

5 YEAR PLAN: 1200 BY 2016



GRIFFITH TUTORING

WHO WE ARE & MISSION

WHO WE ARE

Griffith Tutoring is a non-profit organization preparing at-risk Chicago high school students for the ACT college entrance exam by partnering with businesses and training their professionals to tutor and mentor the students.

MISSION

Griffith Tutoring's mission is to boost the number of Chicago high school graduates attending college by increasing the students' standardized test scores. Additionally, we offer students unique exposure to professionals, who demonstrate that a college education and a professional career are within reach.



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THE PROBLEM

Chicago's public school system fails to prepare its students for the ACT college entrance exam. This failure is creating a significant barrier to a college education.

THE FACTS:

- 6% of the students who enroll as freshman in a Chicago Public School will graduate from college by the age of 25.
- A composite score of 20 (out of 36 points) on the ACT is widely considered to be the threshold needed to gain admission to college.
- The average junior in the CPS system scores a 17.2 on the ACT exam.
- Over half of juniors score 16 or below on the ACT exam.
- Only 25% of CPS students score 20 or better on the ACT exam.



THE SIGNIFICANCE OF THE PROBLEM

COLLEGE IS CRITICAL

- The wage gap between someone with a high school degree versus a college education increased from 50% in 1980 to 111% in 2005
- Roughly 90% of the fastest growing jobs require some postsecondary education

ACT IS KEY FOR COLLEGE ADMISSIONS

- Colleges have more students applying
- Admission to college is more competitive
- There is more reliance on ACT by Admissions Officers

ACT PREP IS EFFECTIVE, BUT EXPENSIVE

- Direct correlation between test prep and high scores
- Students of means rely on test prep to reach potential score
- Individualized ACT prep can cost \$1500 or more



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GRIFFITH TUTORING: LEVELING THE PLAYING FIELD FOR AT-RISK STUDENTS

Program

Free six week ACT prep program for at-risk students offered bi-annually. Enroll students with scores of 15-18 and without the resources for private tutoring. Maintain 2:1 student-to-tutor ratio to maximize impact.

Tailored Curriculum

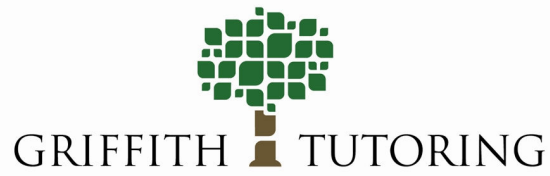
Tailored strategies for each subject matter's most commonly tested concepts. Established partnership with ACT to utilize previously administered exams to familiarize students with question styles.

Highly Qualified Tutors

Partner with Chicago's leading businesses for volunteer tutors – match corporations with schools. Tutors hold college degrees, many with professional degrees, and are given comprehensive training.

Efficient Cost Model

Volunteer based system with long term cost ratio of less than \$300 per student. Highly scalable as we provide a free, turnkey platform to make a direct impact in neighborhoods throughout Chicago.



BACKGROUND & OPERATING THEORY

Griffith Tutoring was started by Rather Stanton & Michael Simpson in April 2006 as a result of a Tribune article outlining reduced funding for CPS test preparation programs. Convinced there had to be a better solution, Rather and Michael began Griffith Tutoring's inaugural program at Lincoln Park High School with 4 students. Early results of the Spring 2006 program indicated the following:

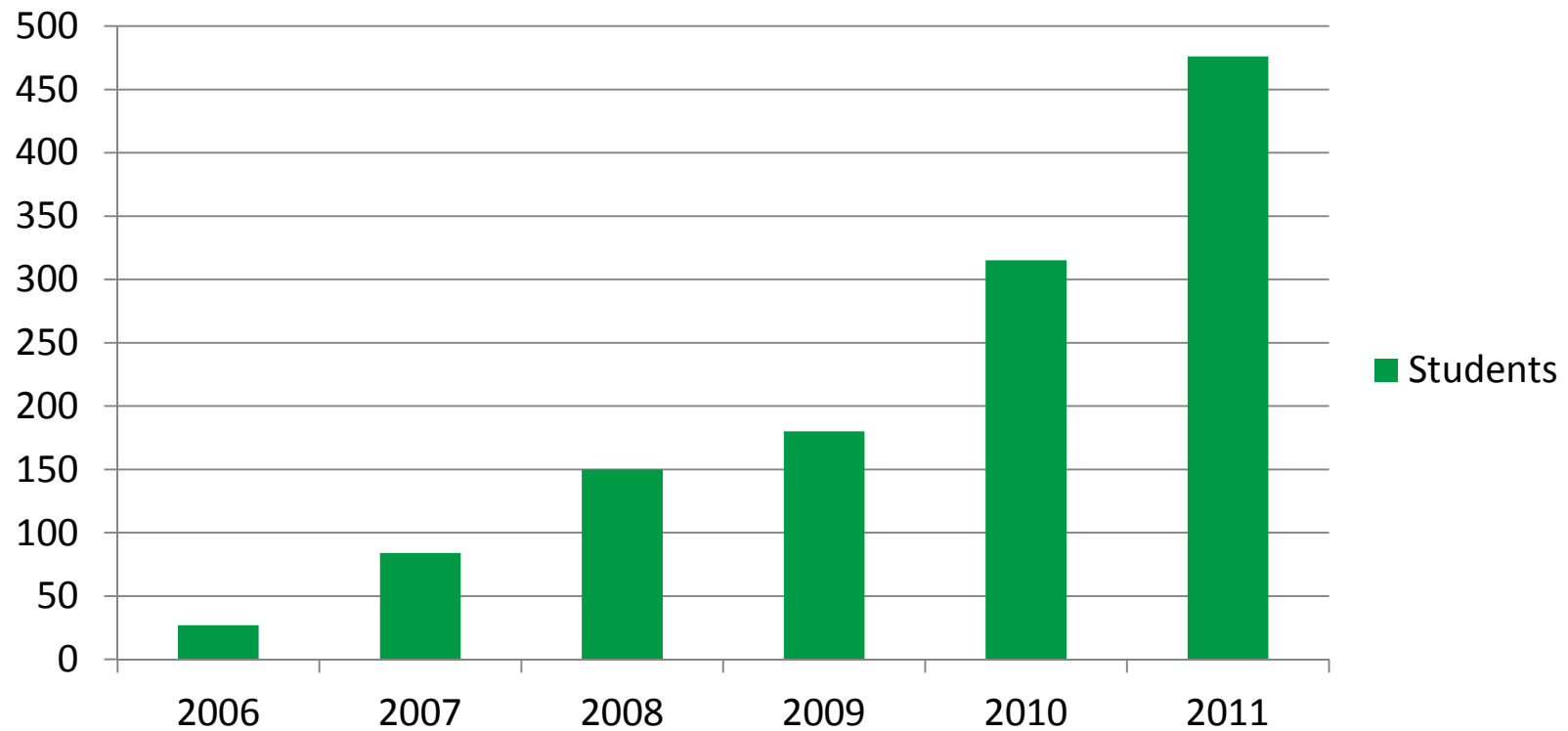
- ✓ Individualized tutoring produces tangible, positive change in students' ACT test scores and thus college opportunities.
- ✓ There is an unmet demand for an ACT prep service amongst CPS students.
- ✓ A scalable, resource efficient model can be implemented citywide by partnering with the Chicago business community and developing a strong curriculum.



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HISTORICAL GROWTH

Griffith Tutoring has experienced impressive growth in only six years, growing from only 27 students served in 2006 to nearly 500 served in 2011.

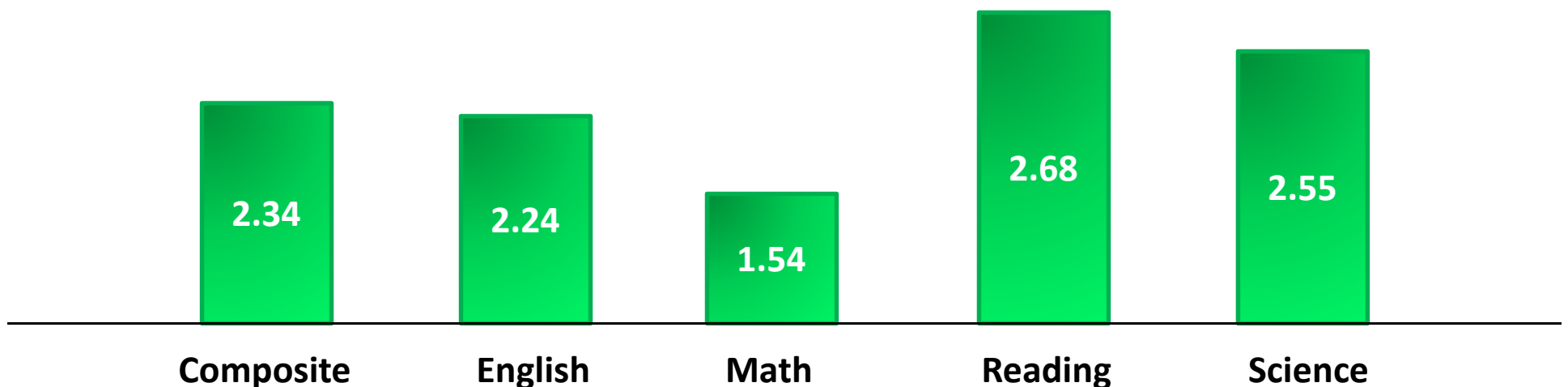




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2010-11 STUDENT PERFORMANCE

Griffith Tutoring's low student to tutor ratio and focused program delivers strong results. **During the 2010-2011 academic year roughly 60% of the students that completed Griffith Tutoring's program increased their score 3 points or more.** The typical increase for a CPS student without the benefit of Griffith Tutoring's program is less than 1 point. The chart below depicts the average point increase in each subject matter for all of the 2010-11 students.



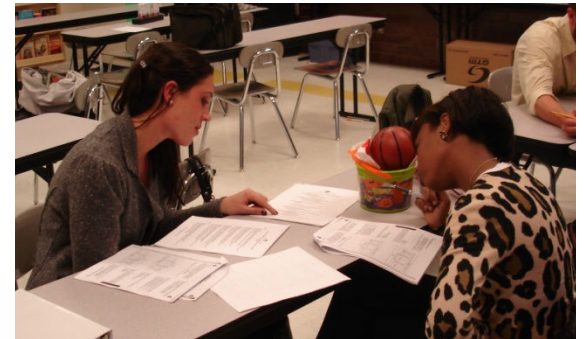


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STUDENT SUCCESS STORIES

Evelyn V. – Noble Street College Prep

Evelyn V. enrolled in the Griffith program as a gifted CPS senior, whose hard work and intelligence led her to excel in school. The only thing standing between Evelyn and an Ivy League education was a lagging Science score on her ACT and the means to improve it. Thanks to the hard work of one of Griffith's volunteer tutors, **Evelyn improved her score by 5 points and went on to attend Yale on a full scholarship.**



Jeremy M. – Lincoln Park High School

Jeremy M. enrolled in the Griffith program and increased his ACT score 8 points, which was enough for him to accept a full basketball scholarship to Cleveland State. As a freshman, Jeremy was a key contributor to Cleveland State's televised upset of Wake Forest in the first round of the 2009 NCAA tournament. Jeremy said college and this life experience "would not have been possible without Griffith Tutoring."

Tramell M. – Manley Career Academy

Tramell enrolled with Griffith with the highest grade point average in his class. His only college application deficiency was his ACT. **After the Griffith program, Tramell increased his score from a 17 to a 20, accepted the Gates Millennium Scholarship, and enrolled in the University of Illinois at Chicago.**





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TUTORS PERSPECTIVES



Scott C. – Morningstar

Scott has spearheaded our partnership with Morningstar that has grown from three volunteers at Manley for the Fall 2009 Program to over 20 for the Fall 2011 Program at Muchin College Prep. Scott has helped develop this partnership and remains a tutor because **“Griffith works with students who genuinely want to learn and improve themselves, [and] the tutoring sessions are very positive experiences for the volunteers.”**



Hyatt Corporation - Tutoring at Golder College Prep

Hyatt’s Human Resources Department reached out about a partnership with Griffith as way to engage their employees in an opportunity that would allow senior vice presidents to volunteer along side an employees recently out of college. The experience has also shown Hyatt employees that they are serious about community. As one tutor puts it, “it proves to me once again that our company is one where we don’t just talk the talk...we walk the walk.”



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SCHOOL PERSPECTIVES

Tonya Milkie – Dean of Students, Noble Street College Prep

“The major benefit of Griffith has been that the students are getting one-on-one assistance. They grow in confidence because they have a personal ACT coach who is helping them demystify the test. The tutors’ level of enthusiasm inspires our students to be more invested.”

Andrew Young – Dean of Students, Golder College Prep

“The students found the group of tutors to be exceptionally helpful and excited for each meeting. This program is much more than an ACT program. Students see “outsiders” take an interest in their future and education. There is truly a relationship formed between the mentor and mentee.”

Simone Mikolich – College Counselor, Muchin College Prep

“The individualized attention that the students receive is amazing – and an incredible benefit for the students. It is very rare (maybe unheard of!) for the students to receive free 1-1 ACT test prep.”



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2011-12 SCHOOL YEAR PARTNERS

CORPORATE PARTNERS



NUVEEN
Investments



SCHOOL PARTNERS

ACE Tech Charter School
(Umoja Corporation)

Comer College Prep
(Noble Network)

UIC College Prep
(Noble Network)

Golder College Prep
(Noble Network)

Hales Franciscan High School

Lincoln Park High School

Manley Career Academy
(Umoja Corporation)

Muchin College Prep
(Noble Network)

Noble Street College Prep (Noble
Network)

North Lawndale College Prep

Rauner College Prep (Noble Network)



5 YEAR PLAN - 3 CORE OBJECTIVES

Reach 1200 by 2016

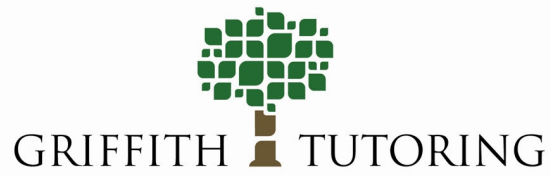
- Reach over 1200 students per year in Chicago by 2016.
- Increase number of students enrolled in school partners – 30 to 60 per school.
- Increase number of school partners – from 10 to 20.
- Stated goal that 75% of the students that complete the program will increase their score 3 points or more.

Develop Curriculum Enhancements

- Develop strategic digital partners to offer online instruction to complement current tutoring platform.
- Create additional tutor training materials and resources for volunteers.
- Continually meet with volunteers, Site Directors, and Principals to gather feedback and share best practices across platform.

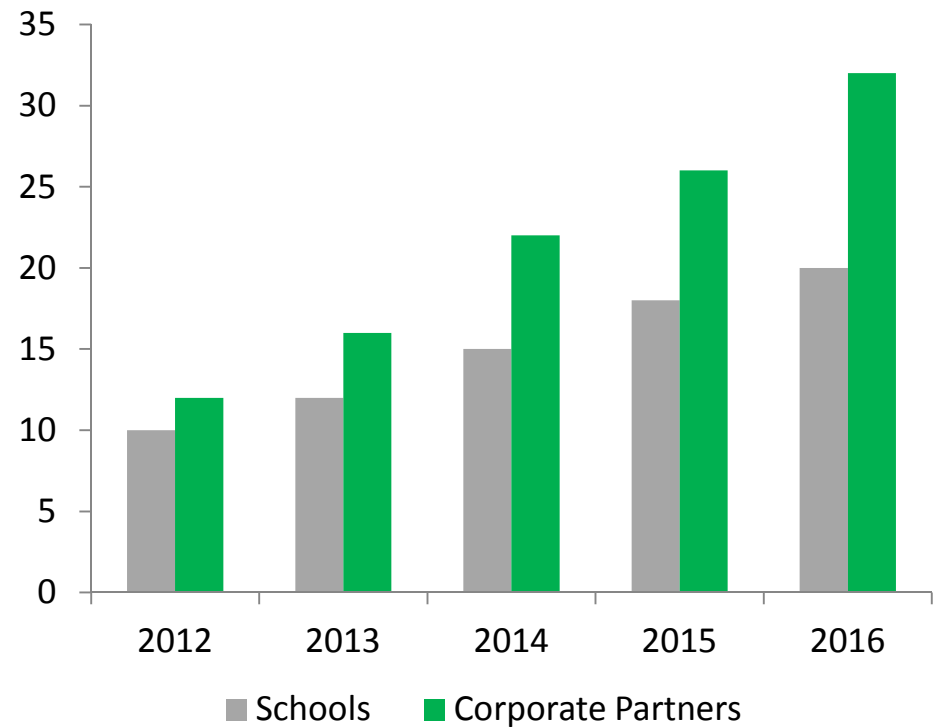
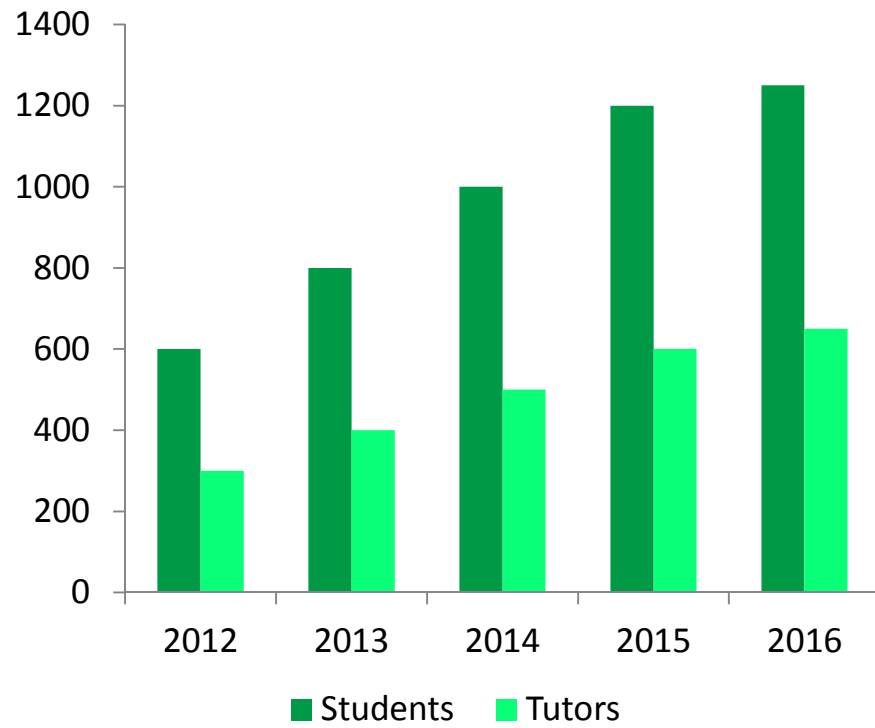
Build an enduring institution

- Create a financially sustainable non-profit institution that will serve thousands of “at-risk” high schools students for decades to come.
- Create reserve fund of 1.0X annual operating budget.
- Begin evaluation of multi-city expansion.



GROWTH TARGETS

Our goal by 2016 - Griffith Tutoring will tutor over 1200 students in 20 high schools with the help of over 600 volunteers from 32 corporate partners.



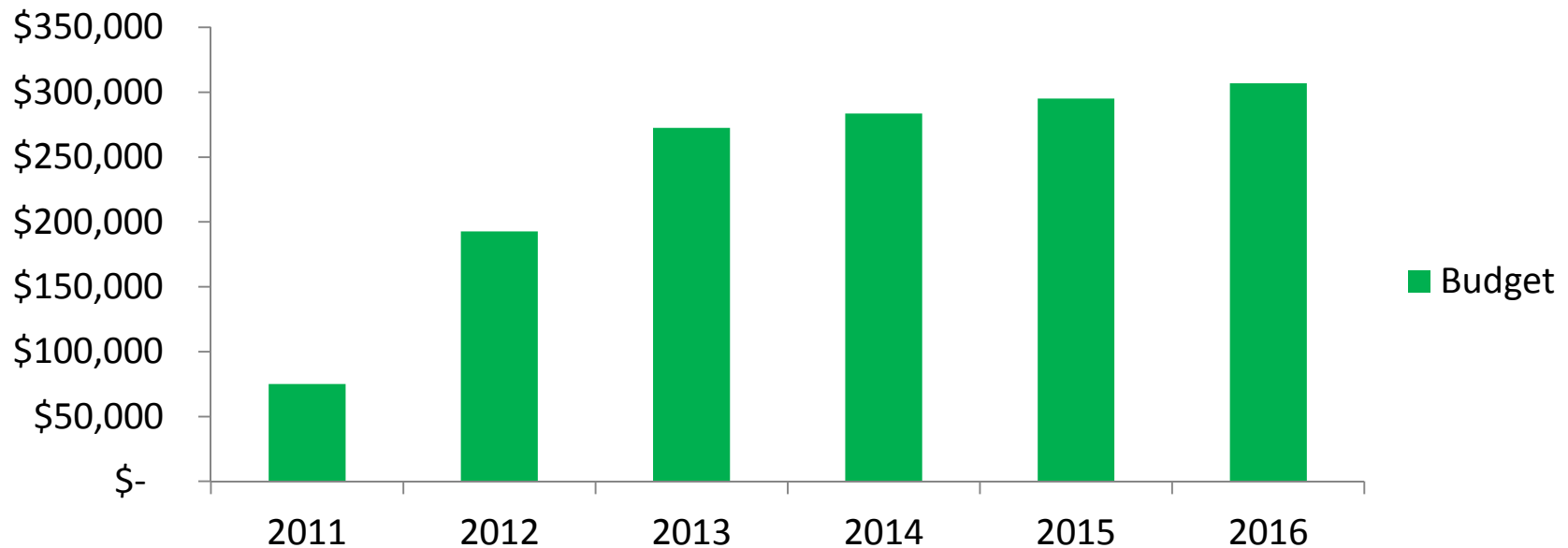


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OUR 5 YEAR FINANCIAL PLAN

In order to reach our 3 core objectives by 2016, we need to increase our annual budget by roughly 400% over the next 5 years. **These budget increases can be incurred while still maintaining our efficient cost ratio of less than \$300 per student.**

Annual Budget





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FINANCIAL PLAN DETAIL

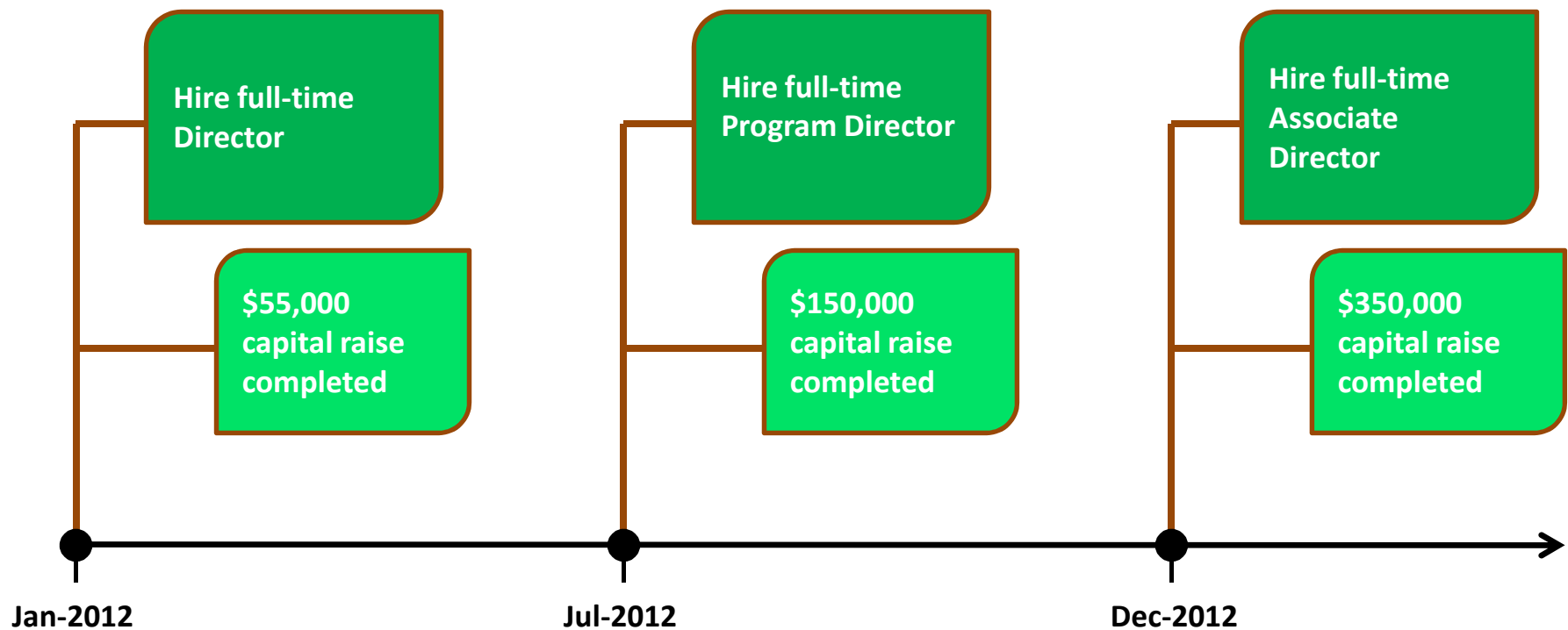
The table below outlines our revenue and expense forecasts for FY2012-2016:

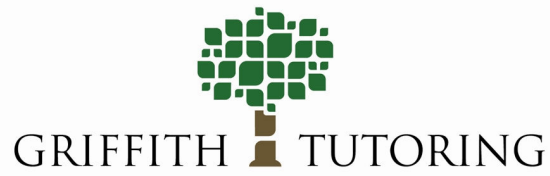
INCOME	2011	2012	2013	2014	2015	2016
Events/Corporate Sponsors	\$ 47,000	\$ 85,000	\$ 103,000	\$ 125,110	\$ 152,311	\$ 168,244
Capital Campaign Distribution	\$ -	\$ -	\$ 77,000	\$ 75,460	\$ 73,951	\$ 72,472
GT General Fundraising	\$ 21,000	\$ 50,000	\$ 100,000	\$ 125,000	\$ 156,250	\$ 195,313
TOTAL	\$ 68,000	\$ 135,000	\$ 280,000	\$ 325,570	\$ 382,512	\$ 436,029
EXPENSES						
Payroll & HR	\$ 50,000	\$ 129,705	\$ 204,552	\$ 213,394	\$ 222,640	\$ 232,311
Program	\$ 12,252	\$ 18,378	\$ 24,443	\$ 30,553	\$ 36,664	\$ 40,331
Insurance & Legal	\$ 1,006	\$ 3,000	\$ 3,075	\$ 3,152	\$ 3,231	\$ 3,312
Development & Marketing	\$ 1,512	\$ 15,000	\$ 15,570	\$ 16,163	\$ 16,780	\$ 17,423
Office, Technology & Supplies	\$ 4,199	\$ 20,106	\$ 23,637	\$ 24,346	\$ 25,076	\$ 25,829
TOTAL	\$ 68,969	\$ 186,189	\$ 271,277	\$ 287,608	\$ 304,392	\$ 319,205
PROFIT/LOSS	\$ (969)	\$ (51,189)	\$ 8,723	\$ 37,962	\$ 78,120	\$ 116,824
Cumulative Surplus/Deficit	\$ (969)	\$ (52,158)	\$ (43,435)	\$ (5,473)	\$ 72,647	\$ 189,470
# of Students	476	600	800	1000	1200	1300
Program Cost Per Student	\$ 145	\$ 310	\$ 339	\$ 288	\$ 254	\$ 246



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2012 FUNDRAISING TIMELINE





BUILDING A CHICAGO INSTITUTION

To execute this plan, it requires us to raise \$350,000 during FY2012 and build the team necessary to carry out our objectives.

- ✓ Grow the annual budget from \$69,000 in FY2011 to \$320,000 in FY2016.
- ✓ Generate a reserve fund by FY2016 ensuring sustainability.
- ✓ Produce positive annual cash flow by FY2013 and going forward.
- ✓ Expand our full-time staff from one employee to three.
- ✓ Ensure that over 1200 at-risk students receive free ACT Prep service.
- ✓ Maintain long term cost ratio of less than \$300 per student.

Meeting this \$350,000 fundraising goal by December 31, 2012 will position Griffith Tutoring to be a permanent and enduring institution in Chicago.



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SPONSORSHIP

HONORS CLUB (Supports 4 Students)
\$1,200 - \$50/month

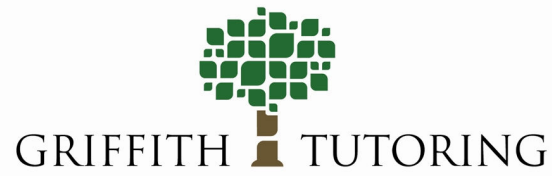
SCHOLARS CLUB (Supports 8 Students)
\$2,400 - \$100/month

LEADERSHIP CLUB (Supports 16 Students)
\$4,800 - \$200/month

PRINCIPALS CLUB (Supports 33 Students)
\$10,000

COLLEGIATE CLUB (Supports 83 Students)
\$25,000

FOUNDERS CIRCLE (Supports 166 Students)
\$50,000



LEADERSHIP

BOARD OF DIRECTORS

Rather A. Stanton, Co-Founder
Executive Director – Griffith Tutoring

Michael M. Simpson, Co-Founder
Principal – Wolf Point Partners

Alicia Cressey
Writing and Editing Professional

Christopher R. Hill
Founder & CEO – Perkspot

Riley O’Neil
Educational Therapist

Jay D. Posner
Director – Citigroup

Darce V. Swaggert
Vice President – Credit Suisse

Brett T. Williamson
Attorney at Law

www.griffithtutoring.org