



2019 ANNUAL REPORT

LETTER FROM THE FOUNDERS

On behalf of the Be A Leader Foundation's Board of Directors, we are honored to share with you our 2019 Annual Report. Since 2002, Be A Leader has provided students with the tools and resources to make their dream of a higher education a reality. It is an undisputed fact that the need for a highly-educated, highly-skilled workforce continues to grow here in Arizona. Our mission is to help our students achieve their dreams and ensure that an educational opportunity is available to ALL students. Be A Leader is proud to have served over 8,300 students in 2019 and we look forward to 2020 with even more excitement and passion than ever before. Our work in college access and college success matters. Over 72% of Be A Leader students enroll in a postsecondary institution, compared to the 53% state-wide average. Together, we are working towards a brighter future and a more educated community. Thank you for your collaboration and partnership as we move our work forward, one student at a time.



Melissa B. Trujillo
President / CEO & Co-Founder



Gary L. Trujillo
Board Chair & Co-Founder



OUR MISSION

To increase the number of students who are prepared for and succeed in higher education by empowering them with tools, leadership skills and consistent support, transforming lives and creating life-long opportunities for success.

VISION

Where all students have the opportunity to succeed in higher education and have the skills and resources to ensure personal success.

CORE VALUES

- Integrity
- Passion
- Teamwork
- Collaboration
- Empowerment
- Inclusiveness

THEORY OF CHANGE

Our Theory of Change rests on the belief that providing students with the following elements will increase their chances of obtaining a higher education.



GUIDANCE



RESOURCES



MENTORSHIP



EMPOWERMENT

STATISTICS & DEMOGRAPHICS

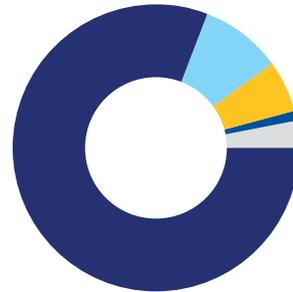
BE A LEADER STUDENTS:

81%

LOW-INCOME

83%

FIRST IN FAMILY TO PURSUE HIGHER EDUCATION



81%

HISPANIC

9%

CAUCASIAN

6%

AFRICAN AMERICAN

3%

OTHER

1%

NATIVE AMERICAN



27%

ONLY 27% OF AZ STUDENTS OBTAIN A **DEGREE** WITHIN **6 YEARS** OF GRADUATING FROM **HIGH SCHOOL**



53%

ONLY 53% OF ARIZONA HIGH SCHOOL **STUDENTS ENROLL** IN **COLLEGE** EACH YEAR



68%

OF **ARIZONA JOBS** REQUIRE SOME FORM OF **TRAINING** POST **HIGH SCHOOL**



49th

ARIZONA RANKS **49TH** IN THE NATION FOR THE PERCENTAGE OF HIGH SCHOOL **STUDENTS** WHO COMPLETE THE **FAFSA** - ONLY 48% FOR THE CLASS OF 2019

BE A LEADER TIMELINE



43%

INCREASE IN # OF STUDENTS SERVED
IN THE LAST TWO YEARS

2002



Be A Leader begins providing **scholarships** to **students** at **Arizona State University**

15 Students

2006



The **first program** for 8th graders is **established** in the Roosevelt Elementary School District

32 Students

2008



First employee is **hired** and the Be A Leader Institute High School Program & **Be A Leader Club network** **established**

550 Students

2011



The high school **program** is **expanded**, growing the network of clubs from 16 schools to now 42

2,100 Students

2017



First year of the Transition Project is completed **increasing** the # of **students** served by 3,000 in one year

5,800 Students

2019



In partnership with ASU, Be A Leader is awarded a grant from the **Bill & Melinda Gates Foundation** to launch the **AZ Network for School Improvement**

8,300 Students

PROGRAM GOALS

Be A Leader has been on quite a journey and undoubtedly has experienced some exponential growth. In 2019, we provided over 8,300 Arizona students with a Pipeline of FREE college access and success programs from 7th grade through college. Each of our programs provides students with the tools, resources & mentorship they need to see a higher education as an obtainable reality!

PROGRAM OBJECTIVES

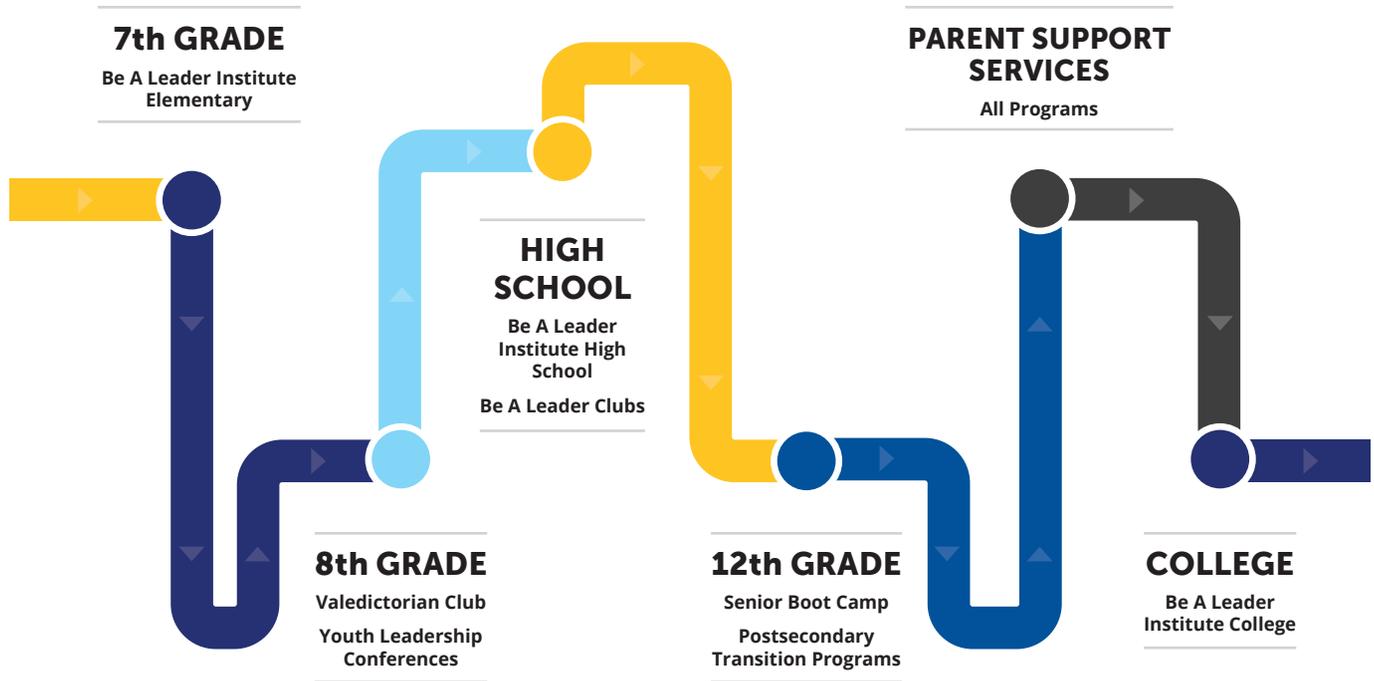
1. Help students develop an aspirational mindset with respect to higher education.
2. Provide students with support through critical educational transitions, middle school to high school and high school to college.
3. Establish meaningful relationships between students and experienced, caring adults.
4. Support students one-on-one to successfully navigate the financial aid and college application process.
5. Support students through their postsecondary journey.



PIPELINE OF PROGRAMS



8,300 STUDENTS SERVED IN 2019



MIDDLE SCHOOL PROGRAMS

Be A Leader believes it is essential to begin postsecondary planning early to ensure that students enroll in high school with a college-going mindset. Our middle school programs support students starting in 7th grade and provide participants with the tools to break down the barriers preventing them from finding a college degree a realistic goal. As students transition into 8th grade, our programs underscore the need to have a plan that will allow them to maximize their high school career. At the core of our programs is also helping students establish meaningful and consistent relationships with caring adults who will support them through high school and beyond.



“I started participating in Be A Leader since 7th grade and I am very grateful for doing it. The first thing they showed me is how to open up to people and how to plan for what I want to do in the future. I am ready to take on high school. Thank you very much for all of the support.” - Valedictorian Club Student

MIDDLE SCHOOL PROGRAMS

BE A LEADER INSTITUTE ELEMENTARY



Each year, the program provides 7th grade students from the Roosevelt Elementary School District with an eight-workshop curriculum that first plants the seed of college and helps students start planning their college journeys.

VALEDICTORIAN CLUB



The program helps develop the leadership skills of each of its two hundred 8th grade students and provides participants with the tools and knowledge they need to transition into high school with a college-going mentality.

YOUTH LEADERSHIP CONFERENCES



Each conference engages one hundred 8th graders and serves as a bridge to support students during their middle school transition. The goal is to introduce students to our high school programs and our student leaders already at their new high schools.

HIGH SCHOOL PROGRAMS

Our Be A Leader Institute High School program provides students with the resources they need to continue to envision their college-going journeys. Workshops are held monthly and include both group dialogue and smaller, grade-level, interactive sessions focused on topics including: academic transcripts, SAT/ACT prep, financial aid and community engagement.

The program also focuses on providing students with career-focused guidance by engaging corporate, community and college partners in our **Career Fastpass** and **Professional Shadow Week**. These programs expose students to a wide array of industries, many of which they might not even know exist. A critical component of the program is also the college volunteers available for students at workshops. High school students are able to engage with college leaders and further visualize themselves as college graduates.



“Be A Leader has allowed me to get Millennium students on college campuses, college and career fairs, and to inspire goals and hope for their future.” - Be A Leader Club Sponsor





BE A LEADER CLUBS

A wealth of research has pointed to the importance of building a college-going culture in schools. Our Be A Leader Clubs allow us to work with high school students to develop a network of college-bound students through 42 different high school campuses across Maricopa County. These clubs are student-led, school-sponsored groups supported by Be A Leader staff and focus on college educational aspirations and pursuits.

The clubs support and encourage their members to actively participate in the monthly Be A Leader workshops and provide students with meaningful opportunities to enhance their college-going journeys. These activities include College Shadow week during their fall break and Professional Shadow week during their spring break.

**42
CLUBS**

**SERVING
OVER
1,700
STUDENTS**

SENIOR BOOT CAMP

Our Senior Boot Camp program provides 150 students each year with access to 18 program workshops, one-on-one mentoring sessions and consistent support from their assigned coach who guides them through the financial aid and college application process. The program provides high school seniors with a detailed, easy to navigate system beginning the summer before their senior year followed by individual coaching during the school year to meet critical senior year deadlines.

SENIOR BOOT CAMP CLASS OF 2019



93%
took the ACT
or SAT



94%
completed the
FAFSA



\$2.7
million in scholarship
dollars earned



93%
enrolled in
college



POSTSECONDARY TRANSITION PROGRAMS

These programs focus on increasing the number of high school seniors who complete critical outcomes like FAFSA completion, college applications and successful completion of the college enrollment process. The goal is to ultimately increase the number of students who transition into a postsecondary institution the fall following high school graduation.

By leveraging student level data, obtained through data-sharing agreements with our school district partners, and employing a case management approach, high school seniors are provided with individualized support through the financial aid and college application/enrollment process. While there is a focus on Arizona State University (ASU), specialists support students wanting to enroll at any institution.



5,503

of students served



33%

increase in FAFSAs submitted *



1,045

students awarded ASU tuition free grants



60%

increase in # enrolled at ASU *

* metrics compared to pre-project results

BILL & MELINDA GATES FOUNDATION GRANT

In December of 2019, Be A Leader, in partnership with Arizona State University, was awarded a grant from the Bill & Melinda Gates Foundation to form the Arizona Network for School Improvement (NSI). The Network will focus on increasing college-going outcomes for the nearly 56,000 students within three large districts - Phoenix Union High School District, Tolleson Union High School District and Mesa Public Schools. School working groups will use a continuous improvement model to test and revise ideas that will support students with FAFSA completion and college advising designed to help more students pursue postsecondary enrollment at a school where students are well prepared academically to earn a degree.

POSTSECONDARY SUCCESS

Our Be A Leader Institute College program provides college students with a series of professional development workshops each year aimed at supporting them through their postsecondary journey. In addition to the content being provided, students are mentored by our College Success Coordinator who checks in with them to help ensure they receive the one-on-one assistance they need from both Be A Leader staff and our alumni. This important work contributes to our state's ability to produce a robust, educated workforce.

We have had a number of our alumni secure both internships and full time employment with a wide variety of local and national organizations. In addition to providing students with access to professional development, we have created a network of Be A Leader Alumni through our Be A Leader Alumni Association at ASU. This group serves as a support system for students once they enroll at the university.



"I have been a Be A Leader student for the past 10 years. I am fortunate to have met such an inspiring, supporting, and friendly staff, all who care about each student's personal and academic success." - Be A Leader College Student

WHERE ARE THEY NOW?



72%

vs



53%

OF **BE A LEADER** STUDENTS HAVE ENROLLED IN A **POSTSECONDARY INSTITUTION***

OF **ARIZONA HIGH SCHOOL** STUDENTS ENROLL IN A **POSTSECONDARY INSTITUTION** AFTER HIGH SCHOOL



74%

OF **BE A LEADER** STUDENTS WHO HAVE ENROLLED IN A **POSTSECONDARY INSTITUTION** WERE STILL PERSISTING IN 2019 OR HAD OBTAINED A DEGREE*

400+

BE A LEADER STUDENTS HAVE ENROLLED AT OVER **400** HIGHER EDUCATION **INSTITUTIONS**



**National Student Clearinghouse data as of November 2019*

PARENT SUPPORT SERVICES

We strongly believe that one of the single most important indicators of a child's postsecondary success is the level of family support they have at home. Over 83% of our students will be the first in their families to pursue a higher education and while their parents understand the value of going to college, they are often unaware of how to support their students on this journey. Be A Leader's parent programming provides these resources resulting in a community of empowered parents who are then able to support their children through this critical journey.

"We were impressed by the dedication and expertise demonstrated by the Be A Leader staff and leadership. Their support made us confident that we would be able to optimize opportunities for our daughter, to gain an education in alignment with her life's aspirations." - Be A Leader Parent





BE A LEADER VOLUNTEERS

Volunteers continue to play a critical role in our efforts to increase the number of college-going students in our state. This past year, over 100 individuals gave of their time to ensure our students had the tools and resources needed to pursue a higher education. Whether it is volunteering once a month at one of our program workshops, serving as a coach for a small group of students going through the college application process or helping families complete their FAFSA, our volunteers make all the difference.

Details on our volunteer opportunities can be found at:
www.bealeaderfoundation.org/volunteer

“Be A Leader has allowed me the privilege to invest my time with an organization that I know is truly making a difference in the lives of thousands of students every day. I know that many of the future leaders of Arizona will be able to point back to Be A Leader as their source of inspiration.” - Be A Leader Volunteer

TAKING STEPS TOWARDS COLLEGE SUCCESS

“Taking Steps Towards College Success” is Be A Leader’s annual signature event focused on providing Arizona students and their families with direct access to a wide variety of community and postsecondary resources. The event also includes a large Free Application for Federal Student Aid (FAFSA) workshop during the resource fair where students & families are provided one-on-one support with completing their FAFSA. Over 60 volunteers are recruited each year from various corporate partners to help support the event. This past year, Be A Leader celebrated the event’s 11th anniversary bringing together over 50 different community partners and thousands of students and families.



BOARD OF DIRECTORS

We are extremely thankful for the support and dedication of the following individuals. Their commitment to our mission allows us to make the dream of a higher education a reality for thousands of Arizona students!

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President & CEO
Southwest Harvard Group

Board Member
Mrs. Christine Burton
Founder
Burton Family Foundation

Board Member
Mrs. Lori Taitano
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Sam's Club

President & CEO
Mrs. Melissa Trujillo
President & CEO
Be A Leader Foundation



SRP's history of commitment to the community includes support of organizations like the Be A Leader Foundation. We want to thank SRP for providing the printing of this report.



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