Project SUCCESS motivates and inspires young people to dream about their futures and helps them take steps to get there. We give them the tools they need to set and achieve their goals.
Dear Friends, Have you ever found yourself in an open space, out in nature and looking up at the sky? If it’s evening, you glance upward and you expect to see darkness or clouds or tree tops. But much to your surprise, you see stars. You see big stars, small stars, bright stars and stars that are close and seem to glimmer in the night. Each star is unique and each star shines light in its own way to make life brighter and full of promise and energy. Each and every student that we work with and have worked with over the past twenty years is a star and has the potential to shine brightly.

By the time Ben reached 7th grade at Anwatin Middle School, he was struggling academically and acting out in class. When he showed up to try out for the Project SUCCESS musical in the spring of his 7th grade year, school staff thought he wouldn’t be a good fit for acting due to his negative, disruptive behaviors and his failing grades. Despite the school’s reservations, Project SUCCESS cast Ben as one of the leads in the musical because his audition was truly impressive. In later years, Ben recalled that moment as a turning point in his life. He rose to the challenge of the director’s high expectations and brightly shone on stage. He surprised teachers as well as himself with what he was capable of doing and made a lasting impact on how his teachers perceived their students’ potentials.

In 8th grade, Ben turned his school life around. His pivotal experience in the musical at the end of 7th grade built on two years of monthly in-class workshops with his facilitator and gave him the tools to begin his last year of middle school on a completely different and positive path. He went from failing grades and frequent suspensions to being an engaged, academically successful student. He participated in the musical again that year, and again it was a powerful experience for him. Ben realized his innate potential; that if he worked hard for something he could achieve it with huge success. This opportunity put everything into focus for him. Throughout high school he was an ambassador for Project SUCCESS, speaking about the power of high expectations and the importance of believing in all kids. He frequently referenced the moment on stage when he heard the audience’s applause and realized he had succeeded. Today, Ben’s star shines bright, helping kids and families as a minister and counselor with degrees in psychology and counseling.

This is but one example of the many stars we have graduated from our program – over 100,000 young people pursuing their dreams. Thank you for your support, generosity, wisdom, and energy, which make our mission possible and allow us to reach young people in a unique and powerful way! You too are a star and without you we could not do this vital work. Read on for highlights from another fabulous year. We are star-struck by our kids, families, staff and supporters every day!

– Adrienne Diercks and Elise Linehan
Our Program

Many inner-city children lack the necessary adult support, inspiration, confidence and skills to set and achieve meaningful goals. Young people can’t chart a course if they don’t have a goal. Each year, Project SUCCESS motivates and inspires over 11,600 middle and high school students in 16 Minneapolis and Saint Paul public schools to define their needs, work hard to live up to their potential and achieve their dreams. We do this through three inter-linked program services that are delivered continuously for as many as seven years of their life.

Goal-setting workshops: held monthly in each English classroom, for each student in every school we serve, led by highly trained Project SUCCESS facilitators — with the endorsement of teachers and administrators — using our proven curriculum specifically designed for the students at each grade level. By spring of their senior year, we want all students to have a personal, post-high school plan that best suits their needs, personalities, and goals.

Theater Experiences: Project SUCCESS uses professional theater to inspire students, help them look at the real-life issues they face, demonstrate they are members of a larger community, and as a springboard for discussion in the classroom workshops and at home. We invite students, and their families, to at least 8 performances annually at no cost, thanks to our 32 professional Twin Cities theater partners, who generously donate tickets. We coordinate the entire experience, and eliminate all barriers to family attendance at performances, including providing free transportation and child-care.

Special Programs and Services: such as college tours, artistic experiences (e.g. artist residencies and Project SUCCESS-produced plays), week-long Boundary Waters canoe trips and weekly after-school one-on-one counseling sessions. These programs are designed to offer students more opportunities to refine and achieve their future goals, build confidence and leadership skills, and take part in new experiences that will broaden their world-view and help them inform their future.

Over the course of a year students are afforded the following services:

Middle School
- 8-12 free professional theater performances – including free transportation to and from the performances and free child care
- 8 goal-setting, in-class workshops with a Project SUCCESS facilitator
- 8 phone calls or other communication from Project SUCCESS staff
- 2-3 other experiences, such as participating in an all-school play production or a trip to the Boundary Waters Canoe Area

High School
- 8-12 free professional theater performances – including free transportation to and from the performances and free child care
- 8 goal-setting, in-class workshops with a Project SUCCESS facilitator
- 8 after-school counseling and support sessions for post-secondary planning
- 30 or more college or community school tours
- 8 phone calls or other communication from Project SUCCESS staff

Accomplishments

2010-2011

- Enabled 10,600 middle and high school students to attend monthly goal-setting workshops led by our facilitators;
- Conducted 3,510 goal-setting workshops with 10 professional facilitators in 15 Twin Cities schools, encouraging and inspiring students to imagine their futures and make conscious decisions based on their discoveries;
- Provided students and their families with complimentary play tickets donated by 32 Twin Cities area theaters;
- Provided the opportunity for 19,139 students and family members to attend 205 evening and weekend performances at professional Twin Cities theaters;
- Worked one-on-one with 250 students in 110 after-school workshops, helping them make plans and decisions about their direction after high school;
- Took 2,957 students on 23 daytime field trips to area theaters;
- Assisted 958 students in their college selection process, including 41 tours of colleges and universities in Minnesota, Illinois, Iowa, Washington DC, and Wisconsin; and
- Took over 130 middle school students from eight schools on one of three week-long adventures in the Boundary Waters Canoe Area Wilderness in June 2011 (we had 68 participants from five schools in 2010).

Proven Results

Project SUCCESS’ effectiveness in meeting community needs and addressing the untapped strengths in teens identified by the Search Institute is demonstrated by a recent evaluation of our programming by the Center for Applied Research and Educational Improvement (CAREI) of the University of Minnesota.

Future Planning

IDENTIFYING SPARKS, FINDING THEIR VOICE
ACCESS TO HIGH-QUALITY RESOURCES AND RELATIONSHIPS

- When asked who assisted them in planning for their future, 89% of Minneapolis high school students rated Project SUCCESS ahead of friends, counselors and teachers and second only to parents/guardians.
- 89% of students indicated that Project SUCCESS “helped me think about my future;”
- 81% of high school students reported the program “helped me create a plan for after graduation;”

Impact on School Life

ENCOURAGING NEW BEHAVIORS, ACTIVELY ENGAGING IN SCHOOL

- 45% of middle school teachers and over one-third of their students perceived that the program had a positive influence on students’ overall attendance at school; and 72% of students made a special effort to attend school on Project SUCCESS days;
- 46% of teachers and 38% of middle school students perceived Project SUCCESS as having a positive impact on students’ overall grades;

Understanding Self and Others

BUILDING SOCIAL CAPITAL, IDENTIFYING SPARKS,
ACCESS TO HIGH-QUALITY RESOURCES AND RELATIONSHIPS

- 77% of students indicated that Project SUCCESS “helped me to better understand classmates who have different perspectives and experiences;”
- 79% of students said the program “helped me to better understand myself;”

Theater Experience

ACCESS TO HIGH-QUALITY RESOURCES, IDENTIFYING SPARKS

- Project SUCCESS students are introduced to live theater, often for the first time. Of those who attended a play, 87% of middle school students, 91% of high school students and 96% of teachers believed this had been a valuable experience; and
- In a recent evaluation of Project SUCCESS parents, nearly all (95%) of the parents who attended plays with their child(ren) reported that their family had discussed the plays after attending.

Evaluation by Center for Applied Research and Educational Improvement of the University of Minnesota (CAREI)
Theatre Arts and Dance, VocalEssence, Walker Art Center, and Xelias Aerial Arts

Sabes JCC, Southern Theater, Stages Theatre Company, SteppingStone Theatre, Stuart Performing Arts, Park Square Theatre, Penumbra Theatre, Pillsbury House Theatre, Sables JCC, Southern Theater, Stages Theatre Company, SteppingStone Theatre, Stuart Pimsler Dance & Theater, Theater Latte Da, University of Minnesota Department of Theatre Arts and Dance, VocalEssence, Walker Art Center, and Xelias Aerial Arts.

Bellevue

FINANCIAL POSITION

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REVENUES

- **Corporate**
- **Foundation**
- **Individuals**
- **Schools**
- **Scholarships**
- **Special Events**
- **Program Service Fees**
- **Government Revenue**
- **In-Kind Contributions**

**Total Revenue** $2,263,796

EXPENSES

- **General Operations**
- **Program Services**
- **Fundraising**
- **Travelers Foundation**
- **Minnesota State Arts Board**
- **Robins, Kaplan, Miller & Cressi Foundation**
- **The Saint Paul Foundation**
- **Smikis Foundation**
- **The Curtis L. Carlson Foundation**
- **The Ecolab Foundation**
- **The Foundation**
- **F.R. Bigelow Foundation**
- **James A. McKnight Foundation**
- **Kohl's Department Stores Foundation**
- **Northland Securities Foundation**
- **Prospect Creek Foundation**
- **The Ralph B. and Sarah C. Rich Foundation**
- **The University of Minnesota Foundation**
- **Wells Fargo Foundation**
- **Wenz Foundation, Inc.**

**Total Expenses** $2,206,975

REVENUES AND OTHER SUPPORT

- **18% Individuals**
- **2% Schools**
- **1% Government**
- **5% Special Events**
- **2% Program Service Fees**
- **16% Corporate**
- **42% In-Kind Contributions**
- **7% Fundraising**
- **13% General Operations**

EXPENSES

- **80% Program Services**
- **18% Individuals**
- **2% Schools**
- **1% Government**
- **5% Special Events**
- **2% Program Service Fees**
- **7% Fundraising**
- **13% General Operations**

**FY2011 School Partners** Minneapolis: Anne Sullivan Communication Center, Anwatin Middle School, Jefferson Middle School, Marcy Open School, North Community High School (Founding School Partner), Northeast Middle School, Olson Middle School, Patrick Henry High School, Sanford Middle School, South High School, Southwest High School, Washburn High School. **Saint Paul:** Battle Creek Middle School, Humboldt Junior High, Washington Technology Magnet

**FY2011 Theater Partners** Ballet of the Dolls, Cedar Cultural Center, Children’s Theatre Company, Minnesota Public Radio’s Fitzgerald Theater, Guthrie Theater (Founding Partner), Hennepin Theatre Trust (State, Orpheum, and Pantages Theatres), History Theatre, Illusion Theatre, Interact Center — Performing Arts Program, James Sewell Ballet, Jungle Theater, Minnesota Dance Theater, Minnesota Jewish Theatre Company, Minnesota Opera, Mixed Blood Theatre, Mu Performing Arts, Northrop Auditorium University of Minnesota, Open Eye Figure Theater, Ordway Center for Performing Arts, Park Square Theatre, Penumbra Theatre, Pillsbury House Theatre, Sabes JCC, Southern Theater, Stages Theatre Company, StoppingStone Theatre, Stuart Pimsler Dance & Theater, Theater Latte Da, University of Minnesota Department of Theatre Arts and Dance, VocalEssence, Walker Art Center, and Xelias Aerial Arts

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