Fiscal Year 2022
July 1, 2021 — June 30, 2022

annual report

OneGoal.
Dear Friends,

After spending two years in isolation, I am truly grateful for our in-person time together. This year felt like we were finally able to come together in community in classrooms, strategy sessions, and celebrations. My favorite moments were attending our Fellows’ graduations, which are far more fun in caps and gowns in auditoriums than on Zoom.

The most memorable graduation for me was at OneGoal partner school Solorio Academy. Each student I met had defined their postsecondary path. Just one semester later, Jeremy Hall thrives at Morehouse College in Atlanta. Nathalia Deaton is studying nursing at Lewis University. David Resendez is pursuing his dream of becoming a film director at Columbia College Chicago. Aspiring teachers Nathaly Figueroa and Itzel Lopez enrolled at the University of Illinois at Urbana-Champaign. All 26 Fellows of OneGoal Program Director Laura Dignani’s Class of ’22 are persisting in their postsecondary journeys. All 26!

This phenomenal outcome is a beacon of light in a dark moment for young people all across our country. The inequities that existed before the pandemic were exacerbated by harsh economic times, poor medical care, and a lack of resources. Today, less than 50% of students from low-income communities are pursuing any postsecondary education. This stark reality means we must work to be better and bolder in how we show up for our students.

While the success of Ms. Dignani’s Class of ’22 is a bright spot, it is not a mystery. Behind their success is the playbook OneGoal uses to inform our strategy—one that our entire secondary sector could be using to reverse some of these concerning educational trends. Positive academic outcomes are predictable results of genuine relationships between teachers and students, a well-designed curriculum, and a collective effort by decision-makers to implement student-centered, research-based advising and support practices.

This report outlines our vision for strengthening our impact, scaling our reach, investing in long-term sustainability, and partnering with supporters who are ready to champion this work. Together, we can lead the movement to transform postsecondary advising and support.

With gratitude and in solidarity,

Melissa Connelly
Chief Executive Officer
A postsecondary education unlocks life opportunities and economic mobility not only for students, but entire communities. Yet for millions of underserved students, it remains out of reach.

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.*

While students of all backgrounds have similar college and career aspirations, those born in low-income communities are far less likely to earn a degree. It’s not for lack of ambition or talent, but for lack of opportunity and support. High schools need expertise and capacity to offer robust, equitable support to all students as they transition to their postsecondary paths.

With the current counselor-to-student ratio, high school students receive an average of 38 minutes of college and career advising.
Igniting a movement to ensure every student in America has the power to define their own future
After 15 years, we know all too well the depth and complexity of the degree divide. Yet, we look forward with confidence because we see what’s possible. We know what it takes to ensure students succeed on their postsecondary paths. The work ahead is big and requires change at many levels. But together, we can build an equitable future for generations to come.

Our vision is every young person will have an equitable opportunity to achieve their greatest postsecondary aspirations.
We design solutions that demystify the postsecondary landscape, empowering educators & students to navigate it successfully.
Solutions

For Teachers + Students

Classroom Model

Our classroom model supports students whose postsecondary options are limited. As a result, our students are 40% more likely to complete a degree than peers with similar backgrounds. Our multi-year program empowers teachers to ensure students can chart their educational paths and build skills and mindsets to realize their college and career aspirations.

Taught by an educator who fosters meaningful relationships

Identity affirming postsecondary access + success curriculum built into the school day

Actionable data informs advising + progress monitoring

Continued support through students’ diverse college + career paths

For School + District Leaders

Postsecondary Leadership Network

We offer data-driven leadership coaching for superintendents, principals, and guidance counselors that is customized to local context and fuels long-term improvements that lead to better, more equitable student outcomes across entire districts. This multi-year partnership helps participating districts take their postsecondary outcomes to the next level with help from a community of experts and peers.

Expert rubric assessment gives a clear picture of specific needs and growth opportunities

Tailored plan maps out the district’s path to improvement

Communities of district leaders engage in learning and development

Coaching and implementation support throughout partnership
By the Numbers

Fiscal Year: 2022

- July 1, 2021 to June 30, 2022

23,000+
Total Fellows served since our inception

9,270
Y1–Y3 Fellows served in FY22

84%
84% of OneGoal high school graduates enroll in a postsecondary institution

4,720
Y0 Fellows recruited in FY22

75%
75% of those who enroll persist one year after high school graduation

116
High School Partnerships

46
Postsecondary Partners

Year in Review
Coming Together Again

Collaboration  Student Summit → Massachusetts  Back in the Office
Grad Night → Chicago  School Visits  Student Summit → Metro Atlanta
Impacting Futures → Houston  Campus Tours

Year in Review
OneGoal Year Three Fellow Jeremy Hall is having a pretty great first semester at Morehouse College in Atlanta. “It’s looking like all A’s and one B, but that one’s an 89.9% and I still have the final exam, so I’m optimistic that I can bump that one up,” said Jeremy. Despite the rigorous course load as a Biology major, Jeremy has carried the focus and determination he was known for as a student at Solorio Academy High School in Chicago on his postsecondary journey.

“I could talk about Jeremy all day,” said OneGoal Program Director Laura Dignani. “He is such an awesome kid, and I never doubted he would thrive at Morehouse,” she said. In Laura’s first year leading a OneGoal cohort at Solorio, 25 of the 26 Fellows, including Jeremy, enrolled in a 2- or 4-year postsecondary pathway, with the 26th student choosing a job training program.
Morehouse is a men’s college and one of the top-ranked Historically Black Colleges and Universities (HBCUs) in the nation, producing Rhodes Scholars, Nobel Prize winners, and notable alums from Martin Luther King Jr. to Senator Raphael Warnock. When Jeremy was deciding where to attend, his sights were not set as high as Morehouse, “but [Ms. Dignani] would push me and use me as an example with my peers, like ‘learn from how Jeremy is doing this,’ and I wasn’t used to being noticed in that way, I was a huge introvert,” said Jeremy. “That really gave me this sense that I was a leader and gave me a respect for myself that I didn’t have before.”

With one semester down, Jeremy is certain he made the right decision, “even though it’s 10 hours from home in a new city, I’ve made so many connections, been awarded internships, and I’m just taking full advantage of every single opportunity that comes my way.”

Jeremy says OneGoal has impacted how he thinks about his future by “expanding my perspective about possible career paths. I want to become an Endocrinologist and positively impact society through medicine.”
Together, we can transform postsecondary advising and support to close the opportunity gap once and for all.
We continue to strengthen our impact by helping more students make high-quality enrollment decisions and ensuring they receive support to succeed in their chosen postsecondary pathways. We are broadening our impact through the development of additional advising solutions and expanding career pathways.

We equip secondary systems with the tools needed to ensure more equitable advising and support for all students. We partner with district and state leaders to assess their current postsecondary readiness and support them in building the capacity and infrastructure necessary to transform postsecondary advising support in their schools.

We invest in the infrastructure needed to achieve our bold organizational goals. We utilize technology to strengthen our programs and partnerships, steward our funds responsibly, engage in long-term planning, and evolve our business operations in alignment with our commitment to diversity, equity, and inclusion.

We launched a $105 million org-wide, multi-year fundraising campaign in support of our 2025 Strategic Plan. By the end of FY22, we had surpassed the half-way mark of this ambitious campaign, including an unprecedented leadership gift from MacKenzie Scott.
Aim 1
More Fellows Graduating

Quality Enrollment  Pathways  Persistence

There are thousands of institutions students can explore when choosing their postsecondary paths. A good fit for one student may not be right for another. Our research shows that when Fellows make high-quality enrollment decisions, they are far more likely to persist and earn their degrees. Our new Quality Enrollment Framework helps students narrow down their options into “best fit” lists based on considerations like graduation rates for students of color, financial aid, academic supports, and connection with their personal values. In addition to leveraging the framework to impact persistence and completion, we have continued to strengthen our postsecondary success advising for Fellows through collaborations with organizations like Beyond 12 and the addition of both regional and national success coaches for Fellows needing the most support.
Postsecondary success is a system-level challenge. In 2021, OneGoal and the Illinois State Board of Education (ISBE) launched a new partnership to bring OneGoal’s Postsecondary Leadership Network (PLN) to districts across the state. The collaboration helps district leaders build skills and knowledge to improve the quality and quantity of support that students receive.

“Partnering with OneGoal is a critical step to close opportunity gaps and equitably support college and career success for all our students across the state. This new collaboration directly supports ISBE’s core principles – equity, quality, collaboration, and community – and our responsibility to pursue educational equity for all of our students in all of our classrooms, schools, and districts.”

Dr. Carmen I. Ayala
State Superintendent of Education
Illinois

Statewide Impact

<table>
<thead>
<tr>
<th>Aim 2</th>
<th>Reach</th>
<th>System-Level Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership</td>
<td>Equitable Outcomes</td>
<td></td>
</tr>
</tbody>
</table>

| 26 | Districts |
| 215 | PLN Participants |

95% of partners agree OneGoal helps strengthen their district’s postsecondary readiness
“In all my years working with service providers, I have rarely seen a group of individuals so steadfast in their commitment to system-level change.”

Jennifer Kirmes
Executive Director for Teaching & Learning
Illinois State Board of Education
The University of Chicago’s Inclusive Economy Lab (IEL) completed a rigorous evaluation of OneGoal’s impact on students’ postsecondary outcomes. Researchers compared OneGoal Fellows in Chicago with students from similar backgrounds and found evidence that OneGoal has a positive and statistically significant impact on all academic milestones:

- More likely to enroll in college than their CPS peers from similar backgrounds (46%)
- More likely to persist than their CPS peers from similar backgrounds (47%)
- More likely to graduate from college than their CPS peers from similar backgrounds (40%)

"...OneGoal is growing the pool of students that can access higher education. They are ultimately helping more students, enroll and complete their degrees, which benefits not only the students but entire communities."

Arne Duncan  
Managing Partner, Chicago CRED; Former U.S. Secretary of Education and Chicago Public Schools CEO

"...OneGoal’s positive impacts are sustained over time, making their approach a potentially critical component of efforts to address equity gaps nationally."

Dr. Timothy M. Renick  
Executive Director  
National Institute for Student Success  
Georgia State University

"As a researcher in this area, I know how rare it is to see results of this magnitude. It is inspiring to see quantitative evidence of OneGoal’s life-changing impacts on students who have traditionally been the most underserved."

Dr. Chris Avery  
Roy E. Larsen Professor of Public Policy  
Harvard University

"...More proof that OneGoal is having a transformational impact on our most underserved students..."

John White  
Managing Principal  
Watershed Advisors; Former Louisiana Superintendent of Education

"Proven Results for Students"
Salesforce has supported OneGoal’s nationwide work since 2018. With a mission to help young people reach their full potential, they recently invested in the transition of our core program model to a virtual platform. This multi-year project began in 2021 and allowed OneGoal to redesign our postsecondary advising experience for students and teachers.

As postsecondary enrollment and persistence have fallen significantly across the country due to the global pandemic, Salesforce remains a critical partner for OneGoal in responding to this crisis and reimagining our work to better support students through this challenging period.

“This partnership is an exemplar of our belief that ‘an equitable future begins with equal access to high-quality education.’”

Emily Anthony
Senior Director
Education Initiatives
Salesforce
At Salesforce, we believe that everyone deserves access to a high-quality education—that’s why we are proud to have supported OneGoal since 2018. In these turbulent times for students, OneGoal provides real-time support to first-generation students through trusted relationships, so that students can reach their higher education goals. Our recent partnership focuses on new, low-cost tools students can access anywhere, at any time, and providing peer mentors for students during their first year in postsecondary.

These investments are absolutely crucial in order to address the degree divide.”

Emily Anthony
Senior Director, Education Initiatives
Salesforce
# Statement of Financial Position

as of June 30, 2022

<table>
<thead>
<tr>
<th>Current Assets</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$47,176,887</td>
</tr>
<tr>
<td>Investments</td>
<td>$6,775,333</td>
</tr>
<tr>
<td>Accounts receivable, net</td>
<td>$1,276,653</td>
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<tr>
<td>Pre-paid expenses</td>
<td>$252,323</td>
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<tr>
<td>Pledges receivable, net</td>
<td>$6,420,284</td>
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<tr>
<td>Total current assets</td>
<td>$61,901,480</td>
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<table>
<thead>
<tr>
<th>Property and Equipment</th>
<th>2022</th>
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</thead>
<tbody>
<tr>
<td>Property and equipment, net</td>
<td>$248,201</td>
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<table>
<thead>
<tr>
<th>Other Assets</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent deposit</td>
<td>$22,735</td>
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<tr>
<td>Pledges receivable, non-current, net</td>
<td>$4,676,461</td>
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<tr>
<td>Total other assets</td>
<td>$4,699,196</td>
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<tr>
<td>Total assets</td>
<td>$66,848,877</td>
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</table>

<table>
<thead>
<tr>
<th>Current Liabilities</th>
<th>2022</th>
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<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,445,333</td>
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<tr>
<td>Contract liabilities</td>
<td>$71,250</td>
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<tr>
<td>Deferred rent, current</td>
<td>$31,642</td>
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<tr>
<td>Total current liabilities</td>
<td>$1,548,225</td>
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<tr>
<th>Long–term Liabilities</th>
<th>2022</th>
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<tr>
<td>Deferred rent, less current portion</td>
<td>$193,137</td>
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<tr>
<td>Total long–term liabilities</td>
<td>$193,137</td>
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<tr>
<td>Total liabilities</td>
<td>$1,741,362</td>
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<table>
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<tr>
<th>Net Assets</th>
<th>2022</th>
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<tbody>
<tr>
<td>Without donor restrictions</td>
<td>$52,951,525</td>
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<tr>
<td>With donor restrictions</td>
<td>$12,155,990</td>
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<tr>
<td>Total net assets</td>
<td>$65,107,515</td>
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<tr>
<td>Total liabilities and net assets</td>
<td>$66,848,877</td>
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### Revenue

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<tr>
<th>Description</th>
<th>2022</th>
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<tbody>
<tr>
<td>Contributions</td>
<td>$41,732,892</td>
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<tr>
<td>In-kind</td>
<td>$248,000</td>
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<tr>
<td>Fee for service</td>
<td>$2,821,745</td>
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<tr>
<td>Net investment loss</td>
<td>-$417,751</td>
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<tr>
<td>Forgiveness of debt – PPP loan</td>
<td>$2,000,000</td>
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<tr>
<td>Other income</td>
<td>$46,316</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td><strong>$46,431,202</strong></td>
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### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>$18,583,488</td>
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<tr>
<td>Fundraising</td>
<td>$2,830,108</td>
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<tr>
<td>General and administrative</td>
<td>$4,012,031</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$25,425,627</strong></td>
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### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Change in net assets</td>
<td>$21,005,575</td>
</tr>
<tr>
<td>Net assets at beginning of year</td>
<td>$44,101,940</td>
</tr>
<tr>
<td>Net assets at end of year</td>
<td>$65,107,515</td>
</tr>
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Co-Founder, Campus Goose, LLC

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Managing Director, Lone Pine Capital

Metro Atlanta

Houston

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Cox-Vadakan Foundation
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$500,000 + Above
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$100,000 + Above
Anonymous
Anonymous
AT&T
Lloyd G. Balfour Foundation
Best Portion Foundation
BMO Harris Bank
Carnegie Corporation of New York
Cielo Donor Advised Fund
ConocoPhillips
Tammy + Bill Crown
Michael & Susan Dell Foundation
Evans Family Foundation
Finnegan Family Foundation
Kim Keywell
Lawrence Foundation
Macquarie Group

$50,000 + Above
Altmann Foundation
Anonymous
Anonymous
Baxter Trust
The Boston Foundation
The Brown Foundation, Inc.

Stephen + Susan Mandel
Maverick Capital Foundation
The Philanthropic Initiative
The Powell Foundation
Robin Hood Foundation
Timothy R. Schwertfeger + Gail Waller
Matthew + Julie Simon
The Sobrato Family Foundation
State Street Foundation
Solon E. Summerfield Foundation, Inc.
Tiger Foundation
Tipping Point Community
Frank + Stephanie Tsuru
Vivo Foundation
Harry and Jeanette Weinberg Foundation Inc
Yagan Family Foundation
Yellow Chair Foundation
Bob Zorich
$50,000 + Above cont.
Cleveland Avenue Foundation for Education
CME Group Foundation
The Jerry C. Dearing Family Foundation
R. Howard Dobbs, Jr. Foundation
John + Maureen Dugan
Tom + Susan Dunn²
Sartain Lanier Family Foundation”
Marc and Jeanne Malnati Family Foundation”
Fundación MAPFRE
Maverick Capital Foundation
Morton Salt, Inc.”
New Commonwealth Racial Equity and Social Justice Fund
Northern Trust
Patricia O’Connor²
Claire + Mike O’Grady
Oasis Petroleum LLC
Prosper Road Foundation
PwC Charitable Foundation
Shippy Foundation”
The Herbert & Nell Singer Foundation, Inc.
Aimee + Wynne Snoots
Brian + Stephanie Spector via
The Boston Foundation
Nathaniel & Elizabeth P. Stevens Foundation”
David + Susan Tunnell”
Voorhis Foundation
Dovetail Impact Foundation

Wellington Management

$20,000 + Above
Analytics8
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Balyasny Asset Management LP
Basis Technologies
BayCoast Bank
Seth and Mandy Berman Fund
The Brinson Foundation
CenterPoint Energy
Spencer Keith Chase
Jay + Melinda M. Chernosky
Chevron
Citadel
The Conway Family Charitable Fund
Ashley + David Coolidge
Cubs Charities Community Fund
Deckers Outdoor Corporation¹
Bhavana Devulapally + Bhavan Suri
Anuj and Anne Dhanda Family Fund
The Donley Foundation”
Betty and Davis Fitzgerald Foundation
John and Mary Franklin Foundation

GCM Grosvenor
Gochnauer Family Foundation
Hari Moorthy
Gorman Family Holdings
Edwin Gould Foundation
Gray Foundation
H-E-B
Elizabeth Joyce
Mayer and Morris Kaplan Family Foundation
Liberty Mutual Foundation
Lone Pine Capital
Tracy + Michael Lou
Rika Mansueto
Margoes Foundation
National College Attainment Network
Northern Trust Charitable Trust
The Osa Foundation
The Joseph Pedott Legacy Fund at The Chicago Community Foundation
Polk Bros. Foundation”
Quest Foundation
Kate Rebennak + Scott McKee
The Saramco Foundation
Carol A. Schafer + Thomas E. Yates
Schwartz Family Foundation
The Siragusa Family Foundation”
Spears-Stutz Charitable Trust
Jim + Joanne Steinback
Stier Family Charitable Trust
Taco Bell Foundation
United Way of Greater Atlanta
Ventana Foundation
Wells Fargo - Energy Group
Arthur Wit

$10,000 + Above
A Better Chicago + A Better Chicago at the McCormick Foundation
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Arbor Rising
David Baggett
Baiyor-Handler Charitable Program Fund
Kenny Baldwin
Pamela Bjorkman
The Blinder Family Fund
Bradford Allen Realty
Lisa + Douglas Brooks
Ruth Buczynski PhD
Citi
DAMB Foundation
Jason + Sharon DeLorenzo
Tim J. Detmering
Robin Doran

Joan Egrie
Ellie's Foundation Fund at The Chicago Community Foundation
Marion and Jack Euphrat Philanthropic Fund
Tim + Danielle Frank
Stacey Guynes
HarborOne Foundation
David Heikkinen
Houston Energy
Charlene + Chuck Hyle
Imlay Foundation
Island Foundation, Inc.
ITW
Jemp-D Foundation
Jane Kiernan
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Barry + Karen Mills

Mizuho Securities USA Inc
Wendy + Ben Moreland
North Park University
Perry Homes
Rakesh Pillai
Plante Moran
Prado Family Fund
Robert J. Ramsay
Taylor Reid
Vivian L Smith Foundation
Spaulding Ridge, LLC
Truist
Nancy Ury
Ken Valach
Vinson & Elkins LLP
Benjamin + Lisa Weil
Danny + Emily Weingeist
Kirk Willoughby-Hudson

$5,000 + Above
AHEAD
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Laura and John Arnold Foundation
Andrew Barge
Kristine Boyd
$5,000 + Above cont.
Kenneth Branson
Bill and Lennii Burke Family Fund
James Burnette
Patrick Embry Canterbury
Greg + Marcy Carlin
Beth Chambers
Crowe LLP
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Many paths, one goal.