



**EDUCATION**  
*is* **FREEDOM**



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# **GREATNESS** needs **GUIDANCE**

Impacting The Lives Behind The Data

2018-2019  
Annual Report

## Message from Chairman and CEO

**D**ear Friends, Supporters and Partners of Education is Freedom, It is with great pride that we reflect upon and report the successes of the 2018-2019 year for Education is Freedom (EIF)! Although it seems to have gone by quickly, we are thrilled about all that has been accomplished and most importantly, the positive impact we've had on the deserving students we serve.

For EIF, this year marked a year of tremendous growth and expansion. As you may recall, during the preceding 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. From that important work birthed a strategic go-forward plan than included challenges for each of us. Throughout the year, it has been a privilege to put that plan into action. And, we would like to personally thank each of you for rising to the challenge and going the extra mile. Together, we are making great strides toward making college or a career a reality for youth who have the potential to help transform our community.

Below is a snapshot of this year's accomplishment:

### **College and Career Readiness**

- Advised 120,102 students
- Supported 5 school districts: Austin ISD, Dallas ISD, Ft. Worth ISD, Grand Prairie ISD, Marshall ISD and Richardson ISD (Intern Program)
- Dallas ISD High School Results
  - 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 \$180,000,000 in scholarships and grants for the senior class, working through our partnerships with schools and corporations.
- 4X ROI
- Partnered with community organizations and leaders to strengthen the EIF mobile initiative, touching 9,200 families.

### **Sustainability**

- Enhanced our EIF Scholars program to include offering high performing students from each of our 21 schools specialized support with their college and career goals. This year EIF supported 124 students in receiving scholarships through our signature event, Evening with the Stars.
- Continuously update our workforce readiness curriculum that supports the Dallas and Richardson Mayor's student internship programs to assist students in their transition to technology- based learning in college and careers.

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 the need, EIF has worked tirelessly in the college and career access field for 17 years. Yet, this past year has shed light on the need for equity in access to post-secondary options all across the country. Hence, the need for our services to students and their families has shown to be even more critical. With your support and partnership, EIF has continued to exceed expectations, expand our reach to serve even more students and transform lives through education. The best is yet to come!

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	Marshall Middle School
James Fannin Middle School	Piedmont G.L.O.B.A.L Academy
O.W. Holmes Middle School	Ronald Reagan Middle School
Andrew Jackson Middle School	Harry S. Truman Middle School
Young Men's Leadership Academy at Kennedy Middle School	

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### HIGH SCHOOLS

W.H. Adamson High School	North Dallas High School
Dr. Wright L Lssiter Early College High Schhol	John Leslie Patton Jr. Academic Center
David W. Carter High School	Judge Barefoot Sanders Magnet Center
Emmett Conrad High School	L.G. Pinkston High School
Crockett High School	Polytechnic High School
Kathlyn Joy Gilliam Collegiate Academy	Franklin D. Roosevelt High School
Lyndon B. Johnson High School	W.W. Samuell High School
Grand Prairie Fine Arts Academy	Skyline High School
Grand Prairie Collegiate Institute	South Oak Cliff High School
Justin F. Kimball High School	Sunset High School
Lincoln High School	School for the Talented and Gifted
James Madison High School	Trinidad Garza Early High School
A. Maceo Smith New Tech High School	Wilmer-Hutchins High School
Marshall High School	O.D. Wyatt High School



### *Htway*

University at Texas, Student  
Conrad High School, Graduate

Htway is interested in becoming a speech therapist in the future. She plans on continuing her education after high school by enrolling in a four year university. Htway has narrowed her choices of colleges to Texas Women's University, The University of Texas at Arlington, and The University of Texas at Dallas.

Miss Htlay has been an ardent supporter of communication especially with the youth. She currently volunteers with tutoring the youth of her community after school. Htway believes that communication is extremely important to today's society. She has set her goals to continue her education and become not only involved in her community but also empower her peers and the youth of her generation by learning new skills and techniques in verbal and nonverbal communication. Htway plans to utilize her bachelor's degree and become a licensed speech therapist and continue her education to her master's degree.

"Mr. N has been very helpful in assisting me in the college process by helping me narrow down my schools I want to attend and helping me apply for those difficult applications." Mr. Naser makes the application process seamless and he is very useful and knowledgeable on any college topic I have asked him. I have been able to assist Htway with applying to all her schools and with her financial aid. I am very proud of how hard she has worked as she a shining light of an example to her fellow peers. Her hard work and dedication has shown what type of individual Htway is and speak to her character and work ethic. I am privileged to assist her throughout the whole process of registering for the SAT to applying to her colleges, and financial aid. I hope to see Htway succeed at the highest level and have no doubt she will be successful in her college endeavors and after.



## ***TJ***

Skyline High School, Student

a of Education is Freedom Alumnus TJ is a proud graduate of W.W. Samuell High School class of 2015! And, as of May 2019, he's also graduate of the University of North Texas at Dallas, where he earned a Bachelor's degree in Finance. Currently, as a UNT Dallas recruiter and administration specialist, TJ has helped hundreds of students prepare for and succeed in higher education. "In this role, I am able to help set students on the right path towards gaining a quality education after high school, like Education is Freedom did for me."

Born and raised by a single mother in the heart of Pleasant Grove, and filling the role of "man of the house" by helping provide for his mother and sisters since he was a teenager, TJ has had the motivation to become an entrepreneur since an early age. Now armed with education, TJ has successfully launched both a DJ and motivational speaking business!



## ***Andres***

Lyndon B. Johnson High School, Student

"I'm going to do construction like my dad, but I guess I'll try to get a certificate first at Austin Community College so I can be a foreman one day. That way I'll get to be the boss of everyone."

## Quotes

*“Education is Freedom has been an extra wheel gearing my students towards college and career opportunities. Our students received valuable guidance, mentoring and support from our personal EIF Advisor on-site.*

Principal Weaver  
Lincoln High School

*“EIF Gets it Done! Over the years, EIF has dramatically impacted my high school’s college going culture. Not only are students deaming of college, but with EIF college dreams are realities.*

Principal Simmons  
L.G. Pinkston High School



# EIF: Impacting Lives Behind the Data

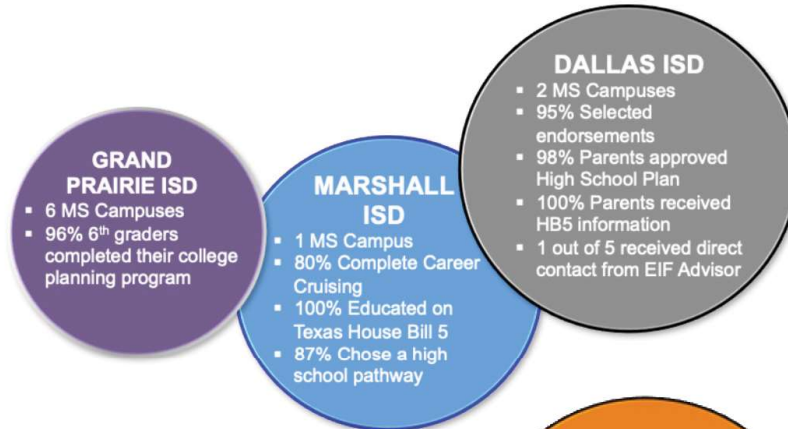


## Evidence of Impact

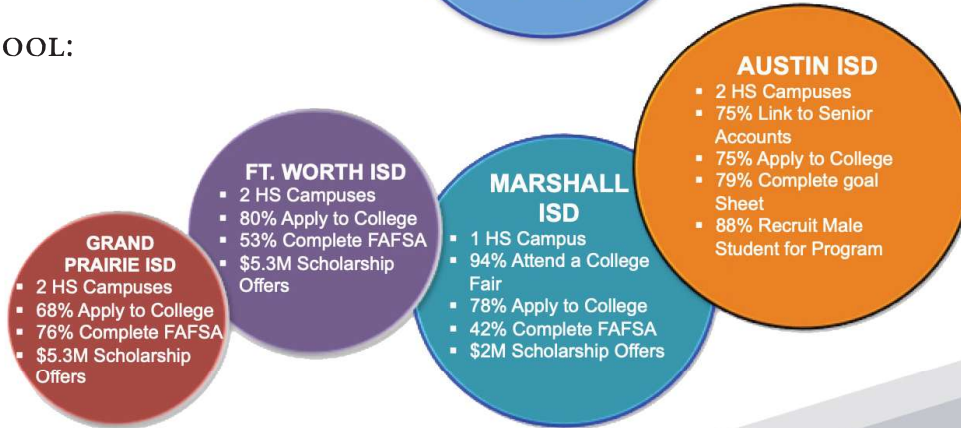
### PORTFOLIO OF SERVICES:



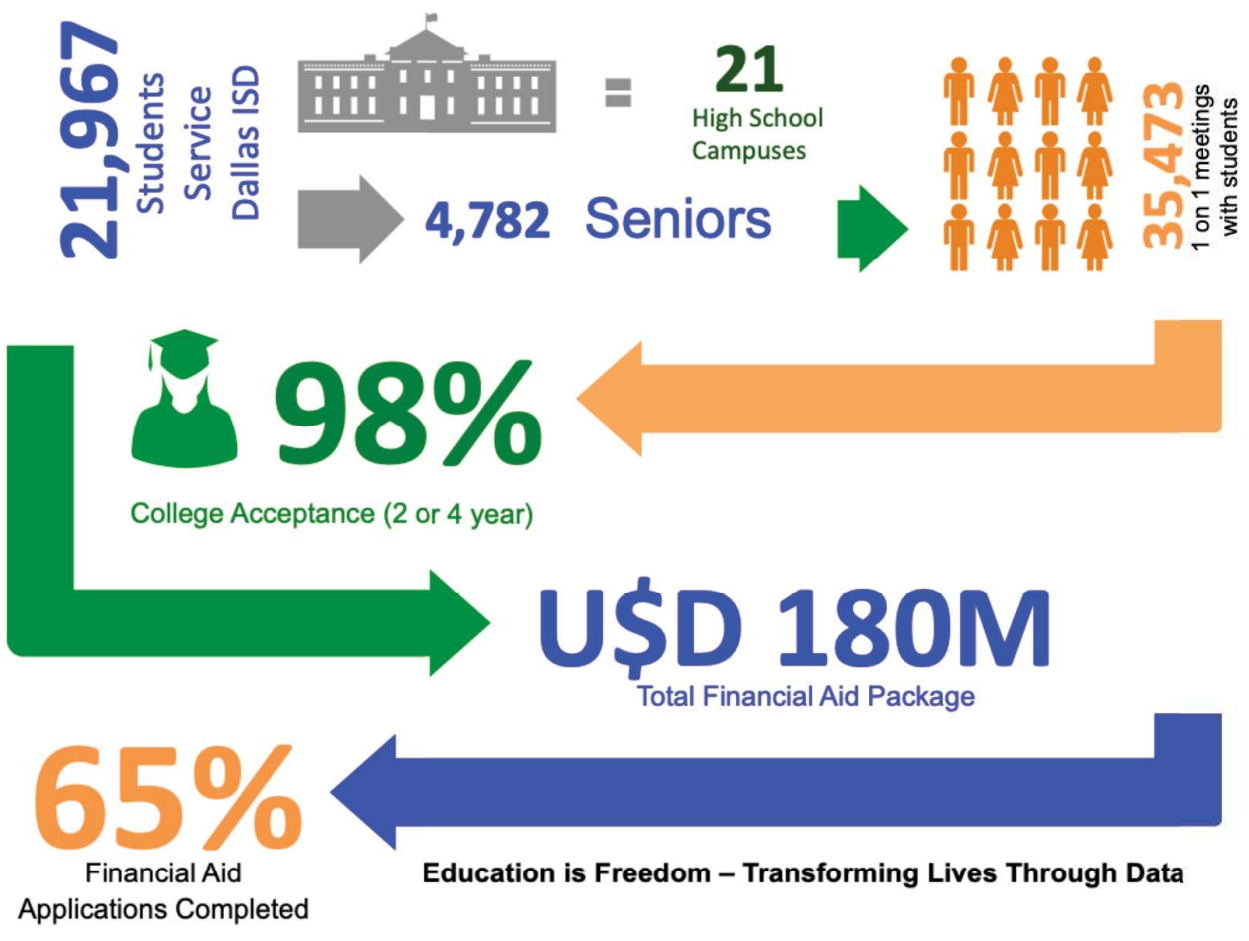
### MIDDLE SCHOOL:



### HIGH SCHOOL:



# Evidence of Impact



## 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 2019 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 2019 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 2019 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.

## Major Successes



### EIF “Find Your Future” Summer Camp:

Our inaugural year of the EIF “Find Your Future” summer camp has given us yet another opportunity to share with Dallas ISD students our research-based, relevant, and tailored curriculum. Our goal is always to inspire, motivate, and equip students with career, life, and college knowledge. The core element of the EIF’s “Find Your Future” summer programming is that it was facilitated by college-educated individuals with the skills and knowledge to coach/mentor students. The role is critical in that it’s through this mentoring relationship (coupled with relevant curriculum) that we were equipped to help prepare the students to enter high school with the intent of completing not only high school but obtain a post-secondary education. This primarily involved facilitating workshops and activities designed to foster a college and career going mindset within each individual student.

## Major Successes



### **Evening with the Stars:**

EIF held its fourth annual fundraiser and scholarship event, Evening With the Stars, on April 24th, 2019. This event honored 124 EIF Scholars from 21 Dallas ISD high schools with over \$47,000 in scholarships, in addition to other generous gifts such as Benjamin Banneker watches for each Scholar and Southwest Airlines flight vouchers for those attending college out of state. EIF Scholars are in the top of their class academically and are selected at the beginning of their senior year to complete leadership and learning activities throughout the year to help them achieve their collegiate goals. Evening With the Stars was held at the Perot Museum of Nature and Science where Scholars and their families were able to enjoy food, beverages, and museum exhibits following the scholarship ceremony. EIF's net income for the event was over \$59,000.

## Major Successes



### **EIF Alumni Association:**

EIF kicked off our EIF Alumni Association to bring together graduates of the numerous high schools and school districts that EIF has served over the past 17 years, for networking, career development, and community service.

The purpose behind the Alumni Association is to create a network of graduates, current students, and EIF staff in order to help maintain college retention. The association provides opportunities for its alumni members to remain in contact with mentors who can guide them through the college and / or career process. Each Alumni is then encouraged to reach back to students from their high schools or the association in order to mold near-peer relationships so that they too can successfully prep for, go to, and graduate from college and enter into the workforce.

## JPMorganChase

JPMorgan Chase has partnered with EIF through their Summer Youth Employment Program. Our partnership consist of finding workforce readiness training to over 1000 youth in Dallas. In addition, Chase provides a train the trainer model to ensure 400 Dallas youth is training in financial literacy and investments. The goal for this partnership is to ensure students have 21st century skills needed to seek and compete in the Dallas / Ft. Worth workspace.

## Deloitte.

EIF has partnered with Deloitte in its StepUp DFW program, which provides pro bono consulting for nonprofits in DFW. The project is focused on workforce readiness, providing EIF with the tools it needs to educate students on non-four year degree certificate and training programs. Deloitte will delivered a comprehensive landscape of current workforce programs and career opportunities in DFW, materials to support advisors as they educate students on training programs, recommendations for employers and organizations to partner with, and a coaching model for advisors to roll out for our 2019-2020 school year. The goal for this partnership was to equip EIF with the expertise needed to advise students on sustainable, long-term career paths should they choose to forgo a four-year collegiate degree.



## 2018 - 2019 Contributions

- School District Funding - \$1,842,634
- Corporations & Foundations - \$525,412
- Event Revenue - \$445,291
- In-Kind Donations - \$181,649
- Individuals - \$42,708



## Donors List 2018-2019

### **Doctoral: \$100K and up**

Dallas Foundation  
Dallas Independent School District  
Grand Prairie Independent School District  
Rainwater Foundation  
Richardson Independent School District

### **Masters: \$50k - 9\$9K**

Austin My Brother's Keeper  
Highland Capital Management  
Hoblitzelle Foundation  
Marshall Independent School District  
J. P Morgan Chase Foundation  
Kimberly Clark  
Richardson Independent School District  
United Way of Metropolitan Dallas

### **Bachelors: \$15K - \$49K**

Accenture LLP  
Capital One  
Dakita / Vanir. A Joint Venture  
Okada Family Foundation  
State Fair of Texas  
Wells Fargo

### **Associates / Individual: \$14K and under**

Rafael Anchia  
Al Bru  
Celanese Foundation  
Dallas Association of Realists  
Dart Foundation  
Deborah Cox / Mike McClelland  
Erika N Salter Law  
Marcia Page  
Margo Designs  
Mid-Cities Chapter, The Links, Inc.  
Mutual of Omaha  
Satterfield & Pontikes  
Marcia Sue Spellman

## Board of Directors

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Shiftsmart

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***Matthew Randazzo***

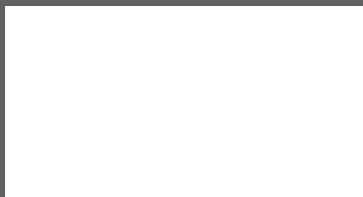
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***Royce West***

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