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email info@sponsorchange.org or
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www.sponsorchange.org

3 Hollenden Place

Pittsburgh, PA 15217

2010 MULTI-PLATFORM MEDIA KIT | Contents

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Founders

Name: Raymar Hampshire
Location: Pittsburgh Pennsylvania
Education: Wittenberg University



Name: Robert Hampshire Ph.D
Location: Pittsburgh Pennsylvania
Education: Princeton University



Organization Information

Name: SponsorChange.org

Website: www.sponsorchange.org

Description: Donors collaboratively reward student loan pay for civic service.

Location: National

Issue: Community Improvement / Economic Development

Population Served: College Graduates



Sponsor Change.Org



We allow donors to help non-profits reach their potential by sponsoring the service of college graduates.

Graduates complete critical tasks and projects, thereby building capacity at regional non-profits.

You Serve. **They Sponsor.** **Change Happens."**

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SponsorChange.Org

Frequently Asked Questions

What is so new about SponsorChange.org?

Today, two-thirds of college students borrow to pay for college, and their average debt load is \$23,186 by the time they graduate. This places a financial strain on college graduates who want to become civically engaged but do not have the time or resources to devote a year or two of full-time volunteer service.

SponsorChange.org addresses this issue by helping college graduates find and perform non-profit service projects, while receiving direct student loan pay for their service.

SponsorChange.org will soon be delivered through an online platform that connects non-profits, donors and college graduates. Through the online platform non-profits can post service projects, college graduates can select these service projects, or design their own, and donors can collectively sponsor their service through online service pledges. Individual donors are introduced to a new model of giving, one that puts them in the role of a "micro" foundation, where small pledges together make a big difference.

After a member completes a service project he/she receives their sponsors' pledges through direct payments to their student loan account, eliminating any concerns of the use of donor pledges.



What drew you to this issue? When and how did you come up with this idea?

Before the creation of SponsorChange.org we often had conversations about the effects of student loans and how obtaining higher education is slowing becoming an endeavor set aside for the privileged.

In the summer of 2007, we actually moved from talking about the problem of rising costs of higher education to conceiving an idea on how to address this problem. Our idea happened to be one that was completely conceived indirectly. While driving through Tennessee, I was having a conversation with the current Co-Founder about his research on micro-lending, which at the time was receiving a considerable amount of buzz. Online services such as Prosper were harnessing the power of the Internet and social networking to create a marketplace where individuals can lend to other individuals requested loans (also known as peer to peer lending). Fascinated about this online platform, we began to brainstorm on how we could enter this market.

Since we always had conversations around student loans, we determined that members on our website would use micro lending to address student loan debt, and repay through civic engagement, helping non-profits in the process.

This all sounds great, but what exactly is the need for SponsorChange.org?

Today, two-thirds of college students borrow to pay for college, and their average debt load is \$23,186 by the time they graduate, according to an analysis of the government's National Postsecondary Student Aid Study, conducted by financial-aid expert Mark Kantrowitz. According to the report, just a mere ten years earlier 58% of the average was \$13,172.

As a result, according to the Volunteering in America by the Corporation of National Service millennial's service rate was 21%, the lowest cohort. President Obama and the current administration have made service for all Americans an initiative. However, no initiative has been introduced to directly remove obstacles that stand between American wanting to serve and actually doing so, the obstacles mainly being time and money.

From our surveys and online profiles of close a thousand SponsorChange.org members, we have found that people would increase their civic engagement if rewarded through student loan pay. SponsorChange.org addresses this demand by aiding college graduates in being civically engaged while earning funds to pay down their student loan debt.



So what are the root causes? How does SponsorChange.org tackle these root causes?

Today two-thirds of college graduates are saddled with dramatically more student loan debt than ever before in history. However, entry-level salaries have only modestly increased. As diminishing return on investment occurs, the crippling implications of this trend play out in many ways for young professionals. Further exacerbating this problem of rising student loan debt, is a weak economy that poses more adverse effects for college graduates.

The decreased purchasing power of college graduates and the implications on our economy is certainly a symptom; an equally severe symptom is the drop in civic engagement rates of college graduates due to these root causes. With the prospect of rising tuition costs, higher student loan debt of college graduates and the subsequent decrease in civic engagement.

Our program squarely addresses these root causes by utilizing an online platform that allows donors collectively sponsor service pledges to college graduates, which are used to make direct student loan payments.

So, currently you are doing all this without technology, what will the new SponsorChange.org website look like?

SponsorChange.org is essentially a volunteer staffing agency that rewards service with student loan pay. To date we have sponsored 14 college graduates. SponsorChange.org's online platform will connect donors, non-profits, and college graduates with student loans. The platform will be outfitted with multiple service projects that people can select. After a person selects a service project they can invite donors to "Sponsor Change" or financially back their service. These donors could be church members, employers, friends, family etc.

For example, a person can select a project from non-profit x that requires 20 hours of work; he/she would then need to receive 20 hours of pledges from sponsor(s). After a person receives adequate pledges, we notify the non-profit and facilitate the initial introduction. Tracking service hours is a central function of our platform and will allow our members and operation team to keep accurate service records.

Lastly after a person completes a service project, SponsorChange.org makes the appropriate payment directly to our members student loan account.



What's the end goal, what are the long-term goals of SponsorChange.org?

Our long term desired outcomes are to raise national service rates, starting with the members at SponsorChange.org. According to the Volunteering in America by the Corporation of National Service millennial's service rate was 21%, the lowest out of any cohort. A long-term outcome of SponsorChange.org is to substantially increase this service rate, bringing it on par with other cohorts and to reduce the student loan debt of each member by \$10,000, representing roughly fifty percent of the average college graduates student loan debt (\$21,900)

As an online platform, SponsorChange.org has an advantage in the area of tracking outcomes. Our online infrastructure will allow our team to quickly measure our outcomes by generating service reports on each and every member at any given point in time. We can compare past service reports to gauge are progress. SponsorChange.org requires all members to complete a profile consisting of basic demographic, volunteer, and student loan debt questions. With this information we can isolate certain variables and generate reports to track more targeted outcomes.



Media Coverage

Business Week:

http://www.businessweek.com/bschools/content/sep2009/bs20090910_636521.htm

MSN Money

<http://articles.moneycentral.msn.com/CollegeAndFamily/CutCollegeCosts/kiss-those-student-loans-goodbye.aspx>

The Washington Monthly

http://www.washingtonmonthly.com/college_guide/blog/knowing_is_half_the_battle.php

Pittsburgh Post-Gazette

<http://www.post-gazette.com/pg/09354/1022053-109.stm?cmpid=news.xml>

Black Gives Back

<http://www.blackgivesback.com/2009/12/sponsorchangeorg-inspiring-young.html>

The New Pittsburgh Courier

http://www.newpittsburghcourieronline.com/index.php?option=com_content&view=article&id=351:hot-house-highlights-grass-roots-efforts&catid=38:metro&Itemid=27

Pop City Media

<http://www.popcitymedia.com/forgood/studenloan0805.aspx>

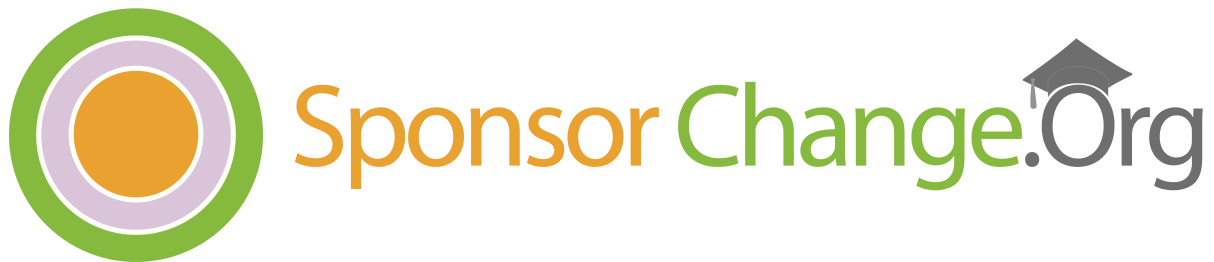


Peer Recognition

“Raymar’s project embodies the spirit of innovation and entrepreneurship that Pittsburgh is known for around the world. SponsorChange is a perfect blend of creative thinking, civic spirit, and economic good sense.” –Pittsburgh City Councilman Patrick Dowd

“I am left with the drive, determination, and craving to continue to volunteer because of the opportunity SponsorChange has given me. This is more than just getting help to pay back your student loans; It's about making the most of this life were blessed with. Such a simple, yet ingenious plan! Thanks to Pittsburgh Cares, Sponsor Change and the donors for this opportunity!” – SponsorChange member Andrea Proie

“It's one of those ideas that is simple and yet totally brilliant: Rather than donating money directly to a nonprofit, you can pledge money toward the student loan payments of a young professional.” - Reporter Mellisa Rayworth



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