



# Nonprofit Analytics

## GENERAL

|                                   |  |   |                    |   |                               |                          |       |
|-----------------------------------|--|---|--------------------|---|-------------------------------|--------------------------|-------|
| Organization Name                 | Parents Challenge  |   | U.S. Tax ID#       | 84-1591310  | Year Founded                  | 2001 (2000)              |       |
| HQ Street Address                 | 2 N. Cascade Avenue, Suite 1280  |   |                    | City & State  | Colorado Springs CO           | Zip                      | 80903 |
| Phone                             | 719.306.8557   | HQ Nation   | United States      |   | Website(s)                    | www.parentschallenge.org |       |
| Primary Contact & Title           | Deborah Hendrix, Executive Director  |   |                    | Contact Email   | dhendrix@parentschallenge.org |                          |       |
| Organization Type                 | Independent Public Charity   |   | Annual Report Link | None  |                               |                          |       |
| Nonprofit Accountability Listings | <input type="checkbox"/> BBB (give.org)<br><input type="checkbox"/> Guidestar<br><input type="checkbox"/> ECFA | <input type="checkbox"/> Charity Navigator<br><input type="checkbox"/> Charity Watch<br><input type="checkbox"/> Ministry Watch | Strategic Partners | YMCA, Academic Advocates, NSCW, Pillars for Success, CECCS, MindBuilders, PPLD, HSD2, ReginaSpeaks LLC, Learning Connections, USAFA, AFP Foundation, L'il Howard BBQ & Catering |                               |                          |       |
| Primary Program Area              | Education  |   | Peer Group         | ACE, CSF  |                               |                          |       |
| Other Program Area(s)             | Mentoring/Tutoring   |   | Clients Served     | Parents   |                               |                          |       |

## GROWTH TRENDS

|                  | FY 2017   | FY 2018   | FY 2019   | FY 2020   | % Change | Explanation  |
|------------------|-----------|-----------|-----------|-----------|----------|--|
| Paid Staff (FTE) | 1.5       | 2.0       | 2.0       | 2.0       | 33 %     |  |
| Clients Served   | 151       | 200       | 213       | 235       | 56 %     | Number of students reached                             |
| Annual Income    | \$355,023 | \$564,977 | \$518,251 | \$931,515 | 162 %    | FY 20 Unaudited. Sizable gift from 4 individual donors |
| Donors           | 86        | 97        | 144       | 150       | 74 %     |  |
| Key Activity     | 19        | 27        | 29        | 36        | 89 %     | Parent Empowerment Sessions for families               |

## FUNDRAISING

|                                       |               |                          |              |                               |                |                       |             |
|---------------------------------------|---------------|--------------------------|--------------|-------------------------------|----------------|-----------------------|-------------|
| Donor Retention Rate                  | 75 %          | Gov't Funding %          | 0 %          | Cost to Raise \$1 (NOT "GIG") | \$ 0.06        | Self-sustainability % | 0 %         |
| Largest Gift for FY2020               | \$260,000     | Reliance on Largest Gift | 29%          | Last Capital Campaign (Beg.)  | - N/A          | Endowment Fund        | \$0         |
| Donors Listed by Gift Size for FY2020 | Gift Size:    | < \$1,000                | \$1K - 4,999 | \$5K - 24,999                 | \$25K - 49,999 | \$50K - 99,999        | \$100,000 + |
|                                       | # of Donors:  | 94                       | 34           | 15                            | 2              | 1                     | 4           |
|                                       | Total Amount: | \$ 24,321                | \$ 59,775    | \$ 121,175                    | \$ 50,000      | \$ 50,000             | \$ 580,000  |

## FINANCIAL MANAGEMENT

|                            |   |                                 |   |   |         |
|----------------------------|---|---------------------------------|---|---|---------|
| Cash & Equivalents on Hand | 7-12 Months   | Near-term Expendable Net Assets | \$655,600   | Total Current Debt                              | \$8,616 |
| Written Financial Controls | <input checked="" type="radio"/> Yes <input type="radio"/> No | Independent Financial Audits    | <input checked="" type="radio"/> Yes <input type="radio"/> No | Reserve Coverage %                              | 116%    |
| Earned Revenue Sources     | N/A   |                                 | Primary Types of GIK  | Office space, Marketing and Fundraising Support |         |

|                 | FISCAL YEAR      |       | FY 2017   | FY 2018   | FY 2019   | FY 2020   | 2021      | 2021                                    |                               | 2017-2020 FY TRENDS |           |      |       |
|-----------------|------------------|-------|-----------|-----------|-----------|-----------|-----------|---|-------------------------------|---------------------|-----------|------|-------|
|                 | 07/01 TO         | 06/30 |           |           |           |           |           | <input checked="" type="radio"/> BUDGET | <input type="radio"/> ACTUALS |                     |           |      |       |
| INCOME          | Earned Revenue   |       | \$0       | \$0       | \$0       |           |           |   |                               | %                   |           |      |       |
|                 | Gifts in Kind    |       | \$60,310  | \$88,279  | \$55,088  | \$46,244  | \$46,244  |   |                               | 23 %                |           |      |       |
|                 | Cash Donations   |       | \$294,713 | \$476,698 | \$463,163 | \$885,271 | \$534,320 |   |                               | 200 %               |           |      |       |
|                 | Total Income     |       | \$355,023 | \$564,977 | \$518,251 | \$931,515 | \$580,564 |   |                               | 162 %               |           |      |       |
| EXPENSES        | Program Services |       | \$260,402 | 82 %      | \$393,265 | 80 %      | \$367,625 | 78 %                                    | \$464,432                     | 82 %                | 78 %      |      |       |
|                 | Administrative   |       | \$23,476  | 7 %       | \$46,997  | 10 %      | \$51,670  | 11 %                                    | \$52,766                      | 9 %                 | \$61,732  | 11 % | 125 % |
|                 | Fundraising      |       | \$33,923  | 11 %      | \$49,062  | 10 %      | \$52,000  | 11 %                                    | \$49,546                      | 9 %                 | \$41,732  | 7 %  | 46 %  |
|                 | Total Expenses   |       | \$317,801 |           | \$489,324 |           | \$471,295 |   | \$566,744                     |                     | \$566,964 |      | 78 %  |
| SURPLUS/DEFICIT |                  |       | \$37,222  |           | \$75,653  |           | \$46,956  |   | \$364,771                     |                     | \$13,600  |      |       |

## LEADERSHIP

|  |   |                     |   |                          |   |                         |               |
|--|---|---------------------|---|--------------------------|---|-------------------------|---------------|
| CEO Name & Tenure                        | Deborah L. Hendrix  |                     | 6 yrs   | CEO Age                  | 50-59 yrs   | Total CEO Compensation  | \$ 75,000     |
| CEO Annual Evaluation                    | <input checked="" type="radio"/> Yes <input type="radio"/> No | CEO has Board Vote  | <input checked="" type="radio"/> Yes <input type="radio"/> No | CEO Successor Identified | <input type="radio"/> Yes <input checked="" type="radio"/> No |                         |               |
| Total Paid Staff by Type                 | FT: 2 PT:   | Staff Turnover Rate | 0 %   | Total Volunteers         | 40  |                         |               |
| Yearly Staff Evaluations                 | <input checked="" type="radio"/> Yes <input type="radio"/> No | CEO Direct Reports  | 1 staff   | Annual Board Meetings    | 4   |                         |               |
| Board Chair & Tenure                     | Joyce Schuck  |                     | 22 yrs  | Board Size               | 9   | Board Gender Diversity  | Men:8 Women:1 |
| Donation % from Board                    | 7 %   | Board Committees    | 0   | Term Length              | None  | Consecutive Term Limits | None          |
| Additional Advisory or Development Board | <input type="radio"/> Yes <input checked="" type="radio"/> No |                     | Number of Board Members Related to the CEO                    | 0                        |   |                         |               |

## STRATEGY

|  |  |  |   |   |  |  |            |
|--|--|--|---|---|--|--|------------|
| MISSION                                  | To provide children of low-income families' access to educational options with various levels of financial support, while also empowering their parents with information and resources to advocate on behalf of themselves and others.                         |  |   |   |  |  |            |
| CLIENTS SERVED                           | Primary: Low-income students in grades K-12<br>Secondary: Families that qualify for free and reduced lunch   |  |   |   |  | LENGTH of Primary Client Relationships | 13 Year(s) |
| The PROBLEM                              | Half of America's children do not read, write, or perform basic math skills at their grade level. Most of these children are economically disadvantaged and trapped in the worst-performing schools. The zip code in which they live determines their destiny. |  |   |   |  |  |            |
| Your SOLUTION                            | Parents Challenge empowers low-income parents with informational and financial resources to choose the schools that THEY think are best for their kids, including traditional public, charter public, private, or home.  |  |   |   |  |  |            |
| 1-3 year PLAN                            | In the next three years: 1.) Increase enrollment of students to 300 and serve approximately 180 families; 2.) Secure five individual donors that support the organization with \$100,000 per year, and 3.) Start work with five affiliates                     |  |   |   |  |  |            |
| Up-to-date Board-approved STRATEGIC PLAN | <input type="radio"/> Yes <input checked="" type="radio"/> No  |  | CUT (or Modified) PROGRAM in last 3 years for bad results | <input type="radio"/> Yes <input checked="" type="radio"/> No |  |  |            |

## IMPACT

|  |  |                                  |   |   |   |  |  |
|--|--|----------------------------------|---|---|---|--|--|
| Long-term VISION                       | Parents Challenge's vision is to go out of business because low-income families receive the best education possible, and the educational landscape has improved substantially.   |                                  |   |   |   |  |  |
| RESULTS Report outcomes not activities | Evaluation Results 2019-2020 by QREM (an external evaluator):<br>1.) Fewer students are chronically absent - only 1.4% which is 12 times less that students in Colorado Springs - 16.7%.<br>2.) Involvement in community based service groups increased by 19.1% (we encourage community involvement).<br>3.) Relationship between teachers and parents grew in spite of pandemic from 88.9% to 90.2%<br>4.) Parents Challenge families believe their schools are providing a better education-- 78.2% compared to 58.3% of Colorado parents |                                  |   |   |   |  |  |
| Measure outcomes against benchmarks    | <input checked="" type="radio"/> Yes <input type="radio"/> No  | Track Key Performance Indicators | <input checked="" type="radio"/> Yes <input type="radio"/> No | Completed independent impact evaluation     | <input checked="" type="radio"/> Yes <input type="radio"/> No |  |  |
| Completed program logic model(s)       | <input type="radio"/> Yes <input checked="" type="radio"/> No  | Survey program beneficiaries     | <input checked="" type="radio"/> Yes <input type="radio"/> No | Conducted randomized controlled trial (RCT) | <input type="radio"/> Yes <input checked="" type="radio"/> No |  |  |
| Impact STORY                           | My biggest asset right now is my participation in the Parents Challenge program. Parents Challenge helps families like mine make the most of our children's educational experience before/during COVID. As a single mother of three children, ages 16, 11, and 8, suddenly laid off for six weeks with limited resources, I felt helpless. PC provided a computer for E-learning, a printer, internet access, one-on-one tutoring, and mental health resources.  |                                  |   |   |   |  |  |
| Recent Program IMPROVEMENT             | Due to COVID-19, we changed from in-person parent empowerment sessions to virtual. We also provided technology (computers, printers, wifi connections) to over 70 families (private, public, charter, and home). The organization connected families to community and online resources.  |                                  |   |   |   |  |  |

## GEOGRAPHY

|                                 |  |                                |                                      |   |
|---------------------------------|--|--------------------------------|--------------------------------------|---|
| Where do your programs operate? | <input checked="" type="radio"/> Local | <input type="radio"/> Regional | <input type="radio"/> National (USA) | <input type="radio"/> International (List nations or regions served below alphabetically) |
| Colorado Springs, CO            |  |                                |                                      |   |

## S.W.O.T. ANALYSIS

| STRENGTHS   | WEAKNESSES   | OPPORTUNITIES   | THREATS  |
|---|--|---|--|
| Have empowered low-income parents of over 2,400 kids with privately funded school choice. The only program in the country that includes public schools among choices. | Parents Challenge relies on modest-sized annual contributions from local donors, putting long-term commitments to low-income families in jeopardy. | Empowering parents to create learning opportunities for their kids based on changing educational climate, thus enabling them to be self-reliant and better educate consumers. | A downturn in the economy could jeopardize funding on which Parents Challenge parents are depending. |

|        |   |                  |
|--------|---|------------------|
| SOURCE | Completed By: Steve and Deborah Hendrix | Date: 03/08/2021 |
|--------|---|------------------|