

## **NRF SCHOLARSHIP CHALLENGE FREQUENTLY ASKED QUESTIONS**

**Q. What is the NRF Scholarship Challenge?**

**A.** This unique fund raising campaign provides an opportunity for participating students to raise money for their college tuition (in the form of scholarships), while at the same time contributing to a worthy cause...the advancement of technology in America.

**Q. Why is NRF giving away scholarships?**

**A.** The NRF is sponsoring the NRF Scholarship Challenge to bring interest and awareness to the field of nanotechnology and other science-related fields. Scholarship money will provide the opportunity for deserving students to help pay their college costs...in many cases being the catalyst that propels students into higher learning.

**Q. What is the idea behind the campaign?**

**A.** Participating students, either bound for college or in college, can use their network of family and friends to help raise money for college tuition and bring about awareness of nanotechnology at the same time. The program allows for students to create their own fundraising webpage and send out email blasts encouraging contributions.

**Q. What help does the NRF provide to fundraising students?**

**A.** We have support people that will help students design their own fundraising web site, which can include their own personal story as a reason for their campaign. Nanotechnology has far reaching benefits and solutions and can appeal to many people and their passions regarding the environment, health or breakthrough products for a better quality of life.

**Q. How much money do the students get to keep?**

**A.** Once a student has raised the minimum of \$1,000, he or she will earn 50% of those funds in the form of a scholarship. This amount of money will be forwarded to an accredited college or university of their choice.

**Q. What if the student is not in college?**

**A.** The funds will be secured and presented to an institution upon proof of college admission. 50% of the amount raised will go to the student and 50% will go into the NRF general fund.

**Q. Does a student have to study science?**

**A.** No.

Q. **Is there an age limit?**

A. No. All students may apply.

Q. **Can parents set up a website for their student?**

A. No. All fundraising efforts need to be routed through the NRF and it is only the student that is allowed to set up a website. Family and friends can become part of the participating student's team and raise money on their behalf.

Q. **What does the Student Spokesperson do?**

A. A spokesperson is a carefully selected student that excels in academics, extracurricular activities, community volunteering and as a role model to others. He/she is responsible for representing NRF and leading the Scholarship Challenge in a variety of events including speaking engagements at science fairs, in front of the media, journalists, TV personalities, and anywhere where they have an opportunity to educate, move and influence others about nanotechnology.

Q. **Why is this called a "challenge"?**

A. The participant that raises the most money during a particular campaign will be awarded the Suzanne Penny Scholarship, presenting them with 100% of the funds they raised.

Q. **Who is Suzanne Penny?**

A. Thanks to Suzanne and her connection with our Board Members and our Co-Founders, many of our key people met each other, collaborated and together created the NRF. Diagnosed with breast cancer in November 2004 with a promising career under way, Suzanne fought her way through acceptance, challenge and adversity and finally succeeded as a cancer survivor. From her personal experience, she wanted to give back to others in a way which she could share. During her treatment, she felt most cancer-care stores were cold, sterile, and distant and couldn't relate to what she was feeling. So she set up, **A Pink Ribbon**, a store that would offer an environment that was physically, emotionally and spiritually supportive, in order to best help cancer patients through their treatments and to help them move forward with their lives, realizing all the while that they are still beautiful women.

In January, Suzanne was diagnosed with an aggressive form of Leukemia and had to close her store. It was apparent that she would need a bone marrow transplant and within days Suzanne's friends set up a web site asking for donations and organizing blood and bone marrow drives. This effort unfortunately did not result in a bone marrow donor match so Suzanne underwent an experimental stem cell transplant. While it initially appeared the treatment was working, Suzanne struggled with the after effects and passed away on Friday morning, August 22, 2008 at the UCSD Thorton Hospital in La Jolla, CA.

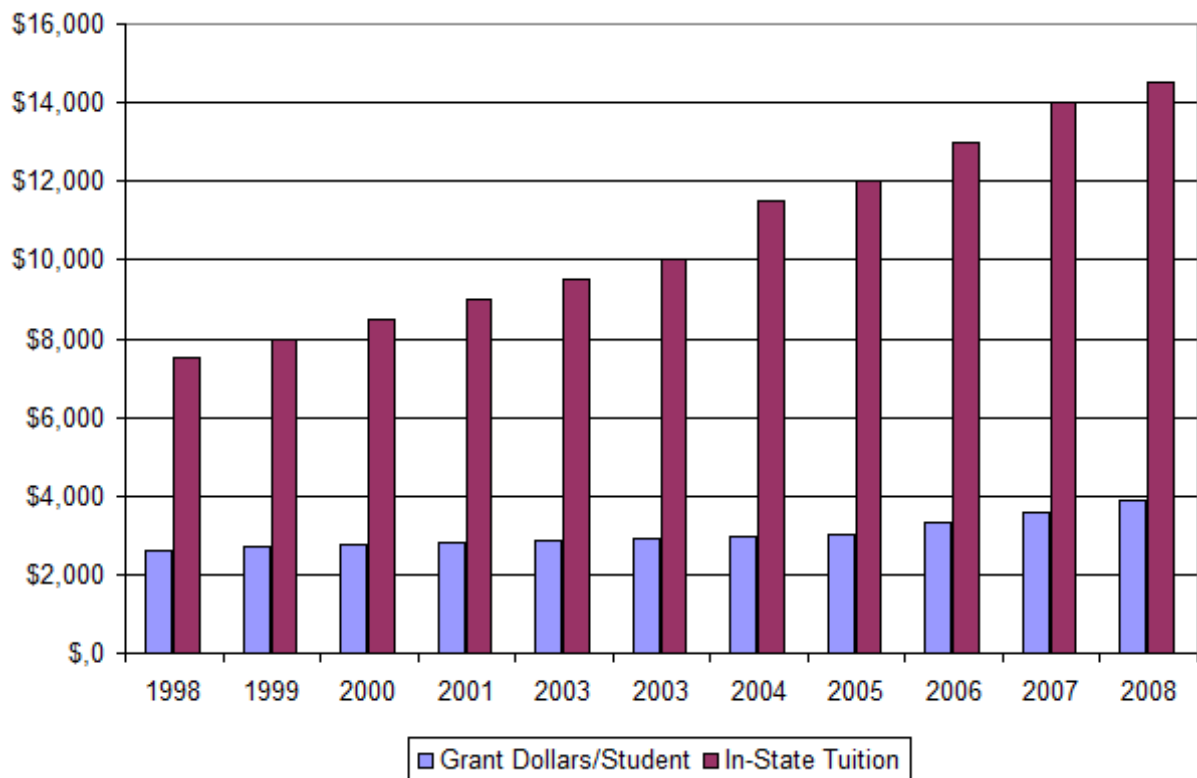
It is our hope that with breakthrough results from nanotechnology research now being conducted, patients like Suzanne will be able to have their cancer treated with a method that is less invasive, less toxic and with a higher life expectancy success ratio.

**Q. Why do you think this will succeed?**

A. There are more than 10,000,000 students who will be entering college in the next four years. Competition to get into institutions of higher learning will become more difficult and obtaining financial aid will be much more challenging. In this tough credit market, students will find it hard to qualify for loans even with parents as co-signers. Some students will either forgo college for a while or work full time and go to college part time, and statistics show that part time students drop out at a higher rate than full time students.

This campaign offers an altruistic way for students to create a legacy, support a cause and spread awareness, while earning money toward their future education.

- National college enrollment is now over 18 million students.
- Annual costs for a four-year-college average more than \$14,000.
- Average cost for a private college is now over \$25,000.
- The grant dollars per student is approximately \$4,000.
- A growing number of students lack funds to complete their degrees.



Q. **How does this support the NRF mission?**

A. There are three words in the NRF description and the first one is **Educate**. We want to educate Americans on the science and opportunities of nanotechnology. The possibilities and breakthroughs this new technology affords are amazing and exciting. We want to excite and educate the youth of America with regard to this field, so that through this technology, they, as new scientists and researchers, will carry on the work of finding greater ways to detect and treat illnesses such as cancer and heart disease, discover more efficient energy sources, new ways to help protect our environment, new pharmaceutical breakthroughs, and on and on.

The second word in our description is **Collaborate**. We want to create platforms for collaboration in which scientists, researchers and academia will come together while seeking and sharing knowledge.

The last word in our description is **Innovate**. NRF is focused on creating innovative ways of educating and bringing awareness about nanotechnology to our youth as well as the general population. Through our programs, campaigns, events and collaboration platforms, we will be supporting innovation through this fascinating science.

Q. **What is the financial goal of this campaign?**

A. The goal of the initial campaign is \$500,000+.

Q. **How many campaigns will there be and how long do they last?**

A. Each campaign will last ninety (90) days. NRF plans to have four campaigns a year.

Q. **Will this be ongoing?**

A. Yes

Q. **Can students participate in more than one campaign?**

A. Yes. Students can sign up for as many campaigns as they wish to participate in.

Q. **What other ways does NRF raise money?**

A. We are presently working on seeking government grants, private and institutional sponsorships, and business venture partnerships.

Q. **What is the NRF budget?**

A. The NRF is a new volunteer based non-profit organization. As such, this is our first fundraiser.

Q. **Who are the people behind NRF?**

A. Please refer to NRF website at [www.nanoresearchfoundation.org](http://www.nanoresearchfoundation.org) and under "Leadership" you will find bios for our Founding Board Members as well as our Strategic and Scientific Advisors.

Q. **How can someone who is not a student help NRF?**

A. We have other fund raising opportunities such as our 20/20 Campaign where people can donate \$20 and tell 20 of their friends about the NRF. Small \$20 donations account for a large percentage of all donations. We are looking for corporate sponsors to help support programs by providing donations (or matching donations if their employees contribute to the NRF), we are asking wealthy individuals and foundations to participate in our endorsement campaign, and we will be starting a capital campaign to build a nanotechnology center and research lab in San Diego.