

2024 Impact Report

We guide, connect, finance, and engage
high school seniors & young adults to achieve
their *dreams of career success!*



540-931-1084



opportunityscholars.org

About Opportunity Scholars

Opportunity Scholars CONNECTS families, schools, and businesses to create a LOW COST career pathway to high paying jobs for low/middle income young adults; creating economic mobility, while building a pipeline of professional and technical workers to grow LOCAL businesses.

By connecting young adults, families, educators, and businesses, Opportunity Scholars builds a pipeline of professional, career, and technology workers to invigorate local economies. EVERY young adult — regardless of life circumstance — will be empowered for success!

During calendar year 2024

Foundation Donors
Grew by **20%**

Number of Individual
Donors Grew by over **80%**

Students Supported
Grew to over **250**

A Message from Our CEO

While 2023 was a year of growth, 2024 has been a year of transformation. With each advancement, Opportunity Scholars continues to deepen its impact, expand its reach, and change lives in ways that go beyond education—we are shaping the future workforce and creating real economic mobility for students and families.

This year, we strengthened our foundation by opening a new office in Winchester and expanding our team to better serve our scholars. We also expanded into Shenandoah County, broadening our programs to include even more students eager to build their careers in high-demand industries.

As you will note in our Scholar Spotlights, Opportunity Scholars is not simply about access to education—it is about real outcomes. Keren, Draytn, and Gracie are shining examples of what occurs when students receive the monthly coaching, financial literacy training, and career connections. Whether it is securing a full-time position in HVAC, launching a nursing career with a partner like Valley Health, or preparing to serve as a school resource officer, these students prove that when given the right opportunity, they thrive.

Thanks to our growing network of donors, business partners, and community supporters, we have been able to expand our impact more than ever before. Our foundation partners grew by 20%, number of individual donors increased by 82%, and we grew life-changing opportunities to over 250 students this year. We were also honored to be the beneficiary of many grants and fundraisers including the Winchester Rotary Club Golf Tournament, which is a testament to the strong community support behind our mission.

Looking ahead, we are more energized than ever. 2025 will bring new opportunities, new students, and new successes. Thank you for your continued support as we continue this incredible journey—together, we are changing lives and building brighter futures.

2024 Financial Snapshot

Figures presented are awaiting final completion of our 2024 audit.

Revenue (donations/grants)	\$657,006
Interest Earnings	\$21,632
Total Revenue	\$678,638

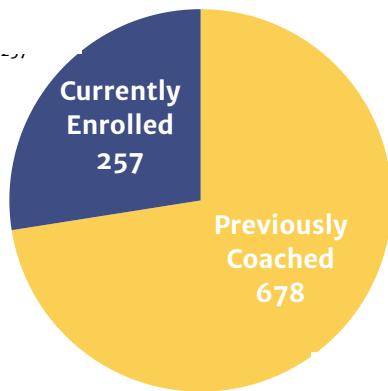
Program	\$467,489
General & Administrative	\$46,749
Fundraising	\$5,194
Total Expenses	\$519,432

Rachel Schaefer
CEO



One Year Review

Students Impacted Since 2019 935



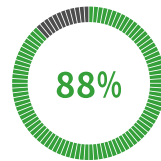
Enrolled Student Demographics

Female Underrecognized Groups



70% Hispanic/Latino
6% African American
14% White
6% Asian
4% Unspecified

Average family supported is a family of 4 making \$54K per year.



Graduation Rate

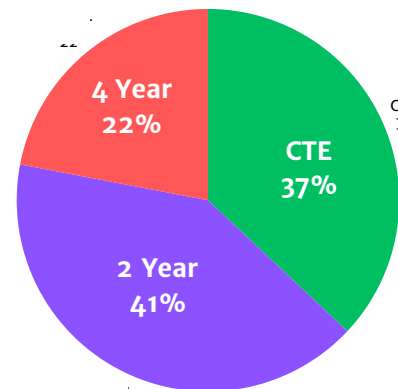


Low-Middle Income



Increased Wages

Program Path Scholars Choose



Heritage High School 2024 Snapshot

In 2024, 34 students participated in Opportunity Scholars at Heritage High School. Their chosen career pathways reflect a diverse range of interests: Healthcare (12), Education (7), IT (7), Skilled Trades (4), Engineering (1), Military (1), and Other (2). The cohort was 59% female and 50% Hispanic or Latino.

Key Supporters:

- Suzanne Eicholtz, Director of School Counseling – A dedicated leader fostering a supportive culture for students.
- Justine Rose, School Counselor – A strong advocate who has referred the most students to Opportunity Scholars.
- Carlina Fekel, College & Career Specialist – Passionate about student success, ensuring they have the tools to thrive.

Heritage High School, and many other high schools, continues to be a vital partner in shaping bright futures through Opportunity Scholars.

2024 Highlights

This year has been one of incredible milestones for Opportunity Scholars! We grew our foundation partners by 20% and saw an inspiring 82% increase in individual donors, demonstrating the growing commitment to our mission. With this support, we provided life-changing opportunities to over 250 students!

We also had the honor of being the beneficiary of the Winchester Rotary Club Golf Tournament, further strengthening our community ties. Another exciting milestone—we expanded into a new location and celebrated with a special ribbon-cutting ceremony, marking a new chapter in our journey.

Winchester Rotary Club Golf Tournament Recipient



New Location Ribbon Cutting



Financial Aid Coaching in Our New Location



SCHOLAR *Spotlight*



KEREN

Keren has been a part of Opportunity Scholars since 2021. She has since successfully completed her Bachelor's in Nursing Science at Shenandoah University! Throughout her journey, we have provided support, offered encouragement, and helped find fundings for her studies at Shenandoah University. We also assisted her with job preparation, refining her resume and interview skills, which ultimately led to her securing a nursing position at Valley Health shortly after graduating. We remain committed to supporting her ongoing career development and ensuring she has the resources she needs to continue thriving in her field.

SCHOLAR *Spotlight*



DRAYTYN

Draytyn has been in the program since 2023. We worked closely with him on career exploration. He decided to pursue a career in HVAC through the Virginia Community College System. We assisted him in registering for classes and guided him through the financial aid process, ensuring the cost was fully covered, making his education free. In addition, we helped him secure a job in the HVAC industry, allowing him to gain hands-on experience. After graduating high school, Draytyn transitioned into a full-time position and is now working while completing his classes.

SCHOLAR *Spotlight*



GRACIE

Gracie transitioned to Laurel Ridge Community College to pursue an associate degree in education when she changed her educational path. Her goal is to attend the police academy and serve as a school resource officer. Opportunity Scholars has supported Gracie's career goals by providing personalized guidance, tutoring resources, resume assistance, and consistent follow-ups to motivate her and ensure her continual progress. We have worked with her on key skills such as goal-setting and will continue to focus on other important areas to help her succeed in her studies and achieve her goals!

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Organizational Partners

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Education



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Contact Us



540 - 931 - 1084



info@opportunitiescholars.org



www.opportunitiescholars.org



Opportunity Scholars
Pathways to Success

Thanks to your generous support, we're able to empower more young adults to achieve their dreams and celebrate the incredible accomplishment of every graduate. Together, we're making a lasting impact!



Donate Now



Refer a Student

2024 Graduates

