

The Kid's College is a 501(c)(3) non-profit dedicated to educating and inspiring elementary school students from all socio-economic backgrounds in San Diego's North County, with professionally taught enrichment classes that align with and enhance the school curriculum, towards development of the Whole Child.



The Kid's College
Expanding Horizons • Enriching Lives

2012 Annual Report



The Kid's College

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To all friends of The Kid's College,

As we begin 2013, I am pleased to say that The Kid's College is entering our 17th year of providing high quality, convenient and affordable educational enrichment to North County children. In the 2011-2012 school year we provided educational enrichment classes and programs for a record 5,807 children! This brings the number of student enrollments in our classes since 1996 to over 60,000!

2012 brought many great new programs and exciting events for our non-profit organization. Our sincere thanks go to the Oceanside Charitable Foundation, an affiliate of the San Diego Foundation. Through their generous grant we provided over 300 Oceanside students with hands-on Environmental Extended Learning and Enrichment Programs. We are very grateful that Oceanside Charitable Foundation has awarded us another grant to provide a STEM Extended Learning Enrichment Program based on robotics.

We value our partnership with LEGOLAND and their Education Department who provided the opportunity for over 430 children enrolled in our spring session enrichment classes, to perform on stage at LEGOLAND on Community Day and also gave us a generous donation based on tickets sales. In our continuing partnership with Ubiquitous Music, we provided a year-long beginning band program at 6 elementary schools. 300 students participated in our Junior Achievement BizTown Financial Literacy program that culminated in an exciting day where student "citizens" ran the JA BizTown simulated city. These wonderful enrichment programs were in addition to the 431 classes we offered through our standard enrichment programs.

Looking forward to 2013 and beyond, I see challenges related to continuing cuts and shifting budgets in education that make The Kid's College program offering even more important for our community. We are actively developing class plans and curriculum to enhance our programs. We will continue to seek out funding sources to help us increase the number of programs offered to disadvantaged children so that they may have the same opportunity to be inspired to learn.

I am honored to serve as the Executive Director of The Kid's College. I am thankful for our volunteers, the wonderful dedicated professionals, teaching artists, talented instructors, supportive districts, school administrators, school office staff, parents, our Board of Trustees and our staff who are all working in support of our mission. I am very proud of the contributions we are making, one child at a time, to provide meaningful and engaging experiences that expand a child's horizons and enrich their lives. Thank you for supporting our mission and vision!

Warm regards,

Ann Little,
Executive Director



Table of Contents

Information about The Kid’s College	3
Our Programs	4
Our Successes in 2012	5
Looking Forward	6
Financial Statement Highlights	7
How to Support Us and Our Leadership	8



Today's children are tomorrow's leaders. It has been proven that art and other enrichment activities enhance a child's academic performance and make them better rounded individuals. However, our education system is forced to focus on the very basics to increase test scores. As a result, most arts, music, hands-on-science activities and other important programs have been reduced or completely eliminated from the school day.

Without a path to explore, children cannot discover their talents and gifts. Many children are not being given the opportunities to learn the skills they will need to succeed in life, such as teamwork, critical thinking, problem-solving, creativity, and conflict resolution. Our mission opens doors to those gifts and teaches these skills. We continually witness the creative spirit awaken in our students and see the positive effect of our programs stay with them long after they have left elementary school.

Information about The Kid's College

Our Mission:

The Kid's College enriches the lives and expands the horizons of school age children by providing high quality educational enrichment classes and extended learning programs that are convenient, affordable and taught by professionals, typically at the child's school. We offer a wide variety of visual arts, performing arts, science, technology, engineering (STEM), languages, financial literacy, life skills and healthy living classes.

About Us:

The Kid's College programs engage youth in creative activities that build artistic and academic skills, develop discipline, problem-solving skills and decision making, and a sense of achievement and personal worth. The organization has built a strong reputation, proven systems and processes, while remaining financial stable. A large percentage of revenue comes from parent paid tuition (in schools where parents can afford the \$60/\$65 for 6 weeks of enrichment class fee); successfully operating since our inception largely as a successful social enterprise. We have specific funding mechanisms through donations, grants and school partnerships for providing scholarships and group programs to underprivileged students, such as those qualifying for FRL support.

How We Started:

Established in 1996 in San Marcos, CA, by Carole Beeson a long time educator and teacher, The Kid's College became a non-profit 501(c)(3) organization in 2002.

Who We Serve

The Kid's College is one of North County San Diego's largest nonprofit enrichment providers. The Kid's College serves thirty elementary schools in five districts (Oceanside, Vista, San Marcos, Encinitas and Poway) with additional programs offered to meet individual school needs. Since our inception we have provided instruction to over 60,000 North County children with 6 week educational enrichment programs. In the 2011-2012 school year we served approximately 5,800 children.

"Thank you for working so hard to bring this opportunity to our schools! Finn is so inspired by what he learns in every program he's participated in. You and the staff work very hard to enrich the lives of children in our region and our family is very grateful."

-Laurie (parent)

Our Programs

The Kid's College builds its own curriculum that is specifically targeted to complement or fill the gaps of subject areas taught in school. Our courses are provided as 6 week sessions after school and are typically taught in a classroom at the student's school. The Kid's College provides educational enrichment programs that meet the needs of our diverse population in the following major categories:

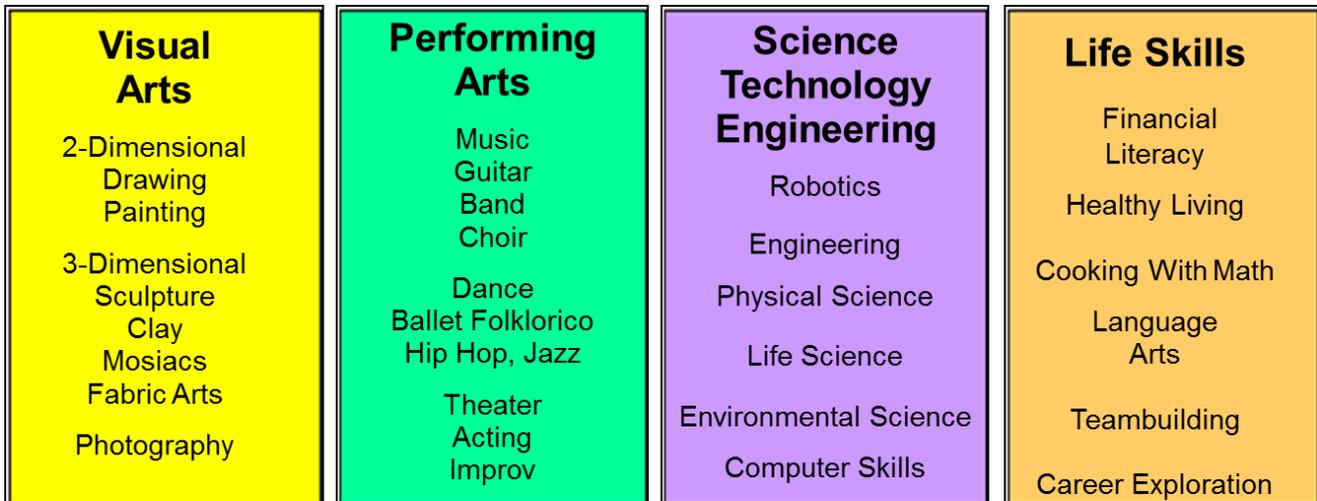
- Educationally Disadvantaged Youth Programs
- Junior Achievement BizTown/Financial Literacy Programs
- GATE programs – Specialized, STEM, Multi-subject
- Title I programs – Customized to school needs
- Educational enrichment provider for after school care programs – (ASES Programs, Boys & Girls Club, Etc.)
- Minimum Day Programs
- Extended Learning programs with culminating field trips

The Kid's College focuses on supporting the development of the Whole Child based on the tenet that students who have access to a rich array of subjects and participate in active learning are much better equipped for higher order, creative thinking skills which are critical for their long-term success.

The Kid's College programs engage youth in creative activities that:

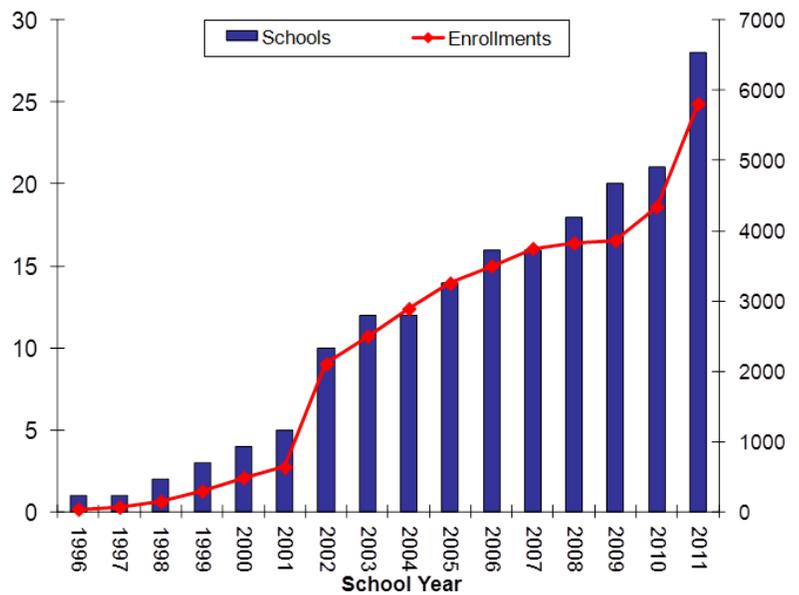
- Build academic and problem-solving skills
- Develop discipline and decision making skills
- Enhance self-confidence through achievement

All classes that we teach are part of The Kid's College Pillars of Whole Child education



Our Successes in 2012

2012 was a banner year for The Kid's College on multiple fronts. Foremost, we had a record number of students enroll, 5,807, including our largest number of underprivileged children served. We made a special effort this year to find ways to fund scholarships and group programs for those children who would otherwise not be able to afford to learn how to construct a robot, play an instrument, run a company or carve a sculpture. We were able to grow the number of schools that we served to 30 through our efforts to find and train volunteer school coordinators and part-time regional coordinators. This structure will allow us to scale the reach of The Kid's College programs while maintaining our lean office staff and cost basis.



We continue to strive to provide more challenging and advanced classes for our students. This year we added many new exciting classes to our roster, including robotics. Through our program, and as a result of a generous grant, The Kid's College students now have the opportunity to build robots, learning the art and science of robotics with a culminating educational experience at LEGOLAND.

We provided a record number of field trips this year to complement our classes including trips to the wetlands, BizTown, SEA LIFE aquarium and LEGOLAND. We are always amazed at what parts of these field trips are the most memorable for the students. For some of our students this is the first time they have ever been on a freeway. For them, every moment of these trips is a whole new world opening.

"We are very grateful that Garrison students could participate in this exciting, hands-on program. It is a privilege that they will long remember, and our hope is that this experience will continue to influence their own and their families' attitudes about protecting our fragile environment. The teachers were lively and engaging, and the hands-on activities that students took home were not only beautiful, but a powerful reminder of the information they learned. Thank you to everyone who made this experience possible for our children!"

Margie Oliver, Principal,
Garrison Elementary Oceanside Unified School District



Looking Ahead

We are inspired by our success and the joy of our

students. As we look to the future we are excited about providing more educational enrichment opportunities to more students. In these programs students shine; they look forward to coming to school knowing that they will have an exciting experience at the end of their academic day. Their enthusiasm rubs off on us and helps us strive to do more and we need to do more. Our school systems are strained with reduced budgets, ever increasing class sizes, reductions in differentiated learning opportunities for high achieving students, elimination of trained specialists in music, art and the sciences. While new state budget measures have passed that should provide more resources to schools, those resources will be used primarily to meet strict education mandates in the areas of math and literacy. Our mission to provide children with engaging educational enrichment has never been more critical. The growth of our program and increased enrollments are a strong indicator that we are providing a meaningful service for children and parents alike.



We will continue to expand the breadth of our programs offering. We are dedicated to developing new subject matter and programs in each of our four areas of focus: Visual Arts, Performing Arts, STEM and Life Skills. Our professional instructors and teaching artists are always looking for ways to reinforce the critical skills of teamwork, collaboration, problem solving and critical thinking in each of our class offerings.

We have a goal to serve more children, expanding our program offering to more Title 1 schools providing opportunities for these children to experience hands-on educational experiences that they would otherwise never get. We will actively seek funding to secure new equipment to incorporate in our classes and programs providing children with unique and memorable extended learning experiences. As seen with our robotic equipment, students love to learn when provided with engaging tools.

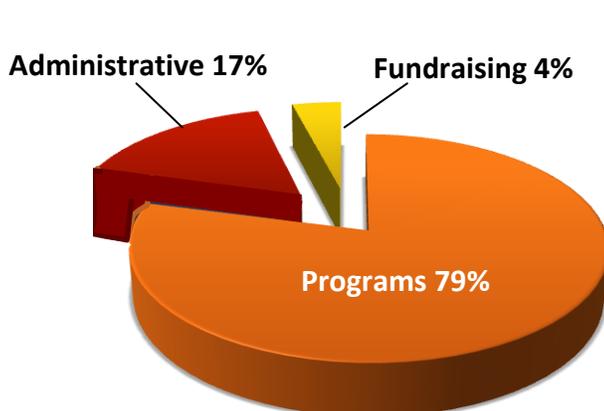
Learning from our students and school communities, and community partners we will work together to create innovative educational opportunities for children, hands-on programs and new ways we can continue to expand the horizons and enrich the lives of children in North County.



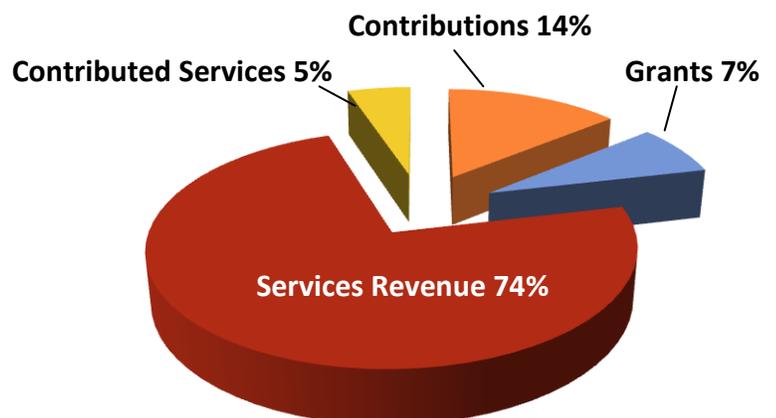
Financial Statement Highlights (Unaudited)

	FY2012	FY2011
Revenues, gains and other support		
Contributions Income	\$ 48,241	\$ 7,978
Grants	\$ 25,070	\$ -
Program Service Revenue	\$ 252,474	\$ 221,155
Contributed Services	\$ 17,476	\$ -
Interest	\$ 14	\$ 3
Total Revenues, gains and other support	<u>\$ 343,275</u>	<u>\$ 229,136</u>
Expenses and Losses		
Total Program Expenses	\$ 255,699	\$ 201,210
Management and General	\$ 54,743	\$ 39,278
Fundraising	\$ 12,968	\$ 7,678
Total Expenses	<u>\$ 323,410</u>	<u>\$ 248,166</u>
Change in Net Assets	\$ 19,865	\$ (19,030)
Net Assets at beginning of year	\$ (6,376)	\$ 12,654
Net Assets at end of year	<u>\$ 13,489</u>	<u>\$ (6,376)</u>

Expense Categories



Revenue Categories



Please Consider Supporting The Kid's College

There are many ways that you can become involved in helping the mission of The Kid's College.

- Become a Kid's College volunteer
- Like us on Facebook and tell your friends
- Share this annual report with a friend
- Make a gift to The Kid's College



Contact Us

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Our Leadership Team

The Kid's College is led by a committed and passionate team of educators and business people. We continually strive to provide an exemplary and inspiring educational experience for our students while maintaining a streamline operation and extending the reach of our programs.

Ann Little - Executive Director

Pam Harris - Director of Operations

Our Board of Trustees

Mary Gleisberg - Board Chair; Retired educator

Carole Beeson - Board Secretary, Founder; Retired educator

Eric Forseth - Board Member; Assistant Superintendent, Fallbrook Union Elementary School District

Tamima Noorzay - Board Member; Artist and educator

Judy Reimer - Board Member; Retired educator

Patricia Halsey-Munroe - Board Member; Retired attorney

Joe Longo - Board Treasurer; High tech executive



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