



FOR IMMEDIATE RELEASE

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Local philanthropists offer \$1 million match to inspire Giving Tuesday activism
Breakthrough Central Texas and donors offer pathway to college for students who will become the first in their family to earn a college degree

AUSTIN, TEXAS – Local education nonprofit Breakthrough Central Texas compels individuals and organizations to invest in students who will become the first in their family to earn a college degree on Giving Tuesday, December 3, 2019, as part of the Breakthrough Challenge, a campaign to double the number of first-generation college students in Central Texas. As an incentive, longtime Austin philanthropists and education advocates Jack and Carolyn Long offer a \$1 million match to support the Breakthrough Challenge.

During the Breakthrough Challenge, Breakthrough Central Texas hopes to raise \$10 million to double the number of under-resourced college graduates in Central Texas, by enrolling an additional 1,400 students. This growth will triple the number of Breakthrough college graduates, and allow the organization to build capacity to maximize the impact felt on the region.

Central Texas has the lowest college graduation rate in the state of Texas for under-resourced students, with only eight percent of middle school students from these communities continuing on to earn a college degree. Students served by Breakthrough Central Texas graduate college at seven times the rate of their peers.

Jack and Carolyn Long were first introduced to Breakthrough Central Texas by former Executive Director Dr. Barry Aidman. Quickly drawn to the organization's 12-year commitment to students and their families, the Longs became financially invested in the organization in 2008. Carolyn Long served on the Breakthrough Central Texas Board of Trustees for six years, including two years as Board Chair.

"Breakthrough makes a 12-year commitment to our students," says Carolyn Long. "We are proud to support Breakthrough Central Texas as we witness the impact on the lives of students in our community who otherwise would not receive the resources to earn a college degree. The results not only benefit the student, but also the students' families and our community as a whole. If Central Texas intends to have enough citizens with 21st century workforce skills, we must invest in our underserved population now more than ever. We hope others will accept the Breakthrough Challenge to be a part of something greater than ourselves—the future of Central Texas depends on it."

The Longs will donate matching funds, up to \$1 million, for qualifying gifts made during the Breakthrough Challenge.

Additionally, National Instruments supports the Breakthrough Challenge through a social media donation match. Each time the hashtag #BreakthroughChallenge is used in a public post on social media, National Instruments donates \$10 to the campaign, up to \$10,000.

“We are grateful for the advocacy and investment of our donors and corporate partners,” says Breakthrough Central Texas Executive Director Michael Griffith. “With the help and generosity of our community, we can transform the lives of students across our region.”

Breakthrough Central Texas creates a path to and through college for students from under-resourced communities who will become the first in their family to earn a college degree. The organization has already produced 130 college graduates, with 1,900 more in the pipeline. Beginning in sixth grade, Breakthrough Central Texas offers out-of-school learning experiences, leadership skills, and comprehensive advising. The organization’s 12-year commitment to students and their families guide them through the process of preparing for, enrolling in and completing college.

To learn more about Breakthrough Central Texas and the Breakthrough Challenge, visit www.breakthroughctx.org and thebreakthroughchallenge.org.

ABOUT BREAKTHROUGH CENTRAL TEXAS

Breakthrough Central Texas is an education nonprofit that creates a path to and through college for students from low-income communities. From sixth grade through to college, the organization offers out-of-school learning experiences, leadership skills, and comprehensive advising to students. The organization makes a 12-year commitment to students and their families to guide them through the process of preparing for, enrolling in and completing college. The long-term model ensures the success of students and families from middle school to high school graduation to college diploma and beyond. Join the conversation on Twitter [@BreakthroughCTX](https://twitter.com/BreakthroughCTX), Instagram [@BreakthroughCTX](https://www.instagram.com/BreakthroughCTX) and at [Facebook.com/BreakthroughCTX](https://www.facebook.com/BreakthroughCTX). To learn more, visit www.breakthroughctx.org.

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