



**Carolina Covenant**  
Office of University Development

*“The Carolina Covenant defines who we are  
— the People’s University —  
and we intend to keep our promise.”*

**Chancellor Carol Folt**

**OVERVIEW**

The Carolina Covenant is a groundbreaking initiative that gives the children of low-income families an opportunity to attend Carolina — without borrowing a penny. The Carolina Covenant enables low-income students to come to Carolina and graduate debt-free if they work on

campus 10 to 12 hours a week in Federal Work-Study jobs during their four years here. Carolina was the first public university in America to launch such an initiative.



Students who qualify for the Covenant are first admitted to UNC based solely on their academic credentials, which equal the stellar record of their classmates. Covenant Scholars who came to Carolina in the fall of 2014 typify the quality of the program: They averaged

1,232 on the SAT and boasted an average high school GPA of 4.4.

To qualify for the Covenant, students’ family income must be less than 200 percent of federal poverty guidelines (indexed by family size). In 2013, that meant a family of four qualified with an income of up to \$47,100. But the average for Covenant Scholars who enrolled at Carolina fell well below that mark, at \$24,244. To put that in perspective, consider this: According to the U.S. Census Bureau, the average U.S. household income was \$72,641 in 2013. No wonder then that more than half of enrolling Covenant Scholars typically arrive in Chapel Hill as the first generation of their family to attend college.

**Covenant Scholars at a glance**

(fall 2014 enrollees)

- Average SAT: 1,232
- Average high school GPA: 4.4
- North Carolina native: 80 %
- First-generation college: 51 %

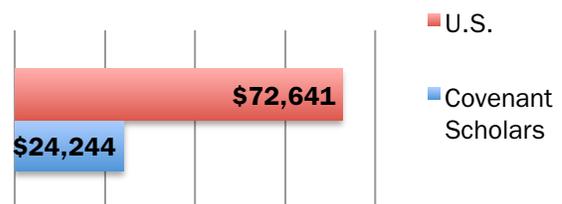
Once on campus, Covenant Scholars are supported by a comprehensive infrastructure of academic and personal support programs and enrichment opportunities that help them adjust to college life and complete their baccalaureate education.

**THE NEED**

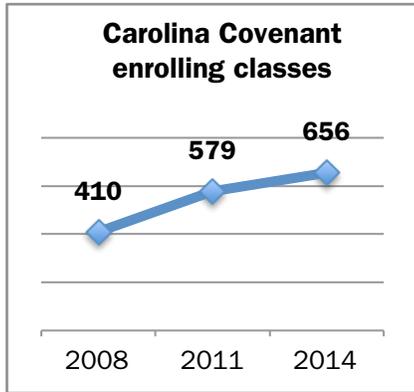
It’s no secret that a college education holds the key to a better future. According to the CollegeBoard, the typical bachelor’s degree recipient can expect to earn about 65 percent more during a 40-year working life than the typical high school graduate earns over the same period.

It’s also no secret that the ever-rising price tag for a college education threatens to overwhelm (*over*)

**Average Family Income**  
(2013)



the resources of many low-income families, making that key to a better future more difficult to grasp. This is true even for public U.S. universities. The CollegeBoard reports that, for



published accounts, tuition and fees at these schools has climbed by an average of 4.2 percent (*over*) each year over the past decade, adjusted for inflation.

This upward spiral comes as more families struggle to

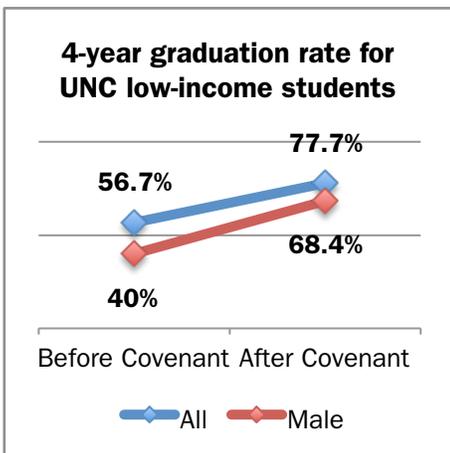
cope financially in the face of the recent economic downturn. According to the U.S. Census Bureau, our nation’s official poverty rate reached 14.5 percent in 2013, tied for the fifth-highest level since 1980.

And one need look no further than the Covenant itself to see the impact: Since the downturn, we’ve averaged 594 Covenant Scholars in each enrolling class; the year before, we had just 410.

The lesson is clear: Bright, hardworking young people from impoverished backgrounds need more and more financial help to fulfill their dream of going to college, and there are more and more of them.

### THE IMPACT

The Covenant’s promise of affordability and support is working. Since the program was established in 2003, there has been a dramatic



improvement in the four-year graduation rate of low-income students at Carolina. The rate for Class of 2014 Covenant Scholars was 77.7 percent, compared to 56.7 percent for earlier students who would have qualified for the

Covenant had it existed. Most notable, the rate for males climbed 28.4 percentage points, from 40 percent to 68.4 percent. This is a rare headline. The greatest improvement has been among African-American males, whose graduation rate jumped by 35 percent.

### GIFT OPPORTUNITIES

#### Establish a nameable Carolina Covenant Fund

An expendable gift can be spent immediately to help us cover a need in the near term; an endowment gift supports students forever because your gift is invested, generating perpetual income. Both help students cover their college expenses and provide programming when funding permits.

*Gift Amounts:*

- Expendable: **\$50,000**, payable over five years.
- Endowment: **\$100,000**, payable over five years.

#### Contribute to the Carolina Covenant Scholarships General Fund

Gifts of any size may be made to the fund and, because your donation will be expendable, we can use it immediately. That means your generosity will join others’ to add up to make a significant difference right now for deserving and outstanding students who want to attend Carolina — and whom we want on our campus.

### MAKE YOUR GIFT

- For a nameable Carolina Covenant Fund, refer to the contact information below.
- You may make an expendable gift to the Carolina Covenant Scholarships General Fund online at <http://giving.unc.edu/gift/scholarships> or by mailing your gift to:

Carolina Covenant Scholarships General Fund  
 UNC-Chapel Hill  
 PO Box 309  
 Chapel Hill, NC 27514-0309

*(Please make the check payable to UNC-Chapel Hill and note “Need-Based Scholarships General Fund 6253” in the memo line.)*

### CONTACT

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