

ANNUAL REPORT



"Making my school a better and safer environment is one of my biggest priorities. Giving students a voice on campus through this team is an honor that I am very happy to be a part of."

-Student

ABOUT OUR WORK

Challenge Success is a non-profit school reform organization that works to improve K-12 student well-being, engagement, and belonging through our School Program, Research and Surveys, and Workshops.

Our unique approach is grounded in research about effective education and healthy child and adolescent development, engages and educates all stakeholders in the school community, and elevates the voice and perspective of all students. While many other organizations address student needs after problems arise, we offer upstream solutions that help to create systems within schools where students are engaged, healthy, and thriving.



OUR GUIDING PRINCIPLES

- We know from our research that well-being, belonging, and engagement are intrinsically connected and critical for student success.
- We recognize that schools have the potential to play a major role in youth mental health by providing a positive, safe, and affirming environment for students.
- We seek transformational, systems-level change in schools.
- We are committed to continuing our efforts to center equity in our work.
- We seek a broader impact on the PK-12 education system beyond our direct work with schools.
- We value partnerships and collaborating with like-minded organizations.

OUR KEY STRENGTHS



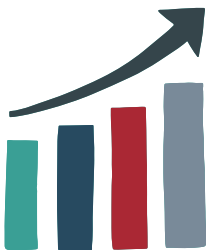
STUDENTS AT THE CENTER

We center the student experience in the change process and engage students as co-designers.



COMMUNITY PARTNERSHIP

We partner with all stakeholder groups to redefine student success and focus on well-being, belonging, and engagement.



RESEARCH-BASED PRACTICES

We ground our work in data and research-based practices to support continuous learning and improvement.

20 YEARS OF IMPACT

Challenge Success is at a pivotal point in our organizational development. Now, as we enter the next phase, we are committed to building on our success by expanding our reach and continuing to evolve our content and service offerings to ensure we provide the highest quality, most effective support to school communities.

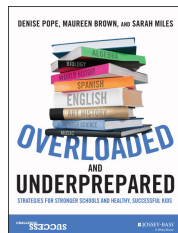
STARTUP MODE



Research sparks the idea for Challenge Success; convening of experts gets it off the ground. Early years are spent testing and refining our programs.

GROWTH PHASE

We become a 501c3 nonprofit in 2012 as interest in our work steadily grows.



In 2015, we publish our book of best practices for schools, *Overloaded & Underprepared*.

COVID YEARS

Covid changes everything we know about school, work, and family life. We adapt to meet the emerging needs of schools and receive crucial philanthropic support to sustain us.



DEEPEN IMPACT

With the Strategic Plan in place, we are ready to expand our reach, influence the national narrative, and yield more impact in each school engagement.



2023



Mental health becomes a central societal focus in the aftermath of the pandemic. In 2021, we publish the Kids Under Pressure report with NBC, and in 2022 we are invited to join the US Surgeon General's Call to Action on Youth Mental Health.

THE NEXT CHAPTER

Since our inception, we have partnered with over 650 schools nationwide and surveyed over 350,000 individuals. It is time for our message to be heard by many more schools, families, and students across the country.

We are ready for our next chapter and grateful to have so many partners joining us on this journey!

THREE-YEAR STRATEGIC PRIORITIES



EQUITY & ACCESS AT THE CORE OF OUR WORK

Expand our reach to include all types of schools across the country and meet the needs of more diverse school communities.



ENDURING SCHOOL IMPROVEMENT & IMPACT

Deepen the impact we have on school systems and demonstrate proof points to increase adoption of our services.



IMPACTFUL THOUGHT LEADERSHIP

Influence the national narrative through thought leadership and research efforts to achieve widespread and systemic impact.



SUSTAINABLE BUSINESS MODEL

Build on our strong market position and improve operating performance to become even more financially self-reliant.

THE 2022-23 YEAR IN REVIEW

"I have two high school teenagers, and the perspective and data that you offer in the Healthier Approach to College Admissions workshop is priceless! THANK YOU!! This is just what I needed to hear at this moment, as my son (and first born) is traversing his junior year, and we're both learning about the college admissions process.

I appreciate ALL of you!"

-High School Parent

\$845,500

614 supporters from 18 states made financial contributions totaling \$845,500 to help fund our work with schools and families.

65,000

Students completed our survey in the 2022-2023 school year; Top sources of stress include workload, grades/assessments, lack of sleep, time management/procrastination, and future plans.

6,700

People registered for our events; Topics included restoring youth mental health, college admissions, pedagogy, and parenting.

WELL-BEING, ENGAGEMENT, & BELONGING **FOR** **ALL STUDENTS**

In our surveys of 65,000 students this year, we saw increasing diversity in terms of race/ethnicity and gender identity. The pandemic has brought attention to the adolescent mental health crisis and lack of belonging and engagement for students, and we recognize that these issues span all demographics and are particularly acute for historically marginalized groups.

We believe that all students have assets to build on and sustain, and that when we center design on those most marginalized by the current system, all students benefit.

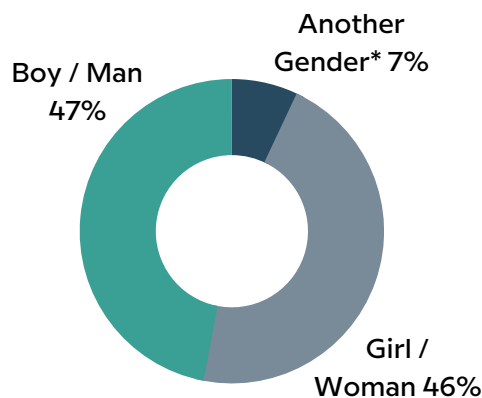
We are honored to partner with schools to use survey results to help create welcoming communities that affirm all students' identities.

*"This is so helpful and so powerful. Thank you so much. [In the Challenge Success survey] we can really see significant differences between these groups and now we can take some concrete action to improve things. This work is really going to make a tangible difference for our students and staff. I'm so grateful for your partnership."
-School Leader*

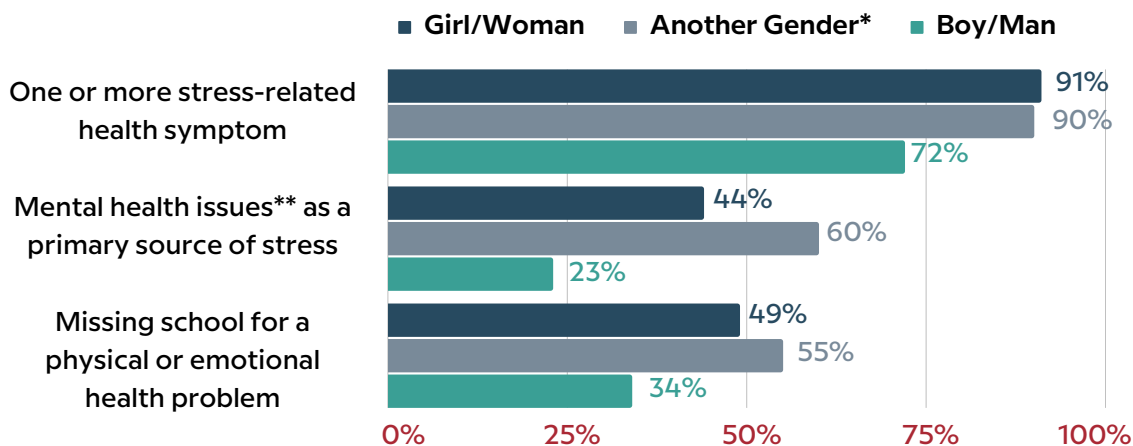
ELEVATED CONCERN FOR GIRLS AND STUDENTS WHO IDENTIFY AS LGBTQ+

We are particularly concerned about the higher rates of poor mental health and stress-related health symptoms for girls and students who identify as non-binary, transgender, unsure, or genderqueer / gender non-conforming. While many boys are also experiencing high levels of mental health issues, there may be reasons such as societal gender norms that makes it less likely for them to report their experiences (Arcand, M., Bilodeau-Houle, A., Juster, R. P., & Marin, M. F., 2023.) By focusing our efforts on those students who are reporting the highest levels of challenges, we can improve conditions in schools for students of all genders.

GENDER IDENTITY OF STUDENTS SURVEYED IN 2022-2023



STUDENTS WHO REPORTED THE FOLLOWING EXPERIENCES IN THE PAST MONTH | BY GENDER IDENTITY



*Includes Transgender, Genderqueer, Gender non-conforming, Unsure, and Non-binary

**Such as anxiety or depression

THANK YOU TO OUR SCHOOL & DISTRICT PARTNERS

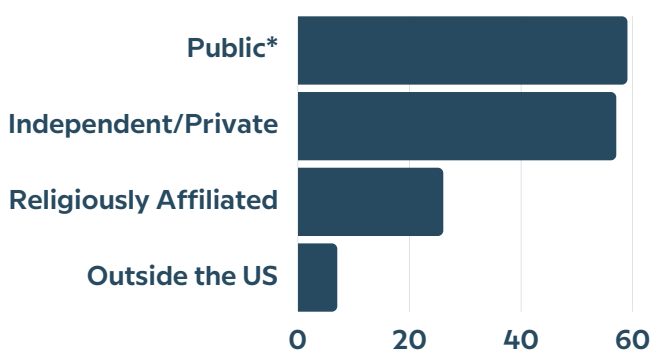
149

Through our School Program, Workshops, Surveys, and SPACE Camp Professional Development, we worked with a total of 149 schools, districts, and school groups during the 2022-23 school year.

28

Our work reached at least 28 states and 4 countries outside the US, in addition to virtual attendees from far and wide.

SCHOOLS BY TYPE



*includes public magnet & charter schools

*"Working with
Challenge
Success keeps
getting better
every year.
Connecting with
other schools is
very valuable."
-School Leader*

2022-2023 PARTNER SCHOOLS & DISTRICTS

Advanced Math and Science Academy Charter School - MA

American College of Sofia - Bulgaria

Appleby College - Ontario

Archbishop Mitty High School - CA

Arkansas School for Mathematics, Sciences, and the Arts - AR

Avenues: The World School - NY

Beaver Country Day School - MA

Bedford High School - MA

Bellarmino College Preparatory - CA

Bennett Day School - IL

Blach Intermediate School - CA

Brooks School - MA

Brownell Talbot School - NE

Byram Hills High School - NY

Campbell Hall Episcopal School - CA

Cascades Academy - OR

Castilleja School - CA

Cathedral Catholic High School - CA

Chaminade College Preparatory School (Middle School) - CA

Chaminade College Preparatory School (Upper School) - CA

Chandler School - CA

Christian Brothers High School - CA

Columbus Tustin Middle School - CA

Commonwealth School - MA

Concord Middle School - MA

Concord-Carlisle Regional High School - MA

Crescent School - Ontario

Davidson Young Scholars for the Highly Gifted - NV

Davis Joint Unified School District - CA

De La Salle High School - CA

Dover-Sherborn High School - MA

École Jeannine Manuel - France

Fountain Valley School of Colorado - CO

George Washington High School - CA

Georgetown Day School - DC

Grace Church School - NY

Graland Country Day School - CO

Gulliver Preparatory School - FL

Hackley School - NY

Head-Royce School - CA

Henry M. Gunn High School - CA

Holy Trinity Episcopal Academy - FL

Homestead High School - CA

Hopkinton High School - MA

Illinois Mathematics and Science Academy - IL

Imago Dei Middle School - AZ

Incarnate Word Academy - Corpus Christi - TX

Iolani School - HI

iQ Academy California - Los Angeles - CA

John F. Kennedy High School - CA

***"Our work with Challenge
Success is the exact work
that the world of education
needs!!"***

-School Leader

John Jay High School - NY
Kamehameha Schools Maui - HI
Kehillah Jewish High School - CA
Kent Denver School - CO
Kirby School - CA
La Canada High School - CA
La Canada Unified School District - CA
La Salle Academy - RI
Laguna Beach High School - CA
Lick-Wilmerding High School - CA
Littleton Public Schools - CO
Los Alamitos Elementary - CA
Los Alamitos High School - CA
Lower Canada College - Quebec
Loyola High School - CA
Marblehead High School - MA
Marine Academy of Technology and Environmental Science (MATES) - NJ
Marist Catholic High School - OR
Marymount High School (Los Angeles) - CA
McAuliffe Middle School - CA
Menlo School - CA
Mercy High School - CA
Merryhill Preschool & Elementary School - TX
Miramonte High School - CA
Morris County School of Technology - NJ
Newton Country Day School - MA
North Carolina School of Science and Mathematics - NC
Northern Valley Regional High School District - NJ
Northfield Mount Hermon School - MA
Northwood High School - CA
Oak Knoll Elementary School
Oak Middle School - CA
Oak Park High School - CA
Oak Park Unified School District - CA
Oak Ridge High School - CA
Orange County School of the Arts - CA
Oregon Episcopal School - OR

***"I really appreciate the
expertise and support from
our coaches to walk the
students through the
framework of idea
generation, evaluation, and
then moving forward. Their
advice is invaluable."***

-School Leader

Palo Alto High School - CA
Palo Alto Unified School District - CA
Parents' Coalition of Bay Area High Schools - CA
Pembroke Hill School - MO
Phillips Exeter Academy - NH
Pioneer Middle School - CA
Polytechnic School - CA
Portola High School - CA
Punahou School - HI
Ransom Everglades School - FL
Rhinebeck High School - NY
Rye High School - NY
Rye Middle School - NY
Sage Ridge School - NV
Saint Ignatius High School - OH
Salesian College Preparatory High School - CA
Samueli Academy - CA
Santa Margarita Catholic High School - CA

Saratoga High School - CA	Walker Junior High School (CA) - CA
Saratoga Union School District - CA	Washtenaw Community College - MI
Seabury Hall - HI	Wellesley High School - MA
Sequoyah School - CA	Westborough High School - MA
Shady Hill School - MA	Windward School - CA
Shady Side Academy - PA	Xavier College Preparatory High School - CA
Shanghai American School - China	
South Carolina Governor's School of Science and Math - SC	
South Pasadena High School - CA	
St. Andrew's Schools (Hawaii) - HI	
St. Michael's Catholic Academy - TX	
Stratford School - CA	
Tampa Preparatory School - FL	
Thayer Academy - MA	
The Alabama School of Cyber Technology and Engineering - AL	
The Alexander Dawson School - CO	
The Alexander Dawson School - NV	
The Bishop Strachan School - Ontario	
The Bolles School - FL	
The College Preparatory School - CA	
The Grauer School - CA	
The Harker School - CA	
The Kinkaid School - TX	
The Lovett School - GA	
The Miami Valley School - OH	
The Mississippi School for Math and Science - MS	
The Northwest School - WA	
The Potomac School - VA	
The Quarry Lane School - CA	
The Rashi School - MA	
The Thatcher School - CA	
Thornton Junior High - CA	
Thurston Middle School - Laguna Beach - CA	
Trinity College School - Ontario	
United Nations International School - Manhattan Campus - NY	
University High School - Tucson - AZ	
University of Detroit Jesuit High School and Academy - MI	
Viewpoint School - CA	

***"Challenge Success
serves as a great outside
metric that allows us to
measure our progress
while also holding us
accountable to do the
work, which is sometimes
difficult with competing
priorities."***

-School Leader

THANK YOU TO OUR BOARD & ADVISORS FOR THEIR VISION & LEADERSHIP

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***"Challenge Success
has brought me a
voice and power, and I
hope to keep making
changes to better the
student body."***

-Student

THANK YOU TO OUR STAFF FOR THEIR DEDICATION & BRIGHT SPIRITS

Lindsay Baerg*
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Drew Schrader
Samantha Selby
Eric Spaly

"We love the work, and feel strongly about using the SPACE framework to make intentional changes to make the school community better. We've greatly appreciated the teamwork and the collaboration- our Coach was great."

-School Leader



**Not pictured*

THANK YOU TO OUR PARTNERS FOR THEIR COLLABORATION



**MASTERY
TRANSCRIPT
CONSORTIUM**



NCSSSS

National Consortium of
Secondary STEM Schools



Reach Student Life
Management

Stanford

GRADUATE SCHOOL OF
EDUCATION

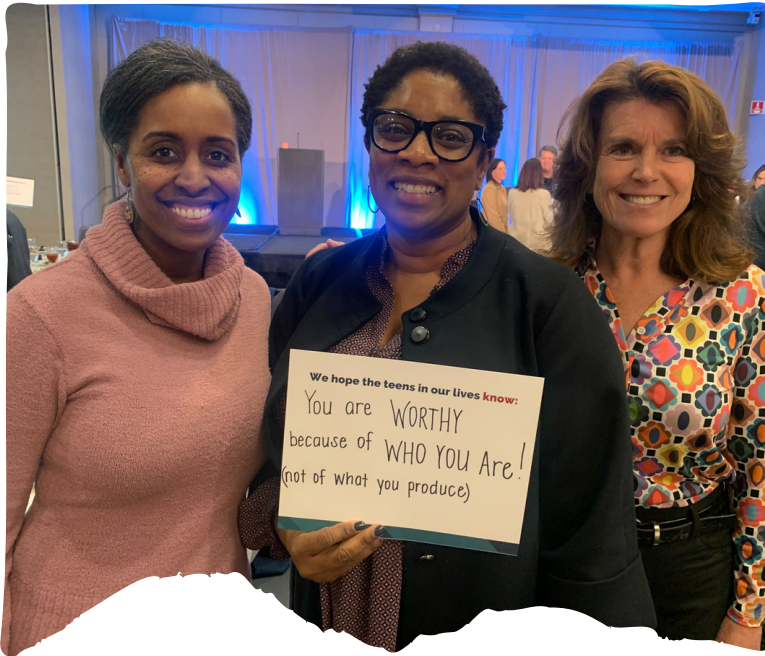
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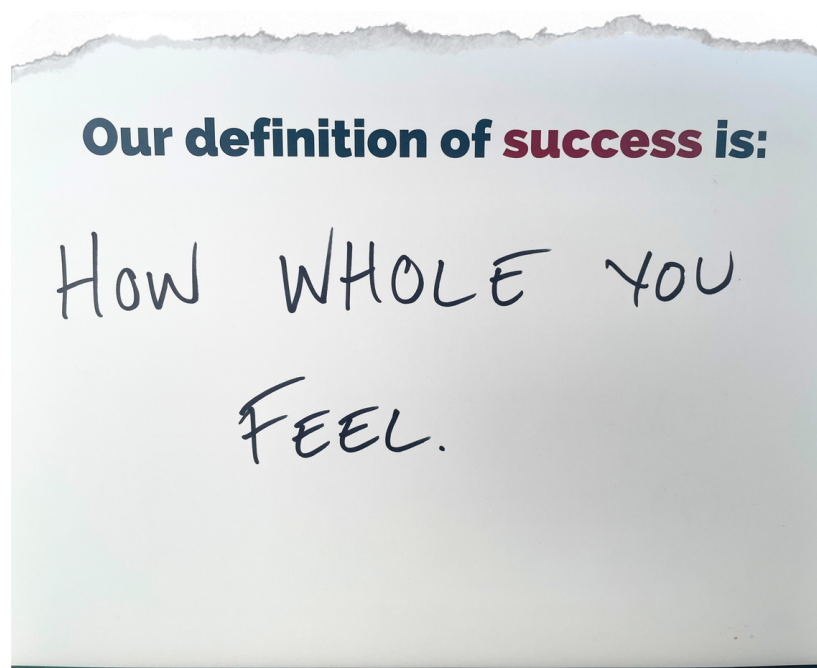
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Elizabeth O'Malley

To us, well-being means:

HAVING THE SPACE
FOR AUTHENTIC EMOTIONS

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SEEDS OF THE
GREATEST
GENERATION!

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Piper Smith
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Gary Snyder
Tamar Sofer-Geri
Jeff Solomon
Aida Soto
Heather Spain
Jessica & Eric Spaly
Janelle Spanier
Marissa Spencer
Kristen Speth
Chris Spetzler
Penelope Spilios
John Spitters

We wish the teens in our lives could:
♥ Share their feelings with us
♥ tell us what would help them trust us more

Sejal Srinivasan
Stanford Children's Health
Debbie Stauffer
Catherine Steiner-Adair
Katherine & Andrew
Stephens
Judith Stone-Hulslander
Holly Stoner
Sundar Subbarayan
Sowmya Subramaniam
Sarah Sullivan
Kirsten Suttner
Punkaj Swami
Kristen Swift
Jeff Symonds
Marylou Symonds
Priya Talreja
Franco Tao
Dianne Taube
Ariele Taylor
Sophie Teitelbaum
Peppino Tettey
Sarah Thayer
Marina Thompson
Stacia Thompson
Maraidh Thomson
Caroline Thornton
Cynthia Tognotti
Kelli & Steffan Tomlinson
Aneea Toomajian
Erin Torr
Michael Torres
Wendi Trilling
Jennifer Trotoux
Christina Tsai

Robin Tucceri
Dana Tuttle
Evita Twerdahl
Dara Gray Tynefield
Randall Vagelos
Kim Van Hoesen
Dennis Vaughn
George Vetter
Edidson Vicente
Catharine Viglione
Anna Vissers
Colleen Vitale
Rebecca Voorwinde
Mara & Rick Wallace
Amanda Walter
Jean Wang
Jennifer Warila
Inge Wassman
Lucie Watt
Christina Wayne
Danette Webb
Pam Webb
Vanessa Webb
Elizabeth Wee
Simon Weffer
Maria Weiksner
Cassie Weinstock
Stacia Wells

Amber West
Lisa Westrich & Scott Taylor
Laura Wharton
Sally & Scott Whipple
Jennie Whitcomb
Alexis White
Michelle Wiggins
Susan Wilkens
Marjan Wilkes
Deona Willes
Holly Williams
Laurie Wingate & Mark
Chandler
Julie Wissink
Kathryn Wissman
Brenda Wong
Linda Wong
Louisa Wong Tu
Kelly Woods
Woodside Priory School
Matthew Wulfstat
Hong Xu
Rob Yau
Natasha Yeoh
Susan Zare
Alexandra Zarnescu
Mary Ann Zetes
Kelly Zummo

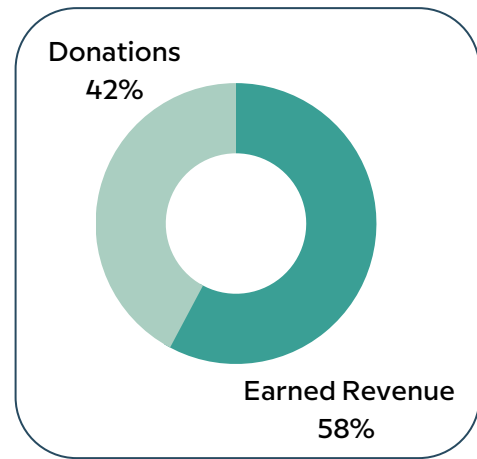
This report includes donor recognition from January 1, 2022 through June 30, 2023, reflecting our shift to a July-June fiscal year. Every effort has been made to ensure the accuracy of names. If you have any questions or feedback, please reach out to giving@challengesuccess.org.

2022-23 FINANCES

JULY 1, 2022-JUNE 30, 2023

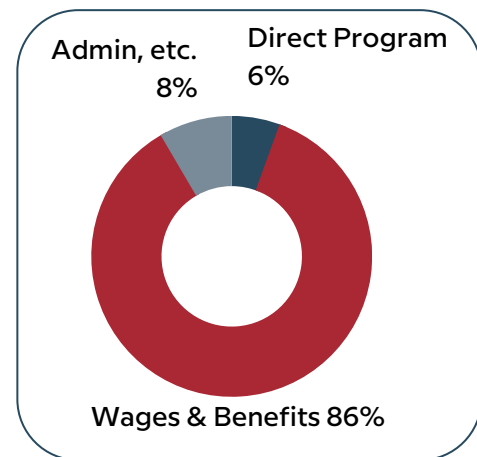
REVENUE

Earned Revenue	\$1,143,300
Donations	\$835,500



EXPENSES

Wages & Benefits	\$1,697,560
Admin/General/Development	\$166,655
Direct Program Expense	\$109,255



SUMMARY

Total Revenue	\$1,978,800
Total Expenses	\$1,973,470

Converted from cash to accrual basis as of July 1, 2022.

SAVE THE DATE FOR OUR 2023-24 FUNDRAISERS

2023 FALL ANNUAL FUND

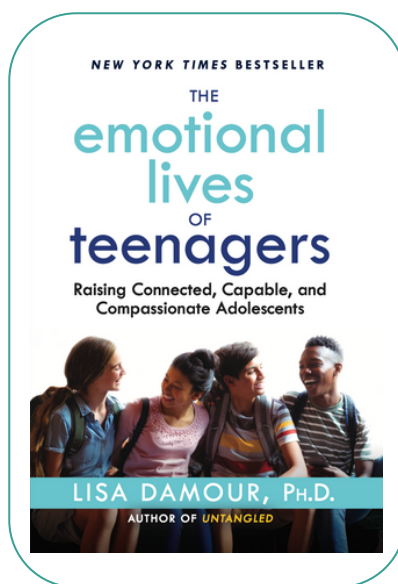
Last year, you helped to raise over \$300,000 in our Annual Fund drive! Stay tuned for events and updates coming this fall to kick off our fundraising for the year.

October-November, 2023

2024 WINTER FUNDRAISER LUNCHEON

We can't wait to see you in-person again at our winter luncheon! We are thrilled to welcome bestselling author, Lisa Damour, Ph.D., to share insights from her latest book.

February 7, 2024 | Palo Alto, CA



READY TO MAKE A GIFT TODAY?

Scan the code to visit our [website](https://www.challengesuccess.org) and learn about all of the ways you can support Challenge Success, including gifts through Donor Advised Funds, corporate matching, and more.



OUR MISSION

Challenge Success partners with school communities to elevate student voice and implement research-based, equity-centered strategies that improve student well-being, belonging, and engagement.

OUR VISION

Our vision is that educational systems value each student for their unique identities, assets, and individual definitions of success and effectively prepare them for the variety of opportunities and challenges they will encounter in school and beyond.

OUR EQUITY COMMITMENT

Challenge Success continuously examines and revises our work and seeks to disrupt patterns of inequity to further well-being, belonging, and engagement for each student, especially those for whom identity, culture, or socioeconomic status has resulted in barriers to access and success. We believe:

- Change starts with self, including active self-reflection to notice our own implicit biases and recognize how our lived experiences influence our perspectives and decision-making.
- All students, families, and communities have assets to build on and sustain.
- Centering design on those most marginalized by the current system benefits all students.
- Approaches to change must be systemic, context-based, and targeted at policies and practices.