Impact Report
2019-2020
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.
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.

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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.

“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)

“This is what EMERGE means to me: It’s a community that expects excellence from its members. It’s a community that encourages you to be your best self and pushes you to be better than you ever believed possible. It’s a community that is dedicated to helping students succeed.”

Trisha Curnwell
Executive Director
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.

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.

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.

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.

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.
EMERGE 10-Year Milestones

2010
TFA Alum, Rick Cruz, launches EMERGE at Chavez High School in Houston ISD serving 14 students.

2011
The EMERGE non-profit is incorporated as a 501c3.

2012
EMERGE expands to serve three Houston ISD high schools.

2013
Former Houston ISD Superintendent, Terry Grier, allocates district funds to expand EMERGE to serve 14 Houston ISD high schools.

2014
The Houston Endowment provides funding to expand the program to serve all 42 Houston ISD high schools.

2015
EMERGE hires Executive Director, Trisha Cornwell, and expands to serve students in Spring Branch ISD.

2016
EMERGE launches first college and career scholar summit.

2017
EMERGE hires its first college persistence manager to support 330 college students.

2018
EMERGE expands to serve students in Spring ISD.

2019
EMERGE expands to serve students in Klein ISD and Aldine ISD. EMERGE staff grows to 26 non-profit employees.

2020
EMERGE responded to the COVID-19 pandemic by transforming the delivery of its program model to digital platforms.
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 Testimonial 1

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

“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 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 Folklorico, 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

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$3,236,924</td>
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<tr>
<td>Contributions receivable</td>
<td>$1,033,500</td>
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<tr>
<td>Prepaid expenses and other assets</td>
<td>$30,465</td>
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<td><strong>Total assets</strong></td>
<td><strong>$4,300,889</strong></td>
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<table>
<thead>
<tr>
<th>Liabilities</th>
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<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$5,624</td>
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<tr>
<td>Deferred revenue</td>
<td>$85,562</td>
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<td>Paycheck Protection Program refundable advance</td>
<td>$319,993</td>
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<td><strong>Total liabilities</strong></td>
<td><strong>$411,179</strong></td>
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<table>
<thead>
<tr>
<th>Net Assets</th>
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<tbody>
<tr>
<td>Without donor restrictions</td>
<td>$2,665,452</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>$1,224,258</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$3,889,710</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$4,300,889</strong></td>
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</table>

## Statement of Financial Activities

as of July 31, 2020

<table>
<thead>
<tr>
<th>Revenue</th>
<th></th>
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<tbody>
<tr>
<td>Contributions</td>
<td>$3,100,147</td>
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<tr>
<td>Program service fees</td>
<td>$1,428,020</td>
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<td>Special events</td>
<td>$197,644</td>
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<td>Direct donor benefit cost</td>
<td>$(33,987)</td>
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<td><strong>Total revenue</strong></td>
<td><strong>$4,691,824</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
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<tbody>
<tr>
<td>Program services</td>
<td>$2,040,508</td>
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<tr>
<td>Management and general</td>
<td>$340,354</td>
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<tr>
<td>Fundraising</td>
<td>$380,308</td>
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<td><strong>Total expenses</strong></td>
<td><strong>$2,761,170</strong></td>
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<table>
<thead>
<tr>
<th>Changes in net assets</th>
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</thead>
<tbody>
<tr>
<td>Net assets, beginning of year</td>
<td>$1,959,056</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>$3,889,710</td>
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*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

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Katie Johnson
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