
Opportunity Scholar

THE CHALLENGE WE FACE

Today, businesses across the state of Washington are eager to hire people in STEM, trade and health care jobs. But we have a **critical shortage** of skilled and educated workers in these high-demand fields.

At the same time, thousands of young people across our state are **motivated and capable** of pursuing a higher education and are **eager** to enter these fields. But they lack the financial resources and support systems to complete their education and move into these jobs.

This is especially true for low- to middle-income students, those living in rural areas, students of color and first-generation students, many of whom face **complex, systemic barriers** including poverty, racism and cultural bias.

In the next decade, most jobs in our state—especially those paying a living wage—will require a post-secondary education. We simply do not have enough Washingtonians with the education, skills and training to fill the jobs that power our economy.

If we are to continue to thrive as a hub of innovation and economic growth, we must act now to ensure the next generation of Washington students—regardless of background—is prepared for the jobs of tomorrow.

This is where the Washington State Opportunity Scholarship (WSOS) comes in.

OUR SOLUTION

A decade ago, top leaders in state government, industry and education came together to create a **new model for workforce development**. They launched WSOS—an innovative, public-private program where private donations are matched by state funds to help students earn degrees in high-demand fields.

Today, WSOS removes financial barriers for students from diverse backgrounds and **creates pathways into high-demand, high-paying jobs**.

Since WSOS started 10 years ago, we have provided scholarships, mentoring and critical support services to **more than 14,000 students** who reflect the full range of our state's diversity.

Our proven model addresses both of the growing needs in our state: the talent gap and the opportunity gap.

WSOS invests in WASHINGTON STUDENTS to fill Washington jobs and keep Washington companies strong.



George,
Opportunity Scholar

THE POWER OF COMMUNITY

WSOS is a **win-win-win** for our community.

Students gain the education they need to access high-demand, living-wage jobs. **Businesses** gain a workforce filled with diverse, high-level talent. And **our community** grows from a healthier, more prosperous economy.

*We are at an inflection point in our state, and we have an opportunity for companies, philanthropists and civic leaders to come together, alongside our government partners in state government, and build a **stronger future for all of us** across Washington state.*



THE UNMET NEED

Today there are tens of thousands of talented students all over our state who want to pursue higher education pathways that lead to family-wage jobs. But for too many of these students, the **lack of financial resources and support** prevents them from attaining their degrees or credentials. Regardless of where students live, the **cost of education is rising**—and many low- to middle-income students face food insecurity, housing insecurity and limited childcare.

Each student's story is unique, but they all share one thing in common. *They want to succeed.*

More students need support from WSOS, and we must be ready to provide it now and in the years to come. On average, we are only able to select **29% of eligible applicants** for the bachelor's degree program—and **38% of eligible applicants** for the career and technical scholarship. This means that **more than 60-70% of deserving students are not selected.**

LAST YEAR ALONE, ALMOST 2,700 ELIGIBLE STUDENTS WERE DENIED SCHOLARSHIPS.

Imagine what it would look like if these students were pursuing jobs in the fields we need most.

Businesses want to hire people from diverse backgrounds because they know the value these employees bring. If we **act now**, we can ensure that the next generation of students can receive a post-secondary degree—and that businesses have a **diverse and talented workforce** to fill essential STEM and health care jobs.

Iris,
Opportunity Scholar

“These scholarships send a message to students. *We see them. We believe in them—and we value them.*”

- Brad Smith
President and Vice Chair
of Microsoft and WSOS Board Chair

TOMORROW, TODAY: THE CAMPAIGN FOR WSOS

By 2030, WSOS aims to **significantly increase** the number of diverse Scholars who are earning higher-education credentials that give them entry into Washington’s high-demand jobs.

To do this, WSOS has launched the *Tomorrow, Today Campaign* to **raise \$75 million in private philanthropy** by December 31, 2025.

This state-wide campaign will **accelerate equity in education** and ensure that businesses have the **diverse talent** they need to drive innovation and economic progress in Washington.

Every dollar raised will be matched 1:1 by the state of Washington, resulting in a **pool of \$150 million to support the next generation** of Opportunity Scholars.

There is no other program that leverages money at this scale to **fuel the workforce pipeline** and **increase opportunity for students** and advance **equity in education**.



The money raised for the *Tomorrow, Today Campaign for WSOS* will:

- **Extend** our current level of scholarship support to 2030 to ensure we can serve today’s middle schoolers when they are ready for college.
- **Expand** the number of students who receive scholarships each year, increasing the number of new Scholars in the talent pipeline today.
- **Provide** more high-impact support services to ensure our Scholars’ success in all fields.

If we **act now**, we can ensure that the next generation of students can receive a post-secondary degree—and that businesses **have a diverse and talented workforce** to fill essential STEM and health care jobs.

WSOS OPPORTUNITY SCHOLARS ARE:

100%

from low- to middle-income families

~7/10

students of color



2/3

first-generation college students

~60%

women

I cried when I got the letter. WSOS gave me a lot of opportunities and a lot of support. I want to be an internal medicine physician in a small town. I want to give back to a community similar to the one that raised me.

- Lia
Baccalaureate Scholar



Nancy,
Opportunity Scholar

BENEFIT TO THE COMMUNITY

WSOS is a **win-win-win** for our community.

Students gain the education they need to access high-demand, living wage jobs.

Businesses gain diverse, high-level talent. And **our community** grows from a healthier, more prosperous economy.

Scholars earn **2-3 times** what their families made when they applied, helping to break the intergenerational cycle of poverty.

Businesses benefit from a workforce filled with **diverse talent**, ready to enter high-demand careers in Washington. Hiring locally allows employers to capitalize on the best and brightest here at home while reducing turnover, recruiting and relocation costs.

State economy and taxpayers win. When more Washingtonians are employed in high-demand careers, they make more money, pay more in taxes, utilize fewer state support programs and can more fully participate as citizens.

Thanks to WSOS' support, more than

8,000 SCHOLARS

have earned their
baccalaureate degree



300 SCHOLARS

have earned a community or
technical college certificate

THE UNIQUE WSOS MODEL

Our Scholars come from all counties and legislative districts in Washington, with a focus on underserved areas. This means our programs are **dedicated** to supporting students from low-income families and rural communities, as well as people of color and first-generation students.

Our support services are a fundamental reason why our Scholars **graduate faster**, take on **less debt** and earn a **higher average salary** than their peers.

One of WSOS's greatest strengths is our adaptability over time. When this program first launched, we only offered scholarship funding. But we heard from Opportunity Scholars and stakeholders that this wasn't enough—students needed more than just money for college. They needed **people in their corner** who believed in them and helped them navigate the system.

OUR UNIQUE PROGRAMS

BACCALAUREATE SCHOLARSHIP

Our Baccalaureate Program supports students in over **170 high-demand programs** at more than 60 eligible institutions. Our scholarships go **beyond tuition**. Dollars are flexible and can be used to pay for other critical costs of attendance needs like transportation, childcare, food and lodging.

COMMUNITY COLLEGE

We know not all high-demand jobs require a bachelor's degree. We support students in more than **2,000 trade, health care and STEM programs** at the state's 34 community and technical colleges.

GRADUATE SCHOLARSHIP

The need for **highly qualified professionals** who can provide primary care as well as mental health services is even more necessary in a post-Covid world. This program supports students pursuing advanced degrees to become nurse practitioners in **medically underserved** areas.

RURAL JOBS INITIATIVE

WSOS targets additional dollars for rural students who face extraordinary barriers to education, ensuring those farthest from a community and technical college **have access to the training** that leads to a high-demand job in their rural community. More than tuition, these scholarships pay for things like travel to distant campuses as well as laptops and Wi-Fi hotspots to enable distance learning.

JOIN THE TOMORROW, TODAY CAMPAIGN

If we **act now**, we can ensure that the next generation of students can attend college—and that businesses have a diverse and talented workforce to fill essential STEM and health care jobs. **Committing to workforce development and equity means taking action.**

A gift to WSOS is exactly that. It's your values in action. When you support WSOS, you demonstrate philanthropic leadership by expanding opportunity and shared prosperity.

THE POWER OF TOMORROW **lies in** your investment today.

Students are counting on us.
Businesses are counting on us.
Communities are counting on us.

Join the Movement for Innovation & Equity in Washington State.

Join the *Tomorrow, Today Campaign.*



Dylan,
Opportunity Scholar



877.899.5002

info@waopportunitiescholarship.org

1414 31st Ave. S, Ste 302, Seattle, WA 98144

waopportunitiescholarship.org

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