



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.

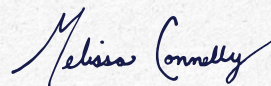
When we looked at the cost to attend AJ's top-choice school compared to the salary he might earn in his chosen field, it sparked a hard conversation about affordability and return on investment. I watched his eyes fill with tears. I felt like a hypocrite. The "limitless opportunity" I had always promised 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.<sup>1</sup> 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.<sup>2</sup>

<sup>1</sup> American School Counselor Association, Ratio By State, 2023-24

<sup>2</sup> Georgetown University, Center on Education and The Workforce, The Future of Good Jobs, 2024



**FORTUNE**

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

**WSJ**

**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'

**TODAY**

**Is AI Coming for Your Job? More Companies Reduce Workforce**

**AXIOS**

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



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

<sup>1</sup>ECMC, 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.<sup>2</sup>



<sup>2</sup> 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





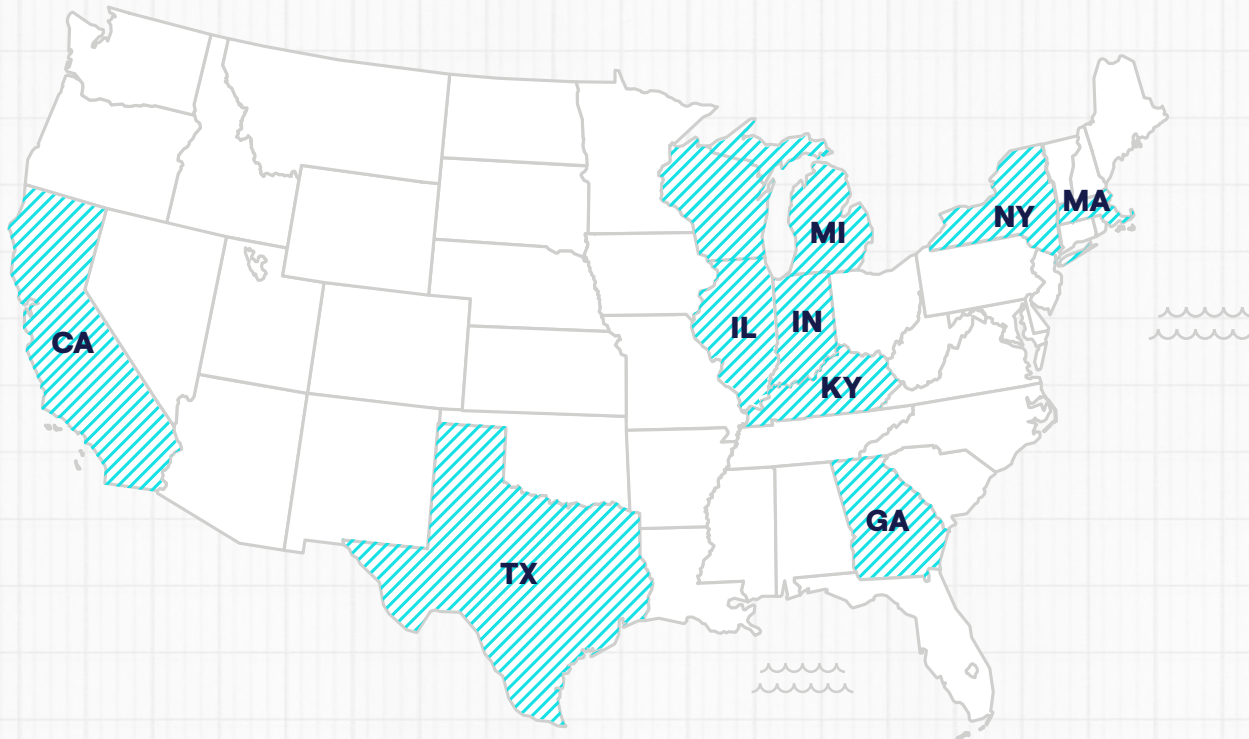
## WHAT WE DO

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



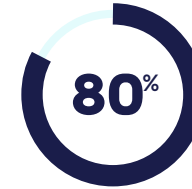
District Partners

# 275

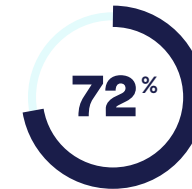


School + District Leaders

## IMPACT



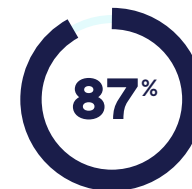
80% of OneGoal high school graduates enroll in a postsecondary institution



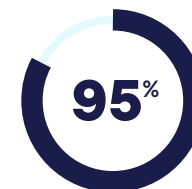
72% of those who enroll persist one year after high school graduation



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

BOOTX





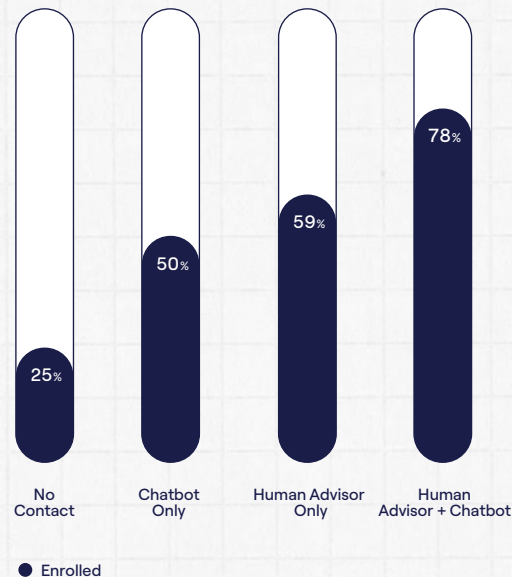
## HYBRID ADVISING WORKS



#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 🙌 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

<b>Current Assets</b>	<b>2025</b>
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
<b>Other Assets</b>	
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
<b>Total assets</b>	<b>\$53,993,065</b>
<b>Current Liabilities</b>	
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
<b>Long-term Liabilities</b>	
Finance lease liabilities, net of current portion	\$112,183
Operating lease liabilities, net of current portion	\$69,773
Total long-term liabilities	\$181,956
<b>Total liabilities</b>	<b>\$3,398,280</b>
<b>Net Assets</b>	
Without donor restrictions	\$40,804,410
With donor restrictions	\$9,790,375
Total net assets	\$50,594,785
<b>Total liabilities and net assets</b>	<b>\$53,993,065</b>



# Statement of Activities

as of June 30, 2025

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



# Our Boards

## NATIONAL BOARD OF DIRECTORS

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Thank you  
for making  
our work  
possible.



# Our Supporters

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

## \$1,000,000 + Above

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 Blue Meridian Partners\*\*  
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 Phillips Family Foundation

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Crown Family Philanthropies  
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## \$10,000 + Above

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Anonymous

Anonymous

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Anonymous

Anonymous

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Hines

Preston Hopson

Insurance Industry Charitable Foundation  
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JLL

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Kalmansohn Giving Fund

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Jeff Nelson<sup>2</sup>

New York Community Trust

Northern California College Promise Coalition

Vania O'Connor

The Olsonfive Fund

Robyn Rogin

Carl Rom

Barrett Rouse

SFC, Inc.

Scott Family Fund

Douglas Simons

The South Wind Foundation

Jeff Springmeyer

Bryan Stahl

Stephens Insurance

Clayton A. Struve Family foundation

University of Virginia

Ventas

Verisk Marketing Solutions

Villekulla Fund

Theda + William White

Darrell Williams

Wintrust Financial

Hilary Wolfe

Dave Wood

David S. Zarr





many  
paths,  
one  
goal.