

THE EMSF UPDATE

OUR MISSION:

To commemorate the life and spirit of Eddie Mandell by raising funds to assist Boston Public School High School grads attend college. We are a Section 501(c)(3) tax exempt organization, and all contributions are fully tax-deductible.

OUR BOARD:

- Edward Feldman
- Alyce Mandell
- William Mandell



HOW TO DONATE:

Checks made out to The Eddie Mandell Memorial Scholarship Fund, Inc. can be sent to:

The Eddie Mandell Memorial
Scholarship Fund, Inc.
c/o Pierce & Mandell, P.C.
11 Beacon Street, Ste. 800
Boston, MA 02108

THANK YOU!

Introducing Our 2010 Eddie Mandell Scholars

Once again, the Eddie Mandell Memorial Scholarship Fund was able to administer scholarships to six deserving Boston Public School Seniors on their way to college. These scholars are selected by the ACCESS Program of Boston.

Michael Phung is a graduate of Snowden International High School, and is currently studying computer engineering at Wentworth Institute of Technology.

Troy Castillo is a graduate of English High School and is majoring in communications and journalism at Salem State University.

Lilian Ruiz is a graduate of the Boston Community Leadership Academy and is currently attending Babson College, where she is majoring in business.

Simon Poon is a graduate of Josiah Quincy Upper School and currently attends Suffolk University.



From left: Edward Mandell, Bill Mandell, EMSF Scholar Lilian Ruiz, and EMSF Scholar Michael Phung, taken at the ACCESS Scholarship Luncheon

Zackary Kardas is a graduate of Brook Farm Academy and is currently attending Wentworth Institute of Technology.

Renee Rieves, a graduate of Odyssey High School in South Boston, currently attends Pine Manor College.

Thank you to all of our 2010 donors, especially those who have made annual gifts to the EMSF. Your generosity continues to make college dreams a reality for those most in need of assistance.

EMSF AND THE ACCESS PROGRAM CREATING OPPORTUNITY IN BOSTON



Eddie Mandell (1933-1996)

In 2010, the Eddie Mandell Memorial Scholarship Fund was thrilled to give out \$6,000.00 in scholarships. In 2011, despite the economy, EMSF hopes to maintain six scholarships for deserving Boston Public School seniors. The students will be selected by the ACCESS (Action Center for Educational Services and Scholarships) Program, which strives to ensure that every Boston Public School graduate has the financial information and resources necessary to achieve their dream of a college education. The ACCESS Program has worked tirelessly over the past several years, and has made great steps forward, having awarded nearly \$2 Million of need-based scholarships to Boston Public School Students. With your help, we look forward to achieving our 2011 goal of making another six \$1,000 scholarships.

An Interview with Lilian Ruiz, 2010 Eddie Mandell Scholar

We recently had the great pleasure of speaking with 2010 Eddie Mandell Scholar Lilian Ruiz, a Roslindale resident and 2010 graduate of the Boston Community Leadership Academy in Brighton. Lilian currently attends Babson College, where she has just completed her freshman year.

How was your first year at Babson?

It was nice. It was tough at first. Babson is a very competitive environment and that took me by surprise. It's a small school, there's only 2,000 kids, and there's a real spirit of entrepreneurship. Everyone wants everyone else to do well, but they all want to do better themselves.

Have you picked a major yet?

Well everyone at Babson majors in business, but around your junior or senior year you pick a concentration. I am thinking of going into international business, or maybe even business law someday.

What made you pick Babson?

First of all, they gave me the best financial aid package. Also I get a real drive for business from my family. They have always believed in business and entrepreneurship, and when I saw the business courses at Babson and they really appealed to me.

Is your family proud?

Oh yeah. I am the first in my family to go to college, and since I am the oldest granddaughter everyone is excited for me and also everyone is watching me.

Are you involved with any extra-curriculars?

At first, I wanted to just focus on school because of the tough work load, but eventually I got involved with the Babson Players on the tech crew. Also, I am involved with the Babson Christian Fellowship. I am the VP of finance, and I am in charge of putting on campus events.

What was your experience with the ACCESS program before college?

I got involved with ACCESS my senior year when my guidance counselor pointed me in their direction. I started meeting with my ACCESS advisor, Sabina, about once a week, to work out how I was going to pay for college.



Left to right: ACCESS Advisor Elsa Martinez and Lilian Ruiz

How has the Eddie Mandell Memorial Scholarship made a difference for you?

It has really helped me to focus on studying. My parents help me pay for tuition, but I have to handle buying books and other expenses. The Eddie Mandell Memorial Scholarship has been a big help with that. They give it to you in pieces, so it's there when I need it and helps me to focus on school instead of tuition.

We heard you and the President of Babson spoke together at ACCESS' annual gala. How was that?

It was great. I hadn't met him before then. I was pleasantly surprised with all of the support and encouragement I got from Babson and ACCESS to do the speech.

How did you wind up being asked to do that?

I went to one of the ACCESS events and somebody mentioned that the President of Babson was giving the address. So they suggested that I speak at the event too.

Lilian gave a moving personal account and beautiful and articulate speech that inspired all who attended the ACCESS Gala to raise more funds for aspiring college students from Boston's public high schools.

MORE GOLF AND MORE SCHOLARSHIPS IN 2011

"The worst day on the golf course is better than the best day at work." Pierce & Mandell, P.C. is proud to support EMSF and the ACCESS Program through its annual golf outing. "Not only is the golf outing a great day out of the office with our friends, clients and entire staff, but it is a great way to spread the word about the important work being done by ACCESS and EMSF," says Pierce & Mandell partner Bob Pierce. "So when playing your free round of golf, don't forget what it is all about."



Pierce & Mandell, P.C. has annually donated \$100 for each of its guests who score a 90 (gross, not net) or better on the day. So even if you think your team is out of competition, your shots still count for raising college scholarship funds for graduating Boston Public High School Seniors.

DID YOU KNOW:

A recent report by the Gates Foundation found that only one in three students entering high school in the U.S. will obtain a college degree. That figure drops to one in seven in low-income youths.

Cost of High Education Continues to Rise

The cost of a college education is getting higher and higher every year, and the college dreams of lower-income families are growing ever more difficult to achieve.

According to thecollegeboard.com, over the decade from 2000-2001 to 2010-2011, tuition and fees at public 4-year universities has increased at an average rate of 5.6% per year beyond the rate of inflation. In 2009, the average income for the bottom 20% of families was 11% lower than it was a decade before. The average income for the top 20% of families were the same as a decade before.

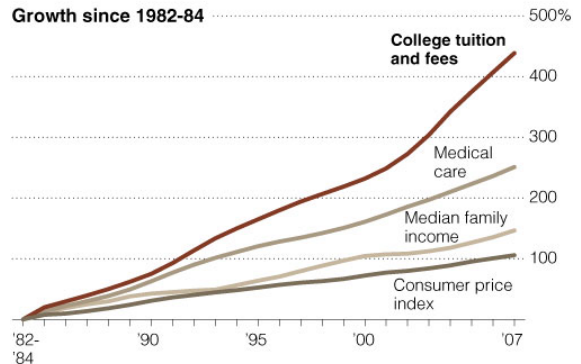
Given the harsh financial environment facing our high school seniors, the need for the generosity of private donors is critical to ensure that students of all backgrounds have the opportunity for advancement through higher education.

DID YOU KNOW:

A report released by the U.S. Department of Education explained that significantly narrowing the gap between college attendance rates of the highest-and-lowest-income students would add approximately \$250 billion to the gross domestic product.

Soaring College Tuitions

College tuition continues to outpace median family income and the cost of medical care, food and housing.



Net college costs as a percentage of median family income*

INCOME CATEGORY	FOUR-YEAR PUBLIC		TWO-YEAR PUBLIC	
	1999-2000	2007-8	1999-2000	2007-8
Lowest	39%	55%	40%	49%
Lower-middle	23	33	22	29
Middle	18	25	15	20
Upper-middle	12	16	10	13
Highest	7	9	6	7

Note: Net college costs are tuition and room and board minus financial aid.

Source: "Measuring Up 2008," the National Center for Public Policy and Higher Education

THE NEW YORK TIMES

Ring In 2011 for EMSF

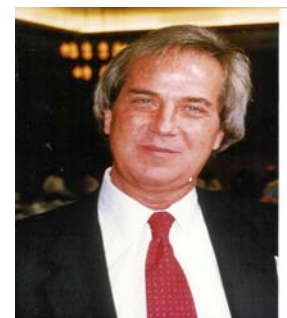


At a New Year's Eve party held on December 31, 2010 at Petit Robert Central in Boston and organized by Eddie Mandell Memorial Scholarship Fund friends and supporters, Michael Siagel, Benjamin Jabbawy, and Adam Weisman, EMSF was the sponsored charity. Thanks to Michael, Ben and Adam, and their invited partygoers, who helped make a very generous donation of \$500 to the Scholarship Fund.

From left: Michael Siagel, Benjamin Jabbaway, Bill Mandell, and Adam Weisman

Many Thanks to All of the Eddie Mandell Memorial Scholarship Donors!

Donors to The Eddie Mandell Memorial Scholarship Fund will help to make the dream of higher education become a reality for hard working and gifted Boston High School students who may not otherwise have the financial means and enough financial aid to afford the ever increasing cost of attending a college or university. By joining the growing ranks of our donors who make an annual tax -deductible contribution, you will be paying tribute to the spirit and legacy of Eddie Mandell. During his lifetime, Eddie helped many kids. As a first generation American who grew up in Roxbury and did not have the financial means to attend college, Eddie came to realize the vital importance of a college education in opening up the doors of opportunity, fulfilling one's dreams and becoming fully enfranchised in American society.



Eddie Mandell 1933-1996