



2022-2023

Impact
REPORT

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Dear Friends & Supporters

As Service to School enters its second decade, we should take a moment to reflect on the tremendous impact the organization has had in transforming veterans' lives through education. In our first decade, over 15,000 veterans have used our college application resources and some 3,000 of our applicants have matriculated to the best college or graduate school for them. Additionally, our VetLink program has supported over 500 enlisted veterans' matriculation to some of the nation's finest undergraduate colleges and universities in its six-year history.

Our first ever VetLink Summit at the University of Chicago this June highlights the extent to which veterans have made their presence felt on campuses across the nation. VetLink boasts a 100% graduation rate and its alumni include Marshall, Truman, and Princeton Sachs Scholars.

A year with growing impacts

These veterans are showing themselves to be some of the nation's next generation of leaders.

It is such an honor to take on the role of CEO of the incredible organization. I'm looking forward to building off the hard work Christine Schwartz and the team put in to lay the foundation for all of this success. None of this would be possible without our team of committed volunteers and supporters. Thank you so much for your belief in Service to School and our veterans.

Admission Accomplished!

Alec Emmert

Alec Emmert,
CEO of Service to School



IMPACT SNAPSHOT

940k+

Veterans reached
across web, social &
partnerships

82k+

Engagements with
outreach campaigns

20k+

Follow us on social
media



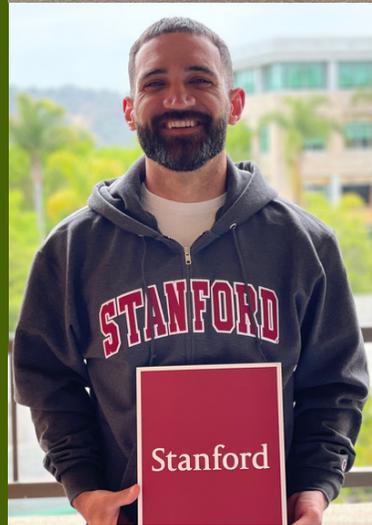
Our Mission

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.

As a leading nonprofit we have helped 15,000+ U.S. veterans and transitioning service members with their college admissions. We've learned that it takes a village to make this kind of impact - ambassadors, admissions colleagues, admissions experts from national colleges and universities play a critical role securing the same educational opportunities available to veterans as "traditional" college students. Service to School will continue to bring these resources together to help our veterans attain their educational goals.

\$0 Veterans pay nothing for our services

15,000+ Veterans & service members have used our resources



Applicant Spotlight

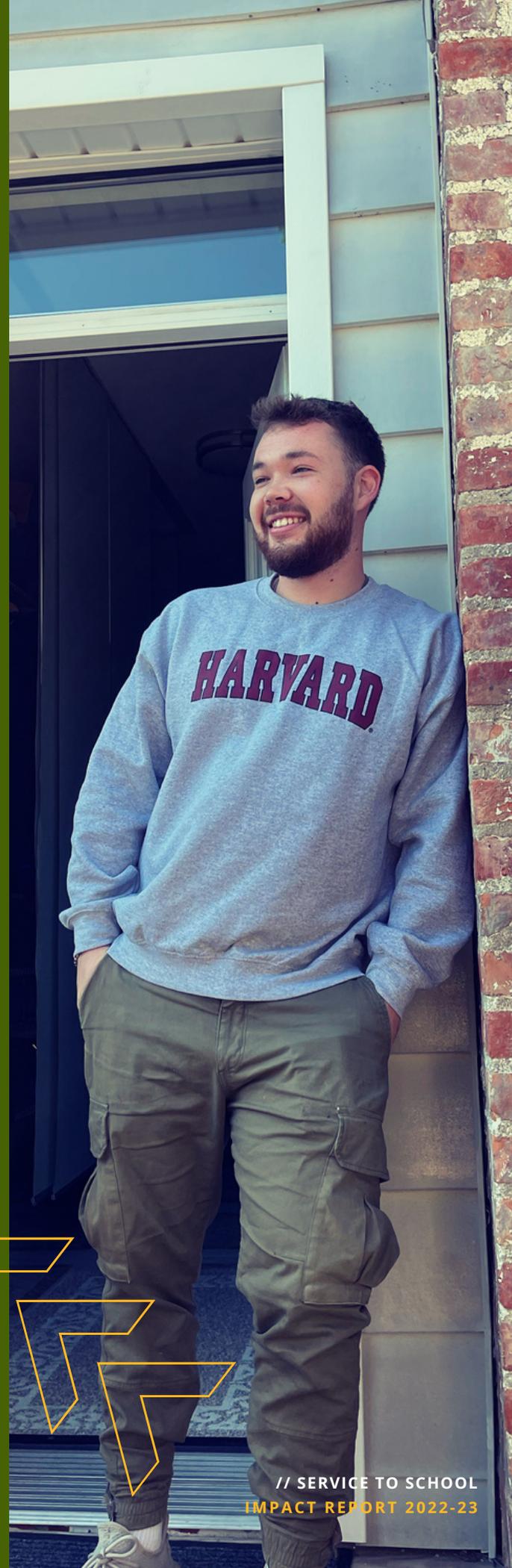
Born and raised in Brooklyn, New York, I always felt a higher calling. My parents migrated to this country from Ukraine in search of a better life for their children. Despite this higher calling, most of my adolescent life was shrouded in insecurity and self-doubt. My brother served two tours in Iraq as a Marine, ultimately inspiring me to join the Navy as a Corpsman. I was committed to the idea of serving and treating Marines. After consistent poor performance in high school and a failed attempt at college, I decided to enlist in the Navy and start my journey. Two years later, I was attached to 1st Battalion 5th Marines, serving as one of two corpsmen in a TRAP (Tactical Recovery of Aircraft and Personnel) unit. Shortly after enlisting, I deployed to the Middle East on the 15th Marine Expeditionary Unit. One of the most significant moments in my life happened during this deployment. I was one of the first responders to the U.S.S. John McCain disaster. I was responsible for not only treating and assisting the displaced crew but also played a role in the recovery of the ten fallen sailors. During this period, I experienced the resurgence of the higher calling from my childhood, realizing my profound desire to dedicate myself to a life of civil service.

Post-separation, my Service2School advisor pushed me to apply to my dream schools as I attended my local community college. Unfortunately, my first cycle was unsuccessful, and I was waitlisted or rejected by all my target schools. Instead of letting this keep me down, I looked at what I could improve the following year. I became more involved in my community, took more rigorous courses, and increased my veteran advocacy. I was ultimately accepted to nearly all my dream schools and decided to commit to Harvard University.

As I embark on my journey as a sophomore at Harvard, I have set my sights on majoring in Government, with a specific focus on public policy, while pursuing a minor in psychology. My ultimate goal is to make a meaningful impact on the veteran community. I hope to inspire those who have gone through life unsure of themselves and show them that anything is achievable with hard work and determination.

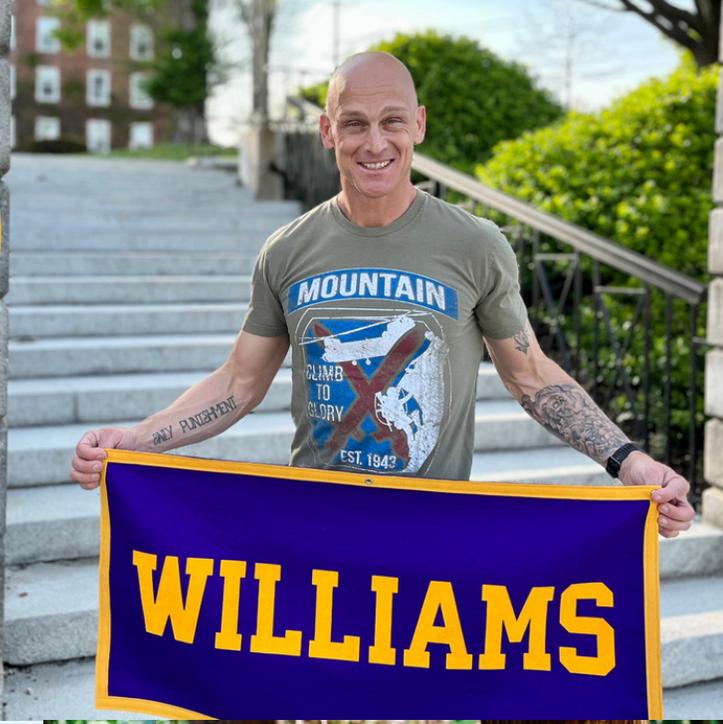
Richard Glazunov
US Navy Veteran, Harvard University

To "Admission Accomplished" and beyond! We are always striving to transform education for veterans & help prepare them for the next stage of leadership.

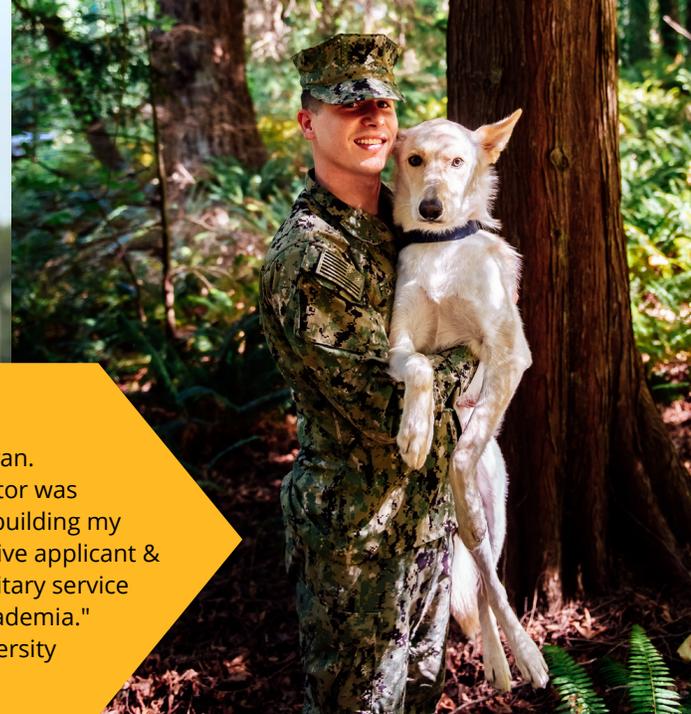




"Hearing other veterans talk about their experiences and providing insights about the sorts of things they encountered on their own journey is really invaluable. It's reassuring and refreshing to know folks from very similar walks of life have achieved great things and getting that encouragement has helped propel me on my own journey." - Jeff Steen, Brown University 2026



"Approaching a top-tier academic institution can be intimidating as a veteran. Connecting with my mentor was tremendously helpful in building my confidence as a competitive applicant & bridged the gap from military service to the world of higher academia." - Andrew Fiske, Yale University 2025



"Service to School's Virtual College Fair gave me the opportunity to speak directly with admissions officers and students from top-tier institutions, which bridged the gap towards crafting a successful application that not only highlighted my military experiences, but also who I am as an individual." - Quinn Ewanchyna, Harvard College 2025



The Veteran Need

Veterans are not realizing their full academic potential. The Post 9/11 GI Bill provides veterans with an incredible opportunity to attend college at little to no-cost. However, many are using it to attend for-profit institutes with low graduation rates that will not set them up for success when they leave the military.

The Post 9/11 GI Bill provides funding for, and many times complete coverage of, costs associated with obtaining post-secondary education. However, this benefit is often not used in a meaningful way with one in three Veterans using it at a for-profit institution.

10% 33%

Enrollment at institution with 70%+ graduation rate

Enrollment at for-profit institutions

Only one in ten veterans using GI Bill benefits enrolls in institutions with graduation rates above **70 percent**, while approximately **one in three veterans** using GI Bill benefits attends a for-profit institution



01. Stress & uncertainty in transition

Each year **200,000** service members exit the military and must determine, "*What's next?*" Unfortunately, the stress and uncertainty that comes with the jarring transition to civilian life has left **less than half of our nation's Veterans** optimistic about their future, and has created high proportions of homelessness, food insecurity, and higher-than-average unemployment rates for the Veteran community.



02. Unmet Needs that College Degrees Meet

200,000 Veterans transition from the military each year and **upwards of 70%** of transitioning veterans report adjustment challenges. Earning a college degree provides financial, employment, and health benefits to veterans and **approximately 58%** of veterans do not hold a bachelor's degree.



03. Disappointing Enrollment Numbers

According to findings in 2017, of the **nearly 900,000** veterans enrolled in undergraduate and graduate programs using post 9/11 GI Bill and Yellow Ribbon funds, **only 722 undergraduate veterans are enrolled at 36 of the nation's most selective private, non-profit colleges in the United States**

Our Difference

S2S provides pathways to higher education for veterans and transitioning service members. Understanding the financial, employment, and health benefits of a meaningful college degree and knowing that **58% of veterans do not hold a bachelor's degree**, S2S offers a robust portfolio of services to support and encourage Veterans to effectively use their Post-9/11 GI Bill as they consider post-secondary education.

Peer-to-Peer Mentorship

S2S pairs veterans with mentors, called Ambassadors, who have successfully earned admission to a selective undergraduate or graduate level program who collaborate on areas of the college or graduate school application.

Support includes reviewing transcripts, editing essays and personal statements, preparing for school interviews, helping with networking opportunities, direct connection with Admissions Officers and much more.



Admissions Support Snapshot

52%

Undergraduate applicants are persons of color

60%

First-generation college students

70%

Applicants were enlisted veterans / service members

73%

Veterans applied as transfer students

2022-2023 by the Numbers

2000+ Veterans Supported

269 Undergraduate Matriculations

175 MBA Matriculations

32 Law School Matriculations

VetLink Partnership

Why VetLink

Service to School has partnered with select colleges and universities to form VetLink, a network of schools committed to expanding access and opportunity for student veterans. Our partner colleges are widely known for academic excellence, aspiring students, leading-edge research, and high graduation rates. By partnering with 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.

2022-23 Highlights

189 VetLink college acceptance letters

119 VetLink matriculations

Top VetLink Applicant Destinations

Princeton University: *19 veterans*

Harvard University: *17 veterans*

University of Chicago: *16 veterans*

Brown University: *16 veterans*

100%

of VetLink applicants would recommend peer-to-peer mentorship to other veteran applicants



“Our VetLink partnership has been instrumental in our commitment to increase the number of U.S. military veterans and service members at Williams College. Service to School connects us directly with prospective students so that we can build individual relationships and share about how Williams can support their goals and passions. We are proud to be part of the VetLink community in service of veterans' higher education journeys.” - Alex DiAddezio, Senior Assistant Director of Admission at Williams College

Our Reach

S2S furthers its mission to support veteran college access by hosting virtual events throughout the year. These offerings include admissions fairs, numerous webinars, and info sessions in addition to our one-on-one support from our staff and volunteer Ambassadors.

S2S also launched a new podcast to deliver long-form admissions information and advice for both the veteran and admissions communities.

VETLINK First Year APPLICATION DEADLINES

- January 1**
Emory University
Harvard University
Princeton University
University of Notre Dame
Vassar College
Wesleyan University
- January 2**
Cornell University
William & Mary
Yale University
- January 3**
Amherst College
Boston College
Dartmouth College
Johns Hopkins University
University of Chicago*
- January 4**
Swarthmore College
- January 5**
Bowdoin College
Brown University
MIT
Stanford University
- January 8**
Pomona College
- January 9**
Williams College
- January 10**
Bates College
- January 15**
American University**
Colgate University
Smith College
Villanova University
- February 1**
University of Michigan

Sign up for support at [Service2School.org](#)

5 COMMON Essay Mistakes

SERVICE TO SCHOOL

COLLEGE APPLICATION Checklist

1. College Fit
2. Application Timeline
3. Financial Aid
4. Letters of Recommendation
5. College Essay(s)
6. VetLink Addendum

Virtual Webinar UNDERSTANDING YOUR VETERAN FINANCIAL AID

REGISTER & JOIN US

Discussion on Financial Aid for Veterans including FAFSA, the GI Bill & Yellow Ribbon

APRIL 19, 2022 | 1PM ET

Showcase your military experience with the S2S VetLink Addendum

Service2School.org/sign-up

Lobby

A grid of chat boxes for various universities including American University, Amherst College, Bates College, Boston College, Bowdoin College, Brown University, Colgate University, Cornell University, Dartmouth College, Emory University, Harvard University, Johns Hopkins University, Massachusetts Institute of Technology (MIT), Pomona College, Princeton University, Smith College, Stanford University, Swarthmore College, The University of Chicago, The University of Michigan, University of Notre Dame, Vassar College, Villanova University, Williams College, and Yale.

SERVICE TO SCHOOL

Stories

PODCAST

21 900+ 1025 2124

Virtual Events Hosted Virtual Event Participants Podcast Downloads YouTube Video Views

What's Ahead

S2S plans to grow its support to students through growing its partnerships and offerings

Grow our impact from

2500 >>> 5000

Total confirmed veteran matriculations

How are we going to do it?



01. Grow VetLink Partnerships

Expand VetLink School Partners by adding 3-5 schools per year



02. Materials & Technology

Develop & update virtual guidebooks, blogs, webinars, as well as implementing a new virtual mentorship platform to streamline applicant/ambassador pairing and communication



03. Virtual Events

Host virtual college fairs 1-2 times per year, open to all veterans & service members with opportunity to meet 35+ colleges & universities

Our Team

Staff



Alec Emmert
Chief Executive Officer



Jim Selbe
Chief Operating Officer



Sydney Matthes
Chief Programs Officer



Alexandra Nieves
Director of Program
Integrations



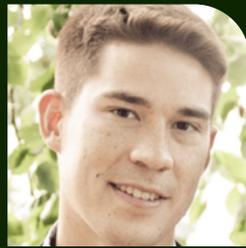
Amanda Dobias
Director of Communications



Annie Behari
Director of Student Success



Steven Hojnicky
Director, MBA Program



Nathan Lowry
Co-Director, JD Program



Paul Zebb
Co-Director, JD Program



Peter Campbell
Director, Healthcare
Program

Volunteers



Anson Cheng
Director, Graduate Program



Candice Creecy
Program Manager,
Healthcare Program



John Powell
Chief Financial Officer

Board of Directors



Adrian Perkins
Board Member



Anna Ivey
Co-founder &
Board Member



Augusto Giacomani
Co-founder & Chairman
of Board



Gen (Ret.) Joseph L. Votel
Board Member



Bob Speith
Board Member



David Calfee
Board Member



Khalil Tawil
Co-founder &
Board Member



Christine Schwartz
Board
Member &
Former CEO



Tim Hsia
Co-founder &
Board Member

We couldn't have done it without your generous *support.*

\$50,001-100,000

Manton Foundation

\$25,000-50,000

Duchossois Family Foundation
Spieth Family Charitable Fund
Ben Faw

\$10,001-24,000

Joseph Votel
Tim Hsia

\$2,001-10,000

Haynes and Boone, LLP	Spurling Family Foundation
Peter Luce Foundation	The Military Veteran
David Calfee	Anna Ivey
Augusto Giacomani	Paul Madera
Fernando Guerrero	Khalil Tawil

\$501-\$2000

GiveList Burpee Challenge	Williamsburg VA Chapter 1754,
Sands Family Foundation	Military Order of the Purple Heart
Lance Dietz	Janet Shapiro
Sarah and Josh Greenhill	Mary Tucker

\$250-500

Lucas & Christina	Steven Buzon	Yibai Haney	Savion Pollard
Babbitt Family Fund	Will Calfee	Earl Henshaw	James Putt
Barry Asin	Mary Jo Finley	David Hwang	Malcolm Thompson
William Burns	Javier Garrido	David Mattana	

Thank you

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



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