



EAST
INITIATIVE®



2017-2018

ANNUAL REPORT

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A NOTE FROM OUR PRESIDENT & CEO

Every year, when we consider what EAST has accomplished, the lists and stories are too many to tell properly. EAST grew in ways that we have long hoped for but had not yet achieved. Everyone involved lived our goal of education accelerated by service and technology. Thousands of the people involved with EAST *did* find relevant, individualized life-changing educational experiences. Communities were strengthened and will see benefits for years to come. From the wonder of small successes in getting technology to work or teaching someone how to use a tool that they were unfamiliar with to the celebration of being named a winner, EAST is the best example of what is possible in education. From neuroscience

to veterinary prosthetics; from growing programs to being named the Nonprofit of the Year (by Arkansas Business), EAST has made the most of the last twelve months. EAST isn't limited to a space or a group of people in schools. EAST is a network of staff, students, facilitators, administrators, trainers, partners, and supporters committed to making sure that everyone that becomes involved has the chance to learn and serve; a chance to build the world we all want to live in. As you work your way through this year's report, I encourage you to find *your* place in EAST. If you're not already a part of the experience, join us.

Matt Dozier
President & CEO, EAST Initiative

A NEW LOOK



In efforts to tell our story differently, we collaborated with Mangan Holcomb Partners, a top-ranked public relations agency in the state of Arkansas, to share EAST in a more effective and creative way. Even with our new look, we have not lost sight of the vision:

EAST envisions a world where communities are strengthened through service and technology.



“My participation in EAST has defined my future by giving me the tools to succeed: curiosity, an ability to connect seemingly polar subjects into one cohesive thought, the ability to teach, the aggressiveness to find answers, the confidence to lead, and the opportunity to be exposed to the world, and people I would have never met.”

*Keeley Ausburn
Junior, Maumelle High School*

ABOUT US

EAST provides all learners with the opportunity to have relevant, individualized, life-changing educational experiences.

EAST IS



**SERVICE-BASED
LEARNING**



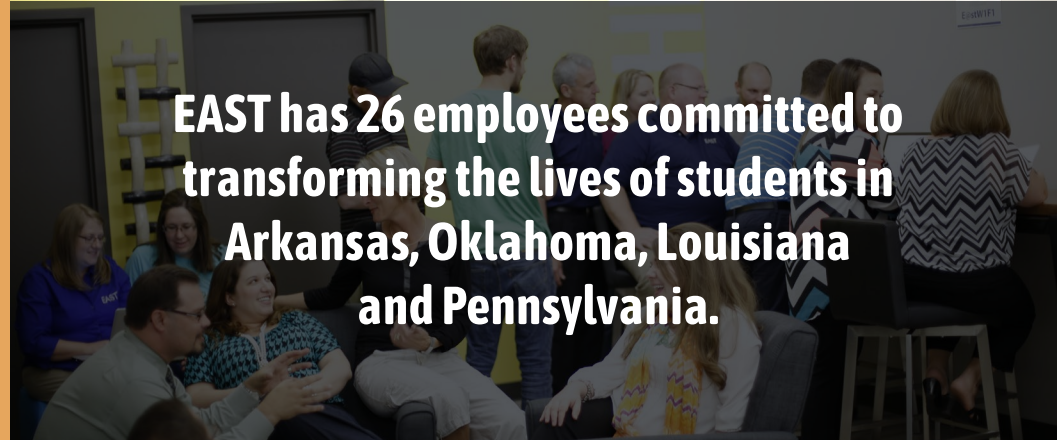
**TECHNOLOGY
DRIVEN**



STUDENT-LED



COLLABORATIVE



EAST has 26 employees committed to transforming the lives of students in Arkansas, Oklahoma, Louisiana and Pennsylvania.



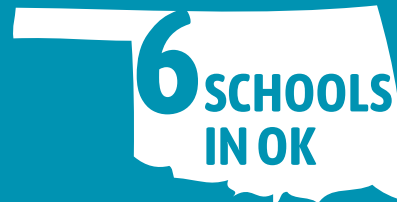
EAST IS REPRESENTED IN

134

DISTRICTS IN ARKANSAS

49

**OF THESE DISTRICTS HAVE
MULTIPLE SCHOOLS WITH EAST**



“EAST opens doors for students beyond technology. It builds confidence and **allows students to explore things that help them find themselves.** It introduces them to a world beyond their hometown and gives them the skills to connect with people differently.”

Heather Hite
Facilitator, McCrory High School

576 **NEW FACILITATORS = 72**
EDUCATORS THAT ATTENDED PHASE TRAINING WERE TRAINED

188 **RETURNING FACILITATORS = 188**
TRAINED AT SUMMER SEMINAR

205 **COMMUNITY LEARNERS = 205**
THAT ATTENDED EDUCATION UNLEASHED TRAINING

111 **NEW AND PREVIOUS ADMINSTRATORS = 111**
THAT ATTENDED EAST STAKEHOLDER TRAINING

EDUCATION

The value of education is found in its sustainability. We believe that transformative educational experiences start with professional development and training. We take pride in providing the best professional development possible that transforms teachers into strong facilitators who lead their students to succeed.



Each March thousands of EAST students and facilitators come together for a three-day conference filled with competitions, student led exhibits and hundreds of thousands of dollars in sponsorships and awards. Without our sponsors and the numerous hours of service that are given by our volunteers, none of this would be possible. At Conference, students not only get to celebrate the successes of the school year, but they learn to network and sharpen their leadership skills.

The Timothy R. Stephenson Founder's Award is given to the EAST program that best exemplifies the EAST values of Project Sophistication and Innovation, Student Growth and Engagement and Community and Collaboration. This honor and recognition is a culmination of a year of positive impact on all lives touched.

**2018 OVERALL
FOUNDER'S
AWARD WINNER**



ARMOREL HIGH SCHOOL
Armored, Arkansas

ACCELERATED

Advancement in EAST is celebrated each year when we reflect on the impact of the EAST Conference, the number of newly established programs, and how the contributions of our sponsors and donors propel us forward.





106 CONFERENCE VOLUNTEERS 

SUPPORTED THE EVENT INCLUDING EAST ALUMNI, PRESENTERS, AND JUDGES FOR COMPETITIONS AND THE CONFERENCE SHOWCASE

35 BREAKOUT SESSIONS OFFERED 

ALONG WITH OUR VOLUNTEERS, WE SHARED CONFERENCE WITH

 **THREE THOUSAND SIX HUNDRED AND EIGHTY-SIX ATTENDEES**

EAST CONFERENCE WAS MADE POSSIBLE THROUGH

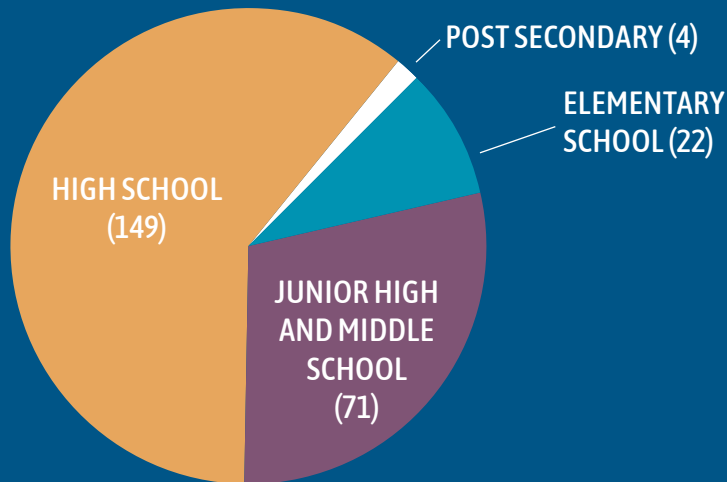
\$205,531 
IN CONFERENCE SPONSORSHIPS

Increasing the opportunities for students to have a positive impact on their education and communities is what guides growth at EAST.

16 SCHOOLS ADDED EAST IN THE 2017-2018 SCHOOL YEAR

WHICH GREW THE EAST NETWORK TO
**TWO HUNDRED
FORTY-SIX SCHOOLS**

PROGRAMS BY SCHOOL CLASSIFICATION





SERVICE

Serving the community is the heartbeat that drives the EAST experience and allows students to hone their skills in problem-solving and civic engagement. Whether working to provide quality family photos to those who may not be able to afford them or creating experiences in virtual reality to help students overcome social anxiety, EAST students and volunteers actively worked to change their lives and the lives of others.

OVER THE LAST YEAR, EAST STUDENTS COMPLETED

2,257,536

**HOURS OF SERVICE
IN THEIR LOCAL COMMUNITIES**

VALUED AT MORE THAN \$54 MILLION

**COMMUNITY MEMBERS
COMPLETED AN ADDITIONAL
90,954 HOURS
OF SERVICE TO THE SCHOOLS
& EAST PROJECTS THE STUDENTS
WERE WORKING ON.**

**• PARTNERS AND VOLUNTEERS
• ALSO DONATED
• 3,689 HOURS OF SERVICE
• VALUED AT \$91,093
• WORKING WITH THE EAST STAFF
• AND ON BEHALF OF THE NONPROFIT.**

“These kids are brilliant and they’re getting real-life experience [using virtual reality tools]. I continuously tell friends and colleagues about the magic that is EAST and how this partnership changed my professional life and allowed me to go back to high school again.”

Sara Scott

*Village House Adult Day Program
Bella Vista, Arkansas*

TECHNOLOGY

At EAST we love technology! From podcasts to student training, we use technology to enhance everything we do. Partnerships with organizations such as Facebook help EAST students around the region learn and grow in their communities.



Technology is helping us tell our story to a broader audience thanks to our partnership with EduTech Guys. Our podcast segment, EAST Update, has become a staple in their weekly show. Tune in weekly or visit our website to learn, laugh, and grow with EAST.

Student training sessions demonstrated our commitment to technical training and the edge it gives EAST students as they serve their communities and prepare for their futures.

1,045 STUDENTS TOOK PART IN THESE SPECIALIZED TRAININGS.



In 2017, Facebook’s TechStart program continued to support computer science education throughout Arkansas. EAST was proud to help lead in this effort and partner with the Arkansas Governor’s Office, the State Department of Education and the Arkansas Public School Resource Center (APSRC). Together, we are committed to ensuring students have the opportunity to experience computer science and coding at the leading edge of this technology.

“Make an investment in something that matters.
I support EAST because it supported me.”

*EAST Alumni
Class of 2006*

DEVELOPMENT

Every student, project, and accomplishment profiled in this report was made possible by supporters of EAST. If you are a volunteer, donor, or partner, we want to thank you and ask for your continued support. If you are just learning about EAST for the first time or would like to become more involved, contact us today.

DONATE TODAY

EAST WOULD LIKE TO THANK OUR NEW SPONSORS WHO SUPPORTED THE ORGANIZATION IN 2017-2018:



AND CONTINUE TO THANK THE OVER 35 LEGACY SPONSORS

AREAS OF POTENTIAL SUPPORT INCLUDE:

**EVENT SPONSORSHIPS + STUDENT TRAINING
PROFESSIONAL DEVELOPMENT FOR TEACHERS
SUPPORT OF AFTER SCHOOL AND SUMMER PROJECTS
ADDING EAST PROGRAMS IN SCHOOLS THAT DON'T HAVE THEM
PLANNED GIVING + MUCH MORE!**

AT&T Arkansas provided \$20,000 to support cybersecurity training and programming for EAST students.

EAST received \$12,000 from the Smithsonian's Museums on Main Street Program to help fund 5 local history projects, and develop local history online training for students.

“On behalf of the more than 20,000 students enrolled in EAST this year and the nearly quarter million who have had an opportunity to be in EAST since its beginning, thank you for recognizing this organization, which has provided so many opportunities to make a difference in our communities and our lives.”

Jaclyn Johnson

Malvern High School 9th year EAST student

NONPROFIT OF THE YEAR



A proud and humbling moment in EAST history happened this year. EAST was named Nonprofit of the Year at the Arkansas Business of the Year 30th Anniversary Awards Ceremony.

“Every day we work to make sure that our students have a transformational educational experience, and it’s thrilling to see others take note of the hard work we do for our students, work that’s made possible thanks to our numerous supporters and sponsors in both the public and private sectors.” - Matt Dozier, President and CEO of EAST.

COMMUNICATIONS

EAST Quarterly, or EQ, is the magazine of EAST. Produced four times a year, the publication highlights: student achievements in projects and community impact, educators, alumni, technical tips and much more. The magazine is available in printed form at the EAST office and online at <http://issuu.com/eastquarterly>.

FOR DAILY AND WEEKLY UPDATES, FIND EAST ONLINE:



FINANCIAL RESULTS

STATEMENT OF FINANCIAL POSITION

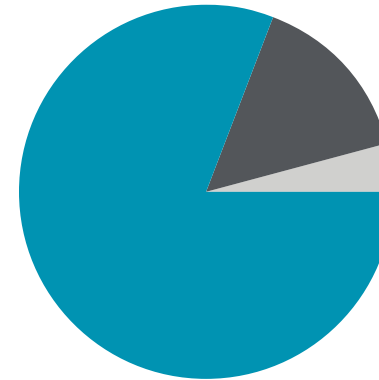
ASSETS

	JUNE 30, 2018	JUNE 30, 2017
CASH	\$3,553,223	\$3,443,779
CASH - CAPITAL RESERVE	200,000	150,000
ACCOUNTS RECEIVABLE	33,106	1,238
PREPAID EXPENSES	50,684	60,468
FIXED ASSETS, NET	2,315,340	2,331,655
OTHER ASSETS	3,482	4,414
TOTAL ASSETS	\$6,155,835	\$5,991,554

LIABILITIES & NET ASSETS

	JUNE 30, 2018	JUNE 30, 2017
ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$1,525,880	\$1,376,064
DEBT	1,513,272	1,679,666
TOTAL LIABILITIES	\$3,039,152	\$3,055,730
UNRESTRICTED NET ASSETS	\$3,116,683	\$2,935,824
TOTAL NET ASSETS	3,116,683	2,935,824
TOTAL LIABILITIES AND NET ASSETS	\$6,155,835	\$5,991,554

SEE AUDITED FINANCIAL STATEMENTS FOR ADDITIONAL INFORMATION



PROGRAM SERVICES 81%

ADMINISTRATION 15%

FUNDRAISING 4%

REVENUES & OTHER SUPPORT

	JUNE 30, 2018	JUNE 30, 2017
STATE OF ARKANSAS DEPARTMENT OF EDUCATION:		
APPROPRIATIONS	\$1,927,590	\$1,742,998
GRANTS	494,857	501,819
	<u>2,422,447</u>	<u>2,244,817</u>

CONTRACTS	176,966	258,779
EVENT REVENUE	192,882	164,013
IN-KIND REVENUE	76,755	78,343
OTHER REVENUE	201,552	112,784
TOTAL REVENUE AND OTHER SUPPORT	\$3,070,602	\$2,858,736

EXPENSES

	JUNE 30, 2018	JUNE 30, 2017
PROGRAM SERVICES	\$2,327,060	\$2,181,701
MANAGEMENT AND ADMINISTRATION	457,490	462,855
DEVELOPMENT AND FUNDRAISING	105,193	116,736
TOTAL EXPENSES	\$2,889,743	\$2,761,292

CHANGE IN NET ASSETS	\$ 180,859	\$97,444
NET ASSETS, BEGINNING OF YEAR	2,935,824	2,838,380
NET ASSETS, END OF YEAR	\$ 3,116,683	\$2,935,824

SEE AUDITED FINANCIAL STATEMENTS FOR ADDITIONAL INFORMATION

EAST BOARD OF DIRECTORS

2017-2018

CHAIRPERSON

Mr. David Moody

Principal
Jackson David, LLC

VICE-CHAIRPERSON

Mr. Dale Johnson

Senior Vice President
Advanced Commercial Banking Division
FIS

SECRETARY

Mr. John A. Riggs, IV

CHAIR, FINANCE AND AUDIT COMMITTEE

Mr. Brent Staley

CEO
Staley, Inc.

CHAIR, DEVELOPMENT COMMITTEE

Ms. Mildred Franco

Executive Director
Innovation Hub,
An Initiative of Go Forward Pine Bluff

CHAIR, RECRUITMENT COMMITTEE

Dr. Jim Rollins

Superintendent
Springdale Public Schools

Mr. Jim Boardman

Retired, Assistant Commissioner
Arkansas Department of Education

Ms. Karen Eoff

Director
Southeast Arkansas Education
Service Cooperative

Mr. Jason Everett

Agency Owner
Everett Agencies of Liberty National

Dr. Michael Gealt

Executive Vice President/Provost
Central Michigan University

Dr. Dean Kahler

Vice Provost for Strategic
Enrollment Management
University of Idaho

Dr. David Rainey

Education Consultant

Dr. Andrew Rogerson

Chancellor
UA Little Rock

Ms. Victoria Washington

CEO/President
Vision IT LLC

Dr. Charlotte Lewellen Williams

Associate Professor and Director
Clinton School Center on Community
Philanthropy



“The discipline students learn in EAST helps with the mental discipline to get through challenges. It helps them realize, ‘I can do hard things,’ so when it comes time to do stuff that seems difficult, the students already know, I can do hard things and that is what has helped improve my child’s academic performance the most.”

*Dr. Susan Bryant, Child Psychologist
North Little Rock Middle School EAST Parent*



6215 RANCH DRIVE • LITTLE ROCK, AR 72223

www.EASTinitiative.org