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Dear Friends,

We gained incredible momentum in our work during the 2014 fiscal year - the 2013-2014 school year - and I’m excited to share our progress and highlight some of our greatest achievements along the way. Since its founding, OneGoal has been working towards the day where every young person in America has a real chance to earn a college degree and live the life that comes with that. Now, more than ever, we believe that this vision is possible.

Thank you for believing in this vision, too. Your generosity allows OneGoal to continue to thrive as the nation’s only teacher-led college persistence program. Our Program Directors and Fellows are at the heart of our work, and your support allows the OneGoal program to flourish on both high school and college campuses. Thank you for your commitment and support of the work we do.

This past year confirmed for us what we already know: that the low-cost OneGoal model can produce transformative outcomes. In FY14, our Program Directors continued to lead their Fellows to inspiring results in Chicago and Houston, while OneGoal expanded to begin work in our third region, New York City. We are motivated by the continued success of our Fellows - 87 percent of OneGoal high school graduates enroll in college and of those, 83 percent of Fellows persist through college. We are excited to bring these outcomes to students in New York.

OneGoal began in 2007 as an after-school program serving 30 students. It is humbling when we consider the growth we have had in just seven short years, and what our vision is for years to come. FY14 marked the second year of Phase II, and by 2017, we plan to be serving 8,000 Fellows in five regions and 130 high schools. As we see Phase II come to life through regional expansion, we look forward to continued partnership for years to come as we broaden the collective sense of what is possible for all children in the United States.

Warmest regards,

Jeff Nelson
A COLLEGE DEGREE IS CRITICAL FOR PERSONAL SUCCESS AND THE PROSPERITY OF OUR COMMUNITIES:

- College graduates earn nearly two times the weekly earnings of high school graduates. (2x)
- McKinsey estimates that by 2020 the U.S. will have 1.5M too few workers with college degrees. (1.5M)
- The ROI of a college degree exceeds 15%, which is three times the 5% ROI of the stock market. (15%)
- Students who enrolled but failed to graduate six years later cost the nation $3.0 billion in lost income and over $700 million in lost taxes. ($3.8B)

Yet only 9% of students from low-income communities graduate from college, and the United States ranks 14th against other nations on percent of 25-34 year olds who completed high education.
Our Model

OneGoal is committed to ensuring that all students have the opportunity to earn a college degree, and the transformational life outcomes that come along with it. We work with incredibly talented teachers and underperforming students to move the needle on college degree attainment nationally, thus impacting the lives of the thousands of students we serve while strengthening our communities.

WHO:
OneGoal targets under-performing students in low-income high schools with an average incoming GPA of 2.7 and ACT score of 15 to become OneGoal Fellows.

HOW:
OneGoal recruits, selects and trains high-performing teachers working in schools to become Program Directors and implement our 3-year college success model.

THESE HIGH-PERFORMING PROGRAM DIRECTORS WORK WITH A COHORT OF 25-30 FELLOWS TO ENROLL IN A COLLEGE THAT THEY ARE MOST LIKELY TO GRADUATE FROM BY:

INCREASING COLLEGE OPTIONS
Program Directors guide Fellows toward increasing their GPAs and standardized test scores to access more selective and supportive colleges, and identify their best-fit college application lists.

BREAKING DOWN APPLICATION + ENROLLMENT PROCESSES
Program Directors guide Fellows to follow a step-by-step college pathway to gain admission, receive financial aid, and enroll in a best-fit college.

ESTABLISHING ACADEMIC + FINANCIAL + SOCIAL FOUNDATIONS
Program Directors coach Fellows to create strategies, tools, and resources to succeed in college, including:
- Learning and developing academic behaviors and mindsets
- Forecasting common on-campus challenges and identifying solutions
- Building networks of support
- Strengthening their financial literacy especially as it relates to financing college
- Embodying our five Leadership Principles: Ambition + Integrity + Professionalism + Resilience + Resourcefulness

FELLOWS AND PROGRAM DIRECTORS IMPLEMENT OUR 3-YEAR COLLEGE SUCCESS MODEL:
**Results + Impact**

OneGoal is committed to scalable impact in communities across the nation. Our reach in 2013-2014 impacted 3,000 Fellows, and we will continue to expand our reach, eventually to 8,000 Fellows across five regions by 2017.

![Bar chart showing number of OneGoal Fellows and high school partners from 2008 to 2017.](chart.png)

**NUMBER OF ONEGOAL FELLOWS**

- 2008: 104 Fellows
- 2009: 222 Fellows
- 2010: 562 Fellows
- 2011: 1017 Fellows
- 2012: 1474 Fellows
- 2013: 2256 Fellows
- 2014: 3516 Fellows
- 2015: 4974 Fellows
- 2016: 7002 Fellows
- 2017: 9609 Fellows

**NUMBER OF ONEGOAL HIGH SCHOOL PARTNERS**

- 2008: 7 High School Partners
- 2009: 11 High School Partners
- 2010: 16 High School Partners
- 2011: 21 High School Partners
- 2012: 26 High School Partners
- 2013: 37 High School Partners
- 2014: 56 High School Partners
- 2015: 81 High School Partners
- 2016: 103 High School Partners
- 2017: 133 High School Partners

*Fellows to date* | *Fellows projected growth*
*High school partners to date* | *High school partners projected growth*
Partner High Schools 2013-2014

Our Program Directors are experienced, exceptional teachers already working in urban, low-income schools across our regions. In FY14, OneGoal was proud to partner with nearly 40 high schools across Chicago and Houston with Y1-3 cohorts:

### Chicago Partner Schools

<table>
<thead>
<tr>
<th>Chicago High School</th>
<th>Chicago Academy High School</th>
<th>Chicago Bulls College Prep</th>
<th>Roberto Clemente Community Academy High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Academy High School</td>
<td>Christian Fenger Academy High School</td>
<td>Rowe Clark Math &amp; Science Academy</td>
<td>Carl Schurz High School</td>
</tr>
<tr>
<td>William J. Bogan High School</td>
<td>Gage Park High School</td>
<td>Eric Solorio Academy High School</td>
<td></td>
</tr>
<tr>
<td>Chicago Bulls College Prep</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collins Academy High School</td>
<td>Munchin College Prep High School</td>
<td></td>
<td></td>
</tr>
<tr>
<td>George Corliss High School</td>
<td>Chicago International Charter School – Ralph Ellison</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago International Charter School – Ralph Ellison</td>
<td>Perspectives Leadership Academy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EPIC Academy Charter High School</td>
<td>Perspectives Charter High School of Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gary Comer College Prep High School</td>
<td>Wendell Phillips Academy High School</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Houston Partner Schools

<table>
<thead>
<tr>
<th>Houston High School</th>
<th>Eastwood Academy</th>
<th>Sterling High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davis High School</td>
<td>Eastwood Academy</td>
<td></td>
</tr>
<tr>
<td>East Early College High School</td>
<td>Furr High School</td>
<td>Westbury High School</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>South Early College High School</td>
<td></td>
</tr>
</tbody>
</table>

FY14 ANNUAL REPORT
New York Regional Expansion

In the 2013-14 fiscal year, OneGoal proudly designated New York City as our third region.

New York’s college completion landscape presents a significant need that OneGoal is equipped to address for students across the city. Today, an estimated 21 percent of New York City public high school students obtain a college degree within 12 years of entering high school. Persistence statistics tracked by the NYC Department of Education show that nearly one in four high school graduates drops out of college by the end of his or her first year. At the low to mid-level selectivity tiers for college – where the majority of the population OneGoal serves attend college – the degree attainment percentages are even more stark: at the City University of New York community colleges, for example, only 16 percent of students entering in 2009 earned a two-year associate’s degree within three years.

Yet, there is a localized commitment to changing this reality for students. A report published in 2012 by the NYC Comptroller’s office emphasizes that “the most promising strategy for achieving long-term fiscal balance, economic prosperity, and a high quality of urban life in New York City is one that focuses on elevating the educational attainment of its population.” OneGoal is poised to significantly contribute to the realization of this essential strategy by introducing a three-year intervention specifically targeting the approximate 70+ percent of the city’s high school population, cited in the same report, who consistently do not qualify as ‘college-ready’ through generally-accepted state measures by the time they graduate high school.

OneGoal – NYC will begin recruiting teachers, students, and high school partners in the 2014-2015 school year.
OneGoal-Chicago 6th Annual Graduation Gala

It Starts with One

On May 6, 2014, OneGoal celebrated our Chicago Fellows from the college graduating Class of 2018, who were graduating from high school and heading to college, at our 6th Annual Graduation Gala. Mayor Rahm Emmanuel joined and remarked, ‘It takes a village’ to do work like this, and we are moved by our supporters’ willingness to be part of the village that OneGoal builds around our Fellows in the city of Chicago and beyond.

Thanks to tremendous commitments leading up to and during the Gala, the event raised a total of $785,000 in support of our current and future Fellows in Chicago. We are humbled and grateful for the belief our supporters demonstrated in our Fellows’ potential. Special guest Earvin “Magic” Johnson shared his own life-changing experience of someone outside his family investing in him finding his path toward future success, and urged: “Invest in these young people. It will pay you back a thousand times over.” We are grateful to all who joined us – in person and in spirit – to celebrate the Class of 2018 as they embarked on the next chapter of their journeys toward college graduation.
Statement of Financial Position

### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$1,675,266.00</td>
<td>$2,494,295.00</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>$100,686.00</td>
<td>$568,291.00</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>$20,856.00</td>
<td>$15,626.00</td>
</tr>
<tr>
<td>Pledges receivable, current</td>
<td>$8,334.00</td>
<td>$1,667.00</td>
</tr>
<tr>
<td>Total current assets</td>
<td>$1,805,142.00</td>
<td>$3,079,879.00</td>
</tr>
<tr>
<td><strong>PROPERTY AND EQUIPMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture and fixtures</td>
<td>$26,080.00</td>
<td>$26,080.00</td>
</tr>
<tr>
<td>Computer equipment</td>
<td>$29,893.00</td>
<td>$29,893.00</td>
</tr>
<tr>
<td>Leasehold improvements</td>
<td>$94,821.00</td>
<td>$94,821.00</td>
</tr>
<tr>
<td>Total property and equipment</td>
<td>$150,794.00</td>
<td>$150,794.00</td>
</tr>
<tr>
<td>Less: accumulated depreciation</td>
<td>$(39,492.00)</td>
<td>$(67,643.00)</td>
</tr>
<tr>
<td>Net property and equipment</td>
<td>$111,302.00</td>
<td>$83,151.00</td>
</tr>
<tr>
<td><strong>OTHER ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rent deposit</td>
<td>$17,650.00</td>
<td>$17,650.00</td>
</tr>
<tr>
<td>Pledges receivable, non-current</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total other assets</td>
<td>$17,650.00</td>
<td>$17,650.00</td>
</tr>
</tbody>
</table>

### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$74,576.00</td>
<td>$188,143.00</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>$16,542.00</td>
<td>$27,239.00</td>
</tr>
<tr>
<td>Total current liabilities</td>
<td>$91,118.00</td>
<td>$215,382.00</td>
</tr>
<tr>
<td><strong>LONG-TERM LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deferred rent</td>
<td>$12,382.00</td>
<td>$15,257.00</td>
</tr>
<tr>
<td>Deferred lease incentive</td>
<td>$34,167.00</td>
<td>$24,167.00</td>
</tr>
<tr>
<td>Total long-term liabilities</td>
<td>$46,549.00</td>
<td>$39,424.00</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>$137,667.00</td>
<td>$254,806.00</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$1,399,842.00</td>
<td>$2,262,129.00</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>$396,585.00</td>
<td>$663,745.00</td>
</tr>
<tr>
<td>Total net assets</td>
<td>$1,796,427.00</td>
<td>$2,925,874.00</td>
</tr>
</tbody>
</table>

|                  |                  |                  |
| Total net assets  | $1,934,094.00    | $3,180,680.00    |
## Statement of Activities

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundations</td>
<td>$829,600.00</td>
<td>$2,081,602.00</td>
</tr>
<tr>
<td>Individuals</td>
<td>$1,498,013.00</td>
<td>$1,887,016.00</td>
</tr>
<tr>
<td>Corporations</td>
<td>$458,336.00</td>
<td>$490,477.00</td>
</tr>
<tr>
<td>In-kind</td>
<td>$2,108.00</td>
<td>$2,554.00</td>
</tr>
<tr>
<td>Interest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assets released from restrictions</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>$1,794,653.00</td>
<td>$2,768,493.00</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$131,158.00</td>
<td>$367,952.00</td>
</tr>
<tr>
<td>General and administrative</td>
<td>$57,948.00</td>
<td>$198,055.00</td>
</tr>
<tr>
<td></td>
<td>$1,983,759.00</td>
<td>$3,334,500.00</td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td>$804,298.00</td>
<td>$1,129,447.00</td>
</tr>
<tr>
<td><strong>NET ASSETS AT BEGINNING OF YEAR</strong></td>
<td>$992,129.00</td>
<td>$1,796,427.00</td>
</tr>
<tr>
<td><strong>NET ASSETS AT END OF YEAR</strong></td>
<td>$1,796,427.00</td>
<td>$2,925,874.00</td>
</tr>
</tbody>
</table>
OneGoal Individual Supporters 2014

Annual Individual Supporters

$100,000 + Above
Finnegan Family Foundation
Phillips Family Foundation
Denise + Gary Gardner
Walter Family Foundation

$50,000 + Above
Balyasny Foundation, Inc.
Maureen + John Dugan
Michael Jamieson
Lewis-Sebring Family Foundation
Thomas B. Nusz
Krissi + Taylor Reid
Michael Lou
Barb + Bob Zorich

$20,000 + Above
Leslie Bluhm + David Helfand
Brandon Gardner
Jeff Goshay
Cecilia + Tom Hawkins
Maynard Holt
Shackoulis Family Foundation
Stephanie + Frank Tsuru

$10,000 + Above
Debbie + Ted Berghorst
Bob Candito
Sharon + Jason DeLorenzo
Tim Goff
David Korman
William Scott Mace Foundation
Dennis P. McCravy
Jana + Brett Newton
John + Diane Patience
John G. Kennedy Foundation, Inc.
Gary R. Petersen
Cash + Judy Smithwick
Wynne + Aimee Snoots
Courtney + Doug Swanson
Danny + Emily Weingeist
Chuck Yates

$5,000 + Above
Anonymous
Kay + Michael Anderson
Chad Beck
Marc Berman
Melinda + Jay Chernosky
Richard Clemens
Jim Craddock
Gretchen + Joseph Doherty
Bill Deupree
Celia + Cornelius Dupré, II
Claire Farley
Nick Gialamas
Geshri Gunasekera
Jes + John Hagale
Rosemary + Gary Jones
Scott + Leslie Joyce
Lindy + Mike Keiser
Jan Ellen Kliger
Mark Lange
Jack Langlois
Niko Lorentzatos
Eddie Lou
Dottie + Craig Mattison
Diane + Steve Miller
Christi O’Brien + Scott Neill
Jane + Harry Pefanis
Sally + Scott Polfcher
Virginia + James Purvis
Shawnelle Richie + Lyle Logan
Betsy + Rosenfield
Karen + Chris Segal
Nadine + Brian Sir
Jim Smith
Michelle + Alan Smith
Clay Struve
Bill Swansstrom
Anne + Greb Taubeneck
Erika + John Toussaint
### OneGoal Individual Supporters 2014 (continued)

#### Graduation Gala Event

**Presenting Event Partners**  
($100,000 + Above)
- Walter Family Foundation

**Platinum Event Partners**  
($50,000 + Above)
- Balyasny Foundation, Inc.

**Gold Event Partners**  
($25,000 + Above)
- Best Portion Foundation
- Leslie Bluhm + David Helfand
- Alyse + Mike Gamson
- Kim + Brad Keywell
- Lewis-Sebring Family Foundation

**Silver Event Partners**  
($10,000 + Above)
- Berghorst Family Foundation
- Maureen + John Dugan
- Joan + David Evans
- Finnegan Family Foundation
- Jim McNulty
- Diane + Steve Miller
- Sally + Scott Pofcher
- Allison + Darrell Williams

**Bronze Event Partners**  
($5,000 + Above)
- Jessica Lee Callahan
- Linda + Jim Ginsburg
- Stephanie + John Harris
- Christine + Richard Karger
- Sherry + Bill Nelson
- Shawnelle Richie + Lyle Logan
- Rishi Shah
- Richard Stone
- Liz Thompson
- Victoria + Kevin Willer
- Jessica + Sam Yagan
## OneGoal Corporate + Foundation Supporters 2014

### Annual Supporters

**$100,000 + Above**
- A Better Chicago
- Michael + Susan Dell Foundation

**$50,000 + Above**
- Anonymous
- Chicago Tribune Charities
- Arie + Ida Crown Memorial
- The John Buck Company Foundation
- Oasis Petroleum
- Sun Life Financial
- William Blair + Company Foundation

**$20,000 + Above**
- Brinson Foundation
- Chicago Blackhawks Community Fund
- Citi Foundation
- The DeVry Foundation
- The Field Foundation of Illinois
- Gumerlock Family Foundation
- JP Morgan Chase Foundation
- Lloyd A. Fry Foundation
- Northern Trust Charitable Trust
- The Osa Foundation
- Paul M. Angell Family Foundation
- The REAM Foundation
- WGN Radio 720 Neediest Kids Fund

**$10,000 + Above**
- BMO Harris
- CME Group Community Foundation
- The Donley Foundation
- Gochnauer Family Foundation
- JP Morgan Chase + Co.
- Lefkofsky Family Foundation
- LinkedIn
- The Simmons Foundation
- W.P. + H.B. White Foundation

**$5,000 + Above**
- GEM Reality Capital
- Locke Lord LLP
- Pricewaterhouse Coopers
- Smart Bet Charity
- Springboard Foundation
- United Stationers Charitable Foundation

### Graduation Gala Event

**Gold Event Partners (>$25,000 + Above)**
- Best Portion Foundation
- EquiTrust
- Guggenheim Capital, LCC
- Guggenheim Life + Annuity
- Northern Trust

**Silver Event Partners (>$10,000 + Above)**
- Mesirov Financial
- OCA Ventures
- Security Benefit Corporation

**Bronze Event Partners (>$5,000 + Above)**
- Michael + Kay Anderson, The Evanston Group
- Barclays
- DeVry Education Group
- Fidelity
- Goldman, Sachs + Co.
- The John Buck Company
- Kutchins, Robbins + Diamond, LTD.
- North Park University
- Unison Consulting
- William Blair + Company Foundation
OneGoal Boards of Directors

One Goal • National Board of Directors

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

Eddie Lou  
Co-Founder +  
Chief Executive Officer  
Shiftgig

D. Martin Phillips, Chairman  
Managing Partner  
EnCap Investments LP

Jeff Nelson  
Co-Founder +  
Chief Executive Officer  
OneGoal

Kimbra Walter

OneGoal • Chicago Board of Directors

Leslie Bluhm  
Co-Founder  
Chicago Cares

Matthew King  
Executive Director, Principal +  
Co-Founder  
Epic Academy Charter High School

Kimbra Walter

John Dugan,  
Life Trustee +  
Chicago Board Chairman Emeritus  
Co-Founder + Chairman  
OCA Ventures

Lyle Logan  
Executive Vice President  
Northern Trust Co.

Kevin Willer,  
Co-Founder + Partner  
Chicago Ventures

Mike Gamson  
Senior Vice President of  
Global Solutions  
LinkedIn

Steve Miller  
Principal + Co-Founder  
Origin Ventures

Darrell Williams,  
Chairman  
Managing Director  
Loop Capital Markets

Gary Gardner,  
Ex Officio Board Member

Scott Pofcher  
Senior Vice President  
Morgan Stanley

Jessica Droste Yagan  
Chief Executive Officer  
Impact Engine

Kimberly J. Keywell

Sharon Thomas Parrott,  
Senior Vice President  
DeVry Education Group

OneGoal • Houston Board of Directors

Rafael Alvarez  
Founder + Chief Executive Officer  
Genesys Works

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

D. Martin Phillips  
Managing Partner  
EnCap Investments LP

Michael Jamieson  
Co-Head of North America Energy  
Investment Banking Citigroup

Thomas B. Nusz, Chairman  
Chief Executive Officer + President  
Oasis Petroleum