

2025 Report

ANNUAL REPORT

2024 - 2025



FROM OUR EXECUTIVE DIRECTOR

Dear Pasos Family,

As we celebrate five years of Pasos for Oak Cliff, I want to personally thank you for walking alongside us on this journey. Your belief in our mission and your unwavering support have carried us through seasons of growth, uncertainty, and hope.

Navigating through an economy full of challenges has not been easy, but thanks to you, we remain grounded in our purpose: fighting for the future of our community. Your continued support gives us the strength to weather any storm, and the courage to keep dreaming bigger for Oak Cliff.

At my core, I am an educator and a proud Oak Cliff child . I lead with that first. My second identity is that of a nonprofit leader - one I'm still growing into as I walk into my fifth year. Every day, I strive to lead with respect, integrity, and a servant's heart, always focused on the needs of our youth and families.

Together, we've built something powerful. And with your continued partnership, we'll keep building, one step at a time.

Cheers to Year 5. Here's to the future we're shaping together.

Best,

Jesse Acosta
Co-Founder
Executive Director



OUR MISSION

Our mission is to empower youth through sneakers, educational, and art programs to elevate their social-economic mobility.

We equip children with the tools they need to break the cycle of poverty and become affluent citizens that improve our society and economy.

CORE VALUES

Community & Culture

We lead with community. We honor and reflect the culture of the neighborhoods we serve by creating programs and events that are culturally responsive, inclusive, and rooted in local identity.

Art

Art fuels everything we do. We embed creativity into our curriculum to spark imagination, deepen critical thinking, and help students make meaning of their world. Through artistic expression, young people find their voice and power.

Responsibility

We are responsible to the community, not just for the outcomes of our work, but for how we show up. Through transparency, consistency, and action, we build trust. Pasos is committed to doing the work - every step, every day.

Education

Education is liberation. We confront inequities head-on by providing access to shoes, scholarships, and learning opportunities, opening doors to brighter futures. When students are equipped to succeed, communities rise.



THE PASOS PATHWAY



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 and creative 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 intro 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.



WHAT WE DO



SNEAKER DRIVES

At Pasos, a new pair of sneakers is more than just footwear, it's a step toward greater confidence, stronger academic performance, and a more active, healthy childhood.



EDUCATION PROGRAMS

Through our Pasos All Stars STEAM Program, we're narrowing literacy and math gaps by fusing education with creativity—proving that the arts can power academic success.



SCHOLARSHIPS

Pasos steps up to ensure that low-income students not only access higher education, but have the support to complete it.



SNEAKER DRIVES



As of August 2025, Pasos has distributed over 5,100 pairs of new stylish sneakers to students in need — partnering with Dallas ISD schools, nonprofits like Genesis Women’s Shelter, Nexus Recovery Center, After8toEducate, and local churches to reach those who need them most.



INCREASED CONFIDENCE
Of guardians reported an increase of confidence in shoe recipients.



INCREASED ACTIVITY
Of guardians reported that their child participated more in health related activities.



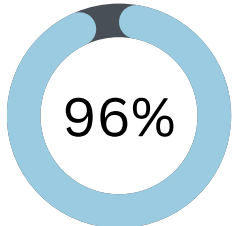
LOVED THEIR SHOES
of children loved their new stylish shoes and were ready for school.



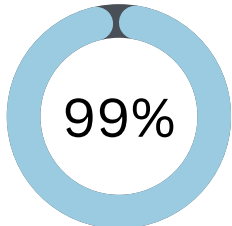
DISTRIBUTIONS

- 5 CITIES
- 50 SCHOOLS
- 6 NON-PROFIT PARTNERS

Spent an avarage of \$40 per pair of shoes.



of sneakers were given in Oak Cliff or Dallas.



of sneakers receiptps were economically disadvantaged students



SNEAKER DRIVES



"These shoes really help a lot. My dad has not been able to work due to his health and my mom is just getting by..."

-15 year youth

"The kids came in this morning running into school with their new shoes. They were showing them off to everyone. It's beautiful too see how much a good pair of sneakers can change a student's behavior."

-Elementary School Partner



"Thank you for helping people like me. I do not have much so these shoes mean a lot."

-16 year unhoused youth

"Thank God I do not have to wear those junks anymore! I love these shoes."

-6 year old under temporary housing



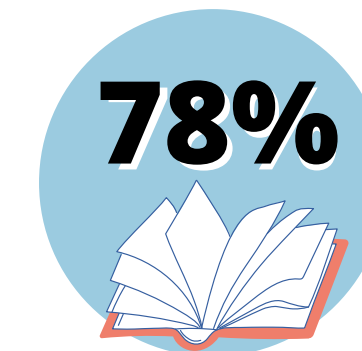
EDUCATIONAL PROGRAMS



The Pasos All Stars Program is a 10-month STEAM experience that empowers high school students through sneaker design, filmmaking, and digital arts—all while strengthening literacy, math, and college/career readiness. Held at Dallas College, the program serves students from Oak Cliff and surrounding neighborhoods, giving them tools to succeed in school, careers, and life. The program concludes with a showcase at the Oak Cliff Cultural Center & Dallas Museum of Art.



According to entry exams, 90% of student were behind grade level in math.



According to entry exams, 78% of student were behind grade level in reading.



900+

Skills, from various grade levels, were mastered by all of our students.

100%

of students closed grade level gaps in reading and math by at least 5 Grade Levels across various skills.

1

student out of 4 eligible students, passed the Texas Success Initiative Exam in either reading or math.



EDUCATIONAL PROGRAMS



“I really enjoyed learning about filmmaking. It is a career I did not know about before but now I like it enough to want to learn more! I see myself as a movie director.”
-15 year Pasos All Stars Student



“Designing a shoe is one of the hardest things I have done. But I learned so much about myself.”
-14 year old Pasos All Stars Student



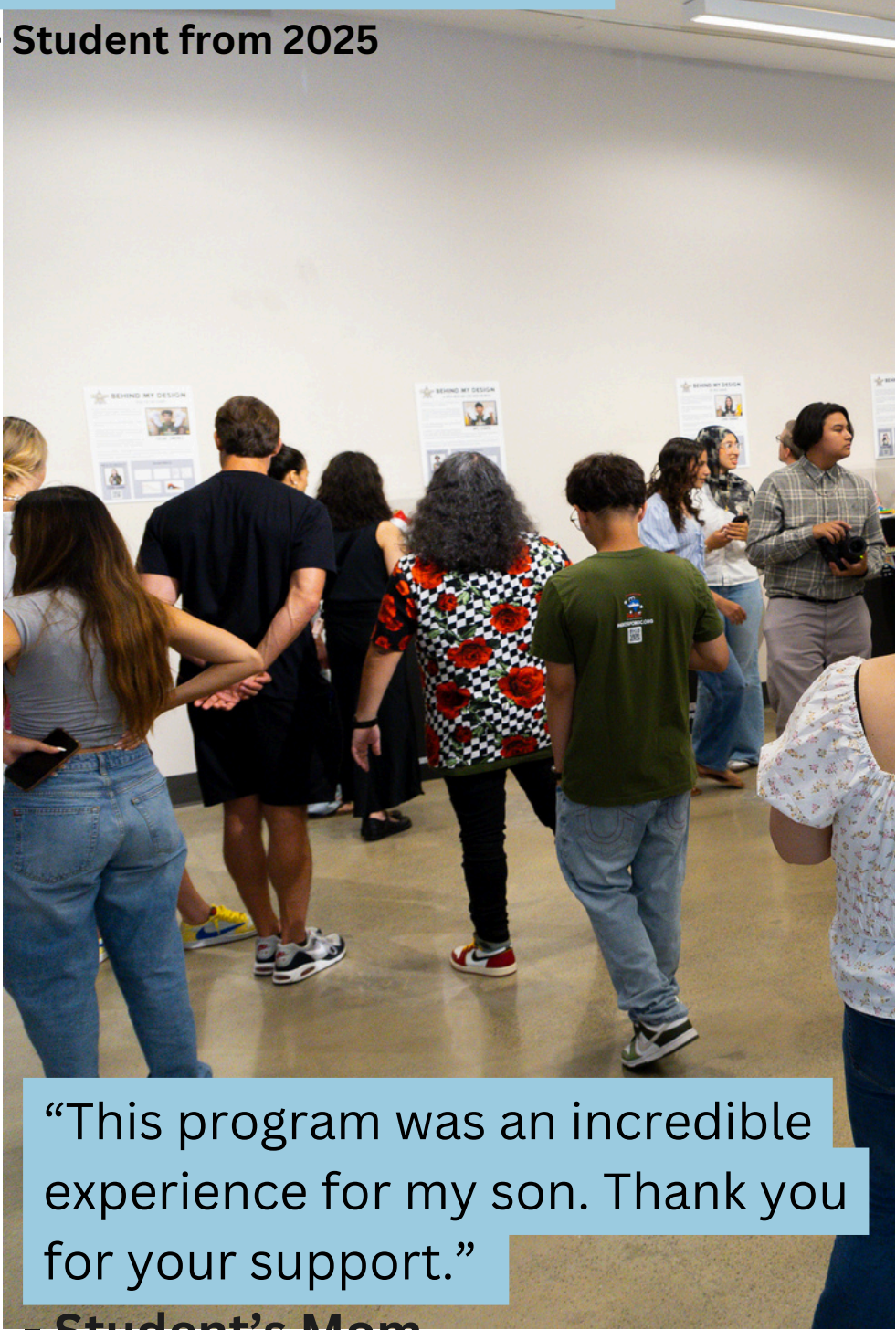
“Pasos is the reason I finally passed my TSI exam to take college classes. I feel like no one understood my struggles until I joined Pasos.”
-16 year old Pasos All Stars Student



EXHIBIT 2025 - OAK CLIFF CULTURAL CENTER

“I had a lot of fun. I learned a lot about myself and my culture by designing my shoes.”

- Student from 2025



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

- Student's Mom.



I was able to tell the story of my former teacher and I was glad she was able to come.

- Student from 2025



SCHOLARSHIPS

55 K+

AWARDED AS OF AUGUST 2025

Pasos has awarded over \$55,000 in scholarships to first-generation, low-income students—helping them take the next step toward college, career, and a brighter future. These funds have been used for tuition, textbooks, housing deposits, and other essential needs on their journey to higher education. This major milestone has been done with the help of the Steve Barlett Family Empowerment Fund.



LOS PADRINOS DE PASOS

(THE GODPARENT COMMITMENT)

In January 2022, Pasos launched The Godparent Commitment — or Los Padrinos de Pasos — a monthly giving program inspired by the cultural tradition of padrinos and madrinas: trusted mentors who invest in a child's growth with both guidance and financial support.

As Padrinos or Madrinas, supporters commit to uplifting students through recurring donations and receive special perks, such as annual gifts and personalized letters from sneaker recipients, based on their giving tier.

**ESTIMATED PADRINOS
INCOME 2024 - 2025**

\$6,468

THE BREAKDOWN



58% of Padrinos income is used for sneaker drives.



42% of Padrinos income is used for educational programs.





PARTNERS THAT FUELED US

GEICO - FAST PITCH WINNERS 2024



Out of many inspiring nonprofits, Pasos for Oak Cliff won 1st place and a \$15,000 grant at **GEICO's Fast Pitch Competition!**

This milestone was made possible by Kelsey Selstead, Corporate Trainer at GEICO, Pasos donor, volunteer — and our biggest champion. Kelsey not only nominated us, but passionately pitched our mission to GEICO associates, helping us rise to the top.

This grant directly supports our mission — putting new sneakers on kids in need and expanding our educational programs that change lives. We're grateful to GEICO for believing in our vision and walking with us as we build brighter futures for students across Oak Cliff.

Because of partners like GEICO—and people like Kelsey—we can dream bigger, serve more, and step further.



JUANITA CRAFT HUMANITARIAN AWARD 2024

In recognition of their work with Pasos for Oak Cliff, Alejandra Zendejas and Jesse Acosta were awarded the **Juanita Craft Humanitarian Catalyst Award** — an honor given to leaders under 40 who are driving meaningful change in their communities.

This award carries special significance. Juanita Craft was a legendary civil rights activist who fought for desegregation in Dallas, including at the State Fair of Texas. Today, her legacy lives on — and we are proud to walk the path she paved.

We encourage you to visit the Juanita Craft Civil Rights House Museum and learn more about the woman who made this work possible.



This award belongs to everyone who has believed in us, supported our mission, and poured into Pasos. Your impact echoes through every child we serve.



TEXAS LEGENDS X PASOS 2024



On December 28, 2024, the **Texas Legends**, the NBA G League affiliate of the Dallas Mavericks, hosted Mental Health Night — **sponsored by Dr. Tim Martin** — and selected Pasos for Oak Cliff as their featured nonprofit partner.

As part of this incredible honor, the Texas Legends wore our logo on their official game jerseys, a powerful moment of visibility and pride for our mission.

Thank you to the Texas Legends for believing in us and using your platform to uplift causes that matter. Wishing you a winning season ahead!

Seeing our logo on the court was more than a moment—it was a symbol of community, mental health advocacy, and the impact of local action.



OTHER AMAZING PARTNERS



centre

Since August 2021, Centre has been a powerful partner in our mission, facilitating the donation of over \$30,000 worth of brand-new sneakers and apparel from Adidas.

They've served as a drop-off location at two store locations, helping collect hundreds of shoes.



FOUR CORNERS®

Four Corners Brewery Co. has been an amazing partner since September 2020, but they found a way to go on and beyond this year.

They let us borrow their space to host our first ever Pasos 5K New Year's Resolution - raising over \$5,000.



FINANCIALS

August 1, 2024 - July 31, 2025

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Individual Donations	\$29,312
Grants	\$99,585
Sponsorships	\$5,300
Event Revenue	\$6,659
In-Kind Donations	\$36,395

Total Revenue: \$177,251

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Operational Expenses	\$12,342
Sneaker Drives	\$28,434
Education Programs	\$40,792
Scholarships	\$10,172
Transportation	\$10,865
Payroll Expenses	\$24,559
In-Kind Donations	\$36,395

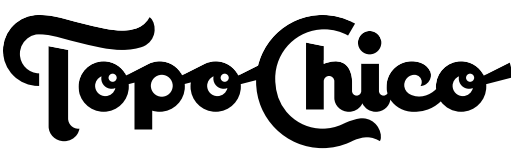
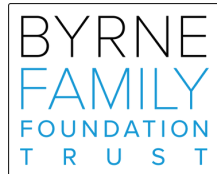
Total Expenses: \$153,387

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Net Income: \$23,864



SUPPORTERS OVER THE YEAR





With students every step of the way.