

**A+ Academic
Resources**



Together We Can

Quarterly Mission Impact Report

April - June 2018 (2nd Quarter)

June 30, 2018

Table of Contents

Mission Impact.....page 3
Academic Resource Program.....pages 3 - 5
Tutoring Services.....page 5
Strategic Partnerships.....page 5
Funding the Mission.....pages 5 - 6
Social Media.....pages 6 - 7
Recruiting Volunteers.....page 7
Professional Development.....page 8

Mission Impact

Mission

To meet the educational needs of children in San Antonio who do not have the necessities for educational growth and development

This section gives insight into what is important to A+ Academic Resources and shows the impact that programs and services have on mission accomplishment. The organization's programs and services are consistent with its mission and tax exempt purpose. Most importantly, our programs are striving to significantly impact the communities we serve.

Academic Resources Program

The Academic Resources Program provides academic resources such as (a) school uniforms, (b) gym shoes, (c) backpacks, (d) books and (e) school supplies to keep children in school. These resources are given to needy children, from K - 12 grade, who attend public schools. The A+ Academic Resources team researched various companies that manufacture backpacks for schools to find one that is durable, yet cost-effective and meets school regulations. Unfortunately, the team could not locate a high-quality, cost-effective backpack manufacturer, especially one that produces backpacks in multiple colors. Thus, we got creative and developed our own "military grade" backpack in black, navy, blue and red. These colors were inspired by findings of a research conducted by our Chief Education and Communications Officer, Janine Edwards on school backpack multiple policies. Janine did her homework and found that per the San Antonio Schools Handbook (dress code), schools have varying backpack colors.



A+ Academic Resources Backpack Stuffed with School Supplies & Love

We are super excited to announce that following consultations with the Executive Director of Boysville, a San Antonio orphanage for boys and girls, and the Director of Development for Child Advocates San Antonio (CASA), A+ Academic Resources will be distributing **500** backpacks to children in need of school supplies for Academic Year 2018. Both organizations cater to children in dire need of educational resources and will each receive 100 backpacks for children in K - 12 public schools in San Antonio. A careful analysis of demographic data on school-age children in orphanages, as well as their peers in foster care, highlights the urgent need of academic resources for these children—they need these resources the most. In response, A+ Academic Resources has formed strategic partnerships with Boysville and CASA with the sole goal of helping to transform the outlook of these children and improve their quality of life.

At Boysville, the children typically arrive with only the clothes on their backs, and these children are 1 - 2 years behind in school. Many of them feel like they have been forgotten. **A+ Academic Resources sees, hears and loves these precious children.** In fact, Demesha Cisco, our extraordinary Board Treasurer, lovingly created an *Affirmation Statement* to place in each bookbag along with the tastiest lollipops in beautiful colors. Additionally, Demesha drafted a powerful Donation Request Letter that will inspire people and organizations to get involved and rewrite children's stories for their betterment. God is so good!

In June, we gave **\$500** to Boysville to provide **25** children with notebooks, paper, pens, pencils, highlighters, crayons, composition books, glue sticks, construction paper, scissors, rules, calculators and books to ensure they have the educational tools required to do their schoolwork and attain *academic success*.



This is what happens when A+ Academic Resources makes a school supply run!



More to come...



Our kids will shine brighter than diamonds!

Tutoring Services

Academic Volunteers provide individualized and group tutoring in K - 12 subjects. Tutoring is provided in both face-to-face and on-line formats. A+ Academic Resources has informed Boysville and CASA that tutoring services are available and A+ Academic Resources is actively recruiting more volunteers to serve as tutors (retired teachers, college and high school students, and military personnel). Currently, the organization has five members who provide tutoring services for the vast San Antonio school district. They specialize in English, Math and Science.

Strategic Partnerships

In order to eliminate the overhead costs of paying tutors to help students with their schoolwork, A+ Academic Resources has reached out to the Joint Base San Antonio Company Grade Officers Council to form a strategic partnership to help students excel in their classes. We will leverage strategic partnerships to reach organizational goals for student academic success. A strategic partnership with the Armed Forces will allow numerous children to receive tutoring.

According to Tijuana Odom, a licensed clinical Social Worker and the Chief Programs and Services Officer for A+ Academic Resources, we should definitely pursue a strategic partnership with the Armed Forces. They have men and women who stand ready to volunteer and help kids. Tijuana has served in military community outreach programs for 15 years. She notes that military personnel are prime candidates for volunteer opportunities, especially with children. Odom was the Volunteer Resource Coordinator for several large military communities. Through the Volunteer Resource Program, military bases have partnerships with local schools. A+ Academic Resources will advertise Tutoring Services in the *Base Newsletter* to recruit tutors. Teachers will identify children who need tutoring to Guidance Counselors. A+ Academic Resources will match tutors to students based on student needs. Tutors will help children with their schoolwork. Tutors will be thoroughly interviewed and background checked before working with students.

Funding the Mission

A+ Academic Resources has adopted a Funding Model. The Local Nationalizer Funding Model is best suited for the organization and its programs and services chiefly because the funding source

is mixed and the funding motivation is altruism. Strategic partnerships provide a broader range of resources to accomplish organizational goals and objectives for better mission accomplishment. Major gifts and special events are the main sources of funding used in the Local Nationalizer Funding Model. This model is suited for organizations who focus on issues such as poor schools or children who are in need of philanthropic support. Community support and funding is paramount because the government alone cannot solve the problem. Building and sustaining a funding model is key to successful fundraising in nonprofits. A funding model that is tailored to the size, mission and capabilities of an organization will feed the growth and development of the organization. A+ Academic Resources' focus is children betterment, so the Local Nationalizer Funding Model works well for the organization's mission.

Fundraising is mandatory for nonprofit organizations (NPOs) since they rely on fundraising to obtain needed resources to provide mission-essential programs and services. Due to unreliable and scarce revenue from state and federal funding, NPOs are developing fundraising strategies and using funding models to help them secure steady and abundant revenue streams that can guarantee fiscal health and sustainability. NPOs must use sound fundraising strategies and financial management principles to create a solid fundraising plan. A+ Academic Resources has requested funding from national corporations that operate in San Antonio and champion social responsibility by supporting nonprofits with educational missions, programs and services. These corporate partnerships will increase funding for academic resources as we continue to serve the San Antonio community and strive to make a significant community impact.

The A+ Academic Resources Staff and Board donated **\$11, 657** to fuel the organization's mission, programs and services. The majority of these funds will be used for backpacks and school supplies. We will continue to invest our time, talents and treasures to enhance the lives of children in need.

Social Media

A+ Academic Resources had a weak social media presence until Fatoumata Bility, the Board Secretary, launched social media to enlarge our footprint and expand our reach for significant mission impact. Fatou is a strategic communicator. She skillfully uses her impressive marketing and communications talents to fortify the A+ Academic Resources brand. Our brand is love.

Since donor support is the main source of funding for NPOs, A+ Academic Resources is using strategic marketing to showcase its mission, programs and services in order to attract volunteers and donors who are motivated to support community causes. The organization is leveraging the power of the internet and social media to broadcast its mission and show mission impact. This can recruit mass volunteers and garner diverse funds from all over the world for significant mission impact. NPOs are using online media as a strategic marketing tool due to the combination of social, political and economic changes resulting in decreased funding and increased demand. Social media is a best practice that has become the most widely used method for communication. A+ Academic Resources is using social media to champion our brand.

Website

We are strategically designing an attractive website to recruit manpower and resources. Fatou clarified the organization's message, so potential donors will listen, thereby, fueling the mission.

She polished the A+ Academic Resources' website by simplifying our brand message which allows people to better understand it and act on it. She also created powerful messages for our website by listening to our clients and sharing their *success stories*. Fatou's razor-sharp attention-to-detail and clear and thoughtful presentation of the organization allows our purpose to resonate with audiences. The website will broadcast our mission and tell the public about all the good things A+ Academic Resources is doing for San Antonio kids. Also, the website will be a hub for recruiting volunteers and keeping stakeholders informed about the organization's mission, vision, goals and progress. There has been a **28%** increase in website traffic---footprints everywhere!



Twitter, Facebook, YouTube and Instagram

Social media platforms are invaluable to the growth and sustainability of an NPO. We created a Twitter account to generate interest in our work and support for our mission. The organization links and follows local and national nonprofits and philanthropic organizations with similar missions and who support our brand, and other organizations in the area who are working to better the lives of children in need. Aiming to strengthen marketing efforts, Fatou created a Facebook account for A+ Academic Resources to grasp people's attention and make an unforgettable impression.

YouTube and Instagram are other popular platforms that we will use to advance our mission. We will use online videos to engage donors and share powerful testimonials to promote our mission and garner resources and support. Instantaneous communication allows NPOs to quickly gain world-wide attention of potential clients, donors and volunteers; it allows us to rapidly communicate our mission and inform stakeholders and potential donors about the impact of our programs and services based on solid data and proven results. This is imperative for proving organizational effectiveness in order to recruit staff, board members, volunteers and funders. The global reach and power of social media pulls in massive social capital and resources that will secure the organization's sustainability.

Recruiting Volunteers



According to the *Independent Sector*, Americans choose to volunteer because they believe that volunteering has a significant community impact and makes the world a better place to live. It would be impossible for A+ Academic Resources to accomplish its mission if volunteers were not available to serve our children and community. The organization is building professional relationships on LinkedIn to strategically recruit volunteers to serve children. Additionally, a Volunteer Resource Manager has been recruited to help pull in the social capital that A+ Academic Resources needs for its educational mission.



Professional Development

Fatou completed a *Master of Science degree in Management - Nonprofit* (3.9 GPA) at University of Maryland University College on May 13, 2018. She learned strategic nonprofit management and is poised to bring everything she has learned in the classroom to A+ Academic Resources in support of the organization's mission fulfillment efforts.

Adriene Walker, the CEO/Founder of A+ Academic Resources, completed a *Graduate Certificate in School Leadership* at Liberty University on May 18, 2018. She learned a lot about teaching and learning, the core activities in a school. Adriene learned first - hand that supervision, feedback and professional development are crucial for teachers to improve the quality of teaching. She also re-discovered that caring relationships between teachers and students are the most critical factor that influences student achievement. All students can learn if given equal access to a quality education in a *positive* and *supportive* learning environment. Academic resources are required for this environment. A+ Academic Resources is highly motivated to make a positive and lasting impact on student life and school culture for student *academic success*.

Together We Can