

## OneGoal Impact Report, Focusing Philanthropy

### 2021 Dream It, Achieve It Campaign

#### The Campaign

Focusing Philanthropy and OneGoal partnered on a matching campaign to raise \$750,000. OneGoal sought donations of \$500,000 from donors and Focusing Philanthropy contributed \$1 for every \$2 raised. Matching funds were raised between July 1, 2021 and December 31, 2021 and directed to Focusing Philanthropy.

OneGoal donors contributed \$502,642 to The Dream It, Achieve It campaign, which was matched by an additional \$251,327 from Focusing Philanthropy's donors. The total raised through this campaign, **\$753,979**, provided one year of the OneGoal program to **502** students across the country: 69 in the Bay Area, 91 in Chicago, 86 in Houston, 48 in Metro Atlanta, 114 in New York, and 94 in Massachusetts.

The Dream It, Achieve It Campaign provided 502 OneGoal Fellows with proven resources and programming to improve postsecondary outcomes for students who have postsecondary ambitions, but are often overlooked by other programs. Our cohorts have an average 2.7 GPA (or 82.5%) and a 840 SAT score when they begin. 96% of OneGoal Fellows identify as people of color and 91% are eligible for free/reduced lunch.

Focusing Philanthropy has been an incredible partner to us during this first year of the Dream It, Achieve It campaign. In addition to the 502 students served, the campaign was a catalyst in OneGoal's fundraising efforts in fiscal year 2022. OneGoal leveraged the campaign to solicit new funders, upgrade existing donors, and recover a lapsed donor.

#### Esvin Ruiz: Impact Story

Thanks in part to the Dream It, Achieve campaign, Esvin Ruiz, OneGoal Fellow in Massachusetts, is persistently working toward an Associate's degree. Esvin's journey has been full of persistence through unexpected detours, including several frightening health challenges and financial setbacks. Like many OneGoal Fellows and first-generation students, Esvin veered from the traditional pathway into postsecondary education.

Esvin's OneGoal Program Director Maureen Santiago first met Esvin working as a middle school teacher when he joined the chess club she ran. "I have been in the role as his teacher for almost ten years," shared Maureen. When his grades started slipping in high school, Esvin says it was Maureen who encouraged him to join OneGoal. She kind of guided me," explained Esvin. "Because of Maureen, I've met a lot of lifelong friends from my OneGoal cohort, and they are still a big part of my support system, so I'm pretty grateful for her."

Through his full-time job in the Electronics department at Walmart, Esvin is working toward an Associate's degree with help from Guild, which offers low-cost or debt-free quality education opportunities through partnerships with Fortune 1000

companies. Due to a partnership with OneGoal, Fellows in any OneGoal region can access Guild after applying and being offered a role from one of the Guild employment partners such as Walmart, Chipotle, Lowe's, and several others.

Esvin's journey underscores the need for a differentiated approach to advising, diverse completion supports, and caring Program Directors like Maureen Santiago, who added, "when Esvin feels he cannot move on, not only am I a phone call away, but his OneGoal classmates are there to pick him back up and remind him how far he has come." To read more about Esvin and other OneGoal Fellows, visit <https://www.onegoalgraduation.org/people-stories/community-perspectives/>

### **OneGoal by the Numbers**

We're proud of the impact we've made thus far to support our Fellows' greatest postsecondary aspirations. We partner with schools and districts across the country to integrate postsecondary planning into the school day. In the school year 2021 - 2022 (FY21), we served 8,200 Y1 - Y3 Fellows. In addition, we recruited 3,300 Fellows (Y0) into the program. We work with 127 high school partners and 45 postsecondary partners across six regions.

Since our inception, we have served 17,250 Fellows. We have closed the enrollment gap and made meaningful progress toward closing the graduation gap. 84% of OneGoal Fellows enroll in a postsecondary institution and 75% of those persist in their education at the end of the OneGoal program (one year after high school graduation).

In today's economy a postsecondary credential is almost a requirement in order to achieve social mobility. Yet only 22% of students in low-income communities earn a postsecondary degree compared to 67% of students from high-income communities. This is not for lack of ambition or talent, but for lack of opportunity and support. OneGoal Fellows are enrolling in postsecondary education at rates that are similar to students from high income schools. OneGoal Fellows are more likely to earn a degree than their peers from similar backgrounds, graduating at a 32% rate.

### **University of Chicago Study**

We continue to see an opportunity to strengthen how we support Fellows in both their transition to and completion of their postsecondary pathways. The recently completed quasi-experimental evaluation by the University of Chicago Inclusive Economy Lab (IEL) now provides us with independently reviewed evidence that **OneGoal has a strong, positive, and statistically significant effect on postsecondary enrollment, persistence, graduation and nearly all academic outcomes of interest.** This study is even more significant because it helps tell a comprehensive story about completion rates for students in the communities we serve. While there are data that examine postsecondary degree rates along race and economic lines, there are minimal counterfactual data that explores graduation rates among students who share our Fellows' demographics.

Compared to their peers, **OneGoal Fellows are 44% more likely to enroll, 47% more likely to persist, and 40% more likely to complete a degree.** The median projected lifetime earnings for OneGoal Fellows that graduate high school, enroll in college, or complete college are \$251,277 greater than students in the comparison group. We're proud to see that these findings are consistent with our internal data and a [previous evaluation](#) of OneGoal's impact conducted by researchers affiliated with the University of Chicago.

## New Delivery Models

We are in our second year of implementation of our District Partnership Program (DPP). The products (new delivery models) that we offer have expanded, and demonstrate the demand for OneGoal and our commitment to providing adaptive, flexible solutions for partner districts and states. We continue to implement DPP in our three pilot regions: Elgin U-46 in Illinois; Kenner Discovery in New Orleans, LA; and East Baton Rouge, LA. We have also implemented an advisory period model at Bushwick High School in Brooklyn, NY.

Through our DPP work, OneGoal has forged a two-year, \$7.5M partnership with the Illinois State Board of Education (ISBE) to put Illinois school districts on the path to doubling postsecondary completion rates among first-generation, low-income, degree-seeking students. We achieved ISBE's goal of securing at least 30 district applications expressing interest in a OneGoal partnership, with 31 total submissions. 80% of partners have either had an initial, in-person meeting or the meeting is scheduled to kick off the engagement.

## 2025 Strategic Plan

We are building on what we've learned to deliver a bold solution that meets the depth and breadth of the degree divide. Over the next four years, we will focus on two main goals.

- a. First, we'll improve our program so that our students earn their degree at 2X the rate of their peers (44%) taking on a two-pronged approach:
  - i. Increasing our Fellows access to high-quality postsecondary programs (inclusive of low-cost, high-quality progressive and alternative pathways)
  - ii. Revamping how we support our students in their third year to ensure we're offering differentiated supports to meet their complex and evolving needs.
- b. Second, we position OneGoal for impact at scale by directly + indirectly influencing the advising experience for young people across entire school systems to achieve impact at scale. We'll do this by:
  - i. Ensuring our classroom-based model can be delivered more flexibly to meet the unique context of our partners, while keeping the core of what makes OneGoal so impactful (i.e., CRP focus, educator-driven, progressive pathways).
  - ii. Build capacity of school and district leaders through robust professional development series so that they are equipped to support more students and influence broader systematic changes across their districts and schools.

## Continued Partnership

OneGoal is incredibly grateful that Focusing Philanthropy has once again partnered with us on a campaign in 2022. OneGoal is requesting that this year's Dream It, Achieve It campaign run from April 1 to December 31, 2022, and for every \$2 raised by OneGoal to be matched with \$1 raised by Focusing Philanthropy, until the campaign goal of \$750,000 is reached. The 2022 Dream It, Achieve It campaign will provide one year of OneGoal programming to 500 students who are ready and eager to prepare for and pursue a college/postsecondary degree or credential.