



September 2007

Dear Guidance Counselor:

I am writing to tell you about an exciting scholarship program and to ask you share this information with your students.

In your work, you see many students who are affected by the high and rising costs of college tuition. To help, the AXA Foundation, in association with U.S. News & World Report, presents the AXA Achievement<sup>sm</sup> Scholarship. This program offers the following awards:

- \$10,000 national scholarships to 52 students (one in each state, Washington, D.C. and Puerto Rico).
- \$15,000 additional scholarships to 10 national recipients. The national scholarship winners will also be offered internships at AXA offices and a laptop computer for college — bringing their grand total educational support value to more than \$25,000!

Winners are known as AXA Achievers. They are students who set and reach ambitious goals, demonstrate drive, determination and ability to succeed in college and who have respect for self, family and community.

Last year's AXA Achievers include a student who started an organization that provides new and used bicycles at the holidays to kids who have a parent incarcerated...a student who founded a nonprofit that offers basic computer and internet training, web safety information and increased computer access for underserved youth, families and seniors...and a student who coordinated efforts to give visually impaired veterans the opportunity to attend, see and enjoy a major league baseball game with the help of new technology.

Enclosed is our new *AXA Achievement* handout announcing our scholarship program as well as a poster about the AXA Achievement<sup>sm</sup> Scholarship, in association with U.S. News & World Report, which can be displayed in your school. **The application deadline for this year's AXA Achievement<sup>sm</sup> Scholarship is December 15, 2007. To learn more about *AXA Achievement* and to read about some of our past winners, visit [www.axa-achievement.com](http://www.axa-achievement.com).**

Sincerely,

A handwritten signature in black ink that reads 'Faith Frank'. The signature is written in a cursive, flowing style.

Faith Frank  
President

Enclosures

**AXA FOUNDATION**

AXA Foundation, Inc. 1290 Avenue of the Americas, New York, NY 10104 (212) 314-4480

# What is AXA Achievement<sup>SM</sup>?



**AXA Achievement** provides resources that help make college possible:

- awards more than \$1.3 million a year in scholarships
- offers a comprehensive resource for information to help students and parents plan for college.

Since **AXA Achievement** launched in 2003, more than 2,700 students have received scholarships totaling over \$14.5 million.

## Why AXA Achievement<sup>SM</sup>?

AXA Equitable developed **AXA Achievement** because, as one of the world's premier financial services organizations, the company understands the challenges people face in sending their children to college. Through **AXA Achievement**, AXA is one of the nation's largest corporate providers of scholarships.

### Students and Parents:

The AXA Achievement<sup>SM</sup> Scholarship, in association with U.S. News & World Report is underway.

High School Seniors: **Don't miss the deadline!**

Learn more and download an application at

[www.axa.com/achievement](http://www.axa.com/achievement)

**Apply by December 15, 2007**

The AXA Achievement<sup>SM</sup> Scholarship, in association with U.S. News & World Report, is a program of **AXA Achievement**, funded by the AXA Foundation, the philanthropic arm of AXA Equitable Life Insurance Company.

"AXA Achievement<sup>SM</sup>" is a service mark of the AXA Foundation. The "AXA Achievement<sup>SM</sup> Scholarship" program is not associated with the National Merit Scholarship Corporation's "Achievement Scholarship<sup>SM</sup>" program.



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Cat. #139376 (8/07)