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ANNUAL
REPORT

Year End 12/31/25



MOLLY MELLEMA

Foundation Executive Director
SET SEG Associate Executive Director



TIMOTHY J. AVERILL

Foundation Board Member
SET SEG Executive Director

Dear Friends,

At the SET SEG Foundation, our mission is simple: enable students to pursue enrichment opportunities that advance learning, leadership, and civic responsibility. We do this by providing the resources and financial support that Michigan public schools and their students need. For two decades, this mission has been at the heart of everything we do. But none of it would be possible without our generous donors who faithfully support us year after year.

Alongside our donors, we are grateful to partner with associations like the Michigan Association of Student Councils and Honor Societies (MASC/MAHS) and the Michigan Association of School Boards (MASB) who share our commitment in building brighter futures. With their ongoing support, we continue to facilitate programs like the Summer Leadership Camp, Student Showcase, Education Excellence Awards, and Skilled Trades Scholarship.

It is truly a privilege to run these programs and witness the incredible impact they have on students and school communities across Michigan. Each year, we are inspired by the talent, leadership, and potential of the students we serve, and we are honored to play a part in their journeys. As we look to the future, we are excited about the opportunities ahead and are committed to expanding our reach. With the continued support of our donors and partners, we are confident that the best is yet to come.

MOLLY MELLEMA

TIMOTHY J. AVERILL

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Education Excellence

The Education Excellence Awards celebrate the passion, innovation, and dedication that educators bring to their schools and communities every day. These programs inspire students and create meaningful change, showcasing the powerful impact of education. Each year, we are amazed by the creativity and commitment of those involved, and we are proud to recognize their hard work and vision.

In partnership with MASB, the SET SEG Foundation honored twelve Michigan school districts with a \$2,500 check, trophy, street sign, and special ceremony to celebrate their achievements.



2025 Award Recipients

COUNTY	DISTRICT	PROGRAM
Bay	Bay-Arenac ISD	McKinney-Vento Homeless Awareness Program
Calhoun	Homer Community Schools	Summer Recreation Program
Charlevoix	Boyne City Public Schools	Rambler Innovations
Gogebic	Ironwood Area Schools	Intensive Interventions for Literacy
Montcalm	Central Montcalm Public Schools	Souper Kids Soup Kitchen
Newago	Grant Public Schools	Free Milk & Nuggets Announcement Program
Oakland	Royal Oak Schools	UMatter Week
Presque Isle	Posen Consolidated School District	Marine Debris Prevention - Protecting Our Great Lakes
Shiawassee	Perry Public Schools	Competency Based School Transformation Model
St. Clair	Anchor Bay School District	Anchor Bay Science Special

2025 Scholarship Recipients

NAME	SPECIALTY	NAME	SPECIALTY
Alli B.	Health Science	Kiyah R.	Welding
Austin F.	Heavy Machine Operator	Logan N.	Electrical Lineman
Blayke K.	Electrical Lineman	Madison J.	Veterinarian/Animal Science
Caiden G.	Agricultural Science	Max L.	Diesel Technician
Claire S.	Cosmetology	Nathan S.	Construction Management
Emma B.	Agricultural Marketing & Design	Olivia R.	Welding
Hannah L.	General Education	Parker H.	Welding
Haylee D.	Welding	Rebecca S.	Nurse Practitioner
Jessica T.	Cybersecurity	Robert S.	Contracting
Joseph S.	Aviation	Ronald H.	Diesel Mechanic

SKILLED TRADES SCHOLARSHIP

Skilled Trades Scholarship

2025 marked six years of the Skilled Trades Scholarship, a program created to open doors for students eager to build a future in technical fields. This year, 20 students representing an array of career paths were awarded \$1,000 scholarships to support their tuition, education, or certification program costs. As the impact of this program continues to grow, we're excited to keep partnering with tech programs across the state to honor and support the talented, hardworking students shaping Michigan's future.





MASC/MAHS Leadership Camp

The SET SEG Foundation offers full-ride scholarships to the MASC/MAHS Summer Leadership Camp each year, where high school students come together to earn invaluable lessons in leadership, communication, teamwork, and goal setting. At the end of the camp, our team has the privilege of joining the students and witnessing firsthand the life-changing impact of the experience.

This year, we were thrilled to receive hundreds of applications and award \$30,000 in scholarships to 65 students from 21 counties and 38 school districts across Michigan, providing them the opportunity to grow and build lasting connections.

“I didn’t realize how much I would grow because of Camp. It made me think about my life and reflect on the things I want to improve on– changing my entire mindset on life, school, and community.”

GRANT C.
Plainwell Community Schools
Camp Attendee/Scholarship Recipient



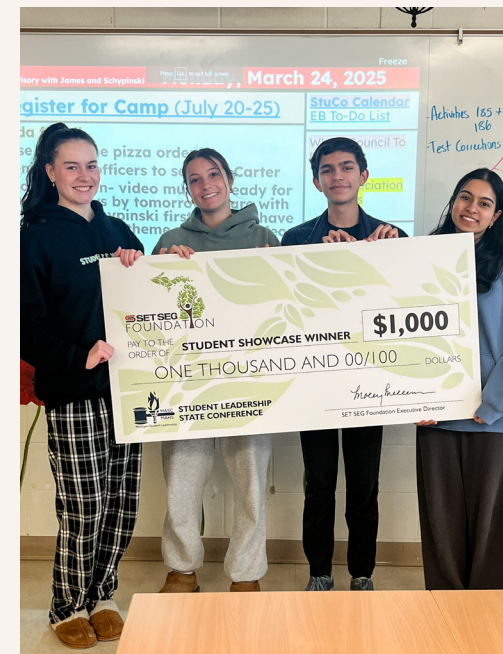
MASC/MAHS Student Showcase

The MASC/MAHS Student Showcase Awards competition encourages students across Michigan to take center stage and highlight the most innovative programs at their schools. This event is more than just a showcase of impressive projects - it's an opportunity to empower young leaders by giving them a platform to refine their public speaking and presentation skills in front of an audience of over 2,000 peers at the regional and state competitions.

The SET SEG Foundation is honored to continue sponsoring these awards, celebrating the hard work of the winning districts with \$1,000 in recognition of their outstanding contributions.

2025 Award Recipients

COUNTY	DISTRICT	PROGRAM
Allegan	Wayland High School	Senior Citizens Prom
Macomb	L'anse Creuse High School - North	Bring Your Child to Work Day
Oakland & Wayne	Novi High School & Northville High School	Rivals Week



2025 Raffles

Overview

In 2025, we shifted our fundraising strategy, hosting four raffles at association conferences throughout the year and one in our own building for SET SEG staff. This marked a change from previous years, when we held just one raffle at the MASA Fall Conference followed by a weeklong auction. The goal of this new approach was to reduce the back-end work for our team while raising awareness of the Foundation among a wider audience. While the raffles proved more time-intensive than anticipated, they successfully increased our visibility and helped us achieve our fundraising target of \$5,000.

Fundraising & Analysis

We raised a total of \$5,795 from raffles held throughout the year, surpassing our fundraising goal. While this number fell short of last year's combined raffle and auction proceeds of \$8,095, we had more than 250 supporters who joined our raffles this year, almost quadrupling last year's participation and significantly increasing awareness.

Looking to the Future

As we plan for the year ahead, our focus remains on building visibility and driving further donations. We anticipate continuing raffles at the MSBO and MASA Annual Conferences, as well as our internal SET SEG staff raffle.



Numbers



Sponsors



GRAND TRAVERSE
RESORT AND SPA

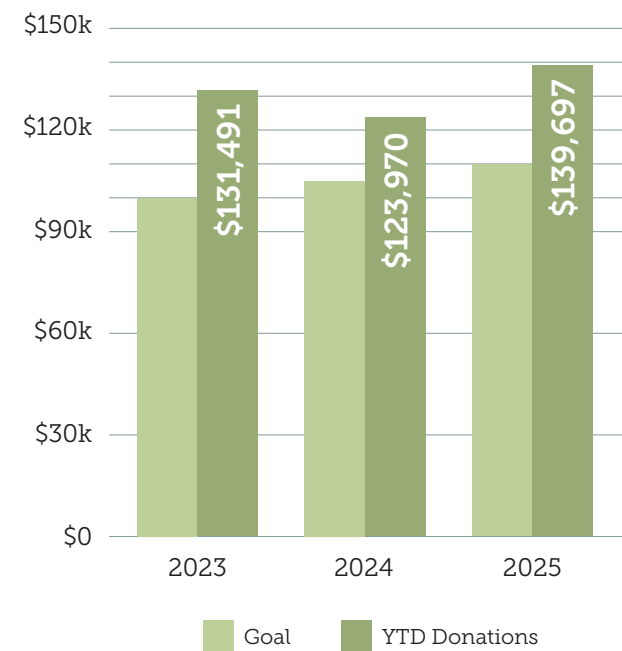


2025 Impact at a Glance

A snapshot of the SET SEG Foundation's fundraising growth, donor engagement, and program investment in 2025. Together, these efforts translated into meaningful support for schools and communities across Michigan.

Historical Fundraising Performance

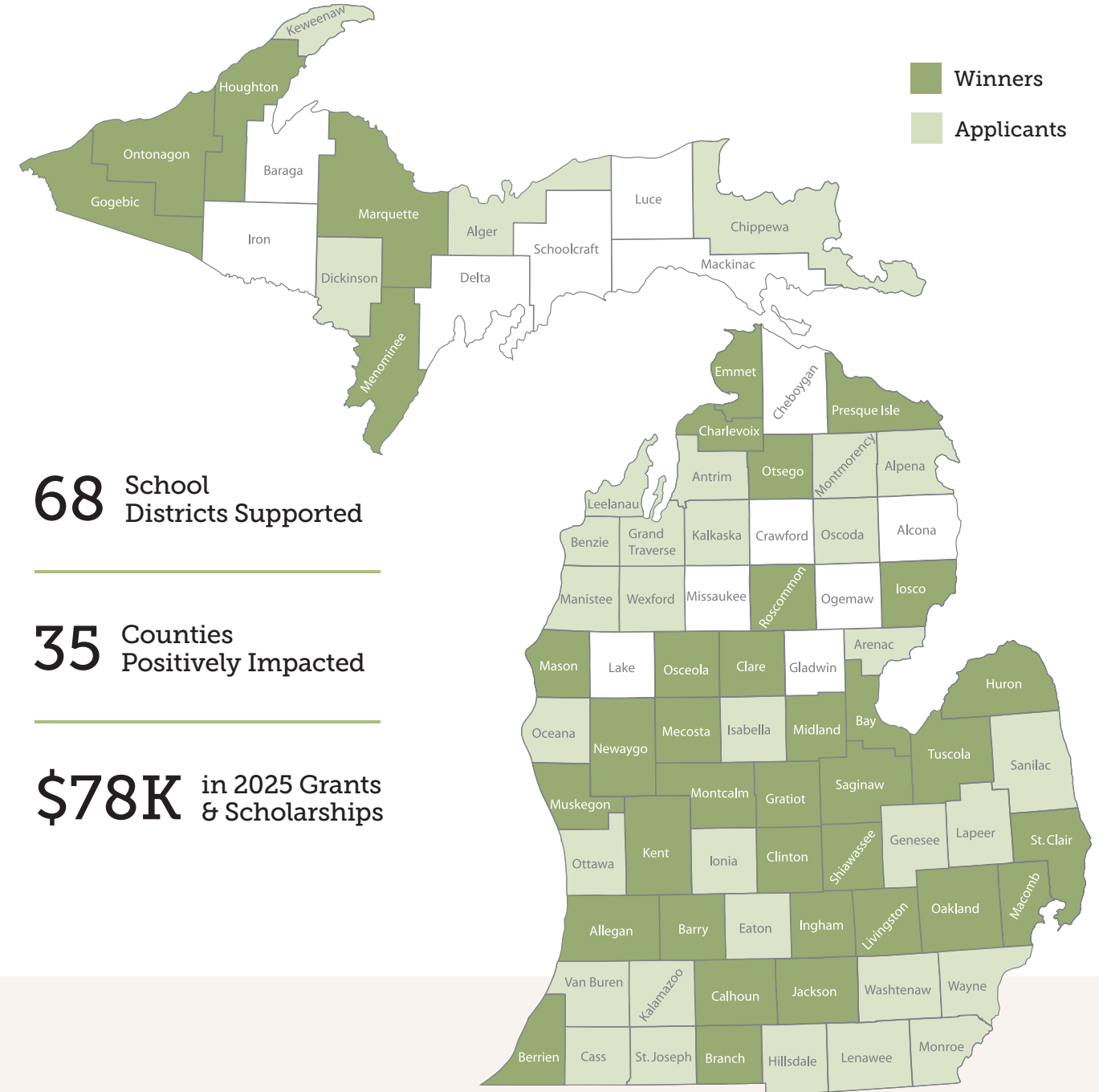
Goal vs. Dollars Raised



Grants & Scholarships

Number of Students & Programs Awarded

Program	Number Awarded
Education Excellence Award	10 programs
Skilled Trades Scholarship	20 students
Summer Leadership Camp Scholarship	60 students
Student Showcase Award	3 programs



26

New Donors

92

Donors Increased Giving

148






Total Donors

Through grants, scholarships, and partnerships, the SET SEG Foundation continues to support schools across Michigan.

Donor Recognition

The SET SEG Foundation's ability to consistently fulfill our mission is made possible only by the unwavering generosity of our dedicated donors. Together, we are helping to shape the future of countless young people, empowering them to achieve their dreams and succeed in their educational journeys.

Thank you for your ongoing commitment to building brighter futures.

Bronze \$1,500 - \$2,500	Gold \$5,000 - \$10,000	Platinum \$40,000+
    <p>Timothy Mullins</p>	   	

2025 Donors

- | | | | |
|-------------------------------------|-----------------------------------|--|-------------------------------|
| Tessa Albright | Jessica Garcia | Peter Kudlak | Dan & Jennifer Reattoir |
| Alliant Insurance Services, Inc. | Giarmarco, Mullins & Horton, P.C. | Emorie & Owen Larsen | Cindy Reedy |
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| Jan Amsterburg | Ron Gorman | Adam Levitsky | Dennis & Sue Rogoszewski |
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| Jenni Bennett | Amy Guilford | Amy & Tab Maneval | Andrea Schray |
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| Chateau Chantal | John Ball Zoo | Timothy Mullins | Jillian Walker |
| Shannon Clark | Kevin Judge | O'Neill, Wallace & Doyle P.C. | Autumn Ward |
| Jeffrey & Yolanda Collier | Jungle Jane Promotions | Pace Howe Design | Anjelita White |
| Travis Comstock | Audrey Kahler | Vanessa Parkey-Dennison | Mark & Esther Williams |
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| Nic Enriquez | Bryan Kohagen | Marc Ramsey | Chad Ziesmer |
| Kristen Finkbeiner | Scott Koziol | Jim Rasche | |
| FireKeepers Casino | | | <i>In memory of:</i> |
| | | | David Martell |
| | | | Carol Socha |

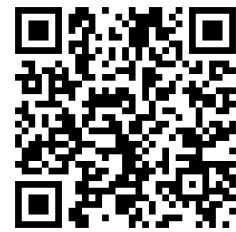
Thank You

The impact highlighted throughout this report would not be possible without the generosity, partnership, and shared commitment of our donors, supporters, and school communities across Michigan. Your belief in the mission of the SET SEG Foundation helps open doors for students, strengthen leadership opportunities, and support programs that invest in the future of public education. We are deeply grateful for your continued support and for the role you play in helping students and schools thrive—today and for years to come.

Donate

SET SEG welcomes you to join in the pursuit to inspire and unlock student potential by making your donation today.

Additional options for donations can be found at setseg.org/foundation/donate.



Scan the QR code or visit:
bit.ly/3Np4ima





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setseg.org/foundation