



EDUCATION
OPENS
DOORS

FY2021
Impact
Report

ELEVATE

When doors open, lives change.





2020-21: An unforgettable school year

JAYDA BATCHELDER
From the Founder & CEO

Not surprisingly, 2020-21 was a school year that challenged every education-based organization, educator and student. Education Opens Doors was no exception. The digital learning curve was steep for all — from striving to engage students in virtual, home learning environments to finding the best medium to support parents and teachers or shifting our entire team to a virtual office. Gathering meaningful data was equally tough.

We were also navigating a global pandemic and recommitting - both in words and actions - to fight for equity and change amidst racial unrest in our country.

And yet, like so many, we at **Education Opens Doors**, put our heads down and pressed on to

ensure students weren't lost in the pandemic chaos.

Students remained Priority 1 - and always will.

- We pivoted our in-person approach and went all-digital.
- We enhanced our curriculum and learning management system.
- We kept our sights set on the future, and developed new, Gen Z-centric learning tools and a 3-year strategic plan.
- We focused on impacting students knowing their need to stay grounded and future-focused was greater than ever.

Most importantly, we turned to you, our donors, supporters, partners, EOD family and friends, and you showed overwhelming support - and we're grateful. Thank you and

here's to increasing access for more students and elevating our program in the year ahead!

“Students remained Priority #1 - and always will.”

Education Opens Doors didn't miss a beat.



While no one could have predicted a pandemic would turn our world - and our educational system, in particular - upside down last year, it certainly did. And yet, as that old saying goes: Out of adversity comes opportunity for those who embrace it.

That's exactly what Education Opens Doors did. I have the great privilege of being an active part of "Team Education Opens Doors" from a Board perspective, and it is with great pride that I can say this organization didn't miss a beat. No resting on laurels, no wait-and-see, all solutions to ensure the students we serve received the college and career readiness knowledge, tools and counsel they needed more than ever.

In a year that pushed our educational system to its limits, I saw a deeper commitment to student impact and teacher engagement than ever before by Education Opens Doors. I am proud to be part of this terrific and impactful organization.

Jeff George
Chairman, Board of Directors

Board of Directors



Leandre Johns
COO, Flowhub



Anne Wicks
Dir. of the Education
Reform Initiative, George
W. Bush Institute



Jonica Lockwood
Principal, D.A.
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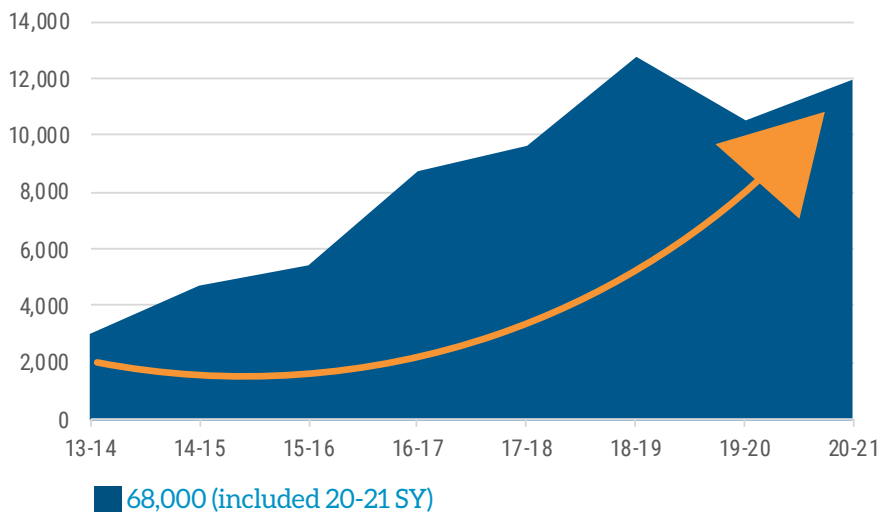
Kaitlin Guthrow
Dir. of Sponsorships
and Nonprofit
Relations, Communities
Foundation of Texas

Going Strong: Our Mission for Change

All students deserve the opportunity to pursue their limitless potential

- To have the right to understand the value of education and options available to them after high school
- To have access to information and guidance for their future

Since Education Opens Doors
was founded in 2012,
we've transformed
the lives of more than
68,000 students.



On average, public high school students receive only

38

minutes of college and career advising over 4 years.

We turn that 38 minutes over 4 years into

900

minutes in just one year.



Our Students Say It Best

For middle school students choosing their future paths...



“In the beginning, I really didn't know a lot about college. Just learning the process really opened my eyes to see what I really want for the future. I want to be an example to my little brothers, be educated, and have a good job. -Student

Education Opens Doors is a great program because it teaches you have to be a better person and be prepared for a job, or college, and high school. -Student

One of my favorite things that I learned in this program is information on how to get a great scholarship”
(he says with a huge grin on his face... so sweet!) -Student

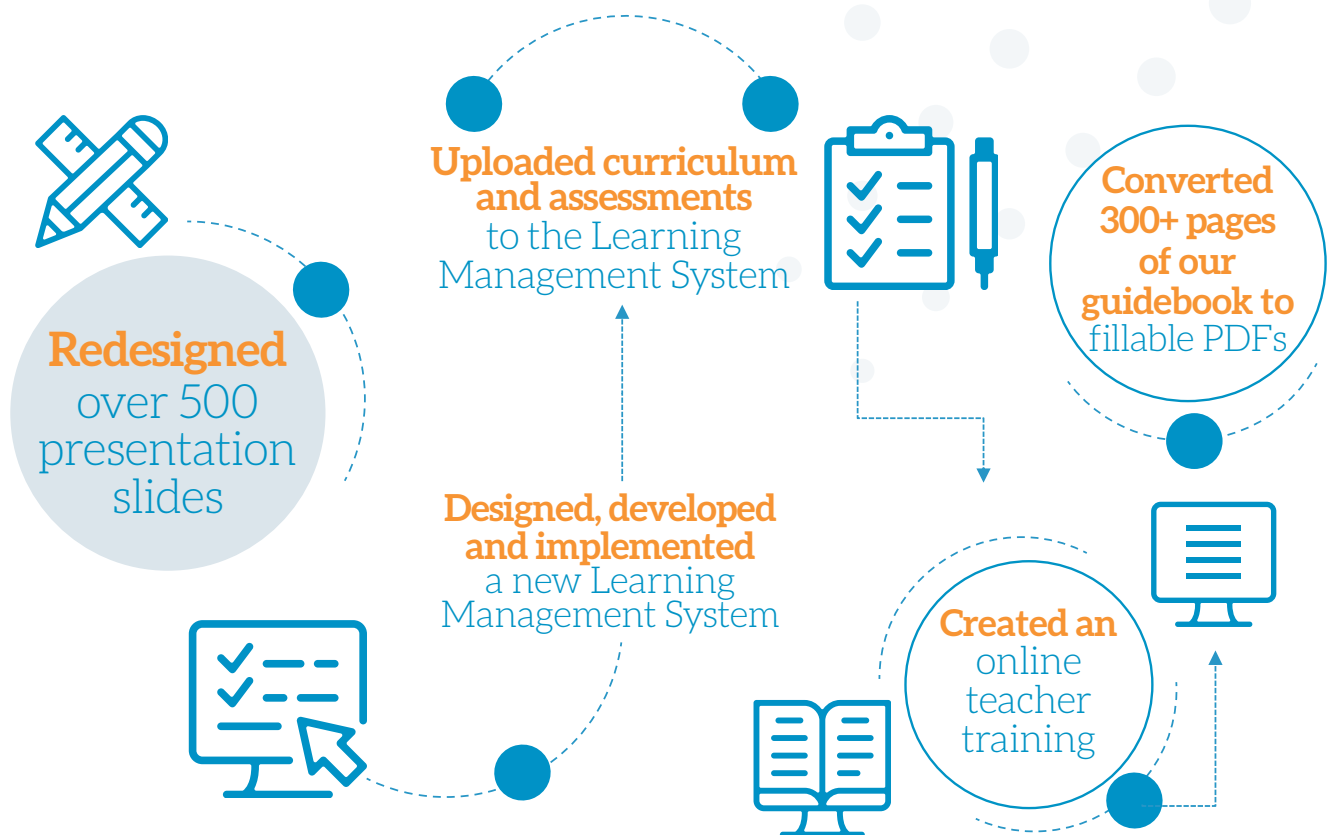
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Education Opens Doors is the solution that creates awareness around intentional college and career choices.

Impact 2020-21: Persevering Through a Pandemic

Dallas ISD District Leader: “During the pandemic, EOD quickly turned to a digital platform which I thought was remarkable. Their nimbleness and ability to create something specific for the end user makes EOD a very special program.”

In just a few months we...



...and impacted more than 12,000 students by working hand-in-hand with 135 teachers at 47 schools.

Despite a Challenging Virtual Environment, Our Impact Was Clear

2020-21 Impact*

- 89.5%** of EOD teachers describe the value of the EOD curriculum content as important during the pandemic and the new structure of the school day
- 88.2%** of students reported during 2020-21 that they expect to get a post-secondary credential - a 2-year college, 4-year college, or trade school
- 94.7%** of EOD teachers reported they would continue teaching EOD next year and would recommend it to other teachers

“Students can now see how life continues on...even through a pandemic.”

*Of the teachers and students that responded

Putting New Stakes in the Ground - Middle School College & Career Readiness Metrics

- In the 2020-21 school year, we implemented The Middle School College Readiness Index - a new student survey designed to capture middle school indicators of college and career readiness.
- The survey, designed after the renowned Pearson Middle School College Readiness Index, measures students' motivation, social engagement and family engagement related to education.
- EOD has begun implementing it through pre/post survey assessments and analyzing district data (when available). We remain committed to data-driven impact and will share more on our survey, assessments and long-term outcomes as the school year progresses.

Beyond the Data: Teachers and Students Weigh in on EOD in 2020-21



“

“What a true and genuine lifesaver EOD has been for me to better serve my students this school year. Having to teach virtually and traditionally simultaneously at the same time is challenging. With the EOD curriculum being so well organized, it has given me a better opportunity to serve the needs of my students.”

- M.S. Teacher

“The combination of the mini-lesson videos and the guidebook has been super engaging for my class. It’s the first time all year I’m getting 100% completion on assignments!”

- M.S. Teacher

“I liked that there were a lot of videos available. The EOD online program provided lots of examples.”

- 8th Grade Student

“It seems we have become a swinging door of staff and students rotating in and out quarantining...We have been keeping up with our weekly lessons and thank goodness for all the digital resources.”

- M.S. Teacher

”

2020-21 Big Wins & Innovation

BIG Wins

- Pivoted our entire student-centered program, curriculum and support structure into a digital format for learning in a virtual environment. [Watch our Digital Program Elevation Showcase](#)
- Developed a 1,000-Day Strategic Plan grounded in equity and three strategic priorities to guide our future growth and student impact goals.
- Chosen by WFAA - Ch. 8 as Dallas 2020 Nonprofit Advocacy Campaign of the Year



Scan here to watch
EOD in action as
WFAA - Channel 8's
Dallas 2020 Nonprofit
Advocacy Campaign
of the Year

Innovation



- Developed our first-ever Parent Programming and EOD Resource Hub online to be piloted across the U.S. beginning with parents in Dallas Ft. Worth in FY22.
- In progress: A Student-Created TikTok-inspired Video Library with videos to assist middle schoolers in their transition into high school and college.

Staying Ahead of the Curve: Insights into College & Career Readiness + Gen Z



How do we ensure our college and career readiness knowledge and skills continue to resonate with and impact our Gen Z students?

We have become students of our Gen Zers - how they learn, what they care about, and the voices they listen to. We lean into insights from Gen Z to guide and elevate our program offerings both online and in-person and to support teachers, parents and students.

- 1) **Only 25% of Gen Zs believe the traditional college model is the only pathway to getting a good job.**¹
- 2) **74% of Gen Zs say they spend their free time online.**²
- 3) **Gen Z students are comfortable learning alongside other students using face-to-face video tools.**³
- 4) **Most Gen Z college grads say their college experience is useful for intellectual growth; views are mixed when about job opportunities and marketable skills.**⁴
- 5) **Gen-Z's expectations in the workplace are values-driven and aligned with their personal morals.**⁵

1 ECMC Group and VICE Media 2021 - GenZ Report

2 Uniquely Generation Z. What brand should know about today's youngest consumers. IBM Institute

3 Welcome to Generation Z. Network of Executive Women. Deloitte

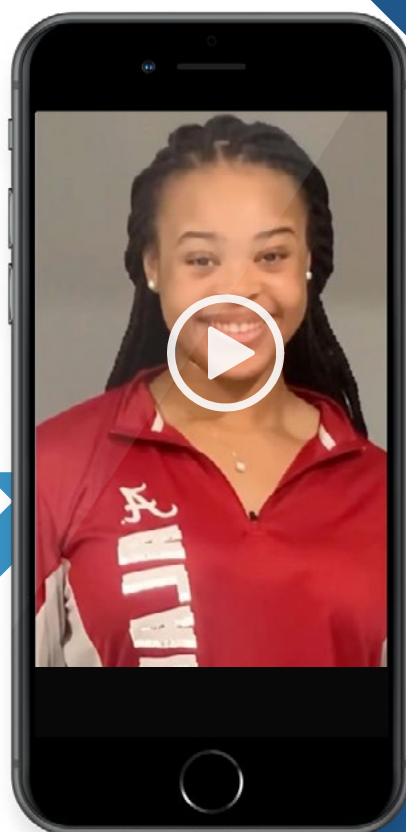
4 The Value of a College Education. The State of of American Jobs. Pew Research Center.

5 How Gen Z is Bringing a Fresh Perspective to the World of Work. Ashley Stahl. Forbes.

How We're Bringing These Insights to Life


A Snapshot of Gen Z-inspired innovation

We use these insights to inform our graphics and videos to provide relevant, resonant content for our students. This year we've included digital mini-lessons and TikTok videos with Gen Z voices, and will include future, student-centered regional curriculum (think: career pathways specific to where students live!) later this year.





TikTok Videos with Student Voice & Influencers

Digital, Video Mini-Lessons



Research: Types of Financial Aid

Download and use the Student Activity Sheet "Understanding Financial Aid" to help you with taking digital notes about. Loans, Grants, Scholarships, Work Study



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	Loan	Grant	Scholarship	Work Study
Where does the money come from?				
Does it have to be paid back?				
How do you qualify for it?				
When do you have to start paying it back?				
What are the pros and cons of each?				
What is a student's responsibility when they get the money?				
PROS and CONS				

...and more to come! Education Opens Doors is committed to continued innovation and Gen Z-centric programming. We are grateful for community and donor support to help drive our vision for impact in the years ahead.

Thank You to Our Donors

Our Donors by Lifetime Giving

Through the incredible generosity of individuals, families, foundations and community funders every year, Education Opens Doors continues to increase access and opportunity for underserved students in Dallas-Fort Worth and across the U.S.

\$400,000+

- Carter Creech Education Fund
- Dan and Pat Wright

\$300,000+

- The Boone Family Foundation
- Draper Richards Kaplan Foundation
- The Meadows Foundation
- M.R. and Evelyn Hudson Foundation
- Stand Together Foundation

\$200,000+

- United Way of Metropolitan Dallas

\$100,000+

- Billie and Gillis Thomas Foundation
- Communities Foundation of Texas
- Durham Family Foundation
- The Hoglund Foundation
- M.B. & Edna Zale Foundation
- Hoblitzelle Foundation
- Rainwater Charitable Foundation

\$50,000+

- The Addy Foundation
- Bank of America Charitable Foundation
- Berry R. Cox Family Foundation
- Boxer Bow Tie Club
- Catherine and Will Rose Family Fund
- Community Council of Greater Dallas
- Cotton Bowl Foundation
- H-E-B/Central Market

- Hillcrest Foundation
- The Mike & Mary Terry Family Foundation
- ORIX Foundation
- The Popolo Family Fund

\$25,000+

- Byrne Family Foundation Trust
- Capital for Kids
- The Catholic Foundation
- The Dallas Foundation
- Garrett and Cecilia Boone
- George Family Foundation
- The George and Fay Young Foundation
- Heart of Dallas Fund
- The Hirsch Family Foundation
- John and Michele Stephens
- Ken and Carolyn Barth
- Laurie and David Matthews
- Patterson Family Foundation
- Robert S. Kaplan Foundation
- Social Venture Partners Dallas
- TEGNA Foundation - WFAA Channel 8
- Truist Foundation

\$10,000+

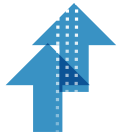
- Abigail Williams Advised Fund
- Ann & Chris Mahowald
- The Anne & Michael Duffy Family Fund
- Assured Guaranty
- BBVA Foundation
- Center for American Progress
- Christopher and Ashlee Kleinert

- CRIS Grant
- Dallas Mavericks Foundation
- The David M. Crowley Foundation
- Dirk Nowitzki Foundation
- Earth Day Texas
- The Ellen Wood Fund
- Inwood National Bank
- Jeff and Renee George Family Fund
- Katherine C. Carmody Charitable Trust
- Om & Shanti Fund
- Ray Hunt
- Roy and Christine Sturgis Charitable Trust
- Steven Raab and Ginny Jackson
- Vickery Meadow Youth Development Foundation
- W.P. & Bulah Luse Foundation

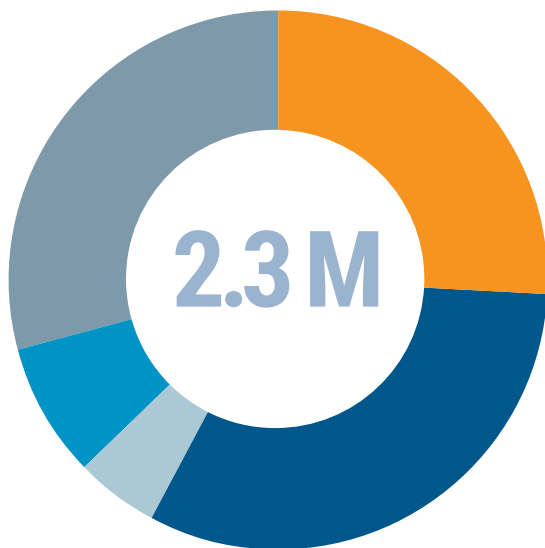
\$5,000+

- Anonymous
- Anonymous
- Anonymous
- Bryan and Nancy DenHartog
- Jiv Daya Foundation
- Randy Sanman
- Satori Capital

A Look at 2020-21 Finances



A network of generous donors, dedicated teachers, and collaborative partner schools make our work possible



2020-2021 Revenue: \$2.3 Million

29% Program

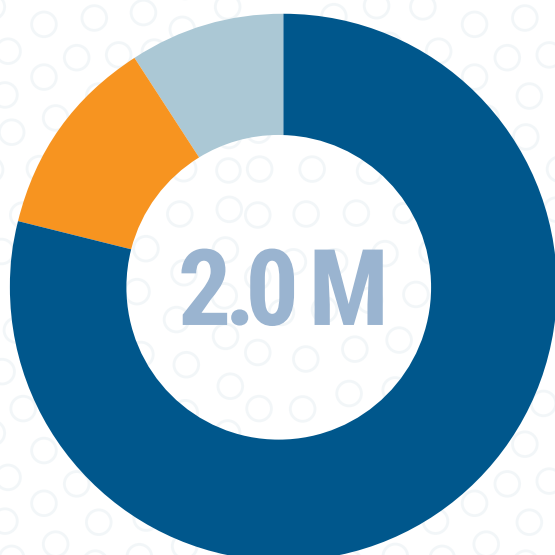
26% Foundation

32% Individual

5% Corporate

8% Government

We are committed to being good stewards of community investments



2020-21 Expenses: \$2.0 Million

81% Program

11% Operating

8% Development

**Unaudited Financials*

When Doors Open, Lives Change.

Here's how you can support EOD students across the nation



Buy a Guidebook,
Give a Guidebook

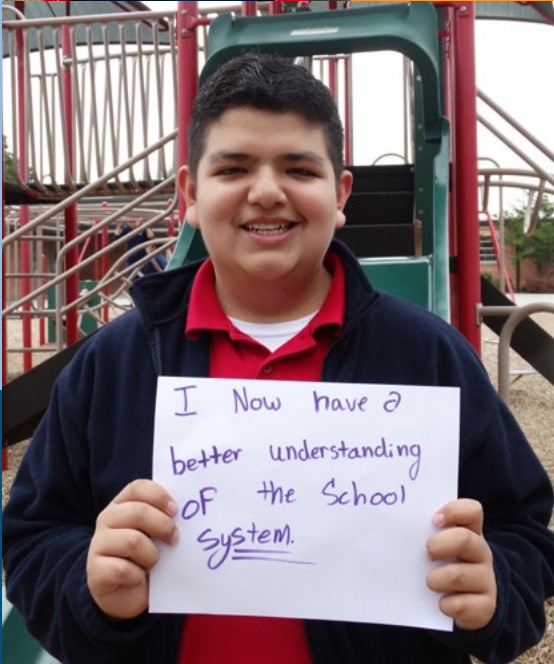
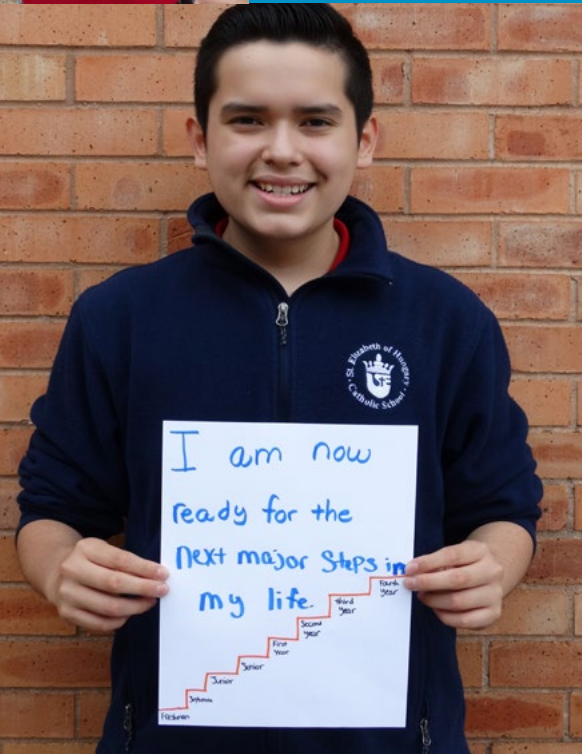
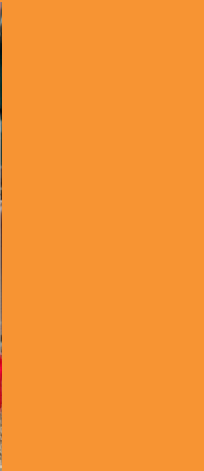
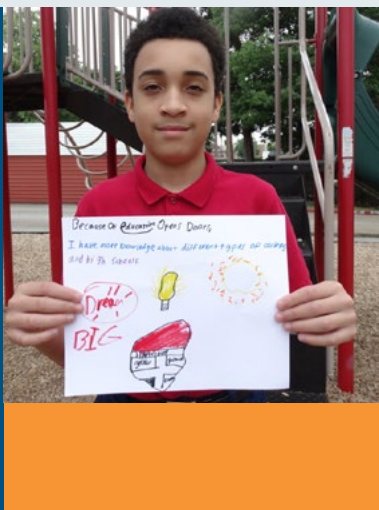
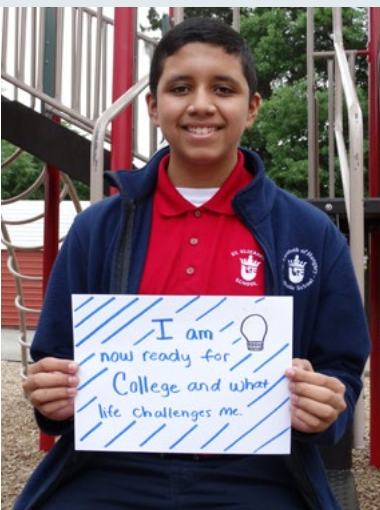


Invest in College, Career,
and Military Readiness



Be a Advocate for
Equitable Education





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