



CAMPBELL COUNTY EDUCATIONAL FOUNDATION

MAKING EDUCATIONAL AND CAREER OPPORTUNITIES AVAILABLE TO CAMPBELL COUNTY STUDENTS
AS THEY SEEK HANDS-ON, SKILLS-BASED TRAINING FOR HIGH-DEMAND JOBS IN OUR REGION

The Power of Three

Three is a recurring number in the founding and running of Campbell County Educational Foundation that helps prepare students for life after high school while fueling a pipeline of workers into the Campbell County region. Three women at the helm raise money for academic programming from three sectors -- corporations, foundations and individuals. Three coordinating organizations each play a critical role — the Campbell County School System that brings students along at a critical time in their growth and development; Central Virginia Community College that offers instruction, labs and equipment; and local corporations that give input on programming and donate equipment.

For more than a decade three friends gathered in Williamsburg, tagging along with their School Board husbands for an annual conference in Williamsburg.

Through the years, their husbands' concerns morphed to their own with rising drop out rates and students who struggled in the traditional classroom. They also had firsthand experiences, based on the experiences of their family and friends, with the critical need for curriculum alternatives.

So in 2015, over soup and sandwiches at The Cheese Shop, Susan Brandt, Rose Epperson and Viki Mattox brainstormed. They'd heard about educational foundations in nearby geographic areas that helped fund various programs. After returning home, they met with the school superintendent who was fully supportive of the concept, reiterating that several county supervisors at that time weren't keen on supporting dual enrollment through the CTE program with Central Virginia Community College.

Epperson filed paperwork in June 2016 incorporating the Campbell County Educational Foundation as a 501(c)(3), initially focused on keeping the dual enrollment program afloat, specifically preparation for trade schools.

As time went on, the school district renewed its commitment and enthusiasm for funding CTE, which also prepares students for college, the military or getting jobs out of high school. As a

result, the foundation has shifted its support in recent years to ancillary needs such as books and supplies. Simultaneously, CCEF has broadened its scope to support college and career

readiness programs at all four Campbell County schools and a middle school speaker series to inspire young students at Altavista Combined School.

In addition Altavista created a separate space called the Future Center with its own director, that offers individual counseling, SAT prep workshops, FAFSA filing help and college visits. The goal is to establish similar

centers at the other three high schools.

The founders bring different skills to the effort. Epperson, who ran a print business with her husband and had worked in development, takes the lead as board president. Mattox, who keeps the books for her husband's trucking business, was a natural to handle finances, and Brandt brings well-honed marketing expertise after working in that arena for more than 20 years at Centra.

The rewards are tangible. The founders attend student signing day every spring where soon-to-be graduates who have accepted jobs are recognized. "I can't describe how great it is to see some of these kids coming out of high school with grown up jobs they are excited about," Viki Mattox said. "It's so rewarding to see them become really good people, honest, hard-working citizens."



Campbell County Educational Foundation (CCEF) supports quality educational and career programs that encourage and prepare students in area public schools to become successful citizens. These are offered through Central Virginia Community College's Career and Technical Education (CTE) Academy as well as college and career readiness programs at all Campbell County high schools.

Dual-enrollment offerings include criminal justice, early childhood education, emergency medicine, health sciences, HVAC, information technology, machine tool and welding.

CTE Academy as a springboard

Student testimonials from the Class of 2024



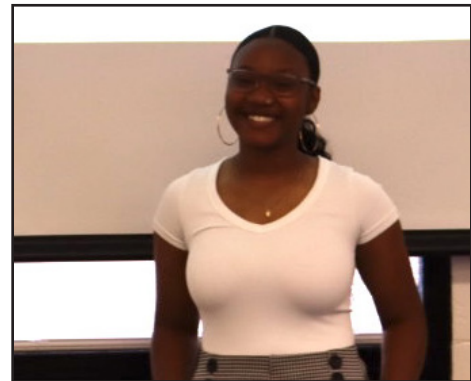
Chase Merryman '24 (Rustburg) took agricultural courses and some APs through CTE before being accepted to the machine tool program. He enjoyed the exposure to college life and learned the importance of time management. Chase is currently pursuing engineering at Randolph-Macon College.



Kendrick Ring '24 (Brookville) took EMT classes through CTE and is continuing that course, now going for his EMT certification at CVCC. "The fire and emergency medical services program is what I am striving to make my career," he said. "I could not see myself doing anything else."



Emma Greer '24 (Altavista) enrolled in the information technology CTE program. "The thing I loved about it was getting out of my comfort zone and trying something new." Emma now attends Eastern Mennonite University where she received a Promise Grant and President Scholarship, which equates to \$69,070 in financial help each year.



Amari Callaham '24 (William Campbell) pursued CTE health sciences with the goal of becoming a traveling RN. "I was able to get started on my career journey early," she said. "This allowed me to see and overcome different obstacles earlier on which will allow me to grow and to become the best nurse that I can be." She is now majoring in nursing at the University of Lynchburg.

FOUNDERS' PERSPECTIVE



"We're providing students with a future, well paying jobs in areas where skilled employees are in short supply. It's a win-win, a game changer for students and employers."

— Susan Brandt, vice president



"We're working to increase our recognition so that the individual donors will know about us and realize what a treasure is right here to help in the community."

— Rose Epperson, president



"We need to make sure our kids get these opportunities, especially in a more rural county. You have to make sure these cool things come to your kids, whatever that looks like."

— Viki Mattox, treasurer

By the numbers: 2023/24 vs. 2022/23

CVCC Regional CTE Academy

Number of seniors: 110, an 80.3% increase
College credits: 2,508, an 86.6% increase
Industry credentials: 34, a 25.9% increase

Future Center at Altavista Combined School

Students attending four-year college or university: 29 vs. 26
Students attending two-year college or university: 15 vs. 16
Students attending trade school: 13 vs. 3
Military enlistments: 6 vs. 6
Workforce bound: 18 vs. 16

Brookville High School

Students attending 4-year college or university: 91 vs. 73
Students attending 2-year college or university: 49 vs. 42
Students attending trade school: 17 vs. 7
Military enlistments: 9 vs. 4
Workforce bound: 37 vs. 66

Rustburg High School

Students attending 4-year college or university: 76 vs. 57
Students attending 2-year college or university: 48 vs. 33
Students attending a trade school: 2 vs. 15
Military enlistments: 5 vs. 3
Workforce bound: 52 vs. 46

William Campbell Combined School

Students attending 4-year college or university: 23 vs. 19
Students attending 2-year college or university: 10 vs. 7
Students attending a trade school: 4 vs. 0
Military enlistments: 1 vs. 1
Workforce bound: 23 vs. 28

Board of Directors

[All volunteer]

Rose Epperson, president
Susan Brandt, vice-president
Victoria Mattox, treasurer
Linda Grubba, secretary
Kyle Andrews
Dean Farmer
Amy Hale, Ed.D.
Clayton Stanley, Ed.D.
Brandon Treadway
Sam Vance, CCEF attorney

TO MAKE A TAX-DEDUCTIBLE DONATION SEND A CHECK:

Campbell County Educational Foundation
P.O. Box 99
Rustburg, Virginia 24588

OR

VISIT OUR WEBSITE:
campbelleducationalfou.com

SUPPORTING OUR MISSION

“As a 2000 graduate of Rustburg High School, I was one of the first dual-enrollment students. Working with guidance counselors, I opted to pursue heating and air, attracted to the idea that I’d spend some time outside, with each job posing different physical and mental challenges. The heating/air work kept me engaged — then, now, and all the years between. I’m a huge fan of the dual-enrollment track that CCEF helps fund. These

workers are critical for businesses like mine, for our local economy and our country.”

Brandon Brown
Owner, Browns Heating
Air & Plumbing



“As a former CCEF board member, I especially applaud its work in encouraging students to pursue the trades where opportunities abound to earn a good living and secure a solid future. The ultimate hope is that these students and others will give back and perpetuate a positive cycle for generations to come.”

Kenny Kirby, President
Rustburg High School
Athletic Booster Club

“Our company, Sonny Merryman, and my family, through the Merryman Charitable Trust, have been longtime financial supporters of the CCEF and their outstanding programs. Public education and workforce development are vital components to a strong Central Virginia business community and the economy at large. CCEF is on the frontlines of both.”



Pat Merryman
Vice-Chair, Sonny Merryman
Board Chair, Merryman Charitable Trust



“My department and I recognize the critical importance of the program in encouraging students to pursue the trades and specialize in areas such as paramedicine. Unfortunately, the dual-enrollment program wasn’t in place when I graduated from Brookville High School in 1992, which would have provided me a leg up in my career, but I am glad the program is now thriving.”

Jonathan Wright
Deputy Chief of Administrative Services
Lynchburg Fire Department

2023-2024 Corporate Donors and Grants

LEADER — \$7,500 & above

Al Stroobants Foundation
Beverly W. Hampton O. Powell Foundation
Centra
Fray Family Charitable Trust
W C English Foundation

PARTNER — \$5,000 to \$7,499

Greater Lynchburg Community Foundation
Rustburg Presbyterian Church
Schewel Charitable Foundation

BENEFACTOR — \$2,500 to \$4,999

BWXT

ADVOCATE — \$1,000 to \$2,499

KVA Foundation
Merryman Charitable Foundation
Sam’s Club (Wards Road, Lynchburg)
Walmart (Altavista)
Watt Foster Family Foundation

SUPPORTER — \$500 to \$999

First National Bank
Georgia-Pacific Corp.
Lynchburg Ready Mix Concrete
Select Bank
Southside Electric Cooperative
Walmart (Timberlake Road, Lynchburg)

FRIEND — \$250 to \$499

Comfort Systems USA
Framatome
Milton Construction

CONTRIBUTOR — \$100 to \$249

Ashwell’s Tree Service
Industrial Plating Corp.
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Overbey, Hawkins, Wright & Vance
Scott Horseman Heating & Air Conditioning, Inc.

We are also grateful for support from numerous individual donors.