




ONEGOAL
COLLEGE GRADUATION. PERIOD.

**FISCAL YEAR 2015
ANNUAL
REPORT**

JULY 1, 2014 - JUNE 30, 2015

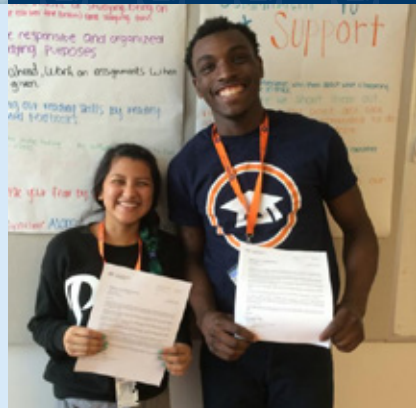
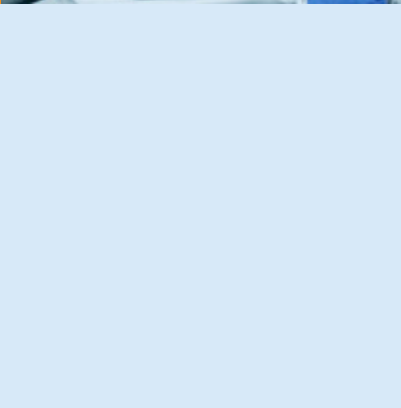


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LETTER FROM CO-FOUNDER + CEO

Dear Friends,

The succession of events that captured national attention in 2014-2015 shone a light on the systemic issues that confront our country. One pillar of this complex problem is pronounced in OneGoal's work: the centrality of college completion in the efforts to attain social justice and equity. The question we ask ourselves here is this: is educational equity in our nation a solvable issue within our lifetime? We fiercely believe it is.

Fiscal year 2015 brought tremendous growth and new learnings for our Fellows and staff, and we continue to focus on our model as a low-cost and high-impact solution to a systemic problem that led us to this work eight years ago. It remains an economic and moral imperative that we improve college graduation rates and broaden our collective sense of what is possible in Chicago, Houston, New York City and nationally.

We were humbled in December 2014 when President Obama highlighted OneGoal in his speech focused on scalable ways to change collegiate outcomes for high-need students. And OneGoal's impact was met with tremendous confirmation when the results of a rigorous multi-year evaluation (conducted by The University of Chicago's Center for Economics of Human Development at Chapin Hall) determined that OneGoal's intervention brought transformative changes in students' high school, college and life outcomes at a low price point. This is incredible validation that the work we care so deeply about is the right work to be doing. With this as our guidepost, we continue to bring our model to new regions, most recently to the students of Massachusetts. In the 2014-2015 academic year, OneGoal served almost 4,000 students in more than 70 schools. Our reach will double by the 2016-2017 school year, when we plan to serve nearly 8,000 students in approximately 130 schools across Chicago, Houston, New York, Massachusetts, and an additional region.

Delivered at scale, the OneGoal model has the potential to be a needle-moving solution to the persistent college degree attainment gap. We know that this work takes a lot of energy and the effort will need to be sustained for years to come; but it is a gap we can close within our lifetimes. It is an effort that takes the immense talent and skill of teachers who deliver the OneGoal curricula day-in-and-day-out to their students. It is an effort that takes the intelligence and determination of our Fellows, who learn OneGoal's lessons and diligently apply them on their journey to and through college. It is an effort that takes the aptitude, analytics and drive of our staff who work with a deep belief in what is possible for the students of our country. And it is an effort that takes a committed community of stakeholders who are willing to invest their time and finances in this movement. OneGoal has an incredible opportunity over the next several years to become a measurable solution that gives students in our nation the tools they need to finish their higher education and have a real shot at a life rich with opportunities and choice. Thank you for acting on your belief that every young person in America deserves an opportunity to earn a college degree — and the life that comes with it.



Onward,

A handwritten signature in black ink, appearing to read "Jeff Nelson". The signature is fluid and cursive.

Jeff Nelson

THE VISION



Every young person in America will have a real opportunity to earn a college degree – and the life that comes with it.



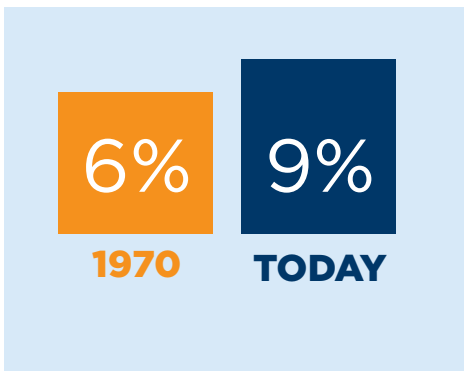
THE LANDSCAPE



The Stakes Are High

A college degree is critical for personal success and for the prosperity of our communities and our country.

- Twenty-five years ago, the US ranked first in the world in four-year degree attainment among 25-34 year olds; **today, the US ranks 14th**
- College students who begin but don't complete college represent **\$3.8B in lost income and over \$700M in lost taxes** for the US economy
- In 2020, US companies could face a **shortage of 1.5 million workers with college or graduate degrees**, unless current degree attainment rates drastically improve



The Problem

Since the advent of the modern education reform movement in the 1970s, the percentage of students from the lowest economic quartile that go on to earn a bachelor's degree has only increased from 6% to 9%.

Root Causes of College Divide

Disconnected Systems: K12 systems are under-equipped to support and/or unaccountable for the success of their students after they leave high school. K12 alumni often move to a largely passive environment in college without spending adequate time training for their big transition.

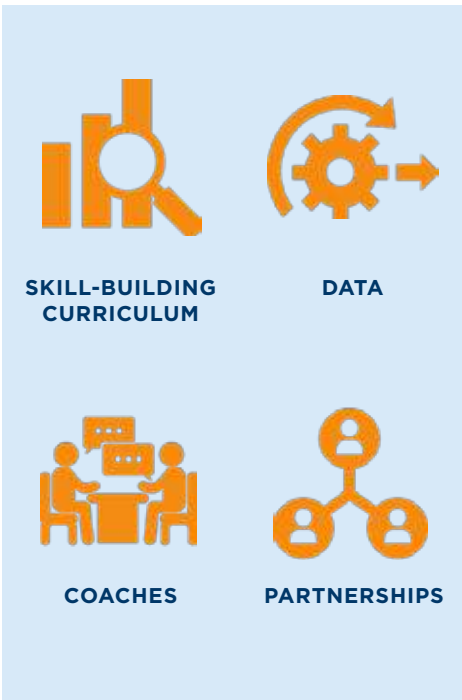
Transition Moments: Halfway through high school the systemic barriers to higher education begin to materialize for underserved students, which can lead to disengagement at exactly the moment when grades, scores, and effort are most critical.

The Message: For historically underserved students who make it to college, they often face a system that consistently reinforces the message that college is not for them. The support system typically evaporates at the time when it is needed most.



THE SOLUTION

OneGoal's mission is to close the college divide by enlisting and training our nation's best educators to teach historically under-served high school students how to enroll in and complete college.



Our Model

We recruit and train a region's high-performing teachers to become OneGoal Program Directors and implement our three-year college success model within their own high schools. In Year One and Year Two, the OneGoal course is taught in a daily, credit-bearing high school class. OneGoal Program Directors work with staff coaches and extensive data to guide Fellows to:

- Increase their GPAs and standardized test scores in order to access more selective and supportive colleges;
- Take all the tactical steps to apply to, enroll in, and gain financial aid to attend a match college; and
- Develop the non-cognitive skills, academic behaviors, and mindsets necessary to persist in college.

In Year Three, Program Directors continue to support their cohort of Fellows via intensive, remote coaching to ensure that Fellows demonstrate the academic, financial and social indicators of success in the critical first year of college, while identifying the resources and developing the networks that will support them through to college graduation. OneGoal collaborates with colleges and universities through formal and informal partnerships with the ultimate goal of college graduation for OneGoal Fellows and their peers.

THE SOLUTION

Partner High Schools in the 2014-2015 School Year



CHICAGO

ACE Technical Charter School
Air Force Academy High School
Al Raby High School
Amanda Charter High School
Benito Juarez Community Academy High School
Carl Schurz High School
Carver Military Academy
Charles Allen Prosser Career Academy
Charles P. Steinmetz Academic Centre High School
Chicago Academy High School
Chicago International Charter School - Northtown Academy
Chicago International Charter School - Ralph Ellison
Christian Fenger Academy High School
Collins Academy High School
Edward Tilden Career Community Academy High School
Edwin G. Foreman High School
EPIC Academy Charter High School
Eric Solorio Academy High School
Farragut Career Academy High School
Gage Park High School
Gary Comer College Prep High School
George Corliss High School
James H. Bowen High School
John Marshall Metropolitan High School
Legal Prep Charter School
Lincoln Park High School
Manley Career Academy High School
Perspectives Charter High School of Technology

Perspectives Leadership Academy
Pritzker College Prep High School
Richards Career Academy High School
Roberto Clemente Community Academy High School
Rowe Clark Math & Science Academy
TEAM Englewood Community Academy
Thomas Kelly High School
Uplift Community High School
Wells Community Academy High School
Wendell Phillips Academy High School
William J. Bogan High School
William R. Harper High School

HOUSTON

Barbara Jordan High School for Careers
Davis High School
Eastwood Academy
East Early College High School
Furr High School
Houston Academy for International Studies
Kashmere High School
Lee High School
Northbrook High School
Sam Houston Math, Science & Technology Center
Sterling High School
South Early College High School
Westbury High School
Worthing High School

THE SOLUTION



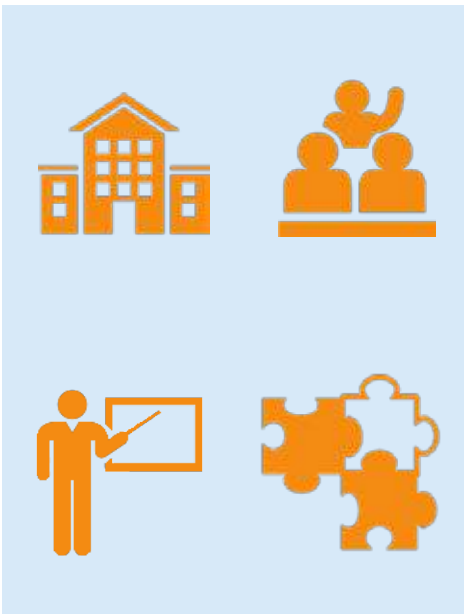
Our Fellows

We target historically underserved students that are often overlooked by other interventions and by the larger K16 system itself. We target this population because we believe every young person is innately capable of completing college, and we intend to prove it.

- Our Fellows typically match at the **3-4 lowest selectivity tiers** for college with limited postsecondary options.
- The cohort average **GPA** must be **at or below 2.75**.
- The cohort average ACT/SAT score must be at or below the median for the school. That puts the average incoming **ACT/SAT** score at **15** or **729**, respectively.

Core Differentiators

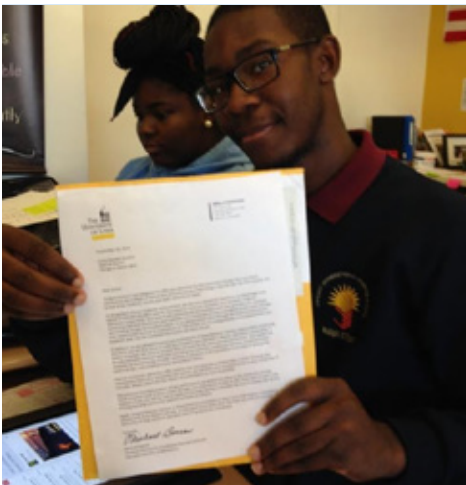
OneGoal presents a novel and much-needed approach for fixing the college divide:



Low Cost + High Impact =
Transformative Solution

- Our teacher-led, in-school model delivers **high outcomes** at a sustainable, replicable cost **structure**
- We target **undeserved** students matching at lower selectivity tier colleges and our model has been proven to work **best for those that need it most**
- OneGoal serves as a **teacher retention and teacher leadership** strategy for the best teachers in high-need schools and districts
- **Unprecedented evaluation results** prove our model increases **non-cognitive skills**, academic performance and college persistence rates simultaneously

THE SOLUTION



Transformative Results



84%

OneGoal Fellows enroll in college



77%

OneGoal Fellows/Alumni are on track for or have reached college graduation

“I am the first OneGoal alumnus to join staff. My OneGoal experience propelled me to reach goals I had never imagined for myself. I can attest to the fact that the OneGoal community of advocates is one of the most vital components of this organization — which is why I joined the team. I know firsthand the challenges Fellows are facing and I want to provide the same integral support that I received.”

CAMERON VEASEY
MANAGER, COLLEGE PERSISTENCE
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
ONEGOAL ALUMNUS, CLASS OF 2015

PROOF + HIGHLIGHTS



External Evaluation

An external evaluation of OneGoal, a quasi-experimental evaluation conducted in 2007-2013 by researchers at the University of Chicago under Nobel laureate James Heckman, demonstrated that:

- OneGoal improves academic indicators during high school
- Non-cognitive skills can be measured using school administrative data
- Growth in non-cognitive skill development is a factor in the positive college outcomes for OneGoal fellows
- OneGoal increases college enrollment and college persistence rates

“OneGoal has a statistically significant impact on students’ life and postsecondary outcomes, increasing college enrollment and persistence rates by 10-20 percentage points. First, this sort of rigorous evaluation is practically unprecedented... second, the results are tremendously encouraging and suggest the power of innovative programs and committed individuals in the community to change lives.”

ANGELA DUCKWORTH
MACARTHUR FELLOW

“These results are extraordinary — it is so exciting to see these significant impacts from OneGoal. This shows us that it isn’t too late to have a meaningful impact on students at the high school level and also demonstrates the impact of comprehensive approaches.”

WENDY KOPP
FOUNDER + CHAIR OF THE BOARD
TEACH FOR AMERICA

PROOF + HIGHLIGHTS



College Opportunity Summit Day of Action

In December 2014 OneGoal Co-Founder + CEO Jeff Nelson was invited to the College Opportunity Summit Day of Action at the White House, where he had the privilege of joining President Obama, the First Lady and Vice President Biden, along with hundreds of college and university presidents, nonprofit and business leaders and educators. It was a day of collaboration, partnership, innovation and discussion to expand opportunities for more students to enroll and succeed in college—especially low-income and underrepresented students—to build stronger communities, a stronger economy and a stronger country.

President Obama closed his remarks by telling the story of OneGoal and specifically, Caleb—a Year 3 OneGoal Fellow—to illustrate what is working and what types of practices must be scaled.

He shared Caleb's OneGoal journey: as a sophomore at Prosser Academy in Chicago with a 2.4 GPA, Caleb was beginning to give up on himself. But his OneGoal Program Director, Drew Stricker, saw the spark of potential within Caleb, and “with some key interventions at the right moment in his life,” Caleb transformed his approach and his goals, enrolled in AP classes, and raised his high school GPA to a 3.8. The President shared that Caleb is now “studying stuff I don’t understand” as a biochemistry major at Dominican University because Mr. Stricker wouldn’t let him give up on himself.

“If we can replicate Caleb’s story across the country imagine what...a set of Calebs can do to change the world. And we’ve got to make sure they have the chance not only to fulfill their potential, but by doing so, creating that chance for us to fulfill this country’s potential.”

PRESIDENT BARACK OBAMA

“There are millions of young people...[who] have everything it takes to succeed if we would just give them the chance...and they are counting on us to step up for them; they’re counting on us to give them opportunities worthy of their promise.”

FIRST LADY MICHELLE OBAMA

PROOF + HIGHLIGHTS



Massachusetts Site Expansion

Though the city of Boston is filled with organizations focused on supporting low-income students to pursue postsecondary options, studies show that only 6% of the current population of low-income students/families in Eastern Massachusetts are served by college access/persistence programs. The majority of these organizations serve students who are on track to both graduate from high school within four years and enroll in a two- or four-year college following high school graduation. As such, many of these students are higher-achieving, self-selecting into “out of school time” programs that offer college access support. As a result, in Massachusetts only 14% of students from low-income families will graduate from college, compared to 82% of students from high-income families. Thanks to generous support from Strategic Grant Partners, OneGoal will change this reality for Massachusetts youth.

Under the leadership of Executive Director Patty Diaz-Andrade, OneGoal - Massachusetts will serve its first cohort of Fellows in fall 2016 in partnership with Boston Public Schools and Lawrence Public Schools. In turn, by 2020, OneGoal - Massachusetts will add at least 780 students to the college enrollment roster in the state of Massachusetts. And by 2020, OneGoal - Massachusetts will serve 1,900 students across 12 districts in the state. OneGoal has the ability to indelibly change the trajectory of low-income youth in targeted districts. **Adding just 100 OneGoal Fellows to the population of high school graduates has the potential to increase the percentage of college enrollees in these targeted communities by 22%.**

We are thankful for the support we have received to date from the local philanthropic and education community, and look forward to a 2016 filled with promise and opportunity for young people across the great state of Massachusetts.

FINANCIALS

Statement of Financial Position *June 30, 2015*

ASSETS	2014	2015
CURRENT ASSETS		
Cash	\$2,494,295.00	\$4,012,408.00
Accounts receivable	\$568,291.00	\$5,758,743.00
Prepaid expenses	\$15,626.00	\$75,124.00
Pledges receivable, current	\$1,667.00	-
Total current assets	\$3,079,879.00	\$9,846,275.00
PROPERTY AND EQUIPMENT		
Furniture and fixtures	\$26,080.00	\$92,053.00
Computer equipment	\$29,893.00	\$64,365.00
Leasehold improvements	\$94,821.00	\$101,421.00
	\$150,794.00	\$257,839.00
Less: accumulated depreciation	\$(67,643.00)	\$(99,002.00)
Net property and equipment	\$83,151.00	\$158,837.00
OTHER ASSETS		
Rent deposit	\$17,650.00	\$20,484.00
Pledges receivable, non-current	-	\$3,111,855.00
Total other assets	\$17,650.00	\$3,132,339.00
	\$3,180,680.00	\$13,137,451.00
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$188,143.00	\$112,300.00
Accrued expenses	\$27,239.00	\$26,285.00
Total current liabilities	\$215,382.00	\$138,585.00
LONG-TERM LIABILITIES		
Deferred rent	\$15,257.00	\$15,841.00
Deferred lease incentive	\$24,167.00	\$14,167.00
Total long-term liabilities	\$39,424.00	\$30,008.00
Total liabilities	\$254,806.00	\$168,593.00
NET ASSETS		
Unrestricted	\$2,262,129.00	\$3,826,249.00
Temporarily restricted	\$663,745.00	\$9,142,609.00
Total net assets	\$2,925,874.00	\$12,968,858.00
	\$3,180,680.00	\$13,137,451.00

FINANCIALS

Statement of Financial Activities *June 30, 2015*

	2014	2015
REVENUES		
Contributions		
Foundations	\$2,081,602.00	\$11,557,630.00
Individuals	\$1,887,016.00	\$2,960,954.00
Corporations	\$490,477.00	\$456,339.00
In-kind	\$2,554.00	\$41,596.00
Interest	\$2,298.00	\$3,005.00
Assets released from restrictions	-	-
	<u>\$4,463,947.00</u>	<u>\$15,019,524.00</u>
EXPENSES		
Program services	\$2,695,213.00	\$3,531,566.00
Fundraising	\$364,173.00	\$1,042,613.00
General and administrative	\$275,114.00	\$402,361.00
	<u>\$3,334,500.00</u>	<u>\$4,976,540.00</u>
CHANGE IN NET ASSETS	\$1,129,447.00	\$10,042,984.00
NET ASSETS AT BEGINNING OF YEAR	\$1,796,427.00	\$2,925,874.00
NET ASSETS AT END OF YEAR	<u>\$2,925,874.00</u>	<u>\$12,968,858.00</u>

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\$1,000,000 + Above

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Anonymous

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Darrell + Allison Williams

Bill Wolf + Meredith Bluhm-Wolf

Audrey Wreszin

Chuck Yates

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ANNUAL SUPPORTERS

\$100,000 + Above

A Better Chicago
Chicago Blackhawks Community Fund
Houston Endowment
Invest for Kids
Michael & Susan Dell Foundation
Strategic Grant Partners

\$50,000 + Above

Anonymous
Arbor Brothers
The Crown Family
Guggenheim Partners*
Oasis Petroleum
Reed Smith LLP^[ii]
Robin Hood Foundation

\$20,000 + Above

Ainslie Foundation
Blue Ridge Foundation
BMO Harris Bank
The Brinson Foundation
Capital One Foundation
Circle of Generosity Foundation
Citi Foundation
DeVry Education Group
EquiTrust
Houston Endowment Matching Gift
LLL Foundation
Lloyd A. Fry Foundation
Mayer and Morris Kaplan Family Foundation
McDonald's Corporation
Northern Trust Charitable Trust
The Osa Foundation
The Paul M. Angell Family Foundation
RBC Capital Markets*
The REAM Foundation
WGN Radio Neediest Kids Fund

\$10,000 + Above

Ascende Charitable Trust
Bradford Allen Realty Services
Carnival Foundation
CME Group Community Foundation
The Donley Foundation
DRW Trading Group Foundation
GCM Grosvenor
Gochnauer Family Foundation
GrubHub
Northern Trust
OCA Ventures
Insurance Industry Charitable Foundation, Midwest Division
The Powell Foundation
Wells Fargo Foundation
W.P. & H.B. White Foundation

\$5,000 + Above

Bryan Cave LLP
Context Media, Inc.
The Evanston Group
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IAC/Inter Active Corporation
The John Buck Company Foundation
Kutchins, Robbins & Diamond, Ltd.
Lefkofsky Family Foundation
Loop Capital Markets
Morgan Stanley
North Park University
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