

Fiscal Year  
— 2020



# Annual Report

7.1.2019 — 6.30.2020



*progress  
+  
impact*

*// degree // divide //*

*\* vision*

*# fellows*

*community*

*equity*



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**Board + Supporters**

Board of Directors  
Supporters



Dear Friends,

As I write to you and reflect on the past year, I am struck by the resilience, humanity, and courage of our Fellows, Program Directors, staff, and partners as we confronted some of the biggest challenges of our generation. Fiscal year 2020 began with our entire staff convening in the outskirts of Chicago where we spent precious time envisioning how we can strengthen our culture to tackle the transformation work of improving our impact and achieving that impact at scale.

In the fall of 2019, we welcomed 8,800 Fellows across six regions, with plans to recruit thousands more by the end of the year. Our Fellows began working alongside their Program Directors to build community, explore their options, and confront any challenges along the way.

Then, the world changed. The closing of schools and offices, disproportionate infection and death rates in communities of color, and daily protests for Black lives impacted every aspect of our work and personal lives.

OneGoal quickly worked to ensure staff had the flexibility and support they needed. We accelerated bringing our curriculum online to create a completely virtual classroom experience. We prioritized care and support for our Program Directors so that they could prioritize care and support for their Fellows. We reimagined how to create meaningful one-on-one advising and small group coaching in a virtual setting. While the COVID-19 pandemic brought much uncertainty, we continued to see demand for OneGoal in more communities. Our District Partnership Pilot forged relationships with three new school districts to collaborate on a new way to deliver OneGoal to a critical mass of students.

There is no denying the pandemic has had a devastating impact on all of us. At the same time, this crisis has awakened and strengthened our commitment to overcome, buck the status quo, and do whatever it takes to ensure our kids have more just, more humane outcomes.

Today, as we look ahead, I believe we have a unique opportunity to reimagine the way we support students and communities. Let's take a bold new path forward: one that is more likely to lead to an equitable future.

In community,

A handwritten signature in black ink that reads "Melissa Connelly". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Melissa Connelly**  
Chief Executive Officer

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It's time for bold solutions.

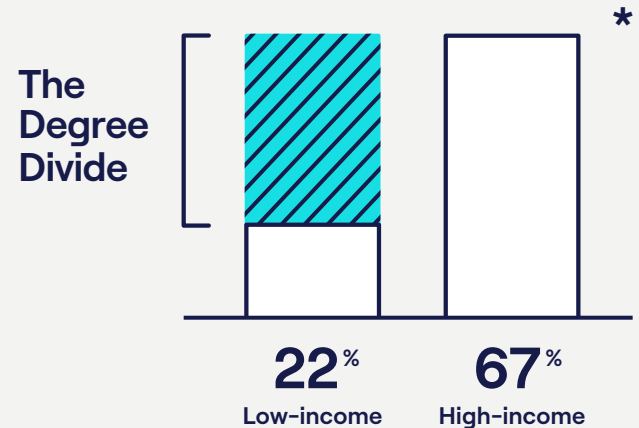
Our mission is to close the degree divide in America.

# The degree divide persists as one of our nation's most complex and critical injustices, with deep roots in systems of oppression and racism.

Students from low-income communities are three times less likely to earn a postsecondary degree than their peers from high-income communities.

Too many students are left to confront economic, academic, and social barriers that make it almost impossible to achieve their greatest postsecondary ambitions. The COVID-19 pandemic further exposed and exacerbated inequity, with communities of color and those in low-income areas impacted at disproportionately high rates. Disruptions to our education system mean we are no longer just fighting the degree divide, but are also fighting the digital divide.

## Postsecondary Completion ↘



\* Postsecondary Attainment: Differences by Socioeconomic Status" National Center for Education Statistics, 2015



# ASPIRE



Our Vision

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Every young person will have an equitable opportunity to achieve their greatest postsecondary aspirations.

There are five key components that make us unique.



We partner with high schools, districts, and colleges in low-income communities to ensure college and postsecondary planning, preparation, and support are no longer extracurricular luxuries, but integral components of the high school experience for all students.

### Bridging High School + College

Our three-year model starts during students' junior year of high school and continues for a full year after high school graduation.

### A Tech-Flexible Model

We provide a flexible model that can be delivered in-person, online, or through a hybrid structure.

### Leveraging Educator Expertise

Our curriculum is delivered through teachers who hold a deep understanding of students' environments.

### A Unique Student Profile

We prioritize students who have potential and ambitions, but who, without intervention, would have limited postsecondary options.

### Culturally Relevant Teaching

We ground our teaching and approach in Culturally Relevant Pedagogy, empowering Fellows to explore, reflect on, and affirm their individual identities.

People of Color

96%

Average SAT

840

Average GPA

2.7





One of my highlights of OneGoal was talking about my future and how I will get there.”

**Knyia Mitchell**  
OneGoal Y3 Fellow  
Claffin University  
Class of 2024

# Fellow Spotlight







**My senior year was very stressful. I'd never experienced FAFSA before. When my Program Director came in, it was just straight to work and positive energy."**

### **Knyia Mitchell**

OneGoal Y3 Fellow  
Clafin University  
Class of 2024



When Knyia Mitchell attended a OneGoal info session during her sophomore year at Therrell High School, she was intrigued. "We talked about the different things we would be doing like college tours and opportunities to meet other students." While very proud of her GPA, Knyia was nervous about navigating the college application process as a first-generation college student.

She joined OneGoal and loved how the curriculum gave her the space and support to think critically about her future. "One of my highlights of OneGoal was talking about my future and how I will get there."

Knyia also counted on OneGoal to help her balance classwork and college planning. "My senior year was very stressful. I'd never experienced FAFSA before." OneGoal provided consistency and guidance. "When my Program Director came in, it was just straight to work and positive energy. I can tell when a teacher really, really cares. She helped me stay focused and not get too frustrated."

When COVID-19 forced her school to move to virtual learning, Knyia hadn't yet made her college decision. "I was struggling to make a choice. Not being able to have our college decision day - that really tore me apart." But

OneGoal was still there to guide her. "We had maybe 8 Zoom calls before picking the school I was going to go to!" That school was Clafin University, a private historically black university in Orangeburg, South Carolina.

Though her first semester of college has been completely virtual, Knyia remains hopeful. "I made all As and one B, so I'm super happy about that. I'm adapting." Knyia appreciates that OneGoal routinely checks up on her, even now that she's in college. "I love the consistency and the feeling of someone actually caring." Knyia is studying mass communications with a focus in digital media and also just launched her own jewelry and accessories business. She hopes to complete several media internships while on her path to becoming a broadcast news analyst.



# INNOVATION

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In FY 2020,  
we explored  
innovative ways  
to deliver a  
more consistent  
program as we  
welcomed our  
largest cohort  
of Fellows  
and deepened  
our school  
partnerships.

**Progress  
+ Impact**



# Schools should be places where students can dream about and plan for what's next.

It's about completely shifting the paradigm around how we as educators can impact how 16, 17, and 18-year-olds think about what's possible for their future and how they prepare for it. That was the departure point as we reenvisioned what our program could look like.

We know that OneGoal can influence the systems, strategy, and outcomes for postsecondary preparation and support across all schools, for all students. In fiscal year 2020, OneGoal defined a new program vision to transform to a more rigorous, culturally relevant, low-cost, tech-enabled solution that puts user-friendly tools in the hands of students and teachers.

Exploring new and innovative ways to deliver our content—especially during this unprecedented global pandemic that has closed schools across the country—will allow us to deliver a program that is more consistent across classrooms, more adaptable across multiple school schedules and structures, and requires less from districts. Our goal is to build the foundation required to not only continue to serve more students within the regions we currently serve but also serve more of the 1.4 million juniors who begin their postsecondary journey with very little support.



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We have a real chance to create the world of opportunity that we know should exist for all students.





8800

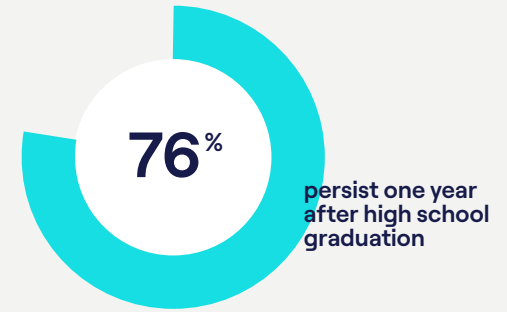
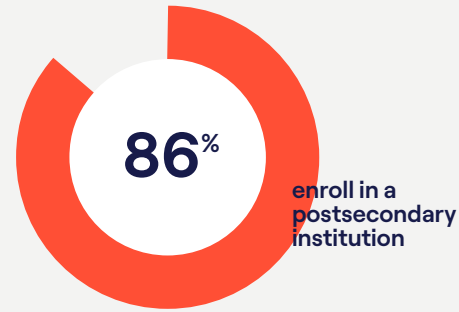
Y1 - Y3 Fellows Served

2800

Y0 Fellows Recruited

3500

Students Currently Enrolled in a Postsecondary Program



140

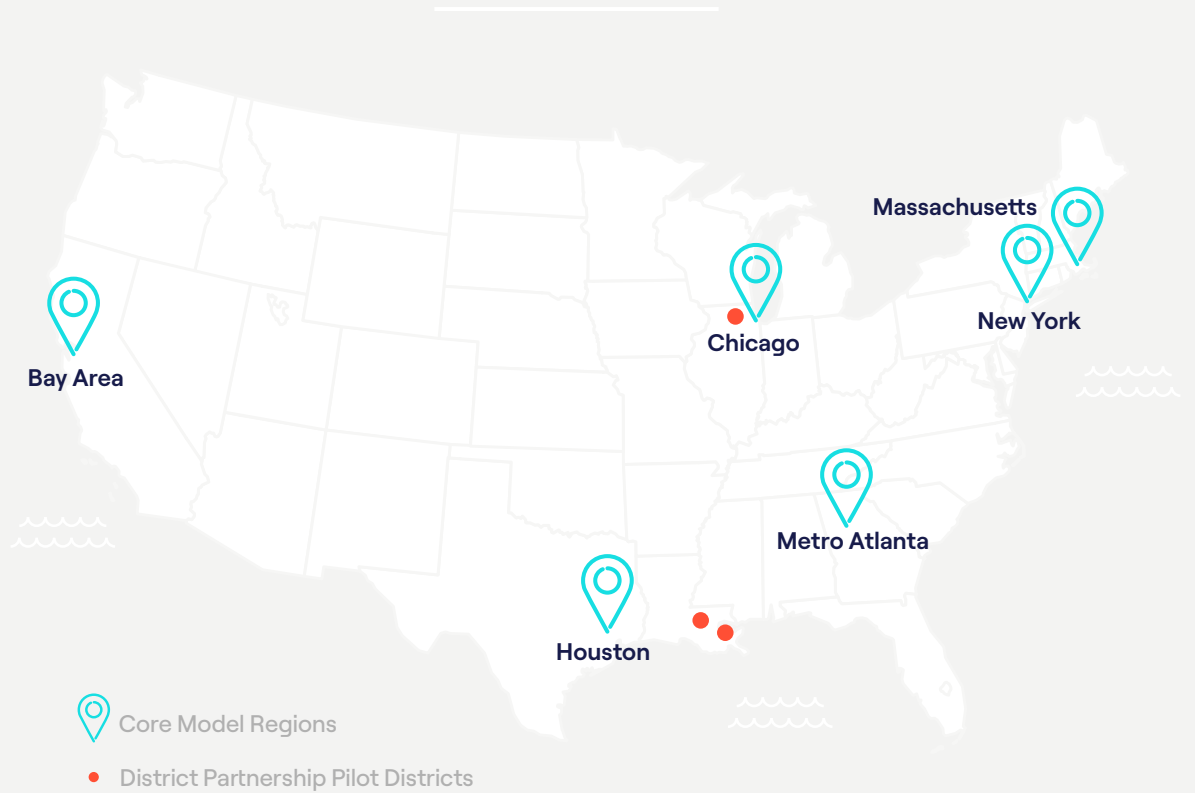
High School Partnerships

44

Postsecondary Partnerships

3

District Partnership Pilot Districts Secured



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Amidst a global health crisis, recession, and Civil Rights movement, our community remained steadfast in supporting Fellows on their postsecondary pathways.

EQUITY

Our Work  
in Context



When COVID-19 hit, we moved our program online in a matter of weeks.

*shelter in place*

*moving online*



In March 2020, as our country began to shelter in place due to COVID-19, we knew we had to pivot quickly to address the evolving circumstances for our students, teachers, and schools. In just a matter of weeks, we moved our program online positioning our Program Directors to effectively facilitate OneGoal virtually or in-person, and seamlessly alternate between the two, while still privileging the importance of relationships.

Even before COVID-19 hit, we were in the midst of a program transformation to enable us to increase impact and achieve that increased impact at scale. Our tech-enabled solution gives educators the flexibility to meet the unique needs of each student and allows us to fulfill our promise to Fellows in light of a shifting environment while providing an equitable learning experience for all.



# We quickly rallied to innovate and secure additional resources for Fellows.

Our Massachusetts team was considering virtual teacher training even before the pandemic, but the need increased rapidly. Directors of Teacher Support quickly developed thorough practices for effective online training and check-ins, and OneGoal Program Directors are reaping the benefits of their work.



*virtual  
teacher  
training*



We received an \$88K emergency fund grant from Tipping Point to help ensure matriculation to postsecondary for Bay Area seniors with financial gaps.

*fill  
financial  
gaps*



In Chicago, a COVID-19 Wellness Survey captured qualitative data directly from Fellows about their circumstances.

This informed a robust system of support that included an adaptive texting strategy, phone banking, and over 700 hours of advising.

*data-  
driven*



*human first*



As a student with an IEP in a system that wasn't well set up to meet those needs, Emily was discouraged from taking advanced courses or considering 4-year colleges. With the support of her Program Director, Ms. Jann and her OneGoal community, she improved her GPA from a 2.0 to a 3.0, and all four of her college applications were accepted. Leveraging a COVID-19 grant, Emily enrolled at California State University Channel Islands where she is studying health sciences.

Mrs. Maria Sotelo, a teacher, Program Director, mom of two under two, and partner to an essential worker, was juggling an incredible amount of responsibility during the spring. To model self-compassion and courageous vulnerability, she emailed her Fellows about the struggles she was personally experiencing. In response, a Fellow who had been previously unresponsive wrote her back and reconnected, demonstrating the importance of being human first.



During shelter-in-place, Mylesha found herself stuck in Miami where she attended college. Her culinary program couldn't offer a virtual option and eventually canceled classes indefinitely. Unwilling to let the pandemic postpone her postsecondary education, she switched schools and is loving her new Public Relations and Advertising major at Barry University.

*improve g.p.a.*



*switch schools* →







Mr. Hirvelt Megie, New York Program Director, is grateful his cohort developed a sense of family from the beginning. He has seen his students show up as a solid support system for one another during a time when teaching and learning has changed completely. Hirvelt is proud of the way Fellows have communicated with one another and simply been present during a year like no other.

*\* family*



In Atlanta we pivoted quickly to get in contact with as many Y2 Fellows as possible, providing direct support through phone calls and texts as early as March. We sent individualized college commitment packages to our Fellows celebrating their postsecondary choices and distributing their graduation stoles.



*celebrate*



A freshman at Northern Essex Community College in Lawrence, MA, Jennifer had a difficult time accessing her course material online during second semester. However, she was able to leverage the solid relationships she built with the Academic Advising Center coaches through a OneGoal connection. Jennifer was able to finish the semester and now advises other OneGoal Fellows on the importance of leveraging support.



*leverage support*



# OUR VOICES MATTER

“

We do a lot of talking about the world around us and that has actually helped me a lot. My Program Director has told us from the first day of class that our voices matter. That has helped me feel heard in this world.”

## OneGoal Fellow

Skyline High School  
Oakland, California



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**Students of color are more likely to live in marginalized communities and less likely to complete a postsecondary degree.**



The barriers to a postsecondary degree are symptomatic of the historic inequity that pervades our economic, education, and social systems. Students of color, and specifically Black and Latinx students are more likely to live in marginalized communities and less likely to complete a postsecondary degree. This in turn, means they are less likely to earn a living wage, be homeowners, and ultimately build generational wealth.

2020 forced our nation to confront systemic racism, as Black lives were lost, cities erupted in protests, and deep racial divisions increased in their aftermath.

Sociopolitical consciousness is a critical component of our curriculum and as such, we updated our lessons to reflect the current context in which our students live.

Program Directors created space for Fellows to reflect on the Black Lives Matter movement, critical policies like immigration, and how the pandemic impacts communities of color more acutely.

It was also important for OneGoal to continue interrogating our internal work around diversity, equity, and inclusion. We continued the practice of looking at salaries, tenure, promotions, and engagement along racial lines to check for equity. We also prioritized taking bolder steps to strengthen our culture so that all staff members thrive, starting with the creation of a Culture and Community Council composed of diverse staff members from across our regions, teams, and management levels. The Council will focus on core areas including talent philosophy, bringing core values to life, staff engagement, and advising the CEO.

RESILIENT



**Financials**



	2020	2019
<b>Current Assets</b>		
Cash	\$23,198,277	\$17,584,826
Investments	\$4,132,430	
Accounts receivable	\$1,076,450	\$791,725
Pre-paid expenses	\$182,542	\$191,775
Pledges receivable	\$8,099,781	\$7,671,427
Total current assets	\$36,689,480	\$26,239,753
<b>Property and Equipment</b>		
Net property and equipment	\$279,668	\$358,690
<b>Other Assets</b>		
Rent deposit	\$234,469	\$235,759
Pledges receivable, non-current	\$7,518,276	\$6,235,614
Total other assets	\$7,752,745	\$6,471,373
Total assets	<b>\$ 44,721,893</b>	<b>\$ 33,069,816</b>
<b>Current Liabilities</b>		
Accounts payable and accrued expenses	\$764,309	\$544,268
Deferred revenue	\$37,500	\$198,300
Total current liabilities	\$801,809	\$742,568
<b>Long-term Liabilities</b>		
Deferred rent	\$276,688	\$287,280
Loan payable	\$2,952,607	
Total long-term liabilities	\$3,229,295	\$287,280
Total liabilities	\$4,031,104	\$1,029,848
<b>Net Assets</b>		
Without donor restrictions	\$22,438,986	\$14,036,394
With donor restrictions	\$18,251,803	\$18,003,574
Total net assets	\$40,690,789	\$32,039,968
Total liabilities and net assets	<b>\$ 44,721,893</b>	<b>\$ 33,069,816</b>

<b>Revenues</b>	<b>2020</b>	<b>2019</b>
Contributions	\$28,588,933	\$17,582,031
In-kind	\$384,049	\$384,480
Fee for service	\$1,906,580	\$1,686,550
Other income	\$22,850	
Investment income, net	\$328,983	\$166,036
	<b>\$ 31,231,395</b>	<b>\$ 19,819,097</b>
<b>Expenses</b>		
Program Services	\$16,542,690	\$15,352,731
Fundraising	\$3,301,353	\$3,502,464
General Administrative	\$2,736,531	\$2,328,944
	<b>\$ 22,580,574</b>	<b>\$ 21,184,139</b>
CHANGE IN NET ASSETS	\$8,650,821	-\$1,365,042
NET ASSETS AT BEGINNING OF YEAR	\$32,039,968	\$33,405,010
<b>Net Assets at End of Year</b>	<b>\$ 40,690,789</b>	<b>\$ 32,039,968</b>

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In community,  
thanks to our  
board members  
and supporters  
that make our  
work possible.

THANKS

**Boards +  
Supporters**



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**\$1,000,000 + ABOVE**

Anonymous<sup>3</sup>  
 Anonymous<sup>1,3</sup>  
 Baiyor-Handler Charitable Program Fund<sup>1,3</sup>  
 William K. Bowes, Jr. Foundation<sup>1,3</sup>  
 Cox-Vadakan Foundation<sup>3</sup>  
 Michael & Susan Dell Foundation<sup>1,3</sup>  
 Thomas + Susan Dunn<sup>1,3</sup>  
 Edgerley Family Foundation<sup>1,3</sup>  
 Mike + Alyse Gamson<sup>1,3</sup>  
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 Ray & Tye Noorda Foundation<sup>3</sup>  
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 Arthur Rock + Toni Rembe Rock  
 Sternlicht Family Foundation<sup>1,3</sup>  
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**\$500,000 + ABOVE**

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 Koshland Foundation<sup>3</sup>  
 Kresge Foundation<sup>3</sup>

Salesforce.org<sup>3</sup>  
 Charles and Lynn Schusterman Family Foundation<sup>3</sup>  
 Joanne + Mike Sekulic<sup>3</sup>  
 Anonymous

**\$250,000 + ABOVE**

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 Anonymous<sup>3</sup>  
 Crown Family Philanthropies; Arie and Ida Crown Memorial<sup>3</sup>  
 Harry and Jeanette Weinberg Foundation<sup>3</sup>

**\$100,000 + ABOVE**

Best Portion Foundation<sup>3</sup>  
 BMO Harris Bank<sup>3</sup>  
 Carnegie Corporation of New York  
 Finnegan Family Foundation  
 Heckscher Foundation for Children  
 Macquarie Group Foundation  
 Maverick Capital Foundation<sup>2</sup>  
 Oasis Petroleum  
 The Joseph Pedott Legacy Fund at The Chicago Community Foundation  
 Polk Bros. Foundation<sup>3</sup>  
 Robin Hood Foundation  
 Timothy R. Schwertfeger + Gail Waller<sup>3</sup>  
 State Street Foundation, Inc.

Solon E. Summerfield Foundation  
 Tiger Foundation  
 Tipping Point Community  
 Yagan Family Foundation<sup>3</sup>  
 Younger Family Fund

**\$50,000 + ABOVE**

Altman Foundation  
 Paul M. Angell Family Foundation  
 Anonymous  
 Anonymous  
 Chicago Blackhawks Foundation  
 CME Group Community Foundation<sup>2</sup>  
 Tammy + Bill Crown  
 John + Maureen Dugan  
 Joan + David Evans, Prosper Road Foundation  
 The Evans Family Foundation<sup>3</sup>  
 GCM Grosvenor<sup>2</sup>  
 Lawrence Foundation  
 Steven and Barry Malkin Foundation  
 Morton Salt, Inc.<sup>3</sup>  
 Thomas B. + Terri Nusz  
 The Osa Foundation  
 The Powell Foundation  
 The REAM Foundation  
 Shackouls Family Foundation  
 Andrew + Jessica Sieja  
 The Herbert and Nell Singer Foundation, Inc.  
 Snoots Family Charitable Fund

<sup>1</sup> Commitment spanning multiple years<sup>2</sup> Regional + National commitment<sup>3</sup> Multi-region commitment

**\$50,000 + ABOVE (CONT.)**

Thomas L. Thomas Family Foundation<sup>1</sup>  
 Voorhis Foundation  
 Jonathan Weiss and Barbara Asch  
 Wellington Management  
 The Mary and Greg Whalley  
 Family Foundation  
 Yellow Chair Foundation

**\$20,000 + ABOVE**

Adtalem Global Education Foundation  
 Anonymous  
 Anonymous  
 Anonymous  
 Anonymous  
 Balyasny Asset Management  
 BayCoast Bank  
 Seth and Mandy Berman Fund  
 The Brinson Foundation  
 The Brown Foundation  
 Carnival  
 Centro: The Giving Tree  
 Jay + Melinda Chernosky  
 Cleveland Avenue Foundation  
 for Education  
 The Conway Family Charitable Fund  
 Cubs Charities Community Fund  
 The Donley Foundation  
 EMK<sup>3</sup>  
 Gorman Family Holdings

Edwin Gould Foundation  
 H.E. Butt Foundation  
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 Houston Endowment Inc.  
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 Ventana Foundation

Leigh + Arthur Wit  
 Zell Family Foundation  
 Julie Zhuo + Mike Sego  
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**\$10,000 + ABOVE**

Anonymous  
 Anonymous  
 Arbor Brothers  
 Kristine Boyden  
 Bradford Allen Realty  
 Chevron Corporation  
 Anne + Anuj Dhandra  
 DWS  
 EquiTrust Life Insurance Company  
 Fortis Minerals  
 Doug + Sarah Foshee  
 Tim + Danielle Frank  
 Gary & Denise Gardner Family  
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 Gochnauer Family Foundation  
 Andi + Jim Gordon, Edgewater Funds  
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 HarborOne Foundation  
 Mabel A. Horne Fund, Bank of  
 America, N.A., Trustee  
 Charlene + Charles Hyle  
 Jemp-D Foundation  
 Jane Kiernan  
 Kutchins, Robbins & Diamond, Ltd

<sup>1</sup> Commitment spanning multiple years<sup>3</sup> Multi-region commitment



**\$10,000 + ABOVE (CONT.)**

Lefkofsky Family Foundation  
 Robert + Bridget Levy  
 Linden Foundation  
 Eddie + Brittany Lou  
 James McNulty  
 Neuberger Berman  
 North Park University  
 Northern Trust  
 Vania O'Connor  
 Omenn-Darling Family Advised Fund  
 Robyn Rogin  
 Carol A. Schafer + Thomas E. Yates  
 Jamie + David Schwartz  
 Brian + Nadine Sir  
 Michelle and Alan Smith Family Fund  
 SunTrust Banks, Inc  
 Susan Crown Exchange  
 Ken Valach  
 Rick + Cate Waddell  
 Danny + Emily Weingeist  
 Wells Fargo Foundation

**\$5,000 + ABOVE**

Kenny + Melissa Baldwin  
 Mary Bennett  
 Chevazz Brown  
 Joseph + Gretchen Doherty  
 Robin + Justin Doran  
 Eastern Bank Charitable Foundation  
 FMC Corporation

Ravin + Sonal Gandhi  
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 Guggenheim Partners  
 Michael + Margarita Jacobs  
 K'Lynne Johnson  
 Pamela Joyner + Fred Giuffrida  
 Kyle + Kristie Kafka  
 Michael + Lindy Keiser  
 Matthew Kinsella  
 Dick + Marianne Kipper  
 Glynn Kruger  
 Lam Research Foundation  
 Yung + Peggy Lim  
 Lone Pine Capital  
 Loop Capital  
 Moore Family Charitable Fund  
 Brett + Jana Newton  
 Chris + Laurie Nielsen  
 Barbara O'Connor  
 Marc Stern  
 Storer Magnusson Family  
 Charitable Fund  
 Clayton A. Struve Family Foundation  
 The Tapeats Fund  
 Greg and Anne Taubeneck  
 Family Fund  
 Brad + Lisa Thielemann  
 TJX Foundation

Stephanie + Frank Tsuru  
 Unison Consulting, Inc.  
 John and Lisa Walker Family Fund  
 Champ Warren  
 William Blair & Company, LLC  
 Sherman + Kara Wright Foundation



Graduation. Period.