



EIF SCHOLARS



GREATNESS NEEDS GUIDANCE

IMPACTING THE **LIVES** BEHIND THE DATA

EDUCATION IS FREEDOM

EDUCATION IS FREEDOM

**2017 - 2018
ANNUAL REPORT**

Message from Chairman and CEO

Dear Friends, Supporters and Partners of Education is Freedom, 2017-2018 has been a remarkable year for Education is Freedom (EIF)! As an organization, we have grown and accomplished so much for and with our students and families.

This year, the EIF Board of Trustees, staff, partners and students embarked upon a journey to critically examine the work that we do and how we can take our service to students and families to the next level. We would like to personally thank each and every contributor to this process. Your passion, thoughts, ideas, and yes, questioning, is what makes EIF strive to be better and do more! Now more than ever, we are positioned to make college or a career a reality for an entire generation of Dallas County youth who have the potential to help transform our city.

Below is a snapshot of this year's accomplishment:

College and Career Readiness

- Advised 120,102 students in 20 Dallas Independent Schools
- Advised 5,808 students in 5 Grand Prairie Independent Schools

District (DISD) high schools.

- Advised students via 37,028 interactions.
- Assisted in the completion of 21,000 college applications.
- Seventy-five percent (75%) of students applied for financial aid, enabled by EIF coaching and assistance.

Partnerships and Volunteers

- Raised \$92,300,000 in scholarships and grants for the senior class, working through our partnerships with schools and corporations.

1.

- Partnered with community organizations and leaders to strengthen the EIF mobile initiative, touching 8,300 families.
- Re-designed curriculum for our Dallas Mayor's Intern Fellows Program, to be more student-driven and assist students in their transition technology- based learning in college and careers.

Sustainability

- Enhanced our EIF Scholars program to include offering high performing students from each of our 20 schools specialized support with their college and career goals. This year EIF supported 189 students in receiving scholarships through our signature event, Evening with the Stars.
- Established community presence and awareness through our EIF mobile initiative
- Created an innovative, research-based workforce readiness curriculum for both the Dallas Mayor's Intern Fellows Program and the Richardson Mayor's Summer Internship Program.

There has never been a time in our community where our services have been more needed. Trust in government is at an all-time low. By delivering strong results for students for 16 years, EIF standing in the gap as a trusted partner to students, the school district and the community. We take great pride in the work we do each day and enjoy seeing the difference we make in the students and families we assist. Because of your support and partnership, we firmly believe that our mission of transforming lives through education is truly attainable.

Best regards,

Mark Okada & Marcia Page



Mission & History

In 2002, EIF's founder envisioned a world where every young person could pursue a college education that led them into a stable career – a vision that continues to guide our work today. To accomplish this goal, EIF initially operated as a national scholarship program that offered renewable scholarships to first-generation college students who lacked the resources to pursue higher education. However, experience quickly taught us more about the complicated social and economic challenges facing first-generation college students; a lack of financial capital was only the most observable barrier. Over the past 15 years our notable program accomplishments include:

- Architect and lead partner of the Mayor's Intern Fellows Program® (MIFP®) for the City of Dallas since 2008 and the Richardson Mayor's Summer Internship Program in 2018.
- Initiation of a College Persistence Program with onsite student support and mentoring at two pilot North Texas universities, beginning in 2012.
- An EIF Mobile vehicle, started in 2014, that travels to community locations to provide students, parents, and community members access to supportive resources including access to 30 laptops, a charging station, and a Wi-Fi hotspot.
- Development of the "Find Your Future" Middle School program, a 26-week long program, that began during the 2015-2016 school year to work with 8th graders and their families to help make their college and career aspirations a reality.
- Created the micro-program, EIF Scholars, beginning SY 2016 - 2017 within our the high schools to maximize impact on high-performing students who may not otherwise achieve their potential and overcome the challenges facing first-generation college students.
- Constructed the innovative workforce readiness curriculum in 2015.

Who Does EIF Serve?

MIDDLE SCHOOLS

John Adams Middle School
James Fannin Middle School
Andrew Jackson Middle School

Young Men's Leadership Academy at
Kennedy Middle School
Ronald Reagan Middle School
Harry S. Truman Middle School

HIGH SCHOOLS

W.H. Adamson High School
David W. Carter High School
Emmett Conrad High School
Kathlyn Joy Gilliam Collegiate Academy
Grand Prairie Fine Arts Academy
Grand Prairie Collegiate Institute
Innovation, Design, Entrepreneurship Academy
Justin F. Kimball High School
Lincoln High School
James Madison High School
A. Maceo Smith New Tech High School

North Dallas High School
John Leslie Patton Jr. Academic Center
L.G. Pinkston High School
Franklin D. Roosevelt High School
W.W. Samuell High School
Skyline High School
South Oak Cliff High School
Sunset High School
Townview: Judge Barefoot Sanders Magnet Center
Townview: Talented and Gifted
Wilmer-Hutchins High School

UNIVERSITIES

University of North Texas
University of Texas at Arlington

Portfolio of Services



Middle School



High School



College Persistence



Workforce Readiness



EIF Scholars



Intern Programs

Grand Prairie ISD Goal Achievement SY 2017 - 2018 Students Served: 5,808

MIDDLE SCHOOL HIGHLIGHTS

- **100%** 6th graders completed their career cruising assessment
- **100%** of 8th graders selected an endorsement
- Organized College Fairs on campuses
- Facilitated 2 parent nights on campuses

HIGH SCHOOL HIGHLIGHTS

- Partnered to ensure all seniors completed a college application
- Partnered to ensure all seniors completed a scholarship application.
- Coordinated a junior college and career information assembly
- Chaperoned college visits

Dallas ISD Goal Achievement SY 2017 - 2018

Students Served: 120,102

Seniors: 4,526



37,028
1 on 1
meetings with
students



40,000
Group
meetings with
students



21,000
College
Applications
Completed



98%
College
Acceptance
(2 or 4 yr)



62%
Financial Aid
Applications



\$92.3M*
Scholarship &
Institutional
Grants



\$132M*
Total Financial
Aid Package



189
EIF Scholars

*Unaudited

Intern Programs

Education is Freedom designs and implements The Dallas Mayor's Intern Fellows Program® (MIFP) and the Richardson Mayor's Summer Internship Program (RMSIP). MIFP and RMSIP are eight-week, paid summer internship programs that introduces exemplary scholars from Dallas and Richardson public and charter schools to future careers and employment opportunities in the industries and companies where they have expressed interest. The eight weeks were full of powerful opportunities for young teens to immerse themselves in a professional work environment and gain exposure to an array of professional careers. The 2018 Interns shadowed surgeons and architects, explored the worlds of commercial real estate and finance, taught inner-city kids to golf, and went behind the scenes at museums, hotels, government agencies, and entertainment venues. The 2018 MIFP program reported successful outcomes with increases in the number of paid internships of 5% while the student interns received a pay increase to \$10.00 per hour. The 2018 RMSIP program in its inaugural year was a success with 92% of Intern Partners stated they are satisfied with the program while 100% of students would recommend the program to fellow students.



2018 DALLAS MAYOR'S INTERN FELLOWS PROGRAM®

FINAL REPORT



MAYOR'S INTERN FELLOWS PROGRAM®

2,400
STUDENT APPLICATIONS



1,050
STUDENTS WHO MET QUALIFICATIONS TO PARTICIPATE IN THE PROGRAM

395
STUDENTS WHO RECEIVED PAID EIGHT-WEEK SUMMER INTERNSHIPS WORKING 20-40 HOURS PER WEEK

52
NUMBER OF PARTICIPATING HIGH SCHOOLS

INCOME EARNED



\$10.00 - \$17.00 PER HOUR
STUDENT PAY RATE

\$751,000
TOTAL EARNED

TRAINING HOURS

3 HOURS
PER APPLICANT



15 HOURS
PER QUALIFIED STUDENT

45 HOURS
PER INTERN FELLOW



11
YEARS



I am proud to live in a city with a business community that recognizes the importance of engaging our youth. I cannot thank you enough for the unforgettable summer you afforded so many of our young citizens.

Mike Rawlings
Mayor of Dallas

INTERN FELLOWS

95%
FELT THEY WERE BETTER EQUIPPED AFTER ATTENDING TRAINING

97%
WOULD RECOMMEND THE MIFP TO THEIR FELLOW STUDENTS

97%
LEARNED SKILLS OUTSIDE THEIR SPECIFIC INTERN DUTIES

95%
FELT THEIR INTERN ADVISOR WAS HELPFUL

94%
BECAME BETTER EQUIPPED FOR THEIR FUTURE BECAUSE OF THEIR INTERNSHIP

94%
COMPLETED THEIR SUMMER CURRICULUM OF 96%, 40% COMPLETED THE ADDITIONAL SUMMER ASSIGNMENTS THAT WERE OPTIONAL

25%
STUDENTS WHO HAVE CONTINUED TO WORK AT THEIR COMPANIES AFTER THE COMPLETION OF THE PROGRAM

INTERNSHIP PARTNERS

92%
RATE THE MIFP 8-10 ON A SCALE OF 1-10, WHERE 10 IS EXCELLENT

95%
WILL PARTICIPATE IN THE MIFP NEXT YEAR

89%
WOULD RE-HIRE THEIR INTERN FELLOWS

93%
RATED THEIR INTERNS DEMONSTRATED AN ADEQUATE OR HIGH LEVEL OF APPLIED WORKPLACE SKILLS

89%
RATED THEIR INTERNS DEMONSTRATED AN ADEQUATE OR HIGH LEVEL OF SELF-MANAGEMENT AND PROFESSIONALISM

89%
RATED THEIR INTERNS DEMONSTRATED AN ADEQUATE OR HIGH LEVEL OF FOUNDATIONAL SKILLS

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Quotes

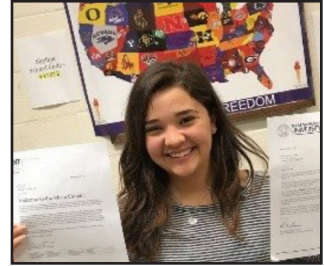
“Education is Freedom has been an integral partner in our success as a campus. Their flexibility, expertise and commitment to excellence helped 95% of Pinkston’s Class of 2018 seniors graduate on time. EIF truly cares!”

Principal Simmons
L.G. Pinkston High School

“I like how Education is Freedom Advisor has come right in and engulfed themselves into the fabric of Conrad, and you are one of us. Our students love it and trust you.”

Principal Asmerom
Emmett Conrad High School

EIF Photos





Lal Lawmi

University at Texas, Student
Conrad High School Graduate

My family and I immigrated from India in 2014. I'm originally from Burma. But due to political persecution, we fled to India in hopes of a better future. The ultimate goal was to immigrate to the United States and we were fortunate enough to do so my freshman year in high school. Although it was exciting, resettling into the American culture came with challenges due to our own cultural backgrounds. Nonetheless, it was a challenge we were willing to face. Aside from getting used to the American school system, adapting to a new language and culture wasn't the easiest thing for me to do.

I attended Conrad High School and received much help from EIF when it came to anything that was college related. EIF was one of the main sources for all the scholarships that I have applied to. Balancing school work, applying for scholarships, and involving myself in organizations at the same time was very stressful. Our EIF advisors were very resourceful, motivating and they push me to apply to as many scholarships as possible. As a first-generation student, everything was new to me such as financial aid, scholarships and the college application process. Through hard work and determination, I received enough scholarships to pay for my college for four years. If I did not have the guidance from our amazing EIF advisors, I certainly wouldn't have been as prepared for college as I am today.

Because of my hard work and determination, I was offered the opportunity to be an EIF Scholar and I gladly accepted. Being an EIF scholar was truly an honor since only few students were selected from our school. Through this scholars' program, I was able to complete my high school senior year with the most rewarding educational experience. EIF Scholars Program leaves a significant mark in me. I am now in college with the help of our EIF advisors who had patiently helped me along the way. With the love, guidance and support I have received at school and home, I was able to graduate in the top 2% of my class and attend my dream school: The University of Texas at Austin.



Dexter Law Jr.

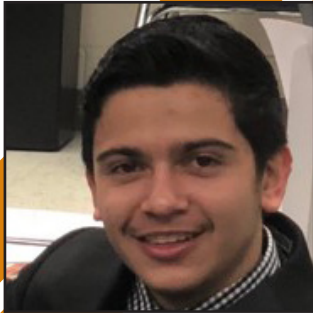
Skyline High School, Student

I have always envisioned myself pursuing a higher education. I find it necessary in order to break the cycle. Being that I am an African-American male, I find it extremely important to make a presence in a predominantly white male field of study.

Throughout my life, I have overcome many obstacles that have empowered me to be successful in the future. I grew up in a household where drugs and domestic violence were a lingering presence on a daily basis. The use and distribution of drugs fueled the downfall of my peers, and domestic violence impacted my family members and me in a life-changing way. It has shown me to be the best I can be, and education is a key to fulfill my potential.

While I'm not working on college and scholarship applications, I'm doing one of many extracurricular activities. I am involved in the math club, chess club, robotics club, knitting club, Eastfield Upward Bound and working at Chipotle Mexican Grill.

When I am working on college and scholarship applications, the process can be tough. EIF has offered me guidance, resources and all the support I need. They have eliminated barriers and shown me opportunities I can take advantage of. I plan on pursuing a degree in either electrical, mechanical or computer science engineering. After my bachelor's degree I want to get my master's in business and then maybe pursue a PhD. After successfully completing college, I hope to work for a high tech company to gain experience then eventually become a business owner. Overall, EIF has made this process easier and is preparing me to convert my dreams into reality.



Manuel Acosta

Conrad High School Graduate

Being a first generation student, I didn't know where to apply to college, didn't know how to apply or where to get money to fund it. Luckily, EIF had the answers to all of my questions. They helped me apply to colleges and universities, helped me write essays and presented me with events that gave me even more information.

To enjoy my time at school, I have stayed busy and involved. I am a member of the Journeys club, Impact Club, National Honor's Society and a Student Library Assistant. I have also had some problems. I have encountered language barriers that have made everyday activities rather difficult. Being separated from some of my loved ones has also had its toll on me. Although it has been tough, these hardships have prepared me for future problems that I might encounter while away at school. I've also been taking AP classes and dual credit classes to better prepare me.

I hope to obtain a bachelor's degree in Biology. After that, I want to obtain a master's degree and continue my education and receive a doctorate degree. At the end of my education, I hope to become a recognized gynecology doctor. Through this all, EIF has done more than enough to help me with the information I need to achieve my goals.



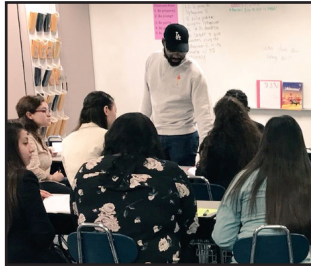
Dayjus Hill

Texas Christian University, Student
Lincoln High School, Graduate

Being a first-generation student, I made sure higher education was in my future. Before receiving any help from EIF, I planned to attend Howard University and pursue a business degree. I wanted to be around successful African Americans and learn how to embrace my race and culture. EIF has given me a sense of purpose and responsibility that has changed my way of thinking. At first I was just a regular student getting good grades and wanting to go to college, but now I am a well-rounded student who gets involved and realizes how important it is to build my resume and plan for the future. My higher education advisor has really pushed me to be my best self at all times. Without EIF, I can't imagine the type of student I would be today.

Many children that were raised in the environment that I was raised in weren't meant to be successful. Statistically speaking, a child being raised by a single teenage mother and living in an underprivileged community typically isn't supposed to grow up and become a respectful, intelligent, and determined young lady. By the way that I present myself now, you would've never thought that I grew up in such an environment. Around my neighborhood I am now looked at as one of the most prestigious young ladies that anyone can depend on. I am in the National Honors Society, Mayor's Rising Star Council, North Texas Boys and Girls Club, and Senior Class president. In addition to those extracurricular activities, I am also a student leader, Varsity Basketball Manager, Education is Freedom Scholar, Building Industry Leader. I have also involved myself in culinary arts, Girl Power, and Texas Higher Education Initiative. After graduating from Texas Christian University with a Bachelor's in Nutrition, I will enroll into the Art Institute for culinary arts. After graduating from that program, I will relocate to Italy to train in Italian cuisine and begin working on my first Italian restaurant. My upbringing taught me that higher education is a key to better opportunities, and EIF has shown me how to obtain those opportunities.

Major Successes



EIF Community Connection:

Our EIF mobile, community connection initiative is designed to bring awareness of post secondary education while meeting students and families where they are; in the state of Texas. Our EIF mobile unit, fitted with computer technology, internet capabilities, and expert advisors, will travel to pre-determined locations within communities to give students, parents, and community members the opportunity to complete postsecondary and financial aid applications, create resumes, explore careers, register for the ACT/SAT, complete college and financial aid applications and receive answers to their postsecondary education questions and concerns. By making EIF services more convenient and accessible to the public, EIF has expanded our reach to serve more students across a larger geographic area. In addition, our initiative partners with various organizations in the country linking residents to essential social services, organizations, and knowledge bases within the Texas area.

Our EIF mobile, community connection is a brand builder for students and parents and translates into increased awareness and impact in Texas.

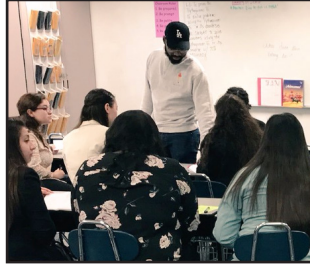
Major Successes



Evening with the Stars:

Education is Freedom's annual fundraiser, An Evening with the Stars, is a scholarship awards ceremony for select top Dallas area Scholars who fulfill the Scholar's program rigorous standards. Scholars must be in the top 25 % of their class, have a minimum of a 3.0 GPA on a four point scale, and be enrolled in course work which will prepare them for college. In addition to school work, extra-curricular activities, EIF Scholar's participate in leadership and development workshops, community service, and receive critical college enrollment assistance and college integration activities. An Evening with the Stars awarded over \$27,000 in scholarships to 120 hardworking and deserving students from 19 DISD high schools for the 2017-2018 school year. An Evening with the Stars truly celebrates the Scholars and the hard work, dedication and commitment that they have shown throughout the year.

Major Successes



EIF Workforce Readiness Workshops:

Employers have long lamented the skill gap they see among recent high school and college graduates. EIF offers research-based interactive workshops that focuses on key employability skills that are needed in our current day workforce. Infused with technology, it provides students with mastery of higher-order analytical and work-readiness competencies, so that the workforce skill gap can be closed. Our workshops address concerns that focus on 21st century skills that include resume writing, interviewing skills, corporate communications, proper dress, problem solving, financial management name a view.

Currently, EIF implements these workshops through the Dallas Mayor's Intern Fellows Program, Richardson Mayor's Summer Internship Program and on our middle and high school campuses.

Partnership Highlight



Capital One and NAF were fundamental in supporting EIF with the Mayor's Intern Fellows Program. The support Education is Freedom received from Capital One and NAF allowed for 395 student interns to have successful internships with Dallas area businesses, nonprofit and city offices.



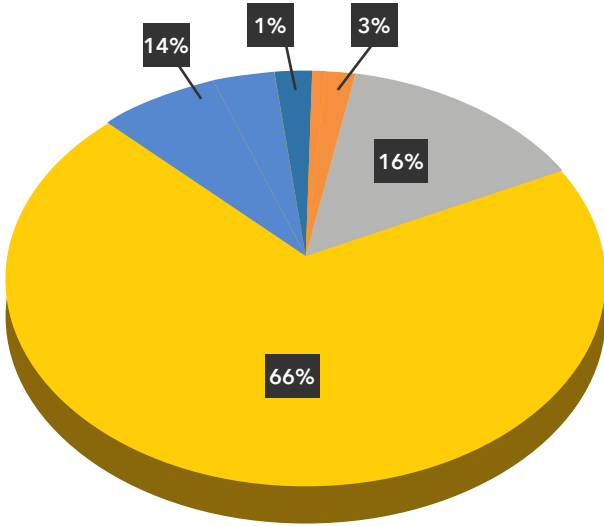
Highland Capital has been a huge supporter of Education is Freedom, recognizing not just the importance of the work that is done but also the importance in how the work is done. Support from business leaders help guide EIF in making strategic steps in increasing the reach and impact that Education is Freedom is making in the lives of Students.

2017 - 2018 Statement of Activities & Changes in Net Assets

Revenues & Support	
Contributions and Grants	\$ 2,1014,971
In-Kind Contributions	\$139,340
Total Revenue & Support	\$2154,311
Expenses	
Program Services	\$2,162,906
Management & General	347,843
Fundraising	104,615
Total Expenses	\$2,615,364
Net Assets End of Period	\$790,290

(For the Year Ended July 31, 2018 - Unaudited)

2017 - 2018 Contributions



- Individuals \$20,181
- Corporation & Foundations \$299,735
- District Funding \$1,374,601
- Event Revenue \$320,393
- In-Kind Service Revenue \$66,371

Donors List 2017-2018

Doctoral: 100k and up

Dallas Foundation
Dallas Independent School District
Grand Prairie Independent school district
United Way of Metropolitan Dallas

Bachelors: 50k - 99K

Capital One
Highland Capital Management
Hoblitzelle Foundation
J. P Morgan Chase Foundation
Richardson Independent School District

Associates: 15k - 49k

Accenture
Okada Family Foundation
Points of Light Foundation
State Fair of Texas

Individual

Al Bru
Bulah Luse Foundation
C. Kleinert
Comerica
Debbie Cox
Erika Salter
Fluor Foundation
George Development Group
Grant Thornton
Gwen George
J. Reyes
Marcia Page
Margo Designs
Mutual of Omaha
Katherine Carmody Trust
Pitney Bowes Foundation
Rafael Anchia
Ronald Kirk
Sal Fira
Smiles for life
Spellman Household
Todd Williams
Turning Point Foundation
Vertex Bank
Wells Fargo

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