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FOR IMMEDIATE RELEASE

**I Know I Can Brings Educational Services to the
Community Through Customized, State-of-the-Art Mobile Unit**

COLUMBUS, OH – [I Know I Can](#), Columbus’ only non-profit organization focused on college and career readiness, today announced a state-of-the-art means to extend the reach of its services to Columbus students and their families. On Thursday, June 8, 2023, the organization will hold a dedication ceremony for the new I Know I Can College & Career Coach at [Bread Financial](#), 3095 Loyalty Circle, from 4-6 p.m. ET. The Coach is a fully customized mobile unit designed to help students and families with the completion of college applications, financial aid forms, scholarship applications and career exploration. Attendees will be among the first to tour the vehicle and participate in demonstrations of the educational software and systems. Light refreshments will be provided.

“I Know I Can’s College & Career Coach is an exciting next step in the delivery of our programs and services outside of the traditional academic day. We hope to expand our reach directly into communities where our students and families live, work, and play. This summer will be the first time our own fully-equipped ‘coach’ will tour central Ohio to provide broader access to important information and resources to help young people prepare for postsecondary success,” said I Know I Can Executive Director Katina Fullen.

The College & Career Coach will allow I Know I Can advisors to work with community students and families to complete tasks such as college, scholarship and financial aid applications, career and college exploration, and more. The Coach was made possible by a generous, multi-year donation from Bread Financial, a tech-forward financial services company providing simple, personalized payment, lending and saving solutions, as part of its commitment to support the Columbus community and foster financial wellness for all.

“Through education and training, access to technology, and other financial literacy tools, Bread Financial is helping individuals make smart decisions regardless of where they are in their financial journeys,” said Bread Financial SVP and Chief People and Culture Officer Brandy Sullivan. “As a purpose-driven financial services company, our partnership with I Know I can will drive financial wellness in our community and enable the next generation to thrive financially and I’m excited and proud to see the vision for The Coach come to life and start to make a difference.”



I Know I Can's College & Career Coach was produced by Farber Specialty Vehicles in Reynoldsburg with customized features including:

- Twelve student work stations
- A flexible design to accommodate a variety of meeting types, including small groups, one on one coaching, and family sessions
- A charging station to permanently house 10 laptops and tablets
- Three TVs, one external and two internal, to show instructional videos
- Dedicated storage for virtual reality goggles loaded with career exploration software

Following the dedication ceremony, I Know I Can's College & Career Coach will hit the road to serve students and families, first rolling into the Summer College & Career Fest on June 13th from 10 a.m. to 2 p.m. at the Africentric Field House. The Coach will then host community engagement events throughout the summer and will continue to be used year-round to strengthen relationships and increase the organization's reach in the Columbus area.

About I Know I Can

Currently in its 35th year, I Know I Can serves over 30,000 students from Columbus City Schools, Reynoldsburg City Schools, South-Western City School District, and Whitehall City Schools. IKIC achieves its mission, "to inspire, enable, and support Columbus students to pursue and complete a postsecondary education," by focusing its service efforts on three proven areas critical for success in postsecondary success.

- Early awareness services that enhance aspirations through exposure to career possibilities, knowledge of career requirements, college and job site visits, and postsecondary cost planning for student in grades 6-10.
- Access services that increase the number of college-ready 11th and 12th grade students by supporting the completion of critical milestones including: ACT/SAT, college applications, and the Free Application for Federal Student Aid.
- Summer melt prevention and college persistence efforts that address the disproportionate number of low-income students who plan to go to college but never get there, and by assisting students who do enroll by supporting them as they navigate social, academic, and financial barriers to completion.

In addition to these efforts, I Know I Can awards more than \$1.9 million in grants and scholarships annually to deserving students. Learn more at www.iknowican.org or @iknowican88 on Facebook, Instagram, Twitter, and LinkedIn.

About Bread Financial™

Bread Financial™ (NYSE: BFH) is a tech-forward financial services company providing simple, personalized payment, lending and saving solutions. The company creates opportunities for its customers and partners through digitally enabled choices that offer ease, empowerment, financial flexibility and exceptional customer experiences. Driven by a digital-first approach, data insights and white-label technology, Bread Financial delivers growth for its partners through a comprehensive product suite, including private label and co-brand credit cards, installment



lending, and buy now, pay later (BNPL). Bread Financial also offers direct-to-consumer solutions that give customers more access, choice and freedom through its branded [Bread Cashback™ American Express® Credit Card](#) and [Bread Savings™](#) products.

Headquartered in Columbus, Ohio, Bread Financial is powered by its 7,500+ global associates and is committed to sustainable business practices. To learn more about Bread Financial, visit [BreadFinancial.com](#) or follow us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

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