

# College Bound is zeroing in to ensure ALL students have access to a college education by helping families complete the Free Application for Federal Student Aid (FAFSA) form.

## THE ISSUE

In 2017, an estimated \$2.3 billion in federal college scholarship money was left unused. And, on average, less than 50% of high school seniors in Georgia will apply for federal aid money.

Based on surveys, reasons why families don't apply include confusion about the process, lack of awareness about the money that is available, and fear of the unknown, among others. With the #1 barrier to college attendance being affordability, assisting students and their families access grants to pay for college can make a big difference. In fact, studies show that FAFSA completion is strongly associated with post-secondary enrollment and retention.

## UNITED WAY'S ROLE

Thanks to our founding sponsor, Delta Air Lines, United Way of Greater Atlanta is partnering with schools, nonprofit organizations, and volunteers to host events that bring critical resources to students and their families to make college accessible.

College Bound targets high school seniors in low child well-being areas and college freshman who attend schools with low student retention rates for events that include access to expert FAFSA form completion support, as well as other resources. Additional resources may include childcare support on-site, financial planning workshops, and college options expositions.

## THE RESULTS

United Way of Greater Atlanta will host free College Bound events from October 2019 – January 2020 that will provide expert help filling out the free application for federal student aid (FAFSA) forms with the goal of increasing FAFSA completion rates by 5% at participating schools.

