



PASOS FOR OAK CLIFF

8/2/2020 - 8/2/2021

2020-21

First Year

IMPACT REPORT

August 2020 - August 2021



OVERVIEW OF IMPACT

Attacking inequities in education through various fronts.

.....

1,005
Pairs of Shoes
(Since August 2021)



\$5,000
In Scholarships
(Since March 2021)



A LETTER FROM

Jesse Acosta, Founder & Executive Director

.....

Dear Pasos Family,

We - the board members, the executive team, the volunteers, the partners, and the donors - accomplished a hard task. Together, we launched Pasos in a pandemic and helped struggling families and students. We also even - definitely not bragging here - made national news on The Drew Barrymore Show!

Our goal in August 2020 was to help 50 Oak Cliff students with new shoes. But as you see on page three, because of your support, we impacted x20 the students and had an impact beyond Oak Cliff. This was done through strategic planning. We turned a \$10, \$100, or \$1,000 donation into \$20, \$200, and \$2,000. We maximized every cent to help us give more shoes and to launch our Pasos Scholarship. We will continue to wisely use every dollar to maximize our impact on year two.

Besides maximizing donations, we will continue to lead with Community Culture. Community Culture inspires our work, events, and fundraisers. Without culture, Pasos is just another nonprofit.

Finally, as we approach year two, we will continue to lead with Education. Inequities in education are the reason we are here. We will continue to build programs that encourage our students to attend school, earn better grades, and to seek higher education.

Our team has grown beyond the founders - Alejandra Zendejas and myself - so we are ready to reach new heights. Joe Posada, Director of Education, will be leading our new high education mentoring program and former Kimball High School students of mine have joined the Pasos team to help us as well.

Pasos family, thank you again for your ongoing support. You helped make a difference in many children's lives. There's nothing we can't accomplish together.

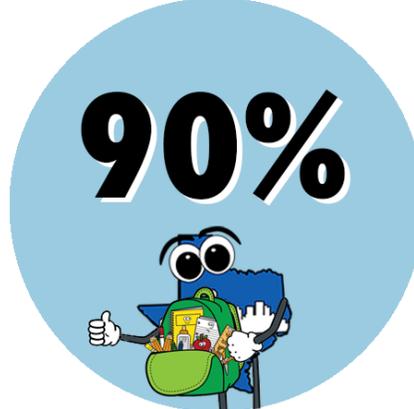


SHOES AS OPPORTUNITY

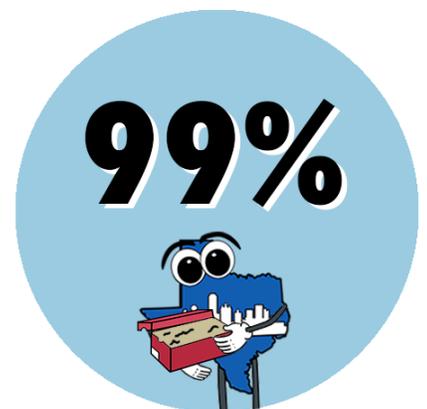
Stylish sneakers are an opportunity to increase the confidence & academic achievement of a child.



Of guardians reported an increase of confidence in shoe recipients



Of guardians reported that their child wanted to go back to school after receiving their new shoes



of children loved their new stylish shoes

5 CITIES
32 SCHOOLS
7 SCHOOL DISTRICTS



They were my favorite color and honestly it was the type of style that I wanted." - Jaquie



PASOS SCHOLARSHIP

Pasos steps up to ensure that low-income students can afford and complete higher education.



\$5,000 WORTH OF SCHOLARSHIPS



Through our scholarship fundraiser, Ridin' with Pasos, we were able to fundraise \$5,000 worth of scholarships for 13 Oak Cliff Seniors.

5 of our scholars headed out the state for college while 9 stayed in Texas.

Our scholars also received a new pair of shoes for college!



FINANCIALS

Transparency is key.

.....

2020 – 2021 Revenue

Individual Donations.....	\$32,157
Merchandise Sales.....	\$4,762
In-Kind Donation.....	\$27,500 (500 Payless Shoe Value)
Grant.....	\$28,954 (Amazon Sponsorship)
Total Value =	\$93,373

2020 – 2021 Expenses

Cost of Shoes Bought.....	\$40,280
Pasos Scholarship.....	\$5,000
Cost of Sold Goods.....	\$5,892
Advertising.....	\$1,476
Other.....	\$1,232
Resell Investment.....	\$7,861
Total Value =	\$61,735

**Revenue – Expenses =
\$31,638 as of August 2021**



THE PASOS TEAM

The Great Minds Behind Pasos



Jesse Acosta

CEO / Executive
Director /
Co-Founder



**Alejandra
Zendejas**

COO of Strategy /
Co-Founder



Juan R. Olivo

Director of
Communications



Joe Posada

Director of
Education



Kyle Tull

Director of Art



THANK YOU

To our awesome donors and sponsors.



Gold Donors

Drew Berrymore Chris Shultz Pricilla Bell

Dr. Parul Patel

Silver Donors

Erik Ruiz Ovalle Alex Reyna Alejandro Galindo

Domingo Garcia

Bronze Donors

Anthony Mendoza	Richard Abrams	Selena Garcia	Andrew Goldsmith
Robert Strickland	Dwain Huckabee	Keely Hart	Frank Diaz
Doug Fenn	David Brown	Brian Alexander	David Sanchez
Holly Smith	John Karlo Lopez	Kristin Andreska	Bobby Terrill
Marisol Rodriguez	Tom Tansil	Jesus Acosta	Samantha Magana
Kerrie Gonzales	Ashley Reichel	Felecia B.	Keely Hart
Karl Springer	David Sanchez	Isaac Del Bosque	
Florence Bruner	Higginbotham Community Fund		

Sponsors

