

## WHY IS THE PROGRAM BEING OFFERED?

Women purchase the majority of new cars and automotive service. As such, our dealerships should reflect their buying power. The goal of the GM WRN Drive to Succeed Scholarship program is to:

- Create awareness of the great opportunities that exist for women in automotive retail in both sales and service, and influence more women to consider a career in this field.
- Prepare women for these roles by providing tuition assistance in degree programs in technology and business.
- Increase the pipeline of qualified women ready for dealership employment.
- Create a dealership population that is inclusive, diverse and reflects the population as a whole.

## WHO IS ELIGIBLE?

Women enrolled in undergraduate, graduate or recognized non-traditional institutions that offer accredited programs in the automotive sales/service field. Also, women who are currently employed at an automotive dealership and are enrolled or hope to enroll in educational institutions that offer formal programs or certifications that advance their career within automotive retail.

**Note:** *Current and former enrollees in the GM National Candidate Program are not eligible to apply for this scholarship program.*

## IS THE PROGRAM OPEN TO EMPLOYEES OF GM DEALERSHIPS?

Female employees and female employee dependents working at GM dealerships are eligible. Dependents of GM dealership owners are not eligible.

## ARE WOMEN IN TRADITIONAL UNDERGRADUATE/GRADUATE PROGRAMS ELIGIBLE FOR SCHOLARSHIP CONSIDERATION?

Women enrolled in specialized, accredited automotive retail programs (i.e., NADA executive program, accredited sales and service certificate programs) are also eligible for scholarship consideration. The program also offers eligibility to include current dealership employees and part-time students.

## HOW WILL MY DONATION BE USED?

100% of all donated monies will be used for scholarship funding. The scholarship has 501(c)3 status and may be tax deductible for your dealership. Administration and marketing for the program has been secured from other budget sources.

## HOW MANY SCHOLARSHIPS WILL BE AWARDED?

The total number of awards will be partly based on the funds available. Award amounts will vary up to \$5,000.

## CAN I DONATE IN MEMORY OF SOMEONE OR HAVE A NAMED SCHOLARSHIP?

**The Named Dealership Scholarship** allows GM dealers to establish one or more \$2,500 scholarships in their own name. With that comes the opportunity to promote the scholarship in your community with your dealership's name — front and center — and linking it with the nationally recognized GM Women's Retail Network Drive to Succeed Scholarship.

## WHAT ARE THE OTHER WAYS DEALERS CAN SUPPORT THE SCHOLARSHIP PROGRAM?

You can also support the program by making your community aware of the scholarship program: encouraging talented women employees in your dealership to apply and being willing to provide the required signature and/or letter of recommendation for interested women applicants.

Another important part of the program is mentorship. Please consider developing a mentor relationship with your scholarship recipient. Assisting with educational progress, career planning and even internships is a gift you can provide — in addition to tuition assistance — that will last a lifetime.

## ARE THE SCHOLARSHIPS RENEWABLE?

Scholarships are not renewable. Prior scholarship recipients may re-apply annually for future scholarship consideration.

## HOW CAN YOU DONATE TO THE SCHOLARSHIP PROGRAM?

Scholarship donations, via credit card and check, are accepted at any time. Make your donation or pledge at [gmsac.com/donatenow](https://gmsac.com/donatenow).

Please contact the CMS Foundation directly at 630-428-2412 with questions. Donations should be made payable to the CMS Foundation, Inc. and mailed to: WRN Drive to Succeed Scholarship Program, c/o CMS Foundation, Inc., PO Box 648, Naperville, IL 60566