

# Signature Program Spotlight: Comcast Leaders and Achievers Scholarship® Program



## FAST FACTS:

- Program began in 2000 with first awards given to support the 2001-02 school year
- Nearly \$19 million in scholarships to 19,000 students
- Administered independently by International Scholarship and Tuition Services
- Recognizes students for their community service, academic performance and leadership skills

### **What is The Comcast Leaders and Achievers Scholarship Program?**

The Comcast Leaders and Achievers Scholarship Program recognizes high school seniors for their community service, academic performance and leadership skills. Students are nominated by their high school principals or guidance counselors and are recognized with one-time scholarship grants of \$1,000 from the Comcast Foundation for their pursuit of higher education. The program was founded in 2000 and the first scholarships were awarded in support of the 2001-02 school year.

### **What is the impact of the Leaders and Achievers Program?**

Since the 2001-02 school year, Comcast has awarded nearly \$19 million in scholarships to nearly 19,000 students, including close to \$2 million to nearly 1,900 students for the 2013-14 academic year. The program aims to serve a diverse population of students, and 51 percent of current scholarship recipients are from diverse backgrounds.

### **What are the eligibility requirements for the Leaders and Achievers Program?**

To be considered for the program, a student must:

- Be a full-time high school senior in a community served by Comcast.
- Be nominated by high school principal or guidance counselor.
- Demonstrate leadership abilities in school activities or through work experience.
- Maintain a grade point average of 2.8 or higher.
- Plan to attend an accredited nonprofit college, university, or vocational/technical school in the United States.

*\*Employees and their families members of Comcast, its subsidiaries and affiliates are ineligible.*

### **Why does Comcast offer the Leaders and Achievers Program?**

The Leaders and Achievers Program aligns with two focus areas of Comcast's Community Investment strategy: promoting community service and building tomorrow's leaders.

### **What is the Comcast Founders Scholarship?**

The Comcast Founders Scholarship was established in 2009 in honor of our company founder Ralph Roberts, with the first awards made for the 2010-11 academic school year. Winners are selected locally from Leaders and Achievers finalists, and scholarship amounts vary by Comcast division.

### **What is the Gustave G. Amsterdam Leadership Award?**

The Gustave G. Amsterdam Leadership Award is given in honor of Gus Amsterdam, a Philadelphia business leader, community advocate and founding board member of Comcast. Award recipients are chosen from among Philadelphia-area Leaders and Achievers finalists. Each recipient is awarded a one-time \$5,000 scholarship grant to be used toward their pursuit of higher education at a Philadelphia-area institute.

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