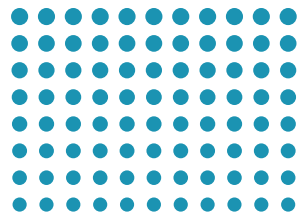




EAST
INITIATIVE



2018-2019

ANNUAL REPORT

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A NOTE FROM OUR PRESIDENT & CEO

EAST is dynamic. From the students tackling projects that last from hours to years, to the educators (facilitators, teachers, administrators, and others in the schools) who provide the challenge to make a difference and then the opportunity to learn as the students develop those projects, to the community partners who work with those students, to the supporters and sponsors that help make sure that the foundation for growth is there, everyone that is involved is part of a constantly moving effort.

That dynamism and the energy it produces is what makes EAST so exciting. Constantly looking forward can lead to not taking the time to reflect—another opportunity to learn and grow, though from a different perspective—and celebrate what has been accomplished. “On to the next,” is a way to make sure we don’t become complacent, but it can also lead to tunnel vision (and make you tired).

This report is an opportunity to reflect on the incredible work that is being done in EAST. Work that connects learners to their communities; work that allows elementary students to be major civic contributors; work that allows high schoolers to interact with professionals and gain a better focus on what their future could be; work that helps train educators to better prepare their students to take advantage of these opportunities. Taken as a whole, this work is making an impact on today and tomorrow.

As you go through this report, realize that the dynamism of EAST means that you are reading a piece of history not an update. We have moved further than we can capture in a report that is bound to a specific point in time. If this is history, imagine how much more exciting the future can be.

Matt Dozier
President & CEO

A YEAR IN REVIEW

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



Darynne Dahlem, Miss Arkansas 2019, Alumna of EAST at Greenwood High School.

Take a look at how we inspired change throughout the 2018 - 2019 academic year!

EAST IS



**SERVICE-BASED
LEARNING**



**TECHNOLOGY
DRIVEN**



STUDENT-LED



COLLABORATIVE

“EAST gave me something I wasn’t getting in some of my other classes, motivation to get out of my comfort zone and push myself to stay there. I’m not the best with technology, but in EAST I didn’t need to be. **I found myself and my passion — helping people and problem solving — and that’s why I love it.**”

Anna Cavnor

EAST Student at North Little Rock High School

EAST has 28 amazing employees committed to transforming the lives of students not only in the state of Arkansas, but also in Oklahoma, Louisiana, and Pennsylvania.



**EAST IS REPRESENTED IN
136
DISTRICTS IN ARKANSAS**

50

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

**6 SCHOOLS
IN OK**

**1
SCHOOL
IN LA**

**1 SCHOOL
IN PA**

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

EDUCATION

EAST extends far beyond the walls of a classroom; it is an educational experience that sparks curiosity, builds confidence, and inspires change. It takes a unique educator with an open mind to be a guiding light for EAST students. EAST supports the educators of our network by offering over 50 hours of personalized professional development as well as customizable options to those outside the network who see themselves as lifelong learners.

EAST connected with 358 educators this year through various forms of training and professional development opportunities.



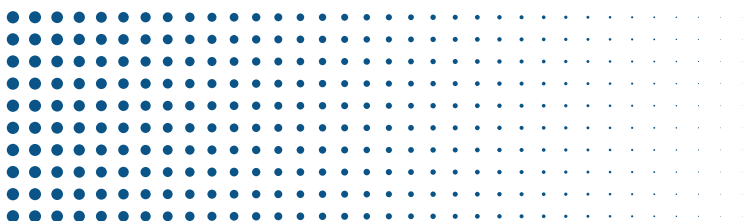


“**EAST caused me to tap into my resiliency after watching my students tap into theirs!** We could be missing the most basic items to complete a project or the most sophisticated and they never stayed discouraged for long! It was difficult as a first-year facilitator, but I adopted the same mindset of students when working on a project and used my resources and community!”

Constance Clark
EAST Facilitator at Parkview High School

ACCELERATED

EAST is an educational catalyst. The EAST Conference has become an annual meeting place to celebrate and reflect on the creativity, connections, and contributions of individual EAST programs, sponsors, donors, and even state officials.



Each March, thousands of EAST students and facilitators, community partners and sponsors, as well as volunteers and alumni come together for a three-day conference filled with competitions, student-led exhibits, and culminates with the celebratory energy of a job well done! It takes thousands of dollars in sponsorships and hundreds of hours of service to make it all possible! At the EAST Conference, students not only get to celebrate the successes of the school year, but they learn to network, sharpen their leadership skills and — most of all — be inspired to continue to be the change they want to see in the world.



The Founder's Award is the most notable of all EAST Conference awards given; four schools have been inducted into the Founder's Circle for extraordinary accomplishments in each of the core principle areas of EAST — Project Sophistication and Innovation, Student Growth and Engagement, and Community and Collaboration — over the academic year. In 2019 we expanded the number of EAST Founder's Award recipients from one to four! The talent and tenacity of EAST students among multiple programs was undeniable and could not go unrecognized!

2019 EAST FOUNDER'S



BERRYVILLE HIGH SCHOOL



HELLSTERN MIDDLE SCHOOL

AWARD RECIPIENTS



NETTLETON HIGH SCHOOL



SONORA MIDDLE SCHOOL



88 CONFERENCE
VOLUNTEERS



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

42 BREAKOUT
SESSIONS
OFFERED

INCLUDING
A NEW
SENSATIONAL
SESSION, TECH BASH!

THREE THOUSAND
EIGHT HUNDRED AND TWENTY-THREE



ATTENDEES



GATHERED TO CELEBRATE GROWTH,
TO NETWORK, AND TO INSPIRE CHANGE.

EAST CONFERENCE WAS MADE POSSIBLE THROUGH

\$145,250

IN SPONSORSHIPS.



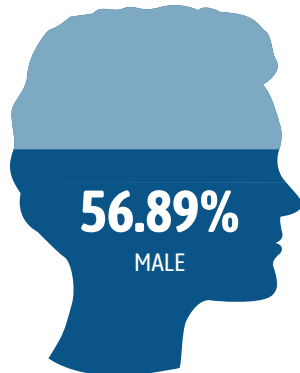
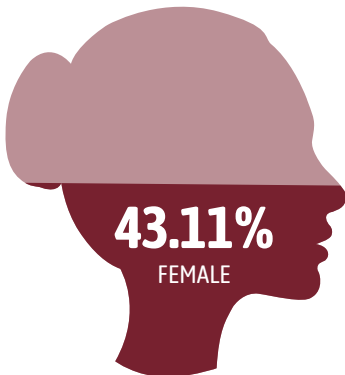
The growth efforts of EAST are motivated by the desire to give every student the opportunity to become a positive agent of change in their community. The 2018 - 2019 EAST network expansion yielded:

15 NEW PROGRAMS

TWO HUNDRED FIFTY-NINE

Schools committed to providing an unmatched educational experience.

EAST serves over **25,000** students a year!





By exposing students to STEM academically, socially, and civically, EAST is doing our part to help solve the crisis of a shortage of qualified individuals in various STEM job markets. EAST students are not only gaining the knowledge and ability to excel in STEM, but the critical skills needed to be influential and successful as a leading professional. Each year the number of students we serve increases.

During 2018 -2019, we increased our reach of young ladies in STEM by 11%.

SERVICE

At EAST, we advocate for life-long learning by creating ways for individuals — students and community members alike — to tap into their critical thinking and innovative problem solving skills. Whether 3D printing your own prosthetic limb or using coding to create a navigation sensor to assist the blind and visually impaired in the community, advancement through service, technology, and education is the goal.





OVER THE LAST YEAR, EAST STUDENTS COMPLETED

2,538,404

HOURS OF SERVICE
IN THEIR INDIVIDUAL COMMUNITIES

ESTIMATED ECONOMIC IMPACT \$64.5 MILLION

.....
4,606 COMMUNITY MEMBERS DONATED

300,000 HOURS

THEIR TIME TO HELP VARIOUS EAST PROGRAMS IN THEIR EFFORTS TO IMPROVE THEIR COMMUNITIES.

TECHNOLOGY

Technology is a powerful tool; a tool EAST students use to enhance their daily educational and social experiences. Like designing a series of virtual reality programs to inform community members on the importance of receiving vaccinations as well developing an animated adventure to provide comfort for youth receiving vaccines. Or creating virtual museum exhibits that highlight hometown heroes and indigenous cultures in efforts to preserve tradition. EAST capitalizes on the opportunities to enhance and develop students in non-traditional ways.

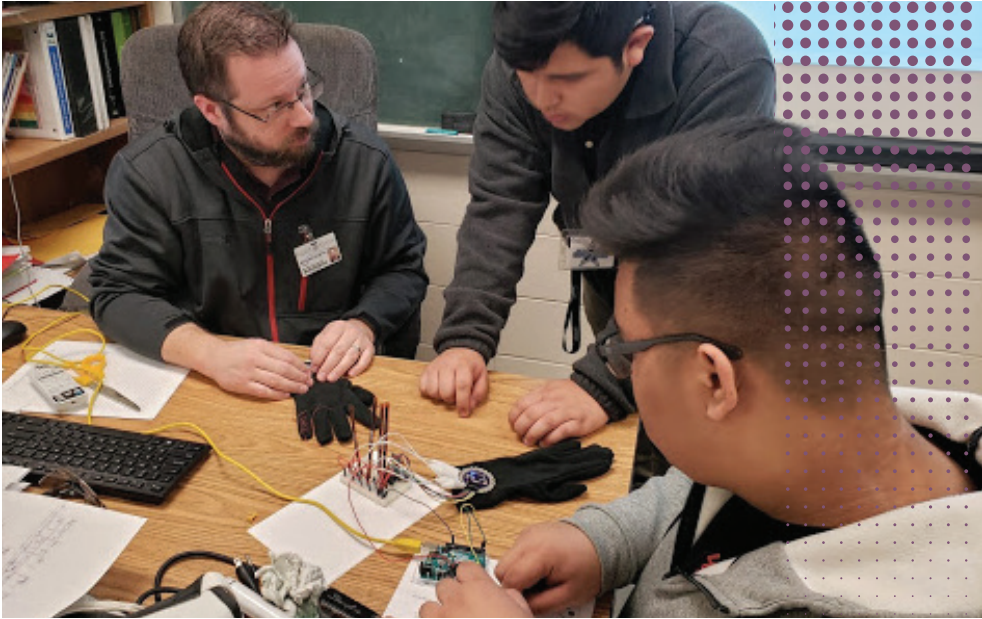
“EAST at North Little Rock High School was one of three recipients of the \$30,000 makeover grant. I had no idea I was reviewing a submission produced by students until I arrived in Arkansas! The projects, the visions, really EAST as a whole has just continued to impress me.”

Tony Zaragoza

*EAST Supporter and Intel Partner Champion
and Business Development Manager for PCM*

Student training sessions demonstrated our commitment to further developing students outside the walls of a traditional classroom and provided an edge to EAST students as they serve their communities and prepare for their futures.

1,082 STUDENTS TOOK PART IN THESE SPECIALIZED TRAININGS.



THAT'S OVER 70 OPPORTUNITIES (ONLINE AND IN-PERSON)

TO ENHANCE SKILLS IN THESE AREAS AND SO MANY MORE

2D DESIGN

Advanced Adobe Illustrator

3D PRINTING

Troubleshooting & CAD Fundamentals

ANIMATION

Introduction to VR & Unreal Engine

AUDIO RECORDING

Audio Production

DESIGN/DEVELOPMENT

iOS & Android w/ MIT App Inventor

CODING/PROGRAMMING

Introduction to Python

GEOSPATIAL

Drone 101

Laser Scanning

NETWORKING

Systems Administration

PHOTOGRAPHY

Capture & Edit

SOFT SKILLS

Project Management

Public Speaking

VIDEOGRAPHY

Capture & Edit

“This world needs as many active thinkers as we can get, and EAST is spitting them out by the dozens!”

Shelby Spence

Environmental Engineer

EAST at Mammoth Springs High School

Alumni Class of 2010

DEVELOPMENT

Every student, project, and accomplishment profiled in this report was made possible by supporters of EAST. This year, EAST needs your help funding student scholarships, student training sessions, and other projects here at EAST. Please donate today at www.supportEAST.org

COMMUNITY PARTNERS, BUSINESSES AND ORGANIZATIONS THAT PARTNERED WITH VARIOUS EAST PROGRAMS VOLUNTEERED 2,357.5 HOURS OF SERVICE VALUED AT \$62,851

THANK YOU TO THE TOP SPONSORS OF EAST CONFERENCE 2019

CONFERENCE SPONSORSHIP INCREASED BY 11%!



ARKANSAS
DEPARTMENT OF
EDUCATION



AND WE CONTINUE TO THANK THE
OVER 35 LEGACY SPONSORS.

[DONATE TODAY](#)

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!

PARTNERSHIPS



ARKANSAS



EAST received the largest grant in the history of the Women's Foundation of Arkansas in 2018 valued at \$15,000. This two-year partnership was formed to stimulate the interest of and build confidence in young ladies regarding STEM.

“Working with EAST was a tremendous experience! Their support of the Women's Foundation of Arkansas as we strive to establish equity in the STEM fields has been amazing! Their dedication to quality, innovation, and civic engagement is remarkable. We are proud to be a partner.”

Anna Beth Gorman

Executive Director for Women's Foundation of Arkansas

THE EXCEL CENTER AT GOODWILL INDUSTRY

The only adult high school in the state of Arkansas celebrated its first graduating class of the program. EAST was proud to be a part of their high school experience and improve their lives.





COMMUNICATIONS

Technology is helping us tell our story to a broader audience on multiple platforms!



Our partnership with the [EduTech Guys podcast](#) highlights a segment of our weekly podcast, EAST Update. It has become a staple for their show. Tune in or visit our website to learn, laugh, and grow with EAST.

EAST Quarterly, or EQ, is the magazine of EAST. This publication highlights: student achievements in projects and community impact, educators, alumni, technical tips and much more. It is available to all online at <http://news.eastlink.me/EQ>



FOR DAILY AND WEEKLY UPDATES, FIND EAST ONLINE:



FINANCIAL RESULTS

STATEMENT OF FINANCIAL POSITION

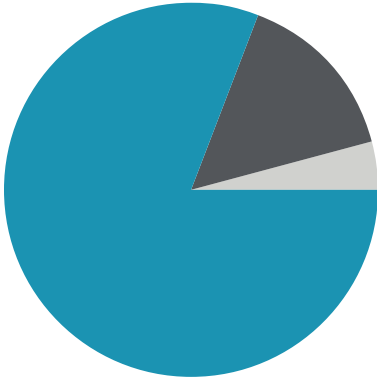
ASSETS

	JUNE 30, 2019	JUNE 30, 2018
CASH	\$2,717,045	\$3,553,223
CASH - CAPITAL RESERVE	\$250,000	\$200,000
ACCOUNTS RECEIVABLE	\$16,361	\$33,106
PREPAID EXPENSES	\$68,782	\$50,684
FIXED ASSETS, NET	\$2,275,370	\$2,315,340
OTHER ASSETS	\$12,078	\$3,482
TOTAL ASSETS	\$5,339,636	\$6,155,835

LIABILITIES & NET ASSETS

	JUNE 30, 2019	JUNE 30, 2018
CURRENT LIABILITIES	\$909,604	\$1,525,880
LONG-TERM DEBT	\$1,140,454	\$1,513,272
TOTAL LIABILITIES	\$2,050,058	\$3,039,152
UNRESTRICTED NET ASSETS	\$3,289,578	\$3,116,683
TOTAL NET ASSETS	\$3,289,578	\$3,116,683
TOTAL LIABILITIES AND NET ASSETS	\$5,339,636	\$6,155,835

SEE AUDITED FINANCIAL STATEMENTS FOR ADDITIONAL INFORMATION



PROGRAM SERVICES 81%

ADMINISTRATION 16%

FUNDRAISING 3%

REVENUES & OTHER SUPPORT

JUNE 30, 2019

JUNE 30, 2018

STATE OF ARKANSAS DEPARTMENT OF EDUCATION:
 APPROPRIATIONS
 GRANTS

\$1,865,064

\$1,927,590

\$518,217

\$494,857

\$2,383,281

\$2,422,447

CONTRACTS

\$22,209

\$176,966

EVENT REVENUE

\$216,919

\$192,882

IN-KIND REVENUE

\$68,486

\$76,755

OTHER REVENUE

\$371,744

\$201,552

TOTAL REVENUE AND OTHER SUPPORT

\$3,264,639

\$3,070,602

EXPENSES

JUNE 30, 2019

JUNE 30, 2018

PROGRAM SERVICES

\$2,506,166

\$2,327,060

MANAGEMENT AND ADMINISTRATION

\$504,078

\$457,490

DEVELOPMENT AND FUNDRAISING

\$81,500

\$105,193

TOTAL EXPENSES

\$3,091,744

\$2,889,743

CHANGE IN NET ASSETS

\$172,895

\$180,859

NET ASSETS, BEGINNING OF YEAR

\$3,116,683

\$2,935,824

NET ASSETS, END OF YEAR

\$3,289,578

\$3,116,683

SEE AUDITED FINANCIAL STATEMENTS FOR ADDITIONAL INFORMATION

EAST BOARD OF DIRECTORS

2018-2019

CHAIRPERSON

Mr. Dale Johnson

Senior Vice President
Advanced Commercial Banking Division
FIS

VICE-CHAIRPERSON

Mr. Jim Boardman

Retired Assistant Commissioner
Arkansas Department of Education

SECRETARY

Mr. John A. Riggs, IV

Owner
Red Head Farm, LLC

CHAIR, DEVELOPMENT COMMITTEE

Ms. Mildred Franco

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

CHAIR, FINANCE AND AUDIT COMMITTEE

Mr. Brent Staley

President, Staley Electric

CHAIR, RECRUITMENT COMMITTEE

Dr. Jim Rollins

Superintendent
Springdale Public Schools

Mr. John Chamberlin

Owner, Chamberlin Research

Ms. Karen Eoff

Director
Southeast Arkansas Education Service
Cooperative

Mr. Jason Everett

Owner
Everett Agencies of Liberty
National

Dr. Michael Gealt

Executive VP and Provost
Central Michigan University

Dr. Dean R. Kahler

Vice Provost for Strategic Enrollment
Management
University of Idaho

Dr. David Rainey

Education Consultant

Dr. Andrew Rogerson

Chancellor
UA Little Rock

Ms. Pam Sullivan

Services Practice Executive
FIS

Ms. Victoria Washington

President
Vision IT, LLC

Dr. Charlotte Lewellen Williams

Associate Professor and Director
Clinton School Center on Community
Philanthropy

EX-OFFICIO

Mr. Matt Dozier

President and CEO
EAST Initiative



“There is something about EAST that changes your child. They no longer come home with no stories to tell or homework to do; now they don’t want to come[home] **because they love what they’re doing and what it means to others at the school, in the community, and most importantly to them.** You can’t buy this kind of change from within your child; you just support it and be thankful for it.”

Pastor Kim Johnson
EAST Parent and EAST Conference volunteer



6215 RANCH DRIVE • LITTLE ROCK, AR 72223
www.EASTinitiative.org