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:

<table>
<thead>
<tr>
<th>OneGoal Measures of Success</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Org Results</strong></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td><strong>Alumni: College Seniors</strong></td>
<td>84%</td>
<td>82%</td>
<td>88%</td>
<td>82%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Alumni: College Juniors</strong></td>
<td>87%</td>
<td>81%</td>
<td>94%</td>
<td>93%</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td><strong>Alumni: College Sophomores</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Y3: College Freshman</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Available Winter 2014</td>
<td>Available Winter 2015</td>
</tr>
<tr>
<td><strong>Y1: High School Juniors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Available Winter 2016</td>
<td></td>
</tr>
</tbody>
</table>

- **COLLEGE PERSISTENCE:** % of Alumni that are enrolled in an institution of higher education the fall one year following high school graduation.*

- **COLLEGE ENROLLMENT:** % of Y3 Fellows that enrolled in an institution of higher education in the fall immediately following high school.

- **COLLEGE ACCEPTANCE:** % of Fellows accepted to four-year colleges.

- **ACT Growth:** Average rise in ACT score from initial diagnostic to final test.

- **Selectivity Increase:** % of Fellow that have increased their selectivity index rating by one or more during Year 1.^

* 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

<table>
<thead>
<tr>
<th>ACE Technical Charter High School</th>
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</thead>
<tbody>
<tr>
<td>Charles P. Steinmetz Academic Centre High School</td>
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<tr>
<td>Chicago Academy High School</td>
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<tr>
<td>Chicago Bulls College Prep</td>
</tr>
<tr>
<td>Chicago International Charter School – Northtown Academy</td>
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<tr>
<td>Chicago International Charter School-Ralph Ellison</td>
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<tr>
<td>Christian Fenger Academy High School</td>
</tr>
<tr>
<td>Collins Academy High School</td>
</tr>
<tr>
<td>Eric Solorio Academy High School</td>
</tr>
<tr>
<td>Farragut Career Academy High School</td>
</tr>
<tr>
<td>Gage Park High School</td>
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<tr>
<td>Gary Comer College Prep High School</td>
</tr>
<tr>
<td>George Corliss High School</td>
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<tr>
<td>John Marshall Metropolitan High School</td>
</tr>
<tr>
<td>Muchin College Prep High School</td>
</tr>
<tr>
<td>Perspectives Charter High School of Technology</td>
</tr>
<tr>
<td>Perspectives Leadership Academy</td>
</tr>
<tr>
<td>Charles Allen Prosser Career Academy</td>
</tr>
<tr>
<td>Roberto Clemente Community Academy High School</td>
</tr>
<tr>
<td>Rowe Clark Math &amp; Science Academy</td>
</tr>
<tr>
<td>Steinmetz Academic Center</td>
</tr>
<tr>
<td>TEAM Englewood Community Academy</td>
</tr>
<tr>
<td>Uplift Community High School</td>
</tr>
<tr>
<td>Wendell Phillips Academy High School</td>
</tr>
</tbody>
</table>
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 thirty-four 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.
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

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$1,675,266</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>100,686</td>
</tr>
<tr>
<td>Prepaid expenses</td>
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</tr>
<tr>
<td>Pledges receivable, current</td>
<td>8,334</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>1,805,142</strong></td>
</tr>
<tr>
<td><strong>PROPERTY AND EQUIPMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Furniture and fixtures</td>
<td>26,080</td>
</tr>
<tr>
<td>Computer equipment</td>
<td>29,893</td>
</tr>
<tr>
<td>Leasehold improvements</td>
<td>94,821</td>
</tr>
<tr>
<td><strong>Total less: accumulated depreciation</strong></td>
<td><strong>(39,492)</strong></td>
</tr>
<tr>
<td><strong>Net property and equipment</strong></td>
<td><strong>111,362</strong></td>
</tr>
<tr>
<td><strong>OTHER ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td>Rent deposit</td>
<td>17,650</td>
</tr>
<tr>
<td>Pledges receivable, non-current</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total other assets</strong></td>
<td><strong>17,650</strong></td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$74,576</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>16,542</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>91,118</strong></td>
</tr>
<tr>
<td><strong>LONG-TERM LIABILITIES</strong></td>
<td></td>
</tr>
<tr>
<td>Deferred rent</td>
<td>12,382</td>
</tr>
<tr>
<td>Deferred lease incentive</td>
<td>34,167</td>
</tr>
<tr>
<td><strong>Total long-term liabilities</strong></td>
<td><strong>46,549</strong></td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>137,667</strong></td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>1,399,842</td>
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<tr>
<td>Temporarily restricted</td>
<td>396,585</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>1,796,427</strong></td>
</tr>
<tr>
<td><strong>$1,934,094</strong></td>
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</tr>
</tbody>
</table>
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 THORSSEN & JIM MCNULTY

$10,000 & ABOVE
JULIE & DENNIS MCCRARY
ALLISON & DARRELL WILLIAMS

$5,000 & ABOVE
MARC BERMAN
JOAN & DAVID EVANS
PRISCILLA & STEVEN KERSTEN
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)**
LESLEI BLUHM & DAVID HELFAND
KIM & BRAD KEYWELL

**SILVER EVENT PARTNERS ($10,000 & ABOVE)**
MICHELLE COLLINS
MARY & PAUL FINNEGAN
DIANE & STEVE MILLER
BOB MUIZIKOWSKI
JAMIE THORSSEN & JIM MCNULTY
SALLY & SCOTT POFCHER
DONNA & MICHAEL RIGERT
ALLISON & DARRELL WILLIAMS

**BRONZE EVENT PARTNERS ($4,000 & ABOVE)**
BERGHOST FAMILY FOUNDATION
ALYSE & MIKE GAMSON
WILLIAM HEARD
HOBAZ CHARITABLE FOUNDATION
ROSEMARY JONES
DAVID KORMAN
SHERY GRAHAM NELSON & BILL NELSON
SHANNA & JAY OWEN
LESLEY & 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.
- Lefkofsky Family Foundation
- Lloyd A. Fry Foundation
- The Mayer & Morris Kaplan Foundation
- The Osa Foundation
- Oliver Wyman
- Polk Bros. Foundation
- The REAM Foundation
- WGN Radio 720 Neediest Kids Fund

$10,000 & ABOVE
- CME Group Community Foundation
- The Donley Foundation
- The Field Foundation of Illinois
- Gem Realty Capital, Inc.
- Gochnauer Family Foundation
- Northern Trust Charitable Trust
- Northwestern University
- Springboard Foundation
- W.P. & H.B. White Foundation

**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
- Security Benefit Corporation

**BRONZE EVENT PARTNERS ($4,000 & ABOVE)**
- Barclays
- The John Buck Company
- Kutchins, Robbins & Diamond, Ltd.
- McCormick Foundation
- Morgan Stanley
- North Park University
- Sidley Austin LLP
- Studley/Greg Gerber
- Unison Consulting, Inc.
- William Blair & Company Foundation
OneGoal-Houston Supporters

FY13 Annual Supporters

$50,000 & Above
ROY MACE
MICHAEL LOU
PHILLIPS FAMILY FOUNDATION
MICHAEL JAMIESON
STEPHEN M. TRAUBER
THOMAS B. NUSZ

$25,000 & Above
MAYNARD HOLT
CECILIA AND TOM HAWKINS
BOB AND LINDA CANDITO
BARB AND BOB ZORICH
GARY R. PETERSEN

$10,000 & Above
WELLS FARGO ENERGY GROUP
OASIS PETROLEUM LLC
TAYLOR REID
BRETT NEWTON
COURTNEY AND DOUG SWANSON
SHARON AND JASON DELORENZO

$5,000 & Above
MORGAN STANLEY
ESCONDIDO RESOURCES
TUDOR, PICKERING, HOLT & CO.
ELIZABETH AND BRAD THIELEMANN
JAY CHERNOSKY

$1,000 & Above
ANONYMOUS
RBC CAPITAL MARKETS
SEAN SMITH
CHAD BECK
CHRISTOPHER MIZE
LANCE DARIS
MARK BURROUGHS
MARK LUMPKIN
MATT PACEY
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Managing Director
Loop Capital Markets

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Co-Founder & Chairman
OCA Ventures

Sharon Thomas Parrott, Secretary
Senior Vice President
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Leslie Bluhm
Co-Founder
Chicago Cares

Aimee Eubanks Davis
Chief Public Affairs Officer/Chief People Officer
Teach For America

Mike Gamson
Vice President of Corporate Solutions
LinkedIn

Kim Keywell

Matt King
Executive Director, Principal & Co-Founder
EPIC Academy Charter High School

Lyle Logan
Executive Vice President
Northern Trust Co.

Edward Lou
CEO & Co-Founder
Shiftgig

Steve Miller
Principal & Co-Founder
Origin Ventures

Scott Pofcher
Senior Vice President
Morgan Stanley

Kimbra Walter

Kevin Willer
Co-Founder & Partner
Chicago Ventures
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*Chief Executive Officer & President*  
Oasis Petroleum

**Michael Jamieson**  
*Co-Head*  
North America Energy Investment Banking,  
Citigroup

**Michael H. Lou**  
*Chief Financial Officer & Executive Vice President*  
Oasis Petroleum

**D. Martin Phillips**  
*Managing Partner*  
EnCap Investments LP