



**FOR IMMEDIATE RELEASE**

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**Call to Action Foundation Announces a New Private Scholarship Program  
Offering Eligible Students Unparalleled Levels of Support**

Salt Lake City, UT March 1, 2024 – Call to Action Foundation announces the launch of a new scholarship program that funds the full Cost of Attendance (COA) for eligible students at universities and colleges in Utah, Colorado, Idaho, and Iowa.

According to a new report from the Kem C. Gardner Institute at the University of Utah, the [value of higher education](#) has never been greater. Data shows that those who obtain higher education degrees have increased earnings, more economic mobility, better health, and even a happier outlook on life.

“It is for these reasons and more that the Call to Action Foundation is excited to announce a new, private Scholarship Program that offers eligible students unparalleled levels of support. In addition to financial aid, scholarship recipients will receive ongoing mentorship, academic counseling, leadership development, and personal and professional support,” says Crystal Maggelet, Founder of the Call to Action Foundation and CEO of FJ Management, Inc.

The need-based scholarship funds the full cost of attendance for four years (\$25,000 maximum annually) at non-profit, regionally accredited public universities and colleges in Utah, Idaho, Iowa, and Colorado. The program will officially launch on March 1, 2024, with an application deadline of Monday, May 6, 2024, at 5:00 pm MT. To learn more about the scholarship, please visit the Call to Action Foundation website: <https://calltoactionfdn.org/focus-areas/scholarships> or email [scholarships@calltoactionfdn.org](mailto:scholarships@calltoactionfdn.org).

**About the Call to Action Foundation:**

Call to Action Foundation is a private operating foundation that invests in affordable housing and scholarships for underserved communities in the West and Midwest. Since 2022, the Foundation has invested more than \$38 million to improve the lives of working families. FJ Management’s subsidiary companies fund the mission of the Call to Action Foundation, including Maverik, Big West Oil, and Crystal Inn.

[www.calltoactionfdn.org](http://www.calltoactionfdn.org)