



10,000 *D*egrees®

IMPACT REPORT FY20

College Graduates Who Change the World



Dear Friends,

All of us at 10,000 Degrees want to take this opportunity to thank you from the bottom of our hearts for all your support during this past year. Your enduring compassion, generous contributions, and love are getting us through these unprecedented times.

Because of YOU—our students, supporters, partners, donors, Board and staff—we stand by our deep belief in the goodness of all people and the hope for a more just and equitable world. Thank you for being there for our students and each other, and for being part of our ONE AMAZING COMMUNITY!

This year was extraordinarily heartbreaking. COVID-19, the deeply prevailing racial injustices, and the devastating fires have impacted all of us in profound ways. These tragedies disrupted education, threatened progress, and widened the already troublesome racial and economic disparities. This is why what we do matters more than ever.

We invite you to look inside this Impact Report for the countless ways you and your

generosity helped us to adapt this year and meet the needs of our students and families. With your support, we kept our students connected to and engaged with their education—we reached more than 12,000 students and families, supported more than 2,200 in college, and celebrated 244 new college graduates—our largest class of graduates ever! Thank you.

As always, you can count on us. We will continue to support our students and provide the resources they need to graduate and to go on to positively impact their communities. They are proving what's possible.

Thank you for standing with our students and our One Amazing Community, and for believing in a better world.

With appreciation and gratitude,



Kim Mazzuca
President & CEO



Toby Mumford
Chair, Board of Directors

Front and back cover photo: Alma Lissette Perez-Ramirez, 10,000 Degrees Alumna, California State University, Chico 2020

Photo collage opposite page (starting at top left): Eva Hernandez, Essence Spencer, Jordan Sandoval, Eileen Frost, Joana Angel, Luisa Perez, Alex Davilla, Ayana Morgan-Woodard, Alan Zaragoza

ONE Amazing Community



Our Mission

To achieve educational equity and to support students from low-income backgrounds to and through college to positively impact their communities and the world.

Our Fellows Lead the Way

Our Fellows empower our students to realize their college dreams. These near-peer mentors are recent college graduates who share lived experiences and backgrounds with our students and are mostly alumni of 10,000 Degrees. Their deep content expertise, strength-based approach, and belief in every student's potential allow them to connect with our students in a meaningful way to help them navigate their college success journey.

62

Since
2012

53

Who are
10,000 Degrees
Alumni

31

Current
Fellows



From a very young age, my family regularly reminded me of the power and value of education. I grew up hoping I would one day attend college but was unsure of how I would do so. 10,000 Degrees provided me the support, information, and resources necessary to apply to college with ease. As a Fellow, my goal is for students and families to feel heard, understood, and supported through our work."

Elizabeth Anguiano Urtiz

10,000 Degrees Fellow, Contra Costa
10,000 Degrees Alumna
University of California, Merced, 2018

BelieveEmpowerConnect

What We Do

Comprehensive support to and through college

College & Financial Aid Advising and Navigation
Community College Transfer Support
Scholarships & Financial Aid Management
College Success Support
Career & Graduate School Readiness

Who We Serve

We believe in the potential
of all students

100% Low-Income Backgrounds
89% Black, Indigenous, Latinx & People of Color
85% First Generation to go to College
No GPA or Test Score Requirement to Participate

How We Do It

Innovative Fellowship program

Near-Peer Coaching
Deep Content Expertise & Lived Experience
Embedded on Campuses
Internships
Wraparound Support



Our Students

100%

LOW-INCOME
BACKGROUNDS

89%

BLACK, INDIGENOUS,
LATINX AND
PEOPLE OF COLOR

85%

FIRST GENERATION TO
ATTEND COLLEGE

12,000+
STUDENTS AND
FAMILIES REACHED

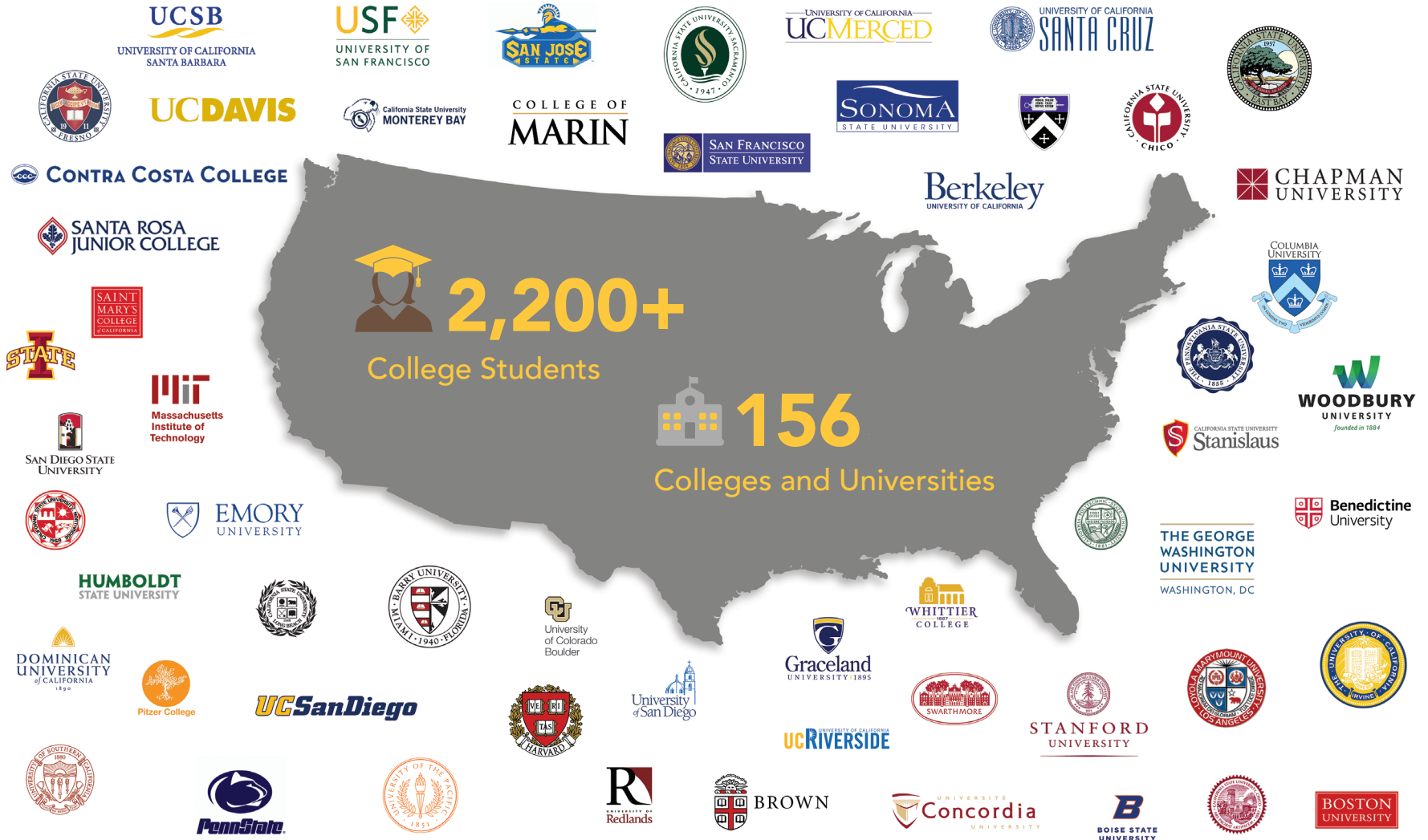


“The support and guidance offered by 10,000 Degrees is like no other. They wholeheartedly believe in you.”

Kevin Rojas De León

10,000 Degrees Fellow,
Northern Marin
10,000 Degrees Alumnus
University of California,
Berkeley 2020

Growing Our Impact





"Rosa's achievements are due to a ton of hard work, wicked smarts, a dedicated family, and because of the incredible support of 10,000 Degrees."

California State Senator Mike McGuire

Rosa Colin-Vasquez

10,000 Degrees Student, Santa Rosa Junior College, 2021
University of California, Berkeley, 2023

Rosa Colin's story is inspiring. A student and alumna of 10,000 Degrees, Rosa wouldn't be where she is today—planning to transfer from Santa Rosa Junior College to UC Berkeley next fall—if it weren't for her perseverance, intelligence, family, and 10,000 Degrees support.

"Because of 10,000 Degrees, college became a reality for me," Rosa said. One of four kids and raised by a single mom, Rosa is the first in her family to graduate from high school and go to college. She first heard about 10,000 Degrees at Casa Grande High School.

"It wasn't until my Junior year that I completely understood the concept of college, but I didn't think it was for me. The college system isn't designed for first-generation students of color. Most of us, including myself, have to work several jobs, take care of our families, and go to school at the same time," Rosa said. For the last few years, Rosa has worked full time to help her family pay the monthly bills and care for her younger siblings while carrying a full load at Santa Rosa Junior College.

"This is why I thought college wasn't for me, but 10,000 Degrees showed me that it was," Rosa said. "I wouldn't have three Associates' Degrees and the determination to go after my Bachelor's, Master's, and Ph.D. if it weren't for 10,000 Degrees."

Rosa hopes to transfer to UC Berkeley next fall to begin her studies there.

"After graduating and obtaining my Master's Degree in Social Work & Human Resources, I plan to get to work! My greatest passion in life is to help people, especially those who can't speak up for themselves. I want to give back to my community and help low-income families of color thrive, because they are resilient but sometimes they aren't connected to resources that will help them succeed. I'm even thinking about becoming an immigration lawyer. Whatever path I take, I know I will be successful because of the support and tools 10,000 Degrees has given me, because they believed in me when I didn't believe in myself."

Serving 7 Bay Area Counties



MARIN



"While the pandemic has negatively affected our communities in so many ways, the 10,000 Degrees College of Marin team remains committed to providing students with unwavering and unconditional support, and a belief in their ability to achieve their academic aspirations."

Tania Requeses

10,000 Degrees Program Manager, College of Marin

SAN FRANCISCO



"As the Program Manager in San Francisco for our high school program, I really enjoy building on our partnerships with our school and district partners. When we provide more resources for all our school partners, it ensures that all students have equitable education opportunities, especially during these uncertain times!"

Jose Jimenez

10,000 Degrees Program Manager San Francisco

SAN MATEO

"Our four-year bound scholars in San Mateo County have to overcome and balance growing up within heavily gentrified cities and the dominant tech industry. They all share a passion to grow within their educational careers to later make an impact in their home communities. We work tirelessly to provide our scholars with the community-based resources and words of encouragement they need to thrive this academic year and beyond."



Karla Santiago

10,000 Degrees College Success Manager

SONOMA

"I had one of the most meaningful experiences during a financial aid meeting with a student and her parent. After explaining the costs of attendance and financial aid for two great universities, she was able to make a decision based on what she wanted, not her finances."



Barbara Bravo

10,000 Degrees Fellow, Sonoma Valley

CONTRA COSTA



"80% of my students say they wouldn't have applied to college if it weren't for my assistance!"

Hardy Olivas

10,000 Degrees Fellow, Contra Costa

NAPA

"Despite the pandemic, our team has amplified their support for our students and partners. We quickly adopted and executed new virtual tools with creativity and a passion for equity that is increasing students' opportunities for a college degree to and through the community college pathway."



Christopher Gonzales

10,000 Degrees Program Director, New Markets

SANTA CLARA



"As a first-generation college graduate, I am committed to helping other first-generation students like me realize their dreams of earning a college degree and close the equity gap...especially now when the effects of the pandemic and the pivot to virtual learning is impacting students of color the hardest."

Carla Moran

10,000 Degrees Program Manager, South Bay



More Graduates Beating the Odds

13% of students nationwide from low-income backgrounds earn bachelor's degrees by age 24 versus 62% of their wealthy peers.*
10,000 Degrees graduation rates far exceed national averages.



80%+

of 10,000 Degrees four-year college students earn bachelor's degrees, compared to 31% of their peers nationally



244

College Graduates This Year

Strong Community College Pathway



3x the national average

Rate that 10,000 Degrees community college students transfer to and graduate from four-year colleges.

Our Impact

"10,000 Degrees has supported and guided me throughout my entire college career! Without them, I would not have made it this far to pursue my bachelor's degree in Sociology at UC Berkeley! They continuously come through for me with academic, financial, and personal guidance and I cannot thank them enough! I am ONE DEGREE!"

Rakia White

10,000 Degrees student
University of California, Berkeley, 2022
College of Marin, 2020



By the Numbers

More Students Served



12,000+

Total Students and Families



2,200+

Current College Students

Supported by



100+

College Knowledge
and Financial Aid
Workshops



31

Near-Peer
Fellows



13

College
Managers

400+

Volunteers and
Career Mentors

200+

Academic Support
Volunteers

More Financial Support



\$18K+

Average Free Financial Aid
Per Student



\$4M

Total Scholarships Awarded



\$27M

Total Financial Aid Leveraged

Less Student Debt

88% less student loan debt incurred
than national average

10,000 Degrees
Students



\$900



Nationally

\$7,200



Erick Tobar

10,000 Degrees Student
University of California, Davis, 2023
College of Marin, 2020

Erick Tobar was featured recently in the New York Times. Read on for more of his inspiring story.

Erick Tobar immigrated to the Bay Area from Guatemala after his father's untimely death. When his mother's health prevented her from working, Erick had to take two jobs to keep his family afloat while finishing high school and community college.

"I want to get into a UC," he recalled thinking, "so I can prove to myself I have the capacity to do it" (*New York Times*, July 31).

Thanks in part to a 10,000 Degrees scholarship and support, Erick is now UC-bound!

"I am so thankful to 10,000 Degrees for giving me the scholarship and mentorship I needed when it mattered most. I'm so excited to be transferring from College of Marin to UC Davis starting this fall! Saul Pimentel, a 10,000 Degrees Fellow, and the entire 10,000 Degrees team supported me all along the way."

Erick hopes to become a certified public accountant, continue to graduate school, and eventually start a business with his brother.



"It's been a long road to where I am now. Many downs, many ups, many experiences. Through it all 10,000 Degrees has stood by my side and I know they will continue to be there for all my future successes. When I had questions regarding my possibilities as an undocumented student, they were there to inform me that it was possible. When I needed support, they were there to listen and assist my needs to be successful."

Sebastian Bustamante

10,000 Degrees Student
Santa Rosa Junior College, 2022
VP of Marketing for student government



COVID-19

Prior to the pandemic, 10,000 Degrees students from low-income backgrounds and thousands more were already struggling to stay in college and graduate. Today's crisis is only deepening the prevailing racial injustices and systemic inequities that have historically plagued our communities. Students from low-income backgrounds are far more likely to drop out or not enroll at all, and unemployment rates are at all time highs.

This is why what we do at 10,000 Degrees is unequivocally essential. A college degree changes the lives of our students, their families, and entire communities. It's the only way to forever break the cycle of poverty for generations to come.

Little did we know that COVID-19 would be the true test of the strength of our Fellowship program. This crisis has emphasized just how much these relationships matter. Our Fellows are the go-to trusted source for our students and their families, keeping them engaged and connected to their education.

"I am honored to be a part of the 10,000 Degrees Family."

Alex Davila

10,000 Degrees Alumnus
University of California, Santa Cruz, 2020

Our Response

OUR GOAL: To reach as many students as possible and keep them connected to and engaged with their education.

- Redoubling student support and moving online **within 48 hrs** of school closures.
- Hosting ongoing **online learning sessions**.
- Making step-by-step tutorials on **virtual learning platforms**.
- Assisting with **Fall contingency plans** for continued distance learning.
- Transforming in-person high school and college Summer Bridge program to **innovative online experience**.
- Extending scholarship application deadlines and **expediting \$2M in scholarships for emergency relief**.
- **Connecting students and alumni to resources** to stay competitive in today's job market.
- Collaborating with school and community partners to become **go-to, shelter-in-place student resource**.

Since **COVID-19 Lockdown**
March 13, 2020



\$2M

Expedited in Scholarships for
Emergency Financial Relief



~110,000

Text Messages Sent to Students



6,800+

Total Views of Student Virtual
Content



2,600+

Views of "Summer of Success"
Virtual Series



25+

Community Webinars, Panels,
and Town Halls



"During this unprecedented time, supporting students from all backgrounds is more important than ever. We all have to work together to make sure young people in San Francisco have the opportunity to thrive and succeed. 10,000 Degrees helps our students achieve their dreams, with services like college advising and financial aid management."

London N. Breed

Mayor of San Francisco

Exceeding Our Strategic Goals

We launched our strategic plan in 2016 with three ambitious goals. As we near completion of the plan, we are on track to meet and exceed them.



GOAL 1: GROW COLLEGE SUCCESS

- Doubled the number of students and families reached to more than 12,000.
- Doubled the number of college students to more than 2,200.
- Doubled our scholarship awards to \$4 million annually and launched scholarships in all regions.
- Expanded Community College Pathways to serve more than 1,000 students.
- Expanded programs to four new communities—Napa, Contra Costa, San Francisco, and the South Bay.



GOAL 2: ENGAGE COMMUNITIES AND STRATEGIC PARTNERS

- Engaged in high-impact partnerships with schools, colleges, community-based organizations, and coalitions.
- Launched a career readiness program, including internships with key corporate partners, skill-building and networking workshops, career mentors, and a career booster program with Braven.
- Active in local and national dialogue, and policy efforts: National College Attainment Network, National Scholarship Providers Association, America Forward, Marin Promise Partnership, and the Northern California College Promise Coalition.



GOAL 3: GROW AND SUSTAIN IMPACT

- Grew our innovative Fellowship Program by 400% and trained 62 near-peer Fellows.
- Increased revenue from \$7M to \$12.6M, allowing us to invest in expanded programming and foundational resources to guide future growth.
- Completed Year 1 of 3 of an external evaluation by the John W. Gardner Center for Youth and Their Communities highlighting the critical combination of direct scholarships and meaningful personalized support that we provide.



James D'Haiti

Fellow, San Francisco

10,000 Degrees Alumnus

Former College Ambassador

Sonoma State University, 2020

I'm so proud to be a member of the 10,000 Degrees community. 10,000 Degrees has had a big impact on my life, first when I was a student and now as a 10,000 Degrees Fellow.

When I was in college, I was so grateful for the guidance I received from all the various members of the college access team and the Fellows that worked at my university. They taught me that despite being from a low-income, first-generation background, I could still take the necessary steps to pursue my dream of a higher education. Not only did they provide me with financial support, but emotional support as well. I always heard words of encouragement from the Fellows who worked with me, and I made some of my best friends through 10,000 Degrees.

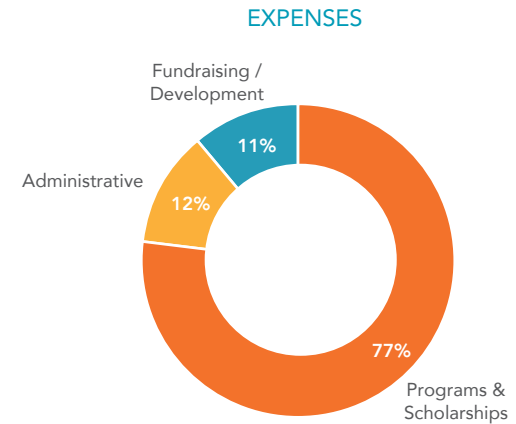
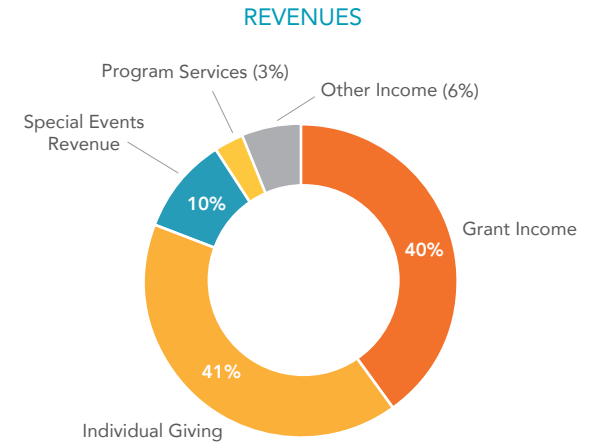
I just graduated from Sonoma State University this past December with a degree in sociology, and now, I'm a Fellow at 10,000 Degrees. Being a Fellow, I can see what a difference we make for students, just like I experienced in college. The role allows us to be impactful and insightful, and to inspire students to believe in themselves. We have a hand in influencing a student's path to and through college—that's powerful.

A Smart Investment

Fiscal Year July 1, 2019 - June 30, 2020

	FISCAL YEAR ENDED	
STATEMENT OF ACTIVITIES	JUNE 30, 2020	JUNE 30, 2019
REVENUES		
Grant Income	\$5,005,835*	\$2,559,688*
Individual Giving	5,198,059	8,373,437
Special Events Revenue	1,328,637	1,388,615
Program Services	350,739	441,221
Other Income	704,589	144,049
TOTAL REVENUES	\$12,587,859	\$12,907,010
EXPENSES		
Programs & Scholarships	\$9,196,033	\$8,314,590
Administrative	1,393,369	1,211,527
Fundraising/Development	1,275,046	1,366,024
TOTAL EXPENSES	\$11,864,448	\$10,892,141
INCREASE IN NET ASSETS	\$723,411	\$2,014,869

*Includes multi-year grant funding.



Experts Agree on Our Leadership & Efficiency

Demonstrating our financial health, responsibility, and commitment to accountability and transparency, we consistently receive top ratings in third-party reviews. In fact, America's largest independent charity evaluator, Charity Navigator, has awarded 10,000 Degrees its top rating of Four Stars for seven consecutive years.

This places us in the top 9% of all charities they evaluate.



2020



Marin
Community
Foundation

Thank you to Marin Community Foundation's Buck Family Fund for the many years of partnership, generosity, and investment.



The Power of Partnerships

"A postsecondary education remains one of the greatest drivers of economic mobility, particularly among students of color. We're proud to support 10,000 Degrees in their expansion to additional schools in the San Francisco Unified School District. 10,000 Degrees was identified as a trusted partner among principals in SFUSD and intensively serves some of the most important students we have in our community—our 2-year college bound students. The one-two punch of community trust and holistic, student-centered support made 10,000 Degrees a natural partner."

Jennifer Nguyen

Director, Postsecondary Success
Stupski Foundation

Thank You to Our Foundation Partners

Thank you to our institutional partners who have invested in 10,000 Degrees to support our programs and our goal of serving over 12,000 students and their families from low-income backgrounds annually.

Allensby Charity Fund
American Eagle Outfitters Foundation
Bank of America Foundation
Barinaga Goodman Fund of West Marin Fund*
City of Santa Rosa's Violence Prevention Partnership
College Futures Foundation
Comerica Charitable Foundation
Community Foundation Sonoma County
Community Projects, Inc*
Consul General of Mexico, San Francisco
County of Marin
Crescent Porter Hale Foundation
ECMC Foundation
Edna Wardlaw Charitable Trust
Fenwick Foundation
Fleishhacker Foundation*
Fullerton Family Foundation
George H. Sandy Foundation
Gruber Family Foundation
The Harry and Jeanette Weinberg Foundation*

Healdsburg Forever*
Hearst Foundations
Heffernan Foundation
Impact100 Sonoma
Isabel Allende Foundation
John Jordan Foundation
The Joseph Pedott Perpetual Endowment Trust
J-P Conte Family Foundation
JP Morgan Chase Foundation
Justice, Justice Foundation
Kaiser Permanente Foundation
Kimball Foundation
Larry L. Hillblom Foundation
Marin Community Foundation
Mellam Family Foundation
Michael and Susan Dell Foundation
Milagro Foundation*
Napa Valley Community Foundation
Napa Valley Vintners*
National College Access Network (NCAN)
The Peter A. & Vernice H. Gasser Foundation*
Quest Fund

Robert and Shirley Harris Family Foundation
S. H. Cowell Foundation
San Francisco Foundation
Sand Hill Foundation*
Solano Community Foundation
Sonoma County Board of Supervisors
Sonoma County Office of Education
Sonoma County Vintners
Speedway Children's Charities*
The Stanley S. Langendorf Foundation
State Bar of California
Stupski Foundation*
Taube Philanthropies*
The William H. Donner Foundation, Inc.
Union Bank Foundation
Wellington Management Foundation
West Marin Fund*

Learn More

NOELLE COLOMÉ
DIRECTOR, INSTITUTIONAL ADVANCEMENT
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NCOLOME@10000DEGREES.ORG

10000degrees.org/foundation-partners

The Power of Partnerships

Corporate Partners

We are grateful to the many corporate partners that are committed to growing more inclusive workplaces by investing in 10,000 Degrees students. Thank you for providing career pathways and opportunities, internships and resources.

Learn More

MEGAN TOPPING
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10000degrees.org/corporate-partners

"We at TPG are proud to support 10,000 Degrees in its mission to reach and empower young people through their education. We have had the privilege of working with the organization for many years, and deeply admire the program's hands-on approach to mentorship and unwavering commitment to helping students from all backgrounds realize their full potential."

Kevin Lowry

Senior Director, TPG
10,000 Degrees San Francisco
Advisory Board Member

"We believe education is the path to opportunity. That's why we support 10,000 Degrees and are proud that we can work together to ensure equal opportunity for all committed students in the communities we call home."

Carmen Castro Franceschi

Executive Managing Director,
First Republic Bank



By teaming up, together we can create positive change and have greater impact in our communities while we support students from low-income backgrounds along their college journey and beyond.

School Partners

We have the privilege of working directly with teachers, administrators, and counselors in over 30 high schools and 156 community colleges and universities across the Bay Area and nationwide.

Learn More

TRACI LANIER
VICE PRESIDENT, EXTERNAL AFFAIRS
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10000degrees.org/school-partners

"I could not do my job without 10,000 Degrees. We all benefit from having 10,000 Degrees on campus."

Lisa Conner
College & Career Advisor
Sonoma Valley High School

"During these times, it's even more important that we have programs like 10,000 Degrees. There's a lot of uncertainty, and it's very hard for some of our students to think about the future. With only four counselors at our school, there's no way we can give the roughly 1300 students the individual attention that they deserve. So when our students know that they have a person in the college room who just wants to work with them ... it helps them understand that yes, you might not have a 4.0, but ... these grades do not define who you are and what you deserve."

Shu Ping Guan

Counselor, Balboa High School, San Francisco

The Power of Partnerships

Scholarship Partners

We are grateful to the many individuals and organizations who established and contribute to scholarship funds that help our students achieve their educational goals.


Carlos Santana's Milagro Foundation created the Santana Scholars program, donating \$100,000 to help support the first cohort of five first-generation students through college, while 10,000 Degrees provides comprehensive support.



"Whether at home or in school, you are being given a menu to learn who you are already ... wisdom, brilliance, elegance, decent with impeccable integrity, in other words, you are the bright shining future."

Carlos Santana

10,000 Degrees Changemaker
since 2019

A full-body photograph of Samuel Monroy, a young man with dark hair, standing in a room. He is wearing a black hoodie with a circular logo that says "SANTANA SCHOLAR" and black pants. He has his hands in his pockets. In the background, there are framed pictures on the wall, including one of a person in a green hat, and a large, colorful, patterned drum on the floor.

10,000 Degrees student and
Santana Scholar Samuel Monroy
wearing his new hoodie.

Monthly Giving

Your monthly gift helps us plan for the future and ensure our students get the year-round support they need to graduate.

Make a Donation

Online or by check, every gift makes a difference in students' lives.

10000degrees.org/donate

Estate & Legacy Gifts

Create a legacy of opportunity! Name 10,000 Degrees in your estate plan.

Great Ways to Give

Our donors are all changemakers. Find your inner circle and become **ONE DEGREE** of Change! We are grateful to all of our supporters.

For a complete list, go to: 10000degrees.org/supporters

Scholarships

10,000 Degrees has the expertise to manage your organization's or individual scholarship fund.

Stock Gifts

We welcome gifts of publicly traded stocks, mutual funds, and bonds.

Matching Gifts & Workplace Giving

Double your donation! Many companies will match your gift to 10,000 Degrees.

10000degrees.org/waystogive

10,000 Degrees is a 501(c)(3) nonprofit organization.
Donations to 10,000 Degrees are tax-deductible. Tax ID #95-3667812.

[Learn More](#)

CAROLINE SILVERSTEIN, CHIEF DEVELOPMENT OFFICER
415.451.4016 | CSILVERSTEIN@10000DEGREES.ORG

Leadership

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Mike Marcellin

Sogoal Nance

Adhir Ravipati

Tracy Sedlock

*As of October 24, 2020, the officers for the Board of Directors appointed for Fiscal Year 2021 Sandra Donnell, Chair; Guy Lampard, Vice Chair; and Toby Mumford, Ex-Officio. Toby Mumford completed three years as Board Chair.

Thank You to Our Lead Investors!

10,000 Degrees Lead Investors generously donated \$25,000 or more between July 1, 2019, and June 30, 2020.

Buck Family Fund of the
Marin Community Foundation^{oooo}

Suzanne Badenhop & Guy Lampard^o,
in honor of Rondell Gibson

Seth & Amy Barad^o

The Barinaga Goodman Fund
of West Marin Fund

Jane Borg^o

The Chrysalis Fund^o

Susan & Mitchell Cohen^{oo}

Community Foundation Sonoma County^o

Consul General of Mexico, San Francisco

Jean-Pierre L. Conte & Hillary Thomas

S. H. Cowell Foundation^{oo}

Jean Davis & Gregory Young^o

The Michael and Susan Dell Foundation

Dodge & Cox^{ooo}

The Dow Family^o

Herbert & Jane Dwight^o

ECMC

First Republic Bank^{oo}

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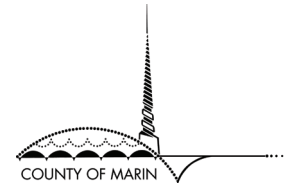
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