Every middle school student should have access to joyful summer learning, inspired and innovative teachers, and the support they need to succeed in school and life.

IF YOU AGREE, JOIN US.
Since 1986, Aim High has provided under-resourced middle school students with a life-changing academic and enrichment summer program. Alec Lee and Eleanor McBride, then high school teachers, created Aim High with a small grant from the San Francisco Foundation. Their goal: to prevent the summer slide that is responsible for two-thirds of the achievement gap, and to inspire low-income middle school students to reach for a dream.

Aim High also provides young people of color with a pipeline into the field of education. We provide Aim High alumni and other low-income students with meaningful job opportunities, and encourage them to pursue careers in education. Two-thirds of the high school and college students we hire are Aim High graduates. These young men and women are paired with and mentored by veteran educators to team-teach all of our classes.

Aim High has a measurable record of accomplishment. We have prepared more than 10,000 low-income middle school students for high school, college and career success. Aim High is now the largest free summer academic program in the Bay Area, serving high-need neighborhoods in San Francisco, Oakland, East Palo Alto, Redwood City, San Rafael, Napa, and the Tahoe-Truckee basin.

Once admitted to Aim High, students are welcomed back for the next three summers until they enter the ninth grade. And they are excited to return. Three-fourths of our students attend for multiple summers. This high retention results in positive outcomes: 88% of students report feeling more confident about doing their schoolwork in the upcoming year and 86% of students show improvement in their reading, writing, math and science.

Our alumni graduate from high school and enroll in college at rates much higher than their low-income peers. Of our graduates, 98% went on to enroll in college* compared to a national rate of 50% among low-income students.

*Based on a 84% response rate of Aim High graduating classes of 2009, 2010, and 2011.
Middle school is a pivotal time, and how students spend their summers has a direct impact on their future success.

**ADOLESCENCE:** New research shows the middle grades are pivotal years that either put a student successfully on the path to high school, college and career or begin a downward trajectory of disengagement and low-achievement. These students are more likely to enter high school unprepared, drop out or graduate ineligible for higher education.

**SUMMER:** Summer is also a key time for students’ academic and social development. All children lose an average of two months of academic knowledge in between school years. Low-income children typically fare much worse, as they lack opportunities to learn and practice essential skills in the summer that their more resourced peers experience. This phenomenon, known as the summer slide, is one of the biggest contributors to the widening achievement gap between poor and wealthier children—a gap that continues to grow with each passing summer.

**TO COMBAT THESE ISSUES:** Aim High intervenes in the summer and during this critical stage in students’ lives—the early years of adolescence. Aim High is one of the few free summer learning and enrichment programs in the Bay Area that focuses on the make-or-break middle school years. We serve the highest-need neighborhoods in the greater Bay Area where the achievement and opportunity gaps are widest, including the Fruitvale neighborhood of Oakland, the Canal District of San Rafael, the Mission in San Francisco, East Palo Alto and the rural communities of Lake Tahoe and the Napa Valley.

Aim High serves students ages 11-14 in grades six through nine. Once students are accepted into Aim High, we welcome them back every summer until they enter high school. Our multi-year model reinforces students’ academic gains, deepens their connections to peers and positive role models, and helps ensure they will be ready to transition to and succeed in high school and beyond.

Students and teachers call the unique environment on campus the “Aim High magic.” Aim High feels like magic because it creates a learning environment where every student feels like they belong, and where adults believe in their ability to succeed. This sense of belonging and a belief in their abilities builds students’ skills and nurtures their potential at a critical juncture in their development.

But what seems like magic to our kids is in fact a deliberate, evidence-based approach honed over three decades of practice.

**The Aim High Difference**

**The Need**

Middle school is a pivotal time, and how students spend their summers has a direct impact on their future success.

**Aim High offers under-resourced middle school students a unique free summer experience focused on both academics and enrichment.**

Aim High serves students ages 11-14 in grades six through nine. Once students are accepted into Aim High, we welcome them back every summer until they enter high school. Our multi-year model reinforces students’ academic gains, deepens their connections to peers and positive role models, and helps ensure they will be ready to transition to and succeed in high school and beyond.

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**RESEARCH SAYS SUCCESSFUL MIDDLE SCHOOL INTERVENTIONS SHOULD CONTAIN:**

- small class sizes
- challenging and engaging curriculum
- professional development for teachers
- parent engagement
- project-based learning
- social and emotional skill building

Aim High’s model incorporates all of these.
**Challenges & Solutions**

Our strategic plan for the next five years is designed to address five key challenges facing students, teachers, and educational systems in Northern California.

<table>
<thead>
<tr>
<th>CHALLENGES</th>
<th>SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too many students in the Bay Area attend overcrowded, understaffed schools that have limited resources.</td>
<td>We will add and grow sites so that more middle school students experience Aim High’s small classes, hands-on curriculum and supportive community.</td>
</tr>
<tr>
<td>Summer intervention, while critical, isn’t enough to close the achievement and opportunity gaps.</td>
<td>We will partner with high-impact academic and enrichment programs to extend support for Aim High students during the school year.</td>
</tr>
<tr>
<td>Middle school students struggle with high school choice and high school transition.</td>
<td>We will provide intensive support for 8th grade students and their families to prepare them for high school. We will also partner with college access programs and schools to support Aim High graduates during high school.</td>
</tr>
<tr>
<td>Enrollment in teacher preparation programs dropped 75% nationwide from 2005-2015. In California, fewer than 20% of all teachers are people of color, teaching a student body that is 75% youth of color—meaning most young people don’t see themselves represented in the classroom.</td>
<td>We will recruit, train and retain teachers of color and emerging leaders by continuing to hire Aim High graduates as teaching interns. We also will create a pipeline into teaching by preparing and supporting these aspiring teachers to enter credential programs.</td>
</tr>
<tr>
<td>One-third of teachers leave the profession within five years. The rates are higher in urban, low-income school districts where Aim High operates.</td>
<td>We will provide meaningful opportunities for teacher collaboration, real-world classroom experience, coaching and mentoring—all research-based strategies that keep teachers in the profession longer, and increase student achievement and success.</td>
</tr>
</tbody>
</table>

**The Next Five Years**

Over the last 30 years, Aim High has been a major player in efforts to close the achievement and opportunity gaps between low-income students and their more resourced peers. Since 1986, we have served 10,000 students and trained 2,000 teachers.

We see significant potential in the next five years to expand Aim High’s reach and to deepen our impact so that more students and teachers have access to life-changing summer experiences. Our priorities over the next five years are to:

**Grow and Strengthen Our Summer Program**

We will expand our reach by adding five new campuses, growing to serve 1,000 more low-income students annually, and 6,000 total over the next five years. This will help Aim High meet the growing demand for free, high-quality summer programming across the greater Bay Area. While we expand, our commitment to quality and excellence will remain unchanged.

**Create Opportunities for Students and Alumni**

We must do more to ensure our students and graduates have access to opportunities that prepare them for high school and keep them on the path to college. By leveraging strategic partnerships with quality schools and youth-serving organizations, we will provide students with more support during the academic year and in high school. In the next five years, we will place 1,350 students and graduates into partner programs.

**Prepare the Next Generation of Educational Leaders**

Our students deserve the highest quality experience, and that requires the most innovative and prepared teachers. We will grow our teaching corps to 650 annually, and 1,000 total over the next five years. We will propel young people into teaching careers, provide new teachers with the support they need to stay in the field, and mobilize teachers to seek educational leadership. These efforts will strengthen instruction at Aim High while expanding our impact far beyond summer. We predict that our educators will return to their classrooms with more resources and improved skills, thereby reaching an estimated 40,000 students over the next five years.

**Results**

By 2020, after 35 years of service in Northern California, Aim High will have prepared and nurtured 15,000 middle school students, placed 4,000 students and alumni in partner programs, and inspired 3,000 teachers to pursue careers in education or become educational innovators and leaders in their communities.
Our key priority is to expand and strengthen our core summer program so that we serve 6,000 middle school students in the next five years and offer all of them the best possible summer learning experience.

In the next five years, we will:

1. **Refine our recruitment and admissions.** The Aim High summer program is designed to support low-income middle school students who don’t have enrichment opportunities in the summertime, and who will be the first generation in their family to graduate from college. We will collaborate more closely with school districts and strategic partners to ensure we continue to recruit and enroll the right students.

2. **Add campuses and grow existing sites.** We will launch five new campuses in Northern California and will increase cost efficiency by growing existing campuses to be no bigger than 160 students each. Aim High fundamentally believes that a sense of community and belonging is critical to a student’s ability to learn, and smaller campuses help make that possible.

3. **Focus on both students’ academic proficiency and social development.** Aim High believes learning and achievement is only possible when students feel safe, respected and confident in their abilities. As we deliver a rigorous standards-aligned curriculum, we will not lose focus on developing students’ 21st Century skills, such as communication, collaboration, competence and confidence.

4. **Collect and use data to inform continuous program improvement.** We partnered with Stanford University’s John W. Gardner Center on a study that will improve our ability to measure short, intermediate and long-term outcomes on students, and to inform decisions about growth and quality. (Read more on page 16.)

As a result, more Bay Area middle school students will be prepared for success in high school and equipped with the skills, knowledge and experiences to stay on the path to college.

**BY THE NUMBERS**

- **6,000** Middle school students Aim High will serve in the next five years
- **500** Hours of academic support and enrichment students receive in three summers at Aim High
- **20** Sites Aim High will operate in 2020
- **$2,100** Average dollars spent per middle school student each summer
By linking arms with partner schools and nonprofit organizations, Aim High will provide its students and graduates with more support and access to opportunities throughout middle and high school.

In the next five years, we will:

1. **Extend support for our middle school students during the school year, by connecting them with high-impact programs.** We will collaborate with schools and academic and enrichment programs to provide coordinated year-round support for our middle school students between their summers at Aim High.

2. **Provide extra support for our eighth-grade students and their families.** We know our students need more attention the year before they make the challenging transition to high school. We will pilot and test a range of offerings for our students, including:
   - High school options informational sessions
   - Skill-building workshops and test prep
   - Support with school and program applications
   - 8th Grade Leadership Academy

3. **Extend support for our graduates by connecting them with excellent college prep high schools and college access programs.** We will develop strategic partnerships with high-quality high schools and college access and scholarship programs. We also will serve as a resource and referral center for our alumni in high school so that they understand the full range of opportunities available to them.

   The result will be a greater preparedness for success in high school, and ultimately higher graduation and college matriculation rates for Aim High students.

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**CREATE OPPORTUNITIES FOR STUDENTS AND ALUMNI**

**BY THE NUMBERS**

- **500**
  Hours Aim High students will spend annually with select strategic afterschool program providers.

- **$400**
  Dollars spent per student to counsel them into partner programs.

- **2,000**
  Projected number of Aim High graduates in high school in 2020.

- **1,350**
  Total Aim High students and graduates participating in partner programs.
We are committed to creating the next generation of teachers and educational leaders, and inspiring young people from the communities we serve to be part of the solution.

In the next five years, we will:

1. Deepen our teacher development model so that all of our teachers provide the best Aim High experience for our students. We will broaden and deepen our training for teachers to support them in developing their craft. These teachers will return to their schools better prepared and ready to innovate, thus expanding our impact on Bay Area kids and on the field of education.

2. Propel more young people, including Aim High graduates, into the field of education. High school and college students who teach in our program are often inspired to pursue careers in education. We know that barriers into the field of teaching exist, especially for students from low-income backgrounds. We will lower these barriers through a summer teaching internship. High school and college students will gain teaching skills and experience by working directly with middle school students under the supervision of professional teachers and educational leaders. In addition, we will connect our college-age interns with local credentialing programs.

3. Embolden our teachers to seek educational leadership roles at Aim High and in their schools and districts. We will launch a Leadership Institute that offers professional development workshops on Aim High’s pedagogy and practices, resulting in a “bullpen” of inspired teachers who are ready and prepared to become Aim High Site Directors (our version of principals). This will improve leadership on our summer campuses, while also preparing more teachers for positions of leadership in their schools and districts.

The result will be a more diverse, prepared and innovative cadre of teachers for Aim High students, and a broader organizational footprint created by those well-trained Aim High educators who also teach during the academic year.

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**PREPARE THE NEXT GENERATION OF EDUCATIONAL LEADERS**

**BY THE NUMBERS**

1,000 🍎 Educators Aim High will train in the next five years

40,000 🎓 Students impacted over five years by Aim High teachers who return to their classrooms during the school year more effective and inspired

50 ✅ Leadership Institute participants will receive high-touch mentoring in the next five years

70% 🍎 Of Aim High teachers who are people of color
Aim High will grow in service of our three strategic priorities. Growing sustainably—without sacrificing quality—will require investments in infrastructure and staff capacity.

<table>
<thead>
<tr>
<th></th>
<th>2015 BASELINE</th>
<th>2017 PROGRESS</th>
<th>2020 GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sites</strong></td>
<td>15</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td><strong>Middle school students annually</strong></td>
<td>1,920</td>
<td>2,200</td>
<td>3,000</td>
</tr>
<tr>
<td><strong>Students and grads placed in partner programs</strong></td>
<td>—</td>
<td>650</td>
<td>1,350</td>
</tr>
<tr>
<td><strong>Summer staff (site directors, teachers, counselors)</strong></td>
<td>450</td>
<td>525</td>
<td>610</td>
</tr>
<tr>
<td><strong>Leadership Institute participants</strong></td>
<td>—</td>
<td>11</td>
<td>50</td>
</tr>
<tr>
<td><strong>Full-time staff</strong></td>
<td>13</td>
<td>18</td>
<td>26</td>
</tr>
<tr>
<td><strong>Annual budget</strong></td>
<td>$4.3M</td>
<td>$5.7M</td>
<td>$7.8M</td>
</tr>
<tr>
<td><strong>Futures Fund capital raised (as of 2/1/17)</strong></td>
<td>—</td>
<td>$2.6M</td>
<td>$10M</td>
</tr>
</tbody>
</table>

At the center of Aim High are the aptly named C.O.R.E values. These values stand for community, opportunity, respect, and high expectations. Without these values, I wouldn’t be the person I am today. I not only took these core values to heart, but I also took them to high school, where I tried to live each and every day giving back to my community, taking every opportunity, always showing respect, and setting high expectations for myself. Through these values I’ve grown not only as a student, but also as a person.

Oscar Acabal
Aim High graduate, Class of 2009

This plan requires Aim High to raise an additional $10M. After 30 years of service, we are launching our first leadership campaign: The Futures Fund. This $10M campaign can make our strategic plan a reality. Contributors will invest in growth, innovation and organizational capacity so that Aim High can successfully support and sustain a larger scale by 2020.

We seek 200 donors to make increased and three-year commitments to Aim High’s Futures Fund. The table below outlines the types of donations we need to meet our $10M goal.

As of February 2017, we have raised $2.6M from 10 donors.

<table>
<thead>
<tr>
<th># NEEDED</th>
<th>ANNUAL GIFT</th>
<th>3-YEAR TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$500,000</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>2</td>
<td>$250,000</td>
<td>$750,000</td>
</tr>
<tr>
<td>5</td>
<td>$100,000</td>
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<tr>
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<td>$75,000</td>
<td>$225,000</td>
</tr>
<tr>
<td>10</td>
<td>$50,000</td>
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<tr>
<td>15</td>
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<td>$75,000</td>
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<td>$10,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>50</td>
<td>$5,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>85</td>
<td>$1,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Futures Fund Projected Expenses (2015-2020)
This kind of scale will impact the greater Bay Area in two ways: By helping more students succeed in high school, and by preparing more teachers to deliver quality instruction in the summer and during the academic year.

Guided by our strategy, the next five years will bring us closer to ensuring that every middle school student will have access to joyful summer learning, inspired and innovative teachers, and the support they need to succeed in school and life.
Appendix: Key Funders

CATALYST INVESTORS
- Bank of America
- Susan Breyer
- Chan Zuckerberg Initiative
- Susan and Mitchell Cohen
- S.H. Cowell Foundation
- Eustace-Kwan Family Foundation
- Martha and Bob Falkenberg
- Laura Foulke
- Gap Inc.
- David B. Gold Foundation
- John & Marcia Goldman Fund
- Lisa & Douglas Goldman Fund
- Gruber Family Foundation
- Hellman Foundation
- Reid Hoffman Foundation
- Mark Lampert and Susan Byrd
- Lick-Wilmerding High School
- Anne and Colin Lind
- The Virginia Lopez Foundation
- Roger Low
- Louis R. Lurie Foundation
- Connie and Bob Lure
- Gail and Charles McCabe
- Stephanie and Bill Melin
- Oakland Fund for Children and Youth
- Founders
- Philanthropic Ventures Foundation
- Salesforce.org
- San Francisco Department of Children, Youth, and Their Families (DCYF)
- Silicon Valley Community Foundation
- Shorenstein Company
- Silver Giving Foundation
- Marney and Patrick Tenney
- Leslie and Frank van Veenendaal
- Dean Witter Foundation

LEADERSHIP INVESTORS
- Able Services
- Adrea Fund
- The Barrons Trust
- Frederick E. & Anne R. Barstow Fund
- S.O. Bechtel Jr. Foundation
- Louis L. Borick Foundation
- Bothin Foundation
- John Botti and Heather Hughes
- Warren Breslau and Frances Hellman
- Callison Foundation
- Camell Partners
- Children’s Support League
- Cisco Systems Foundation
- Cloo Foundation
- Clarox Company Foundation
- David S. Klein Jr. Foundation
- Deloitte
- Dignity Health
- DrvcWest
- Dodge & Cox
- E. Richard Jones Family Foundation
- Erol Foundation
- Fidelity National Title Insurance
- First Republic Bank
- Doris & Donald Fisher Fund
- Flextronics Foundation
- Fullerton Family Foundation
- Gamble Foundation
- Qualcomm Foundation
- William G. Gilmore Foundation
- Jane and Wyatt Gruber
- Walter & Elise Haas, Sr. Fund
- Noble & Lorraine Hancock Family Fund
- Hathaway Orinda
- Clarence E. Heller Charitable Foundation
- Miranda Heller and Mark Salkind
- Albert A. Adams
- Ana Chowdhury
- Stephen Davenport
- Rajiv Dev
- Bob Falkenberg
- Kristin Bannon
- John Horsch
- David Ingram
- Pamela May
- Kaya Murray
- Brandon Nicholson
- Hildy Shandell
- Michael Shippey
- Gary Teague
- Patrick Tenney
- Rosina Tong
- Lawrence Weiss
- Sharon Zezima

Appendix: People & Leadership

SENIOR MANAGEMENT TEAM
- Alec Lee, Executive Director and Founder
- Mike Abbott, Director of Finance
- Michelle Capobres, Director of Academics and Program Evaluation
- Laura Foulke, Director of Strategic Initiatives
- Russell Gong, Director of Information and Technology
- Stacey Lewis, Director of Development
- Matt Rento, Director of Programs
- Terrence Riley, Director of Admissions and Student Opportunities

AIM HIGH BOARD OF TRUSTEES
- Shafia Zaloom, President
- Courtney Klinge, Vice President
- Glenn Shannon, Vice President
- Bill Mellin, Secretary
- James Kalamas, Treasurer
- Bruce Wheeler, Past President
- Albert A. Adams
- Ana Chowdhury
- Stephen Davenport
- Rajiv Dev
- Bob Falkenberg
- Kristin Bannon
- John Horsch
- David Ingram
- Pamela May
- Kaya Murray
- Brandon Nicholson
- Hildy Shandell
- Michael Shippey
- Gary Teague
- Patrick Tenney
- Rosina Tong
- Lawrence Weiss
- Sharon Zezima
Aim High has been and continues to be a valued partner of the San Francisco Unified School District. We rely heavily on their summer learning program to prepare our students for the 21st Century. Without Aim High, we would not be able to reach our goal of graduating all students prepared for college and/or a living wage job.

Sandra Fewer
President, San Francisco Board of Education