



# Impact Report

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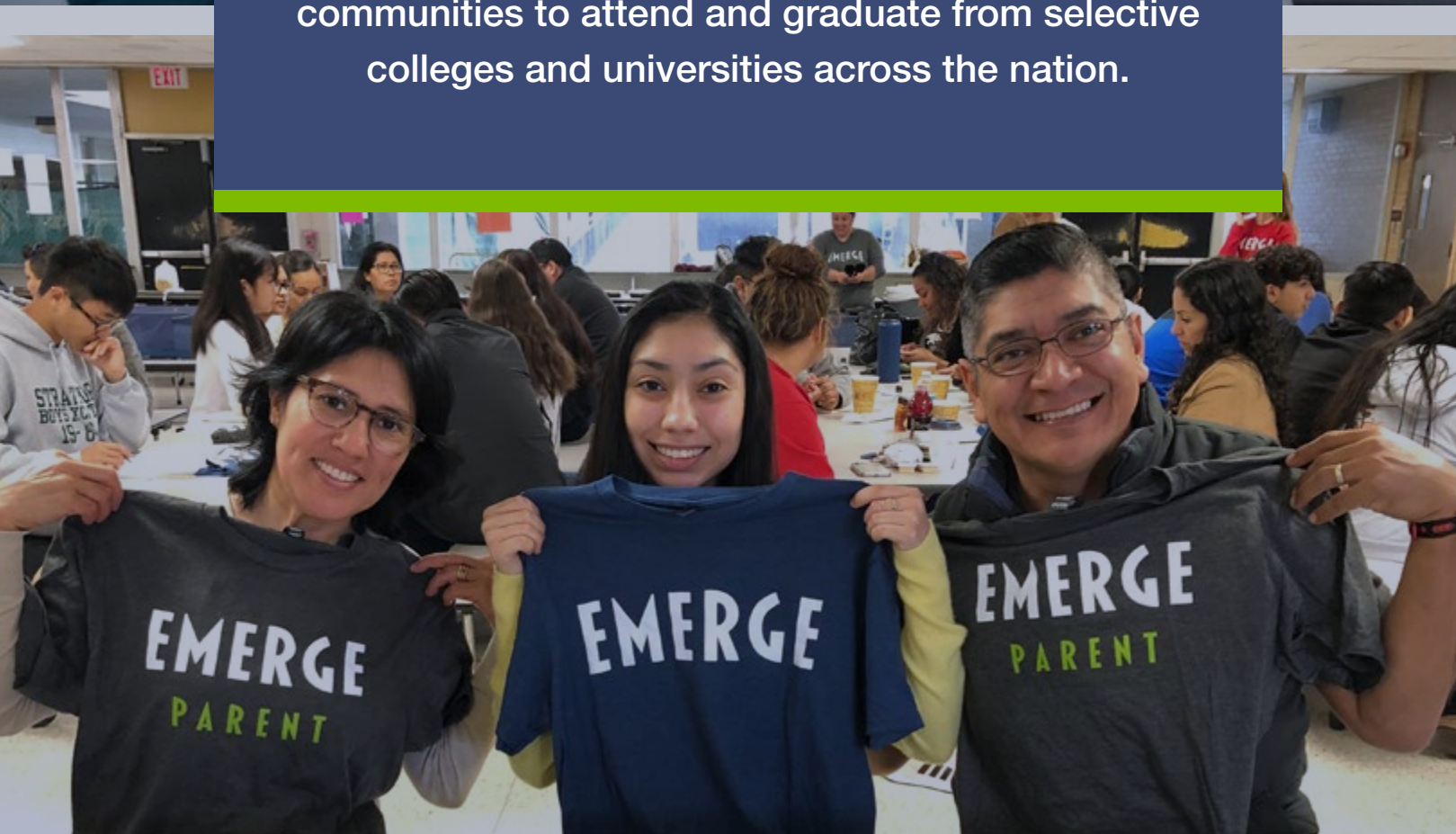
2019-2020

**EMERGE**





The mission of **EMERGE** is to empower and prepare high-performing students from underserved communities to attend and graduate from selective colleges and universities across the nation.



## Table of Contents

4

Letter from the  
Executive Director

6

Our Model

7

Impact and  
Results

8

10-Year  
Milestones

10

2019-2020  
Highlights

12

Financial  
Statement

14

Our Supporters

15

Board of Directors



# 2020: A Year of Change & Perseverance



The 2019-2020 school year was an unprecedented year of growth and change at EMERGE. It started like any other school year—with a robust strategic plan and ambitious goals—and ended with a global health pandemic that forced us to completely adapt our delivery model to fulfill our mission.

While we have been tested, we have proven that we are a stronger, more resilient organization.

- The fall of 2019 was filled with excitement and growth.
- We expanded to two new school districts—Aldine ISD & Klein ISD.
  - We grew our staff to 26 non-profit employees.
  - We served our largest student body to date: 1,300+ high school fellows and 1,100+ college scholars.

### The COVID-19 Pandemic:

We were building great momentum and then in March of 2020 a global health pandemic called COVID-19 began spreading uncontrollably across the world. Overnight our lives changed. School districts, universities, and non-essential businesses shut down to control the spread of the virus.

### EMERGE Adapts Swiftly:

Because it was deemed unsafe to gather with students, EMERGE understood that to transcend this pandemic, we had to immediately transform our delivery model.

### High School Program:

- Launched Virtual Advising: Our high school program team navigated the admissions season virtually after the pandemic ended our ability to host in-person after school classroom sessions.
- Hosted Virtual College Tours: Our selective summer college tours transitioned online. In July we launched the first virtual EMERGE multi-state college tour complete with tee shirts, student cohorts, and selective college presentations on Zoom!

### We Remain Committed:

While the COVID-19 pandemic has forced us to change “how” we do our work for the foreseeable future, it has only amplified our enduring commitment to the mission of EMERGE.

We could not have survived this year without your support. As we look towards a new year, we will continue our commitment to help our brilliant students have access to opportunities and to reach their full potential. While the future is uncertain, one thing is clear: more than ever, Houston needs a diverse set of leaders educated, positioned and prepared to take on the challenges of the next generation— in fact, our future depends on it.

Trisha Cornwell  
Executive Director

### College Success Program:

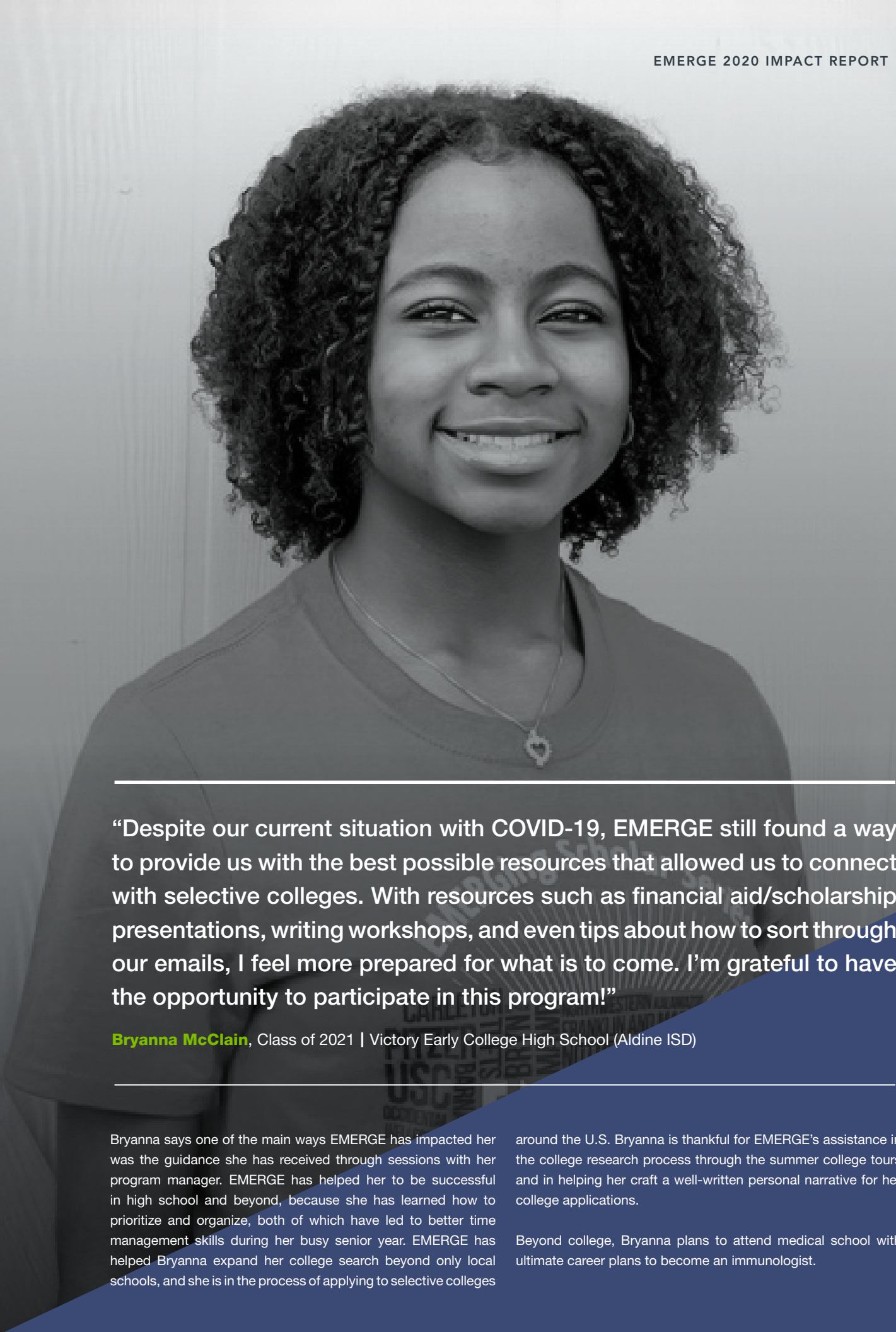
- Students Return to Houston: Our college success team worked around the clock to help our scholars transition home from over 150 colleges across the country and from study abroad programs across the world.
- Raised \$70K To Support Students & Families: Our fundraising team raised almost \$70,000 and disbursed these funds to support our students with housing, financial aid, mental health, flights home, food insecurity, computers, unemployment, and last but not least, virtual learning.

### Injustice Incites Social Unrest:

And in May, social unrest ignited across the country with the murders of George Floyd, Ahmaud Arbery, and Breonna Taylor.

These events sparked deep reflection and dialogue at EMERGE, as they did across the nation. Our commitment to anti-racism highlighted the need for the organization to invest ever-more strategically in the work of diversity, equity, and inclusion.

“While the COVID-19 pandemic has forced us to change “how” we do our work for the foreseeable future, it has only amplified our enduring commitment to the mission of EMERGE.”



“Despite our current situation with COVID-19, EMERGE still found a way to provide us with the best possible resources that allowed us to connect with selective colleges. With resources such as financial aid/scholarship presentations, writing workshops, and even tips about how to sort through our emails, I feel more prepared for what is to come. I’m grateful to have the opportunity to participate in this program!”

Bryanna McClain, Class of 2021 | Victory Early College High School (Aldine ISD)

Bryanna says one of the main ways EMERGE has impacted her was the guidance she has received through sessions with her program manager. EMERGE has helped her to be successful in high school and beyond, because she has learned how to prioritize and organize, both of which have led to better time management skills during her busy senior year. EMERGE has helped Bryanna expand her college search beyond only local schools, and she is in the process of applying to selective colleges

around the U.S. Bryanna is thankful for EMERGE’s assistance in the college research process through the summer college tours and in helping her craft a well-written personal narrative for her college applications.

Beyond college, Bryanna plans to attend medical school with ultimate career plans to become an immunologist.

Our Model



District Partnership Model

EMERGE partners with traditional public school districts to identify high-performing students from underserved communities to join the program. We work together to eliminate barriers and build systems to ensure more students have the information, tools, and support to apply to the nation's top colleges and universities.



Best-In-Class Advising

Our goal is for every EMERGE senior to be one of the most competitive college applicants in the country. To do this, we reduce the student-to-college counselor ratio from 500:1 to 60:1 and focus on elevating the student profile. Between 10th and 12th grade, our team provides course and extracurricular advising, bi-weekly after-school sessions, SAT preparation, and support to enroll in a high impact summer opportunity.



Selective College Exposure

Every summer, sophomores and juniors in the EMERGE program tour colleges in regions across the country. These trips are critical to building a college-going and selective-college mindset among students.



College Persistence and Partnerships

The “to-through-and-thrive” vision of the college success team is built on the belief that, for students from low-income communities, getting accepted into a selective college is not enough. Our goal is for students to graduate on-time and be prepared to thrive in the job market. The college success team is prioritizing formalizing partnerships with colleges and universities to increase financial aid packages and to enhance the on-campus support services available to first generation students from low-income communities.

Who We Are



1,300+ EMERGE High School Fellows



150 Colleges and universities attended



66 High schools across greater Houston



5 Houston-area school district partners



1,100+ EMERGE College Scholars

The EMERGE Student

Top 10%

Class Rank

4.0+

GPA

94%

Qualify for Free/Reduced Lunch



Demographics

65% Latino/Hispanic  
20% African American  
11% Asian  
4% White

Our Impact

100% EMERGE NON-PROFIT

EMERGE students **applied** to at least one **selective** college or university.

93% EMERGE NON-PROFIT

EMERGE students were **accepted** to at least one **selective** college or university.

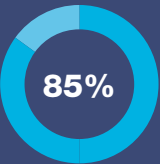
96% EMERGE NON-PROFIT

EMERGE students **matriculated** to a four-year college or university.

74% EMERGE NON-PROFIT

EMERGE students **matriculated** to a **selective** four-year college or university.

In the 2019-2020 academic year, over **1,100** EMERGE students attended more than **150** selective colleges and universities across the nation.



85% of the EMERGE college class of 2019 are on track to graduate within six years while 73% have graduated within four years.



EMERGE alumni have been hired by prestigious companies such as Facebook, Google, Deloitte, IBM, and Boeing.

Growth

2010

2020

14 students

2400 students

1 high school

66 high schools

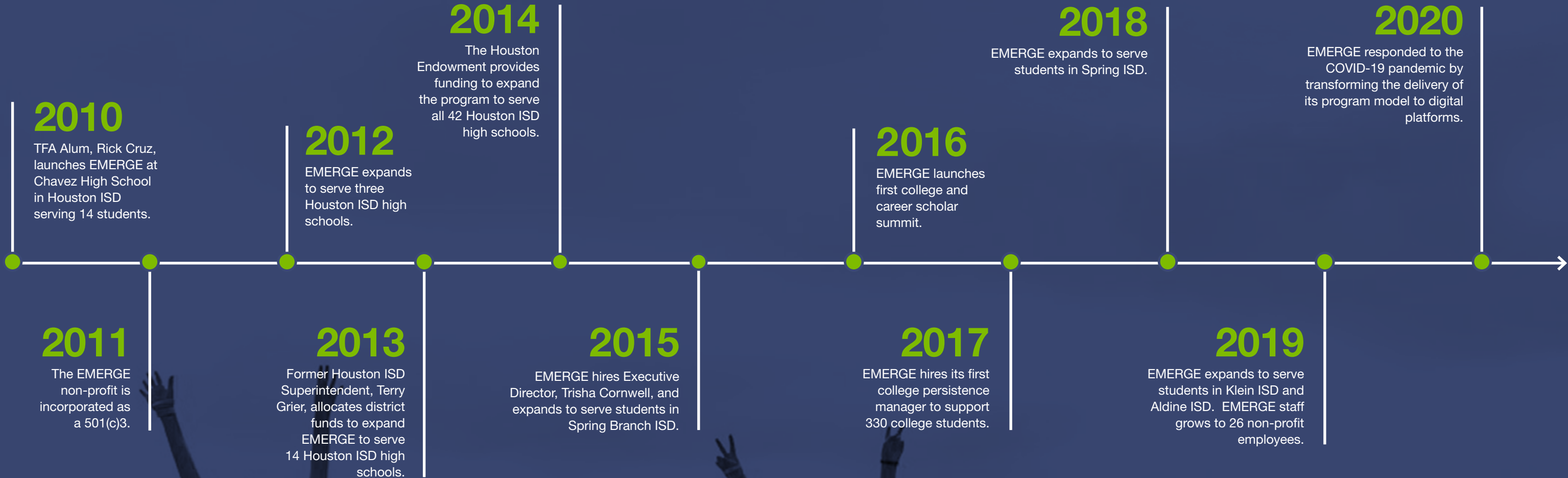
1 school district partner

5 school district partners

0 college partners

150 college partners

# EMERGE 10-Year Milestones





# 2019-2020 Highlights



1

We served our largest class of over **2,400** students



2

We expanded to serve **two new school districts**—Aldine ISD and Klein ISD



3

We formalized **eight key college partnerships** including University of Notre Dame, Brandeis University, and UT Austin



4

We created **virtual college tour experiences** to expose our students to top colleges



5

We fully transitioned our program model and events to **virtual platforms** to continue serving our students



6

We helped students successfully **return home from college** due to COVID-19 and **navigate virtual learning**



7

We received our largest grant to date—**\$1.5M from the Houston Endowment, Inc.**



8

We launched the **Post-Secondary Success Collaborative**—a local network of college access leaders—including Breakthrough Houston, BridgeYear, DiscoverU, OneGoal, and the Posse Foundation



9

We received a top rating on our **second audit** from Blazek & Vetterling



Student “EMERGE helped me to understand myself and the goals that I wanted to accomplish in college. After graduating from high school, EMERGE helped me to score an internship with Arnold Ventures. During my time in the EMERGE program, I have made meaningful friendships and have met incredible mentors. EMERGE is easily the best thing to have happened to me!”

**Luis Leon Medina**, Bellaire High School (HISD) | Yale University, Class of 2022

Luis is a junior at Yale University and is studying sociology and data science with a focus on measurement and evaluation of social policy and social media. Luis serves as the president of the traditional Mexican folk dance group, Ballet Folklórico, and is the student organization consultant for the Latinx cultural center, La Casa. When Luis graduates from Yale, he hopes to either pursue a Master’s degree in Sociology or work at an Internet

company (like Facebook) or the federal government, focused on reimagining the ways we measure and evaluate “success.” Regardless of what Luis does after college graduation, he hopes to continuously give back to his community and EMERGE, and serve as a mentor to the next generation of Houstonian leaders and community advocates.

# Statement of Financial Position

as of July 31, 2020

<b>Assets</b>		
Cash and cash equivalents	\$	3,236,924
Contributions receivable	\$	1,033,500
Prepaid expenses and other assets	\$	30,465
<b>Total assets</b>	<b>\$</b>	<b>4,300,889</b>

<b>Liabilities</b>		
Accounts payable and accrued expenses	\$	5,624
Deferred revenue	\$	85,562
Paycheck Protection Program refundable advance	\$	319,993
<b>Total liabilities</b>	<b>\$</b>	<b>411,179</b>

<b>Net Assets</b>		
Without donor restrictions	\$	2,665,452
With donor restrictions	\$	1,224,258
Total net assets	\$	3,889,710
<b>Total liabilities and net assets</b>	<b>\$</b>	<b>4,300,889</b>

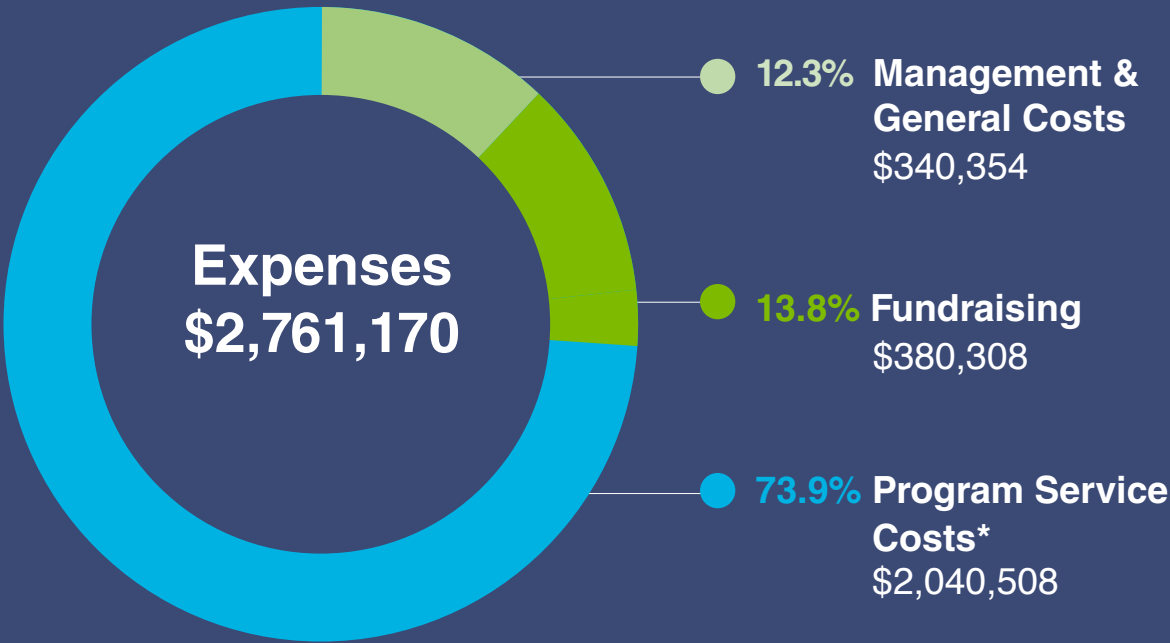
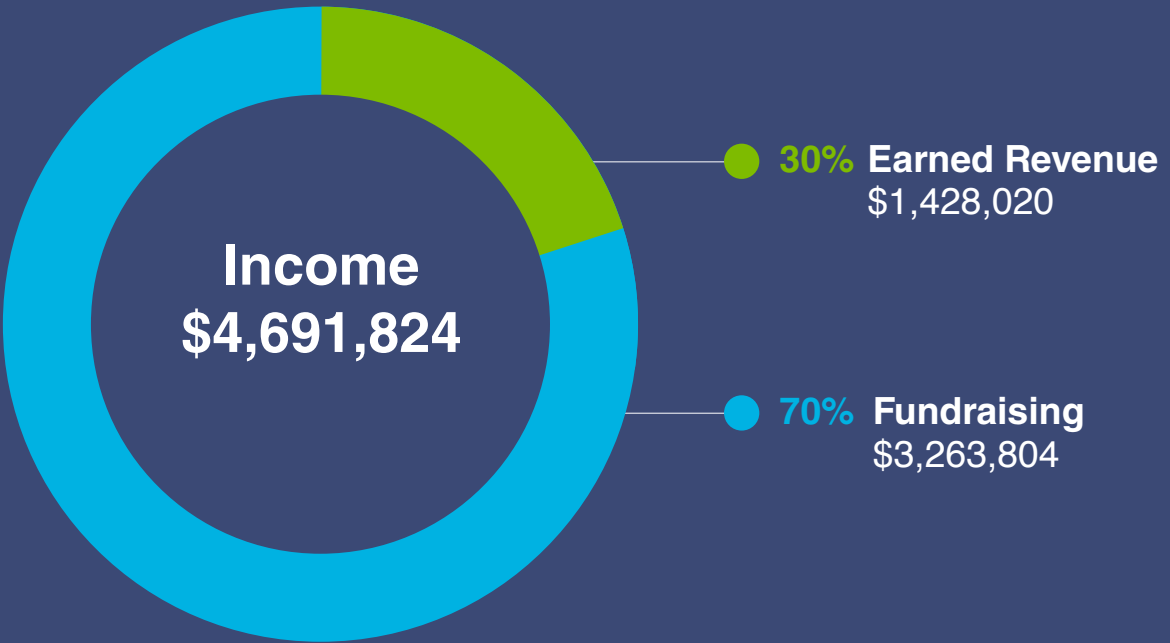
## Statement of Financial Activities

as of July 31, 2020

<b>Revenue</b>		
Contributions	\$	3,100,147
Program service fees	\$	1,428,020
Special events	\$	197,644
Direct donor benefit cost	\$	(33,987)
<b>Total revenue</b>	<b>\$</b>	<b>4,691,824</b>

<b>Expenses</b>		
Program services	\$	2,040,508
Management and general	\$	340,354
Fundraising	\$	380,308
<b>Total expenses</b>	<b>\$</b>	<b>2,761,170</b>

<b>Changes in net assets</b>	\$	1,930,654
Net assets, beginning of year	\$	1,959,056
Net assets, end of year	\$	3,889,710



\*EMERGE HISD incurs approximately \$1.8 million of additional costs to operate the program within the district. With these costs included, EMERGE's total program costs come to 83% of the total budget.



Thank you to our 2019-2020 Supporters

Summa Cum Laude Level  
\$100,000+

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\$1,000 - \$4,999  
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# EMERGE

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