

OneGoal.

annual report

Fiscal Year 2023 ••• July 1, 2022 – June 30, 2023



2007



2019

Chicago Tribune

OF 100 CHICAGO PUBLIC SCHOOL FRESHMEN, SIX WILL GET A COLLEGE DEGREE



2012



2023

2016

Chicago



Houston



New York



Massachusetts



Metro Atlanta

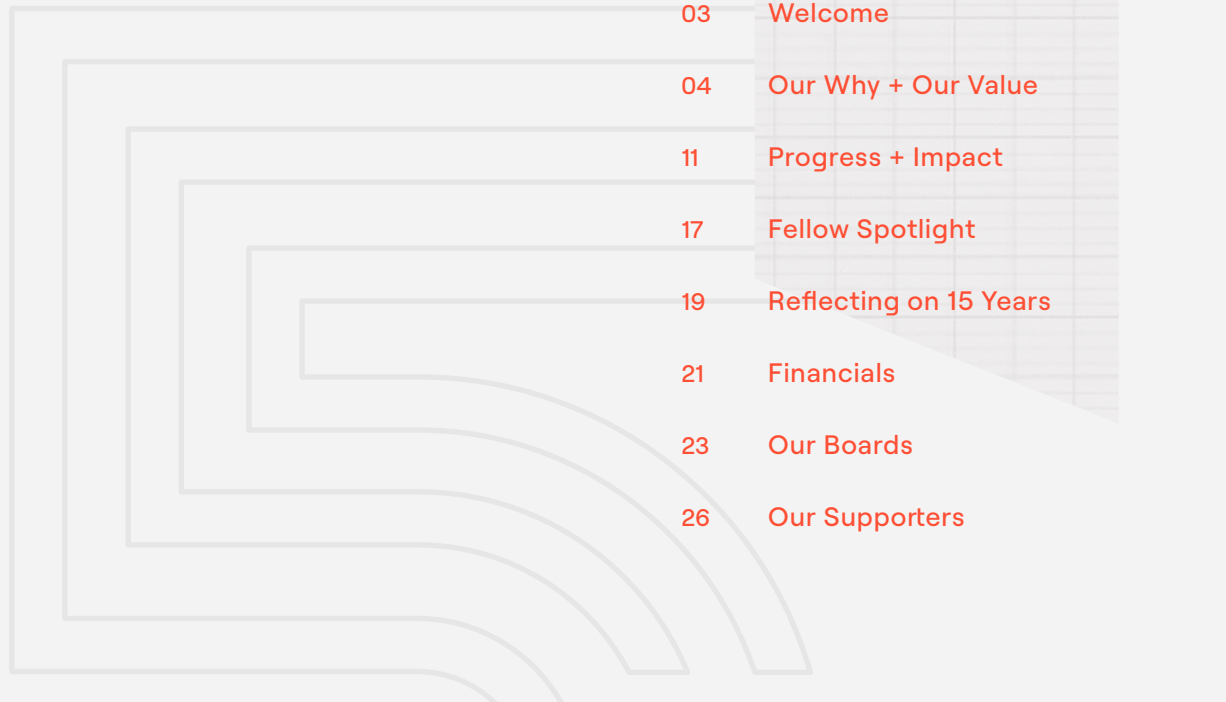


Bay Area



..... → contents

- 03 Welcome
- 04 Our Why + Our Value
- 11 Progress + Impact
- 17 Fellow Spotlight
- 19 Reflecting on 15 Years
- 21 Financials
- 23 Our Boards
- 26 Our Supporters



Dear Friends,

This year has been full of milestones for OneGoal and our students. We celebrated 15 years of impact, established our second state-level partnership in Kentucky, received the National College Access Network's Partner of the Year Award, and even celebrated our very first Grammy win from a OneGoal alum, Samara Joy!

It was also a milestone year for me as my firstborn, AJ, started high school. Supporting my own children as they ask themselves, "What do I want to be when I grow up?" jostled my frame of mind—in a good way.

Our family came face to face with the gaps in high-quality postsecondary advising and support. Looking back, it's no coincidence that the year AJ started high school was the year we evolved our mission statement.

Our previous mission statement to close the degree divide didn't get at the heart of what makes OneGoal unique. And it needed to be more inclusive of the different pathways our students tell us interest them. Ultimately, our one goal is for every student to achieve their greatest postsecondary aspirations. This means students earn a degree, credential, or certificate that leads to a life of opportunity.

We listened to our school leaders, who said, "Our students don't get enough postsecondary advising, and when they do, the quality varies. We must make it more regular and relevant for all students."

That's why we evolved our mission **to lead the movement to transform postsecondary advising and support**. To close the opportunity gap, we must demystify the postsecondary landscape and empower students and educators to navigate it successfully.

Thank you for being part of this movement. I can't wait to see what the next 15 years hold for our young people.



Melissa Connelly
Chief Executive Officer



**CHANGING
FUTURES**



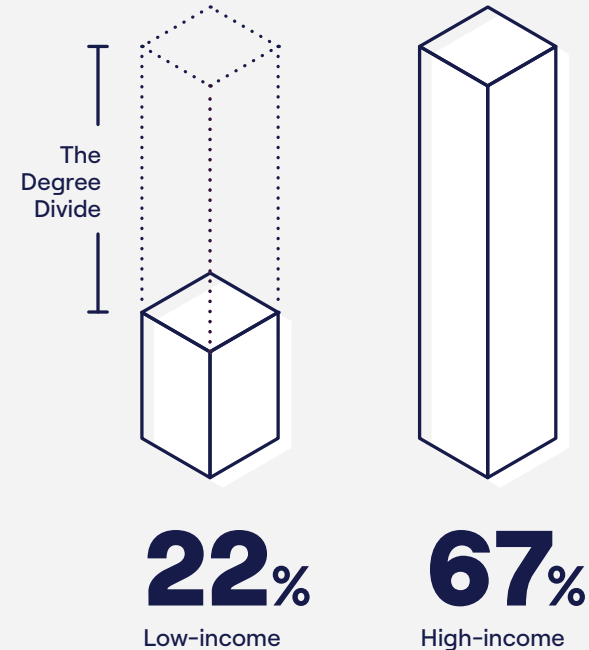
#unlockopportunity

THE OPPORTUNITY GAP

Potential and talent are equally distributed, but opportunity is not.

Students from low- and high-income communities aspire to earn a postsecondary degree or credential at similar rates. However, too many students—the vast majority of whom are students of color—are left to confront economic, academic, and social barriers that make it almost impossible to achieve their college and career dreams.


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.*



With the current counselor-to-student ratio, high school students receive an average of 38 minutes of college and career advising.*

What decisions would you feel comfortable making after only 38 minutes of advising?





Our vision is every student
will have an equitable
opportunity to achieve their
greatest postsecondary
aspirations.

STUDENTS EMPOWERED



OneGoal is leading the movement to transform → → → postsecondary advising and support. We help underserved students realize their diverse college and career aspirations. And we help system leaders reenvision postsecondary support. We've honed our approach for 15 years, and it's proven to deliver real student impact.

OneGoal designs solutions that demystify the postsecondary landscape and empower educators and students to navigate it successfully.



For Students

OneGoal



A class
that changes
futures

OneGoal turns postsecondary preparation into an integral part of the high school experience. Our flagship model begins as a course in 11th and 12th grades and continues with remote support for one full year after high school graduation.

Strong Relationships // We train educators to become OneGoal Program Directors—our postsecondary experts. They form deep connections and become champions for their students as they prepare for their futures.

Many Paths // We recognize that college is one of many paths to postsecondary success. Our model builds on students' aspirations and connects them with educational opportunities that are right for them.

Data-Informed // We provide Program Directors and students with real-time data and feedback that inform their next steps and help them stay on track.

Support After High School // Our model supports students through their critical first year of postsecondary education.





For School + District Leaders

OneGoal Leadership Network



→ System-level improvements

OneGoal helps reimagine postsecondary leadership at the district level—and takes outcomes to the next level. Leaders join a supportive community of experts and peers to eliminate equity gaps, assess their students' postsecondary readiness, and define a path to high-impact improvements. Data-driven leadership coaches provide guidance every step of the way.

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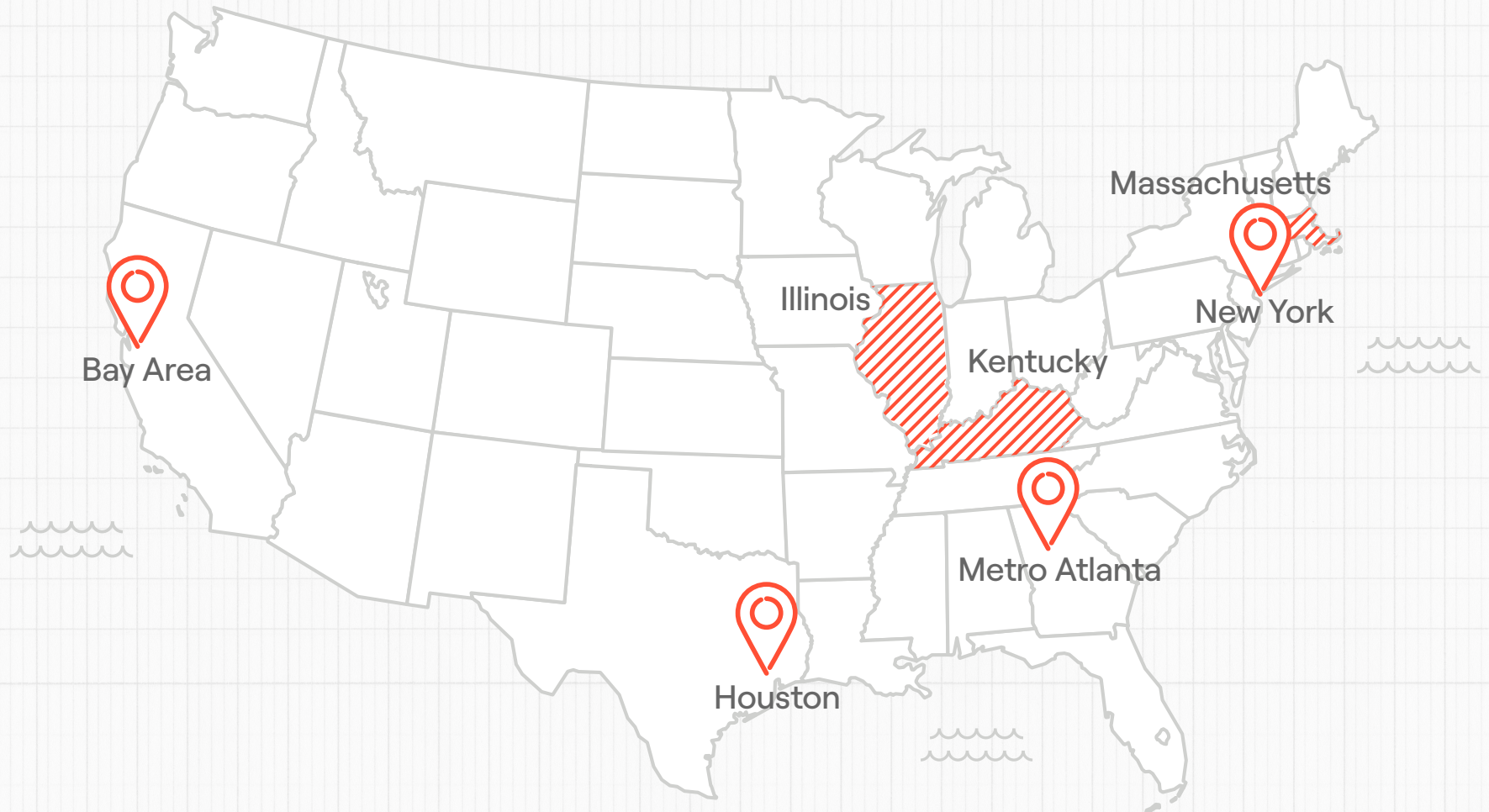
New Expertise // Leaders acquire new knowledge and skills critical to advancing postsecondary readiness.

Culture Change // High expectations and collective responsibility become part of the postsecondary culture.

Postsecondary Indicators // Leaders see clear gains in college and career metrics for students + improved postsecondary enrollment and persistence for alumni.

Coast to Coast

From serving a few students in a single Chicago school 15 years ago, we've grown to transform postsecondary advising across the country. Our impact continues to expand across cities and entire states.



By the Numbers



Fiscal Year 2023 July 1, 2022 – June 30, 2023

STUDENTS

23,000+

Fellows served through OneGoal since our inception

9,000

FY23 Fellows Year 1-3

4,950

FY24 expected new Fellows

80,000+

Students impacted by OneGoal Leadership Network

PARTNERS

105

High School Partnerships

43

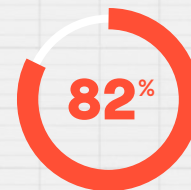
Districts

LEADERS

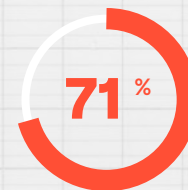
200

Leaders supported across 75 district high schools through the Leadership Network

IMPACT



82% of OneGoal high school graduates enroll in a postsecondary institution



71% of those who enroll persist one year after high school graduation

92%

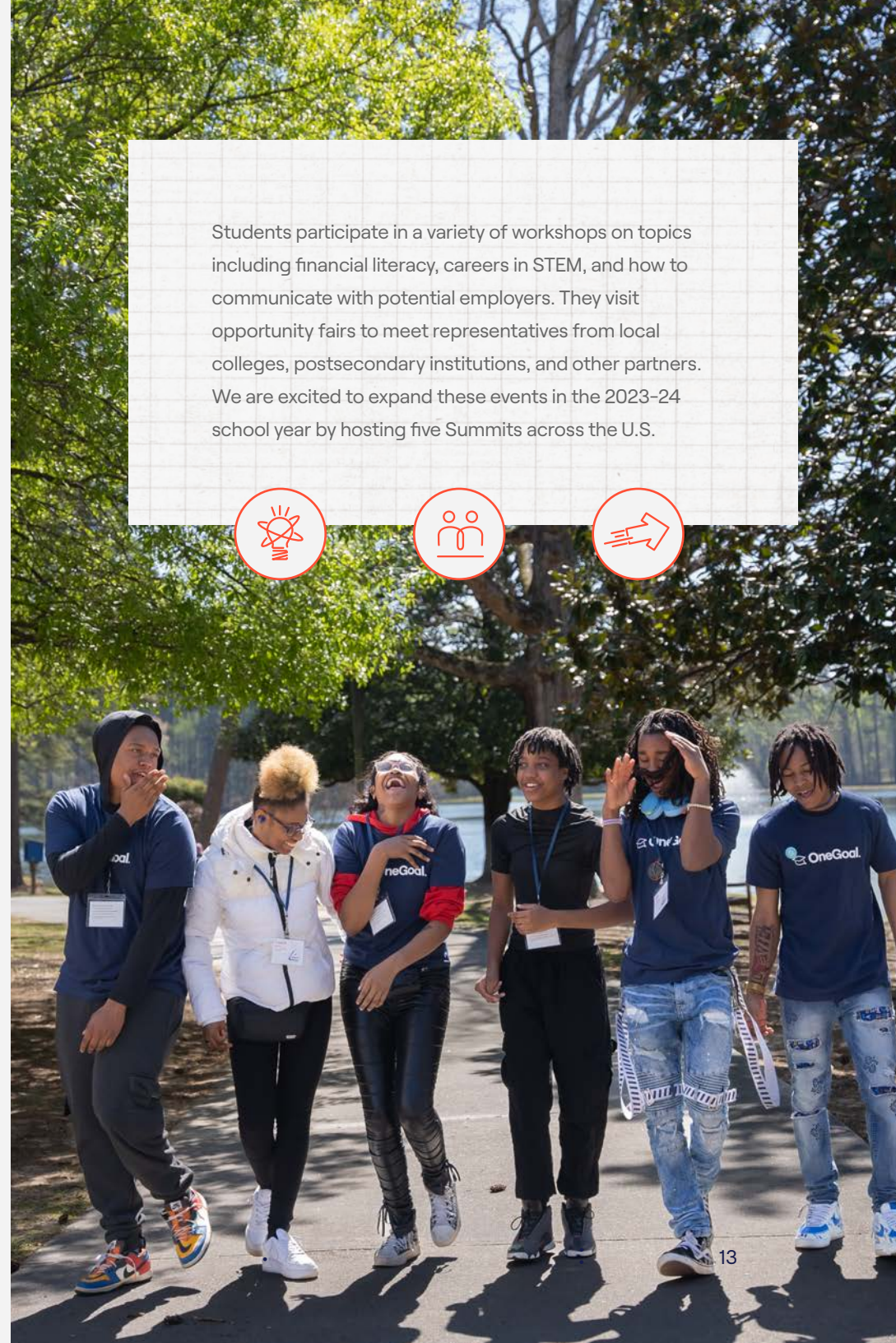
of partners report support from OneGoal had a positive impact on the postsecondary outcomes of students across their district

DISCOVERY + INSPIRATION



Each year, OneGoal Student Summits bring together students for a day of learning, connecting with each other + community members, and celebrating their postsecondary aspirations.

Students participate in a variety of workshops on topics including financial literacy, careers in STEM, and how to communicate with potential employers. They visit opportunity fairs to meet representatives from local colleges, postsecondary institutions, and other partners. We are excited to expand these events in the 2023-24 school year by hosting five Summits across the U.S.





"I'd love for everyone at the Summit this year to discover that OneGoal isn't just here for college opportunities, it's also here to build connections and help you with what you would like to do."

Tiarra Collins
Frederick Douglass High School



"It's been my dream since I was young to help those with cancer, as my own family was afflicted by it. I hope students at the Summit learn how important the OneGoal program is as a whole."

RanDaijah Price
Benjamin E. Mays High School



"OneGoal helps you see more paths, opens more doors, more opportunities. The whole point of the program is making you believe in yourself and what you want to do."

Juan Patino
Attleboro High School



"OneGoal teaches me a lot about how to get to the next level, to college. I'm seeing opportunities I never would have thought of by myself."

Jesus Pizzaro DeJesus
Attleboro High School



"Two big barriers students face in their postsecondary journeys are financial and social problems. I hope my peers learn tips on how to get noticed by colleges."

Saku Hurst
South Atlanta High School

healthcare
digital marketing
construction
human resources
manufacturing
engineering
data science
tech
aviation
legal
finance
real estate
analytics
hospitality
fitness



PROGRESSIVE PATHWAYS

For years, post-high school education in the U.S. meant college enrollment. Now, economic shifts and high-wage certification options in various sectors are reshaping attitudes. Many students are exploring non-degree paths to meet their career goals. OneGoal is integrating these progressive pathways into our comprehensive postsecondary advising approach by:

Guiding Fellows to align personal aspirations with vetted pathways for high-value credentials in growing sectors.

Partnering with national organizations that support Fellows to enroll in progressive pathway programs and secure credentials.

Investing in the data infrastructure necessary to track and compare enrollment for all of our students, inclusive of all pathways.

CASE STUDY: PROVISO EXCELLENCE FOR ALL



Proviso Township High School D209 in Illinois centers students at the heart of their vision of equity, excellence, and relevance for all. They joined the OneGoal Leadership Network to ensure their educators and administrators will become strong champions for postsecondary advising.

District Profile

45
minutes west of
downtown Chicago

4,540
students across
all campuses

100%
of students qualify for
free + reduced lunch

95%
of students are
people of color

Chosen Focus Areas

- 1 Shared Postsecondary Vision, Plan & Framework
- 2 Postsecondary Data Systems + Structures
- 3 Continuous Improvement Cycles
- 4 Adult Capacity Building
- 5 Institutional Partnerships
- 6 Student Supports + Advising Programming
- 7 Aligned Human & Financial Capital

Before

Disparate approaches to postsecondary advising

Lack of human and financial resources to reach district goals

Gaps in strategy for supporting students to identify and achieve their postsecondary goals

After

District-wide FAFSA completion increased to 81% (+10%) and graduation rate to 88.8% (+5.5%)

New Coordinator of Postsecondary Readiness and School Counselors role created to align district work

Monthly “counselor collaborative” professional development sessions

New district-wide data dashboard tracks student attendance, graduation, and more

Successful adoption of OneGoal’s classroom-based model in all five schools

“The collaborative nature of our work with OneGoal will sit with me for the rest of my life. OneGoal took the time to teach me and also to learn from me, and I can’t thank them enough for that. The best relationships are reciprocal.”

Dr. Alexander Brandon

CTE Director
Proviso Township High School D209



→ Learn more at onegoal.com/OLN

LUNESSA CHARLES

OneGoal Alum

University of Massachusetts Dartmouth

Biology Major

Through the ups and downs of college and the pandemic, Lunessa has continued to benefit from the support of her former OneGoal Program Director Morgan Taylor. The two have remained close since Lunessa graduated from Brighton High School in Boston. “She helps me figure out my plan and keep going,” said Lunessa. “And I want to thank OneGoal for bringing her into my life.”

Lunessa takes pride in pursuing a rigorous major and looks forward to accomplishing even more. After earning her Bachelor's degree in biology, she plans to move to Atlanta and enroll in a master's program in nursing with a concentration in obstetrics. Ultimately, her goal is to become a nurse practitioner.

“I’m excited for what the world has for me,” said Lunessa. “And I hope it’s ready for me because I’m the best thing it’s ever seen!”

Read more at onegoal.com/lunessa →

Brighton High School

Program Director
Morgan Taylor

Lunessa

explore

Nurse Practitioner

UMass | Dartmouth

CLASS of 2024

Master's Program

dream

ATL



**15 YEARS OF
EMPOWERING STUDENTS
+ CHANGING FUTURES**


“OneGoal is positioned to have a greater impact in the next 2 to 3 years than we did cumulatively in the last 15.”

Jeff Nelson

OneGoal Co-Founder + Board Member



“Fifteen years ago, I played a key role in the establishment of OneGoal in Chicago, initially known as US Empowered. Five years later, my brother Michael successfully extended OneGoal’s impact to Houston. I take immense pride in the collective efforts and ongoing commitment we have dedicated to supporting students across the nation.”

Eddie Lou


OneGoal Co-Founder + Board Member
Co-Founder of CodaPet + active Angel Investor



“Seeing OneGoal’s impact in Chicago, I knew I wanted to bring it to Houston. A decade later, our Fellows are persisting at much higher rates than their peers, underscoring the power of OneGoal and the impact that we as leaders can have when we invest in the future of our city.”

Michael Lou

OneGoal Houston Advisory Board Member
Executive Vice President & Chief Financial Officer, Chord Energy


Asking tough questions,
taking bold action, and
prioritizing authentic
relationships led us
to become the leader
we are today.

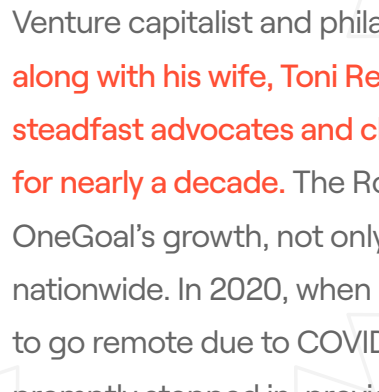
The obstacles that stand in the way of students achieving their dreams loom as large as they did 15 years ago. The difference is that we now know what it takes to help students overcome those obstacles.



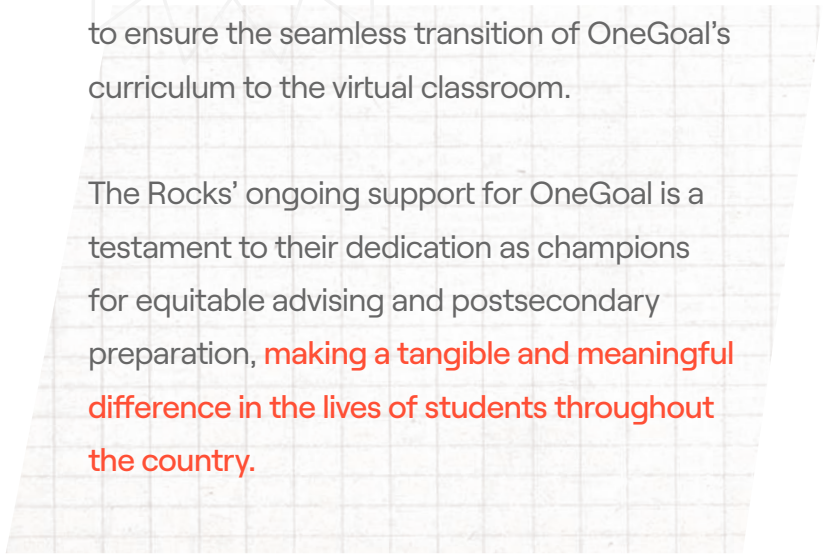
→ → →



15 YEARS OF EMPOWERING STUDENTS + CHANGING FUTURES



Venture capitalist and philanthropist **Arthur Rock**, along with his wife, **Toni Rembe Rock**, have been steadfast advocates and champions for OneGoal for nearly a decade. The Rocks have facilitated OneGoal's growth, not only in the Bay Area, but nationwide. In 2020, when schools were forced to go remote due to COVID-19, Arthur and Toni promptly stepped in, providing crucial support to ensure the seamless transition of OneGoal's curriculum to the virtual classroom.



The Rocks' ongoing support for OneGoal is a testament to their dedication as champions for equitable advising and postsecondary preparation, **making a tangible and meaningful difference in the lives of students throughout the country.**



“Toni and I were introduced to OneGoal in 2014. Since then, we have supported OneGoal in the pursuit of more students enrolling and graduating from postsecondary programs. It’s gratifying to note that every dollar invested in OneGoal translates to \$250 in lifetime earnings for the students we support.”



ARTHUR ROCK

Founder and Owner,
Arthur Rock & Company

Statement of Financial Position

as of June 30, 2023

Current Assets	2023
Cash	\$11,736,032
Investments	\$37,217,207
Accounts receivable, net	\$1,034,017
Pledges receivable, net	\$11,406,270
Prepaid expenses	\$414,876
Total current assets	\$61,808,402
Other Assets	
Property and equipment, net	\$1,071,306
Pledges receivable, net of current portion, net	\$6,334,529
Finance lease right-of-use assets	\$139,277
Operating lease right-of-use assets	\$1,426,227
Deposits	\$16,875
Total other assets	\$8,988,214
Total assets	\$70,796,616
Current Liabilities	
Accounts payable and accrued expenses	\$815,112
Contract liabilities	\$123,231
Current portion of finance lease liabilities	\$82,329
Current portion of operating lease liabilities	\$413,251
Total current liabilities	\$1,433,923
Long-term Liabilities	
Finance lease liabilities, net of current portion	\$58,407
Operating lease liabilities, net of current portion	\$1,206,113
Total long-term liabilities	\$1,264,520
Total liabilities	\$2,698,443
Net Assets	
Without donor restrictions	\$49,761,572
With donor restrictions	\$18,336,601
Total net assets	\$68,098,173
Total liabilities and net assets	\$70,796,616



Statement of Activities

as of June 30, 2023

	2023
Revenue	
Contributions	\$29,000,024
In-kind	\$164,464
Fee for service	\$4,622,019
Net investment income	\$454,597
Total revenue	\$34,241,104
Expenses	
Program services	\$22,226,184
Fundraising	\$3,579,774
General and administrative	\$5,444,488
Total expenses	\$31,250,446
Net Assets	
Change in net assets	\$2,990,658
Net assets at beginning of year	\$65,107,515
Net assets at end of year	\$68,098,173

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State Street Foundation
Vivo Foundation
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\$50,000 + Above

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\$50,000 + Above cont.

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Whalley Foundation
Younger Family Fund
Zorich Family Foundation

\$20,000 + Above

All Chicago
Analytics8
Thomas Bachner
Basis Technologies
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\$10,000 + Above

ALKU Foundation
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BayCoast Bank
Amy Bluhm
Ruth Buczynski PhD
James Burnette

\$10,000 + Above cont.

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Spencer Keith Chase
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Greater Atlanta, Inc.
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The Siragusa Family Foundation
Alan Smith
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Douglas E. Swanson
Brad Thielemann
Tudor, Pickering, Holt & Co.
Ken Valach
Vinson & Elkins LLP
Danny Weingeist
WF Fund
Emily and Mark White
Yardi Systems Inc.

\$5,000 + Above

Adtalem Global Education Foundation²
Mylayna S. Albright
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Arena Energy Foundation
William Blair & Company LLC
Bradford Allen Realty
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Laura Eisen
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Melissa Golden
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Chip Hazard
Hodder Family Foundation
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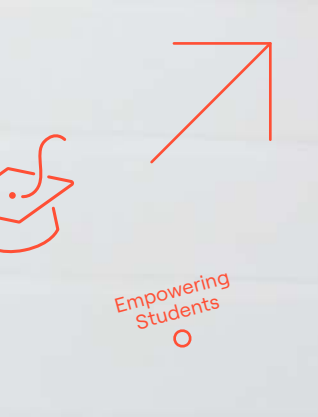
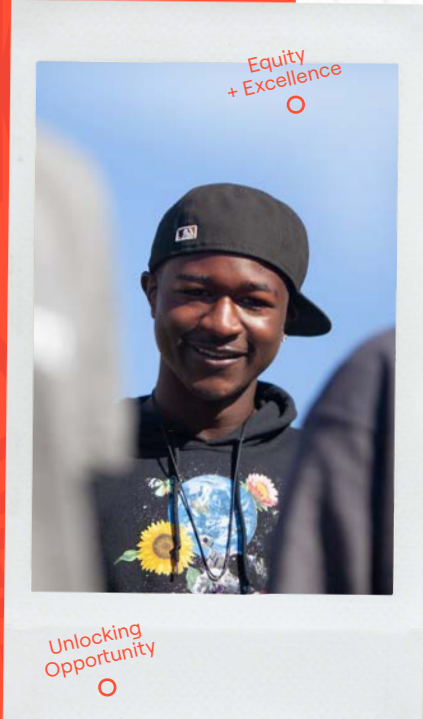
\$5,000 + Above cont.

Ysbrant Marcelis
Kristin + Paul Marcus
McDermott Will & Emery LLP
Michele + Brian Moncrief
Ben Moreland
Morgan Stanley
Raj Motwani
National College Attainment Network (NCAN)
Sue Payne
Harry Pefanis
Matt Pulley
Joshua Ratner + Hannah Koenker
Rattlesnake Rock Fund
RBC Capital Markets
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Thank you
for making
our work
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