

Fiscal Year 2022

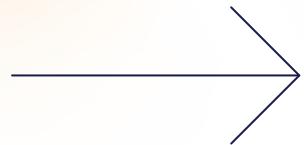
July 1, 2021 – June 30, 2022

annual report



 **OneGoal.**

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Dear Friends,

After spending two years in isolation, I am truly grateful for our in-person time together. This year felt like we were finally able to come together in community in classrooms, strategy sessions, and celebrations. My favorite moments were attending our Fellows' graduations, which are far more fun in caps and gowns in auditoriums than on Zoom.

The most memorable graduation for me was at OneGoal partner school Solorio Academy. Each student I met had defined their postsecondary path. Just one semester later, Jeremy Hall thrives at Morehouse College in Atlanta. Nathalia Deaton is studying nursing at Lewis University. David Resendez is pursuing his dream of becoming a film director at Columbia College Chicago. Aspiring teachers Nathaly Figueroa and Itzel Lopez enrolled at the University of Illinois at Urbana-Champaign. All 26 Fellows of OneGoal Program Director Laura Dignani's Class of '22 are persisting in their postsecondary journeys. All 26!

This phenomenal outcome is a beacon of light in a dark moment for young people all across our country. The inequities that existed before the pandemic were exacerbated by harsh economic times, poor medical care, and a lack of resources. Today, less than 50% of students from low-income communities are pursuing any postsecondary education. This stark reality means we must work to be better and bolder in how we show up for our students.

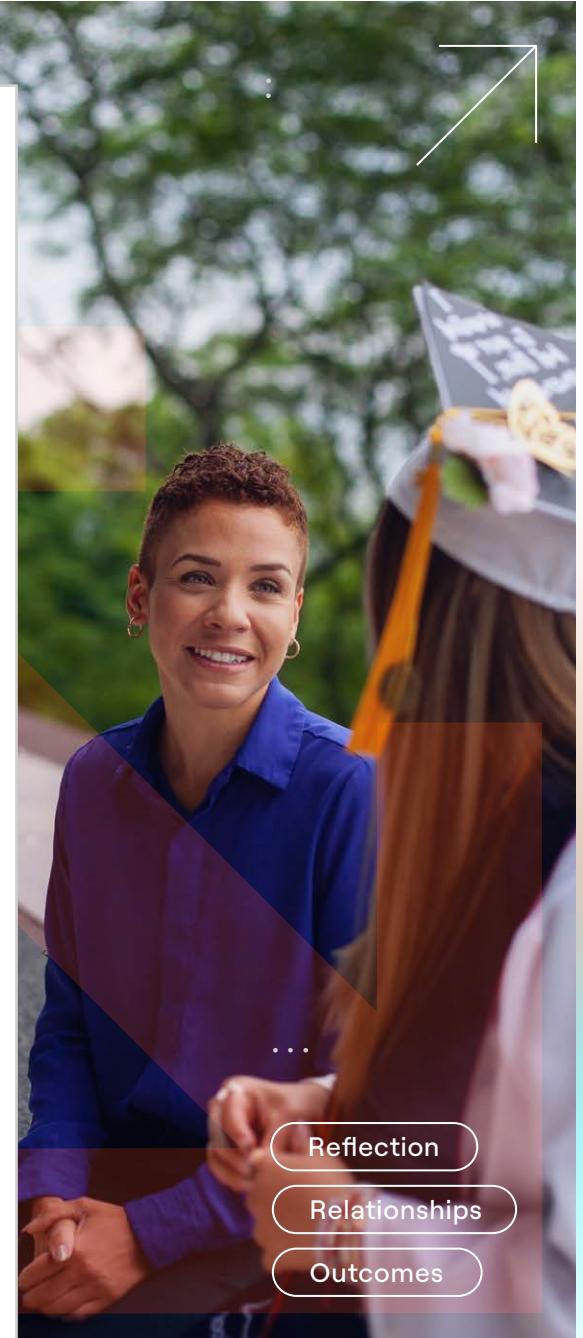
While the success of Ms. Dignani's Class of '22 is a bright spot, it is not a mystery. Behind their success is the playbook OneGoal uses to inform our strategy—one that our entire secondary sector could be using to reverse some of these concerning educational trends. Positive academic outcomes are predictable results of genuine relationships between teachers and students, a well-designed curriculum, and a collective effort by decision-makers to implement student-centered, research-based advising and support practices.

This report outlines our vision for strengthening our impact, scaling our reach, investing in long-term sustainability, and partnering with supporters who are ready to champion this work. Together, we can lead the movement to transform postsecondary advising and support.

With gratitude and in solidarity,



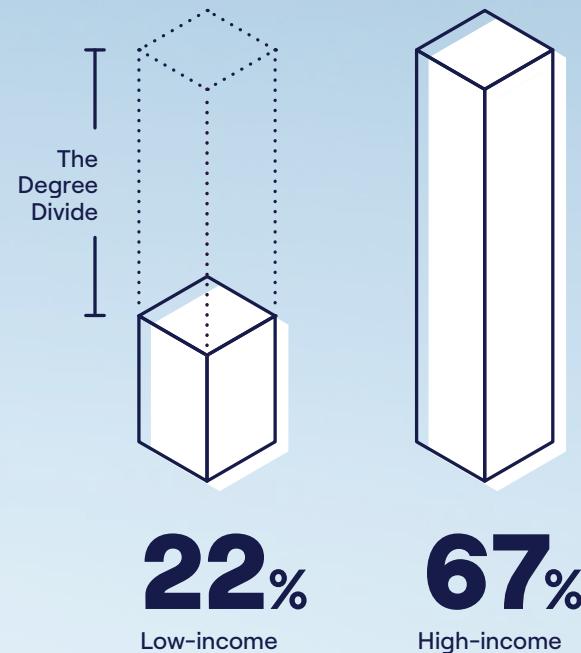
Melissa Connelly
Chief Executive Officer



A postsecondary education unlocks life opportunities and economic mobility not only for students, but entire communities.

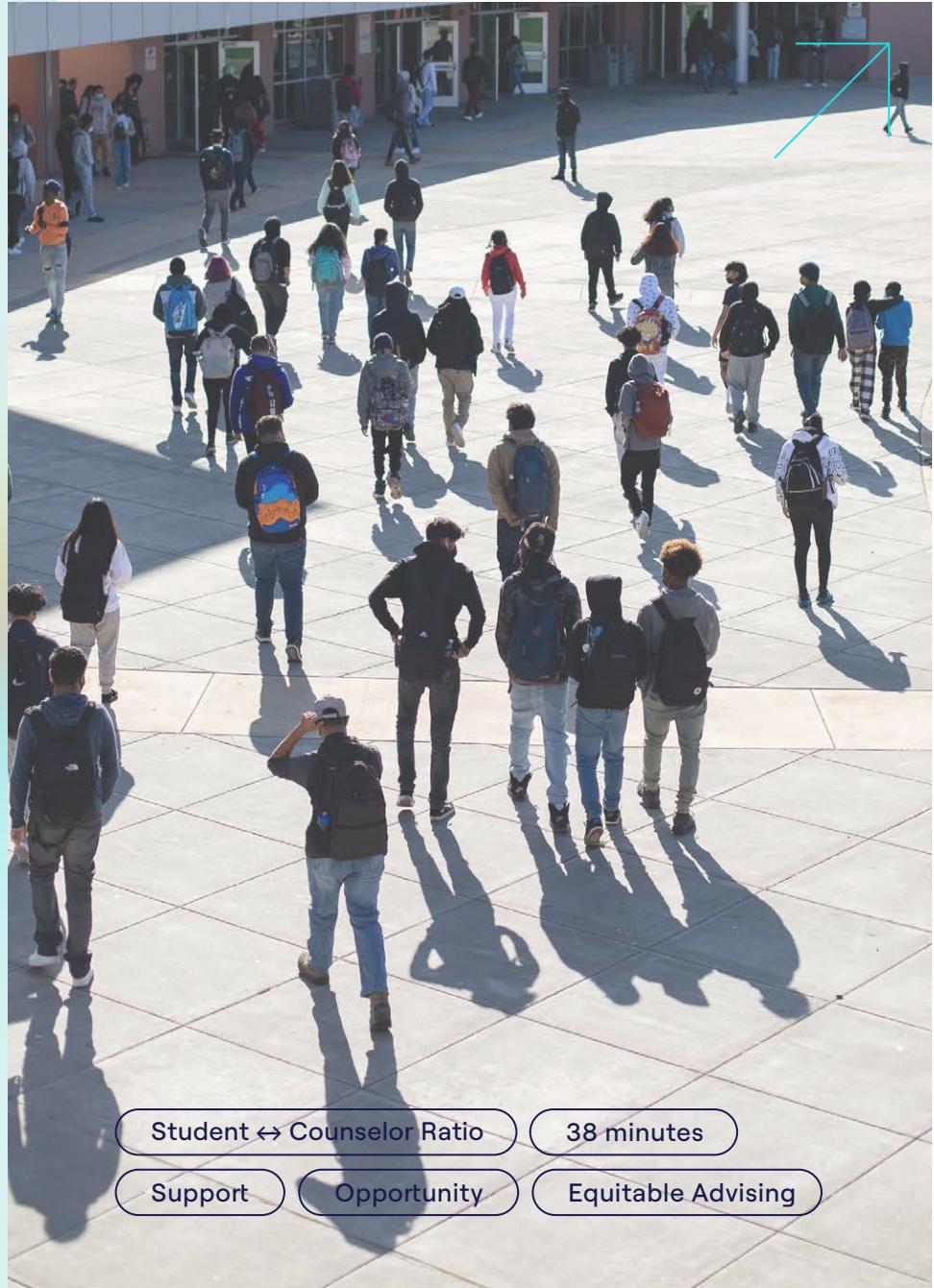
Yet for millions of underserved students, it remains out of reach.

Only 22% of students from low-income communities earn a postsecondary degree (bachelor's and/or associate's), compared to 67% of their peers from high-income areas.*



While students of all backgrounds have similar college and career aspirations, those born in low-income communities are far less likely to earn a degree. It's not for lack of ambition or talent, but for lack of opportunity and support. High schools need expertise and capacity to offer robust, equitable support to all students as they transition to their postsecondary paths.

With the current counselor-to-student ratio, high school students receive an average of 38 minutes of college and career advising.





Igniting a movement to ensure every student in
America has the power to define their own future

Unstoppable

Brave

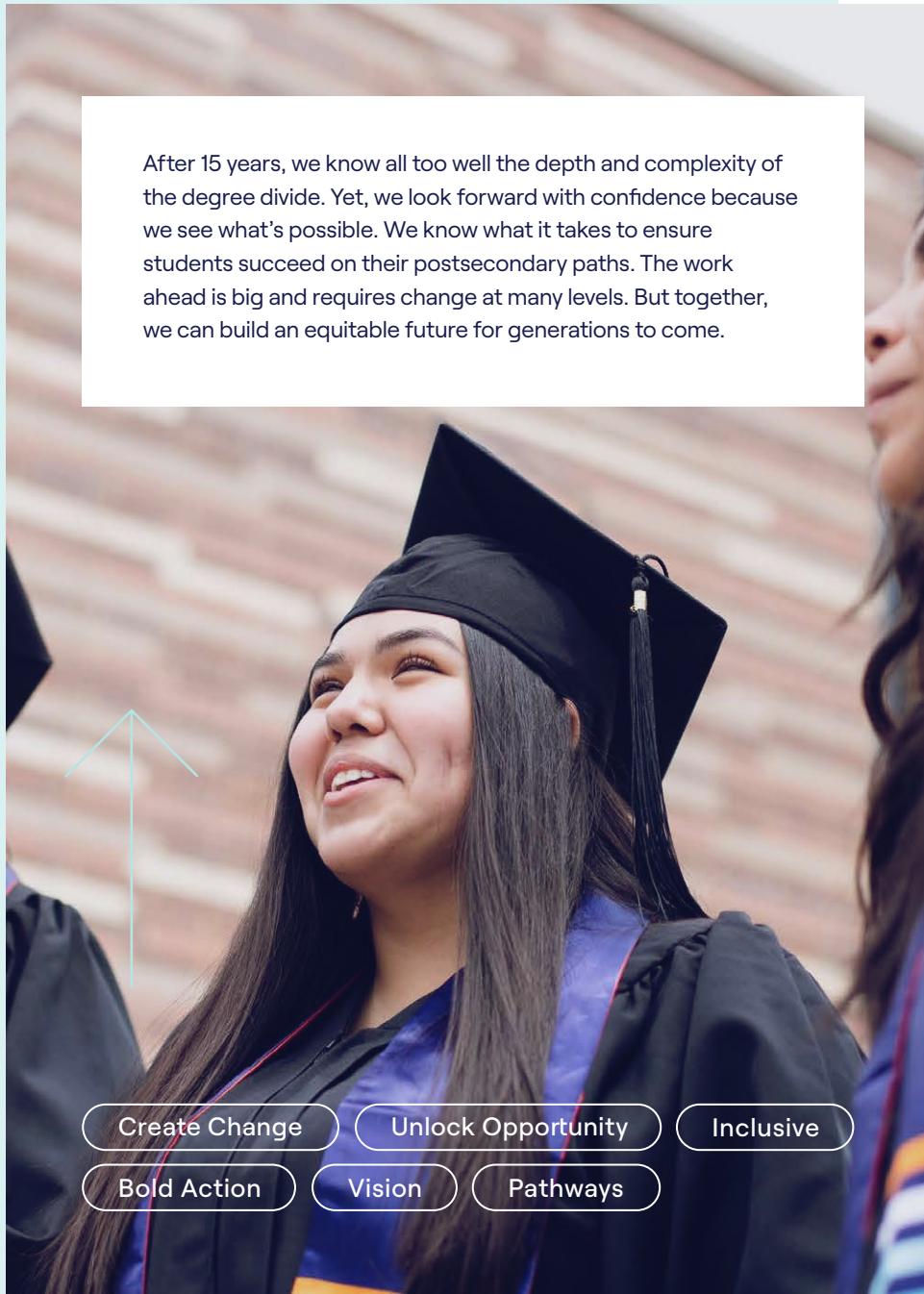
Ambitious

Bold

Empowered

Inspired

Brilliant



Our vision is
every young
person will have
an equitable
opportunity to
achieve their
greatest
postsecondary
aspirations.

We design solutions that
demystify the postsecondary
landscape → empower
educators & students to
navigate it successfully.

Solutions

Equitable Outcomes

Expertise

Insights

Relationships

Leadership

For Teachers + Students

Classroom Model

Our classroom model supports students whose postsecondary options are limited. As a result, **our students are 40% more likely to complete a degree than peers with similar backgrounds**. Our multi-year program empowers teachers to ensure students can chart their educational paths and build skills and mindsets to realize their college and career aspirations.

Taught by an educator who fosters meaningful relationships

Identity affirming postsecondary access + success curriculum built into the school day

Actionable data informs advising + progress monitoring

Continued support through students' diverse college + career paths

For School + District Leaders

Postsecondary Leadership Network

We offer data-driven leadership coaching for superintendents, principals, and guidance counselors that is customized to local context and fuels long-term improvements that lead to better, **more equitable student outcomes across entire districts**. This multi-year partnership helps participating districts take their postsecondary outcomes to the next level with help from a community of experts and peers.

Expert rubric assessment gives a clear picture of specific needs and growth opportunities

Tailored plan maps out the district's path to improvement

Communities of district leaders engage in learning and development

Coaching and implementation support throughout partnership

By the Numbers

Fiscal Year
2022 July 1, 2021
– June 30, 2022

23,000+

Total Fellows served since our inception

9,270

Y1–Y3 Fellows served in FY22

4,720

Y0 Fellows recruited in FY22



84% of OneGoal high school graduates enroll in a postsecondary institution



75% of those who enroll persist one year after high school graduation

116



High School Partnerships

46



Postsecondary Partners

Coming Together Again

Collaboration

Student Summit → Massachusetts

Back in the Office

Grad Night → Chicago

School Visits

Student Summit → Metro Atlanta

Impacting Futures → Houston

Campus Tours





Jeremy Hall Optimist Leader
Y3 Fellow Ambitious Persistent
Morehouse College Focused HBCU
Biology Major Future Endocrinologist

OneGoal Year Three Fellow Jeremy Hall is having a pretty great first semester at Morehouse College in Atlanta. "It's looking like all A's and one B, but that one's an 89.9% and I still have the final exam, so I'm optimistic that I can bump that one up," said Jeremy. Despite the rigorous course load as a Biology major, Jeremy has carried the focus and determination he was known for as a student at Solorio Academy High School in Chicago on his postsecondary journey.

"I could talk about Jeremy all day," said OneGoal Program Director Laura Dignani. "He is such an awesome kid, and I never doubted he would thrive at Morehouse," she said. In Laura's first year leading a OneGoal cohort at Solorio, 25 of the 26 Fellows, including Jeremy, enrolled in a 2- or 4-year postsecondary pathway, with the 26th student choosing a job training program.

Aspiring Leader

Empowered

Champion

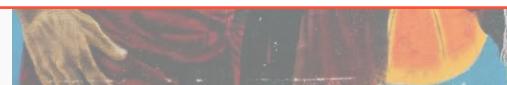
Positive Impact

Determination

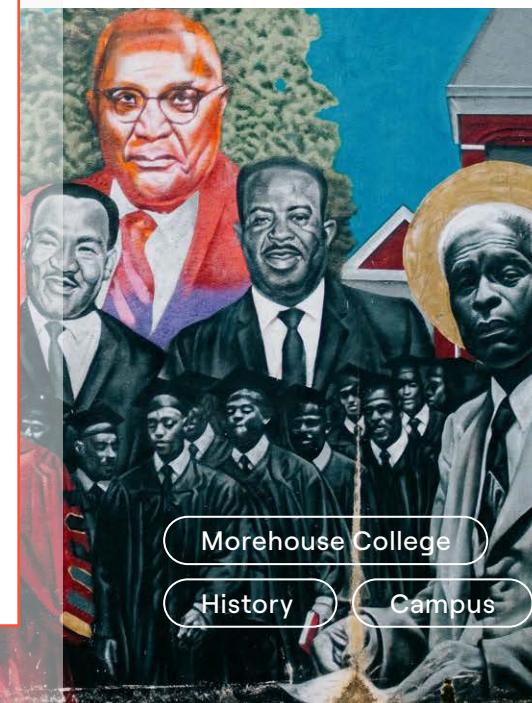
Morehouse is a men's college and one of the top-ranked Historically Black Colleges and Universities (HBCUs) in the nation, producing Rhodes Scholars, Nobel Prize winners, and notable alums from Martin Luther King Jr. to Senator Raphael Warnock. When Jeremy was deciding where to attend, his sights were not set as high as Morehouse, "but [Ms. Dignani] would push me and use me as an example with my peers, like 'learn from how Jeremy is doing this,' and I wasn't used to being noticed in that way, I was a huge introvert," said Jeremy. "That really gave me this sense that I was a leader and gave me a respect for myself that I didn't have before."

With one semester down, Jeremy is certain he made the right decision, "even though it's 10 hours from home in a new city, I've made so many connections, been awarded internships, and I'm just taking full advantage of every single opportunity that comes my way."

Jeremy says OneGoal has impacted how he thinks about his future by "expanding my perspective about possible career paths. I want to become an Endocrinologist and positively impact society through medicine."



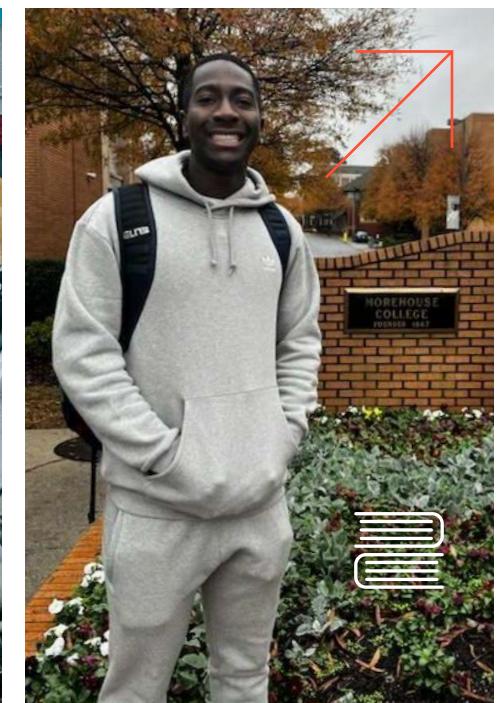
Ms. Dignani



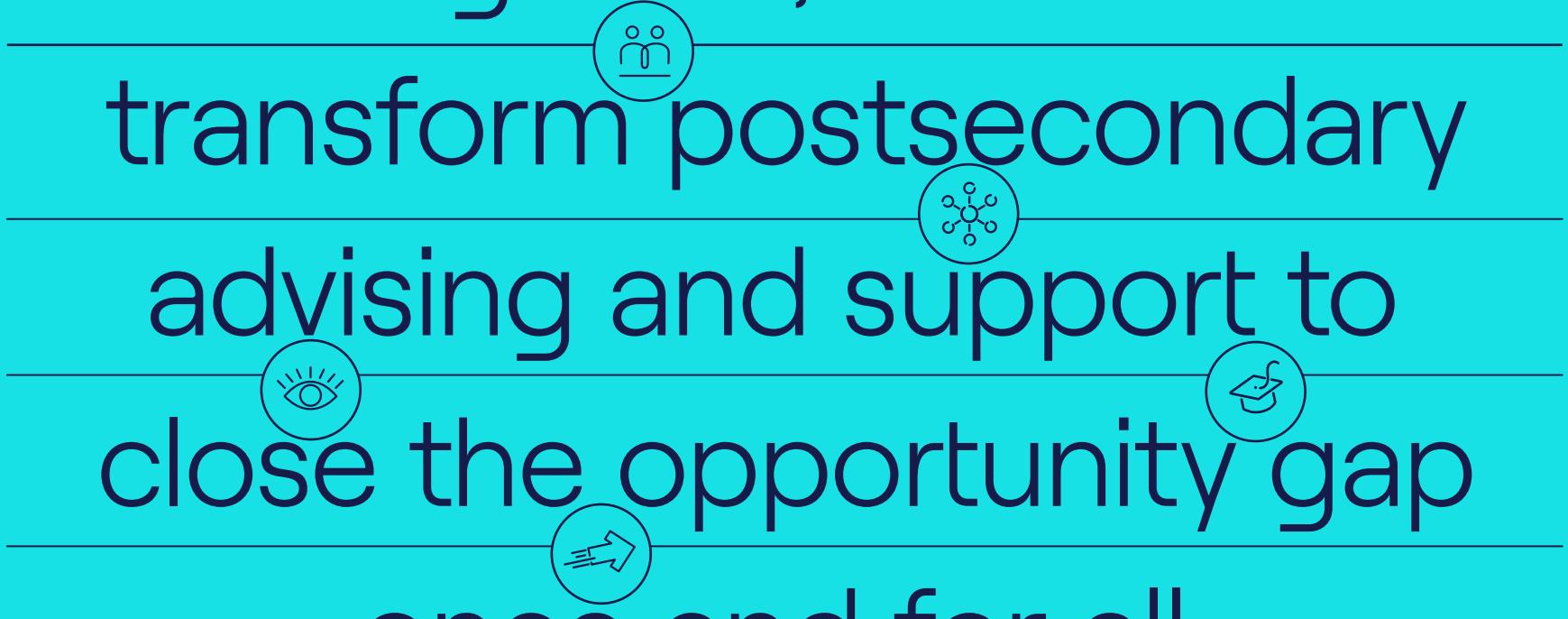
Morehouse College

History

Campus



Together, we can
transform postsecondary
advising and support to
close the opportunity gap
once and for all.



2025 Strategic Plan

Our proven classroom model continues to have the deepest impact on students, but closing opportunity gaps in college and career success will take further innovation. OneGoal is partnering with leaders at the district and state level to reimagine postsecondary advising and support so that all students - not just a select few - have access to the equitable and robust support we know is required to achieve their postsecondary dreams.

By 2025, OneGoal will serve 30,000 Fellows through our classroom model and impact another 150,000 students through our Postsecondary Leadership Network. Furthermore, our Fellows will be positioned to earn their degrees at two times the rate of peers with similar backgrounds.

Impact

Aim 1

More Fellows Graduating

We continue to strengthen our impact by helping more students make high-quality enrollment decisions and ensuring they receive support to succeed in their chosen postsecondary pathways. We are broadening our impact through the development of additional advising solutions and expanding career pathways.

Reach

Aim 2

System-Level Change

We equip secondary systems with the tools needed to ensure more equitable advising and support for all students. We partner with district and state leaders to assess their current postsecondary readiness and support them in building the capacity and infrastructure necessary to transform postsecondary advising support in their schools.

Strength + Stability

Aim 3

A Thriving Organization

We invest in the infrastructure needed to achieve our bold organizational goals. We utilize technology to strengthen our programs and partnerships, steward our funds responsibly, engage in long-term planning, and evolve our business operations in alignment with our commitment to diversity, equity, and inclusion.

Fundraising

Aim 4

Fueling the Movement

We launched a \$105 million org-wide, multi-year fundraising campaign in support of our 2025 Strategic Plan. By the end of FY22, we had surpassed the half-way mark of this ambitious campaign, including an unprecedented leadership gift from MacKenzie Scott.

Aim 1

More Fellows Graduating

Quality Enrollment

Pathways

Persistence

There are thousands of institutions students can explore when choosing their postsecondary paths. A good fit for one student may not be right for another. Our research shows that when Fellows make high-quality enrollment decisions, they are far more likely to persist and earn their degrees. Our new Quality Enrollment Framework helps students narrow down their options into “best fit” lists based on considerations like graduation rates for students of color, financial aid, academic supports, and connection with their personal values. In addition to leveraging the framework to impact persistence and completion, we have continued to strengthen our postsecondary success advising for Fellows through collaborations with organizations like Beyond 12 and the addition of both regional and national success coaches for Fellows needing the most support.



Statewide Impact



Aim 2

Reach

System-Level Change

Partnership

Equitable Outcomes

Postsecondary success is a system-level challenge. In 2021, OneGoal and the Illinois State Board of Education (ISBE) launched a new partnership to bring OneGoal's Postsecondary Leadership Network (PLN) to districts across the state. The collaboration helps district leaders build skills and knowledge to improve the quality and quantity of support that students receive.

"Partnering with OneGoal is a critical step to close opportunity gaps and equitably support college and career success for all our students across the state. This new collaboration directly supports ISBE's core principles – equity, quality, collaboration, and community – and our responsibility to pursue educational equity for all of our students in all of our classrooms, schools, and districts."

Dr. Carmen I. Ayala

State Superintendent of Education
Illinois

26

Districts

215

PLN Participants

95%

95% of partners agree OneGoal helps strengthen their district's postsecondary readiness



GG

In all my years working with service providers, I have rarely seen a group of individuals so steadfast in their commitment to system-level change.”

Jennifer Kirmes

Executive Director for Teaching & Learning

Illinois State Board of Education

Proven Results for Students



The University of Chicago's Inclusive Economy Lab (IEL) completed a rigorous evaluation of OneGoal's impact on students' postsecondary outcomes. Researchers compared OneGoal Fellows in Chicago with students from similar backgrounds and found evidence that OneGoal has a positive and statistically significant impact on all academic milestones:

46%

More likely to enroll in college than their CPS peers from similar backgrounds

47%

More likely to persist than their CPS peers from similar backgrounds

40%

More likely to graduate from college than their CPS peers from similar backgrounds

[Read More](#)

[Watch Webinar](#)

“...OneGoal is growing the pool of students that can access higher education. They are ultimately helping more students, enroll and complete their degrees, which benefits not only the students but entire communities.”

Arne Duncan

Managing Partner, Chicago CRED;
Former U.S. Secretary of Education
and Chicago Public Schools CEO

“As a researcher in this area, I know how rare it is to see results of this magnitude. It is inspiring to see quantitative evidence of OneGoal's life-changing impacts on students who have traditionally been the most underserved.”

Dr. Chris Avery

Roy E. Larsen Professor
of Public Policy
Harvard University

“...OneGoal's positive impacts are sustained over time, making their approach a potentially critical component of efforts to address equity gaps nationally.”

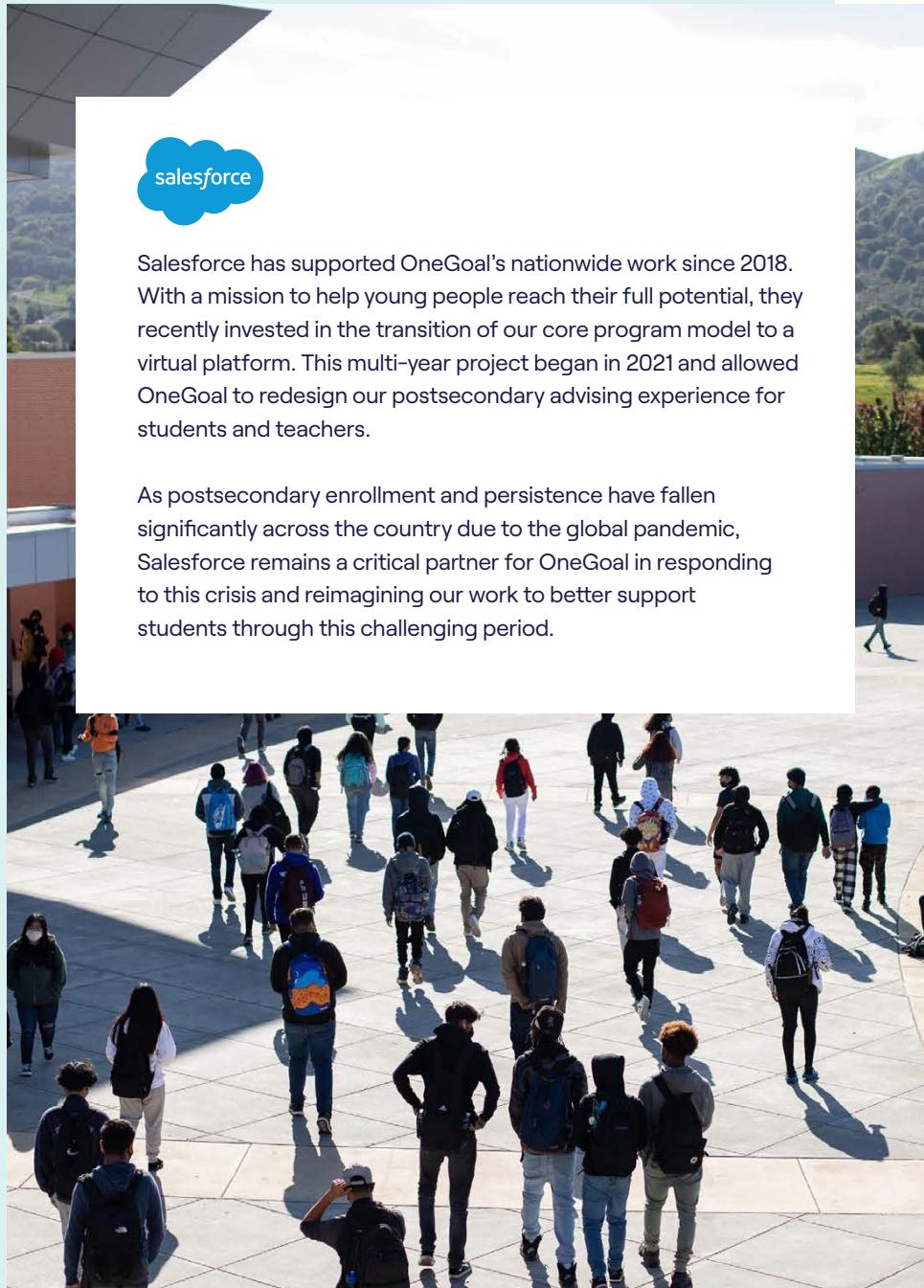
Dr. Timothy M. Renick

Executive Director
National Institute for Student Success
Georgia State University

“...More proof that OneGoal is having a transformational impact on our most underserved students...”

John White

Managing Principal
Watershed Advisors;
Former Louisiana
Superintendent
of Education



Salesforce has supported OneGoal's nationwide work since 2018. With a mission to help young people reach their full potential, they recently invested in the transition of our core program model to a virtual platform. This multi-year project began in 2021 and allowed OneGoal to redesign our postsecondary advising experience for students and teachers.

As postsecondary enrollment and persistence have fallen significantly across the country due to the global pandemic, Salesforce remains a critical partner for OneGoal in responding to this crisis and reimagining our work to better support students through this challenging period.



This partnership is an exemplar of our belief that

‘an equitable future begins with equal access to high-quality education.’”



Emily Anthony

Senior Director

Education Initiatives

Salesforce



At Salesforce, we believe that everyone deserves access to a high-quality education—that's why we are proud to have supported OneGoal since 2018. In these turbulent times for students, OneGoal provides real-time support to first-generation students through trusted relationships, so that students can reach their higher education goals. Our recent partnership focuses on new, low-cost tools students can access anywhere, at any time, and providing peer mentors for students during their first year in postsecondary.

These investments
are absolutely crucial
in order to address
the degree divide.”

Emily Anthony
Senior Director, Education Initiatives
Salesforce

A Donor's Reflection

...



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Statement of Financial Position

as of June 30, 2022

	2022
Current Assets	
Cash	\$47,176,887
Investments	\$6,775,333
Accounts receivable, net	\$1,276,653
Pre-paid expenses	\$252,323
Pledges receivable, net	\$6,420,284
Total current assets	\$61,901,480
Property and Equipment	
Property and equipment, net	\$248,201
Other Assets	
Rent deposit	\$22,735
Pledges receivable, non-current, net	\$4,676,461
Total other assets	\$4,699,196
Total assets	\$66,848,877
Current Liabilities	
Accounts payable and accrued expenses	\$1,445,333
Contract liabilities	\$71,250
Deferred rent, current	\$31,642
Total current liabilities	\$1,548,225
Long-term Liabilities	
Deferred rent, less current portion	\$193,137
Total long-term liabilities	\$193,137
Total liabilities	\$1,741,362
Net Assets	
Without donor restrictions	\$52,951,525
With donor restrictions	\$12,155,990
Total net assets	\$65,107,515
Total liabilities and net assets	\$66,848,877

Statement of Activities

as of June 30, 2022

	2022
Revenue	
Contributions	\$41,732,892
In-kind	\$248,000
Fee for service	\$2,821,745
Net investment loss	-\$417,751
Forgiveness of debt - PPP loan	\$2,000,000
Other income	\$46,316
Total revenue	\$46,431,202
Expenses	
Program services	\$18,583,488
Fundraising	\$2,830,108
General and administrative	\$4,012,031
Total expenses	\$25,425,627
Net Assets	
Change in net assets	\$21,005,575
Net assets at beginning of year	\$44,101,940
Net assets at end of year	\$65,107,515

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Managing Director, Lone Pine Capital

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\$50,000 + Above

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\$50,000 + Above cont.

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Wellington Management

\$20,000 + Above

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Ventana Foundation

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David Baggett

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AHEAD

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Anonymous¹

Anonymous

Anonymous

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Andrew Barge

Kristine Boyden

\$5,000 + Above cont.

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