



Reach for College!®

# Annual Report 2008

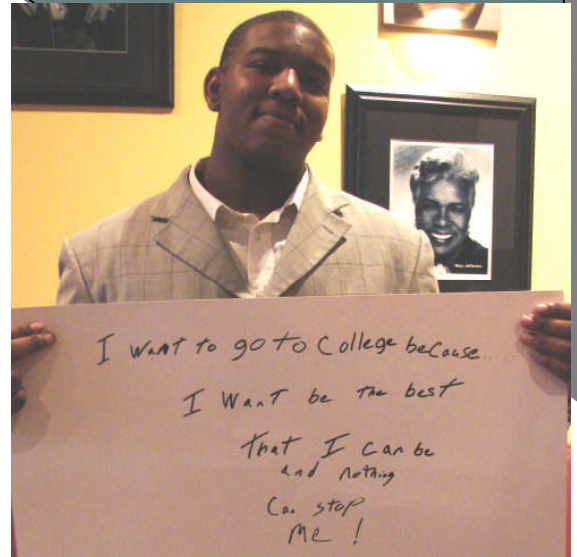
## LETTER FROM THE CO-DIRECTORS

Hello Reach for College! Friends,

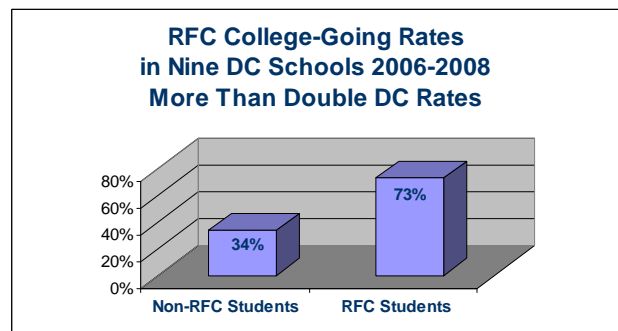
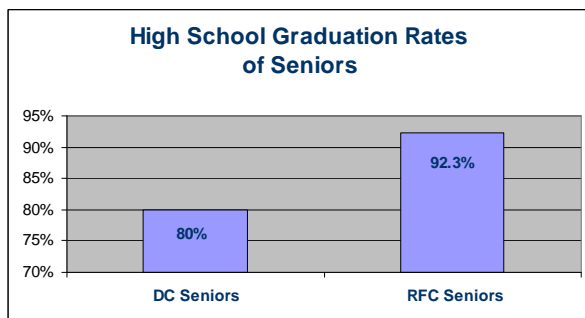
### RFC served over 4,600 students in 2008!

This has been a year of great growth for Reach for College! Here are some of the ways we've grown:

- Increased students served from 822 to 4,681.
- Increased from 12 schools to 15.
- Increased our revenue from \$182,000 to \$271,000.
- Took more students on more college tours to a wider variety of colleges and universities.
- Grew the Saturday Academy from 10 to 15 students so more students can learn from the rich historical and cultural sites in their city.
- Added books for parents to accompany the 9<sup>th</sup> grade and the 12<sup>th</sup> grade books and translated them into Spanish.
- Expanded our partnership with the US Tennis Association Eastern in New York and New Jersey to serve over 200 students, up from 80 last year.



We also undertook an outcome study and found that our students are doing well. Of a sample size of 254, over 92% of RFC seniors graduated from high school, 73% enrolled in college, and 51% of RFC alums are staying in college.

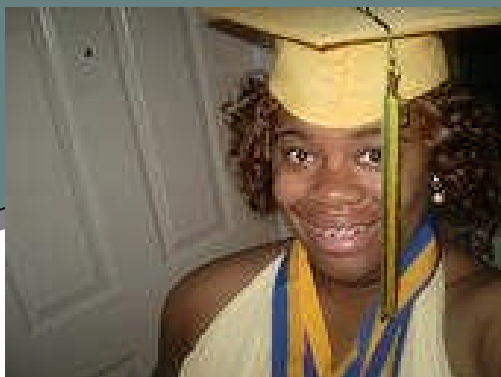


We continue to maintain lean management costs, so we can funnel fully 98% of our revenue into the students and the program. Please read on to find out more of how those investments are paying off.

Thank you for your support and interest in Reach for College!

Deb Insel & Brenda Harvey  
Co-Directors

**73% of RFC students enroll in postsecondary education.**



## PROGRAM REPORT

*Reach for College! helps students through the college access tasks in a class during their regular school day*

Of 157 respondents taking an RFC survey this year:  
 ~ 90% of students said they felt the class was preparing them for college.  
 ~87% said they would recommend this class to a friend.  
 These are pretty high marks and we are glad we can help these young people from 15 different schools on their way to their goals. The schools and the students we served are below.

### Reach for College! Schools and Students 2008-2009 (November)

DC High Schools	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>	Total
1. Bell Multi-Cultural	320				320
2. Booker T. Washington Public Charter		1	11	10	22
3. Cardozo	379	164	146	135	824
4. Dunbar Comprehensive		2	19	20	41
5. Dunbar Pre-Engineering			20		20
6. Hospitality Public Charter				24	24
7. IDEA Public Charter			4	7	11
8. The Next Step				25	25
9. Spingarn				10	10
10. Spingarn STAY	*	*	*	*	350
11. Washington Math, Science, Technology PC			11	15	26
12. H. D. Woodson			61	11	72
<b>Total in DC Schools</b>	<b>699</b>	<b>167</b>	<b>272</b>	<b>257</b>	<b>1745</b>
Prince George's County, MD Schools					
1. Crossland	470		334		804
2. Gwynn Park	332		296	257	885
3. Potomac	391	304	307	502	1247
<b>Total in Prince George's County Schools</b>	<b>1193</b>	<b>304</b>	<b>937</b>	<b>759</b>	<b>2936</b>
<b>Total Reach for College! Students 2008-09</b>	<b>1892</b>	<b>471</b>	<b>1209</b>	<b>1016</b>	<b>4681</b>

Two high schools are using the Reach for College! program with every student in the school, grades 9-12, to create a college-going culture in which all students are talking about postsecondary plans. The hope is that all students will begin to think of high school as the launching pad to their future educational goals.

**"I think this class is good for young adults coming up because it helps them think about the future."**

~From Student Surveys

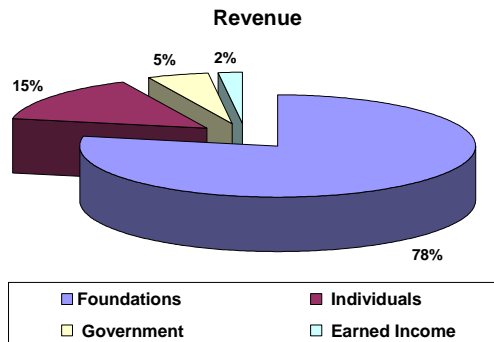
**"The students are excited about what Reach for College! is doing and are finding their involvement [in the class] beneficial for their future. Thanks Reach for College!"**

~From Teacher Surveys

## FINANCIAL STATEMENT FOR 2008

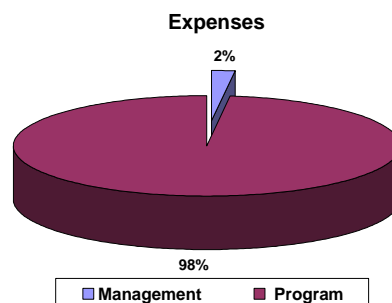
### REVENUE

Grants from Foundations	\$211,699
Individual Donors	41,101
Government	13,846
Earned Income (Book Sales & Interest)	<u>4,744</u>
<b>TOTAL</b>	<b>\$271,390</b>



### EXPENSES

Program	\$192,922
Management	2,588
Fundraising	<u>1,144</u>
<b>TOTAL</b>	<b>\$196,654</b>



**4,600 STUDENTS SERVED IN 2008. PER STUDENT COST = \$42.75.**

## THANK YOU TO OUR SUPPORTERS FOR 2008

### FOUNDATIONS

Morris and Gwendolyn Cafritz Foundation  
 Insel Foundation  
 Jack Kent Cooke Foundation  
 Citi Foundation  
 USTA Serves

Herb Block Foundation  
 Harman Foundation  
 Hattie M. Strong Foundation  
 Richard and Nancy Marriott Foundation  
 Mystics Foundation

### GOVERNMENT

D.C. Office of the State Superintendent of Education

### MANY INDIVIDUAL DONORS

**"This class is helpful to many people that need a little help getting on the right foot for college."**

~From Student Survey

# COMMUNITY PARTNERSHIPS

## **Partnership with the United States Tennis Association enables students to work through the RFC curriculum after school**



Through a partnership with the United States Tennis Association Eastern and with a grant from USTA Serves, RFC is helping students in New York and New Jersey use the RFC materials after school and after tennis practice. The A.C.E. Project (Achieving through Coaching and Education) is assisting over 200 students this year, up from 80 last year, and is set to expand again next year.

A similar partnership with the Prince George's County, Maryland Tennis and Education Foundation is also helping students to college by combining the discipline of tennis with awareness about college and getting their applications in. The college enrollment rate at PGTEF is 98%.

*USTA Eastern A.C.E. Project students and coaches at Mt. Vernon High, Mt. Vernon, NY.*

**"The [A.C.E.] program has opened us up to new methods of working and studying; it's made us explore career options and college choices; we've even had to manage our own monthly budget. The program is preparing me for college. Now, as a graduating senior, I hope to apply the valuable lessons from the program to my college studies and more."**

*~Torian Brackett, Mt. Vernon High, Mt. Vernon, New York*

## **REACH FOR COLLEGE! MISSION**

**To promote equity in education by increasing and supporting the number of traditionally disadvantaged students who pursue and complete postsecondary education.**

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