



## GRANDE EMPLOYEE MEMORIAL SCHOLARSHIP (GEMS)

### PROGRAM DESCRIPTION

#### **Purpose:**

As a memorial to fellow Grande employees that have passed away, the Grande Cares Club decided in 2002 to award a scholarship in their memory. The first award was made in May 2003 to a San Marcos High School student. The scholarship is not intended to honor any one individual, but rather to honor all former Grande employees who have passed away.

#### **Timeline**

Scholarships are awarded each year to graduating high school seniors in each of the Grande markets: San Marcos, Austin, San Antonio, Corpus Christi, Midland/Odessa, Waco and Dallas. Prior to the actual awarding of the scholarship, the following timeline is recommended:

**January/February:** Each market should recruit Grande Cares members to serve on their respective Scholarship Committee and report the names to the Grande Cares Board of Directors. This Committee should include the Community Relations personnel for that market. At the same time, the Committee should make a plan for the annual fundraiser in their market and work the plan.

**March:** Reach out to high schools in respective markets to publicize the GEMS program; hold fundraisers; report funds raised to GC Board.

**April:** Mid-month is deadline for accepting applications; committees review, grade and make choices; apprise GC Board of scholarship selections and plans for awarding and publicizing.

**May:** Faux check presentations scheduled and held.

**June – December:** Send scholarship checks out in response to proof of enrollment or paid tuition.

#### **Scholarship Amount:**

The amount of any individual scholarship may be more than, but shall not be less than \$500.

**Fundraising:**

The Grande Cares Club endowment fund will contribute \$1,000 annually to each participating market to be awarded for scholarships. In addition, the markets are expected to hold fundraising activities to increase the amount of the scholarships awarded and/or to increase the number of award recipients. The Grande Cares Club will also match any amount fundraised up to \$1,000 for each market.

The fundraising activities should be: conducted in March prior to the awarding of the scholarships to avoid conflict with other Grande Cares Club activities; consistent with Grande's value system and not burden the company or its employees; conducted at minimal costs; and, approved by the Board. Each market will retain 75% of their funds raised with remaining 25% deposited to the endowment account.

**School Selection:**

The participating markets are encouraged to select high schools within its Grande service area, if possible.

**Student Selection:**

The participating markets will work with the administration of the schools selected to publicize the scholarship awards. Scholarship recipients will be selected by the Scholarship Committee members from that participating market based upon multiple criteria, including:

- Reflect values commensurate with Grande's Value System
- Volunteer activities
- Civic activities
- GPA
- Extracurricular activities
- Class rank
- Teacher recommendations
- Personal essays
- Honors & awards

In no situation will any award be made to a student who is related to a Grande employee.

The scholarships shall be awarded at ceremonies arranged by Grande or by the schools involved. A congratulatory letter from Grande leadership shall accompany each scholarship award.