



2022-2023

Annual REPORT

PRESENTED BY
EDUCATION IS
FREEDOM

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LETTER FROM OUR BOARD CHAIR & PRESIDENT

As we reflect on the 2022-2023 academic year, I am delighted to conclude another exciting chapter in the journey of Education is Freedom. As I retire after fourteen years as the CEO of Education is Freedom, it is an honor to celebrate one last time the progress we have made since our founding.

Education is Freedom is driven by a core belief that students with post-secondary credentials will prosper, while those without will face a diminished quality of life. This conviction remains as strong as ever, and we are unwavering in our commitment to helping students access higher education and meaningful career pathways.

In the words of Tom Robbins, "A truly stable system expects the unexpected, is prepared to be disrupted, waits to be transformed." This past year, and the one before it, have undoubtedly been marked by disruptions and unforeseen

challenges. The ongoing effects of the pandemic have profoundly affected all of us, and particularly our advisors and the students we serve.

In 2022-2023, our dedicated team of advisors and students faced uncertainties and hardships, but they have demonstrated remarkable resilience and determination. Despite the obstacles, they have continued to pursue their dreams of a brighter future, and our advisors have stood by them every step of the way.

Our mission continues to be guided by the desire to see every young person succeed, regardless of their background. We have come a long way since our inception, and our history is a testament to our unwavering dedication to this cause. Over the years, we have achieved several milestones, such as:

- One in four students in Dallas County is served by EIF

LETTER FROM OUR BOARD CHAIR & PRESIDENT

- 43% of EIF students enrolled in post secondary education
- Expanded our partnerships with Garland ISD and Grand Prairie ISD
- Increased community outreach through the implementation of the Fidelity Grant

For the academic year 2022-2023, our focus remained on the heart of our mission: helping students explore their potential, guiding them toward the right college and career choices, and providing the support they need to thrive. We have adapted to new ways of engagement, working tirelessly to bridge the digital divide, ensuring that students can access the resources and information they need to plan for their future.

As we continue to navigate the changing landscape of education and career development, Education is Freedom is actively seeking new

connections and collaborations. We recognize that collaboration is key to enhancing student engagement and success, and we're excited about the possibilities that lie ahead. I welcome our new President and CEO, Dr. Susanna Russell, who brings over 37 years of leadership in K-12 education, who will lead EIF in its continuous improvement and evolution to meet the changing needs of the students we serve..

We are immensely grateful for your support, which makes our work possible. It's your belief in our mission and your contributions that allow us to empower the next generation. I invite you to stay engaged with Education is Freedom and be a part of our ongoing journey. Together, we can continue to help the youth of today build a stronger tomorrow.


Marcia Page
President & CEO
Education is Freedom




MISSION & HISTORY

In 2002, Education is Freedom's founder envisioned a world where every young person could pursue a college education that would lead them into a stable career – a vision that continues to guide our work today. To accomplish this goal, Education is Freedom initially

operated as a national scholarship program that offered renewable scholarships to first-generation college students; a lack of financial capital was the most observable barrier. Over the past 20 years, our notable accomplishments include:

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- 2002** Education is Freedom (EIF) National Scholarship program was created by 7-11 Foundation.
 - 2003** Began working with students from two Dallas ISD high schools to prepare them for college and career success.
 - 2008** Ended the National Scholarship Program, choosing to invest all funds in supporting Dallas/Fort Worth students.

Became architect and lead partner of the Dallas Mayor’s Intern Fellows Program (MIFP) for the City of Dallas.
 - 2012** Designed and implemented a college persistency program for students at three universities.
 - 2014** Traveled to community locations via EIF mobile vehicle to provide students, parents, and community members access to supportive resources, including access to laptops, a charging station, and a wi-fi hotspot.

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- 2015** Designed the innovative workforce readiness curriculum.
Developed the “Find Your Future” Middle School program, a 26-week long program, that began during the 2015-16 school year to work with 8th graders and their families to help make their college and career aspirations a reality.
- 2016** Created the micro-program, EIF Scholars, within EIF high schools to maximize impact on high-performing students who may not otherwise achieve their potential and overcome the challenges facing first-generation college students.
- 2018** Expanded the summer intern program with the creation and management of the Richardson Mayor's Summer Internship Program.
- 2020** Developed a hybrid (in-person/on-line) advising model, adopted as the DISD standard, in order to continue supporting students during school closures as a result of the COVID pandemic.
Initiated online EIF Master Classes which provided students and parents with free access to experts in a variety of subjects related to colleges, careers, and life readiness.
- 2021** Returned to full-time in-person student advising on all EIF campuses across Texas as COVID pandemic restrictions eased.
- 2022** Through an expanded advising cohort, EIF served 9th-12th grade students across all of its Dallas ISD campuses thus providing more personalized college and career services to students at an earlier age.
Expanded EIF Scholars to include select Juniors and further maximize the impact on high-performing students with additional small group college and career focused advising.

WHY EDUCATION IS FREEDOM

EIF is relentlessly committed to changing the future of Dallas County students, through enhancing their opportunities and access to post secondary success. The lack of post-secondary education contributes to income inequality, perpetuating a cycle of poverty that hampers community prosperity. This absence also limits young people's participation in civic, cultural, and economic life, leading to higher crime rates, increased unemployment, and greater health disparities.

Lack of post-secondary success exacerbates national concerns about low post-secondary attendance rates among low-income and minoritized students. This is particularly troubling given the global demand for a well-educated workforce. Predictions of a shortage in educated workers by 2030 emphasize the need for urgent attention. This is particularly troubling given the global demand for a well-educated workforce. Predictions of a shortage in educated workers by 2030 emphasize the need for urgent attention.



70%

of young adults earn less than a living wage in Dallas County



Ranked 6th

in the US for children living in poverty, with 75% of children from Dallas County



12%

of low-income students earn a credential within 6 years of high school graduation

WHY EDUCATION IS FREEDOM

Through daily interactions with students and school staff, our advisors develop positive supportive relationships with the students and campuses they serve. This empowers our students to overcome ongoing financial challenges that can force them to prioritize immediate needs over long-term dreams.

Lack of access to education is a major predictor of passing poverty from one generation to the next. The bottom line: education and poverty are directly linked. The cycle of poverty is about more than a simple lack of resources. It's a complex issue that requires digging a little deeper

for sustainable solutions.

That is why Education is Freedom works with students and families to empower them to dream and create their path through education and break out of the potential cycle of poverty. Not every person without an education is living in extreme poverty, but most of the extremely poor do lack a basic education. The goal of Education is Freedom (EIF) is to reverse this trend by focusing personnel and resources on neglected urban schools that require college, career and life planning, and guidance to assist students in successfully reaching their higher education goals.



\$423,000

is the difference individuals with no post secondary credential earn in a lifetime compared to those with a credential



Dallas Ranks 7th

in the United States for young adults living in poverty

WHOM DOES EIF SERVE

Dallas

- David W. Carter High School
- Emmett J. Conrad High School
- Kathlyn Joy Gilliam Collegiate Academy
- Justin F. Kimball High School
- Dr. Wright L. Lassiter Jr. Early College High School
- Lincoln High School & Humanities/Communications Magnet
- James Madison High School
- A. Maceo Smith New Tech High School
- L.G. Pinkston High School
- Franklin D. Roosevelt High School
- W. W. Samuell High School
- South Oak Cliff High School
- Yvonne A. Ewell Townview Magnet Center
- Townview Judge Barefoot Sanders Law Magnet
- Townview Talented and Gifted Magnet
- Trinidad Garza Early College High School
- Wilmer-Hutchins High School
- Barack Obama Male Leadership Academy



Grand Prairie

- Grand Prairie Collegiate Institute
- Grand Prairie Fine Arts Academy
- Grand Prairie High School
- South Grand Prairie High School
- Crosswinds High School

Garland

- Lakeview Centennial High School
- Naaman Forest High School
- Garland High School
- North Garland High School
- South Garland High School
- Sachse High School
- Rowlett High School

EIF MASTER CLASSES & TUESDAY TALKS

Master Class Series EIF

EIF Master Classes are offered every Wednesday and focus on educating students and families on necessary topics relating to college and career. Expert higher education advisors (HEAs) lead attendees through topics that help students discover their path, how to get there, and how to pay for it.

Examples of Master Classes include: Essay Writing, College Applications, FAFSA, Exploring College Types, High School Endorsements, Importance of Investing.

Tuesday Talk Series

The Tuesday Talks Series is offered every Tuesday. Each Talk is a discussion-based forum on the hottest topics relating to college, career, and life-readiness. This series allows students to engage with one another virtually and share ideas.

Examples of Tuesday Talks include: Virtual School – Yay or Nay?, Is Going Away to College Safe?, Do I need a Credit Card in College?, Should People Vote?, Video Games – Can You Learn From Them?, Why Build Your Own Brand?

EVIDENCE OF IMPACT: 2022-2023

In the 2022-2023 school year, EIF Higher Education Advisors served students in 32 schools across three districts in north Texas. 18,785+ students served in 32 high schools in 3 school districts by 52 onsite college advisors, college interns and volunteers. Servicing 8,388+ Seniors through 1-on-1, small group and workshop sessions.



29,998 Student Meetings



\$225,000,000 Awarded in Scholarships and Financial Aid



1,261 High School Students Working through Dallas Summer Works



22,309 College Applications Completed



117 Students Completed EIF Scholars – Seniors program



88 Students Completed EIF Scholars – Juniors program

INTERNSHIP & CAREER PROGRAMS

Education is Freedom oversees Dallas Works - Mayor's Summer Youth Employment Program® (DW) and offers eight-week paid summer internships to outstanding students from Dallas public and charter schools. These programs expose participants to potential career paths in their areas of interest. DW also connects Dallas youth (ages 16-24) not in the internship programs with paid summer employment. Interns engage in diverse on-site and remote opportunities, learning about professional environments, clear communication, and exceeding expectations. They gain insights into various careers, including commercial real estate, finance, architecture, government, healthcare, and education.



672+

students working in
summer job /
internship positions



5,005

on-line professional
development courses
completed



3,700+

virtual training hours
for professional
growth

STUDENT TESTIMONIALS

“ With the support and skills EIF has shown me within the time I have been a part of this [EIF] program, the ability to focus on school, find resources and ultimately see a future for myself have been made possible. Thank You to EIF and especially to my EIF advisor who has supported me every step of the way.

Katie - Lincoln High School, Class of 2023
Attending Texas A&M University

”



“ After joining EIF Scholars, I was able to participate in the J.P. Morgan Chase Mentorship Program. Joining the program helped me connect with people who also enjoyed serving the community as much as I did. I am very thankful to be an EIF Scholar, and I cannot wait to see what the future has in store for me!

Aduralere - Gilliam High School, Class of 2023
Attending Texas Women's University

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STUDENT TESTIMONIALS

“ This program has helped me achieve my academic goals and dreams. I was accepted into my top choice school and have received many scholarships with the aid of the advisors. EIF, has made me aware of the opportunities that stand in front of me and that I can be successful as long as I have the passion.

Zoe - Conrad High School, Class of 2023
Attending Texas Christian University

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“ Planning a way to finance college attendance is nothing short of a stressful time, especially when I am so motivated and excited to attend college in order to pursue my career goals. However, the Education is Freedom (EIF) Evening With The Stars Scholarship was been a blessing that has tremendously relieved some of said stress, ... and has left me confident, secure, and grounded as I start this next chapter in my life.

Braeden - Grand Prairie Collegiate Institute,
Attending University of Houston

”

2022-2023 MAJOR SUCCESSES

1

Expanded Advising Access in Dallas Independent School District

Increased funding provided by DISD allowed for an increase in EIF Higher Education Advisors to serve all students in 9th – 12th grades.

2

Education is Freedom welcomed a new district partner, Garland Independent School District

EIF formally partnered with the Garland Independent School District to serve over 3,500 seniors in 7 high schools.

3

Awarded the Fidelity Foundation Community Connection Grant

EIF was selected to implement its innovative Community Connections grant focusing on expanding knowledge within the Dallas community about post-secondary opportunities for students through engagements in less traditional community forums.

4

Implemented the SchoolLinks online college and careers advising platform

In DISD, Higher Education Advisors began using a comprehensive college and career online platform to aid in preparing students beginning in the 9th grade with postsecondary planning. The platform allowed for further student support through various college and career modules and provided improved student follow-up capabilities.

EVENING WITH THE STARS

Evening with the Stars

An Evening with the Stars is a scholarship ceremony and reception held each April, honoring EIF Scholars for their hard work and academic excellence. The event features inspirational guest speakers and Scholar achievements from the past year. Each EIF scholar who successfully completes the Evening with the Stars application and program requirements receives a scholarship at the event.

\$50K+ in student scholarships



Organization Updates



of EIF Scholars

152

EIF scholars were awarded scholarships



of High Schools

32

high schools in Dallas, Grand Prairie, and Garland ISDs



EIF Scholars were selected at the beginning of their senior year to complete leadership and college readiness activities throughout the year to help them achieve their collegiate goals.

PARTNERSHIP HIGHLIGHTS



The Lyda Hill Foundation has equipped Education is Freedom (EIF) with resources, expertise, and connections to advance its mission of empowering students through education. This includes consulting from Bridgespan, intern support from Second Day, legal assistance from Holland & Knight, office space at the nonprofit-focused “Water Cooler” in Pegasus Park, and funding for tech initiatives via the Lyda Hill “What Would Make You More Awesome Fund”. With this support, EIF has propelled its work forward, deeply appreciating the partnership's opportunities to continue making a significant impact in education and beyond.



EIF deeply appreciates the Ryan Foundation's sponsorship of the eighth annual 2023 An Evening with the Stars scholarship ceremony and reception. Through its support, the Ryan Foundation showcases a dedication to breaking down barriers to education, ensuring equal access to resources for success. By investing in education and backing organizations like EIF, the foundation strives to foster lasting positive change in communities, empowering individuals with the necessary knowledge, skills, and opportunities to flourish.



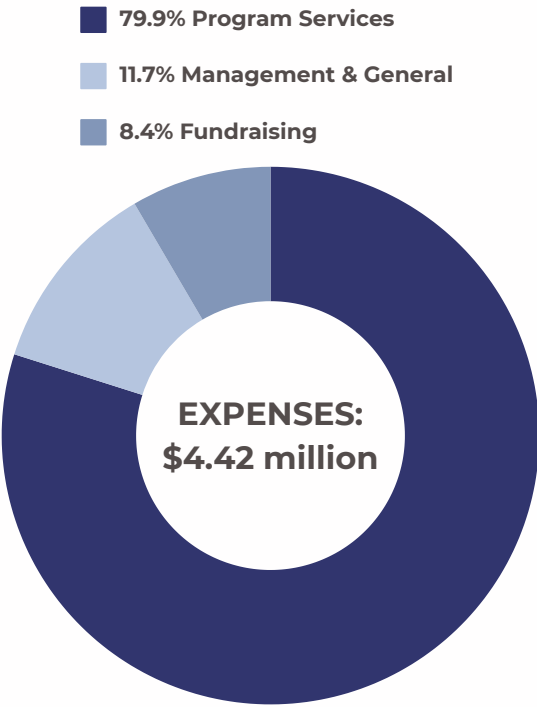
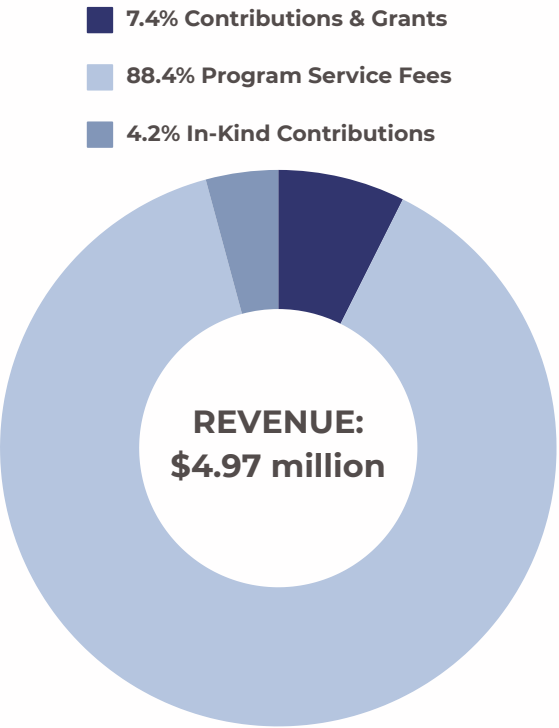
Texas Capital Bank's partnership with EIF shows its commitment to education and student empowerment. Through events like "An Evening with the Stars," the bank supports EIF's mission of providing educational opportunities and scholarships, particularly for underserved students. This includes financial backing and active participation in community events promoting education, reflecting Texas Capital's belief in corporate social responsibility and fostering a culture of giving back.

SUMMARY STATEMENT OF ACTIVITIES

Revenues and Support	
Contributions and Grants	\$367,577
Program Service Fees	\$4,396,677
In-Kind Contributions	\$208,896
Total Revenue and Support	\$4,973,150

Expenses	
Program Services	\$3,529,064
Management and General	\$515,400
Fundraising	\$372,884
Total Expenses	\$4,417,348

FINANCIALS



Education is Freedom is steadfastly expanding its reach and catalyzing innovation by leveraging fee-based services and generous support from private philanthropists. By utilizing the dual pillars of a fee-for-service model and philanthropic contributions, Education is Freedom is poised to continue its impactful journey of transforming lives through education.

2022-2023 TEAM EIF



3+ years

average experience advising high school students in the areas of college, career, and life-readiness



100%

of EIF Advisors have a Bachelor's degree and 20% have a Master's degree



100%

of EIF Advisors Hold National College Attainment Network Certification and Engage in Professional Development

BOARD OF DIRECTORS

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Mark Okada

Co-Founder & CEO
Sycamore Tree Capital Partners LP

Secretary

Rafael Anchia

Texas State House Representative Partner
Haynes and Boone LLP

David Biegler

Former Chairman, President, and CEO
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Retired Vice Chairman
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Retired Chairman & CEO
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Scott Beasley

Executive Vice President /Chief Financial
Officer, Frontier Communications

Todd Williams

Chairman & CEO
The Commit Partnership

Founder

James W. Keyes

Chairman & CEO
Wild Oats Marketing LLC

Royce West

Texas State Senator
Partner, West & Associates, LLP

Patrick Brandt

President/COO
Shiftsmart

Sandi Karrmann

Senior Vice President
Chief Human Resources Officer
Kimberly-Clark Corporation

Mavis Knight

Community Volunteer

Drexell Owusu

Chief Impact Officer
The Dallas Foundation

Matthew Randazzo

President & CEO
The Dallas Foundation



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