

FY 24

Fiscal Year 2024

July 1, 2023

–

June 30, 2024

Annual Report

 OneGoal.



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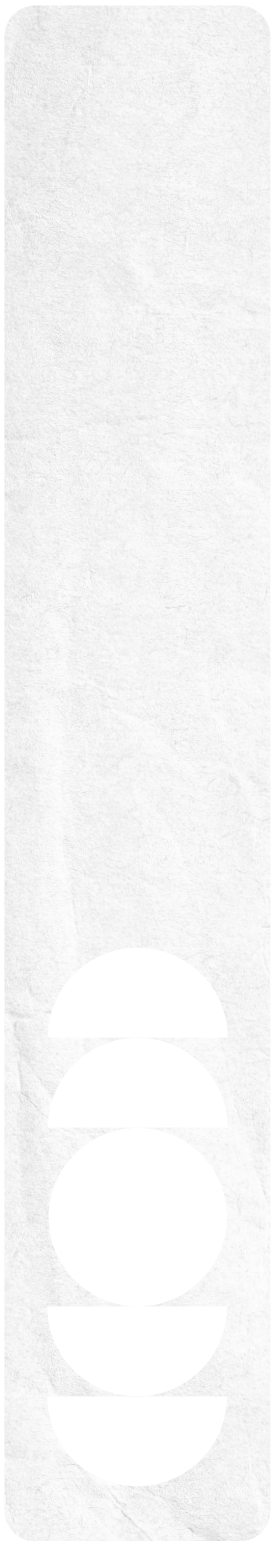
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our supporters



Dearest OneGoal Community,

With a barrage of headlines about the headwinds our young people are facing in education, it's easy to feel discouraged. Yet, from my seat at OneGoal, I witness what's working. It's a privilege to see this work up close, so I wanted to share a few 'glimmers'—moments of hope, resilience, and progress I've encountered while meeting with students, educators, and leaders across the country.

When nationwide FAFSA challenges threatened to derail students, our team got to work. By year's end, over 80% of OneGoal students had submitted their FAFSA, far exceeding the national average. Daily, personalized interactions between educators and students made this possible. This unwavering and systematic advising was critical and is a great reminder that the type of support OneGoal offers should be the norm in our schools, not triage when the system fails.

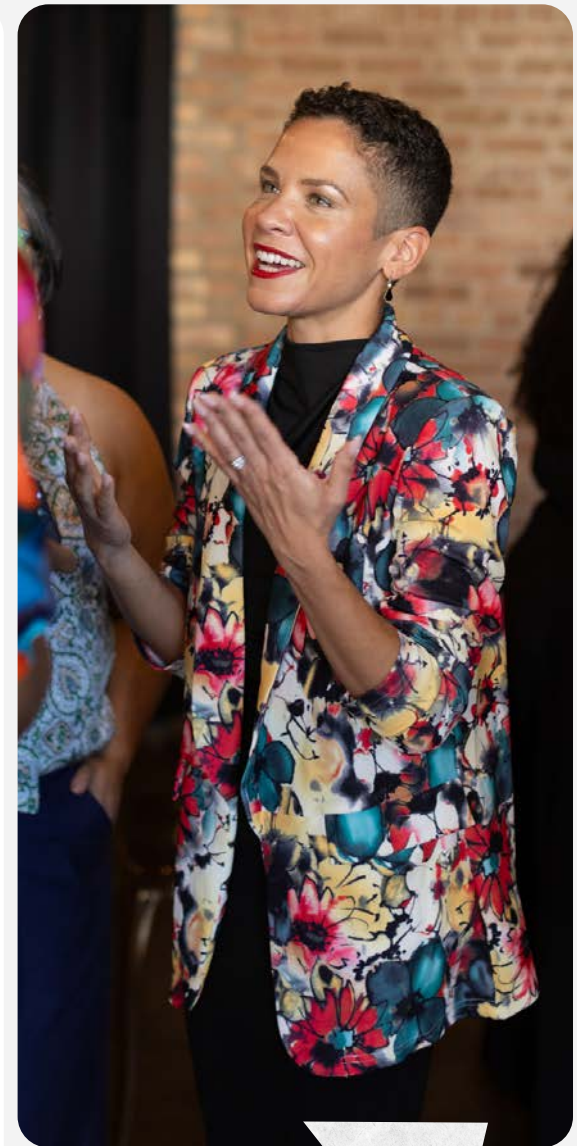
OneGoal continues to be recognized as a thought leader in our sector. Over the past year, we've shared our insights through op-eds, amplified student stories on national networks, and been featured in *The New York Times* which called OneGoal "a lifeline for people pursuing a degree without family wealth." Even the prestigious National College Attainment Network (NCAN) recommended our Postsecondary Readiness Rubric as a resource for schools nationwide.

Last year, I shared our new mission: to lead the movement to transform postsecondary advising and support. With 10.5 million students in high-poverty schools, we're doing more than scaling a program—we're unlocking opportunities for students today and laying the foundation for enduring change. Together with our partners, we're reimagining advising, grounded in the belief in every student's potential to achieve their "one goal," whether it's college, trade school, or a certification.

As I look to the year ahead, I hope we can find more 'glimmers.' Thank you for joining us in building a brighter future.



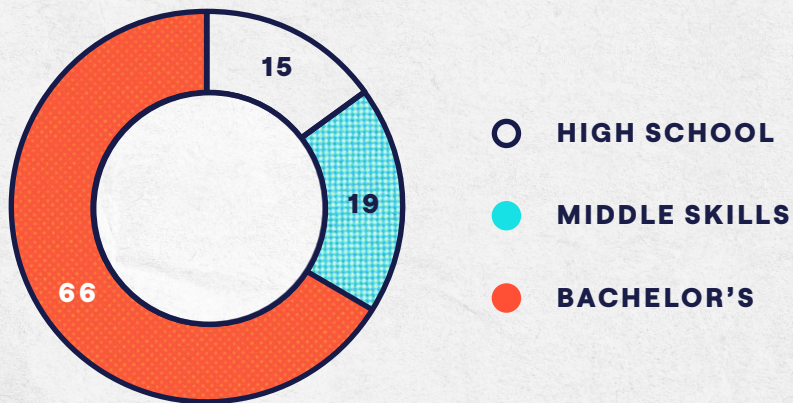
With gratitude,
Melissa Connelly



A high school diploma alone no longer guarantees a career with wages sufficient to support a family. According to a recent study from Georgetown University, by 2031 85% of good jobs will require a bachelor's or middle skills pathway, such as trade schools and certificate programs.¹

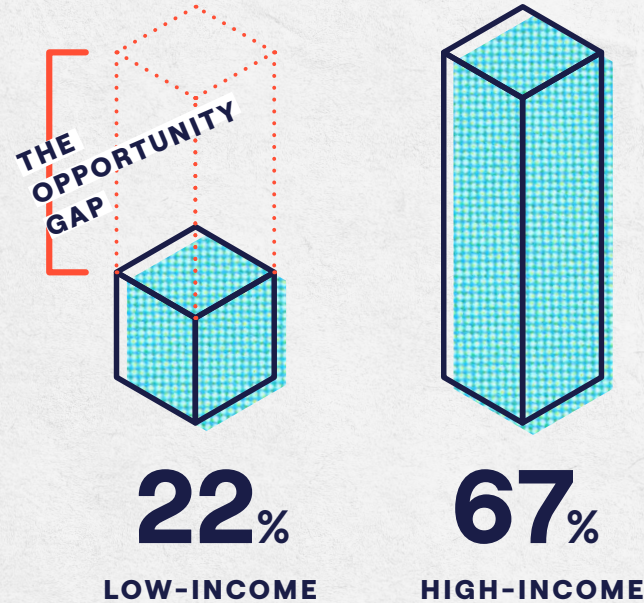
GOOD JOBS DISTRIBUTION IN 2031

..... median pay: \$74K ages 25-44



¹ Georgetown University, Center on Education and The Workforce "The Future of Good Jobs Projections through 2031"

U.S. COLLEGE GRADUATION RATE



Students from low-income communities are brilliant and ambitious, but given the barriers they confront, they are 3x less likely to earn a degree than peers from high-income communities.² The reality is on average, high school students receive only 38 minutes of college and career advising³—far too little time to make informed, life-changing decisions. As a result, underserved students are often left without clear paths to success after high school.

² National Center for Education Statistics, Digest of Education Statistics, Table 104.91
³ National Association for College Admission Counseling

VISION

Every student will have an equitable opportunity to achieve their greatest postsecondary aspirations.



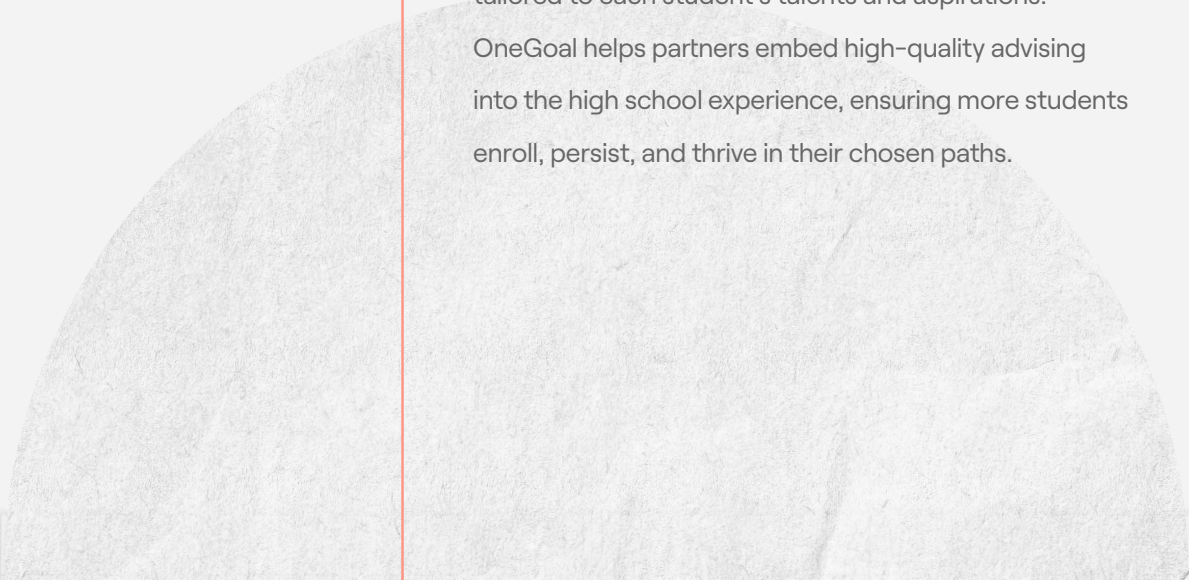
MISSION



Lead the movement to transform postsecondary advising + support.

With nearly 20 years of experience, we know what works.

Postsecondary success starts in high school with frequent, intentional college and career advising that's tailored to each student's talents and aspirations. OneGoal helps partners embed high-quality advising into the high school experience, ensuring more students enroll, persist, and thrive in their chosen paths.





ONEGOAL

A CLASS THAT CHANGES FUTURES

An in-depth 3-year classroom model that prioritizes students in the academic middle who are often overlooked by other interventions. Starts as a daily class for juniors and seniors and continues with support through the first year after high school. OneGoal students are about 1.5x more likely to earn a degree than peers from similar backgrounds.



ONEGOAL
LEADERSHIP
NETWORK

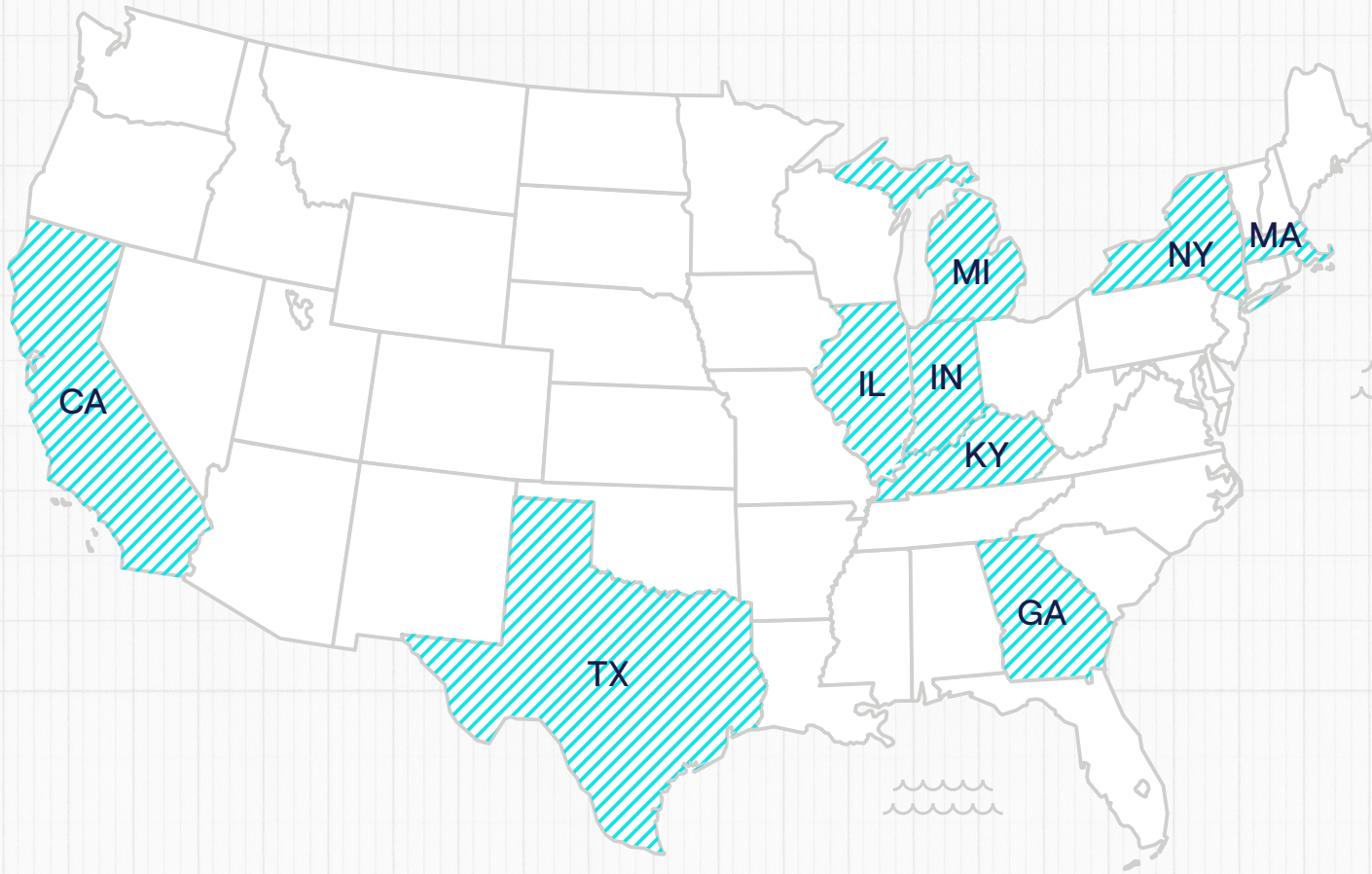
LEADERS CREATE OPPORTUNITY

A tailored, multi-year path to improvement that transforms postsecondary leadership at the district level, closing gaps and increasing outcomes for all students. Districts start with our researched-backed Postsecondary Readiness Rubric, then work with a dedicated coach to create and implement a plan for improvement.



coast to coast

From serving a few students in a single Chicago school, OneGoal has grown to transform postsecondary advising across the country. Our impact now expands across cities and entire states.



By the Numbers

Fiscal Year 2024
July 1, 2023 – June 30, 2024

STUDENTS

30,000

OneGoal students served since our inception

8,000

Year 1–Year 3 OneGoal students in FY24

4,100

Students recruited for FY25

62,500

Students impacted by OneGoal Leadership Network

PARTNERS

62



High School Partners

37



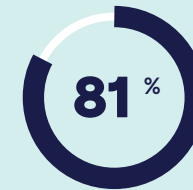
District Partners

150

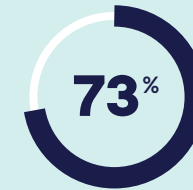


Leaders

IMPACT



81% of OneGoal high school graduates enroll in a postsecondary institution



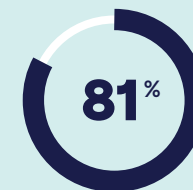
73% of those who enroll persist one year after high school graduation



OneGoal students are about one and a half times more likely to earn a postsecondary degree than their peers from similar backgrounds



92% of Leadership Network partners agree OneGoal helps them improve their students' postsecondary outcomes



81% of Leadership Network partners met goals for increasing student postsecondary readiness

FY2024
media

OneGoal is a leading voice in the media, highlighting the urgency of this work, elevating student voices, and sharing our expertise. By reaching new audiences, we invite more people to join us in building a future where every student can achieve their aspirations.

Explore more stories:

onegoal.org/news →



Millions of students may have just weeks to compare college financial aid offers



This Was a Terrible Year, and Also Maybe the Best One Yet for Humanity



This year it's a slow crawl to financial aid packages for students



Opciones para los estudiantes que han presentado problemas con la solicitud de FAFSA en Illinois



OneGoal Hosts Student Summit in Houston



FAFSA filings are down, leaving Georgia college-bound students in limbo



Helping Students Expand Education & Achieve Goals



OneGoal Makes Postsecondary Planning an Intrusive Part of Students' Lives



Financial fit
is key to
finding the
right path
for students.

DEMYSTIFY

FINANCIAL

AID





In the 2023-2024 school year, the Department of Education introduced a new version of the FAFSA application, which was meant to simplify the process. But the rollout presented challenges, especially for students whose families are of mixed citizenship status. These challenges threatened to derail students, so our team got to work.

DEDICATED CLASS TIME

Our curriculum includes lessons about FAFSA completion and submission, creating space during the school day for students to learn and identify next steps with their families.

DIRECT OUTREACH

To make sure we reached as many of our students as possible, we launched a direct outreach campaign. Through calls, texts, and emails, we connected with students to address their FAFSA needs.

COMMUNITY PARTNERS

We partnered with uAspire to offer virtual FAFSA workshops where students could meet with experts to ask questions and problem-solve. We hosted “FAFSA nights” for families to complete their forms together.

ACCESSIBILITY

We maintain a [Resources for Students](#) page on our website, which we update regularly to reflect the most current FAFSA information.

FAFSA COMPLETION

National Average



OneGoal



Source: National College Attainment Network

By year’s end, over 80% of OneGoal students had submitted their FAFSA, far exceeding the national average.

FY2024

OneGoal acquired DecidED, an online college cost comparison tool

With DecidED, students can upload financial aid award letters to evaluate affordability. By suggesting ways to pay for college—such as scholarships, work-study, and loans—and offering budgeting tools, DecidED can help students and families explore, compare, and choose the best college option that aligns with their goals.

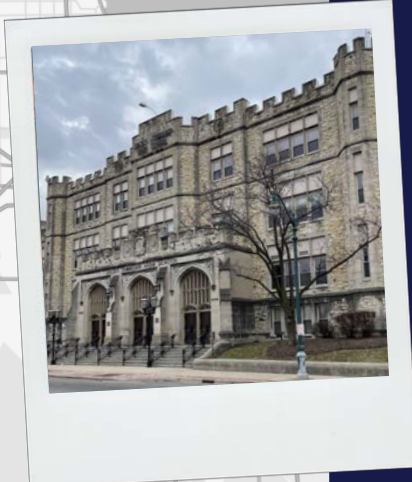
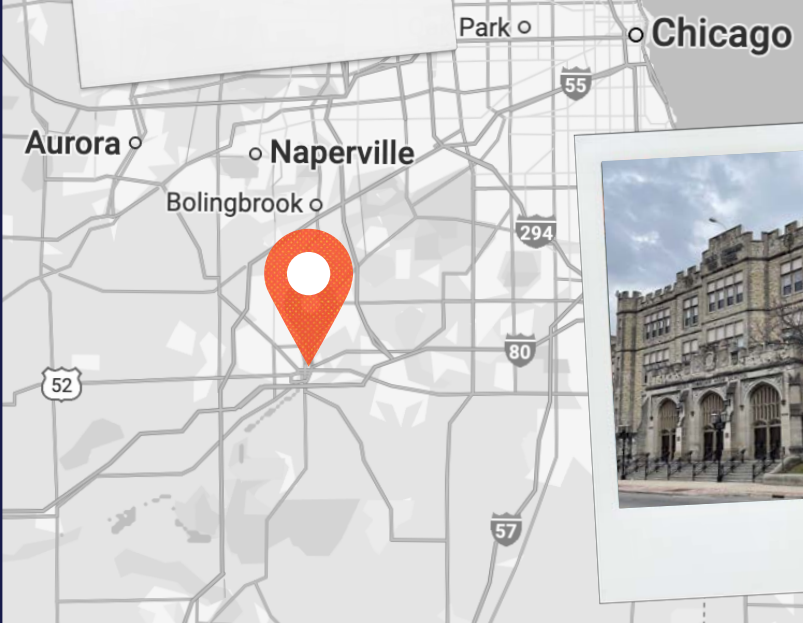
Our research tells us that 71% of OneGoal students who stop out of their postsecondary path list “financial reasons” for not continuing. We’re excited to see OneGoal students, their families, and the public take advantage of this free tool to help prevent stopouts.



Adding DecidED to OneGoal’s suite of supports provides clear, factual info, empowering students to enroll in affordable schools where they have the best chance of graduating with minimal debt.”

MELISSA CONNELLY
OneGoal CEO

CASE STUDY



KEEPING STUDENTS ON TRACK

Joliet

DISTRICT PROFILE

45 min Southwest of Chicago

3,400 Students (9-12)

75%+ People of Color

68% Free/Reduced Lunch

Joliet Township High School District 204 in Illinois joined OneGoal Leadership Network to advance their mission to maximize every student's potential by increasing college and career readiness.

Full Study → onegoal.org/case-studies

CHALLENGE

The leadership team at Joliet Central was in the midst of implementing a new counseling curriculum when a survey revealed that 30% of students disagreed that their classes gave them useful preparation for what they plan to do in life. Less than half of Joliet Central students completed the FAFSA, and dual credit enrollment had declined.

SOLUTION

Alongside their Postsecondary Leadership Coach, the Joliet team identified two focus areas and developed a tailored plan for improvement.

- 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**

OUTCOMES

- All school counselors participating in professional learning communities
- Added OneGoal curriculum to advisory model, giving postsecondary advising to 100 students 3 days a week
- District added a College + Career Specialist position for each campus
- 82%** of freshmen on track for graduation



As we expand initiatives like OneGoal, supporting our staff in feeling comfortable is central. They need support and training; it's still a difficult process for people to navigate, and it is constantly changing."

JEFFREY RILEY
Academies Coordinator
Joliet Central High School

**STUDENT
SPOTLIGHT**

Denesha Williams

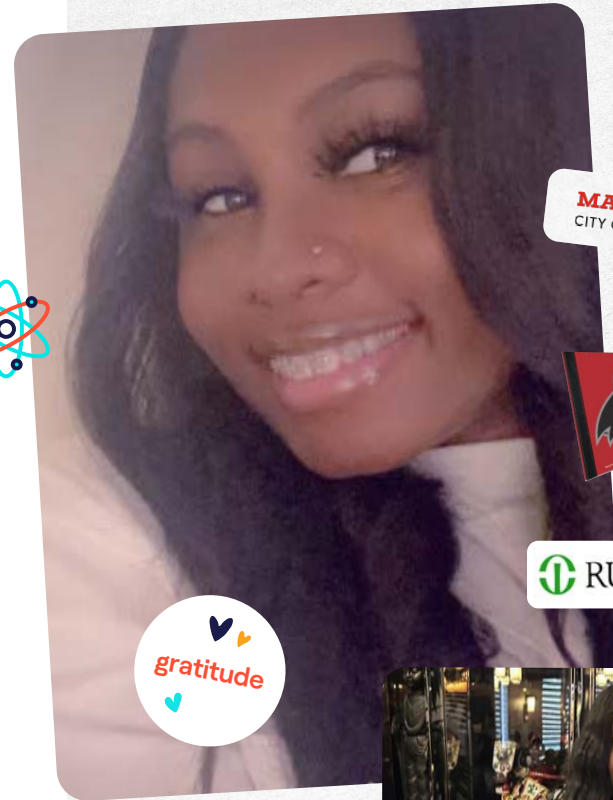
OneGoal Alum

Rush University
Master of Science

Northern Illinois University
Bachelor's Degree

City Colleges of Chicago-Malcolm X College
Associate of Science

Registered Nurse



MALCOLM X COLLEGE
CITY COLLEGES OF CHICAGO



 **RUSH UNIVERSITY**





NURSING

CLINICAL

EXCELLENCE

PERSEVERANCE



As a first-gen student, I didn't think I would have three degrees. I'm glad to be here!"



DENESHA WILLIAMS
OneGoal Alum, Registered Nurse

Denesha Williams' journey exemplifies grit, determination, and the transformative power of support systems like OneGoal. A 2017 graduate of Richard T. Crane Medical Prep High School, Denesha initially aimed to become an OBGYN. Starting with internships at Rush University Medical Center during high school and dual enrollment classes at Malcolm X College, Denesha built a solid foundation for her healthcare career. Given her internship experience and after speaking with her family, Denesha decided to change course and pursue nursing.

Despite setbacks, including not being accepted to her first-choice nursing program, Denesha remained determined. She relied on her mentors, high school network, and OneGoal's focus on accountability and persistence to overcome challenges. She persevered and went on to earn both an associate's and bachelor's degree simultaneously and eventually gained acceptance into Rush University's master of nursing program with a full scholarship. Denesha further demonstrated fortitude by balancing studies and patient care during the COVID pandemic, driven by her commitment to her family, community, and herself.

As a first-generation college graduate, Denesha credits OneGoal for fostering her resilience. She is now thriving as a nurse and pursuing a doctor of nursing practice degree.



New York Times columnist and two-time Pulitzer Prize winner Nicholas Kristof knows how to direct his readership toward exciting opportunities for transformative change. After featuring OneGoal in his Holiday Impact Prize for a second time in 2023, OneGoal received gifts from more than 4,000 individuals and families, including a \$500,000 matching challenge from the Walter Family Foundation.

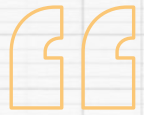
OneGoal was also recognized in *The New York Times* Communities Fund. Thanks to Kristof's belief in bringing communities together to invest in the future, thousands of OneGoal students are now on the path to achieving their full potential.



OneGoal helps American kids in low-income communities get the education they need to transform their lives—giving them the tools and hope to get through high school and into college while working to center our schools on the needs and aspirations of our young people.”



NICHOLAS KRISTOF
Author + *New York Times* Columnist



OneGoal is empowering students, families, and communities across the country.”

NICHOLAS KRISTOF
Author + *New York Times* Columnist



Statement of Financial Position

as of June 30, 2024

Current Assets	2024
Cash	\$10,101,111
Investments	\$34,650,961
Accounts receivable, net	\$1,111,805
Pledges receivable, net	\$10,909,531
Pre-paid expenses	\$722,381
Total current assets	\$57,495,789
Other Assets	
Property and equipment, net	\$1,758,227
Pledges receivable, net of current portion, net	\$5,290,494
Finance lease right-of-use assets	\$253,427
Operating lease right-of-use assets	\$1,059,088
Deposits	\$16,875
Total other assets	\$8,378,111
Total assets	\$65,873,900
Current Liabilities	
Accounts payable and accrued expenses	\$1,985,848
Contract liabilities	\$276,725
Current portion of finance lease liabilities	\$116,709
Current portion of operating lease liabilities	\$402,102
Total current liabilities	\$2,781,384
Long-term Liabilities	
Finance lease liabilities, net of current portion	\$141,164
Operating lease liabilities, net of current portion	\$810,477
Total long-term liabilities	\$951,641
Total liabilities	\$3,733,025
Net Assets	
Without donor restrictions	\$46,143,713
With donor restrictions	\$15,997,162
Total net assets	\$62,140,875
Total liabilities and net assets	\$65,873,900

Statement of Activities

as of June 30, 2024

Revenue	2024
Contributions	\$25,146,451
In-kind	\$192,849
Fee for service	\$4,470,696
Net investment gain	\$2,708,792
Other income	\$51,728
Total revenue	\$32,570,516
Expenses	
Program services	\$28,315,607
Fundraising	\$6,084,312
General and administrative	\$4,127,895
Total expenses	\$38,527,814
Net Assets	
Change in net assets	-\$5,957,298
Net assets at beginning of year	\$68,098,173
Net assets at end of year	\$62,140,875



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for making
our work
possible.



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Anonymous**
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BMO

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\$50,000 + Above cont.

The Conway Family Charitable Fund
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Michael Vogel

\$10,000 + Above

Anonymous
 Anonymous
 Anonymous
 Anonymous
 Anonymous
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 Kahrs Margolis Giving Fund
 Jane Kiernan
 Levit Family Fund and Bainbridge
 Community Foundation
 Eddie + Brittany Lou¹
 Mark Lumpkin
 Alan Matsumura
 Kim McGovern
 Jim McNulty
 Ben + Wendy Moreland
 J.P. Morgan Securities
 JP MORGAN CHASE
 Michele + Brian Moncrief
 Murray Family Foundation
 Jim + Monica Muschalik Family Foundation
 Alvin & Louise Myerberg Family Foundation
 Randy Newcomer
 Claire Newton
 North Park University

Patricia O'Connor
 Rakesh Pillai
 Pure Storage
 Quadrant Law Group
 Joshua Ratner + Hannah Koenker
 John Rutherford
 Sunday Shepherd + Ryan Miller
 The Michael T. Sherman Foundation
 Shorman Di Cillo Foundation
 Brian Sir
 The Siragusa Family Foundation
 Alan Smith
 Steel Energy Service, Ltd.
 Douglas E. Swanson
 Umbrecht Family Fun
 Verisk Marketing Solutions
 Vinson & Elkins LLP
 David Virgilio + Von Bryan Suresca
 Ray + Elsa Watson Charitable Fund
 Bonnie Webber
 Danny Weingeist
 Wells Fargo - Energy Group
 Mark + Emily White
 William Blair
 Kirk Willoughby-Hudson
 Yardi Systems Inc.

\$5,000 + Above

Council Member Shaun Abreu
Mylayna Albright
Amergy Bank Energy Group
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
BayCoast Bank
BelleJAR Foundation
David & Antonia Belt
Bewilderment Fund
Paras Bhayani
BOK Financial
Bradford Allen Realty
BroadVail Capital Partners
Jessica Brosche
Mark Burroughs
Peter + Anjali Cameron
Spencer Keith Chase
Dominican University
Fay Donahue
Ariel Eckstein & Kerri Olson
Eighty Eight Oil Company
Embark
Energy Transfer
Enertia Software
Marion + Jack Euphrat Philanthropic Fund

Executive Construction
Mark Foli
Melissa Folz
Fuller Realty Partners LLC
Ryan Fuselier
Mark Gabrish
John & Marcia Goldman Foundation
Joe Griesel
Ryan Head
Preston Hopson
Infutor Data Solutions
JIBVERMAT Fund
KPMG Corp
Kyle Kafka
Kalmansohn Giving Fund
Kavana + Matthew Kinsella
Anne Klass
Chris + Anna Knight
Shanty Khurana
L&R Fund
Amand Rose Laura Foundation
Renee Laverdiere
The Libeth Creek Fund
Liberty Lift Solutions
Sue Ann Lonoff de Cuevas
Reed Lowenstein & Melanie Hanan
Kalama Lui-Kwan
David Lumpkins
Kristin + Paul Marcus

Kelly Martin
Keith Maxwell
Mike McShane
The Menaquale Family Fund
Kinder Morgan
Knox Nunnally
Kuhn Lefferts Charitable Fund
Modern Commodities Inc
Morgan Stanley
Nabors
Ruth Nemzoff
Charles Nettles
Vania O'Connor
ONEOK
Outrigger Energy
Sue Payne
Harry Pefanis
Ryan Phillips
Pivotal Energy Partners, Inc.
Paul Posoli
Bill Rakoczy
RBC Capital Markets
Barbara Renfrew
Sarah Reyes
Richard Robuck
John Rohwer
Carl Rom
Phyllis + Barrett Rouse
Michelle Russell

\$5,000 + Above cont.

Fagner Sampaio

Stephen Schoen

The Schoewe Family Foundation

Scott Family Fund

Neil Sell

Zora Senat

SFC, Inc.

SFI LLC

Douglas Simons

South Coast Community Foundation

The South Wind Foundation

Jeff Springmeyer

Robert Stephenson

Clayton A. Struve Family Foundation

Summit Trail Advisors

Texas OrthoSolutions

Brian Thompson Realty

Total Directional Services LLC

Martha-Ellen Tye Foundation

Rick + Kate Waddell

Jamie Walsh

Andrew Watts

WF Fund

Darrell Williams

Wintrust Financial

Hilary Wolfe

Chad + Lorien Yonker Stewards Fund

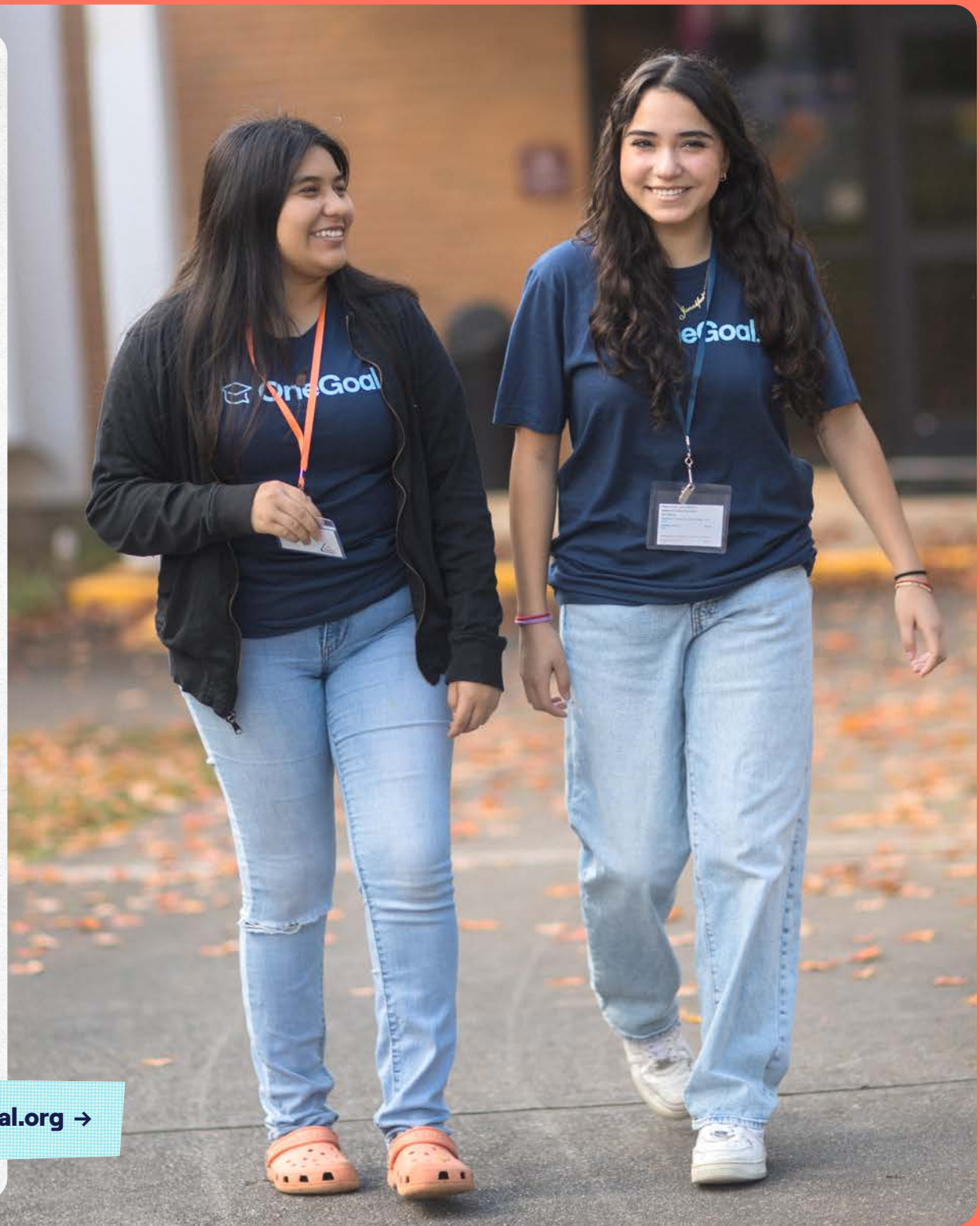
David S. Zarr



OneGoal empowered me through their unwavering belief in my abilities and my future, shaping me into the person I am today.”

TYCREE WATSON
OneGoal Alum

many
paths,
one
goal.



 OneGoal.

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