



GM Financial Supports Second Group of STEAM Students With Big Dreams, Will Travel Grant *Eight local students visited several institutions on the East Coast.*

FORT WORTH, TEXAS, October 9, 2024 – Last month, GM Financial helped eight students from Fort Worth’s Young Women’s Leadership Academy (YWLA) visit their *dream* colleges through its Big Dreams, Will Travel grant.

Campus visits are an important step in helping prospective students determine if a school fits their individual needs. However, for some, the numerous costs associated with touring campuses prevent families from ever planning trips.

Big Dreams, Will Travel was created to help lessen the financial and logistical impediments associated with travel and time away from home. The grant, which was piloted [last year](#), funds the cost of airfare, lodging, ground transportation and meals for an entire four-day, three-night trip.

To qualify, students were required to have a 4.0 grade point average, write an essay, submit a resume and complete a set of modules from the company’s financial literacy program, [KEYS® by GM Financial](#). Students who satisfy the criteria in the grant application demonstrate a high standard of achievement, academic excellence and embody some of GM Financial’s Core Values: Teamwork, Excellence and Integrity.

“Since 2018, we’ve witnessed the academic and professional merit that is YWLA,” said Susan Sheffield, Chief Financial Officer of GM Financial. “The school has a strong track record of producing ambitious students poised for success in science, technology, engineering, art and math fields.”

“Big Dreams, Will Travel allows us early access to this highly touted candidate pool: One that we hope will fill positions in our internship program and other future employment opportunities,” Susan said.

This year’s trip marked the first time juniors and seniors were both included. During the trip, students visited Smith College, Amherst College, Mount Holyoke College, Barnard College, Swarthmore College, Princeton University and the University of Pennsylvania.

“With GM Financial’s support, these future leaders received a firsthand look at what life as a college student is like. That includes hearing about academic and extracurricular offerings, meeting fellow students and faculty members, and learning about the financial expenses associated with being a college student,” said Lynn Hammer, Executive Director for the YWLA Foundation.

Big Dreams, Will Travel is one of many engagements between GM Financial and YWLA. In the past, the company has hosted YWLA’s students for [college fairs](#) and offered opportunities to participate in developmental trainings and mentorship programs. GM Financial also served as the presenting sponsor of YWLA’s [Senior Signing Day](#).

“Our relationship with GM Financial has been an invaluable resource to our students. I’m thankful for their continued efforts to create enriching opportunities that enhance the personal and professional experiences of our students,” Lynn said.

General Motors Financial Company, Inc. is the wholly-owned captive finance subsidiary of General Motors Company and is headquartered in Fort Worth, Texas. For more information, visit www.gmfinancial.com.

Contact:

Lane Borrello, GM Financial

Office: (817) 302-7525

Mobile: (817) 781-7779

Lane.Borrello@gmfinancial.com