

**ANNUAL REPORT** 

JULY 1, 2018 - JUNE 30, 2019

# "PROJECT SUCCESS IS ALWAYS DREAMING, ALWAYS INVESTING IN OUR KIDS, AND IT'S BECAUSE THERE IS NO OTHER INVESTMENT THAT CAN MATCH A CHILD. THERE IS NO **HIGHER RATE OF RETURN."** - JODY RODRIGUES, Board Chair

# INNOVATION LEADS TO DEEPER CONNECTION







JODY RODRIGUES
Board Chair

From the moment Project Success was born in 1994, our culture has always been one of innovation. Our successful launch at North High School led to a partnership with its pathway school, Franklin Middle. Working with connected middle and high schools provided a way for Project Success to continuously inspire, motivate, and prepare our students over a period of seven years, which is now the foundation of our model. A model that isn't seen anywhere else in the country. We continue to innovate so that we can better serve our students. We have leveraged our relationships, community assets, curriculum, and expertise in creating high quality experiences to ensure that EVERY student connects to their purpose and is prepared for life now and after high school.

Project Success has always put kids first. It is our number one value. We listen to our students' evolving needs and interests and we use their insights to develop new programs, processes, and partnerships. We have piloted experiences and then brought to scale activities such as our college and career tours, the Project Success Institute, local outdoor adventures, and our large-scale theater experiences.

# **DURING THE PAST YEAR, PROJECT SUCCESS INNOVATED TO:**

- + Launch our full certificate program at the Project Success Institute
- + Bring 5,000 students to Broadway's Hamilton as part of the Hamilton Education Program
- + Provide Spanish language college tours to increase participation and access
- + Offer career-focused tours to colleges, technical schools, institutes, and workplaces
- + Build and launch online applications and registrations
- + Add shuttle services to meet the growing transportation needs of our students
- + Launch a program brochure highlighting the breadth of program options for all students

You - our partners, families and supporters - have helped Project Success become a leader in innovative experience learning. You have helped us take action for our students this past year, and for the last 26 years. You are the reason that thousands and thousands of students are able to gain tools and access opportunities of excellence, so that they can create the futures they want and deserve. 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 for the years to come. For the economy, for our schools, and most importantly, for our students. Thank you.

Gratefully, Adrienne & Jody



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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**

We believe the key to success exists within each student if empowered to unlock it.

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



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**

- + 90% of teachers report that Project Success helps students to be better problem solvers, self-aware of their strengths, more motivated to succeed, and to set goals for the future.
- + 90% of students report that Project Success helps them think about their futures, set goals, and create a plan for after graduation.

"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 Accountability, Research and Equity,
Minneapolis Public Schools

# **ACTIVITIES**

During the 2018-19 school year, Project Success served nearly 14,000 Minneapolis Public Schools students in 19 schools. Gifts to our Annual Fund helped to sustain our current programs, and commitments over and above annual support to the Dreams to Futures Program Expansion Campaign\* made it possible to deepen and expand our program for more students. Activities included:

# **CURRICULUM**

Our professional facilitators incorporate our curriculum objectives into each PS experience in and outside the classroom.

+ 4,200 monthly in-class goal-setting workshops connecting 13,209 students to their purpose.

# **ARTS**

Experiencing theater and the arts are powerful ways to inspire self-expression, confidence, connection and discussion.

- + 97 different evening and weekend professional theater performances for 10,000 unique students and family members, thanks to generous ticket donations by our 40+ theater partners.
- + Three middle school student musicals by 220 students at 3 schools.

# **EXPEDITIONS**

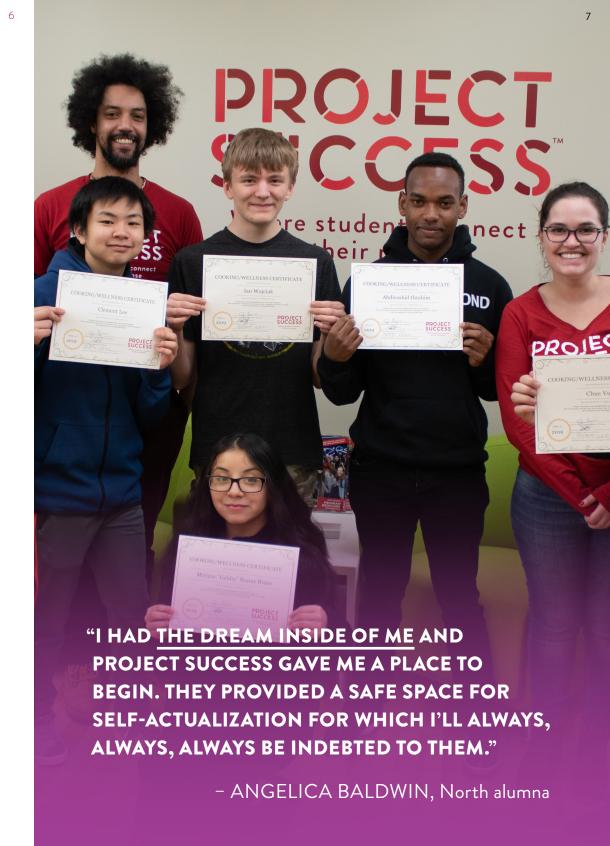
Project Success expeditions inspire growth and discovery, expand worldviews and open doors to possibility.

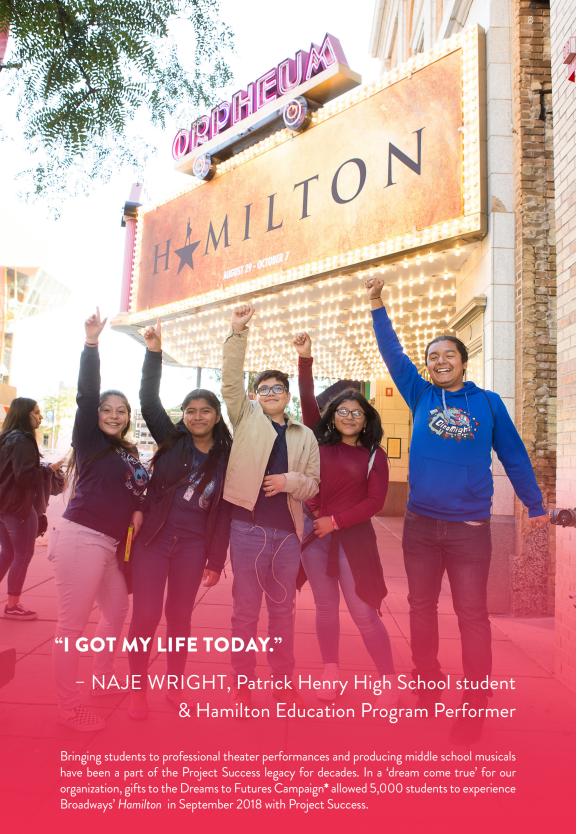
# **COLLEGE AND CAREER TOURS**

- + 522 students explored future possibilities on 47 regional college tours.
- + 80 students learned about pathways to careers such as healthcare, technology, and the arts on 6 different college and career tours.\*

# **GLOBAL EXPERIENCES**

- + 38 English Learner high school students explored future possibilities and global leadership at Boston University and Harvard.\*
- + 90 African American high school students explored identity and education at Howard University (an HBCU) and the National Museum of African American History and Culture in Washington DC.\*
- + 8 middle school students explored themes of strength, identity and independence in Mexico.





# **OUTDOOR ADVENTURES**

- + 136 middle school students learned grit, perseverance and survival skills on a 7-day Boundary Waters Canoe Area experience.
- + 520 students and family members experienced the outdoors in their own "backyards" on 3 adventure days focused on winter activities, sciences, and river ecosystems.\*

# **CERTIFICATES**

The Project Success Institute fully launched in September 2018, providing students with a deeper dive into skills that will take them through the rest of their lives. Our first full year of programming saw certificates offered in:

CODING

PERSONAL FINANCE

WELLNESS/ COOKING PERFORMING ARTS

+ 200 students earned certificates in one or more of the four programs at the Institute.

# **DID YOU KNOW?**

Project Success staff and volunteers provided 1,800 rides to students, increasing access to attendance across all of our programs.



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

A Bold Vision: The Dreams to Futures Campaign's goal is to double and deepen the impact of Project Success. Generous early gifts to the campaign have enabled Project Success to already make a huge impact for students and for our community. Since the launch of this campaign in 2016, Project Success:

- + **Expanded** in Minneapolis from serving 11,500 students in 2015 to nearly 16,000 in 2019.
- + **Launched** new programs, including certificates at the Project Success Institute, Global Experiences, College and Career Tours, and Outdoor Adventures.
- + Built new partnerships such as the innovative Hamilton theater experience (see left).

<sup>\*</sup> Watch for this symbol in the report to see more about how the Dreams to Futures Campaign has made a big difference for students.

# FINANCIAL REPORT

FINANCIAL POSITION <sup>1</sup> Assets	6/30/2019 \$2,783,100	6/30/2018 \$2,743,096
Fund Balance (without donor restrictions)	\$1,172,810	\$1,946,434
Fund Balance (with donor restrictions <sup>2</sup> )	\$1,545,539	\$748,711
Total Liabilities and Fund Balance	\$2,813,100	\$2,743,096
SUPPORT		
Grants and Contributions	\$3,695,375	\$2,578,442
n-Kind Contributions <sup>3</sup>	\$1,410,684	\$914,108
Total Support	\$5,106,059	\$3,492,550
REVENUES		
School Fees	\$300,500	\$295,700
Program Service Fees	\$ 13,267	\$90,905
nterest Income	\$4,506	\$4,863
Rental Income	\$24,864	\$3,000
Total Revenues	\$443,137	\$394,468
Total Support and Revenues	\$5,549,196	\$3,887,018
EXPENSES		
	\$4,228,474	\$2,903,570
Program Services		
General Operations	\$263,127	\$293,901
		\$293,901 \$606,338
General Operations	\$263,127	
General Operations Fundraising  Total Expenses	\$263,127 \$1,034,391 <b>\$5,525,992</b>	\$606,338 <b>\$3,803,809</b>
General Operations Fundraising	\$263,127 \$1,034,391	\$606,338

# 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.



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

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Commitments through June 30, 2019 \*\*indicates deceased

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<sup>3</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.

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Best Buy Big Event Productions Calvin Brue Jamie and Boyd Candee Jefferson Lines Donnie Koshiol Elise Linehan and Dan Sass Live Nation Todd and Laurie Macgregor Metro Transit Science Museum of Minnesota SOULO Communications Wilderness Inquiry

# CHAMPION

Tom Blegstad and Barb McLane Caztek Engineering Clare Eisenberg Dual Citizen Brewing Company Encore Natalie and Mike Fogal Laura Kinkead and Richard Neuner Life Time Fitness Charles and Jodee Montreuil Rocket Travel Inc.

### SCHOOLS

Andersen United Community School Anne Sullivan Middle Anwatin Middle Franklin Middle Folwell Performing Arts Magnet Jefferson Middle Marcy Open Northeast Middle Olson Middle Sanford Middle Edison High Longfellow Alternative North Academy of Arts and Communication (Founding Partner) Patrick Henry High Roosevelt High South High Southwest High

Wellstone International High School

#### THEATERS

Washburn High

Arbeit Opera Theatre Artistry ARTS NEST Ballet Co. Laboratory Blackout Improv Cedar Cultural Center Children's Theatre Company Combustible Theater Company MPR's Fitzgerald Theater Green Minneapolis Gremlin Theatre Guthrie Theater (Founding Partner) Hennepin Theatre Trust (State, Orpheum and Pantages Theatres) History Theatre

Illusion Theater The Jungle Theater Mill City Summer Opera Minnesota Dance Theatre Minnesota Jewish Theatre Company Minnesota Opera Minnesota Orchestra Mixed Blood Theatre MSP Film Society Northrop Auditorium, University of Minnesota Open Eye Figure Theatre Ordway Center for the Performing Arts The O'Shaughnessy at St. Catherine University Pangea World Theater Penumbra Theatre Phoenix Theater Pillsbury House Theatre Schubert Club Southern Theater Stages Theatre Company SteppingStone Theatre for Youth Development Ten Thousand Things Theater Theater Latté Da Thostor Mu Threads Dance Project U of M Department of Theatre Arts & Dance VocalEssence Walker Art Center Youth Performance Company

We also want to thank the many parents who donated costumes and concessions for our student performances!





**WAS BEING HEARD."** 

- ANTONIO HUNT, South Alum