



# Dream Big

Annual Impact Report 2020-2021

# Continuing to Dream Big



*It has been said that the safest ships in a storm are friendship and leadership. With the advent of the COVID-19 global pandemic, the past year and a half have proven to be a storm unlike any we have experienced in our lifetime. I Know I Can distinguished itself as an organization committed to modeling what friendships among nonprofits can produce collectively, especially when no one cares who gets the credit. The Board of Directors, Executive Director, senior management team and all of the staff demonstrated sound judgement, innovation, prudent fiscal stewardship, and visionary leadership during this perilous time. As you turn the pages of this report, I hope you get a small glimpse of all the ways in which we have continued to **“Dream Big”** for our students, and encouraged them along in the direction of a brighter future for themselves.*

*As my three-year tenure as I Know I Can's Board President draws to a close, I am immensely proud of the work and service performed by my colleagues on the Board of Directors. I continue to believe that the leadership and staff of this great organization are unmatched in their commitment to and support of the students and families we serve. I am beyond grateful to all of our donors who invested in us so that we could continue to fulfill our mission of helping students pursue college. Thank you for entrusting us to be good stewards and caretakers of our community. Finally, a special thank you to the staff and Board of Directors of I Know I Can for the honor of serving as Board President of this great organization. I am humbled by this opportunity.*

*For you, our stakeholders, I hope this impact report will inspire you to **“Dream Big”** along with us and help us to continue this most important work.*

A handwritten signature in black ink, appearing to read 'Tei Y. Street'.

*Tei Y. Street, President,  
Board of Directors*

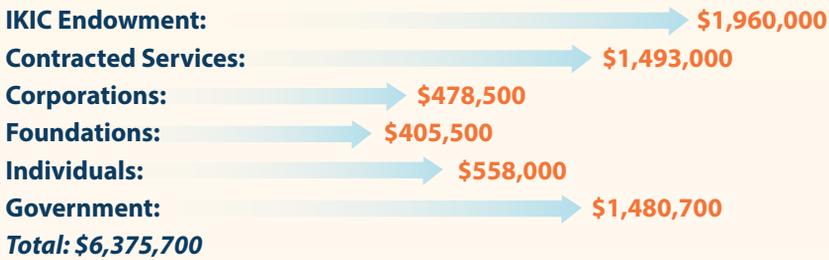


# By the Numbers

## Total Expenses\*



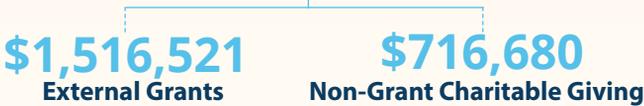
## Total Revenue\*



Total Fundraising (individuals, corporations, foundations)

**\$2,233,201**\*\*

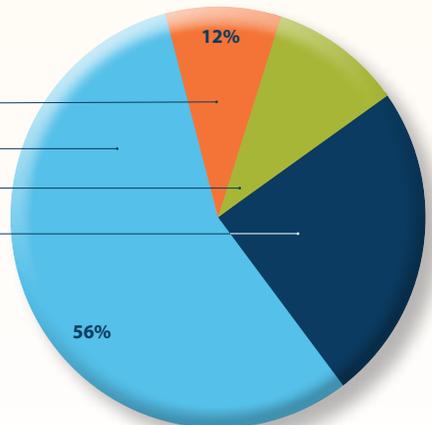
Breakdown:



Fiscal year fundraising facts:

**559 Gifts** (median gift = \$150)    **330 Donors** (37% of all gifts < \$100)  
**38 Founders' Scholarship Donors**

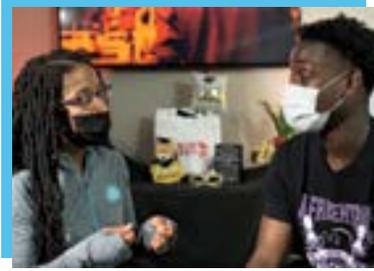
## Breakdown by Impact Area



\*Budgeted Financials

\*\* Fundraising total includes one-time gifts for Covid related support

# Providing Support Through Challenging Times



Throughout the pandemic, I Know I Can's College Advising Managers (CAMs) developed and expanded virtual advising strategies to better serve students as they navigated their college and career search, completed the Free Application for Federal Student Aid (FAFSA), and applied for scholarships. While adapting to a new service model, I Know I Can remained steadfast to its commitment to put students first.

Landymn Steele, a 2021 Africentric grad and current Morehouse College student, reflects on working with CAM Lynda (Mama) Snyder during his senior year:

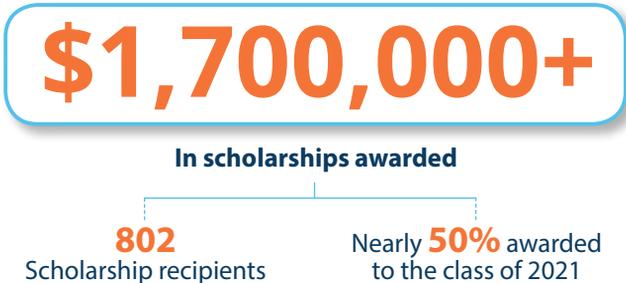
*"If it hadn't been for I Know I Can giving this wonderful lady (Mama Snyder) the opportunity to support us and ensure that we made it past high school to whatever we wanted to pursue, I don't know where we'd be. I am so grateful. Whatever it happened to be: writing essays, helping me fill out the FAFSA, encouraging me to not procrastinate, you were always there. You always answered the phone. Even though you don't like me saying it, I truly believe that if it hadn't been for you, I would not have made it to Morehouse."*

## Making a (Virtual) Impact

I Know I Can CAMs and AmeriCorp members made 15,653 touchpoints with middle, high school, and current college students during the 2020-2021 academic year.



Nearly **2,000** FAFSAs completed    **7,260** College applications completed



# Meeting the Moment

In March 2020, as the COVID-19 pandemic became a reality for all of us, Columbus schools were instructed to close for an extended spring break. This “break” turned into many months of remote learning for our students during some of the most critical times in their educational journeys. Once it became clear that the 2020-2021 academic year would not be a return to normalcy, the I Know I Can team, guided by faith-based and community partners, devised a plan to open Learning Extension Centers, or locations around the community where Columbus City Schools students, in grades K-12, could “drop in” to access reliable internet, academic assistance, meals, and wraparound services that would have been available to them in a traditional school setting. But this was not a task we could accomplish alone. We would need to enlist the support of countless partners within the Columbus community, and the end result was an incredible and truly collaborative effort which impacted thousands of students. Over 150 Learning Extension Centers opened across the city, welcoming hundreds of students each week and ensuring these young people still had access to caring adults and the resources needed to work toward their goals. I Know I Can is so grateful to have been part of this work and cannot express enough gratitude to the partners that made it possible. There are too many to name, but we must recognize and thank our early supporters: Columbus City Schools, faith-based organizations, nonprofit and corporate partners, City of Columbus Mayor’s Office, Columbus City Council, and Franklin County Department of Job and Family Services.

## A Network of Support



*“We’ve all realized that we will only get through these incredibly difficult times by leveraging our partnerships and working together to make sure every student in every neighborhood has the chance to succeed.”*

*-Mayor Andrew J. Ginther*

*“The LEC was impactful for Leilana because she is a person who benefits from social settings. It was especially helpful for me as her grandmother to find out there was a place she could go to get help with her schoolwork and interact with students her own age.”*

*-Deborah King, Grandmother of Leilana King*

# A Growing Digital Impact

## The I Know I Can Lady

Sometimes affectionately referred to as “the I Know I Can Lady” or “the I Know I Can Guy” by younger students, I Know I Can borrowed the informal title from students to employ a virtual character that would serve as an access point to information about college readiness during their time in remote learning. The I Know I Can Lady was created to offer a virtual friendly face to students looking for information on the FAFSA, college applications, and more. **The I Know I Can website currently houses a digital library of advising videos including 13 “IKIC Lady” videos.**



## Virtual Senior Events

I Know I Can partnered with GETCR8V and Columbus City Schools to bring a series of three virtual events to seniors across the school district. “Senior Fest” celebrated their culminating year, amplified timely information and resources for graduation, and supported them through the completion of important postsecondary milestones. Over 500 students attended Senior Fest events, organized by student leaders, where they connected virtually with each other, competed for fun prizes and college supplies, and heard special messages from local influencers encouraging them to pursue their dreams.



### Senior Fest Student Leader Spotlight:

**Laileona Sydnor**

**College:** Ohio State University and Columbus State / **Major:** Psychology

**High School/IKIC CAM:** West High School, Kila Joseph

*“I know a lot of us needed this as far as pep talks go- just hearing the words ‘I’m proud of you,’ ‘You got this,’ ‘You came this far.’ I feel like it really touched a lot of our peers for sure. Just hearing the motivation, we know we’ve got a support system somewhere.”*

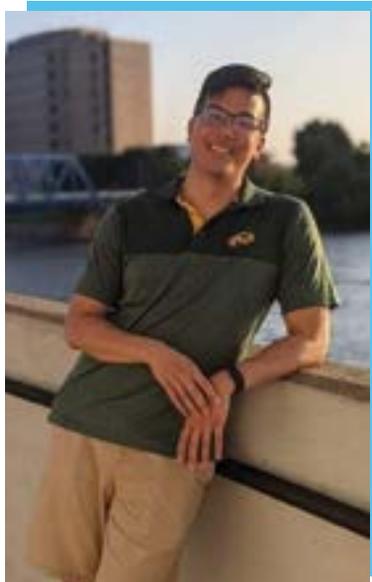
# Why We Give

## **Viet Nguyen**

Donor and Former Founders' Scholar

*"As a Founders' Scholar, I Know I Can has afforded me an opportunity to pursue higher education with little debt. I am proud to be a Columbus City Schools graduate, but I know that much work is still needed to make sure each student in our city succeeds. I am proud to be in a position to give back and I thank the IKIC community for letting me play a part in supporting these students."*

Viet graduated from Northland High School in 2013 and then went on to pursue a degree at The Ohio State University. He is a Class of 2013 I Know I Can Founders' Scholarship recipient and currently serves as the Associate Director of Development at North Dakota State University Foundation.



## **Tiffany Grinstead**

Donor and Columbus City Schools Parent

*"I support I Know I Can because I've seen first-hand the powerful impact it makes in helping kids access college and succeed once there. I Know I Can levels the playing field for students from Columbus City Schools to make sure they are able to chase their college dreams after high school. From helping students take simple steps like filling out a FAFSA to more complicated steps like understanding their financial aid package and exploring potential careers, I Know I Can makes a difference. Anything I can do to be part of that and support these efforts with my time, network and resources is well worth it."*

Tiffany is a proud board member and serves as Vice President of Marketing at Nationwide.

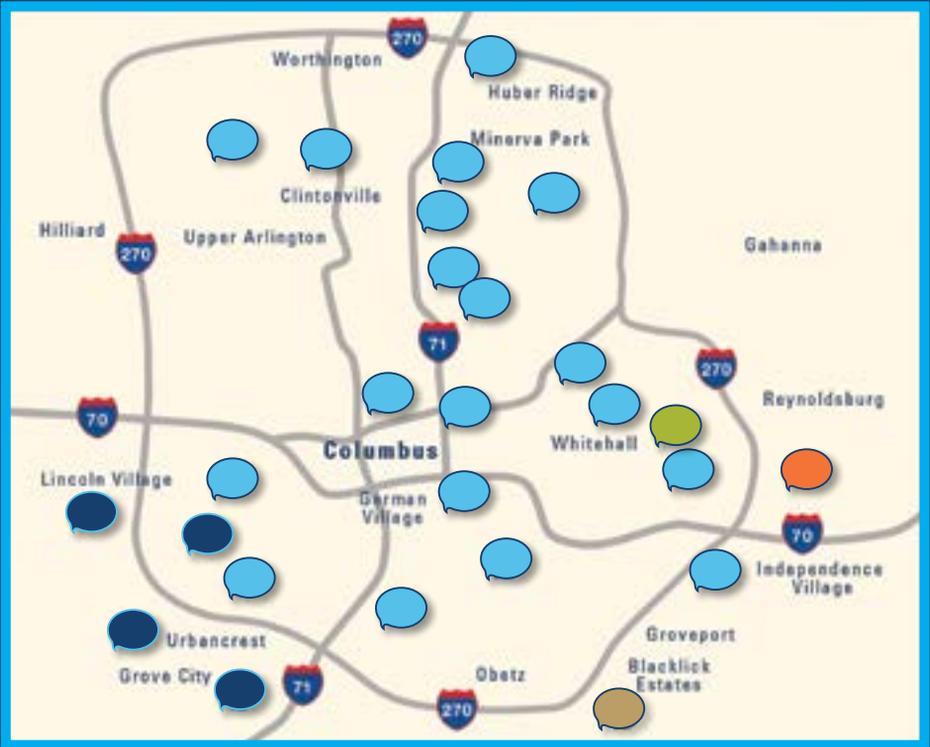


*"From funding our technology needs to providing scholarships for college, our donors stepped up in major ways to support Columbus students and their families. In a year like no other, we wholeheartedly appreciate your commitment to our mission.*

*Thank you for always dreaming big with us!"*

*Katina Fullen,  
Executive Director of I Know I Can*

# I Know I Can's Community Impact



## Columbus City Schools

*Beechcroft High School  
 Briggs High School  
 Centennial High School  
 Columbus Africentric Early College  
 Columbus Alternative High School  
 Columbus Downtown High School  
 Columbus Global Academy  
 Columbus North International School  
 Columbus Scioto 6-12  
 East High School  
 Eastmoor Academy  
 Ft. Hayes Metropolitan Education Center  
 Independence High School  
 Linden-McKinley STEM Academy  
 Marion-Franklin High School  
 Mifflin High School  
 Northland High School*

## Columbus City Schools Cont.

*South High School  
 Walnut Ridge High School  
 West High School  
 Whetstone High School*

## Groveport Madison Schools

*Groveport Madison High School*

## Reynoldsburg City Schools

*Reynoldsburg Livingston Campus*

## South-Western City Schools

*Central Crossing High School  
 Franklin Heights High School  
 Grove City High School  
 Westland High School*

## Whitehall City Schools

*Whitehall-Yearling High School*

## The IKIC Development Team

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