

## OneGoal Impact Report, Focusing Philanthropy

### 2022 Dream It, Achieve It Campaign

#### The Campaign

For the second consecutive year, Focusing Philanthropy and OneGoal partnered on a matching campaign to raise \$750,000 to support 500 students for one year of the OneGoal program. OneGoal sought donations totaling \$500,000 from donors and Focusing Philanthropy contributed \$1 for every \$2 raised. Matching funds were raised between February 1, 2022 and December 31, 2022 and directed to Focusing Philanthropy.

OneGoal donors contributed \$582,271.55 to the *Dream It, Achieve It Campaign*, which was matched by an additional \$291,136 from Focusing Philanthropy's donors. The total raised through this campaign, **\$873,407.55**, provides one year of the OneGoal program to **582** students across the country: 83 in the Bay Area, 130 in Chicago, 117 in Houston, 70 in Metro Atlanta, 103 in New York, and 78 in Massachusetts.

The 2022 *Dream It, Achieve It Campaign* will provide 582 OneGoal Fellows with proven resources and programming to improve postsecondary outcomes for students who have postsecondary ambitions, but are often overlooked by other programs. Unlike many organizations with competitive academic requirements, we have historically served students with GPAs in the 2.0 - 3.0 range who face significant academic barriers. Our cohort model approach was constructed to support students who face compounding academic and socioeconomic challenges, and a 4-year college degree program is not a "one size fits all" solution to those challenges.

#### Event in Los Angeles

On September 22, 2022 Focusing Philanthropy hosted an event at Larry Gilson's home to introduce OneGoal's mission and vision to Focusing Philanthropy donors and request contributions to the 2022 *Dream It, Achieve It Campaign*. Focusing Philanthropy donors heard remarks from OneGoal's Chief Executive Officer, Melissa Connelly, followed by a campaign ask made by Larry.

The event served as a launching point for additional conversations and follow up with those invited to the event. It also launched a series of cultivation events hosted by OneGoal donors in San Francisco, Chicago, Boston, and New York.



#### Impact Story + Progressive Pathways

Brooklyn Ascend High School Class of 2022 graduate Makayla Ransom entered the first year of her postsecondary journey this fall by taking the road less traveled for OneGoal Fellows: not going to college.

"I'm not ready for college," says Makayla. Instead, with the guidance from her OneGoal Program Director, Makayla thoughtfully mapped an affordable, accessible path to a career in healthcare by enrolling in a vocational program that offers students hands-on training before joining the workforce.

The School of Cooperative Technical Education is a half-day program with in-person classes close to Makayla's home and offered for free through funding from the New York City Department of Education. Makayla's goal is to complete a certificate program before pursuing a Bachelor's degree in nursing or seeking job placement among one of Co-Op Tech's many vocational partners, "I don't want my parents to go out and waste money, so I chose this pathway because I felt like it was better."

Makayla's college plans, like those of many of her peers, were disrupted by the pandemic. "COVID made me lose all my motivation, especially for school," says Makayla. "If it weren't for my mom and my family, I don't think I would have graduated." One in four high school seniors changed their postsecondary plans because of the pandemic.

Findings from analysis of professional aspirations reported by OneGoal Fellows revealed that roughly 40% of our students have career aspirations that can be achieved with a non-degree credential pathway. However, many of our alumni who responded to our Root Cause Analysis of Fellow Non-Completion survey reported they had interest in non-degree credential options, but lacked the necessary information to pursue them and opted for 2- and 4-year college programs instead. Based on this data, in 2018 OneGoal made the decision to expand our definition of postsecondary success and rewrite our accompanying curriculum. We also prioritized building partnerships with organizations across the country to make earning a degree or credential more accessible and have created tools to ensure more students can access resources to enroll, persist, and graduate from their chosen postsecondary pathways.

As we look to the future, we will continue to develop infrastructure that supports our students to work toward socio-economic mobility by completing high-quality, transferrable, and stackable credentials. Offering more high-quality, non-degree progressive pathways will lead to more OneGoal Fellows learning skilled trades, acquiring less student debt, and earning higher starting salaries than those with high school diplomas. For Makayla, it means having the agency to pursue the pathway that is best for her.

Asked what advice she has for her fellow students thinking about life after high school, Makayla says, "do what's in your heart. If you're not ready for college, don't go to college. Do something else in the meantime until you're ready."

### **The First 15 Years of OneGoal**

Before OneGoal became OneGoal, it was Urban Students Empowered. US Empowered started in the 2003-04 school year as an after-school program for 32 students. In 2007, Jeff Nelson joined the founding team to pilot what would become the touchstone of OneGoal's model as an in-school classroom program, which served 200 students by 2009.

In 2012, Urban Students Empowered became OneGoal, and since has reached over 23,000 students. In this school year,

OneGoal provides our classroom-based model to some 14,180 in six communities. 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.

Building on the success we've had working with students, educators and system leaders for nearly 15 years, OneGoal created a Postsecondary Leadership Network developed specifically for school and district leaders where they are to collaborate with peers and receive one-on-one coaching from experts. We created the Postsecondary Leadership Network to directly and indirectly influence the advising experience for young people across entire school systems to achieve impact at scale. We've worked with 45+ district partners, surpassing our goal to partner with 40 districts by 2025.

### **Continued Partnership**

OneGoal is incredibly grateful for the support and partnership Focusing Philanthropy has provided over the past year. Thank you for the additional match to funds OneGoal raised over the \$500,000 campaign target. We are thrilled to partner once again on a campaign in 2023.

OneGoal is requesting that this year's *Dream It, Achieve It Campaign* run from March 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 2023 *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.