



Funding futures

Keep Growing ... to Keep Giving

2021

40^{eal}
green
anniversary



Keep Growing ... to Keep Giving

EAL creates scholarships and educational opportunities for financially disadvantaged students at post-secondary institutions through placement of donated inventory and other resources.

– EALgreen Mission



Dear Friends of EALgreen:

The year 2021 will be remembered as a time of challenges and triumphs at EALgreen. Buoyed by the generosity of donors, colleges, and universities, we renewed our pledge to “*Keep Growing...to Keep Giving*” thus ensuring the highest number of students received help at this time of need. We are grateful to report that our resolve bore fruit: a total of 1,132 students received scholarships in 2021. In addition, our Board of Directors approved an unprecedented \$1.25 million in cash scholarships with both events marking a record at EAL!

In 2022, we will proudly commemorate EALgreen’s 40th anniversary! To celebrate this milestone, we renew our commitment to higher education and to the wide and vast horizons earning a college degree or technical education certificate represent. We dedicate our success to each of the EALgreen scholars who individually holds the promise to create a better world and is learning the art of gratitude first-hand.

The life stories, letters, and dreams they share upon learning they have received an EAL scholarship are an inspiration to each member of the EAL team and to the community that generously supports our mission.

As we look beyond 2022, we see a future that implores each of us to be more compassionate and loving toward one another and our planet. We believe EALgreen is inextricably connected to this new world imperative and that our four decades of successful experience changing lives is what the world needs!

Thank you for learning more about our impact and the many dreams we are proud to help launch!

Claudia Freed
President and CEO
and 1st EAL Scholarship Recipient



1,132 Students
Assisted



\$3.02MM
Scholarships
Awarded



26.87 metric tons
of carbon emissions
saved



5,031 tons of materials
diverted to productive
new lives with higher
education partners



Upgraded to
electric fork lifts
to reduce carbon
emissions

By the numbers: EALgreen's impact 2021

Education transforms lives with support from donors like you

Diversity

Talent and commitment to education—not the ability to pay tuition and fees—is the basis of the EAL partnership with colleges and donors. For many of EAL scholars, a scholarship **is** the difference between attending college or not.

EAL educational partners include four-year liberal arts colleges and universities, health science universities, Native-American colleges, community colleges, music conservatories, graduate schools, HBCU colleges and universities in **20** states.

Since 1982, donors like you have made it possible for **21,073** students with financial need to obtain a college education, graduate with less debt and become contributing members of society.



638 female
477 male
15 undeclared



576 Inventory Scholarships



556 Cash Scholarships



276 Freshmen
344 Sophomores
257 Juniors
244 Seniors
11 Certificates



\$3.4 Million in Scholarships from Donor Support



1,132
Students



46
Colleges, Universities
and Technical Schools



\$2,504
Average
Scholarship

Top Degrees Earned Academic Year 2020-2021

STEM, Health Sciences, Accounting, Sports Management, Criminal Justice, Advanced Manufacturing, Marketing & Communications and Elementary Education

Advancing EAL Donors' ESG Goals

Reduced donors' CO2 emissions by **26.87 metric tons**.

1,132 students—upon graduation—will add to the ranks of a more diverse and inclusive society.

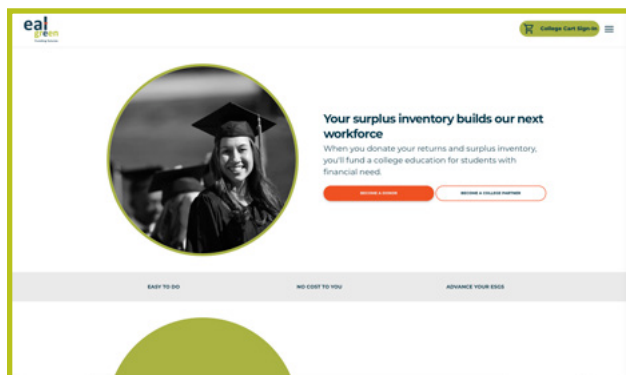
91 cents of every dollar EALgreen receives is returned to the community.



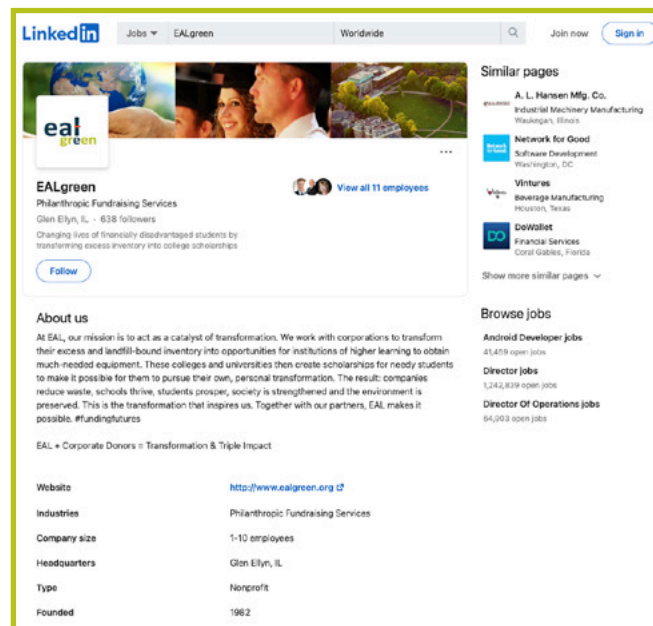
Driving innovation across the niche EAL created

Educational Assistance Ltd. transformed into EALgreen to embrace the power of the original mission in assisting students and to prioritize the benefits to the planet we all share by giving manufacturers and distributors across the supply chain a positive alternative to managing customer returns, scratched and dented items, damaged packaging and other streams of excess inventory. That was a branding journey to express the multi-faceted dimensions of EAL's evolving national story of unique service to society.

Currently a cohort of 40-50 campuses of all sizes preparing students for all types of careers from one-hour certificates awarded by community colleges to baccalaureate, master's and doctoral programs in arts, engineering, humanities and both life and technical sciences.



The website



EAL's LinkedIn Account—
150 followers in mid-2020 to
631 followers now.

Collaborating through priorities

EALgreen seeks to do business with companies that declare a commitment to protect the environment, find ways to assist their communities in times of plenty as well as in times of crisis and through a system of governance that seeks to recruit and empower a diverse workforce with whom it shares practices and priorities.

“As you grow older,
you will discover that
you have two hands,
one for helping yourself,
the other for
helping others.”

— Maya Angelou



Anonymous



Increasing impact: the EALgreen model turns 40

Educational Assistance Ltd entered the nonprofit, supply chain and higher education spaces as a connector. Co-founders Vernon "Swede" Roskam and Dan Mickelson earned their own academic degrees with the support of scholarship donors. They believed in repaying their benefactors by paying it forward through a business model they created. As employees in the industrial sector interacting with customers and clients in business and higher education, they recognized that the supply chain both wanted and needed an earth friendly alternative for a growing volume of new inventory that the sales team could not promote: excess, damaged packaging, customer cancelations and returns. The supply chain's

problem meant opportunity for college campuses with tight budgets. EAL processed the inventory that did no longer fit corporate donors priorities and first, via lists faxed to campus partners and now just a click away on a proprietary shopping cart, campus partners pay a handling fee and recognize the savings as financial aid for students.

Unique. Ambitious. Valued. Those two original motors and the \$5,000 for one student pioneered a model transforming tools to HVAC units into more than \$30MM in financial assistance for the 21,073 students at nearly 100 campuses whose college careers were, in part, assisted by EALgreen.

Selected Milestones

1982	The donation of two motors by Grainger to Educational Assistance Ltd. creates \$5,000 in savings at North Park College that the Office of Financial Aid awards to Claudia
1989	First time college and university partners in the legacy inventory model generate more than \$1MM in savings to benefit students.
1997	Claudia Freed, the first EAL Scholar, returns to lead EAL as its Executive Director ultimately becoming its President and CEO.
2009	Cash Scholarship Program is launched with \$46,000; in 2021 the total given is \$1.25MM.
2018	EALgreen opens a second Fulfillment Center in Carlsbad, CA.
2021	The total number of EAL Scholars exceeds 20,000; second consecutive year that annual number of awards exceeds 1,000.

\$1MM+

Million Dollar Club

**Olivet Nazarene University • Lee University • Capital University
Roosevelt University • Houghton College**

Your campus is invited to join this list!

"The point about Connectors is that by having a foot in so many different worlds, they have the effect of bringing them all together."

— Malcolm Gladwell,
*The Tipping Point: How Little Things
Can Make a Big Difference*



Early EAL told its story through a mascot; his name was Elroy.

Advertising in airline magazines brought many inquiries to EAL's; some of those donors remain active today.



Tom Hendrie, Claudia Sena, Mark Holme pose on back campus with Old Main in the background. (1984)



The co-founders, Swede Roskam (top) and Dan Mickelson (bottom), pioneered a business model that remains unduplicated.

Growing EAL's higher education network of partnerships

The conventional wisdom about donors is that they only can give to a few recipients. EAL gives to any private nonprofit and public campus partner who is willing to establish a process for awarding the savings it generates by finding supplies and inventory from the inventory donated to EAL. As the five members of the million dollar beneficiaries know, EAL works with partners so they remain active: it's a donor who seeks to give and to expand the number of campuses benefitting from these gifts.

EAL assists community college students obtaining a one-hour certificate in welding as well as graduate level fine arts students who have devoted their entire academic lives to the study

of a single instrument. EAL considers it a privilege to make it possible for students to realize their dreams for themselves rather than impose goals onto them. We believe they do know what's best for their futures and EAL is honored to assist them on their roads to their chosen destinations. First generation college students as well as those from families who encounter economic challenges in helping their children to obtain a higher education are frequent recipients of EALgreen's scholarships. EAL works diligently to be welcomed by its financial aid colleagues as "the most flexible source of financial aid we receive each year."



ALABAMA

Birmingham-Southern College Birmingham
Stillman College Tuscaloosa

CALIFORNIA

Colburn School Los Angeles
Southern California University of Health Sciences Whittier
Trinity International Law School Santa Ana
University of La Verne La Verne
Western University of Health Sciences Pomona

ILLINOIS

Black Hawk College Moline/Galva
College of DuPage Glen Ellyn
Danville Area Community College Danville
Dominican University River Forest
Elmhurst College Elmhurst
Judson University Elgin
North Central College Naperville
North Park University Chicago
Olivet Nazarene University Bourbonnais
Quincy University Quincy
Robert Morris University Chicago
Roosevelt University Chicago

School of The Art Institute of Chicago Chicago
Trinity Christian College Palos Heights
Trinity International University Deerfield
University of Saint Mary of the Lake Mundelein

INDIANA

Bethel University Mishawaka
Butler University Indianapolis
Calumet College of St. Joseph Whiting
Goshen College Goshen
Grace College/Theo. Sem. Winona Lake
Saint Mary's College Notre Dame

IOWA

Faith Baptist Bible College and Theological Seminary Ankeny
Graceland University Lamoni
Saint Ambrose University Davenport

KANSAS

McPherson College McPherson

MICHIGAN

Davenport University Grand Rapids
Madonna University Livonia
Olivet College Olivet

MINNESOTA

Carleton College Northfield
Macalester College Saint Paul

NEBRASKA

Nebraska Indian Community College Macy, Santee,
South Sioux City

NEVADA

Nevada State College Henderson

NEW YORK

Houghton College Houghton
Manhattan School of Music New York
Onondaga Community College Syracuse
Paul Smith's College Paul Smiths
Roberts Wesleyan College Rochester
Yeshiva Derech Chaim Brooklyn

OHIO

Ashland University Ashland
Capital University Columbus
Columbus College of Art & Design Columbus
Defiance College Defiance
Ohio Northern University Ada

OREGON

Willamette University Salem

PENNSYLVANIA

Gwynedd-Mercy University Gwynedd Valley
Yeshivath Beth Moshe Scranton

SOUTH CAROLINA

Claflin University Orangeburg

TENNESSEE

Lee University Cleveland
Maryville College Maryville

TEXAS

Jacksonville College Jacksonville
Lubbock Christian University Lubbock

VERMONT

Sterling College Craftsbury Common

WISCONSIN

Beloit College Beloit
Lakeland University Sheboygan
Maranatha Baptist University Watertown
Northland College Ashland

Indicates new partner in 2021

Investing in their dreams



Caleb Osborn

Hometown: Rome, New York
Streator Township High School
Saint Ambrose University
Iowa
Finance and
Financial Management Services



Savannah Vokes

Hometown: Amarillo, Texas
Amarillo High School
Lubbock Christian University
Texas
Communications



Giovanni Hutchings

Hometown: Lakewood, Ohio
St. Edward High School
Ashland University
Ohio
Criminal Justice



Josh Conturo

Hometown: Columbus, OH
Bishop Ready High School
Capital University
Ohio
Emerging Media focusing in
Journalism



Oliva Stallard

Hometown: Paulding, OH
Paulding High School
Defiance College
Ohio
Forensic Science



Dennis Simmons

Hometown: Willis, MI
Ann Arbor Pioneer High School
Olivet College
Michigan
Exploring Majors



Georgianna Denney

Hometown: Santee, Nebraska
Santee High School
Nebraska Indian Community College
Nebraska
Exploring Majors



Lakela Bailey

Hometown: Chicago
Robert Lindblom Math and Science Academy
Dominican University
Illinois
Fashion Merchandising

Funding futures



Damarious ventured far north of his hometown of Memphis, Tennessee when he selected Lakeland University for his collegiate career. He's a multi-sport, successful athlete: football and track. He and his teammates earned three rings in those four years: one for track and two for football. He has fond memories of playing in Florida in the Jacksonville Jaguars stadium for the Blue and Grey All Star game. He describes himself as "dedicated to any task that I pursue, hard working, and a great learner." While he has yet to formally declare a major, "I am very interested in coaching football." **Damarious Brown**



Land on Sophia's LinkedIn profile and one has to scroll to see everything she's done even before she graduates from Capital University in May 2022. In real time, she is living out one of the challenges of her Erie, Pennsylvania, Alma Mater, Mercyhurst Prep, "we promote service to our local and global communities." Sophia studies and works and still finds time to be an active leader of her sorority, Delta Phi Epsilon. **Sophia Buccia**



Her mentor, Professor Diep Phan, remembers Rashmi's career that began in her hometown, Bangalore, India: "She has been my student and advisee since she got to Beloit as a freshman. I still remember the Bubble Tea business that she did with some classmates in freshman year for a class project. Later, she went to Japan to study how a community develops its economy after a natural disaster. Rashmi is interested in pursuing a career in public policy and economic development and is applying for grad programs in this field." **Rashmi Chimmalgi**



The self-described stick of dynamite emoji, Taylor made history for Maranatha Baptist University when this standout short stop was named a 2021 All-American. Her .706 batting average was the 8th-highest mark in NCAA Softball. And she also took home her own team's Coach's Award for her many contributions to the Sabercats. "We will miss her enthusiasm and leadership on the team!" said Rob Thompson. **Taylor Thome**



Alyssa's collegiate academic journey was a short one from the near west Chicago suburbs into the eastern edge of DuPage County at Elmhurst University. She's soared as a Blue Jay pursuing on-campus internships in the Office of Admission Event and Communication Strategist where she's applying her major while still finding time for participating as a member of the Poms Team with a rigorous schedule of practice and performance. **Alyssa De Jesus**



Simultaneously holding down three different jobs while attending classes in Business Management Techniques at Lee University, Maxwell exemplifies the combination of work ethic and pursuit of academic opportunity that defines so many EAL Scholars. Yet he finds time for playing rugby on Lee's club team, camping, volunteer activities, and sitting for his distinctive tattoos. When he's not on campus he enjoys his role as uncle to an adorable nephew and niece. **Maxwell McKenzie**

Please visit our website www.ealgreen.org to learn how your institution can become part of the EAL network that supported \$3.4MM in financial aid for higher education during 2021. EALgreen seeks new donors and new campus partners. Call **630-690-0010** to explore collaborating.

Governing through experience



Elaine Cartier
Chair



Jason Manning
Vice Chair



Pamela Bozeman
Secretary



Karen Belling
Treasurer



Dan Mickelson
Co-Founder



George Armenta



Patrick J. Arnall



Albert R. Harris



Terry B. Hatfield



Sheri R. Hinnish



Steve Hoselton



J. Douglas McDaniel



Dr. Greg Morris



Steven Morris



Noel Navarro



Sam Nelson

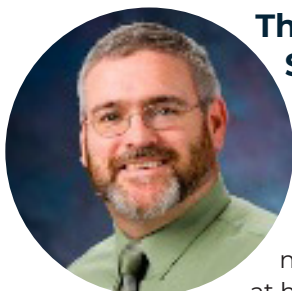


Hari Pillai



Lauren Williams

A community of stories to celebrate EAL's 40th Anniversary



The Financial Aid Director— \$2.7MM in gifts over 15 years

Greg Bruner

One of the most active colleagues working with EALgreen to implement its unique business model and nonprofit mission, Greg's 34-year tenure at his Alma Mater is more than twice as long as Olivet Nazarene University's partnership with EAL. The collaboration launched in 2007. In his role, Greg identifies eligible students for financial aid—more than 1,200 students to date—to receive scholarships from both the savings and cash gifts available from EALgreen. In the most recent five years, Greg packaged more than \$250,000 per year from savings generated plus separate installments of the Cash Scholarship gift. Greg is a most gracious partner who in separate emails and conversations describes the EAL partnership with these glowing terms: “incredible,” “amazing” and “a lifeline for our students.”

“On behalf of Olivet Nazarene University's students, I am so grateful. Thanks so much for the years of outstanding work. It is a privilege and an honor to work with you folks.”

—Greg Bruner



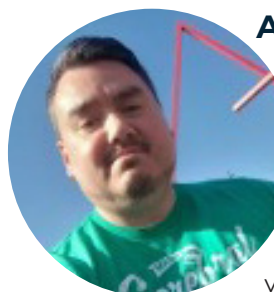
EAL goes where he goes

Paul Matthews

We are grateful to Claudia Freed, CEO EALgreen, and her extremely responsive fulfillment team for working with us for over 5 years. EAL's vision and mission of providing donated needed products to universities at a reduced rate and thereby ensuring students receive scholarships is still going strong; this year marks EALgreen's 40th Anniversary.

Personally, I have had the honor of working, while in Higher Ed Facilities, with EAL for over 14 years, now at two campuses in two different states. The impact remains amazing and unduplicated.

EAL's support of Capital University students goes beyond \$313,000 in cash donations. We appreciate the numerous reduced and free items we receive through them to ensure our Facilities Team has the right parts, equipment, tools and clothing to keep our university running.



A New Partner recognizes EAL's value

Dan Parra

Director of Facilities, Columbus College of Art & Design

The services offered by EALgreen have been extremely beneficial for the maintenance team here at CCAD. Being a private nonprofit college, our budget doesn't typically allow for us to buy larger equipment, but with your program it has allowed us to save a lot of money as well as have an opportunity to purchase items at an affordable price for us. The fact that those savings are then shared with students as support for tuition waivers creates a full circle of benefits.

REVENUE	2021	2020	DIFFERENCE
Contributions and grants	\$5,234,641	\$4,528,652	\$705,989
Investment income	\$1,244	\$8,464	\$(7,220)
SBA Loan Forgiveness	\$180,202	-0-	\$180,202
Total revenue	\$5,416,087	\$4,537,116	\$(878,971)
EXPENSES			
Program	\$4,705,506	\$4,022,080	\$683,426
Fundraising	\$204,900	\$263,944	\$(59,044)
Administration	\$262,917	\$297,676	\$(34,759)
Total expenses	\$5,173,323	\$4,583,700	\$589,623
NET ASSETS OR FUND BALANCES			
Revenue less expenses	\$246,117	\$(46,584)	\$292,701
Total assets at end of year	\$2,688,138	\$2,568,184	\$119,954
Total liabilities at end of year	\$67,075	\$126,187	\$(59,112)
Net assets/fund balances at end of year	\$2,621,063	\$2,441,997	\$179,066

For a complete copy of EALgreen (EIN: 36-3166932) Form(s) 990 and Audited Financial Statements, please visit www.ealgreen.org