



**WE'VE
EXPANDED
to the EAST
COAST**

**CHALLENGE
SUCCESS**

**2017
Annual
Report**

Dear Community Partners

Our annual report provides an opportunity to share how in partnership with you — our schools, families, and communities — we are promoting a broad definition of success and implementing research-based strategies so that all kids are healthy and engaged with learning.

By all measures, 2017 was an exceptional year. We set the stage and built the infrastructure to achieve a significant trajectory of growth and greater impact. Together with you, we have thoughtfully invested in three strategic priorities: geographic expansion, deeper research and evaluation, and a financial assistance fund to support those schools that might not otherwise be able to access our program.

Highlights include:

- » Hiring a *School Program Director to oversee our newly established North East region*. This dedicated resource allows us to more effectively serve the schools, families, and communities with whom we partner in the region, as well as provide higher touch support as we expand into the East.
- » Instituting our first ever *Summer Leadership Seminar* as a professional development opportunity for school leaders across the nation. Educators gather together to learn new strategies that promote student health and well-being, network with other leaders, and hear more about our program and services.
- » Receiving a *research grant to fund the development of a Parent Survey*. This new offering will serve as a companion to our Student Survey — *The Stanford Survey of Adolescent Experiences* — administered to over 120K students to date.
- » *Awarding financial assistance* to provide access to our programs for schools that demonstrate financial need.

While there is much more to share, including the addition of new staff to our team, suffice it to say we are busy expanding and supporting our mission!

Finally, as a result of growing participation in both our program and development initiatives, we doubled our budgeted projections for 2017 and crossed the \$1M revenue milestone. Challenge Success is ready to springboard into next year with an even greater ability to deliver research-based solutions that support healthy, engaged kids and strong schools.

We are grateful for your support, and look forward to an equally exciting 2018!

With appreciation,



Charlene Margot
Board Chair

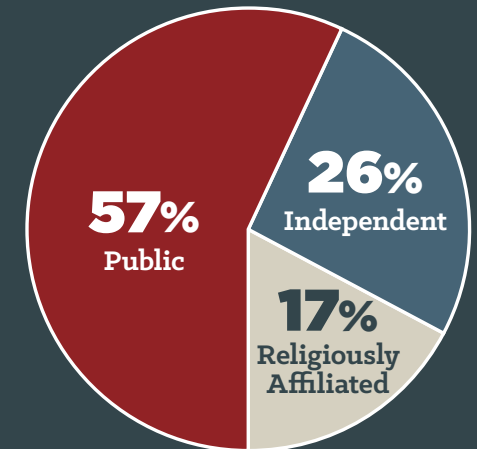
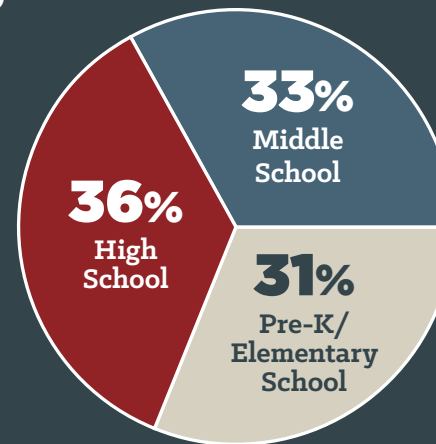


Kathy Koo
Executive Director

By the Numbers

Since our founding, we have informed and engaged students, parents, and educators in nearly **400** school communities.

WE SERVED



WE PROVIDED



210+

professional
development
workshops



340+

parent
education
presentations



120,000+

student
surveys

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Community Impact

“The best part about Challenge Success is that it is not focused on just telling us what the issues are in the schools, but more importantly how we can make changes so that our children are both healthier mentally and physically.”

—Team Member, CS Partner School

“Thank you for your good work. May more people begin to believe you and may more stories of alternative paths to success begin to be shared.”

—Parent

“I want to express my gratitude for the work you brought to [our school] on Tuesday . . . the feedback from faculty and parents was universally positive. Everyone . . . came away from the sessions enlightened as well as having many of their views validated by your research and best practices.”

—School Administrator

“Teachers found your information helpful and well-framed and contextualized.”

—Administrator and Professional Development Attendee

“Tonight was one of the best talks I have seen — thank you so much for all you are doing to help support us parents!”

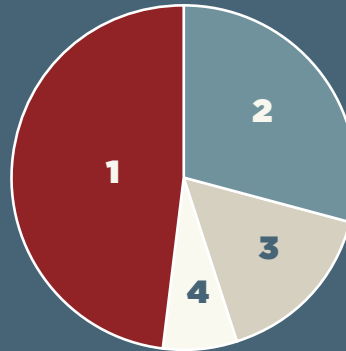
—Attendee, Annual Parent Education Event

In Partnership



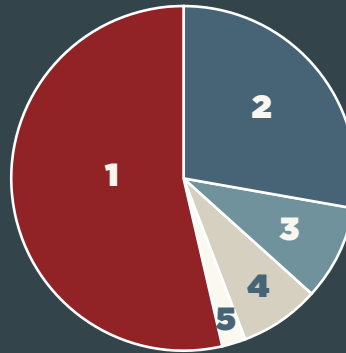
2017 Financial Overview*

REVENUE



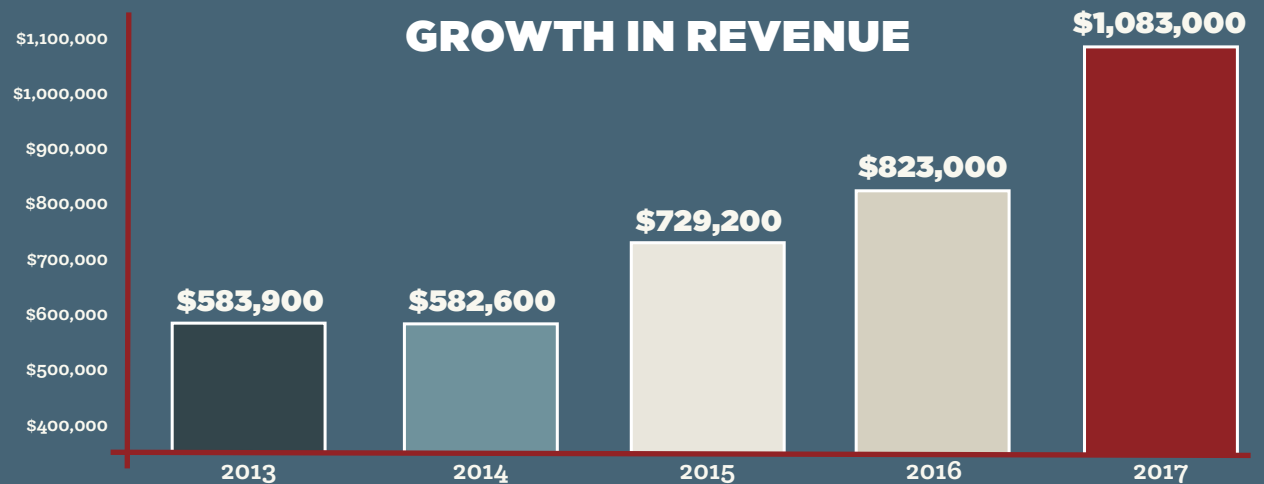
1	Donations	48%	\$523,400
2	School Program	29%	\$314,600
3	Research & Survey	16%	\$171,800
4	Parent Education	7%	\$73,200
Total		100%	\$1,083,000

EXPENSE



1	Programs	54%	\$575,500
2	Research & Survey	28%	\$298,600
3	Admin & Benefits	9%	\$94,600
4	Development	7%	\$80,800
5	Marketing/IT/Other	2%	\$21,500
Total		100%	\$1,071,000

GROWTH IN REVENUE



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*Numbers reflect the combined balance of 501(c)(3) funds and the limited net earnings from the Challenge Success project at the Stanford Graduate School of Education.

We Are Grateful for Your Support!

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APEX FOUNDATION



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