

ANNUAL IMPACT REPORT

August 1, 2022 - July 31, 2023



PASOSFOROC.ORG

Silver
Transparency
2023

Candid.

OUR MISSION

.....

Creating social upward mobility and economic prosperity in minority communities through culturally relevant inspired educational programs and events.

CORE VALUES

.....

C.A.R.E.

- **Community & Culture:** Community and culture set the example on how to live out our mission. Being culturally responsive to community and culture will allow our organization to build culturally responsible programs and events.
- **Art:** Art is injected into our curriculum to foster creativity, critical thinking, and a deeper understanding of the world around our students.
- **Responsibility:** Responsible to the community we serve. We are transparent with our work to build trust and a stronger community. Pasos is committed to being proactive and doing the work.
- **Education:** Education can liberate our community from the lack of success. We improve the inequities in education by providing footwear, scholarships, and other educational resources.



OVERVIEW OF TOTAL IMPACT

Attacking inequities in education through various fronts.

.....

**3,000
Pairs of Shoes**

(As of August 2023)



1,280 Pairs of Shoes from
August 2022- July 2023

**\$38,400
In Scholarships**

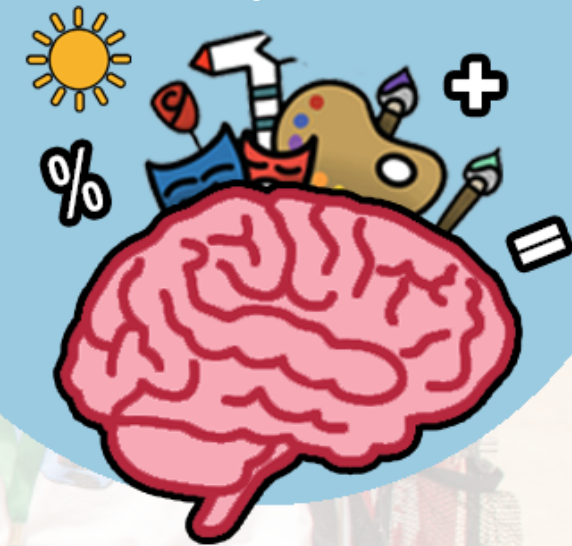
(As of August 2023)



\$21,500 in Scholarships
from August 2022- July 2023

**30 Students
Enrolled**

(As of August 2023)



Enrolled 20 Additional Students
from August 2022 - July 2023

\$181,639.61 WORTH OF ECONOMIC IMPACT IN 2022-23



THE PASOS PATHWAY

Creating social upward mobility and economic prosperity in minority communities through

.....



Providing new stylish sneakers to students.

The lack of proper footwear can decrease school attendance, impact academic performance, and result in a lack of physical activity. We seek to combat that by giving new shoes to students in need from PreK-12th.



Year round tutoring with filmmaking courses.

We continue to support our students throughout the school year with in person and virtual support to prevent them from falling behind grade level.



Matching students with internships.

Help our students put their newly gained Pasos programming skills or college experiences into practice.

Summer enrichment in literacy & math through sneakers & film.

Many rising 9th graders are not performing up to grade level in literacy and math. Our sneaker & film infused curriculum helps students close learning gaps.



Scholarships and mentorship for first generation students.

Investing into our scholars by helping them pay college related expenses and mentoring throughout their four years in college.



2022-2023 HIGHLIGHTS

A look at the last year.



September 2022
Pasos co-founders are featured in a Air Jordan x Centre campaign.



December 2022
Pasos distributes 300+ pairs of shoes for Christmas season.



July 2023
Pasos hosts its first Sneaker Festival, distributing over 1,000 pairs of shoes.



August 2022
Distributed 500 pairs of shoes for back to school with the help of Centre, Sneaker Politics and SoleSavy.



November 2022
Pasos teams up with Nike for a day with Luka Doncic



February 2023
Pasos co-founders are featured in a Netflix promo for the film, "YOU PEOPLE."



NETFLIX FEATURE, "YOU PEOPLE"

The real life sneaker head couple.

.....

On February 2023, Netflix released a new film, starring Jonah Hill and Lauren London, called "YOU PEOPLE." The film addresses critical social - economic issues and interracial dating between Jonah and Lauren. Despite their troubles, one thing that holds their relationship together is their love for sneakers.

Our co-founders, Jesse Acosta & Alejandra Zendejas, were chosen to partake in a marketing campaign for the film because of their love for sneakers. They both received custom shoe-lace rings, designed by Sean Weatherspoon & Greg Yüna.

The rings were modeled after a shoe that Jonah and Lauren wore in the film, the Nike Air Max 1/97 Sean Weatherspoon.



THE PASOS TEAM

.....



Jesse Acosta
Co-Founder & Executive Director



Alejandra Zendejas
Co-Founder & COO



Jada Weathers
Director of Community



Kristin Andreska
Director of Volunteers and Events



Samah Alhamadi
Director of Education



A LETTER FROM

Jesse Acosta, Co-Founder & Executive Director

.....

Dear Pasos Family,

As we step into our third year at Pasos for Oak Cliff, I anticipated a phase of refining the systems we've diligently crafted over the past two years. Little did I know that this year would test us like never before.

I must confess that my background lies outside the nonprofit world. My roots are firmly planted in education, and everything I've learned about the nonprofit sphere has been through self-guided exploration. This year presented us with an array of challenges, from fundraising hurdles to managing our dedicated team of volunteers and seeking new board members. All of this unfolded while I continued to teach full-time.

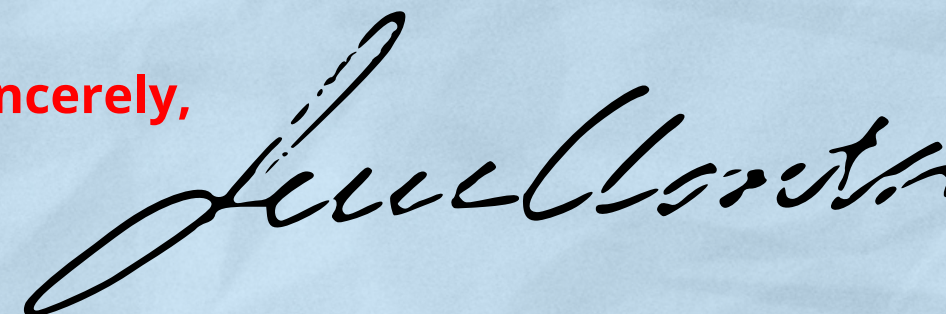
By the grace of God, I crossed paths with mentors who not only guided my growth as a leader but also helped us execute our mission more effectively than ever before. In addition to their support, our incredible donors and volunteers consistently answered the call to action. Thanks to your unwavering support, we achieved remarkable milestones: our sneaker drives increased by an astounding 50%, All Stars enrollment doubled, and scholarship distributions rose by 25%. Consequently, our efforts in the community garnered national recognition from Centre & Jordan Brand and Netflix.

As I embark on year four, I don't anticipate a smoother road, but I do expect a more impactful one. In a significant step toward achieving this, I left my teaching position in May 2023. With your continued support, I am confident that we can further narrow equity gaps and foster a culture of education for social upward mobility throughout Oak Cliff and Dallas. I am genuinely excited about the path that lies ahead in 2023-2024.

The real work begins now.

Thank you for being the driving force behind Pasos.

Sincerely,



THE DATA



Average Cost of Sneakers

2021-22: \$35.80

2022-23: \$38.21

Paid Value of Sneakers

2021-22: \$35,400

2022-23: \$48,908.80

Retail Value of Sneakers

2022-23: \$115,200

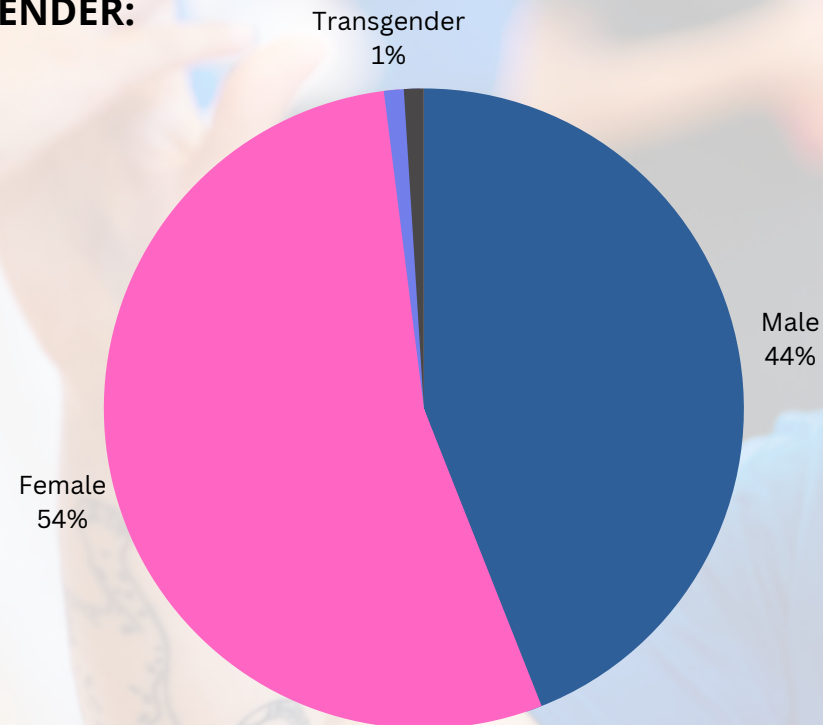
1,280 Total Given



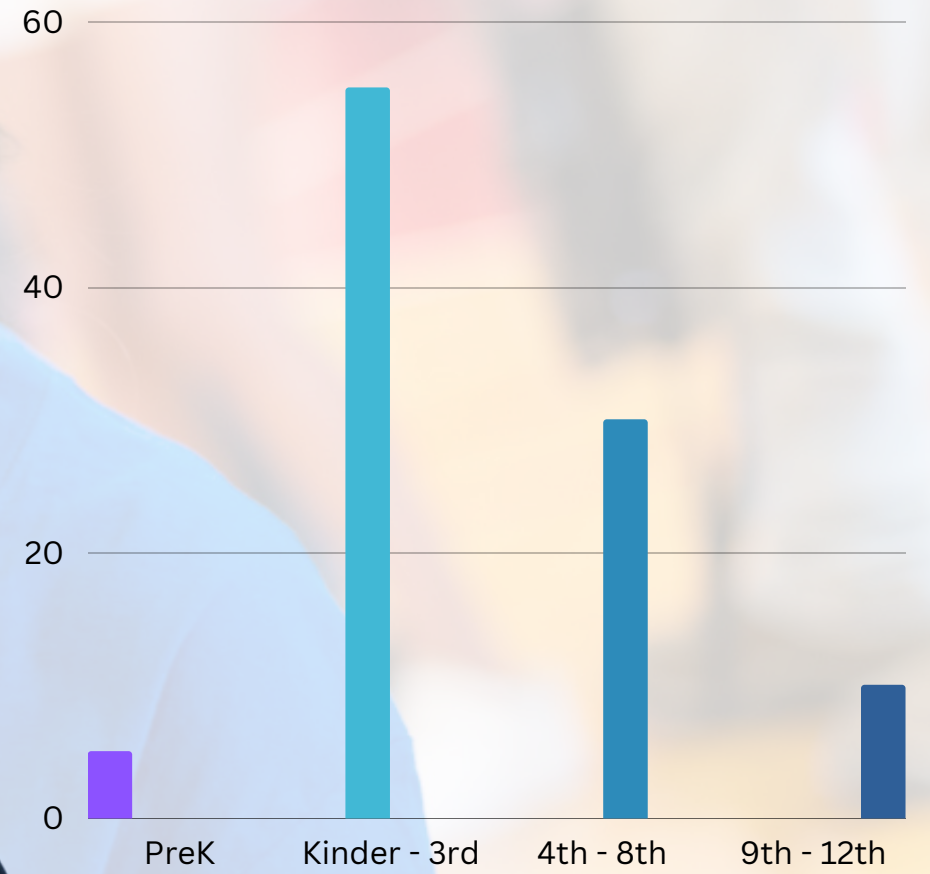
SNEAKER DRIVES IN 22-23

Demographics of the students we provided new sneakers with.

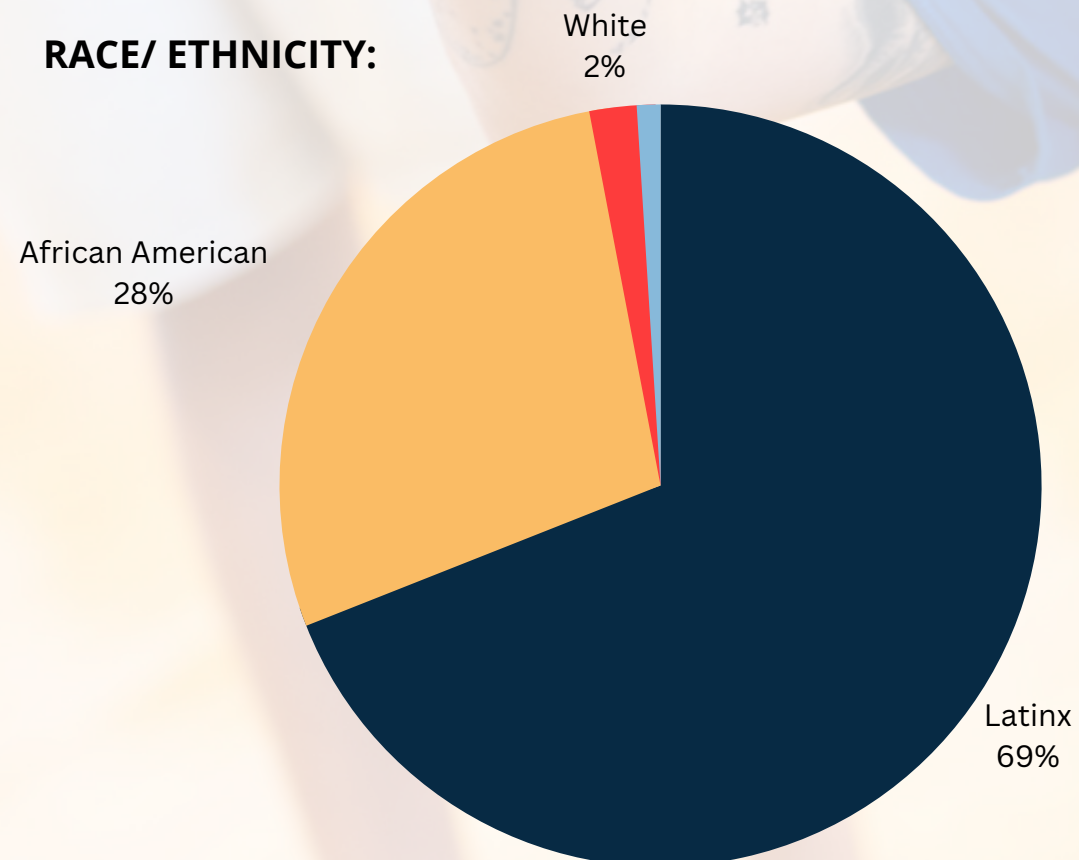
GENDER:



GRADE LEVEL:



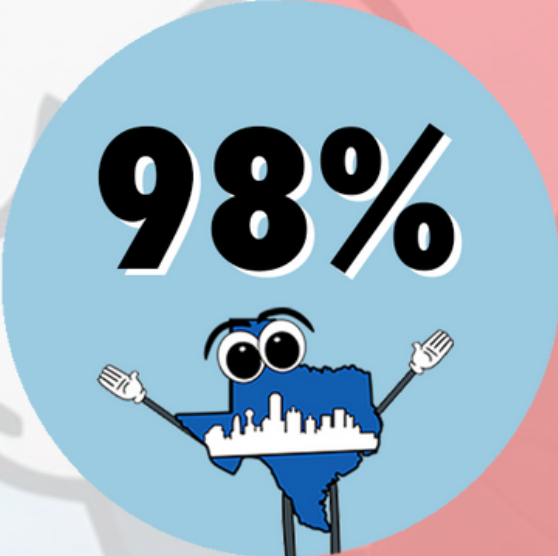
RACE/ ETHNICITY:



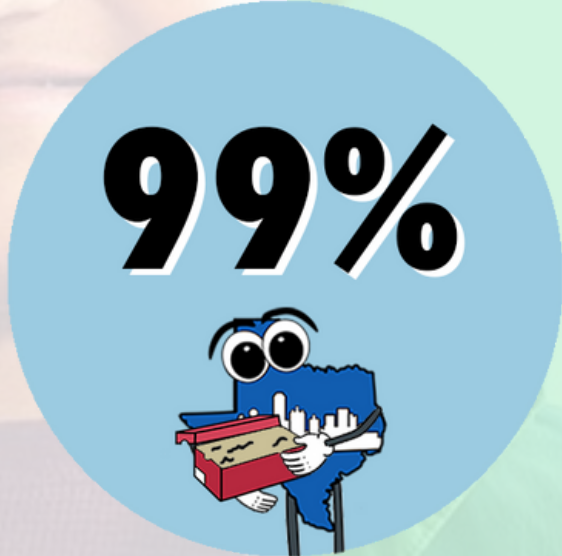
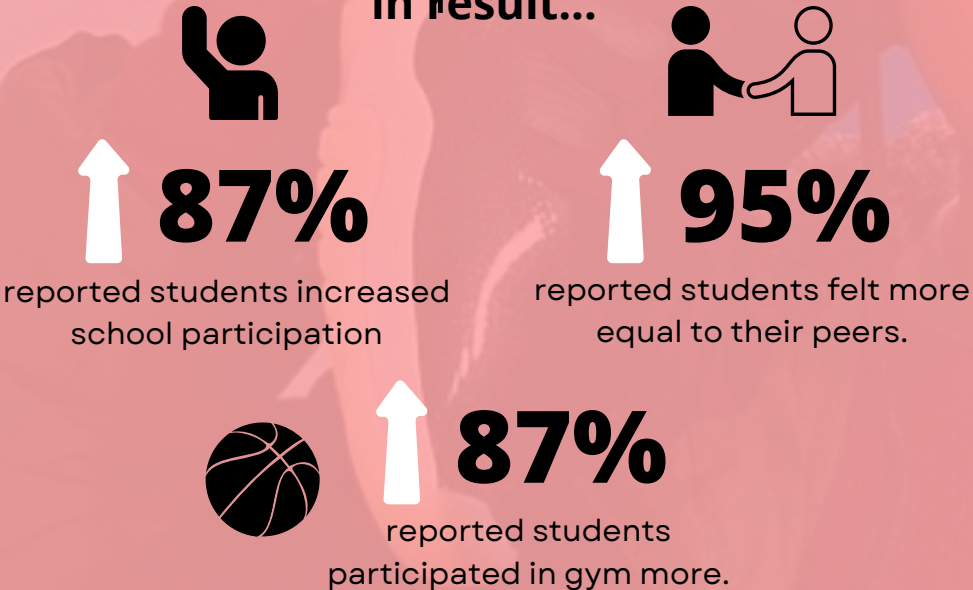
SNEAKER DRIVES IN 22-23

New sneakers are not a hand out, but a hand up. They are an opportunity to flip a student's emotional, psychological, and academic trajectory around.

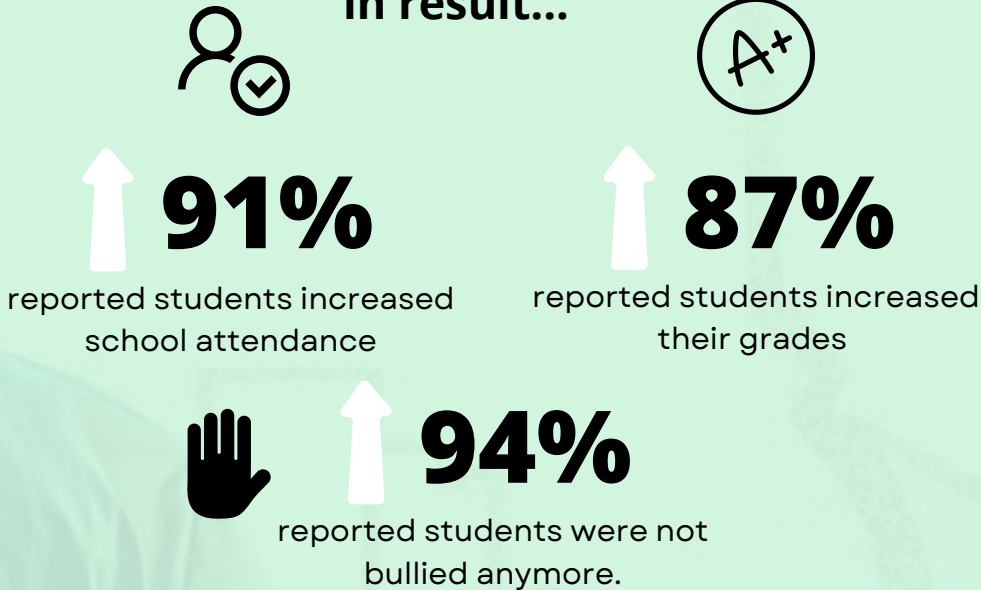
.....



Of guardians reported an increase in confidence in shoe recipients.



of guardians reported that their children loved their new stylish shoes.



52%

Of guardians reported that their children were bullied because of their shoes.

49%

Of guardians reported that their children missed school at one time due to the lack of proper footwear.

85%

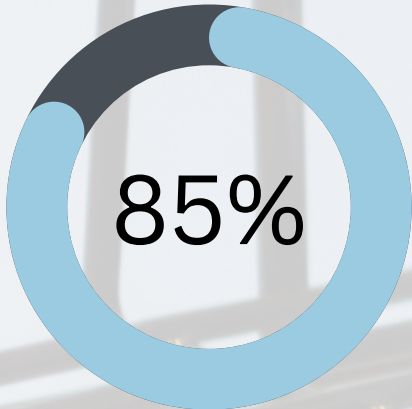
Of guardians reported that they could not afford new shoes.



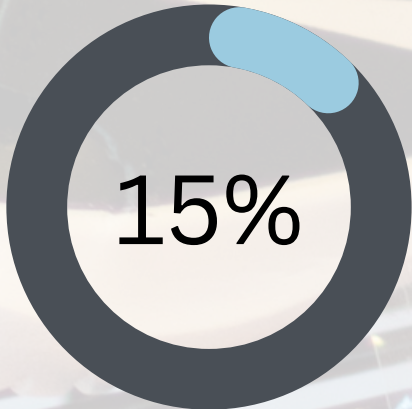
SNEAKER DRIVES IN 20-23

New sneakers are not a hand out, but a hand up. They are an opportunity to flip a student's emotional, psychological, and academic trajectory around.

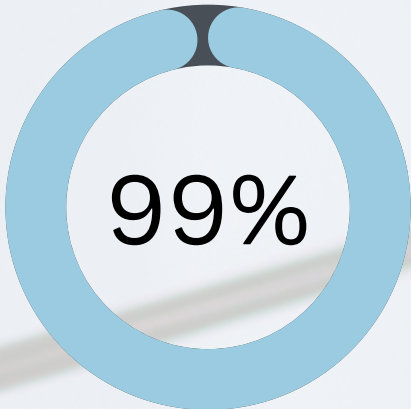
.....



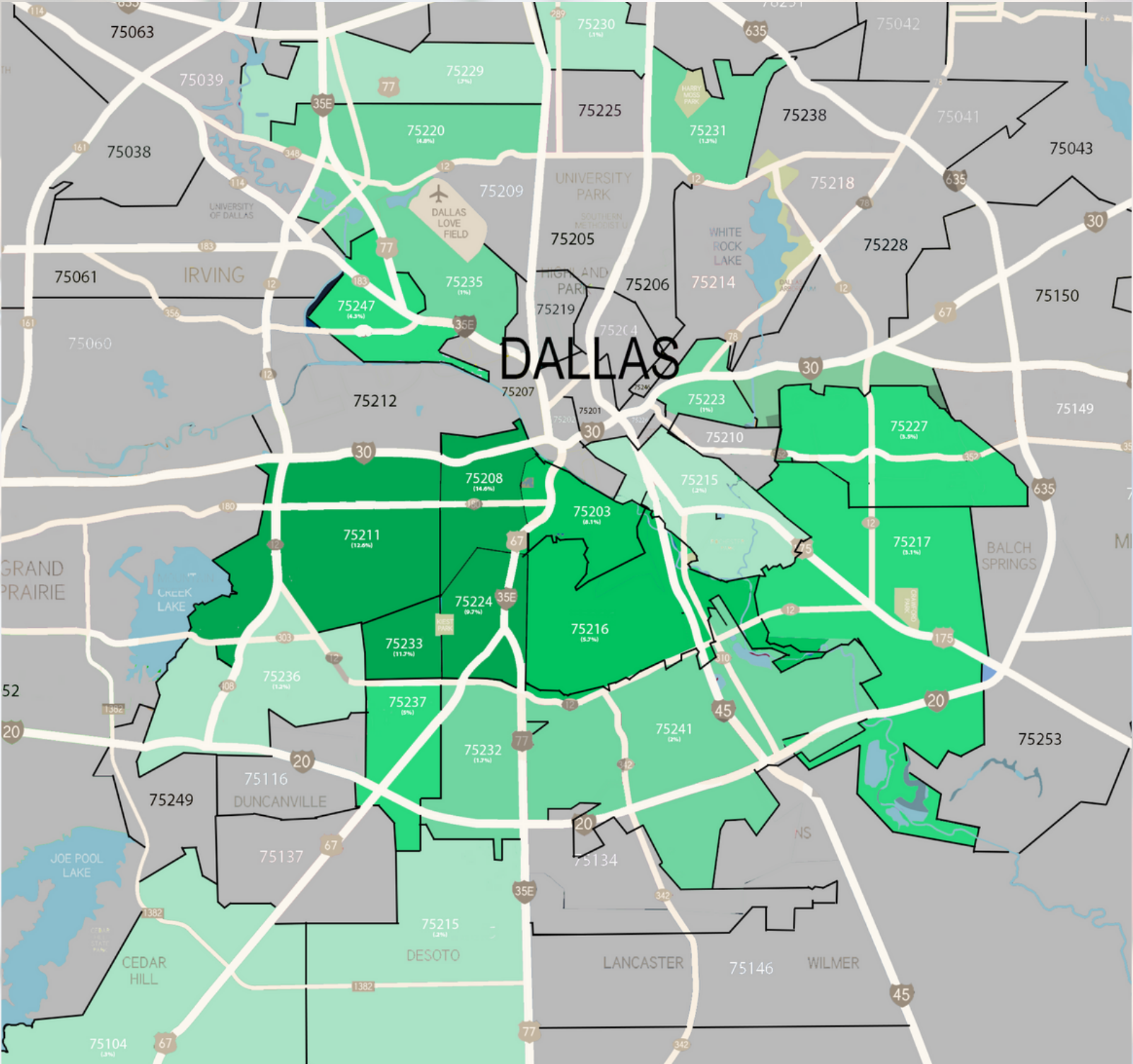
85%
of sneakers were given in Oak Cliff.



15%
of sneakers were given outside of Oak Cliff.



99%
of sneaker recipients were economically disadvantaged students



"People like me **appreciate** people like you. Thank you."

-17 year old, unhoused student.

"Thank you for the shoe,
they are pretty.
I like them a lot."

-7 year old girl.



"I really appreciate what you
did. I was really needing shoes."

-10 year old girl.



"These shoes are so cool."

-6 year old boy.



"I love my shoes."

- 5 year old girl.

I finally have a pair of
Air Forces.

-15 year old boy.

"I can **finally play** the in gym,
thank you!"

- 7 year old boy.



"Now I don't have to wear
those **junks** to school!"

- 7 year old girl.



THE DATA



Average Cost Per Student

2021-22: \$1,000

2022-23: \$1,879

Total Program Expenses

2021-22: \$13,200

2022-23: \$47,350



PASOS ALL STARS 22-23

Demographics of our Pasos All Stars students

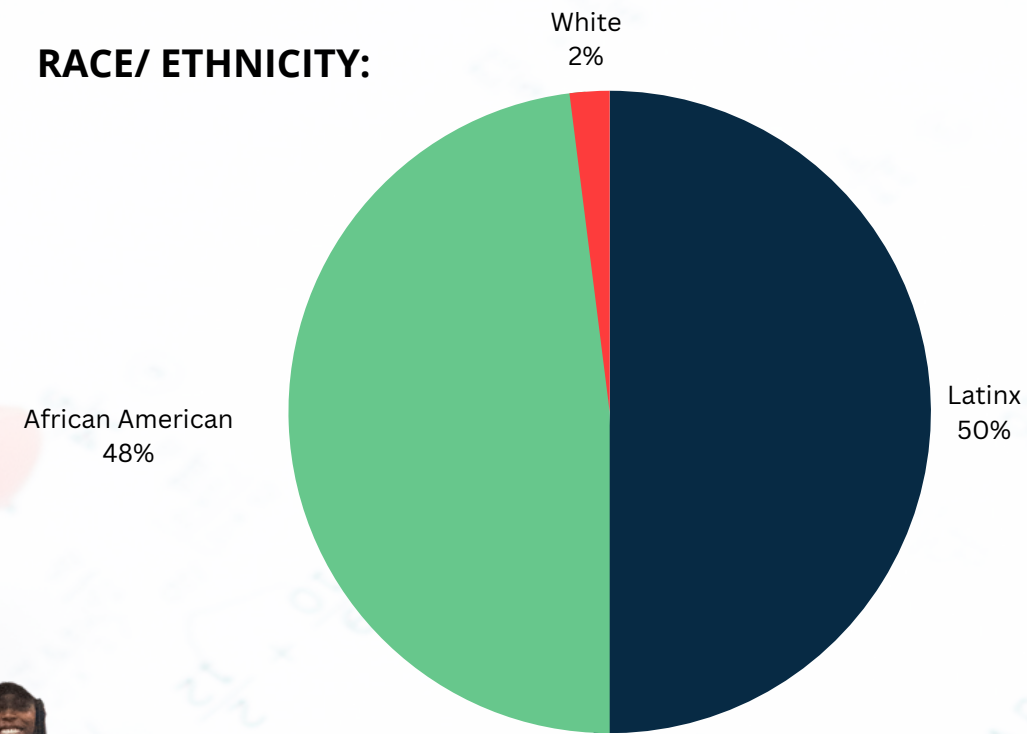
.....

When students fall behind grade level, there is a less than a 1 in 3 chance of them being ready for college or a career by the end of high school. If a student cannot read at grade level by 3rd grade, chances of them dropping out increase. In 2022, the STARR analysis revealed that 76% of 8th grade students in DISD are not reading at grade level and 73% of 8th graders are not performing at grade level for math. The Pasos All Stars Program seeks to close learning loss in literacy and math through sneaker design and filmmaking. Our curriculum not only emphasizes grade level standards, but also college level standards (Texas Success Initiative).

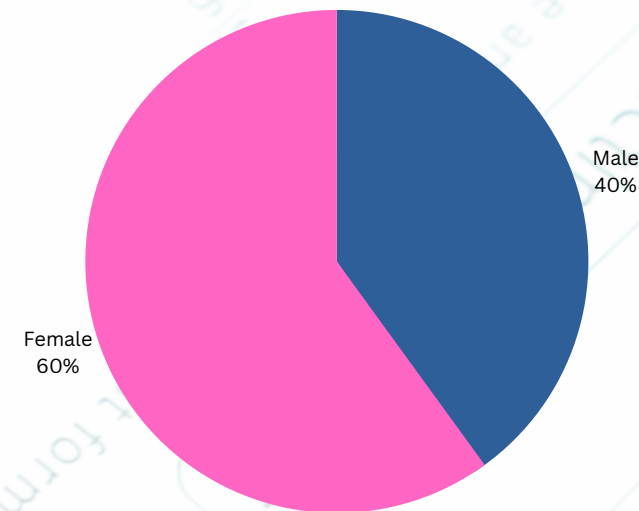
20
STUDENTS
ENROLLED



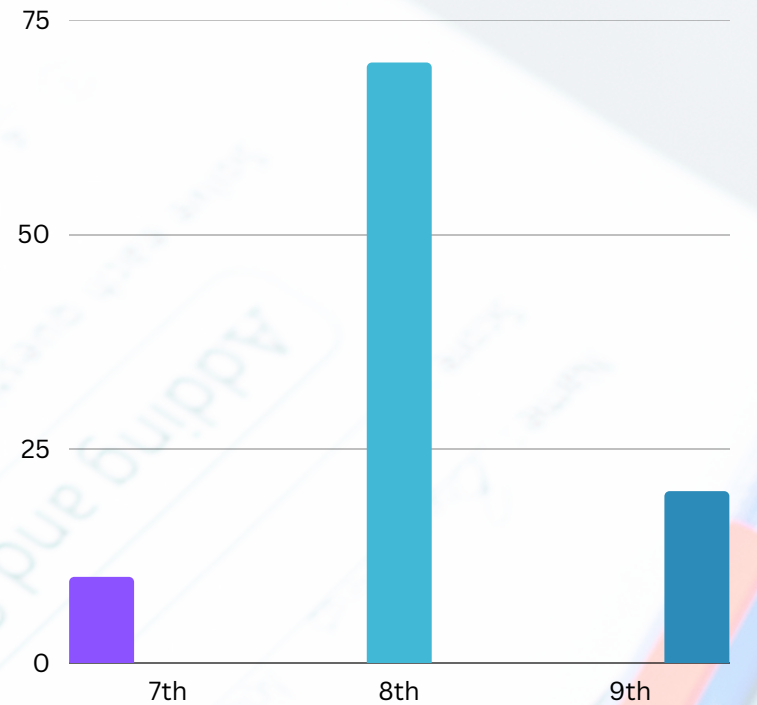
RACE/ ETHNICITY:



GENDER:



GRADE LEVEL (22-23):



PASOS ALL STARS 22-23

Closing literacy and math gaps through sneaker design.
.....

80%



Of guardians reported that their child struggled with math.



80%

of students closed grade level gaps in math.

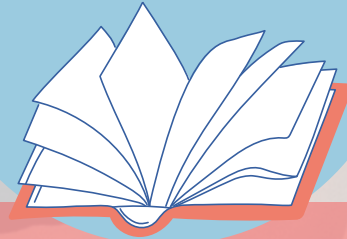
15%

of students approached college level math.

1

student passed the Texas Success Initiative Exam for math.

60%



Of guardians reported that their child struggled with reading.



90%

of students closed grade level gaps in reading.

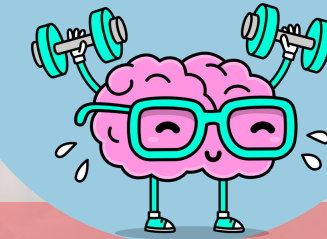
30%

of students approached college level reading.

2

students passed the Texas Success Initiative Exam for reading.

70%



Of guardians reported that their child struggled with motivation.



100%

of students reported feeling more confident.

20

of students completed their creative projects.

120 HOURS OF TUTORING PER STUDENT



PASOS ALL STARS 22-23

The sneakers designed by our scholars.

.....



PASOS ALL STARS SHOWCASE

A Pasos celebration with the Dallas Mavericks!

.....



“At first, I didn’t believe I could do this program because I am not creative. But, thank you for pushing me to believe in myself.”

- Student from 2023



“This program was an incredible experience for my son. Thank you for your support.”

- Student’s Mom.



It was challenging, but I am glad I stuck with it because I learned a lot about myself.

“I did not know what to expect at first, but as it kept going forward, it got more fun!”

- Student from 2023



- Student from 2023



THE DATA



Amount of Scholarships Distributed:

2021-22: \$10,000

2022-23: \$15,000

Number of Scholarship Recipients

2021-22: 16

2022-23: 10

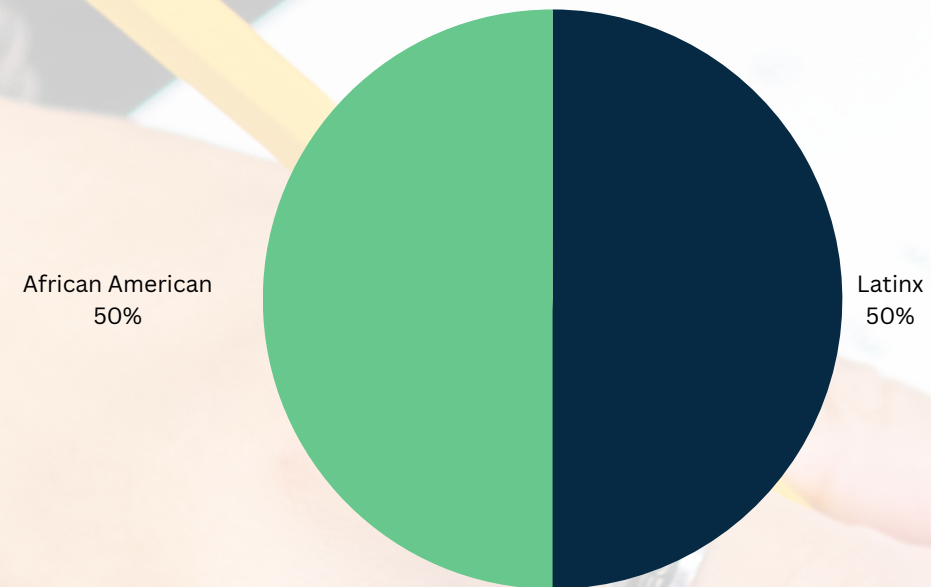


PASOS SCHOLARSHIP 2023

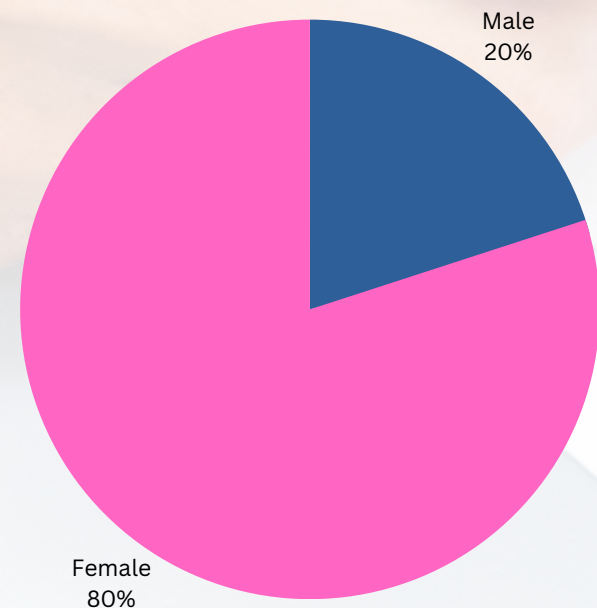
Demographics of our Pasos All Stars students

Too often, students don't enroll and attend college because of the cost. We are here to help alleviate some of those costs with our scholarship. These students are an investment. We provide our students with bi-monthly mentorship sessions to ensure they complete and graduate college in four years.

RACE/ ETHNICITY:



GENDER:



THE GODPARENT COMMITMENT 22-23

Los Padrinos / Madrinas de Pasos.

.....

The Godparent Commitment or Los Padrinos de Pasos, is our monthly giving program. Padrinos / Madrinas (Spanish for Godparents) is traditionally an individual who commits to a child's upbringing and personal development with mentorship and money. Our Padrinos and Madrinas are given certain perks, depending on the level of giving they have committed to. Without their help, we could not meet our yearly goals!

THE BREAKDOWN



65% of Padrinos income is used for sneaker drives.



25% of Padrinos income is used for education programs.



10% of Padrinos income is used for scholarships.

PADRINOS TOTAL GIVING

\$8,200!



THE GODPARENT COMMITMENT 22-23

Los Padrinos / Madrinas de Pasos.
.....

TIER 4 (\$100)

David Gonzalez Bobbie Gregg

TIER 3 (\$60)

Albert Mata

TIER 2 (\$40)

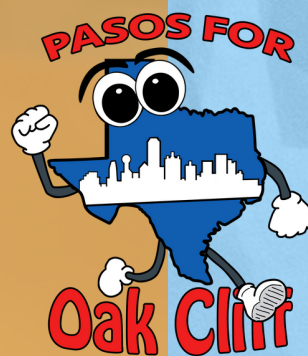
Desiree Scott Colby Charles Idelfonso Sanchez

TIER 1 (\$20)

Priscilla Piña Helen Reyes Samantha Magana Carl Thorne-Thomson

Yuvie Styles Jocelyn Galindo Brandy Pardo Kelsey Selstead

Brandy Pardo Jesse Acosta Alejandra Zendejas Nicolas Hatley



FEATURED COMMUNITY PARTNERS

From brands to retailers to small businesses, we have worked with many partners that made our work possible. Here are a few highlighted sponsors and partners.

.....



The Dallas Foundation granted us \$25,000 to expand our Pasos All Stars program. Their support also allowed us to add a new filmmaking path.



Wingstop and Wingstop Charities became new partners this year. They sponsored Pasos Con and our Sneaker Festival with \$7,000.



centre

In 2022 - 2023, Centre helped us collect over 200 pairs of shoes, with a value of \$14,000. They also supported our fundraising efforts, with a total of \$12,000.



The Dallas Mavericks supported our Pasos All Stars program with a \$5,000 grant and our Sneaker Festival.



FOUR CORNERS

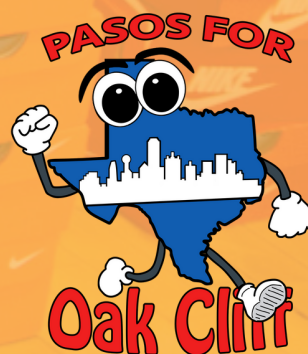
Four Corners Brewery Co. continued to support our Pasos Markets and Pasos Con events. With their help, we fundraised \$10,000.



Dallas College at Mountain View provided us with rich classrooms for our summer program. They also assisted us with food expenses.



8BitBlood, Twitch streamer, hosted multiple fundraisers for our sneaker program. In total, he fundraised over \$6,000!



OUR PARTNERS AND SPONSORS

Thank you for helping Pasos run.

.....



centre



The Dallas Foundation®



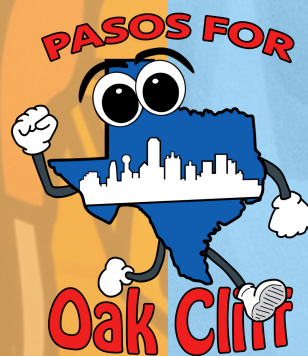
DALLAS COLLEGE MOUNTAIN VIEW



DOMINGO GARCIA LAW OFFICE



@tacosotecdx



OUR FINANCES

Transparency is key | August 1 2022 - July 31, 2023

.....

**R
E
V
E
N
U
E**

| | |
|---------------------------------|-------------|
| Individual Contributions | \$45,305.70 |
| Grants | \$50,333.00 |
| Corporate Sponsorships | \$13,650.00 |
| Event Revenue | \$13,084.50 |
| Merchandise Sales | \$907.90 |
| In-In-Kind Donations | \$18,090.00 |

Total Revenue: \$141,434.10

.....

| | |
|----------------------------------|-------------|
| Operation Expenses. | \$5,121.00 |
| Marketing and Advertising | \$9,329.60 |
| Fundraising Fees | \$5,628.20 |
| Technology | \$5,585.51 |
| Pasos Van | \$25,258.90 |
| Sneaker Drives | \$60,027.10 |
| Pasos All Stars | \$37,999.30 |
| Scholarships | \$14,600.00 |
| In-Kind Donations | \$18,090.00 |

Total Expenses: \$181,639.61

.....

Change in Net Assets: -\$40,205.51

**E
X
P
E
N
S
E
S**



FINANCIALS

Special Thank You to these Special Contributors.

.....

\$6,000 - \$9,999+

The Dallas Foundation

\$3,000 - \$5,999

8BitBlood The Dodsey Law Firm WingStop Charities Dallas Mavericks Basketball

H-E-B Sundt Foundation The Higginiham Foundation Dash for the Beads

Dallas City of Learning

\$1,000 - \$2,999

Steve Barlett Wingstop That's My Hood Co. Dallas Legacy Mission

Methodist Hospital - Dallas Colligo Capital Cambermark Capital

Dallas College

\$500 - \$999

Daniel Macias Julie Quiroz Sneaker Politics Lindsay Tielkemeijer

Domingo Garcia Law Bank of America

"People like me appreciate people like you. Thank your helping me"
- 17 Y.O. Unhoused Student



WANT TO FURTHER THE IMPACT IN 2023-24?



CONTACT US

info@pasosforoc.org | [@pasosforoc](https://www.instagram.com/pasosforoc) | [pasosforoc.org](https://www.pasosforoc.org)

