



2021 IMPACT REPORT



SERVICE TO SCHOOL



A LETTER FROM OUR CEO

Dear Friends and Supporters,

During the past few years, individuals and communities across the globe have been challenged on multiple fronts. From minor inconveniences to major life changes, 2020 and 2021 left many people in need of support but with no way to access it. With that in mind, Service to School entered the year with a renewed dedication to not only supporting Veterans on their journey toward higher education, but making our support as accessible as possible. We leaned into the concept of virtual programming and discovered new opportunities that resulted in the support of over 3,000 Veterans.

In early 2021, we committed to developing the best college fair a Veteran could attend. In September, we were excited to finally host this virtual event with 600+ participants and 30+ top colleges and universities. The feedback from Veteran attendees, and the schools' professionals who had an opportunity to meet these Veterans, was so positive that we plan to host this virtual event annually. Additionally, during the course of the 2021 year, with the support of experts and volunteers, we overhauled our undergraduate and MBA guidebooks and moved them to an easy to access online portal. We created new ways to connect in real time adding "Virtual Office Hours" where a Veteran can drop-in and meet over video conference with a staff member. We continued to host webinars and build out a library of relevant, Veteran specific higher ed content. Finally, our Ambassador and VetLink programs continued to grow and thrive, assisting even more Veterans to gain admission to top notch universities across the country.

With your support, and the tireless efforts of our volunteers and staff, we will continue to ensure Veterans have the ability to achieve a quality higher education. Thank you for being part of the Service to School community and believing in our Veterans' futures.



Admission Accomplished!

A handwritten signature in black ink that reads "Christine Schwartz".

Christine Schwartz,
CEO of Service to School



ANDREW'S STORY

Growing up in Upstate New York, I knew in high school that I wanted to join the military. After two years of college, I enlisted in the U.S. Army's 75th Ranger Regiment, the nation's most elite light infantry force. The desire to join this special operations unit was fueled by my own patriotism and that of my parents, with my motivation being rooted in my parent's sacrifice, to leave their homes in Vietnam in search of a better life for their family. This country gave my family an opportunity at a better life, and the chance to protect this freedom that my parents risked their lives to have— that alone was worth fighting for. I knew that joining the Army Rangers would test me, challenge me to find myself, and give me the opportunity to stand among America's best.

After four and a half years of service with 1st Battalion, 75th Ranger Regiment, I decided to return to education to pursue medicine. Though leaving such a cohesive unit was difficult, I knew that my best years of service laid ahead of me. Becoming a physician would allow me to make a positive impact on those who needed it most. Medicine would equip me with the ability to reduce unnecessary human suffering and improve the human condition.

"Service to School assisted me in discovering schools that would fit with my background and educational experience and offered me guidance throughout the application process."

Being paired with my S2S Ambassador was an influential moment that led me to apply to Yale, where I matriculated in 2018 after leaving the military. Currently, I am a senior studying Molecular, Cellular, and Developmental Biology, and after graduation I plan to attend medical school to pursue orthopedic surgery.

Andrew Nguyen
S2S Alumni, Yale Class of 2022



OUR MISSION

To prepare transitioning service members and Veterans for their next chapter of leadership by helping them gain admission to the best college or graduate school possible.

IN 2021 SERVICE TO SCHOOL (S2S) HAD A PIVOTAL YEAR OF GROWTH AND IMPACT.

Despite the ongoing challenges posed by the COVID-19 pandemic, S2S was proud to serve 3,000+ Veterans and transitioning service members to gain admission to the best school for them. Additionally, S2S grew the VetLink Program to include 28 undergraduate school partners and hosted its first-ever VetLink College Fair which attracted more than 600 Veterans and service members. S2S was proud to host numerous virtual webinars, publish original content on the college admission process through guidebooks, and provide one-on-one support from our staff and volunteer Ambassadors. S2S is poised for tremendous growth in 2022 and beyond as we pave the way to support 10,000 Veterans and transitioning service members in the next five years.

\$0

Veterans pay nothing for our services

\$7.5m

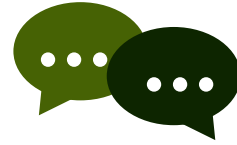
Amount of money that a college degree holder earns over time compared to non-degree holder

MENTORSHIP



The pool of Veterans without a bachelor's degree is alarmingly high. The Department of Veterans Affairs (VA) estimates that by 2021, there will be about 5.1 million Veterans who were on active duty after September 10, 2001. Of those Post-9/11 Veterans, 32% have a bachelor's degree or higher, which means that 68% do not. Each year, 200,000 Veterans transition from the military and upwards of 70% report adjustment challenges. This coupled with the difficulty of navigating the higher education landscape speaks to the need for connection building and mentorship of Veterans who wish to pursue college.

The S2S Ambassador program partners Veterans and service members with a mentor, called an Ambassador, who has walked in their shoes and understands the complexities of applying to institutions of higher education. Our Ambassadors are a completely volunteer force, and they are passionate about ensuring their mentees gain admission to the schools of their choice.



93%

of mentees who would recommend the Ambassador program to a friend



92%

of mentees believe that their Ambassador made a positive impact on where they were admitted



95%

of mentees believe the quality of their application was markedly better because of their Ambassador

WHY VETLINK?

62%

of Veterans are First Generation College Students.

10%

only ten percent of Veterans are enrolled at colleges with high graduation rates.

75%

of Service Members pursue the military for access to education benefits.

VetLink was developed to ensure that Veterans have the opportunity to apply, gain admission, and attend colleges and universities that will put them on a path toward lifelong success.



749

Veteran Applications to S2S partner schools

100%

Of S2S's 2018 undergraduate cohort has or will graduate as of 2022/23

95%


Of S2S graduates are either enrolled in a post-graduate program or employed at a job requiring a 4-year degree

Partner Schools




VETLINK IMPACT


Veterans who leverage S2S's programs are eight times more likely to attend a college with a high graduation rate compared to their Veteran peers. By placing Veterans at high graduation rate colleges, meaning at least 70% of its students graduate on time, S2S is providing an enhanced opportunity to earn a degree, break the cycle of low graduation rates, and open doors to a fulfilling career.



"The opportunity to work with someone who has a personal understanding of your background and is willing to provide constructive feedback." - Shane Rice, Harvard College 2025



"The way that S2S makes applying to an Ivy League school easy and accessible. I truly felt like I had a chance while talking to my advisor." - Kristy Gonzalez, Princeton University 2025



"Working with a fellow vet who had been in my shoes before and would be able to walk me through the, at first, daunting application process was a huge benefit." - Juan Vasquez Ninco, Williams College 2025



"The biggest benefit was talking to a Veteran who is currently attending a top university and getting the confidence to apply myself." - Dallas Wolf, University of Chicago 2025

ON-DEMAND RESOURCES

According to the Department of Veterans Affairs, the majority of Veterans and transitioning service members faced high stress and anxiety as a result of the Covid-19 pandemic. With in-person education resources being scarce, the need for accurate and timely information sharing is more crucial than ever.

In 2021 S2S provided...

17

Webinars Hosted

604

College Fair Participants

1,896

Guidebooks Distributed

24,127

Conversations & touch-points
with Veteran applicants

DONOR APPRECIATION

We thank you for the continued support of our efforts to support
Veterans pursuing higher education.

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Service to School 2021 Impact Report

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