



rootEd
ALLIANCE

A bright future is rootEd in a strong education.

The Challenge to Address

At a time when 80 percent of jobs that pay middle class wages require more than a high school diploma, postsecondary education has never been a greater differentiator in a student's future success and livelihood.¹ This reality has profound implications for **rural communities and small towns**, where less than 30 percent of adults hold a bachelor's or associate's degree.² Changing these odds for rural students isn't just a moral imperative, it's an economic necessity.

What is rootEd Alliance?

Launched in 2018, rootEd Alliance™ is a new collaborative philanthropic effort to prepare students in rural America for stronger futures by providing them with advice, exposure and access to college and career opportunities. To accomplish its purpose, rootEd Alliance partners with organizations actively working to improve postsecondary access and completion among rural high school and college students. With strategic guidance and oversight, rootEd Alliance links these organizations to create a holistic model that supports students starting in high school through college graduation. **Together, they clear the path for rural students to pursue their dreams.**

32% OF HIGH SCHOOL STUDENTS

live in rural communities
and small towns

LESS THAN 5%

of U.S. foundations' annual giving
goes to rural areas⁴

18-24 year olds currently
enrolled in college

48%



**Urban
Students**

33%



**Rural & Town
Students³**

rootEd Alliance Model

**PROVIDE EARLY
EXPOSURE TO
WHAT'S POSSIBLE**

**IMPLEMENT SHARED
GOALS AND METRICS
ACROSS PARTNERS**

**BUILD A
COLLEGE-GOING
CULTURE**

**CREATE PATHWAYS
TO STRONGER
ECONOMIC FUTURES**



ADVICE

- Place dedicated college and career advisors in rural high schools to serve the full student body
- Provide advice and support through postsecondary completion



**COLLEGE
& CAREER
EXPOSURE**

- Provide early exposure to education pathways and careers
- Strengthen connections between education and local industry
- Facilitate internships for college students



**ACCESS TO
FINANCIAL
RESOURCES**

- Connect students to available sources of financial aid
- Build financial literacy
- Award last-dollar scholarships for undergraduate and transfer students

**IMPROVING OUTCOMES
FOR RURAL STUDENTS**

**POSTSECONDARY
ENROLLMENT**

**POSTSECONDARY
COMPLETION**

**FUTURE ECONOMIC
MOBILITY**

¹ Anthony P. Carnevale, Artem Gulish, and Jeff Stroll, Educational Adequacy in the Twenty-First Century, The Century Foundation (May 2, 2018); Anthony P. Carnevale, Nicole Smith, and Jeff Stroll, Recovery: Job Growth and Education Requirements Through 2020, Georgetown Center on Education and the Workforce (June 2013)

² Rural Education: Educational Attainment, USDA Economic Research Service (August 20, 2019)

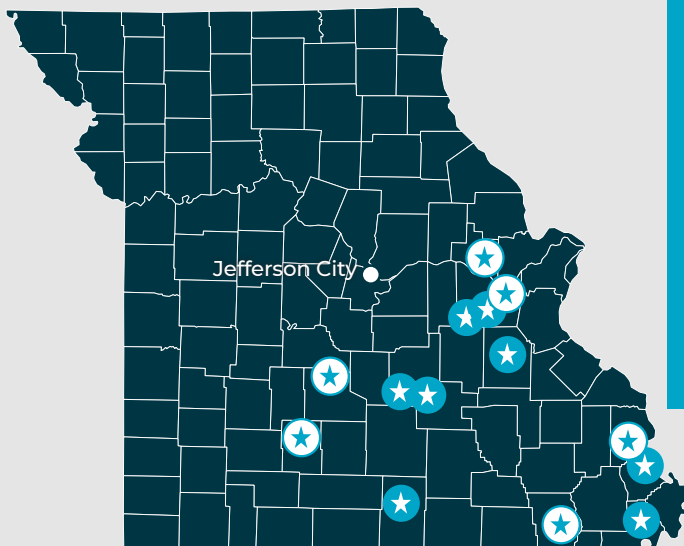
³ Percentage of persons ages 18 to 29 enrolled in colleges or universities, by age group, 4-category high school local, and sex, National Center for Education Statistics (2015)

⁴ John L. Pender, Foundation Grants to Rural Areas From 2005 to 2010: Trends and Patterns, USDA Economic Research Service (June 2015); Ryan Schlegel, Is Rural America Philanthropy's Final Frontier? National Committee on Responsive Philanthropy (November 2, 2015)



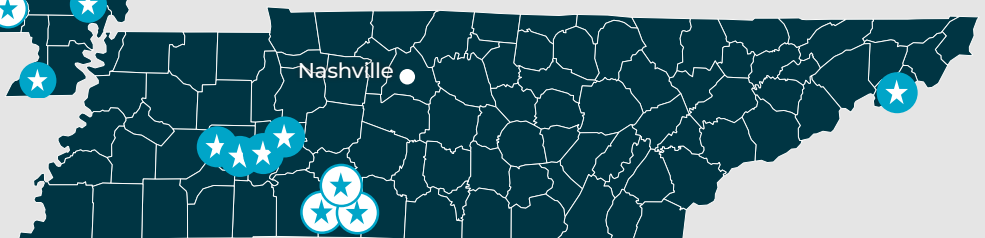
rootEd Alliance in Missouri & Tennessee

- Over 3,000 rural students
- 15 high schools, supported by 17 college & career advisors
- 4 community colleges, supported by 4 dedicated advisors
- One Alliance of support, shared learnings & resources



Missouri

Cape Girardeau (Cape Girardeau County), Lebanon (Laclede County), Marshfield (Webster County), Poplar Bluff (Butler County), Warrenton (Warren County), Union (Franklin County)



Tennessee

Lawrenceburg, Loretto, Summertown (Lawrence County)



rootEd Alliance high school



Extended Alliance member network⁵

⁵ Students from high schools in the extended rootEd Alliance network are eligible to apply for scholarship opportunities and receive the support of a rootEd advisor if they attend a participating community college.



Alliance Members



Alliance Supporters

rootEd Alliance is made possible by a group of family business owners and individuals, including the Trott Family Foundation, Steward Family Foundation, Emily Rauh Pulitzer, Barbara and Andy Taylor and the William T. Kemper Foundation, among others. This collaborative effort was borne out of BDT & Company's commitment to building impactful social projects that bring donors together around big ideas that are underresourced and overlooked by the philanthropic sector, with great need and great potential for impact.

For more information, please visit rootEdAlliance.org



BDT & Company is a Chicago-based merchant bank that provides advice and long-term capital through its affiliated funds to help family- and founder-led businesses pursue their strategic and financial objectives.



rootEd
ALLIANCE