FISCAL YEAR 2023
July 1, 2022 — June 30, 2023

Annual Report

OneGoal

2007
Chicago Tribune
OF 100
CHICAGO PUBLIC
SCHOOL FRESHMEN,
60 WILL GET A COLLEGE DEGREE

2007

2012

2016

2019

2023

Chicago	Houston	New York	Massachusetts	Metro Atlanta	Bay Area

FIFTEEN YEARS
MAKING IMPACT

EMPOWERING STUDENTS
CHANGING FUTURES

IMPACT
Dear Friends,

This year has been full of milestones for OneGoal and our students. We celebrated 15 years of impact, established our second state-level partnership in Kentucky, received the National College Access Network’s Partner of the Year Award, and even celebrated our very first Grammy win from a OneGoal alum, Samara Joy!

It was also a milestone year for me as my firstborn, AJ, started high school. Supporting my own children as they ask themselves, “What do I want to be when I grow up?” jostled my frame of mind—in a good way.

Our family came face to face with the gaps in high-quality postsecondary advising and support. Looking back, it’s no coincidence that the year AJ started high school was the year we evolved our mission statement.

Our previous mission statement to close the degree divide didn’t get at the heart of what makes OneGoal unique. And it needed to be more inclusive of the different pathways our students tell us interest them. Ultimately, our one goal is for every student to achieve their greatest postsecondary aspirations. This means students earn a degree, credential, or certificate that leads to a life of opportunity.

We listened to our school leaders, who said, “Our students don’t get enough postsecondary advising, and when they do, the quality varies. We must make it more regular and relevant for all students.”

That’s why we evolved our mission to lead the movement to transform postsecondary advising and support. To close the opportunity gap, we must demystify the postsecondary landscape and empower students and educators to navigate it successfully.

Thank you for being part of this movement. I can’t wait to see what the next 15 years hold for our young people.

Melissa Connelly
Chief Executive Officer
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.*

Potential and talent are equally distributed, but opportunity is not.

Students from low- and high-income communities aspire to earn a postsecondary degree or credential at similar rates. However, too many students—the vast majority of whom are students of color—are left to confront economic, academic, and social barriers that make it almost impossible to achieve their college and career dreams.

*“Postsecondary Attainment: Differences by Socioeconomic Status,” National Center for Education Statistics, 2015
With the current counselor-to-student ratio, high school students receive an average of 38 minutes of college and career advising.*

What decisions would you feel comfortable making after only 38 minutes of advising?

Our vision is every student will have an equitable opportunity to achieve their greatest postsecondary aspirations.
OneGoal is leading the movement to transform postsecondary advising and support. We help underserved students realize their diverse college and career aspirations. And we help system leaders reenvision postsecondary support. We’ve honed our approach for 15 years, and it’s proven to deliver real student impact.
OneGoal designs solutions that demystify the postsecondary landscape and empower educators and students to navigate it successfully.
OneGoal turns postsecondary preparation into an integral part of the high school experience. Our flagship model begins as a course in 11th and 12th grades and continues with remote support for one full year after high school graduation.

**Strong Relationships** // We train educators to become OneGoal Program Directors—our postsecondary experts. They form deep connections and become champions for their students as they prepare for their futures.

**Many Paths** // We recognize that college is one of many paths to postsecondary success. Our model builds on students’ aspirations and connects them with educational opportunities that are right for them.

**Data-Informed** // We provide Program Directors and students with real-time data and feedback that inform their next steps and help them stay on track.

**Support After High School** // Our model supports students through their critical first year of postsecondary education.
OneGoal Leadership Network

For School + District Leaders

OneGoal helps reimagine postsecondary leadership at the district level—and takes outcomes to the next level. Leaders join a supportive community of experts and peers to eliminate equity gaps, assess their students’ postsecondary readiness, and define a path to high-impact improvements. Data-driven leadership coaches provide guidance every step of the way.

New Expertise // Leaders acquire new knowledge and skills critical to advancing postsecondary readiness.

Culture Change // High expectations and collective responsibility become part of the postsecondary culture.

Postsecondary Indicators // Leaders see clear gains in college and career metrics for students + improved postsecondary enrollment and persistence for alumni.
Coast to Coast

From serving a few students in a single Chicago school 15 years ago, we've grown to transform postsecondary advising across the country. Our impact continues to expand across cities and entire states.
71% of those who enroll persist one year after high school graduation.

82% of OneGoal high school graduates enroll in a postsecondary institution.

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71% of those who enroll persist one year after high school graduation.

92% of partners report support from OneGoal had a positive impact on the postsecondary outcomes of students across their district.

By the Numbers
Fiscal Year 2023 — July 1, 2022 — June 30, 2023

STUDENTS
23,000+
Fellows served through OneGoal since our inception

9,000
FY23 Fellows Year 1–3

4,950
FY24 expected new Fellows

80,000+
Students impacted by OneGoal Leadership Network

PARTNERS
105
High School Partnerships

43
Districts

LEADERS
200
Leaders supported across 75 district high schools through the Leadership Network

IMPACT
82%

71%

92%

Progress + Impact
Students participate in a variety of workshops on topics including financial literacy, careers in STEM, and how to communicate with potential employers. They visit opportunity fairs to meet representatives from local colleges, postsecondary institutions, and other partners. We are excited to expand these events in the 2023–24 school year by hosting five Summits across the U.S.

Each year, OneGoal Student Summits bring together students for a day of learning, connecting with each other and community members, and celebrating their postsecondary aspirations.
“I’d love for everyone at the Summit this year to discover that OneGoal isn’t just here for college opportunities, it’s also here to build connections and help you with what you would like to do.”

Tierra Collins
Frederick Douglass High School

“It’s been my dream since I was young to help those with cancer, as my own family was afflicted by it. I hope students at the Summit learn how important the OneGoal program is as a whole.”

RanDaiah Price
Benjamin E. Mays High School

“OneGoal helps you see more paths, opens more doors, more opportunities. The whole point of the program is making you believe in yourself and what you want to do.”

Juan Patino
Attleboro High School

“OneGoal teaches me a lot about how to get to the next level, to college. I’m seeing opportunities I never would have thought of by myself.”

Jesus Pizzaro DeJesus
Attleboro High School

“Two big barriers students face in their postsecondary journeys are financial and social problems. I hope my peers learn tips on how to get noticed by colleges.”

Saku Hurst
South Atlanta High School

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For years, post-high school education in the U.S. meant college enrollment. Now, economic shifts and high-wage certification options in various sectors are reshaping attitudes. Many students are exploring non-degree paths to meet their career goals. OneGoal is integrating these progressive pathways into our comprehensive postsecondary advising approach by:

Guiding Fellows to align personal aspirations with vetted pathways for high-value credentials in growing sectors.

Partnering with national organizations that support Fellows to enroll in progressive pathway programs and secure credentials.

Investing in the data infrastructure necessary to track and compare enrollment for all of our students, inclusive of all pathways.

PROGRESSIVE PATHWAYS

healthcare
digital marketing
construction
human resources
manufacturing
engineering
data science
tech
aviation
legal
finance
real estate
analytics
hospitality
fitness
CASE STUDY: PROVISO EXCELLENCE FOR ALL

Proviso Township High School D209 in Illinois centers students at the heart of their vision of equity, excellence, and relevance for all. They joined the OneGoal Leadership Network to ensure their educators and administrators will become strong champions for postsecondary advising.

Before
Disparate approaches to postsecondary advising
Lack of human and financial resources to reach district goals
Gaps in strategy for supporting students to identify and achieve their postsecondary goals

After
District-wide FAFSA completion increased to 81% (+10%) and graduation rate to 88.8% (+5.5%)
New Coordinator of Postsecondary Readiness and School Counselors role created to align district work
Monthly “counselor collaborative” professional development sessions
New district-wide data dashboard tracks student attendance, graduation, and more
Successful adoption of OneGoal’s classroom-based model in all five schools

“The collaborative nature of our work with OneGoal will sit with me for the rest of my life. OneGoal took the time to teach me and also to learn from me, and I can’t thank them enough for that. The best relationships are reciprocal.”

Dr. Alexander Brandon
CTE Director
Proviso Township High School D209

Learn more at onegoal.com/OLN
Through the ups and downs of college and the pandemic, Lunessa has continued to benefit from the support of her former OneGoal Program Director Morgan Taylor. The two have remained close since Lunessa graduated from Brighton High School in Boston. “She helps me figure out my plan and keep going,” said Lunessa. “And I want to thank OneGoal for bringing her into my life.”
Lunessa takes pride in pursuing a rigorous major and looks forward to accomplishing even more. After earning her Bachelor’s degree in biology, she plans to move to Atlanta and enroll in a master’s program in nursing with a concentration in obstetrics. Ultimately, her goal is to become a nurse practitioner.

“I’m excited for what the world has for me,” said Lunessa. “And I hope it’s ready for me because I’m the best thing it’s ever seen!”

Read more at onegoal.com/lunessa
Reflecting on 15 Years

15 YEARS OF EMPOWERING STUDENTS + CHANGING FUTURES

Asking tough questions, taking bold action, and prioritizing authentic relationships led us to become the leader we are today.

The obstacles that stand in the way of students achieving their dreams loom as large as they did 15 years ago. The difference is that we now know what it takes to help students overcome those obstacles.

“OneGoal is positioned to have a greater impact in the next 2 to 3 years than we did cumulatively in the last 15.”

Jeff Nelson
OneGoal Co-Founder + Board Member

“Fifteen years ago, I played a key role in the establishment of OneGoal in Chicago, initially known as US Empowered. Five years later, my brother Michael successfully extended OneGoal’s impact to Houston. I take immense pride in the collective efforts and ongoing commitment we have dedicated to supporting students across the nation.”

Eddie Lou
OneGoal Co-Founder + Board Member
Co-Founder of CodaPet + active Angel Investor

“Seeing OneGoal’s impact in Chicago, I knew I wanted to bring it to Houston. A decade later, our Fellows are persisting at much higher rates than their peers, underscoring the power of OneGoal and the impact that we as leaders can have when we invest in the future of our city.”

Michael Lou
OneGoal Houston Advisory Board Member
Executive Vice President & Chief Financial Officer, Chord Energy

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Executive Vice President & Chief Financial Officer, Chord Energy
Venture capitalist and philanthropist Arthur Rock, along with his wife, Toni Rembe Rock, have been steadfast advocates and champions for OneGoal for nearly a decade. The Rocks have facilitated OneGoal’s growth, not only in the Bay Area, but nationwide. In 2020, when schools were forced to go remote due to COVID-19, Arthur and Toni promptly stepped in, providing crucial support to ensure the seamless transition of OneGoal’s curriculum to the virtual classroom.

The Rocks’ ongoing support for OneGoal is a testament to their dedication as champions for equitable advising and postsecondary preparation, making a tangible and meaningful difference in the lives of students throughout the country.

“Toni and I were introduced to OneGoal in 2014. Since then, we have supported OneGoal in the pursuit of more students enrolling and graduating from postsecondary programs. It’s gratifying to note that every dollar invested in OneGoal translates to $250 in lifetime earnings for the students we support.”

ARTHUR ROCK
Founder and Owner, Arthur Rock & Company
### Statement of Financial Position
as of June 30, 2023

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>Current Assets</strong></td>
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<tr>
<td>Cash</td>
<td>$11,736,032</td>
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<tr>
<td>Investments</td>
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<td>Accounts receivable, net</td>
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<td>Pledges receivable, net</td>
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<td>Prepaid expenses</td>
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<td><strong>Total current assets</strong></td>
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<td><strong>Other Assets</strong></td>
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<tr>
<td>Property and equipment, net</td>
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<tr>
<td>Pledges receivable, net of current portion, net</td>
<td>$6,334,529</td>
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<tr>
<td>Finance lease right-of-use assets</td>
<td>$139,277</td>
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<tr>
<td>Operating lease right-of-use assets</td>
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<tr>
<td>Deposits</td>
<td>$16,875</td>
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<tr>
<td><strong>Total other assets</strong></td>
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<tr>
<td><strong>Total assets</strong></td>
<td>$70,796,616</td>
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<tr>
<td><strong>Current Liabilities</strong></td>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>$815,112</td>
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<td>Contract liabilities</td>
<td>$123,231</td>
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<td>Current portion of finance lease liabilities</td>
<td>$82,329</td>
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<tr>
<td>Current portion of operating lease liabilities</td>
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<td><strong>Total current liabilities</strong></td>
<td>$1,433,923</td>
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<td><strong>Long-term Liabilities</strong></td>
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<tr>
<td>Finance lease liabilities, net of current portion</td>
<td>$58,407</td>
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<tr>
<td>Operating lease liabilities, net of current portion</td>
<td>$1,206,113</td>
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<td><strong>Total long-term liabilities</strong></td>
<td>$1,264,520</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td>$2,698,443</td>
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<tr>
<td><strong>Net Assets</strong></td>
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<tr>
<td>Without donor restrictions</td>
<td>$49,761,572</td>
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<tr>
<td>With donor restrictions</td>
<td>$18,336,601</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>$68,098,173</td>
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<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$70,796,616</td>
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### Statement of Activities

as of June 30, 2023

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2023</th>
</tr>
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<tbody>
<tr>
<td>Contributions</td>
<td>$29,000,024</td>
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<tr>
<td>In-kind</td>
<td>$164,464</td>
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<tr>
<td>Fee for service</td>
<td>$4,622,019</td>
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<tr>
<td>Net investment income</td>
<td>$454,597</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td><strong>$34,241,104</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
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</thead>
<tbody>
<tr>
<td>Program services</td>
<td>$22,226,184</td>
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<tr>
<td>Fundraising</td>
<td>$3,579,774</td>
</tr>
<tr>
<td>General and administrative</td>
<td>$5,444,488</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$31,250,446</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in net assets</td>
<td>$2,990,658</td>
</tr>
<tr>
<td>Net assets at beginning of year</td>
<td>$65,107,515</td>
</tr>
<tr>
<td>Net assets at end of year</td>
<td><strong>$68,098,173</strong></td>
</tr>
</tbody>
</table>
Our Boards

**National Board of Directors**

- Mylayna Albright
  Assistant Vice President of Corporate Social Responsibility, AT&T
- Melissa Connelly
  Chief Executive Officer, OneGoal
- Chris Cox, Chair
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  Active Angel Investor
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Professor, San Jacinto College

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Joaquin Martinez  
President, Mariposa Energy Consulting

Joaquin Martinez  
Director of Community Affairs, City of Houston

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Talent Acquisition Manager, Crowe LLP

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Chief Information + Technology Officer

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Impact Investor + Strategic Advisor

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Former President, Bowdoin College

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Assistant Professor of Higher Education, Wheelock College of Education & Human Development, Boston University

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UNLOCK OPPORTUNITY

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Kirk Willoughby-Hudson
Global Head of Digital Onboarding + Servicing, Treasury Services, BNY Mellon

Arthur Wit
Founder, Perry Ridge Capital
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$1,000,000 + Above
Anonymous
Blue Meridian Partners**
Cox-Vadakan Foundation**
Edgerley Family Foundation**
Bill & Melinda Gates Foundation**
Ray & Tye Noorda Foundation**
Arthur Rock + Toni Rembe Rock

$500,000 + Above
Anonymous [x2]
William K. Bowes, Jr. Foundation**
Crankstart Foundation
Michael & Susan Dell Foundation**
Finnegan Family Foundation
The Kresge Foundation**
Salesforce Foundation
Charles and Lynn Schusterman Family Philanthropies**
Skyline Foundation**

$250,000 + Above
Lloyd G. Balfour Foundation**
Focusing Philanthropy
The Goizueta Foundation**
The Philanthropic Initiative**

Joanne + Mike Sekulic**
Jessica + Andrew Sieja
The Sobrato Family Foundation**
Sternlicht Family Foundation
Tipping Point Community

$100,000 + Above
Anonymous [x3]
BMO**
Booth Ferris Foundation**
Carnegie Corporation of New York**
Chord Energy
Cielo Donor Advised Fund
CME Group Community Foundation**
ConocoPhillips
Tammy + Bill Crown**
Education Strategy Group
Evans Family Foundation**
Mike + Alyse Gamson**
Heckscher Foundation for Children
Kim Keywell
Macquarie Group**
MAPFRE
Maverick Capital Foundation
The Joseph Pedott Legacy Fund at The Chicago Community Foundation
Phillips 66

The Powell Foundation
Robin Hood Foundation
Solon E. Summerfield Foundation, Inc.
State Street Foundation
Vivo Foundation
Harry and Jeanette Weinberg Foundation, Inc.

$50,000 + Above
Altman Foundation
The Brown Foundation, Inc.
Chevron Corporation
Common Group Catalyze Challenge
Dearing Family Foundation
John + Maureen Dugan
H-E-B
Marc & Jeanne Malnati Family Foundation
Anonymous
Hari Moorthy + Lavanya Hari
Morton Salt, Inc.**
Northern Trust
Claire + Mike O’Grady
Phillips Family Foundation
Prosper Road Foundation
Taylor Reid
Rogers Family Foundation**
Sartain Lanier Family Foundation**
<table>
<thead>
<tr>
<th>$50,000 + Above cont.</th>
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<tbody>
<tr>
<td>Shift Consulting**</td>
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<tr>
<td>Shippy Foundation**</td>
</tr>
<tr>
<td>Matthew K. + Julie Simon1</td>
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<tr>
<td>The Herbert &amp; Nell Singer Foundation, Inc.</td>
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<tr>
<td>Snoots Family Charitable Fund</td>
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<td>Brian + Stephanie Spector via The Boston Foundation</td>
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<td>Nathaniel &amp; Elizabeth P. Stevens Foundation**</td>
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<tr>
<th>$20,000 + Above</th>
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<tr>
<td>All Chicago</td>
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<tr>
<td>Analytics8</td>
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<tr>
<td>Thomas Bachner</td>
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<tr>
<td>Basis Technologies</td>
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<tr>
<td>Seth + Mandy Berman Fund</td>
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<tr>
<td>Arthur F. Blanchard Trust</td>
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<tr>
<td>Bluhm Family Charitable Foundation</td>
</tr>
<tr>
<td>Leslie Bluhm1</td>
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<tr>
<td>The Brinson Foundation</td>
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<tr>
<td>CenterPoint Energy</td>
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<tr>
<td>Jay M. Chernosky</td>
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<tr>
<td>Cleveland Avenue Foundation for Education</td>
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<tr>
<td>Cubs Charities Community Fund</td>
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<tr>
<td>Bhavana Devulapally + Bhavan Suri</td>
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<tr>
<td>Anne Marie Nemer Dhanda</td>
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<td>Regina Dugan</td>
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<td>Tom + Susan Dunn</td>
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<tr>
<td>ECMC Foundation</td>
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<td>William Stamps Farish Fund</td>
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<tr>
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<tr>
<td>Elizabeth Joyce</td>
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<td>Mayer &amp; Morris Kaplan Family Foundation</td>
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<tr>
<td>Kirkland &amp; Ellis LLP</td>
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<td>David Korman</td>
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<tr>
<td>Liberty Mutual Foundation</td>
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<tr>
<td>Michael Lou</td>
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<tr>
<td>Tristin + Marty Mannion</td>
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<td>Rika Mansuetto</td>
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<td>Alan Matsumura</td>
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<tr>
<td>Margaret A. Meyer Family Foundation</td>
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<tr>
<td>Barry + Karen Mills</td>
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<td>Old National Bank</td>
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<tr>
<td>The Osa Foundation**</td>
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<td>Palmex**</td>
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<td>Polk Bros. Foundation</td>
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<td>Quest Foundation</td>
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<td>Kate Rebernak</td>
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<td>RF Partners Foundation</td>
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<td>The Saramco Foundation</td>
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<td>Carol Schafer</td>
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<td>The John &amp; Kathleen Schreiber Foundation</td>
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<td>Schwartz Family Foundation</td>
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<tr>
<td>Shipt, Inc.</td>
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<td>Thomas T. Soviero</td>
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<tr>
<td>Katie + Jason St. Peters</td>
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<td>Stier Family Charitable Trust</td>
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<tr>
<td>Taco Bell Foundation</td>
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<td>Ventana Foundation</td>
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<td>Arthur Foundation</td>
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<td>Yagan Family Foundation</td>
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<tr>
<td>ALKU Foundation</td>
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<tr>
<td>Amy Bluhm</td>
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<tr>
<td>Ruth Buczynski PhD</td>
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<td>James Burnette</td>
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$10,000 + Above cont.
Cedar Street Foundation
Spencer Keith Chase
Community Foundation for Greater Atlanta, Inc.
D J McManus Foundation
Dell Technologies
Jason DeLorenzo
The Donley Foundation
Joan Egrie
Michael Eisenson
Marion and Jack Euphrat Philanthropic Fund
Executive Construction, Inc.
Tim + Danielle Frank
Emily + Jon Gelb
Gochnauer Family Foundation
George and Mary Josephine Hamman Foundation
Ira Handler
HarborOne Bank
Charlene + Chuck Hyle
Island Foundation, Inc.
Kyle Kafka
Jane Kiernan
Chris + Anna Knight
Lone Pine Foundation
Eddie + Brittany Lou
David Lumpkins
Jason Mudrick

Ron Neal
The Marian / William Nelson Gift Fund
Bill and Patricia O’Connor Fund
OCA Ventures
Perry Homes
Rakesh Pillai
Pure Storage
Quadrant Law Group
Red Hat
The Michael T. Sherman Foundation
Shorman Di Cillo Foundation
The Siragusa Family Foundation
Alan Smith
Vivian L. Smith Foundation
Spears-Stutz Charitable Trust
Douglas E. Swanson
Brad Thielemann
Tudor, Pickering, Holt & Co.
Ken Valach
Vinson & Elkins LLP
Danny Weingeist
WF Fund
Emily and Mark White
Yardi Systems Inc.

$5,000 + Above
Adtalem Global Education Foundation
Mlayna S. Albright
Anonymous [x7]

Arena Energy Foundation
William Blair & Company LLC
Bradford Allen Realty
Branson Family Foundation
Patrick Embry Canterbury
Chevron Matching Employee Funds
Citi
Dave Coolidge
DAMB Foundation
Joseph + Gretchen Doherty
Dominican University
Mahshid Ehsani
Laura Eisen
John and Mary Franklin Foundation
Georgia Power Company
Melissa Golden
John & Marcia Goldman Foundation
Goldman, Sachs & Co. Matching Gift Program
Chip Hazard
Hodder Family Foundation
Andrew + Jennifer Jacobs
Kruglyak Giving Fund
Renee Laverdiere
Heidi + Damon Lindelof
Lyle + Shawnelle Logan
Niko Lorentzatos
Reed Lowenstein
LP Legal
Thank you for making our work possible.

Matt Ultis
Michele + Dheeraj Verma
Rick Waddell
Irene Walker
Andrew Watts
Wells Fargo - Energy Group
Theda White
Darrell Williams
Kirk Willoughby-Hudson
Hilary Wolfe
The ZOOM Foundation