



# PROJECT SUCCESS™

## Annual Report

JULY 1, 2017 – JUNE 30, 2018



Adrienne Diercks,  
Founder and  
Executive Director



Jody Rodrigues,  
Board Chair

## Connecting students to their purpose for 25 years.

Project Success was born in 1994 because we saw an opportunity to help more young people thrive in life and prepare for their futures. Over time, our team has established a proven model of innovative experience learning that has transformed thousands of students' lives.

25 years later, more than 100,000 students have benefitted from our program. We have strong, clear outcomes to prove this is a model that works – increased graduation rates, GPAs, and all-around academic performance. We must do more for our students and families, continuing to innovate our programming and involve more students, because we know this work is important.

**Our students need us.** They need as many caring adults in their lives as possible and access to experiences that help them see a clear connection between school and their future careers. They need support to build social and emotional skills for a successful transition to adulthood.

**Our schools need us.** They need strong, proven partnerships to support every student's career, post-secondary school exploration and preparedness for life after high school. Our schools continue to give us access to class time for workshops, expeditions, and arts, because they understand the power of our programming in reaching their students.

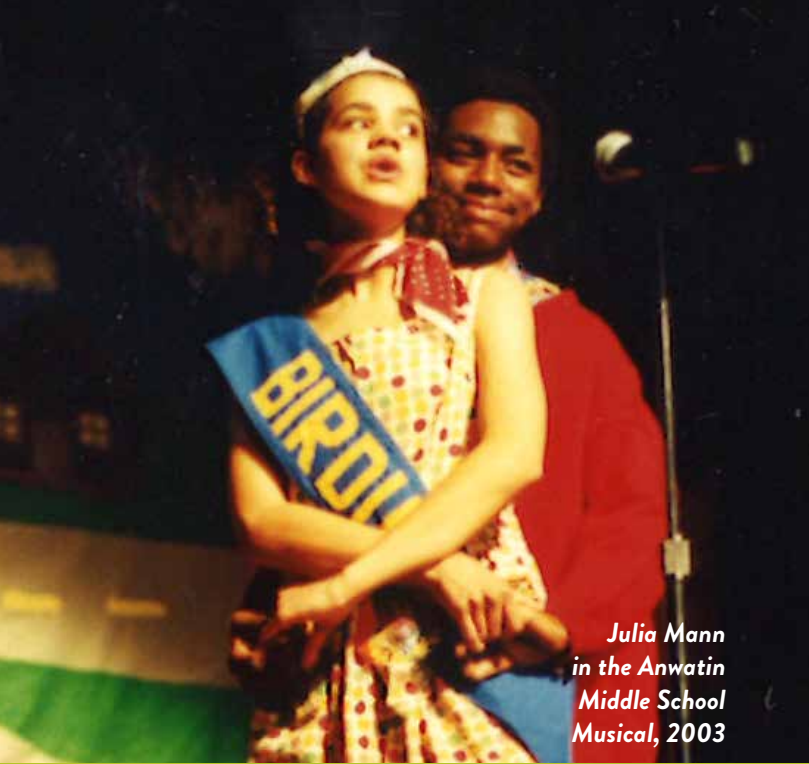
**Our economy needs us.** We need young people preparing for the workforce – exploring a wide range of career paths while still in high school and building skills that will fill tomorrow's jobs.

Each of the experiences we offer to students – whether workshops, expeditions, the arts, or certificates – is designed with a curriculum that inspires students to dream big, ignite possibility, and grow exponentially. With 25 years of data, we know that Project Success is advancing self-fulfilling futures for youth.

You - our partners, families, and supporters – have helped Project Success become a leader in innovative experience learning, taking action for our students this past year, for the last 25 years, and expanding our program for more students well into the future.

This report shares our impact and activities over the past fiscal year. It also shares the names of the hundreds of supporters who helped make this all possible. Just think of what we could all do together in the years to come. For the economy, for our schools, and most importantly, for our students. Thank you.

Gratefully,  
Adrienne & Jody



*Julia Mann  
in the Anwatin  
Middle School  
Musical, 2003*

“Project Success makes you feel like **you are capable of anything**, and you have cheerleaders to support you on your journey. It is a real community and they will welcome you in for a lifetime.”

**JULIA MANN**  
Project Success alumna,  
Anwatin Middle & South High



*Julia Mann (2nd from right) with  
fellow alumni of Project Success*

## BOARD OF DIRECTORS 2017-18

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Project Success

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Lifetouch Photography

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Tanium

**Julie Zelle**  
Community Leader

**Wayne Zink**  
Entrepreneur and Philanthropist

**DIRECTORS EMERITI**  
Ted Koenecke  
Sheila Livingston

## MISSION

Project Success motivates and inspires young people to dream about the future, helps them take steps to get there and gives them the tools they need to achieve their goals.

## VISION

Every child entering middle school will graduate high school with a plan for their future and have the skills and confidence that will take them through the rest of their lives.

## PROGRAM

Since 1994, Project Success has helped 100,000 students dream big and dig deep into discovering their potential through a proven model of experience learning. Beginning in 6th grade and continuing through 12th grade, our caring professional staff support and engage students inside and outside their classrooms with the following program components:

- **CURRICULUM:** Clear developmental objectives for students are built into each experience.
- **ARTS:** Theater is powerful way to inspire self-expression, connection, and discussion.
- **EXPEDITIONS:** Local-to-global expeditions inspire growth, discovery, and open doors to possibility.
- **CERTIFICATES:** Students develop skills, knowledge, and career options in key subjects.

Together, these components — delivered within Project Success' proven methodology — inspire thousands of students each year to dream big, ignite possibilities and grow into inspired individuals ready for success.

## RESULTS

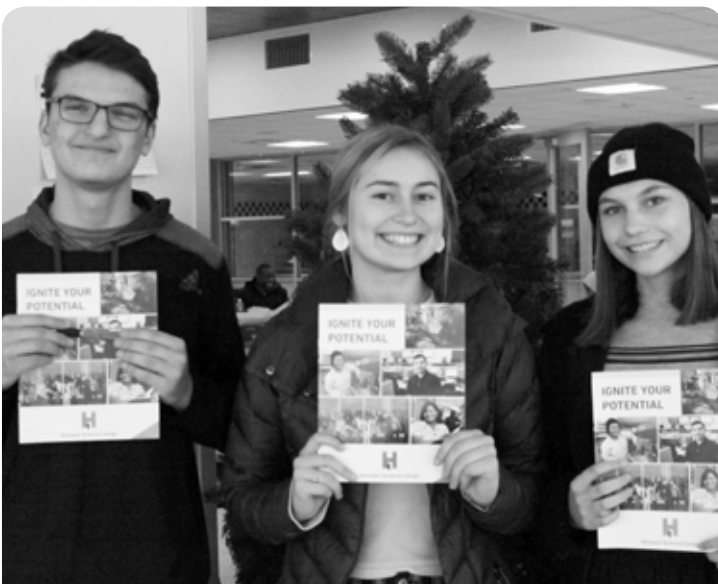
With 25 years of sustained data, Project Success increases student skills and motivation, leading to deeper engagement and increases in academic performance:

- **90% OF STUDENTS** report that Project Success helps them set goals and create a plan for after graduation.
- **96% OF TEACHERS** report that Project Success helps students set goals for the future.

**“Project Success works. We see statistically significant positive gains in on-time graduation rates, attendance and most importantly grade point average, which is the greatest predictor of future success.”**

**ERIC MOORE**

Chief of Academics and Accountability, Research and Equity  
Minneapolis Public Schools



## ACTIVITIES 2017-18

During the school year 2017-18, Project Success served 13,809 Minneapolis Public School students in 19 schools. Gifts to our Annual Fund helped to sustain our programs for students we currently serve, continuing the impact we have made over 25 years. Additional commitments to the Dreams to Futures Campaign made it possible to deepen and expand our programming for greater impact.

### CURRICULUM

- **4,000+ in-class goal-setting workshops** led by **12 Project Success professional facilitators**, connecting more than **13,000 students** to their purpose each month

Each **Arts, Expeditions and Certificates** experience includes Project Success curriculum objectives.

### ARTS

- **80+ evening and weekend professional theater performances** for **6,200 students and their families**, and **14 field trips** to see professional theater for **3,000 students** thanks to generous ticket donations by our **40+ theater partners**
- **3 full-scale musical performances** by **250 middle school students** at **3 schools** for **4,000 audience members**, including peers, family and community

**DID YOU KNOW?** Project Success staff and volunteers provided **1,482 rides** to students, removing barriers to access to increase attendance across all of our programs.

### in-class workshops



### global expeditions



### EXPEDITIONS

- **37 regional college tours** for **660 students**
- **3 adventure day experiences** for nearly **700 students and families** focused on outdoor activities, environmental stewardship and ecosystems, and careers in the sciences\*
- **7-day wilderness experience in the BWCA** for **150 middle school students**
- National college tours to Boston, Harvard and Howard Universities for **90 English Learner and African American students\***
- **3 global expeditions** to London, Mexico and Washington D.C. for **70 students\***

### CERTIFICATES

New programs launched through the Project Success Institute enabled **90 students** to earn certificates in and/or participate in Days of Learning in **computer coding, financial literacy, health and wellness and performing arts\***

\*Program expansion funded by early commitments to the Dreams to Futures Campaign.

# Financial Report

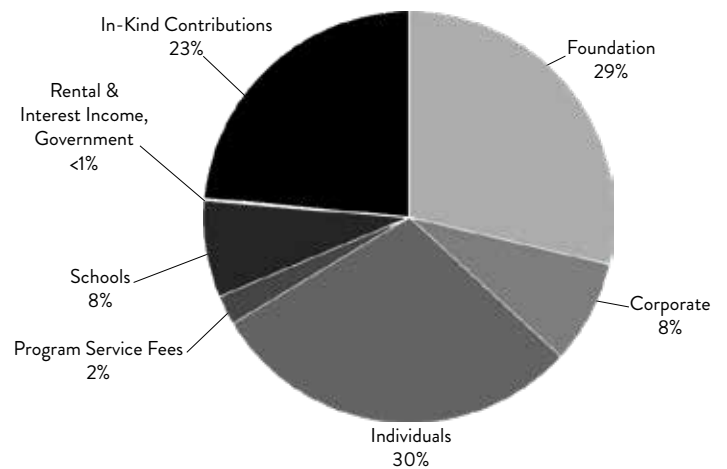
	6/30/2018	6/30/2017
<b>FINANCIAL POSITION</b>		
<b>Assets</b>	<b>\$2,743,096</b>	<b>\$2,643,261</b>
Liabilities	\$47,951	\$31,325
Fund Balance – <i>unrestricted</i>	\$1,946,434	\$1,320,510
Fund Balance – <i>temporarily restricted</i>	\$748,711	\$1,291,426
<b>Total Liabilities and Fund Balance</b>	<b>\$2,743,096</b>	<b>\$2,643,261</b>
<b>REVENUES</b>		
Foundation	\$1,114,332	\$1,104,627
Corporate	\$316,136	\$392,419
Government	\$20	\$24,800
Individuals	\$1,147,954	\$1,512,780
Program Service Fees	\$90,905	\$72,805
Schools	\$295,700	\$372,750
Rental Income	\$3,000	-
Interest Income	\$4,863	\$2,943
In-Kind Contributions <sup>1</sup>	\$914,108	\$938,408
<b>Total Revenue</b>	<b>\$3,887,018</b>	<b>\$4,421,532</b>
<b>EXPENSES</b>		
Program Services	\$2,983,984	\$2,571,712
General Operations	\$303,519	\$272,903
Fundraising	\$516,306	\$483,944
<b>Total Expenses</b>	<b>\$3,803,809</b>	<b>\$3,328,559</b>
<b>Fund Balance:</b> – <i>Beginning of Period</i>	<b>\$2,611,936</b>	<b>\$1,518,963</b>
<b>Fund Balance:</b> – <i>End of Period</i>	<b>\$2,695,145</b>	<b>\$2,611,936</b>
<b>Change in Fund Balance</b>	<b>\$83,209</b>	<b>\$1,092,973</b>

<sup>1</sup> In-Kind Contributions include generous donations of: theater tickets, program supplies, printed materials, facility usage, and more. See page 12 for a list of donors.

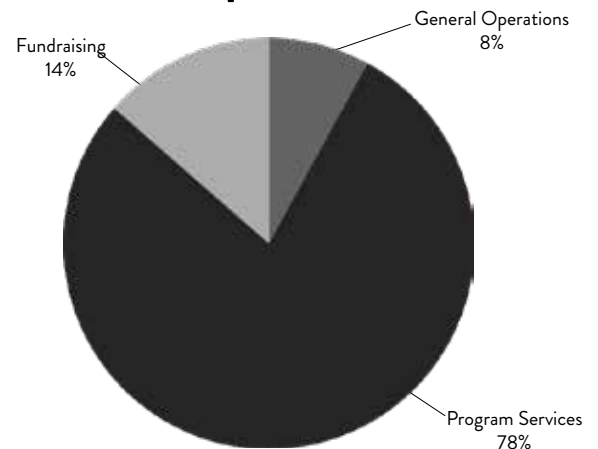
Financial activities as a result of the Dreams to Futures Campaign are included in this report.



## Revenue and Other Support



## Expenses



# THANK YOU TO OUR DONORS

Project Success is deeply grateful to everyone who made a contribution. You are the driving force that makes our work possible. Together, we are transforming our community for generations to come.

## PS™ DREAMS TO FUTURES CAMPAIGN

A Program Expansion Campaign to Connect  
**MORE students to MORE futures in MORE communities**

### Leadership Gift Commitments

Margaret and Angus\*\* Wurtele  
Project Success Board of Directors  
Pohlad Family Foundation  
Aroha Philanthropies  
Carlson Family Foundation  
Minneapolis Public Schools  
Target  
Smikis Foundation  
West Fork Foundation  
Nancy and Rolf Engh

### Major Gift Commitments

Susan Boren and Steve King  
Grotto Foundation  
Minnesota Vikings Foundation/Wiif Family Foundations  
Michael Peterman and David Wilson  
Mary and Paul Reyelts  
Super Bowl LII Legacy Fund  
The Otto Bremer Trust  
Graves Foundation  
WEM Foundation  
Lee and Peg Skold  
Bruce F. Vento Science Educator Scholarship Fund of The St. Paul Foundation

Commitments through June 30, 2018

\*\*indicates deceased

## ANNUAL FUND DONORS

July 1, 2017 - June 30, 2018

### CORPORATIONS AND FOUNDATIONS

#### DREAM MAKER \$50,000+

General Mills Foundation  
Grotto Foundation  
*Lifetouch Photography*  
The Otto Bremer Trust  
Smikis Foundation  
Target  
WEM Foundation  
West Fork Foundation

#### STAR \$25,000 - \$49,999

3M Foundation  
Arthur T. Erickson Foundation  
Best Buy Foundation  
Carlson Family Foundation  
Carolyn Foundation  
George Family Foundation  
Richard M. Schulze Family Foundation

#### HERO \$10,000 - \$24,999

Aroha Philanthropies  
Atomic Data  
The David Winton Bell Foundation  
Destination 2010 Fund of The Minneapolis Foundation  
Jefferson Lines  
Mahle Family Foundation  
Marbrook Foundation  
RBC Wealth Management  
Rosemary and David Good Family Foundation  
Travelers Foundation

#### CHAMPION \$5,000 - \$9,999

Bank of the West  
Best & Flanagan LLP  
Forrester and Associates

McVay Foundation  
Minnesota Twins  
Northwestern Mutual  
South High Foundation  
United HealthCare  
Willis Towers Watson

#### BELIEVER \$2,500 - \$4,999

Alight Solutions  
Blue Cross and Blue Shield of Minnesota  
ELMC LLC  
Robins Kaplan LLP  
Trillium Family Foundation

#### ADVOCATE \$1,000 - \$2,500

Aon  
Bassford Remele  
CycleBar  
Dorsey & Whitney LLP  
Fredrikson & Byon, P.A.  
GHR Foundation  
Lenfestey Family Foundation

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The W.M.N. Foundation  
United Technologies  
Barre Bliss  
Best Buy Co., Inc.  
BSL Foundation  
Good Leadership Enterprises  
UnitedHealth Group

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Adrenaline Health  
AmazonSmile Foundation  
Ameriprise Financial, Inc.  
The Bank of America Charitable Foundation, Inc.

Cargill, Inc.  
Cross of Peace Lutheran Church directed by Jan Gohl  
The Crosswols Foundation  
Diversified Construction  
The Estee Lauder Companies  
Liberty Diversified International  
Medica on behalf of Scott Lohman  
The Ralph and Charlotte Bearman Family Philanthropic Fund  
Saint Paul Foundation  
Sociable Cider Werks, LLC  
TCF Foundation  
Team SPS Gives Back Charitable Fund of The Minneapolis Foundation  
Thrivent Financial  
UBS Financial Services

### INDIVIDUAL DONORS

#### DREAM MAKER \$25,000+

Karla Ekdahl and Peter Hutchinson  
Nancy and Rolf Engh  
Margaret V.B. Wurtele

#### STAR \$10,000 - \$24,999

Julie Allinson and Paul Erickson  
Julia W. Dayton  
Todd and Laurie Macgregor  
Sue Mortensen  
Mary and Paul Reyelts  
Michael Peterman and David Wilson  
Julie and Charlie Zelle  
Wayne Zink and Christopher Schout

#### HERO \$5,000 - \$9,999

Anonymous  
Jodi Brendel  
Susan Boren and Steve King  
Laura Cayere-King and Joseph King  
Jodee and Nick Kozlak  
Elise Linehan and Dan Sass  
Mary McVay  
Darryle and Dawn Owens  
Lee B. and Margaret J. Skold

#### CHAMPION \$2,500 - \$4,999

Anonymous (3)  
Joyce Batten in loving memory of Stan Batten  
John and Ruth Bergerson Family Fund of The Minneapolis Foundation  
Robert Bruininks and Susan Hagstrum  
Burdick Family Fund of The Minneapolis Foundation  
Cinda Collins  
Jim Diracles and Debi Weldele  
Missy Durant and Samantha Hanson  
Ron and Barb Fraboni Family Fund  
Polly Brown Grose Fund of The Minneapolis Foundation  
Autumn Huirás and Chad Kuha\*  
Penny Hunt\*  
Kathy and Al Lenzmeier  
Robert and Mary Mersky  
Monica Nassif  
John Pershing and Travis Cinco  
John L. Sullivan Fund of The Minneapolis Foundation  
Carol and Lynn Truesdell  
Frank and Frances Wilkinson

#### BELIEVER \$1,000 - \$2,499

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Liz Barrere and Dennis Cass  
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Mary and Keith Bednarowski  
Stacy and David Best  
Rachel Breaux  
Amanda and Michael Brinkman  
Brendan Bujold and Spencer Cronk  
Camille A. Burke  
Kevin and Cathy Cavanaugh  
Shelli Chase  
Julie Corty  
Lisa Cotter  
Courtney Cushing Kiernat and RB Kiernat  
Joan R. Duddingston  
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Lucas Erickson  
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Cynthia Froid  
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Donor Advised Fund of Renaissance Charitable Foundation in honor of Jane Pena

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Kumagai Family Fund of The Minneapolis Foundation  
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Jim and Jan Stephenson  
Darin Sullwold  
Joanne Von Blon  
Katrina and Ben Wasscher  
Suzanne Weinstein and Danny Levey  
The Weiser Family Foundation on behalf of Irving & Marjorie Weiser  
Charlotte Zelle

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Jane Bromaghin  
Tyronne and Delia Bujold  
Kathy Cahill  
Kippen and K.C. Chermak  
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Ted and Carol Cushman  
Family Fund of The Minneapolis Foundation  
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Krystle and Benny Williams	Mary and Scott Thomas	Art Eisenberg	James Lewis	Deidre Serum - Best Buy	Alex Brooks
Matt Cummins	Susan and Gerald Timm	Kristi Erickson	Libbey Foundation	Leadership Team in honor of	Elizabeth Brown
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Louise Harris	Elizabeth and Clifford Athorn	Dr. Stanley and Luella G.	Karin Winegar	Jenifer and Charles Vanek	Tiana Daun
Alyssa Hawkins	Mary Ann Aufderheide	Goldberg	Deb Morris York and	Christine VeLure Roholt	Peter Demaio
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The Minneapolis Foundation	David Johnson	Gerardo Guerrero	Kimberly and Dave Motes	Katherine Ware	Michael and Michelle
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