



WHERE STUDENTS CONNECT TO THEIR **PURPOSE**

ANNUAL REPORT

July 1, 2020 - June 30, 2021





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.



KIDS FIRST.



ADRIENNE DIERCKS
Founder, Executive Director



TODD MACGREGOR
Board Chair

At the beginning of 1994, we set forth with a promise of putting students first, no matter what. Needless to say, nothing could have prepared any organization for the COVID-19 pandemic, and social justice movement that awoke from tragedy in the place we call home. Students needed caring adults and mentors to show up for them, to help them learn and grow from their experiences. Project Success didn't miss a beat in continuing to connect students to their purpose.

Our greatest assets that we have built over 27 years were put to the test - our long-term supportive relationships with our school communities, innovation and creation of programs of excellence, and most importantly, our professional, caring, and culturally competent staff willing and able to provide a safe and engaging learning environment for our students.

While our students spent almost an entire school year in distance learning, it was our mission to bring the world to them. We provided students with opportunities to spark curiosity, explore their interests, build skills, connect with each other, and set goals and take steps for their futures. We witnessed students learning, laughing, and dreaming together in the spaces we created for them. It wasn't always easy, but every moment was worth it.

These past few years have tested our community to its core. Project Success too, has been tested. Instead of letting the pandemic define us – we evolved to become better than ever for our community.

Together, as we navigate our “new normal” and continue to be faced with the hard truths of racial inequality and economic disparity throughout our communities, we are moving forward and remaining focused on our young people, our community's future, and our place in connecting students to their purpose. Project Success was founded on those values of action - putting students first, ensuring equitable access to opportunity, and the ability for students to dream and plan for their future.

This annual report covers our 2020-2021 school year, the year that indelibly changed not only the landscape of education in our community, but our lives as a society together. The challenges we faced would not have been met without the generosity and support of our community partners, teachers and school administrations, foundations, corporations, and supporters like you. Your support helped us to transform our programming to meet the needs of our students, families, and school communities.

Looking towards the future, if we continue to dream and plan with our students, we will create a tomorrow that is equitable, just, and prosperous for all. If this is what we can accomplish in moments of uncertainty and challenge – imagine what we can do together for our students and their families for years to come.

On behalf of our students, families, staff, and Board of Directors – thank you.

With Gratitude and Love,

Adrienne & Todd

BOARD OF DIRECTORS

2020-2021

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Functional Color Grooming

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Ted Koenecke
Sheila Livingston

RESULTS

Project Success Programs result in a statistically significant increase in attendance, GPA and on-time graduation.

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.

“What I love best about Project Success

and what it has always meant for us is engagement and connection for our students. It is a very comprehensive way of meeting students where they are, helping them learn to think about their future and plan for their future to get a window into the world in ways that they wouldn't have had the opportunity to otherwise.


— Eryn Warne, Principal, Edison High School





CURRICULUM

Our proven curriculum, delivered by our professional facilitators both in-class and as a part of other experiences, helps students dream, ignite and grow.



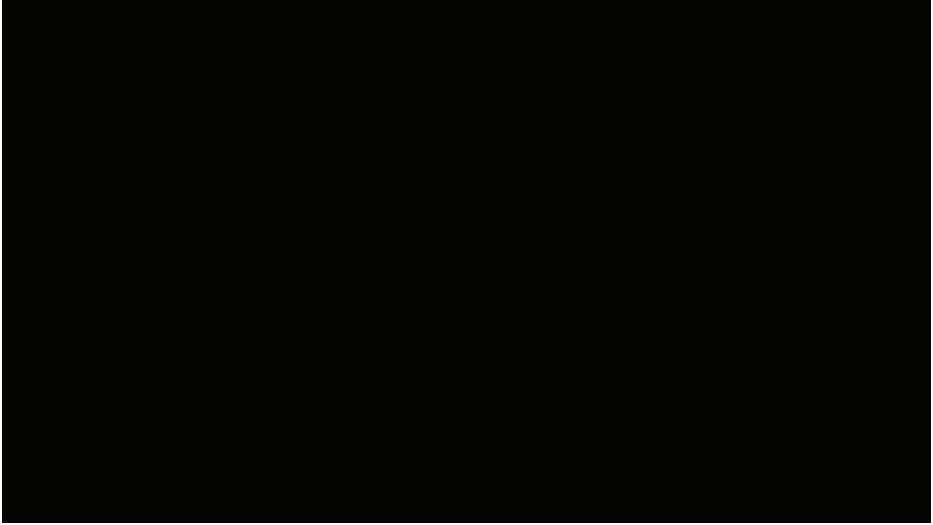
ARTS

We utilize the power of theater and the arts to inspire, build community, act as a springboard for discussion and encourage students to tell their own stories.



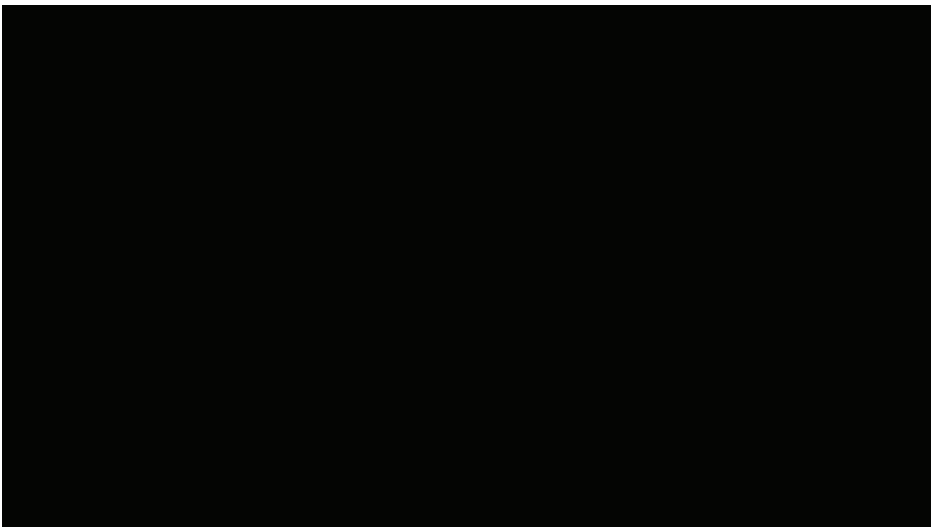
EXPEDITIONS

Local & global expeditions allow students to explore the world, or see something familiar in a new way, opening doors to new possibilities for them.



CERTIFICATES

Certificates in computer coding, financial literacy, performing arts and cooking ignite possibilities for students and prepare them for life after high school.



ACTIVITIES

Students participated in 16,000+ hours of Project Success programs outside of the classroom workshops

WORKSHOPS

Facilitated more than **1,000 workshops** in students' virtual classrooms



PROGRAMS

500 students and families connected with the arts through PS virtual programming.



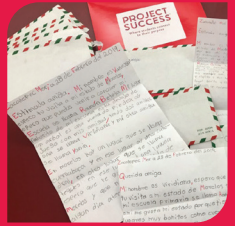
CERTIFICATES

More than **200 students** earned a certificate of learning at the PS Institute – three times more than last year.



PS PEN PALS

200 students connected and sent **600 messages** to pen pals to more than **12 countries**.



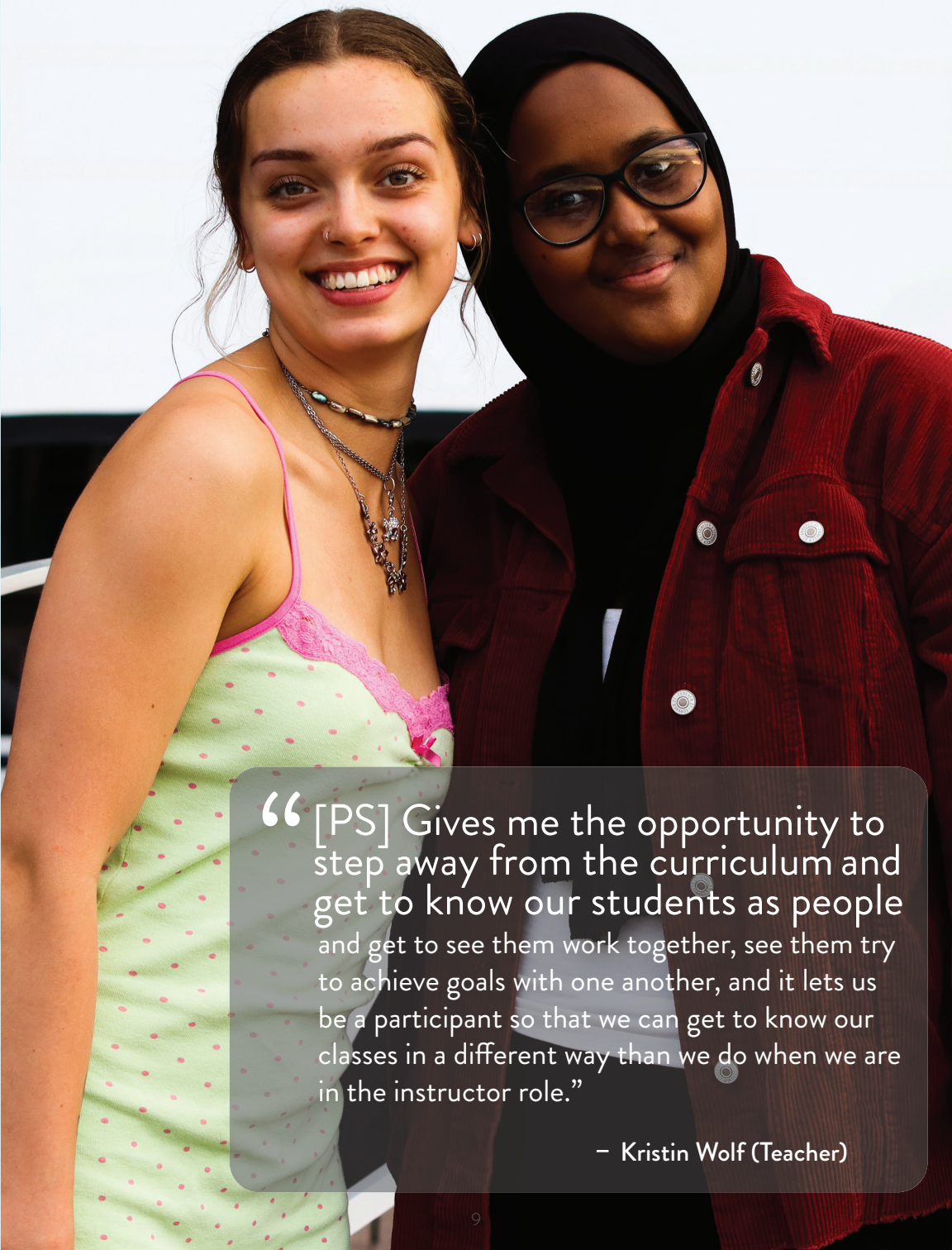
Created more than 1,700 hours of virtual content for students

85% of partner teachers reported their students have been engaged with highly relevant content in PS virtual workshops

PS programs inspired **1,000 visits** to our program web pages each week, resulting in more than **30,000 visits** this year

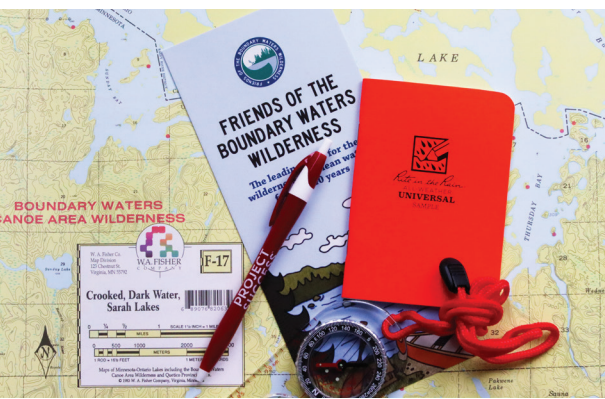
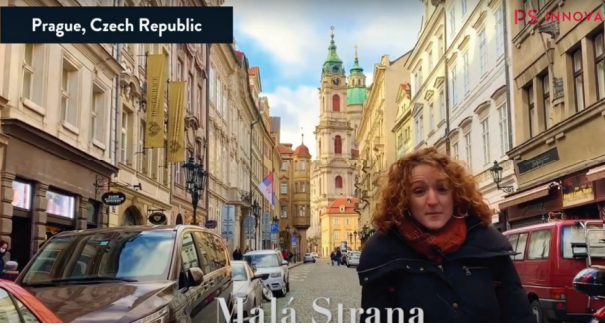
90% of students report that Project Success helps them think about their futures, set goals, and create a plan for after graduation





“[PS] Gives me the opportunity to step away from the curriculum and get to know our students as people and get to see them work together, see them try to achieve goals with one another, and it lets us be a participant so that we can get to know our classes in a different way than we do when we are in the instructor role.”

– Kristin Wolf (Teacher)



Project Success Expeditions: Connecting Students to the World

Since 1994, Project Success has invited students to challenge their comfort zones through local-to-global expeditions such as college and career tours, outdoor adventures and global experiences. While students were in distance learning in the 2020-21 school year, PS rose to the occasion and brought the experiences to them.

Our Outdoor Adventures programming brought the outdoors in with virtual events that focused on outdoor experiences, like Voyage to Antarctica. We also brought the indoors out, through middle school Outdoor Clubs that encouraged students to meet weekly on Zoom, then get outside in their own backyards and neighborhoods. Through virtual events like Live Safaris and Guided City Tours, students travelled across the globe from their own homes.

Though students weren't able to visit campuses in-person, PS developed College Connect Admissions and Student Panels, our College Conversations podcast, 30+ pre-recorded admission chats in a library on our website, and more so they could continue to explore their options after high school.

Whether it's getting students outside, on campus, or around the world, PS expeditions evolved significantly during the pandemic, continuing to give students opportunities to gain confidence in trying new things, visiting new places and formulating new dreams.

Project Success, the Minnesota Vikings and GEAR UP share life lessons and celebrate MPS Seniors!



In the spring of 2021, Project Success partnered with the Minnesota Vikings and GEAR UP to honor and celebrate the class of 2021 seniors in a live, virtual dialogue that featured current Vikings players and legends. Students from multiple Minneapolis Public High Schools attended the event.

In a year unlike any other, there were times that seemed impossible to overcome. This event allowed us to engage in a powerful conversation with Vikings players and legends to acknowledge the challenges our seniors have faced, recognize their resilience and celebrate all they have accomplished this year and will accomplish in the future.

Open and honest conversation during the event provided inspiration for our seniors. They were able to submit questions in advance of the event as well as during the event which fueled a meaningful discussion. The Vikings passed along lessons they've learned, which often involved overcoming obstacles along the way. They shared openly about challenges, failures, successes and encouraged the students to chase their dreams. [Read More on our Project Success Blog]

Vikings Linebacker

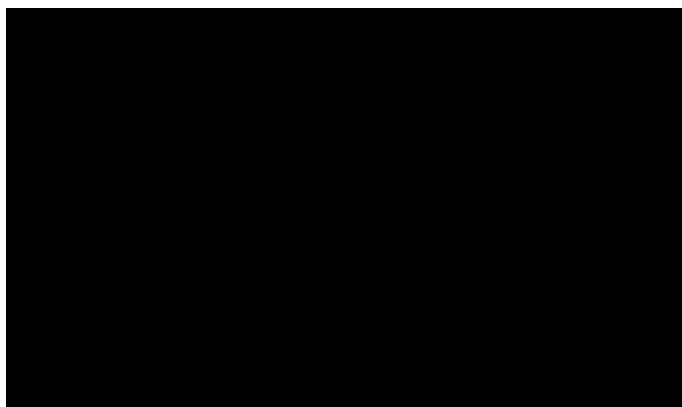


Pen Pals Connect Around the Globe

In spring 2020, we had to cancel our Global Experiences trip to Mexico due to the beginning of the pandemic but we were able to continue the pen pal relationships students were building with our partner schools in Mexico. Students were eager and excited to meet one another through their letters as the world around them shut down. Seeing the impact of connection via pen pals and an opportunity to connect even more students to potential new friends, the Project Success team innovated the program to include more students during our year of distance learning.

During the 2020-2021 school year 200 students participated globally, resulting in 600+ correspondences between our students in Minneapolis and students from numerous schools located in Mexico, Sweden, Brazil, Senegal, South Africa, and the Czech Republic.

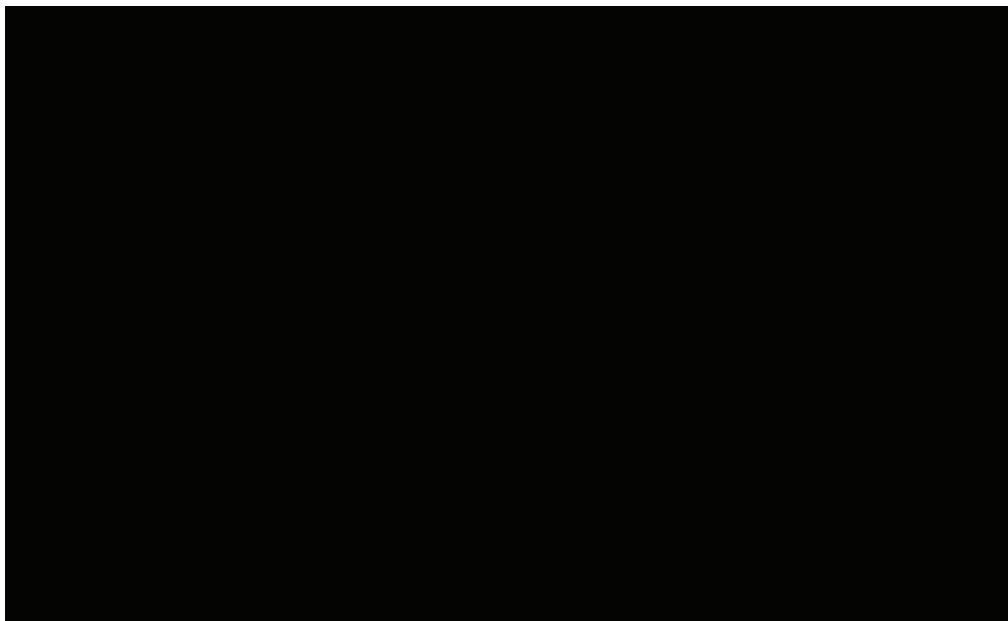
Students interacted with each other predominately in English via video, audio recording, letter, and email. This allowed students to connect in their preferred format of communication, whether it was writing or speaking. This was especially important because many students abroad were practicing their English, a foreign/non-native language, with their new friends. However, if our students could speak in the same language as their pen pals, they were encouraged to express and explore communication in the language they both preferred. After months of exchanging letters back and forth, pen pals had a chance to meet each other via PS supervised Zoom celebrations. The pen pal programming fostered friendship and understanding between students and brought a new level of global citizenship for all those involved in the pen pal exchanges.





PROJECT SUCCESS™

2021 Highlights



WE CONNECTED

In the midst of distance learning and a global pandemic, Project Success stuck to our mission, values, and the approach that has always served us well: Ask students what they need, meet them where they are, build relationships, and form meaningful connections. Project Success staff have delivered more than 1,000 workshops to students in their virtual classrooms, and that's just one of the ways we connected with students and families last year.

WE INNOVATED

After everything changed in 2020, Project Success staff united to meet the challenges as an opportunity to reach more students in meaningful ways. From offering workshops live through Google Meet to prerecorded for teachers, to the launch of new programs like PS Pen Pal, College Connect and College Success, it was a year of innovation for Project Success.

Our students and families faced great challenges this past year. The challenges in our community have only strengthened our commitment to our number one value here at Project Success: ***Kids First.***

WE DELIVERED

Since we could not meet our students and their families in person for programming, we brought programming to them. We began with virtual delivery of PS programs: Outdoor Adventures, Global Experiences, College & Career Tours, the Institute, and more. We knew it was important to provide all of the tools needed to fully participate in our program, so we listened to our students. We launched “PS2U,” a delivery service to ensure access to PS programs by bringing what students needed to participate right to their door.

WE IGNITED

March 2020, and saw these for innovation in deep and ing our in-class Classrooms or the introduction ls and our Col- less Workshops, roject Success.

To ignite is to unleash potential. At Project Success, we believe that each and every student has that ability within themselves and when that is combined with opportunity, dreams are realized. This past year, Project Success built avenues of creativity and opportunity so students could take steps each day to build confidence, resilience, perseverance, creativity, teamwork, and community.

FINANCIAL REPORT

FINANCIAL POSITION¹

	6/30/2021	6/30/2020
Assets	\$10,284,942	\$2,574,545
Liabilities	\$5,108,399	\$394,337
Fund Balance (without donor restrictions)	\$2,635,101	\$1,427,244
Fund Balance (with donor restrictions ²)	\$2,541,442	\$1,147,301
Total Liabilities and Fund Balance	\$10,284,942	\$2,968,882

SUPPORT

Grants and Contributions	\$4,466,104	\$2,819,440
In-Kind Contributions ³	\$198,987	\$936,263
Total Support	\$4,665,091	\$3,755,703

REVENUES

School Fees	\$330,000	\$373,700
Program Service Fees	\$300	\$17,618
Interest Income	\$2,261	\$4,035
Rental Income	\$33,752	\$34,118
Other Income	\$1,052,268	-
Total Revenues	\$1,418,581	\$429,471

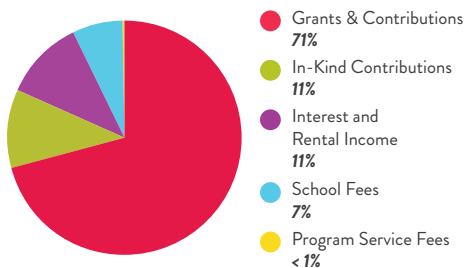
Total Support and Revenues	\$6,083,672	\$4,185,174
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EXPENSES

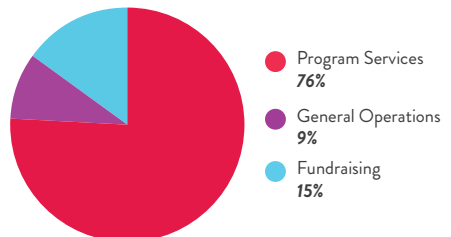
Program Services	\$2,527,282	\$3,381,185
General Operations	\$410,210	\$278,050
Fundraising	\$544,182	\$669,743
Total Expenses	\$3,481,674	\$4,328,978

Fund Balance: Beginning of Period	\$2,574,545	\$2,718,349
Fund Balance: End of Period	\$5,176,543	\$2,574,545
Change in Fund Balance	\$2,601,998	\$(143,804)

Revenue and Other Support



Expenses



¹ Financial activities as a result of purchase of 1 Groveland Terrace in June 2021 are included in this report.

² Donor Restricted gifts are primarily gifts made to the Dreams to Futures Campaign.

³ In-Kind Contributions include generous donations of theater tickets, program supplies, printed materials, facility usage, and more. See page 21 for a list of donors.

⁴ Program-specific expenses as reported in the 990 for 2021 are as follows: Curriculum \$1,812,175, Expeditions \$168,070, Arts \$389,508, and Certificates \$101,746.

**Best Buy has been
a strong supporter
of Project Success
for nearly 17 years.**

When Project Success launched the PS Institute as a pilot project, the Social Impact team at Best Buy was excited about the potential for more Minneapolis teens to have access to learn about technology in a welcoming place with people they trust. In 2018, Best Buy Foundation Board approved a leadership grant to support the expansion of the Institute.

Best Buy's support of the Institute expansion has made it possible to double the classroom space, purchase more of the latest technology, and provide more students with access to take certificate courses in subjects such as Coding, Filmmaking and more. In 2021, Best Buy granted additional capital support to continue expansion of the Institute and meet the demand to serve even more students.

In recognition of this significant support, Project Success will be naming a space in our Institute the Best Buy Technology Commons. "We are thrilled to have Best Buy as our Teen Tech Partner at the Institute, where our students find support and access to the tools and training that can connect them to their purpose and prepare them for school and career success," says Adrienne Diercks.

"More than 77% of jobs over the next decade will require tech skills," says Andrea Wood, Head of Social Impact at Best Buy. "The Project Success Institute helps Best Buy meet our goal to build more interactive spaces where teens can develop critical skills, confidence and a foundation for success through hands-on activities that explore the latest technology with support from peers and adult mentors. We know this work is key, not only to help solve a skills gap, but to build a diverse talent pipeline for Best Buy and our partner companies."



Best Buy Social Impact Team members Jody Jonas (far left), Kathy Heubner (second from left), and Deb Morris (second from right), with Project Success Board Member Charlie Montreuil (middle) and Project Success Engagement and Outreach Committee Co-Chair Natalie Fogal (far right).

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 Permanent Home for the Project Success Community

Project Success has called 1 Groveland Terrace home since 2010, when the organization began leasing the 3rd floor and serving 10,000 students. In 2018, Project Success launched the PS Institute to serve students and families in the centrally located space in the city. By 2019, Project Success had expanded programs to serve nearly 15,000 students in Minneapolis Public Schools, thanks to the generous supporters who committed \$8M to the Dreams to Futures Campaign for Program Expansion over 4 years.



Project Success staff retreat August 2021

As Project Success marked the 10-year anniversary serving students in the building, with programs continuing to expand to meet demand and increase impact, and with the Institute at full capacity, they began to explore creating a permanent home for Project Success. Adrienne Diercks noted, “I have been working with the Project Success Board of Directors and after looking into other potential opportunities and locations in Minneapolis, evaluating the financial and sustainability impacts for the organization, and discussing what was best for our students, families, and programs, there was no better location than 1 Groveland Terrace.”

As our capstone to the Dreams to Futures Campaign, capital support from the Peter J. King Family Foundation, Best Buy, Aroha Philanthropies and the Wurtele family made this dream come true without having to pull funding from student programming. Project Success took over ownership of the building in July 2021, allowing us the opportunity to be anchored in the community and will continue to expand and deepen programming for all Minneapolis students.



PS DREAMS TO FUTURE CAMPAIGN

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

LEADERSHIP GIFT COMMITMENTS

Peter J. King Family Foundation
Aroha Philanthropies
Anonymous
Margaret and Angus** Wurtele
Project Success Board of Directors
Best Buy Foundation
The Margaret A. Cargill Fund at the Minnesota Community Foundation
Pohlad Family Foundation
Carlson Family Foundation
WEM 2000 Foundation
Target
Blanche and Thane Hawkins
Steve and Susan Boren King
Smikis Foundation on behalf of Lucy Hartwell**
Minnesota Vikings Foundation/
Wilf Family Foundations
Jim and Donna Pohlad
West Fork Foundation
Nancy and Rolf Engh

MAJOR GIFT COMMITMENTS

Grotto Foundation
Michael Peterman and David Wilson
Mary and Paul Reyelts Foundation
Super Bowl LII Legacy Fund
Camille A. Burke
The Otto Bremer Trust
Graves Foundation
Starkey Hearing Technologies
WEM Foundation
Ellen and Jan Breyer
Ellen Michelson
Wells Fargo
Lee and Peg Skold
John A. McCarty
Bruce F. Vento Science Educator
Scholarship Fund of The Saint Paul Foundation
Bremer Bank

Commitments through June 30, 2021

**Indicates deceased

ANNUAL FUND DONORS

July 1, 2020 – June 30, 2021

CORPORATIONS AND FOUNDATIONS

DREAM MAKER \$50,000+

Best Buy Foundation
Cargill Foundation
Carlson Family Foundation
Grotto Foundation
Lifetouch Photography
Minnesota Vikings
Otto Bremer Trust
Smikis Foundation on behalf of Lucy Hartwell**
WEM Foundation
West Fork Foundation

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

3M Foundation
Carolyn Foundation
General Mills
George Family Foundation
Minnesota Twins
Richard M. Schulze Family Foundation

HERO \$10,000 - \$24,499

Bridgewater Bank
David Winton Bell Foundation
H.B. Fuller
James B. Linsmayer Foundation
Marbrook Foundation
Minnesota State Arts Board
Target
Trillium Family Foundation
Walser Foundation

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

Big Lots
McVay Foundation
Medtronic
RBC Wealth Management
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United HealthCare

BELIEVER \$2,500 TO \$4,999

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ADVOCATE \$1,000 - \$2,499

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LEADER \$500 - \$999

BSL Foundation
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FRIEND \$1 - \$499

AmazonSmile Foundation
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Crosswols Foundation
Larissa Loden LLC
Navigate Forward
North Central Associates
Northeast Bank
PayPal
TCF Foundation
The Foundry Home Goods
Thrivent Financial
U.S. Bancorp
Vitalize Consulting LLC
Wells Fargo Foundation MN
Winnebago Industries

OUR SUPPORTERS.

INDIVIDUAL DONORS

DREAM MAKER \$25,000+

Steve and Susan Boren King
Nancy and Rolf Engh
Richard Erickson and Bonnie Bottoms
Moira Grosbard and Andris A. Zoltners
Margaret V.B. Wurtele

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

Julie Allinson and Paul Erickson
Maureen Bazinet Beck and Peter Beck
Sara and Jock Donaldson
Karla Ekdahl and Peter Hutchinson
Lili Hall Scarpa
Todd and Laurie Macgregor
Robert and Mary Mersky
Michael Peterman and David Wilson
Mary and Paul Reyelts Foundation
Julie and Charlie Zelle

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

John and Ruth Bergerson Family Fund of
The Minneapolis Foundation
Ellen and Jan Breyer
Joan R. Duddingston
Elise Linehan and Dan Sass
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Dr. Ronald Morton, Jr., MD
Shannon and Jennifer Plourde (Shannon
Plourde Inc.)
Jeannine Rivet
Ann and Darren Ruschy
Sabina Saksena
Wendy Schoppert
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Alison Spencer

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

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Asumb in honor of Magdalena Koebele
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JJ Ellingson
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Don and Bev Forsman
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Minneapolis Foundation
Top All Roofing, INC
Rehael Fund - Roger Hale and Nor Hall of
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Courtney Cushing Kiernat and RB Kiernat
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Irene Quarshie
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Valerie and Ed Spencer
Julie Steiner
Missy Staples Thompson
Marcia Townley
Susan Vento
Katrina and Ben Wasscher
Suzanne Weinstein and Danny Levey
The Weiser Family Foundation on behalf of
Irving and Marjorie Weiser
Frank and Francis Wilkinson
Charlotte Zelle

ADVOCATE \$500 - \$999

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 Binky and Win Rockwell
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 Lica Tomizuka Sanborn
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 Wendy and Jay Showalter
 Bill and Roxanne Soth
 Nadege Souvenir and Joshua Dorothy
 Issara Srun and Nancy Ho
 John and Sue Stillman
 Tanya Tanner
 Hallie Wagner
 Carlene Wilson
 Ianthe Zabel

LEADER \$250 - \$499

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 Nyla Benson
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 Margee and Will Bracken
 Elia and Mark Bruggeman
 Robert Bruininks and Susan Hagstrum
 Kristin Cajacob
 Dan Pennie, Anne Carayon, and Family
 Anders Carlson
 Carden Clark
 Griffin Clausen
 Leslie Cohan and Todd Norsten
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 Krista Cullen
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 Candace Dreier
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 Jennifer Kimball Gasperini
 Susie and Hal Goldstein
 Ellie Hands
 Bethany Hansen
 Louise Harris
 Lucy and Jeff Heegaard
 Lee Henderson
 Seena Hodges and Ansa Akyea
 Emily Hutchinson and Brent Lamm
 Jill and Joerg Hutmacher
 Debra Hyllested
 Liz Illgen
 Keri Jones
 Katherine Kornblum
 Laura and Mike LaFave
 Jennifer and Nathan Laible
 Daniel Lee
 Jim and Sandi Likely
 Martha and Ted Lofstrom
 Ann Longfellow
 Eric Lovins
 Dave and Peggy Lucas
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 Jeanne Massey
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