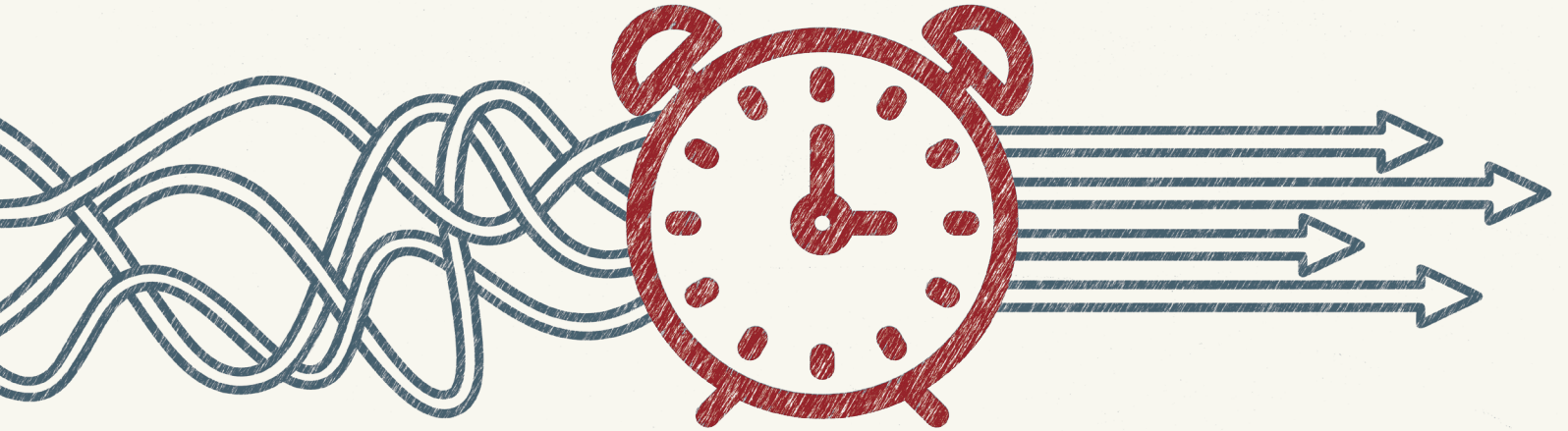


CHALLENGE SUCCESS

It's **Time** *for*
Change



2019 ANNUAL REPORT

DEAR COMMUNITY

2019 was an extraordinary year for Challenge Success! Our programs reached an unprecedented number of schools and students and, as a community, we reached a new milestone in our fundraising goal. This could not have been achieved without our ever-expanding network of ambassadors actively promoting our work and participating in our development initiatives.

We cannot emphasize enough what a difference your support made, and will continue to make, as we challenge society's narrow definition of success and work to improve student well-being and academic engagement across the country. Thanks to our generous partners, 2019 was our most impactful year yet.

Highlights include:

- » We continued to deliver on our mission, and combined revenue increased by nearly 30% in our core service areas: Year-Long School Program, Research and Surveys, Parent Education, and Professional Development.
- » We improved affordability and access to our programming by 1) awarding financial assistance to schools that might not otherwise be able to afford our program fees, and 2) hosting our first East Coast Fall School Conference to help mitigate school travel costs and further meet the needs of those joining our program from across the country.
- » We expanded our one-day Summer Leadership Seminars to include 3 locations over the summer—with over 150 school leaders attending in California, Illinois, and New York.

The highly publicized Varsity Blues scandal also presented Challenge Success with an opportunity to leverage our recently published college white paper, *A "Fit" Over Rankings*, as a teachable moment. For the last 15 years, we have cautioned that society's overemphasis on a narrow definition of success, and the permeating culture of "achievement at all costs," is placing our kids' emotional health at risk and impacting their ability to be ethically and academically engaged. Our white papers on academic integrity and college admissions represent an overview of the research on these important topics and uniquely positioned us to provide critical insight and perspective as the nation processed the news.

In 2019, our donors made a financial commitment to Challenge Success with the shared belief that *It's Time for Change* and an understanding that the status quo is no longer sustainable for our kids. Please know that every gift we received last year was instrumental in building the overall strength of our organization and increasing our reach to thousands of students nationwide. We are well-positioned to capitalize on this sustained support and to deliver strategies for further improving student well-being, equity, and academic engagement. Again, we cannot thank you enough!

Sincerely,



Amy Fox
Board Chair



Kathy Koo
Executive Director

OUR MISSION



Challenge Success partners with schools, families, and communities to embrace a broad definition of success and to implement research-based strategies that promote student well-being and engagement with learning.

» **We believe** that all children should be valued for their own interests, unique talents, and individual definitions of success.

» **We find** that extrinsic metrics such as grades, test scores, and selective college admissions have become the primary markers of success in too many communities.

» **We know** that this narrow definition of success can interfere with healthy child development and effective education, leaving many kids feeling stressed, marginalized, or misunderstood.

ENGAGEMENT

Students Benefit When Schools Partner With Challenge Success



Students feel less stress



Students are more engaged in learning



Students feel better supported by teachers



Students sleep more



Students cheat less



Students perform as well or better in school

How Schools Engage With Challenge Success



Year-Long School Program



Summer Leadership Seminars



Student Survey



Faculty Workshops



Parent Survey



Parent Education Presentations

We Have Served Over 550 Schools Across the Country

55% Public

29% Independent

16% Religiously Affiliated

STUDENT VOICE MATTERS

Student voice is at the center of the Challenge Success school reform model. This is why we are deliberate in requiring student participation when a school joins our year-long program. Soliciting direct input from students about their experience provides educators with valuable insight into the variables contributing to student stress and disengagement and can lead to the right type of change at each school site. Research shows that when schools and families partner with youth to effect change, they can disrupt unhealthy trends and help students live more balanced and academically fulfilling lives.



» Frankly, we do not have time for a ‘slow rollout,’ or to ‘take small steps’ towards a goal like this. With every year that passes, there is a graduating class that will not be able to reap the benefits of the ones after them.

We owe it to students to create an open and welcoming space where they don’t feel as though their mental health must take a dive in order to academically excel.



— high school junior

REFLECTIONS ON STRESS & SUCCESS

» Now in my fourth year of college, I look back on my high school days with great appreciation, something not a lot of students from high performing schools can say. I attribute that in large part to Challenge Success, which greatly improved my school's culture and my high school experience for the better. I really believe in the mission of Challenge Success and believe it's an organization every high school should partner with.

I attended a school in the suburbs of the San Francisco Bay Area. Like many schools in the area, there was a lot of pressure on students to achieve, with sinister effects on their mental health. My peers were constantly tired and upset, breaking under the weight of parental expectations. Luckily for us though, one of our counselors, noticing these feelings and trends, partnered with Challenge Success in order to help combat these issues.

Armed with information from Challenge Success, our counselors challenged our notions of success and provided us with a perspective that was refreshing, necessary, and life-changing.

At a time when we were beginning to form our identity and trade the play days of middle school in the hopes of future "success," we were reminded that success must be defined by each one of us individually. **Our counselors reminded us that academic success is just one portion of a successful life and that allowing oneself to be happy is just as important as achieving some external marker like grades or test scores.** Challenge Success helped us push for bell schedule changes, homework-free holidays, and course schedulers that prevented overloading. It helped enable students to work with our counselors to create real, positive change.

Because of Challenge Success, I felt empowered to continue doing the things I loved, which made me who I am and has created lasting benefits for me long after high school.

Instead of looking for and working at internships that were considered "more prestigious," I continued to play sports year-round. I loved sports and people, and especially loved those things more than going to an office after school and

making spreadsheets. And so I continued playing sports, which developed me into a leader. This has been an asset during my college years and I'm sure will continue to be for the rest of my life. **Because of Challenge Success, instead of developing my resume, I developed myself.**

The Challenge Success philosophy isn't just a way to have a better high school experience, it is a better way to live. I have continued to use it throughout my four years in college, and I'm sure I will continue to use it in the years to come. In today's hyper-competitive, social media-filtered world, it's so easy to feel anxious and get sucked into the rat race, no matter what age or stage of life we're in. **But if we lay the right foundations from a young age, we will continue to reap the benefits of a resilient, adaptable, and healthy mindset for the rest of our lives.**



— Shayan Lavasani
Former Challenge Success
Research Intern and Member
of his high school's Challenge
Success Student Club

2019 NUMBERS WITH IMPACT



Behind each number is a student, parent, or educator who broadened their definition of success and learned new strategies for student well-being and engagement with learning.

45,000

student surveys

8,100

parent surveys

1,500

attendees at our annual West Coast and East Coast parent education events

460

students, parents, and educators at our Fall School Conferences

160

education leaders at our Summer Leadership Seminars

70

parent education presentations

55

professional development workshops

IN PARTNERSHIP



In 2019, 25 new schools — **representing 30,000 students** — joined our year-long program to implement policies and practices that increase academic engagement and student well-being. Challenge Success Partner Schools sent multi-stakeholder teams of educators, parents, and students to our annual conferences and worked with our staff throughout the school year using our SPACE framework to guide school reform initiatives.

» Our school is making dramatic and far-reaching changes due to what we have learned from Challenge Success.



— administrator

» It has changed the way we look at student support and what it truly means to be successful at our school.



— counselor

» Challenge Success has opened a door at our school where students and faculty can connect and hear each other.



— student

IN PARTNERSHIP



» Challenge Success is helping our school move towards building an excited and engaged community that respects all voices and cultivates a genuine love of learning across all constituencies.



— teacher

» Challenge Success has helped our community come to understand that student well-being takes priority over test scores and performance. If you are not mentally healthy, then nothing else truly matters.



— parent



SEEN & HEARD: A YEAR IN REVIEW

JANUARY



California Student Mental Wellness Conference

Presented “The Well-Balanced Student”

FEBRUARY



The Bright & Quirky Child Summit

Presented “The Overloaded 2e Child: Challenging Our Ideas of Success”

MARCH



National Association of Independent Schools Annual Conference

Presented: “Homework 2.0: Challenging Conventional Homework Practices” & “An Approach to Student Wellness Where Students Thrive and Rigor Deepens”



SXSW EDU Conference

Presented “Dial Down The Stress Without Dumbing Down School”



The Prizmah Conference

Presented “The Well-Balanced Student”



Deeper Learning Hub Conference

Presented “Thinking Beyond Tests: Alternative and Authentic Assessments to support Student Mastery”

APRIL



Challenge Success West Coast Spring School Conference

Hosted 23 partner schools from CA, CO, HI, TX



International Boys' Schools Coalition Conference

Presented “The Well-Balanced Student”

MAY



Challenge Success East Coast Spring School Conference

Hosted 18 partner schools from FL, MA, NJ, NY, RI, VA, WI



New York State Association of Independent Schools Conference

Presented “Healthy Approach to College Admissions”

SEEN & HEARD: A YEAR IN REVIEW

JUNE



Assoc. of College Counselors in Independent Schools Conference
Presented “Healthy Approach to College Admissions”

JULY



Challenge Success Summer Leadership Seminars

Hosted 79 schools and districts from CA, CO, HI, GA, IL, IN, MA, MI, NJ, NY, OH, PA, SC, TX, WA, WI

SEPTEMBER



Challenge Success West Coast Fall School Conference

Hosted 39 schools from CA, FL, HI, NV, NY, TX



Challenge Success West Coast Community Parent Education Event

Hosted “Kids Under Pressure” with keynote speaker Dr. Lisa Damour

OCTOBER



Nueva Innovative Learning Conference

Presented “Healthy Approach to College Admissions”

Dr. Lisa Damour



Challenge Success East Coast Community Parent Education Event

Hosted “Raising Kids in an Age of Anxiety” with keynote speaker Lynn Lyons



Challenge Success East Coast Fall School Conference

Hosted 19 schools from AZ, GA, OH, MA, NY, RI, TX, VA, WI

Lynn Lyons



NOVEMBER



Florida Council of Independent Schools Conference

Presented “Teaching for Healthy, Engaged Students in a Fast-Paced World”



Challenge Success Annual Fall Fundraiser

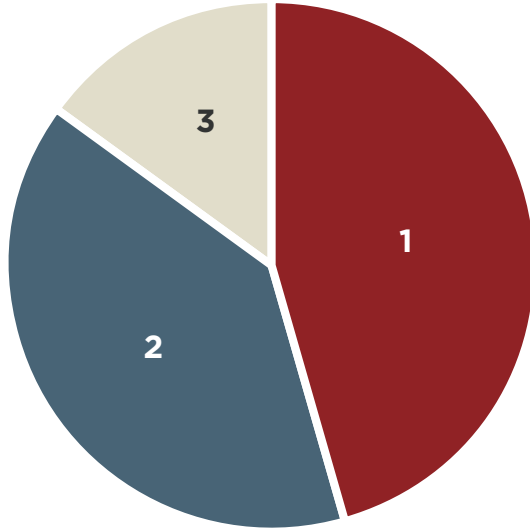
Hosted “It’s Time for Change” with keynote speaker Kelly Corrigan

Kelly Corrigan



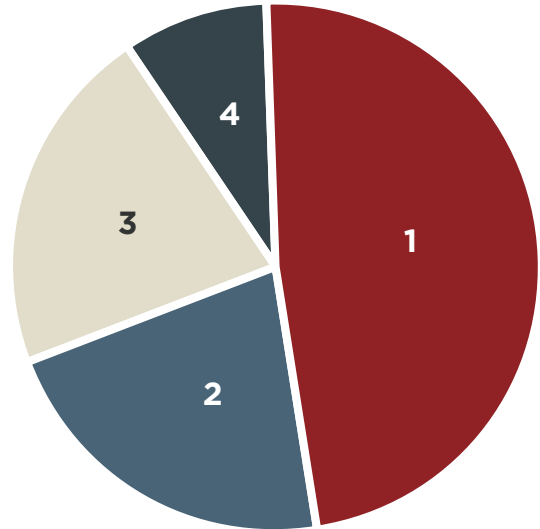
2019 FINANCIAL OVERVIEW

Revenue



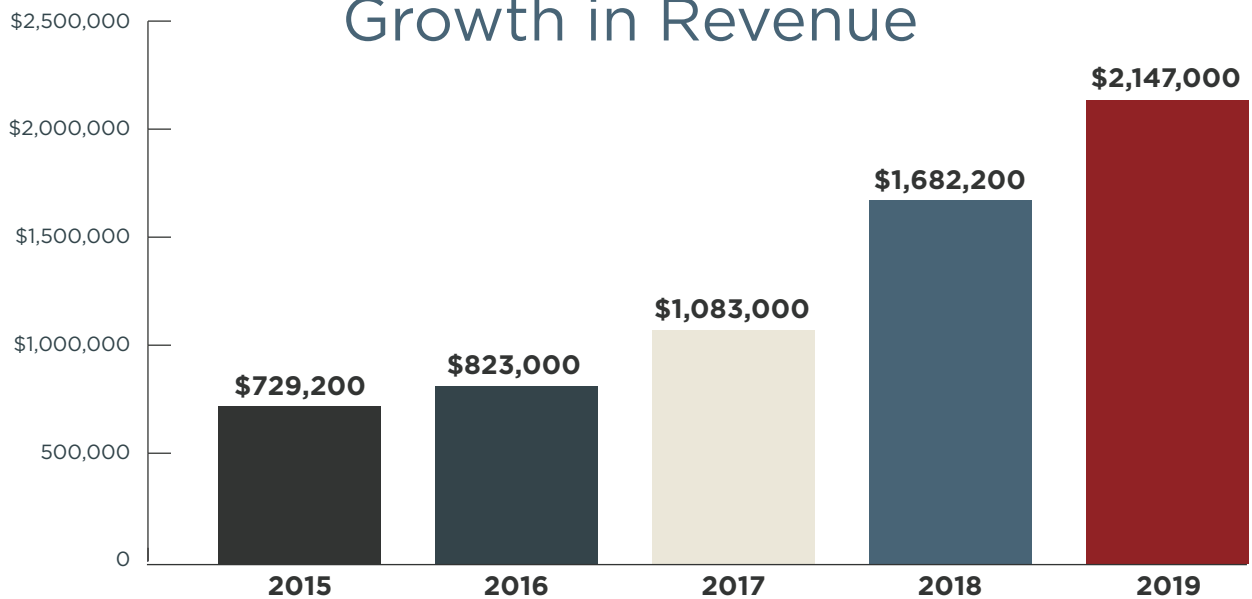
1 Programs	46%	\$980,000
2 Donations	39%	\$849,000
3 Research	15%	\$318,000
Total	100%	\$2,147,000

Expense



1 Programs	48%	\$920,400
2 Research	22%	\$414,800
3 General & Admin	21%	\$405,000
4 Development	9%	\$168,000
Total	100%	\$1,908,200

Growth in Revenue



*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.

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We Are Grateful for Your Support!

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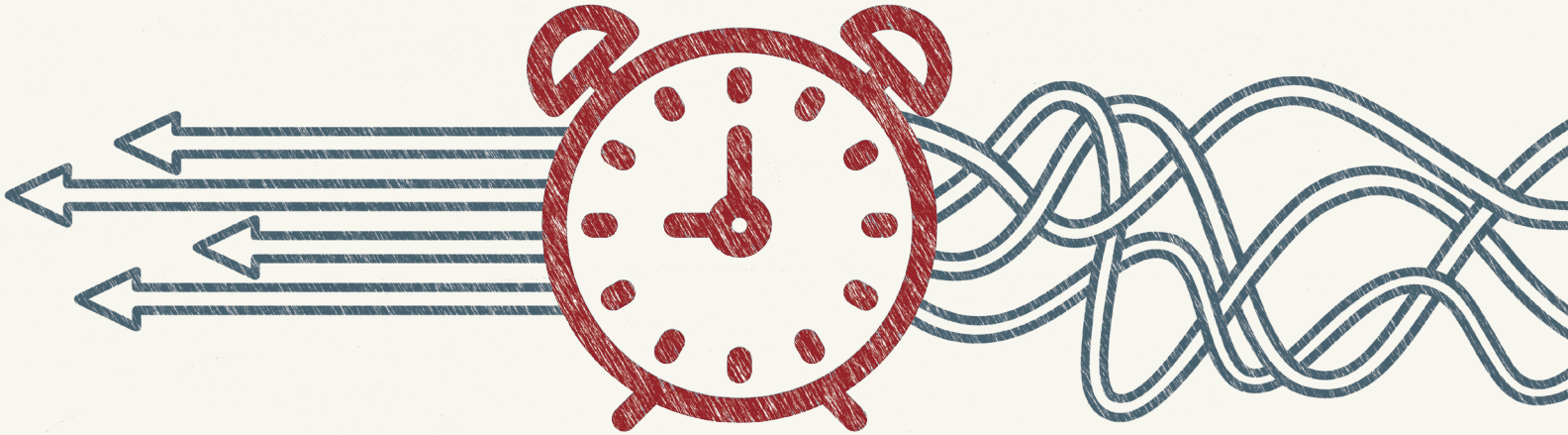
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