



Fiscal Year 2025

July 1, 2024

—

June 30, 2025

2025 ANNUAL REPORT



03	welcome
04	our why + our value
08	year in review
12	story of impact
14	donor spotlight
16	financials
18	our boards
21	our supporters

Dearest OneGoal Community,

I've dedicated my career to building a future where all kids can get an education that leads to a family-sustaining career. But today, I'm writing as a parent first. Helping my son, AJ, navigate the transition from high school to his next chapter has been humbling.

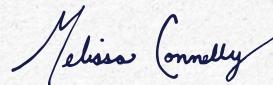
When we looked at the cost to attend AJ's top-choice school compared to the salary he might earn in his chosen field, it sparked a hard conversation about affordability and return on investment. I watched his eyes fill with tears. I felt like a hypocrite. The "limitless opportunity" I had always promised him felt hollow.

My children benefit from the opportunities my education provides, and still, the process is daunting. Today's students face a world of uncertainty and rapid change, and those in low-income communities navigate added barriers with far too little support.

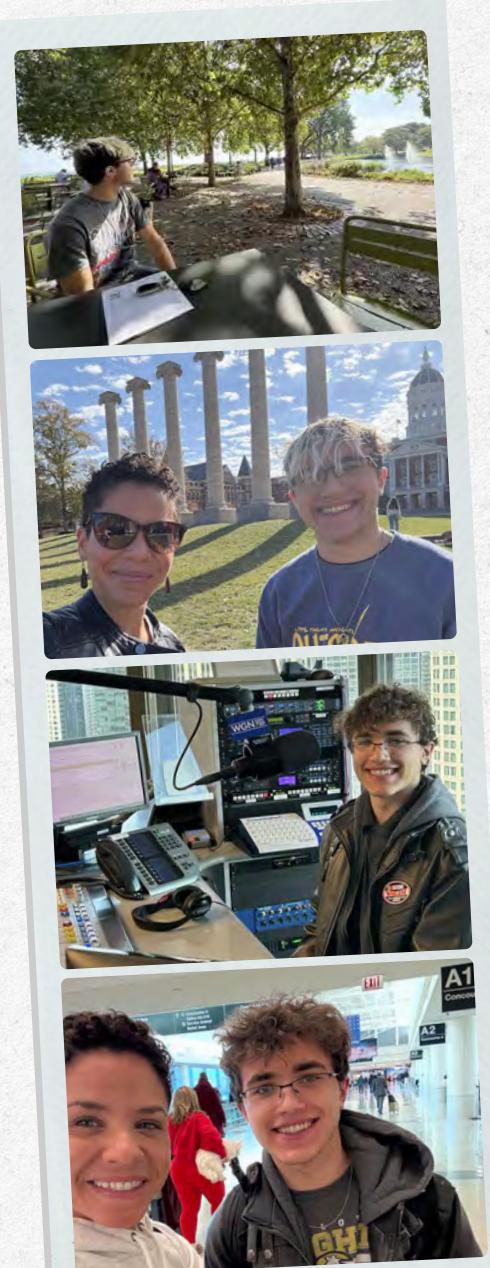
The future weighs heavily on them; nearly 50% report thinking about their education and careers daily. Yet only 13% of underserved students feel fully prepared for what to do after high school.*

After a deep breath, I reminded AJ that he belongs, has a community behind him, and we will find the path that's right for him. That's exactly what OneGoal does every day for the students who need it the most. We encourage them, reground them in their purpose, and give them clarity to move toward their futures with confidence. Your support makes this possible. As a mom and as CEO, thank you.

In community,



Melissa Connelly
Chief Executive Officer



Today's students are more uncertain than ever about their futures.

Schools face a looming crisis and aren't equipped to support students in making critical decisions in a complex and rapidly changing landscape. The reality is, on average, high school students receive only 38 minutes of college and career advising—far too little time to make informed, life-changing decisions.¹ Despite media headlines questioning the value of postsecondary education, research out of Georgetown University shows by 2031, 85% of "good" jobs will require a bachelors or career pathway like trade school.²



FORTUNE

Nearly half of Gen Z and millennials say college was a waste of money — AI has already made degrees obsolete

Giving Career Advice to Kids Has Never Been Harder

Parents aren't sure how to steer their teens in the face of AI; 'There's a panic'

WSJ

Is AI Coming for Your Job? More Companies Reduce Workforce

TODAY

Americans don't think college is worth it. It is.

AXIOS

¹ American School Counselor Association, Ratio By State, 2023-24

² Georgetown University, Center on Education and The Workforce, The Future of Good Jobs, 2024

13% of students feel
the resources they've
received fully prepare
them to decide what
to do after graduation.¹

¹ECMC, Question the Quo, 2023

13%

Students from low-income communities are brilliant and ambitious, but given the barriers they confront, they are much less likely to earn a degree than peers from high-income communities.²



² National Center for Education Statistics, Postsecondary Attainment: Differences by Socioeconomic Status, 2014



VISION

Every student will have an equitable opportunity to achieve their greatest postsecondary aspirations

MISSION

Lead the movement to transform postsecondary advising + support

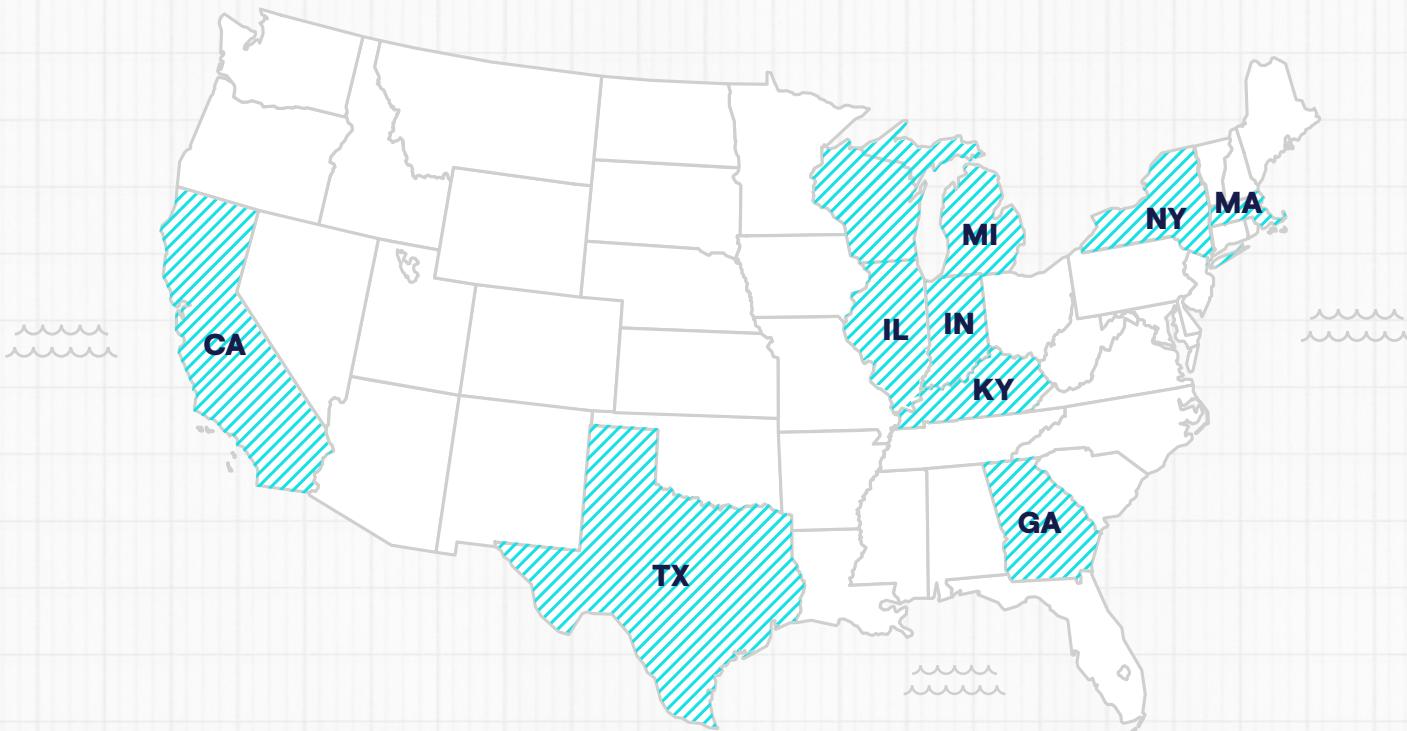


WHAT WE DO

OneGoal works alongside partner schools and districts to make college and career planning integral to the high school experience. Our proven approach, honed for nearly 20 years, equips everyday educators to provide career-connected advising, tailored to each student's personal, academic, and financial needs. We provide students with continued remote support after high school graduation through the critical first year of their postsecondary pathway.

Coast to Coast

From serving a few students in a single Chicago school, OneGoal has grown to transform postsecondary advising across the country.



By the Numbers

Fiscal
Year
2025

July 1, 2024
–
June 30, 2025

STUDENTS

35,000

Total students served through our proven classroom model since our inception

9,600

SY25–26 students served, Year 1–Year 3

4,400

Students recruited for SY26–27

87,000

Students impacted through OneGoal Leadership Network, our systems-level work

PARTNERS

115



High School Partners

57



District Partners

275



School + District Leaders

IMPACT



80% of OneGoal high school graduates enroll in a postsecondary institution



72% of those who enroll persist one year after high school graduation

1.5X



OneGoal students are about one and a half times more likely to earn a postsecondary degree than their peers from similar backgrounds



87% of Leadership Network partners agree OneGoal helps them improve their students' postsecondary outcomes



95% of Leadership Network partners demonstrated growth in at least one student-level success indicator

WHOLE SCHOOL SUPPORT

STUDENTS + EDUCATORS



In the 2024-25 school year, we piloted a lighter touch version of OneGoal that starts earlier in high school and serves students across entire grade levels. Together with our partners, we increased the quality and quantity of college and career advising that students receive. We introduced Studio, our online platform. Studio puts real-time data at teachers' fingertips and equips them to have high-quality advising sessions with each student. Students use Studio to help them understand career paths, training programs, and financial aid.

ENGAGE →
IN LESSONS

TRACK
MILESTONES

SCHEDULE
ADVISING
SESSIONS

CONDUCT
ADVISING

CAPTURE
NOTES

INDEPENDENT
WORK TIME ...

CHECK OFF
TO-DO LISTS

CELEBRATE*
ACHIEVEMENTS

ACCESS
RESOURCES

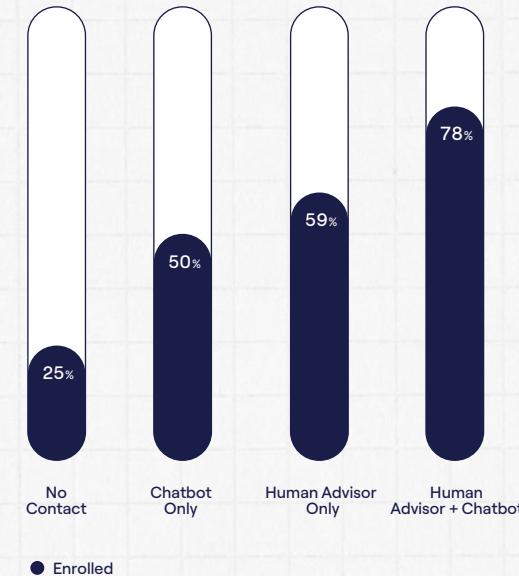


HYBRID ADVISING WORKS

#HUMAN + CHATBOT

Support after high school is critical, but staying in touch can be difficult. OneGoal's chatbot offers quick, on-demand answers and timely reminders to help students stay on-track during their first year of postsecondary. And it allows advisors to be one text away; students can send us #human to get in touch for a conversation.

The chatbot is part of our hybrid advising approach. We use AI to enhance and prepare students for richer, more meaningful conversations with their advisors. As we expand hybrid advising nationwide, we'll enhance our ability to scale advising support to more students.



Our data shows that the combination of human advising with chatbot support led 78% to enroll in their second year of postsecondary vs. only 25% for students who had no contact.



Online

Hey, Dre! As winter break is ending 😊 I want to check in if you're registered for classes this Spring semester? Text Yes or No



Yes



Awesome! Best of luck with the new semester, you're going to crush it! 🔥 Remember your account balance must be cleared before classes start.



I'd like help buying textbooks



We got you! The Enrollment Grant application window is open now!





Prosser Career Academy

Our partnership with Prosser Career Academy demonstrates what's possible when high schools transform their approach to preparing students for long-term success.

2012

Established Partnership

~400

OneGoal Students Served

96%

FAFSA Completion

87%

Postsecondary Enrollment



OneGoal strengthened our school's vision for postsecondary success. Teachers from different departments are collaborating and have a shared sense of responsibility for helping their students feel excited about their futures."

TERRY BATEY
Assistant Principal,
Prosser Career Academy





OneGoal really changed my life. Now I'm in a career that I truly enjoy. And then once I get home, I enjoy my life with friends, with family. Having that good, healthy balance is the definition of success for me.”

NOEMI HERAS

OneGoal Alum, Prosser Class of 2015
Registered Nurse, Rush Oak Park Hospital



So many students face the college and career process feeling overwhelmed and alone. OneGoal gives them a trusted adult who listens and helps them build a plan that fits who they are. Feeling seen and supported can be the difference between giving up and believing they can succeed.”

MONICA SELAGEA

Program Director + English Teacher,
Prosser Career Academy





PAUL & SANDY EDGERLEY

EDUCATION ADVOCATES

Paul and Sandy Edgerley are known equally for their commanding presence in the world of finance and their passion for civic leadership. Settling in Massachusetts and raising four children, the Edgerleys have dedicated their careers and philanthropic efforts to strengthening the educational and social foundation of Boston and surrounding communities. The Edgerley Family has been a leading and long-standing

supporter of OneGoal for nearly a decade, contributing over \$3.6 million to our mission. Paul Edgerley also lent his expertise as a part of the OneGoal National Board of Directors from 2021 to 2025. During his tenure, he was instrumental in creating and implementing strategic plans, developing and mentoring our staff leaders, and ensuring the continued impact of OneGoal.



Statement of Financial Position

as of June 30, 2025

2025	
Current Assets	
Cash	\$3,532,713
Investments	\$34,624,534
Accounts receivable, net	\$671,791
Pledges receivable, net	\$9,192,843
Prepaid expenses	\$1,015,642
Total current assets	\$49,037,523
Other Assets	
Property and equipment, net	\$18,504
Software development costs, net	\$1,979,058
Pledges receivable, net of current portion	\$2,474,857
Finance lease right-of-use assets	\$266,396
Operating lease right-of-use assets	\$194,352
Deposits	\$22,375
Total other assets	\$4,955,542
Total assets	\$53,993,065
Current Liabilities	
Accounts payable and accrued expenses	\$2,721,775
Contract liabilities	\$212,294
Current portion of finance lease liabilities	\$161,579
Current portion of operating lease liabilities	\$120,676
Total current liabilities	\$3,216,324
Long-term Liabilities	
Finance lease liabilities, net of current portion	\$112,183
Operating lease liabilities, net of current portion	\$69,773
Total long-term liabilities	\$181,956
Total liabilities	\$3,398,280
Net Assets	
Without donor restrictions	\$40,804,410
With donor restrictions	\$9,790,375
Total net assets	\$50,594,785
Total liabilities and net assets	\$53,993,065

Statement of Activities

as of June 30, 2025

	2025
Revenue	
Contributions	\$23,893,096
In-kind	\$623,557
Fee for service	\$2,984,151
Net investment gain	\$3,121,176
Other income	\$30,540
Total revenue	\$30,652,520
Expenses	
Program services	\$31,002,618
Fundraising	\$6,919,449
General administrative	\$4,276,543
Total expenses	\$42,198,610
Net Assets	
Change in net assets	-\$11,546,090
Net assets at beginning of year	\$62,140,875
Net assets at end of year	\$50,594,785

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many
paths,
one
goal.