
AUGUST 2025

ANNUAL REPORT FOR 2024



PRESIDENT AND CEO

Bob Martin

TABLE OF CONTENTS

Executive Summary	4
Imagine America Scholarship and Awards Program Summary	5
Summary of IAF Marketing Services: Webinars	6
Summary of IAF Marketing Services: Blog Posts	7
Summary of IAF Marketing Services: Podcast	8
Financial Summary	9
New for 2025	10
IAF Board of Directors	11
IAF Staff	12

EXECUTIVE SUMMARY

The Imagine America Foundation (IAF) is pleased to report continued success in our scholarship and award programs, publication of career sector research/blog posts, and important marketing services offerings for the 2024 calendar year. The IAF currently sponsors four scholarship and award programs, including Imagine America (for graduating high school seniors), ASEP Program for adult learners, Military Award Program (for active duty, reservist or honorably discharged U.S. military veterans) and the re-launched Career Student First cash grant (for eligible continuing career college students). To date, through the Imagine America* programs, the Foundation has secured admission-based financial aid for over 4,500 career college students enrolling at career colleges and trade schools nationwide.

In 2024, more than 5,000 graduating high school seniors applied for Imagine America scholarships, with 2,500 receiving awards to participating career colleges nationwide. Also in 2024, an additional 3,000 prospective adult and military eligible students applied for ASEP and Military Award Program awards, with more than 2,000 applicants receiving awards to participating career colleges. Also in 2024, the Foundation re-launched its cash grant program, Career Student First.

The Foundation launched its new website, www.imagine-america.org in 2024. The new website was completely redesigned to house the award-winning Imagine America* scholarship and award programs, host our new blog that publishes weekly posts of the most up-to-date career sector information, research and analysis. Continuing IAF's proud tradition of Career College Central* publications, IAF publishes and distributes a new weekly blog post that showcases the value of career-focused education. The new blog is distributed monthly and reaches 35,000 career education leaders throughout the USA. These pieces are also housed on our website, www.imagine-america.org/blogs.

Finally, in 2024, IAF completed the third year of Imagine America Radio marketing services, with the production and distribution of 40 new webinars. This brings the total number of Imagine America Radio webinars to 130, with the educator audience now exceeding 6,000 downloads/views. These webinars can be found on our [YouTube page](#). The Foundation launched the new "Let's Talk" podcast programs in 2023 and produced an additional 8 programs in 2024. This brings the total number of podcasts produced and distributed to 37. These podcasts can be found on our website, www.imagine-america.org/podcasts.

IMAGINE AMERICA SCHOLARSHIP AND AWARDS PROGRAM: SUMMARY

Since its creation in 1999, the Imagine America high school scholarship program has provided admissions-based financial assistance to 130,000 enrolling high school seniors through 2024. The Imagine America* high school scholarship program annually helps enrolling students afford their career education. Graduating high school seniors who meet the program criteria are eligible to receive a \$1,000 tuition discount upon enrollment. Many of these students couldn't continue their studies without this assistance.

Applicants should show:

Likelihood to successful completion of postsecondary education;

High school grade point average of 2.5 or higher (suggested);

Demonstrated financial need; and

Demonstrated voluntary community service during senior year.

In 2024, nearly 3,500 students, including Natalie Servin-Velazquez, received an Imagine America* high school scholarship to attend nearly 150 participating career colleges nationwide.



"The Imagine America Foundation has helped me a lot. I look at it once in a while because of all the scholarships they have and it's a big help. I decided to take collisions because ever since I was a little girl I have always liked cars. I also really enjoy painting. Collision has a paint class, and I really look forward for it. I can take my creativity into cars!"

-Natalie Servin-Velazquez, NADC student

SUMMARY OF IAF MARKETING SERVICES: WEBINARS

During the 2024 calendar year, the Imagine America Foundation produced and distributed 27 trade school-based webinars to network of over 35,000 high school counselors and vocational teachers throughout the United States. During these presentations, more than 2,100 counselors and teachers participated and were able to gain valuable insight on the school and the importance of career and technical education. Due to the success of the webinar program, we are projected to exceed last year's numbers with an additional 9 webinars being added as of June 2025.

What our participants are saying:

"I enjoyed the presentation and had no idea that you offered more than welding!"

"This was very informative and easy to participate in, thank you!"

"I would love for you to come present for our high school seniors, please contact me."

What our customers are saying:

"Partnering with IAF gives us access to an educator and counselor network that is second to none!"

- Jack Burke, Porter and Chester Institute/YTI Career Institute

"The Imagine America webinars are an integral part of our high school recruitment program."

- Dr. Steven Coyle, Universal Technical Institute

"Working with IAF is such a breeze. Their webinars are turnkey and provide us with great follow up opportunities."

- Stephanie Gallo, StrataTech

SUMMARY OF IAF MARKETING SERVICES: BLOG POSTS

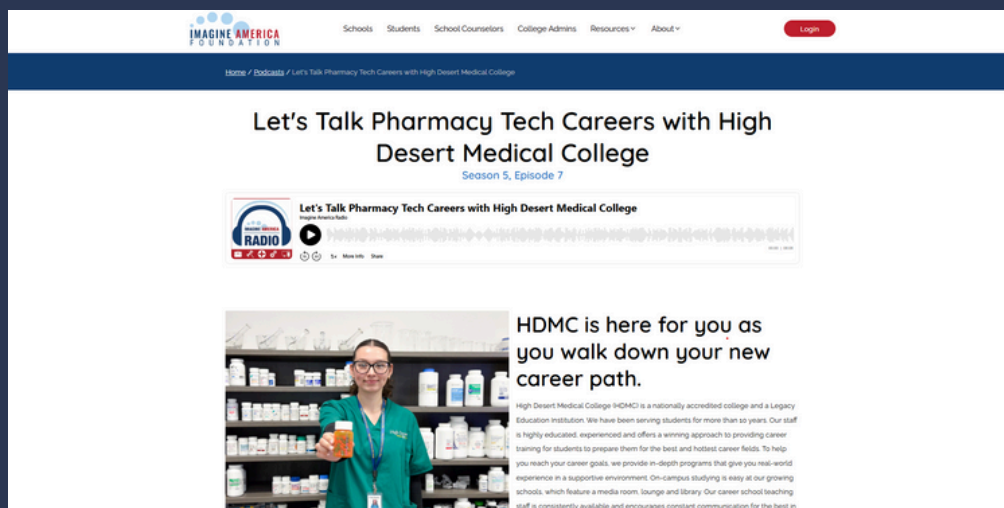
During the 2024 calendar year, the Imagine America Foundation added an average of two blog posts per month to the website. These posts were then distributed by email to our network of over 35,000 high school counselors and teachers through our Counselor's Corner email. In the 2024 calendar year, this email boasted a 23.4% open rate and a 38.37% click rate. We also posted many of the articles to our social media channels, including LinkedIn, Facebook and X (Twitter). Blog posts covered a variety of topics including career specific information, the state of various job markets and spotlights on specific schools and programs.

The Imagine America Foundation is excited to announce that starting January of 2025 we have begun an aggressive new blog post campaign. In an effort to both update previous content and add new information about current events in the career college sector, IAF will be producing and distributing five new pieces of content each month. One of these pieces will include our new spotlight blog: Top 5 on the 5th. In this short, concise piece we will cover the five reasons students should consider a specific career or tips to help them on their educational journey.



SUMMARY OF IAF MARKETING SERVICES: PODCASTS

The Imagine America Foundation (IAF) began producing and distributing podcasts in 2022. Since 2022, IAF has produced 37 podcasts. With the launch of the Let's Talk Podcast Series in 2024, IAF developed four new podcast episodes. For 2025, IAF is committed to producing five new programs, with the first four episodes produced and ready for broadcast. These upcoming 2025 episodes will include Medical Billing and Coding Career Opportunities, which showcases the Porter and Chester program; the Lincoln Tech Difference featuring their new NADA campus in Nashville, TN; Underwater Welding Careers, which showcases the Divers Institute of Technology, and Dental Careers with High Desert Medical College.



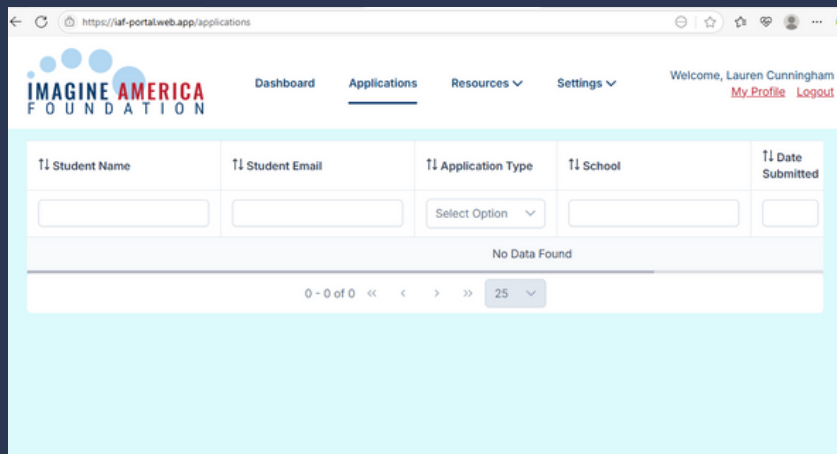
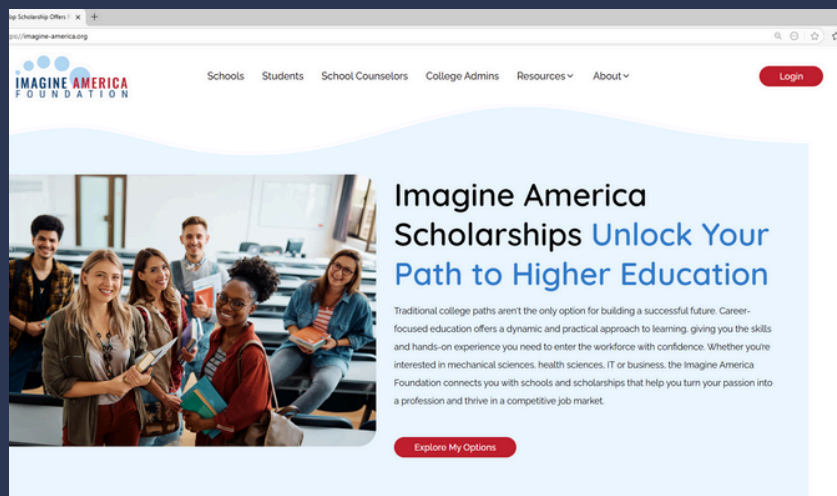
STATEMENT OF ACTIVITIES

Year Ended June 30, 2025

CATEGORY	FY 2023	FY 2024
Revenue	\$343,884	\$302,018
Contributions & Grants	\$322,987	\$282,218
Publications	\$20,897	\$19,800
Expenses	\$260,606	\$288,363
Compensation & Benefits	\$119,777	\$151,258
Administrative	\$140,829	\$137,105
Change in Net Assets	\$83,278	\$13,655
Total Assets	\$1,247,465	\$1,288,877
Total Liabilities	\$94,508	\$122,265
Net Assets	\$1,152,957	\$1,166,612

NEW FOR 2025

- New website programs and services (*debuted Jan. 2025*)
- New scholarship management portal (*coming Sept. 2025*)
- More career student-focused webinars (*22 and counting in fall 2025*)
- More career student-focused podcasts
- More career student-focused blog posts
- Top 5 on the 5th, our new blog series for students interested in the trades
- More Career Student Cash Grants
- More Sponsorship Opportunities



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