



# Ithaca Children's Garden

## 2024 Scholarship Impact Report



For period November 1, 2023 - Oct 31, 2024

# 2024 Scholarship Report

Thank you so much for your generous support of the ICG Scholarship Fund, which is a key part of ICG's aim to make nature accessible to all. The purpose of ICG's overall scholarship program is to ensure ICG can continue offering Tompkins County's most progressive scholarship program. The impact of your gift was also doubled by a matching challenge gift towards scholarship. We are so grateful you supported the 2024 Scholarship Fund and hope to see you again for Scholarship 2025!

## 2024 Scholarship Stats at a Glance

- March - April 2024 Scholarship Campaign
- Estimated Need / Goal: \$49k
- Raised: \$48,149 TOTAL raised
- Total includes one matching gift of \$20k
- 146 total donations & 141 unique donors
- Total amount awarded: \$43,797
- Total students awarded aid: 91

## 2024 Scholarship Campaign Overview

In line with the 2024 plan, ICG launched its scholarship campaign earlier this year than in previous years. This year, the campaign kicked off on March 6 and continued through May 31.

ICG received a \$20,000 anonymous matching gift and established its highest fundraising goal to date for the scholarship fund at \$49,000 - which was the anticipated scholarship needed for the year. The campaign successfully matched the \$20,000 and raised an impressive \$48,149 coming very close to the ambitious target.

Although there were 30 fewer donors this year than last, this is attributed to fewer camp families choosing to donate given the new registration platform and lower visibility (which will be corrected for 2025). (In fact, adjusting for camp registration, the donor numbers are higher in 2024 than 2023.) Even without the benefit of more donations to scholarship through the camp registration platform, we were able to raise \$9,958 more than last year. This marks the highest amount we have ever raised for ICG's Scholarship Fund. It is worth noting that one donor increased their gift from \$1,000 (2023) to \$5,000 (2024).

2024	2023	2022
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<p><b>Raised \$48,149 total towards goal of \$49,000, including a \$20,000 anonymous donor match from 141* donors</b></p> <p><b>Awarded \$43,797 to support 91 unique children</b></p>	<p>Raised \$36,992 total towards our goal of \$35,000, including a \$17,500 anonymous donor match, from 172** donors</p> <p>Awarded \$38,881 to support 86 unique children</p>	<p>Raised \$26,459 total, including \$15k anonymous donor match, from 39 donors.</p>
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*\*The new 2024 camp registration system did not allow high visibility of the donation option but will be corrected for 2025. This accounts for the difference between 2023 and 2024 donor numbers. In 2024, fewer than 15 donors gave through the camp registration platform.*

*\*\*Out of 172 donors in 2023 to scholarship campaign, 76 selected the option to give \$5.00 to the Scholarship Campaign as part of the camp registration process.*



## Online Campaign



In addition to continuing our ICG Scholarship campaign mailing, which reached 504 donors and program participants, our communications team launched an integrated electronic campaign utilizing social media and our e-newsletter to connect with ICG's community of friends and supporters. This year, we also created campaign posters with QR codes, allowing visitors to the Garden to learn more about the campaign and easily contribute by scanning the code.



ICC's identified scholarship need this year is \$49,000 and will serve more than 100 families. Please give by April 30 to meet the need!

Give by  
**April 30**  
to unlock a  
\$20,000  
matching gift

## 2024 Scholarship Awards By Program

ICG's generous scholarship program enables all families who value our programs to participate without financial barriers. The application process is designed to uphold dignity and respect for applicants, requiring no proof or extensive paperwork. Scholarships help ensure that ICG's educational programs align with our core values of promoting diversity, equity, access, and inclusion in all the ways the Garden serves our broader community.

Currently, over 67% of our Playful Nature families require scholarships to participate, and this year, 13% of Summer Camp families needed assistance as well.

We awarded a total of \$43,797 in scholarships to 90 students—90 children who might not otherwise have had access to valuable programming and quality childcare.

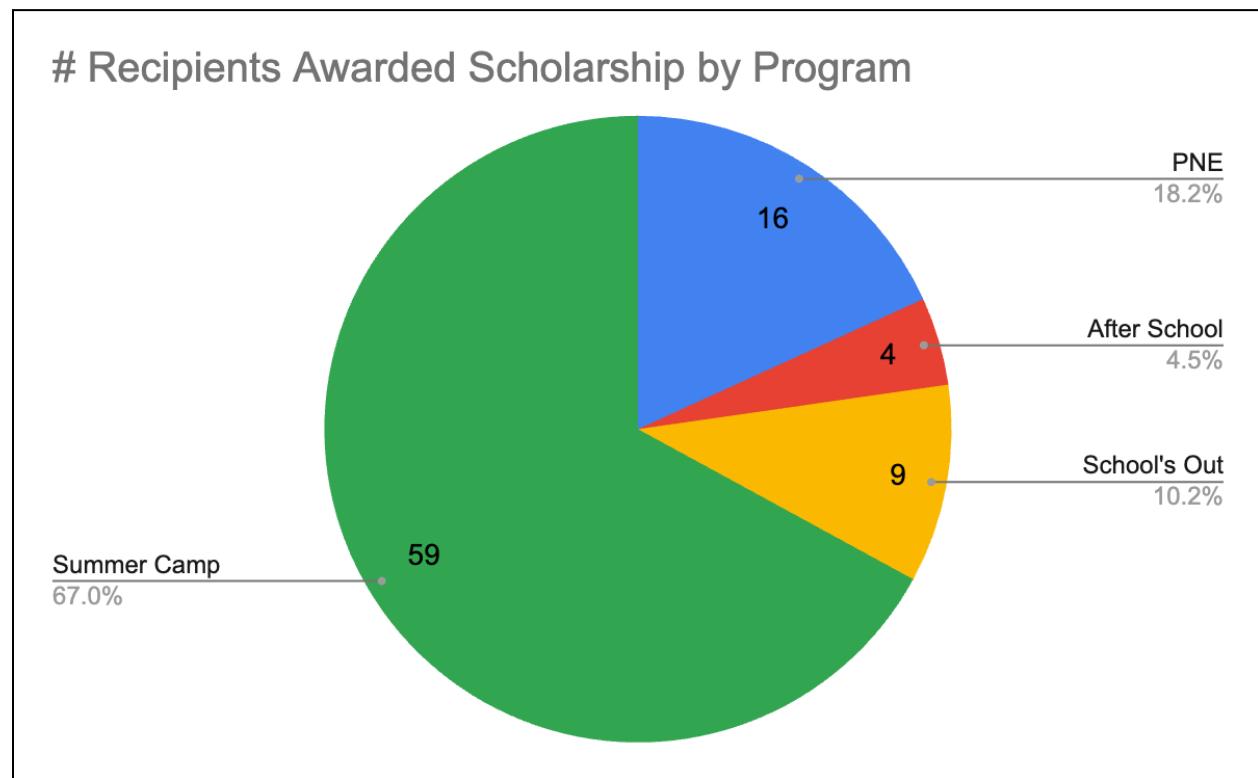
ICG provided full scholarships to four refugee families, each with a child attending 2–3 weeks of summer camp. These families were referred to us by Ithaca Welcomes Refugees (IWR), a local nonprofit that ICG has partnered with for over six years to offer tuition-free access to our programs. We're thrilled to see this relationship continue to grow.

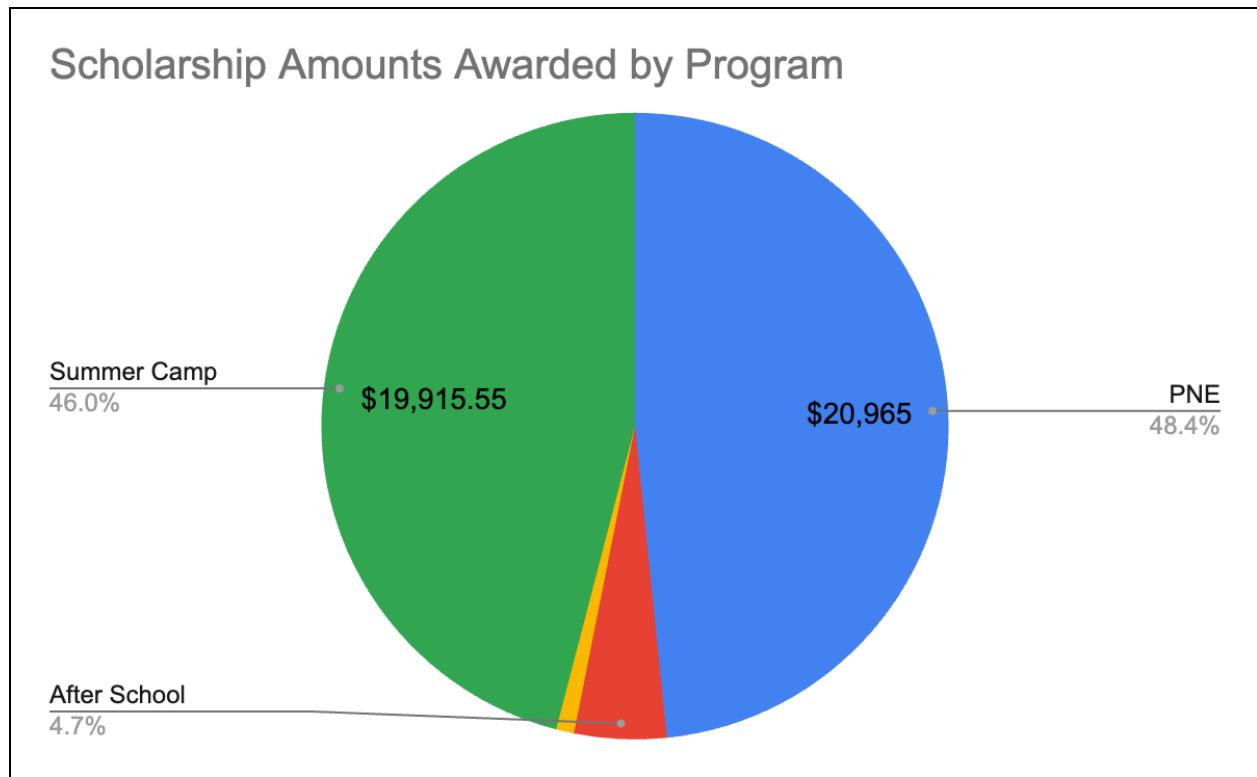
Read more about ICG's long-standing partnership with IWR in this blog post:  
<https://www.ithacachildrensgarden.org/nurturing-new-roots-icgs-scholarships-cultivate-hope-and-growth-for-refugee-families/>

Additionally, in partnership with the Human Services Coalition of Tompkins County, full funding was provided for ICG's School's Out Play Days on MLK Jr. Day and Juneteenth for families identifying as both low-income and BIPOC (Black,

Indigenous, or People of Color). Two students were awarded the full HSC scholarship on each School's Out Play Day.

Program	Season/Session	Recipient Number	Amount	# of students in program
PNE	Spring	8	\$12,810	13
After School	Spring	1	\$900	36
School's Out	January	2	\$150	4
School's Out	April	2	\$150	21
Summer Camp	Summer	119 spaces, 59 individuals	\$19,915.55	487
PNE	Fall	8	\$8,155	10
After School	Fall	3	\$1,156	32
School's Out	October 3	3	\$60	19
School's Out	October 25	2	\$41	22
<b>Totals:</b>		90	\$43,338	





## Testimonials from Scholarship Families

Please take a moment to read the following testimonials from parents regarding ICG's scholarship program.

1. *ICG's scholarship program made it possible for our kid to go to Playful Nature and it made us feel like we could afford something that was really special that otherwise would feel like it was exclusively for people who have money. If you're a parent and no matter how much money you have you always want the best for your kid, you always want the best for them. Knowing you can get something that is so quality and you can afford to do it feels so great. - Laurie*
2. *First off, it's allowed us to attend camp. Bottom line. That's pretty important. Without the scholarship my children would not have been able to attend camp. We do not live in the county. We live out of state and my family has been through a very difficult time. My children and I have been living in a very difficult situation with domestic abuse. As a single mom who is a domestic abuse survivor, I can say that resources are not always as plentiful as people might think, and when a program*

*comes through that is able to offer my children a sense of normalcy amidst what they have experienced or are experiencing and can provide an opportunity to have a good time being children and having a healthy, supportive childhood experience, that can be very impactful. Knowing they're in a safe place also allows me to go and advocate for them in other spheres. - Evelyn*

3. *It came to us at the perfect time. I was nervous about starting work and sending Sam to kindergarten during the pandemic. Knowing he could go to After School and be outside helped. He started part time, then we shifted to full time. At first I didn't apply for a scholarship and then I was worried we'd have to stop going because we couldn't afford it. It's helped me tremendously because his Kindergarten year we were part time and I didn't have a scholarship that year but when i was going in the following year i was offered a scholarship and i was encouraged to do so and it was so incredibly helpful, I just didn't have that budgeted as a single mom, dad's not around at all so had no financial support otherwise. It was such a huge help to not have to worry- my scholarship isn't huge but it's just enough to really take a huge weight off my shoulders. It's one less thing to worry about. - Sarah*

Want to hear more? Check out this blog post to see what these parents and others had to say:

<https://www.ithacachildrensgarden.org/unlock-joy-icgs-scholarship-ignites-hope-and-opportunities-for-families/>

## **A Few Highlights from our Fall Photo Album**

Enjoy these recent selects from the ICG Staff Storytelling Slack Channel: harvesting to fire-roasting sweet potatoes, and dressing for the cold.













## Visual Guide to Dressing for the Cold



## **Thank you for your GENEROUS SUPPORT**

Your support makes ICG's scholarship program possible. Every dollar helps bring a child closer to meaningful experiences in nature while providing essential childcare for working families. Thank you for your commitment to investing in our community in such a meaningful way.

We are MOST enthusiastic about your generosity!!



Sincerely,

A handwritten signature in black ink, appearing to read "Erin Marteal".

Erin Marteal  
Development Director | Interim Executive Director