



FY13 Annual Report

July 1, 2012 – June 30, 2013

A Message from the Co-Founder & CEO

Dear Friends,

It is with great pleasure that I write to you and provide an organizational update of our progress in fiscal year 2013 (FY13), the 2012-2013 school year.

This past year was full of exciting, celebratory moments and it is because of our supporters like you that OneGoal had a successful school year. FY13 marked our first full year of operations in Houston, Texas, our second city of program implementation. Our Chicago-based teachers, called Program Directors, continued to lead our students, called Fellows, to inspiring achievements in classrooms across the city. Beyond this work in high schools, a few of the organization's highlights included the distinct honor of being featured in *How Children Succeed: Grit, Curiosity, and the Hidden Power of Character*, the most recent book written by acclaimed journalist and author Paul Tough. PBS NewsHour also featured a special, nationally-aired segment about Anthony, a OneGoal Fellow from Perspectives Leadership Academy in Chicago now a freshman at Cornell University. Additionally, we were privileged to host the British Secretary of State for Education, the Rt Hon Michael Gove MP, on a visit to a OneGoal-Chicago classroom at Wendell Phillips Academy High School in March 2013.



Most importantly in FY13, our OneGoal Fellows continued to achieve at spectacular rates. In a nation where only eight percent of ninth graders from low-income communities graduate from college, **87 percent of OneGoal's high school graduates have enrolled in college. Of those who enroll, 85 percent are persisting in college or have graduated with a college degree.**

As you likely know, OneGoal started as an after-school program in 2007, serving 30 students. We have grown rapidly since and in the 2012-2013 school year partnered with 24 non-selective high schools in Chicago to reach nearly 1,200 students. We also formed our OneGoal-Houston team and completed the first year of our five-year Phase II strategic plan. OneGoal is now poised to build the national infrastructure that will deepen our reach in Chicago and Houston, allow us to expand to new regions in the coming years, and do so while training teachers to expertly guide students to life-changing outcomes and college graduation. We are humbled to see the Chicago and Houston communities champion OneGoal as a cost-conscious, highly effective and scalable solution to the college persistence challenges that too many students from low-income communities face in this country. At OneGoal, it is an economic and moral imperative to provide a legitimate opportunity to graduate from college to all students – and to broaden our collective sense of what is possible – in Chicago, Houston and nationally. We look forward to partnering with growing numbers of students, teachers, schools and communities in the years ahead, and we are grateful for your support that makes our Fellows' successes possible.

Warmest regards,

Jeff Nelson

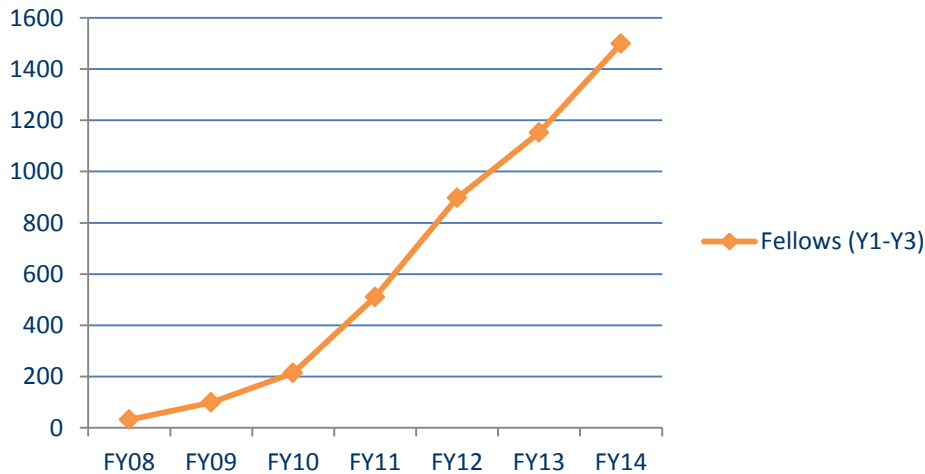
Current Landscape – Local & National

In America today, a college diploma is not just a critical pathway to self-sufficiency, but also a prerequisite for success on many levels. A 2002 U.S. Census Bureau study estimated that over a lifetime, high school graduates who do not attend college will earn on average \$900,000 less than peers who receive a college degree. Additionally, a 2012 Georgetown University Center on Education and the Workforce study predicted that by 2018, more than 60 percent of American jobs will require some postsecondary education.

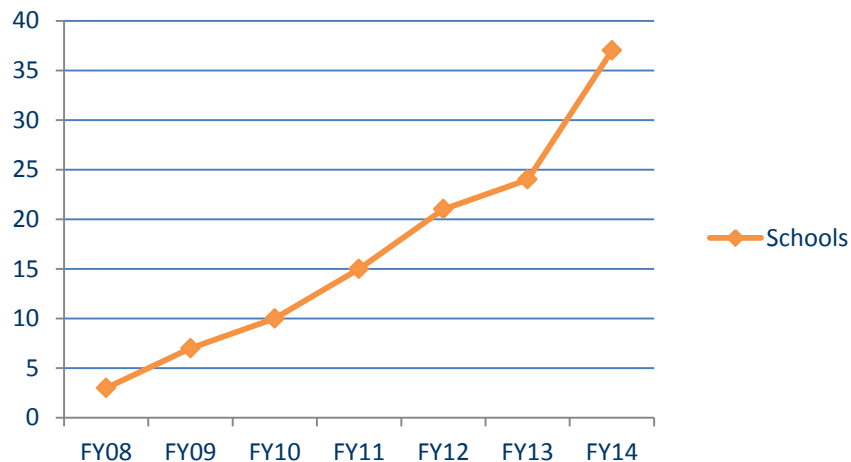
In Chicago Public Schools alone – the country’s third largest school district and OneGoal’s flagship site – only eight percent of ninth graders are expected to graduate from college by age 25, according to a 2008 study released by the Consortium on Chicago School Research. Likewise, the Houston Independent School District self-reports that only fifteen percent of its alumni are projected to earn a college degree.

OneGoal served increasing numbers of students and schools during the five years of our Phase I growth plan (2008-2013) in an effort to help our cities and our country counter this inequitable reality. The completion of FY13 marked the conclusion of our first year of our Phase II growth plan, which is guiding even more significant and accelerated growth, both this year and next:

Total Fellows Served



Total School Partners



OneGoal Theory of Change

With a keen focus on student performance and academic outcomes, OneGoal teachers lead students to graduate from college at radically higher rates than their peers who do not benefit from the support of OneGoal. Leveraging these student outcomes, OneGoal aims to:

Transform secondary education by changing the way high schools prepare all students to graduate from college. This effort bridges the gap between high school and college and invests high school leaders in graduates' success.

Transform higher education by changing the way colleges support students through graduation. Many savvy colleges are working to recruit and better support students from low-income communities, and OneGoal offers tools, data and infrastructure to support this important effort.

OneGoal Program Model

Our one goal for our Fellows is college graduation. Our Fellows enter OneGoal as underperforming students who exhibit great potential, but whose average academic performance does not exceed the average academic performance at their schools. Guided and supported by exceptional teachers, "OneGoal Program Directors," Fellows make transformational academic gains throughout the OneGoal program--which spans junior and senior year of high school and freshman year of college--to enroll in and persist toward graduation at match colleges. Three main components of our work differentiate our model and lead to transformational outcomes with students:

1. We **recruit, support and guide effective teachers**: they are excellent classroom teachers and the foundation of our high school partnerships and work in schools.
2. We **teach non-cognitive skills within the context of a rigorous college prep curriculum**, delivered by Program Directors to high school juniors and seniors, during a daily, in-school, credit-bearing course.
3. We **bridge the gap between high school and college**, supporting OneGoal Fellows during their first year in college. Our targeted college partnerships also help ensure their long-term, continued success.

OneGoal Continuum

A OneGoal Fellow's experience spans three years, and our team is deliberate in our approach to their journey. As the nation's only teacher-led college persistence program, we rely on these exceptional Program Directors to deliver the OneGoal curriculum that will lead our Fellows to college graduation.

Before OneGoal

Sophomore Year of High School:

OneGoal recruits, interviews and selects exceptional teachers to serve as OneGoal Program Directors. Once selected, these teachers work with leaders in their schools to recruit cohorts of underperforming students and manage the Fellow admission process.

OneGoal – Year One (Y1)

Junior Year of High School:

OneGoal Program Directors lead OneGoal Fellows through the daily, in-school, credit-bearing OneGoal course. Fellows increase college selectivity, internalize OneGoal Leadership Principles and learn academic behaviors that many successful college students exhibit. In addition, the curriculum focuses on ACT/SAT prep, College 101 lessons, and identifying potential colleges to which to apply.

OneGoal – Year Two (Y2)

Senior Year of High School:

OneGoal Program Directors continue leading OneGoal Fellows through the daily, in-school, credit-bearing OneGoal course. Fellows write college essays, submit applications, make final college selections, secure financial aid and take steps toward successful college enrollment. Fellows also continue to develop the critical non-cognitive skills necessary to be successful on college campuses and away from home.

OneGoal – Year Three (Y3)

Freshman Year of College:

OneGoal Program Directors continue leading OneGoal Fellows through Year Three of the OneGoal curriculum, which includes tailored, remote support. In college, OneGoal Fellows take steps toward academic, financial and social success. They build a network of support on campus by putting into practice the academic and non-cognitive skills developed during the in-school OneGoal course in high school.

Post-OneGoal

Sophomore - Senior Years of College:

OneGoal Fellows become OneGoal Alumni. As OneGoal Alumni, they continue to make progress toward college graduation and serve as ambassadors of the program wherever possible – at their alma mater high schools and on their college campuses across the country.

Results & Impact

OneGoal is uniquely positioned to offer students, teachers, schools and communities a measurable, cost-effective solution to addressing the education and economic needs we face as a nation. Below is a snapshot of the impact of our program during the 2012-2013 school year:

OneGoal Measures of Success	Org Results	2013	2014	2015	2016	2017	2018
		Alumni: College Seniors	Alumni: College Juniors	Alumni: College Sophomores	Y3: College Freshman	Y2: High School Seniors	Y1: High School Juniors
COLLEGE PERSISTENCE: % of Alumni that are enrolled in an institution of higher education the fall one year following high school graduation.*	84%	82%	88%	82%	Available Winter 2014	Available Winter 2015	Available Winter 2016
COLLEGE ENROLLMENT: % of Y3 Fellows that enrolled in an institution of higher education in the fall immediately following high school.	87%	81%	94%	93%	83%	Available Winter 2014	Available Winter 2015
COLLEGE ACCEPTANCE: % of Fellows accepted to four-year colleges.	97%	96%	100%	98%	96%	97%	Available Spring 2014
ACT Growth: Average rise in ACT score from initial diagnostic to final test.	2.65	2.74	3.53	2.93	2.97	2.71	2.01
Selectivity Increase: % of Fellow that have increased their selectivity index rating by one or more during Year 1.^	40%	44%	34%	47%	41%	43%	35%

* Note that this measurement measures each cohort's alumni persisting through to the fall one year following high school graduation, which is different from our overall alumni persistence rate of 85 percent which measures all alumni through to college graduation.

^ The Consortium on Chicago School Research created a Selectivity Index that helps students use their GPA and ACT scores to identify schools that are academic matches and overmatches. Increased selectivity levels correlate with acceptance into more competitive universities, stronger options for financial aid, and higher average college graduation rates.

OneGoal-Chicago Partner High Schools – 2012-2013

ACE Technical Charter High School

Charles P. Steinmetz Academic Centre High School

Chicago Academy High School

Chicago Bulls College Prep

Chicago International Charter School –
Northtown Academy

Chicago International Charter School-Ralph Ellison

Christian Fenger Academy High School

Collins Academy High School

Eric Solorio Academy High School

Farragut Career Academy High School

Gage Park High School

Gary Comer College Prep High School

George Corliss High School

John Marshall Metropolitan High School

Muchin College Prep High School

Perspectives Charter High School of Technology

Perspectives Leadership Academy

Charles Allen Prosser Career Academy

Roberto Clemente Community Academy
High School

Rowe Clark Math & Science Academy

Steinmetz Academic Center

TEAM Englewood Community Academy

Uplift Community High School

Wendell Phillips Academy High School

OneGoal-Chicago Fifth Annual Graduation Gala

On April 30, 2013, OneGoal was thrilled to celebrate our Fifth Annual Graduation Gala, *It Starts with One*. More than 500 business, civic and philanthropic leaders gathered to learn more about OneGoal and to recognize the achievements of our Fellows from the college graduating Class of 2017 as they graduated from high school and prepared to start college in the fall.

The inspirational evening included moving remarks by featured guest, Earvin “Magic” Johnson, as well as from Fellows from the college graduating Class of 2017. We were also honored to present the annual John J. Dugan Award to Barbara Byrd-Bennett, CEO of Chicago Public Schools, for her tireless work on behalf of young people and her commitment to student-focused, results-oriented improvements in education. We are grateful to all who joined us – in person and in spirit – to celebrate the Class of 2017 as they embarked on the next chapter of their journeys toward college graduation.

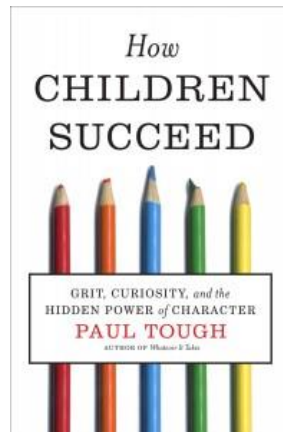


Houston Spotlight: Building Foundations in FY13

In FY13, OneGoal's work in Houston, Texas moved from the planning to the implementation stage, with staff on the ground and active partnership-building in Houston Independent School District (HISD) schools. Our team led a rigorous recruitment process in the fall and selected seven impressive educators who are among the highest performing teachers in HISD (each with between eight and 34 years of teaching) and work in high schools located in some of the highest-need neighborhoods in the city. In the late spring of 2012, we signed partnership agreements with the Program Directors and principals at each of these schools, and then supported our Program Directors to recruit more than 150 students for our inaugural Houston class. Our Program Directors met with Fellows' parents to begin building the collaborative support networks that will help our students succeed over the next three years as OneGoal Fellows and advance toward college graduation as Alumni.

Thanks to the tremendous leadership of our OneGoal-Houston Board of Directors and key investors, we raised more than \$540,000 in seed funding in early FY13, which allowed us to focus intensely on our work in schools. This strong foundation in OneGoal's first expansion site will fuel ambitious growth plans for FY14: doubling the number of students served, deepening our impact within HISD and expanding into a new Houston-area school district.

OneGoal & *How Children Succeed: Grit, Curiosity, and the Hidden Power of Character*



The story we usually tell about childhood and success is the one about intelligence: success comes to those who score highest on tests, from preschool admissions to ACTs and SATs. However, the belief at OneGoal is that this approach is flawed and that without a harder look, we will continue to fail to prepare our students for long-term success. **In America today, only eight percent of ninth graders from low-income communities are expected to graduate from college by age 25.**

In FY13, OneGoal was proud to be featured in *How Children Succeed: Grit, Curiosity, and the Hidden Power of Character*, published Fall 2012 and written by acclaimed journalist and author Paul Tough. Tough spent significant time in Chicago studying the work of OneGoal, and then dedicated a chapter of his book to OneGoal, including profiles of OneGoal Alumna Kewauna Lerma, Michele Stefl, Kewauna's Program Director at ACE Technical Charter High School and Jeff Nelson, Co-Founder & CEO of OneGoal. Tough helps address the following:

Why do certain children succeed while others fail? Why is it that poor children are less likely to succeed, on average, than middle-class children? Is it truly possible to change the life trajectory of a student as late as high school? What can we do to improve opportunities for all students, regardless of zip code?

In *How Children Succeed*, Paul Tough argues for a new understanding of the idea of character. It is not an innate skill, he contends; it's not something we receive because of good luck or good genes. It is molded by the environment in which we grow up. The themes and research in Tough's book are especially meaningful to OneGoal because they align with the five leadership principles that guide the non-cognitive work in our classrooms: ambition, integrity, professionalism, resilience and resourcefulness.

Financial Summary: Fiscal Year 2013

STATEMENT OF FINANCIAL POSITION JUNE 30, 2013

ASSETS	2013
CURRENT ASSETS	
Cash	\$ 1,675,266
Accounts receivable	100,686
Prepaid expenses	20,856
Pledges receivable, current	8,334
Total current assets	<u>1,805,142</u>
PROPERTY AND EQUIPMENT	
Furniture and fixtures	26,080
Computer equipment	29,893
Leasehold improvements	94,821
	<u>150,794</u>
Less: accumulated depreciation	<u>(39,492)</u>
Net property and equipment	<u>111,302</u>
OTHER ASSETS	
Rent deposit	17,650
Pledges receivable, non-current	-
Total other assets	<u>17,650</u>
	<u>\$ 1,934,094</u>
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts payable	\$ 74,576
Accrued expenses	16,542
Total current liabilities	<u>91,118</u>
LONG-TERM LIABILITIES	
Deferred rent	12,382
Deferred lease incentive	34,167
Total long-term liabilities	<u>46,549</u>
Total liabilities	<u>137,667</u>
NET ASSETS	
Unrestricted	1,399,842
Temporarily restricted	396,585
Total net assets	<u>1,796,427</u>
	<u>\$ 1,934,094</u>

STATEMENT OF ACTIVITIES JUNE 30, 2013

	2013
REVENUES	
Contributions	
Foundations	\$ 829,600
Events	708,272
Individuals	963,341
Corporations	284,736
In-kind	-
Interest	2,108
Assets released from restrictions	-
	<u>2,788,057</u>
EXPENSES	
Program services	1,794,653
Fundraising	131,158
General and administrative	57,948
	<u>1,983,759</u>
CHANGE IN NET ASSETS	804,298
NET ASSETS AT BEGINNING OF YEAR	<u>992,129</u>
NET ASSETS AT END OF YEAR	<u>\$ 1,796,427</u>

OneGoal-Chicago Supporters

FY13 INDIVIDUAL SUPPORTERS

ANNUAL SPONSOR-A-STUDENT SUPPORTERS

\$100,000 & ABOVE

WALTER FAMILY FOUNDATION

\$50,000 & ABOVE

MAUREEN & JOHN DUGAN
FINNEGAN FAMILY FOUNDATION
LEWIS-SEBRING FAMILY FOUNDATION

\$25,000 & ABOVE

BRANDON GARDNER
JAMIE THORSEN & JIM MCNULTY

\$10,000 & ABOVE

JULIE & DENNIS MCCRARY
ALLISON & DARRELL WILLIAMS

\$5,000 & ABOVE

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DIANE & STEVE MILLER
CHRISTI & SCOTT NEILL
MEG & TIM CALLAHAN FAMILY FOUNDATION
SHARON THOMAS PARROTT & DOUGLAS PARROTT
NADINE & BRIAN SIR
DANIEL TOWRISS

GRADUATION GALA EVENT PARTNERS

PRESENTING EVENT PARTNERS (\$100,000 & ABOVE)

RAUNER FAMILY FOUNDATION
WALTER FAMILY FOUNDATION

PLATINUM EVENT PARTNERS (\$50,000 & ABOVE)

BALYASNY FOUNDATION, INC.

GOLD EVENT PARTNERS (\$25,000 & ABOVE)

LESLIE BLUHM & DAVID HELFAND
KIM & BRAD KEYWELL

SILVER EVENT PARTNERS (\$10,000 & ABOVE)

MICHELLE COLLINS
MARY & PAUL FINNEGAN
DIANE & STEVE MILLER
BOB MUZIKOWSKI
JAMIE THORSEN & JIM MCNULTY
SALLY & SCOTT POFCHER
DONNA & MICHAEL RIGERT
ALLISON & DARRELL WILLIAMS

BRONZE EVENT PARTNERS (\$4,000 & ABOVE)

BERGHORST FAMILY FOUNDATION
ALYSE & MIKE GAMSON
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ROSEMARY JONES
DAVID KORMAN
SHERRY GRAHAM NELSON & BILL NELSON
SHANNA & JAY OWEN
LESLIE & WALTER SCHMID
VICTORIA & KEVIN WILLER

OneGoal-Chicago Supporters

FY13 CORPORATE + FOUNDATION SUPPORTERS

ANNUAL SUPPORTERS

\$100,000 & ABOVE

A BETTER CHICAGO
NAMASTE LABORATORIES

\$50,000 & ABOVE

ANONYMOUS
THE JOHN BUCK COMPANY FOUNDATION
WILLIAM BLAIR & COMPANY FOUNDATION

\$25,000 & ABOVE

ARIE & IDA CROWN MEMORIAL
CHICAGO BLACKHAWKS COMMUNITY FUND
CHICAGO TRIBUNE CHARITIES
THE GUMERLOCK FAMILY FOUNDATION
IMC CHICAGO CHARITABLE FOUNDATION
JPMORGAN CHASE FOUNDATION
DEVRY INC.
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LLOYD A. FRY FOUNDATION
THE MAYER & MORRIS KAPLAN FOUNDATION
THE OSA FOUNDATION
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POLK BROS. FOUNDATION
THE REAM FOUNDATION
WGN RADIO 720 NEEDIEST KIDS FUND

\$10,000 & ABOVE

CME GROUP COMMUNITY FOUNDATION
THE DONLEY FOUNDATION
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NORTHERN TRUST CHARITABLE TRUST
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GRADUATION GALA EVENT PARTNERS

PLATINUM EVENT PARTNERS (\$50,000 & ABOVE)

GUGGENHEIM CAPITAL, LLC

SILVER EVENT PARTNERS (\$10,000 & ABOVE)

COMPATRIOT CAPITAL, INC.
DEVRY INC.
EQUITRUST
GUGGENHEIM LIFE & ANNUITY COMPANY
NORTHERN TRUST
OCA VENTURES
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BRONZE EVENT PARTNERS (\$4,000 & ABOVE)

BARCLAYS
THE JOHN BUCK COMPANY
KUTCHINS, ROBBINS & DIAMOND, LTD.
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MORGAN STANLEY
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\$50,000 & ABOVE

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\$25,000 & ABOVE

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\$5,000 & ABOVE

MORGAN STANLEY
ESCONDIDO RESOURCES
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ELIZABETH AND BRAD THIELEMANN
JAY CHERNOSKY

\$1,000 & ABOVE

ANONYMOUS
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