



**FULFILLMENT FUND**  
*Empowering Youth Through Education*



*Empowering Youth Through Education*



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# Message from from the CEO and Board Chair



## Dear Friends and Supporters,

June 2021 marked the end of our first complete year of virtual learning for LAUSD and many college campuses across the country. The need for our support — in more ways than our traditional programs — was clear as we witnessed the ramifications and long-term effects of distance learning. Attendance and engagement have been the greatest challenges. In a virtual environment where attendance consists of logging into Zoom classes, the obstacles our students faced became exponential — particularly for those who already struggled in traditional school settings.

For the first time in a decade, there was an immense risk that high school dropout rates would rise. Years of steady progress made toward closing the opportunity gap for low-income and first-generation students could be obliterated as we begin to see the pandemic's fallout. Fulfillment Fund counselors and advisors witnessed many of our students carrying the weight of family loss, unemployment, and hopelessness. To change the horizon for the population we serve, we needed to meet our students where they were; and, to a great degree, still are. We made our programs even more intentional when it came to providing wellness checks and giving our students a safe space during these difficult times by incorporating social emotional learning in the way we deliver supports.

In January 2021, we welcomed Rachel Livingston as Vice President of Programs to our executive team. Her 25 years as an education leader has always focused on building college counseling access programs for underrepresented youth — in particular, first-generation college students. Rachel's depth of expertise in trauma-informed approaches and emotional wellness-oriented college counseling philosophy has greatly enriched our programs.

In the spring, our College Access Program launched a new Career Speaker Series with our partners at the Robert F. Kennedy (RFK) Community Schools to inspire students to explore potential career paths. Our College Success Program grew internship opportunities we provide exclusively for our students, thanks to our committed partners in the corporate sector. They represent a variety of industries, from multinational accounting firms to local marketing agencies.

Our Board of Directors also welcomed new members that will expand our leadership's diverse perspectives and networks. We are absolutely thrilled to have them join us on our mission of making college a reality for all of our students.

Despite the challenging times this year, Fulfillment Fund has been growing. We have been growing not only in our team, our board, and our reach but most importantly, growing our ability to be responsive to students in real-time; thus, allowing us to foresee future challenges that provide an opportunity for us to do even better. In every crisis there is opportunity, and time and time again, Fulfillment Fund has proven that we have the foresight, strategy, and lasting commitment to make the most of these opportunities so that more students can have the right support in place to thrive.

With gratitude,

**Wendy Spinner**  
Board Chair  
Fulfillment Fund

**Joanne Reyes, MA**  
CEO  
Fulfillment Fund



# About Fulfillment Fund and Our Students

Fulfillment Fund is a life-changing organization that helps make college a reality for first-generation and lower-income students. Since 1977, we have been empowering students in Los Angeles to access and afford higher education. We partner with local high schools in educationally and economically under-resourced communities to support our students through college graduation and provide crucial life skills to help them transition into the workforce successfully.



Our programs are designed intentionally with a holistic approach to provide high quality, individualized programs to first generation and lower-income students who need us most. Most of our students work with us from the beginning of high school until they graduate from college and start their careers. This is to ensure our students receive the best support possible to empower them to reach their dreams and achieve generational progress.

## WHO WE SERVE

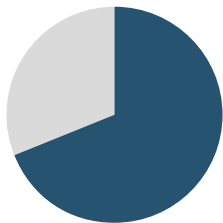
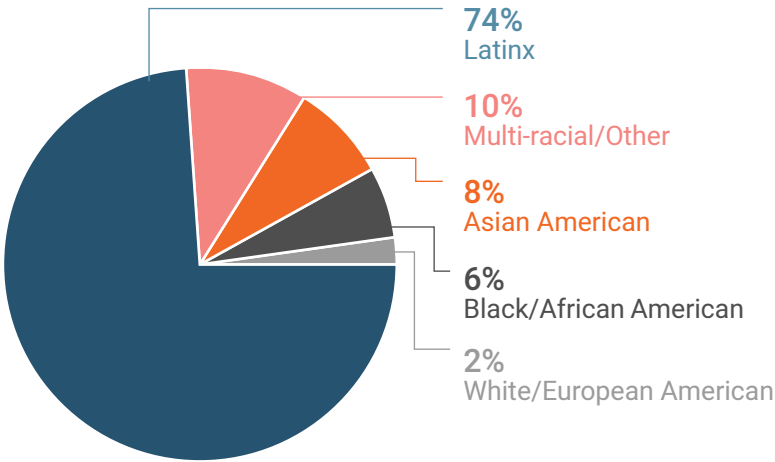


We served 2,805 unique students from 7 Title 1 high schools and 448 college students through our core programs last year.



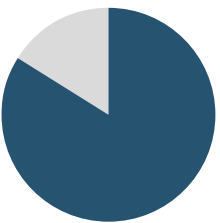
3,253 STUDENTS

98% PEOPLE OF COLOR



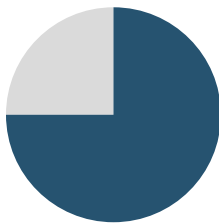
76% FIRST-GENERATION

The majority of students we served will be among the first generation in their families to graduate from college, making them first-generation college graduates.



84% LOW INCOME

Many of our students come from low-income families that qualified for free/reduced lunch or were eligible for Federal Pell/CA Dream Act financial aid grants.



75% ENGLISH LEARNERS

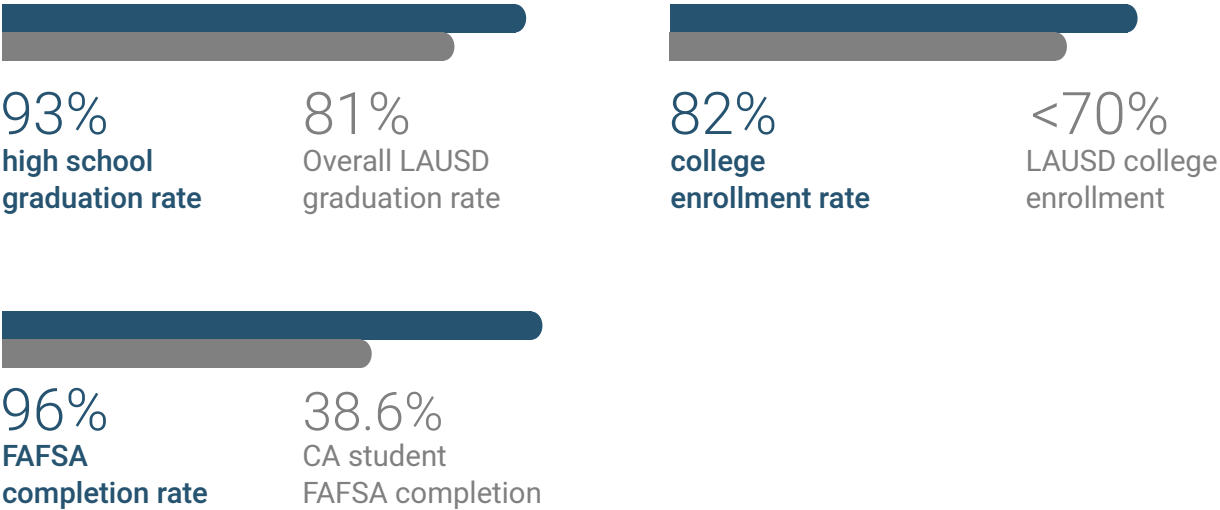
Only 25% of our students speak only English at home, while the rest speak in over 30 languages ranging from Spanish and Korean, to Bengali and Tagalog.

# Our Programs and Impact

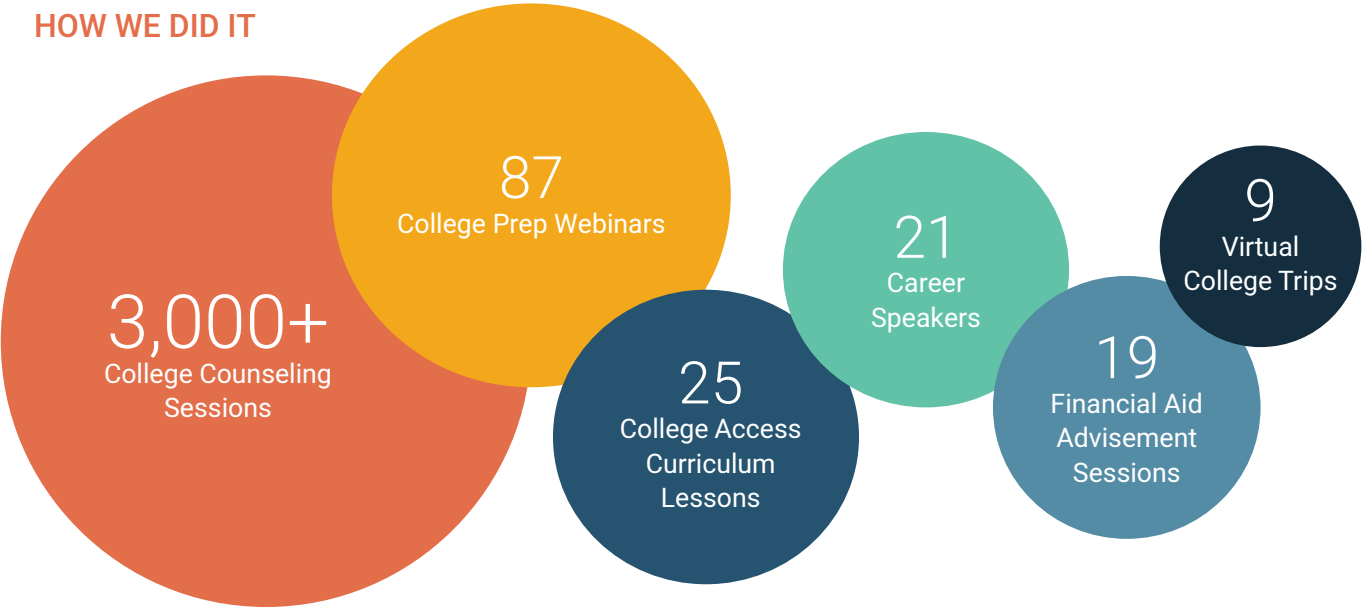
## College Access

Fulfillment Fund’s College Access Program serves students across 7 high schools in Los Angeles. Our curriculum-based lessons cover college planning, self-advocacy, financial literacy, completing the classes necessary for college acceptance, and more. We also work with our students to overcome barriers such as financial roadblocks, cultural expectations and responsibilities, and geographic limitations.

### RESULTS



### HOW WE DID IT

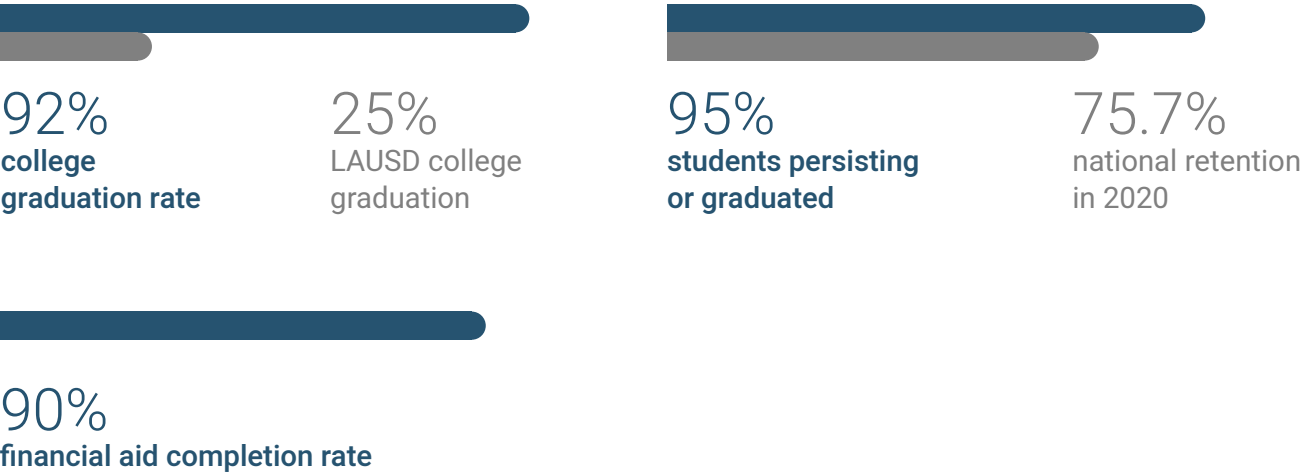


## College Success

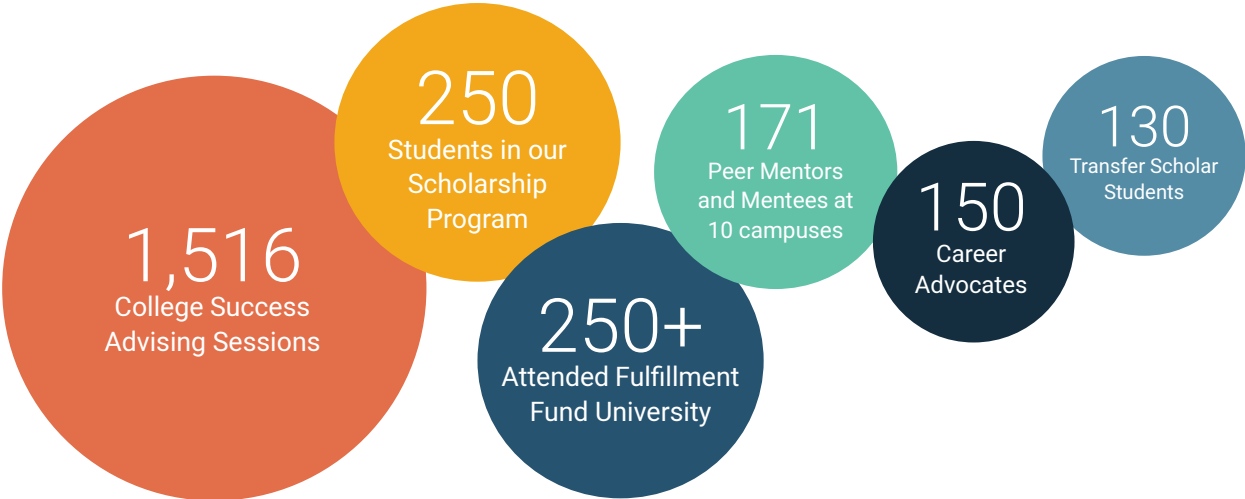
The College Success Program provides crucial services that empower newly graduated high school students to thrive in and graduate from college, while upperclassmen and alumni also benefit from our career readiness opportunities. They receive an array of valuable services, such as continued one-on-one advisement, entry into Fulfillment Fund University, and professional development initiatives and webinars focused on life after college.



### RESULTS



### HOW WE DID IT





# Events and Moments

## Destination College+ 2020

Destination College+, our annual college and career fair event, included workshops for high school students, parents, and postsecondary students. In October 2020, nearly 2,000 participants from Los Angeles and across the nation joined us virtually for the first time in the event's 24-year history. Our Career Expo at this event counted on the support of professionals from 40+ companies that shared about their industries, career paths, and any job/internship opportunities.



2020

## Virtual Game Day

It's important to find moments where we can come together and celebrate our students. Normally, at the end of the winter semester, we host homecoming events for our students. This year was a little different, but our students still showed up. Over 60 students attended our virtual game day, which included our Peer Mentors leading smaller break-out rooms where they shared their experiences at college during the pandemic. Students also had the chance to win fun prizes while participating in a little friendly competition.

## Career Speaker Series

In the Spring, Fulfillment Fund launched a Career Speaker Series to better prepare our high school students for the changing job market while at the same time reconnecting them with their sense of purpose. We brought together professionals from a wide variety of fields and representatives from companies such as Riot Games, Netflix, Children's Hospital LA, Comerica Bank, UCLA, and more. This series was a resounding success with **more than 700 students logging in for the first session and more than 2,400 participating across all four days.** The series allowed students to connect their majors to their future career goals, and envision themselves as future professionals. Setting focused goals early on for first-generation students is important because good careers lead to economic mobility.

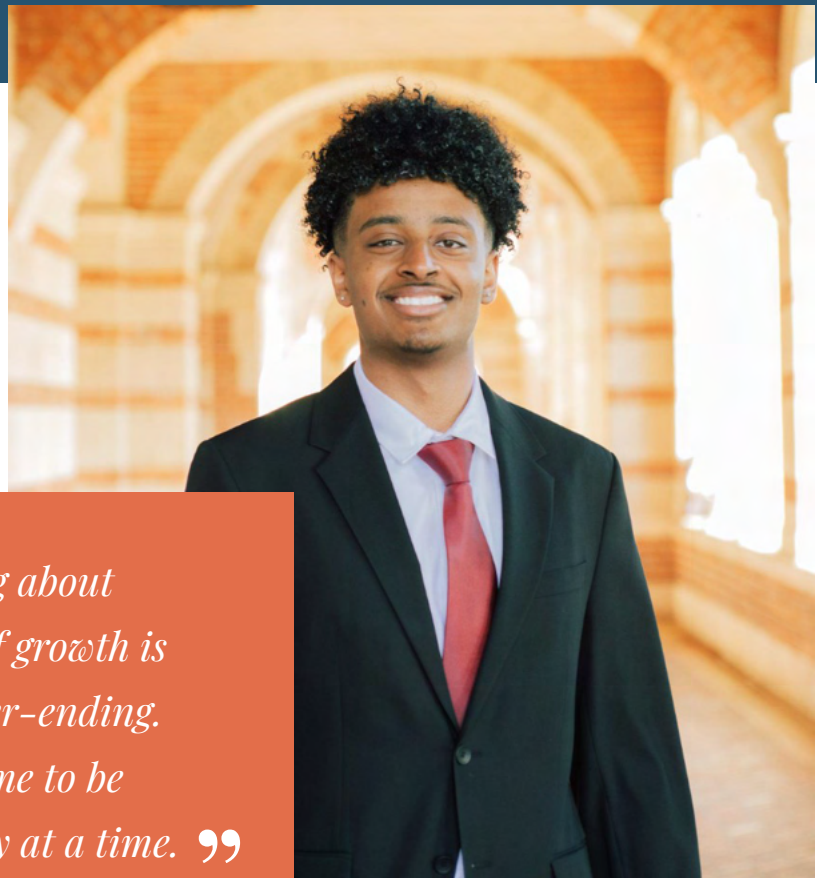


## Grad Standouts on Fox News

We looked for new ways to celebrate our students from afar as some of our school partners began to resume in-person learning. A local morning show, Good Day L.A., agreed that Fulfillment Fund students earned and deserved the opportunity to be spotlighted for all their hard work. And since the pandemic put a damper on graduation, we were thrilled to see our students in the spotlight on the Standout Grad segment.

2021





*“The best thing about the concept of growth is that it is never-ending. That pushes me to be better one day at a time.”*

# Abel

## New Horizons

In 2020, Abel announced where he would be attending college at Fulfillment Fund’s virtual *Sip & Celebrate*. At the time, he was a senior in high school and, like students all over the country, was dealing with the realities of switching from in-person learning to distance learning. However, even with a pandemic in full swing, Abel was active in leadership positions at school and in Men Creating Change (MCC), a Fulfillment Fund leadership and development initiative.

Originally from Ethiopia, when Abel came to the United States, he lived in Pennsylvania

for two years at a boarding school during his freshman and sophomore years of high school. He then transferred and started his junior year at UCLA Community School and did not waste time signing up for clubs and fellowships. That same year, Abel became a Fulfillment Fund student.

“I think it’s really important for people to understand that Fulfillment Fund is something great to have, and I’m really happy they [were] at my school,” he said. “Fulfillment Fund [has had] a very big impact on my life because I don’t think that I would have found the resources that they are providing [on my own].”

With a full plate and the 2019-2020 academic school year coming to a close, Abel shared he was accepted to, and would attend, UCLA. “At first, I was really in shock,” said Abel. “I was also able to call my dad after, who is currently in Ethiopia, and even though the time was different, he picked up. Once he heard the news, he was so excited. You could hear it in his voice. That was a really precious moment.”

Now, Abel is halfway through his second year at UCLA and majoring in Business Economics with a minor in Entrepreneurship. He is also a member of the Black Business Student Association at UCLA and is currently serving as their Co-Director of Communications. “Through my first two years at UCLA, I have sharpened my skill sets, my vision moving

forward, and have grown overall as an individual. I am close with my family, have friends I can rely on, am motivated as ever, and have genuinely been enjoying my time here so far.”

When Abel isn’t studying, he enjoys playing basketball, pool, chess, and grabbing Korean BBQ with friends. With his collegiate career still ahead of him to complete, we are confident that achievement and opportunity are on the horizon for Abel.

“The past two years have been filled with moments of victories and losses [but], in either case, growth is always the outcome,” Abel says. “The best thing about the concept of growth is that it is never-ending. That pushes me to be better one day at a time.”



*“I want to finish college so that I can give back to my family for all the sacrifices that they have done for me.”*





*“...follow your dreams  
and do what’s most  
beneficial for your  
career and happiness.”*

# Briana

## A Leader in the Making

“When you’re a first-generation student coming from an immigrant background, [no one] in your family has been through the college process,” said Briana, a Fulfillment Fund student in our College Success Program. “Having that academic and emotional support is really helpful.”

In the spring of 2021, she was getting ready to graduate from UCLA with a degree in Political Science and Geography and Environmental Studies. However, when we first met Briana she was still a 9th grader in high school. She always had big dreams and knew exactly what she wanted to do, she just needed the right supports to get there.

After taking full advantage of our College Access Program service between 9th and 11th grade, it was time to buckle down and start applying to all of her dream schools. “I needed help revising my personal statement and I needed help understanding my financial aid,” Briana said. “Ultimately, [I needed] someone to lean on throughout the entire process.”

Being the first one in her family to go to college, Briana knew she needed all the support she could get and that she was preparing herself for a generational leap. “My father came to the United States with his six brothers and sisters from Mexico. They were all laborers in the agricultural fields,” Briana shared with us. “I’m just so grateful to have a foundation that’s full of support.”

Briana’s aspirations for a better world are grounded in her desire to witness a change in her own lifetime. While attending UCLA, she was a Legislative Political Fellow with Friends of the Earth, a nonprofit in Washington DC, and worked in the Mayor of Los Angeles’ Sustainability office. As her college graduation approached, she reached out to Fulfillment Fund, yet again, for help with another one of her goals: getting her master’s at Columbia University.

In a pandemic with no end in sight, Briana’s responsibilities seemed to grow, but she needed help with her statements and financial aid again. Though she was getting ready to graduate out of our program, our College Advisors gave her the support she needed to reach that dream. “I’m really glad I had Fulfillment Fund and the rest of the team to help me through [this] transition,” she said.

“As someone who now has the highest education [in my family], there’s been a lot of responsibility thrust upon my shoulders that I’m sure many [first- generation] students can empathize with.”

Just after graduation, we caught up with Briana. “In the fall, I’ll be attending Columbia University’s Master’s Program in Climate and Society,” she said excitedly. “I’ll be part of the inaugural class of the Columbia Climate School.”

Briana hopes to run for city council in 2024 in Los Angeles or create a Diversity and Inclusion office at the city level or a company. With her future looking brighter and brighter on the horizon, Briana is eager to press onward. “You have to do what’s best for yourself...follow your dreams and do what’s most beneficial for your career and happiness.”



*“As someone who now has the highest education  
[in my family], there’s been a lot of responsibility  
thrust upon my shoulders that I’m sure many  
[first- generation] students can empathize with.”*



# Graduation

Meeting high school students and starting a conversation about their college decision and career is always an exciting moment. College is the first educational institution that they attend as adults, dreaming of their future careers, and we are grateful for the opportunity to help guide students make the right decision for themselves and their families. We asked our class of 2021, what it meant for them to be heading to college this fall.

Here is what they said:

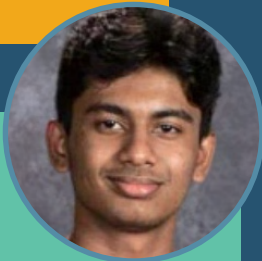


**"Going to college means that I get to do something big with my future career and be something that my parents never got the opportunity to be. It also means that hard work paid off and that I should continue to work hard."**

— Genesis, UC Merced '25

**"Going to college means having more opportunities for the future that will not only benefit me and my family but, also, my future. It also shows my hard work throughout my high school education."**

— Nataly, CSUN '25



**"Seeing the smile on my dad's face said it all! I am fulfilling not only my dream but also his. I will be the first person in my family to go to college. Going to college will bring me new experiences and help me set the standard for my siblings. Going to college means opening doors to a new future for myself and my family."**

— Amdadul, UCSD '25



**"For me and my family, it is a huge success in life to attend college. Going to college means that I will set a good example in my community by going to college. As an immigrant, we came to the US to get a better education. It is the proudest moment for me and my family that I am going to college."**

— Nishat, CSUDH '25

**"Being a college student this fall means a step forward to a future where I can give back to my family. My family has always anticipated their daughter would finally go to college, and I am now pleased to say I will make them proud."**

— Rissan, UCLA '25



**"Going to college for me is a new steppingstone. For my family, it's making them proud, being a first-gen student. Always remembering the people who got me where I am today through the breakdowns, tears, and of course, a full senior year in a pandemic."**

— Hilda, Mount Saint Mary's University '25



**"The fact that I'm attending college is a big step for my family and me. The next step is graduating."**

— Nazario, Tufts University '25



**"To my family and me, going to college means getting the opportunity to be successful in life. I was taught to value the importance of education because without it I won't have a brighter future."**

— Wilbert, CSULA '25



**"Attending college is a great opportunity to change my life in every way: become a better person, learn and develop my mind, and find ways to help others. I especially want to help my family, who is still in Mexico. Now that I am about to enroll, I am proud of myself."**

— Siomara, UC Davis '25

# Back to School

In Fall 2021, LAUSD opened its doors for the first full semester of in-person learning. This was an extra special return to school as many students had not been in the classroom since March 2020. Fulfillment Fund staff also returned to support our students and partner schools for in-person services — something we could only provide virtually during the earlier phase of the pandemic. While our staff and school partners were prepared to provide for the health, safety, and learning of our students, our Programs team spent summer 2021 getting ready to help students with whatever new challenges lay ahead.

Our College Access team continues to build and implement lessons through our virtual classroom (College Access Virtual Education, or, CAVE) to support students in grades 9-12. These lessons help them stay connected with the information they need to plan for life after high school. After a year of virtual delivery of our college access curriculum, we returned to some in-person lesson delivery. We know that many students have questions about how to prepare for college life, and our curriculum is an important vehicle to ensure that our students have the information they need to achieve their goals.

Fulfillment Fund College Counselors are working closely with their partner schools to provide one-on-one college support for students in grade 12. They are able to greet their students in person to ensure that they are prepared to begin the college application process and feel supported through the continuing challenges posed by COVID.

While we have been making concerted efforts to meet our students where they are, we would be remiss not to mention the struggles they are still facing. Our students are amongst the most affected populations by COVID-19, including the loss of loved ones. These are traumatic events in the life of anyone, let alone teenagers.



In addition to increased responsibilities due to changes in parental work life, these stressors have indicated that we need to do more to support the social and emotional needs of our students. The U.S. Surgeon General's Advisory on Youth Mental Health echoed this issue. We cannot plan for their future if they are drowning today.

As students move back into in-person learning, it is a time of significant transition. Fulfillment Fund has evolved and adapted to be responsive in real-time to the needs of our students so that we can build our programs back to better. We remain steadfast in our commitment to helping our students have the information, inspiration, and guidance they need to continue to work towards their college and career goals.

## Financials

Statement of Financial Position Fiscal Year Ended 6/30/2021	
Assets Cash and Investments	2,869,676
Pledges Receivable, net	21,412
Prepaid Expenses, deposits, and other assets	522,078
Property and Equipment, net	20,339
<b>Total Assets</b>	<b>3,433,505</b>
Accounts Payable and Accrued Liabilities	295,223
Other Liabilities	636,732
<b>Net Assets</b>	<b>2,501,550</b>
<b>Total Liabilities and Net Assets</b>	<b>3,433,505</b>

Statement of Activities Fiscal Year Ended 6/30/2021	
Revenues Contributions	3,468,692
Special Events Income, net	N/A
Other Revenues	91,297
<b>Total Revenues</b>	<b>3,559,989</b>
Expenses Program Services	2,067,416
Development	575,556
Management and General	219,049
<b>Total Expenses</b>	<b>2,862,021</b>
<b>Change in Net Assets</b>	<b>697,968</b>



GuideStar is the world's largest source of information about U.S. nonprofits and a trusted reporting entities. The Platinum Seal of Transparency is the highest level of recognition they have that demonstrates our commitment to transparency and careful stewardship of the resources provided generously to us by our donors.



Great Nonprofits is the leading platform for community-sourced stories about nonprofits. Their recognition of Fulfillment Fund as a 2021 Top-Rated Nonprofit is made possible by the many positive reviews written by volunteers, donors, and students about their experiences with our organization.



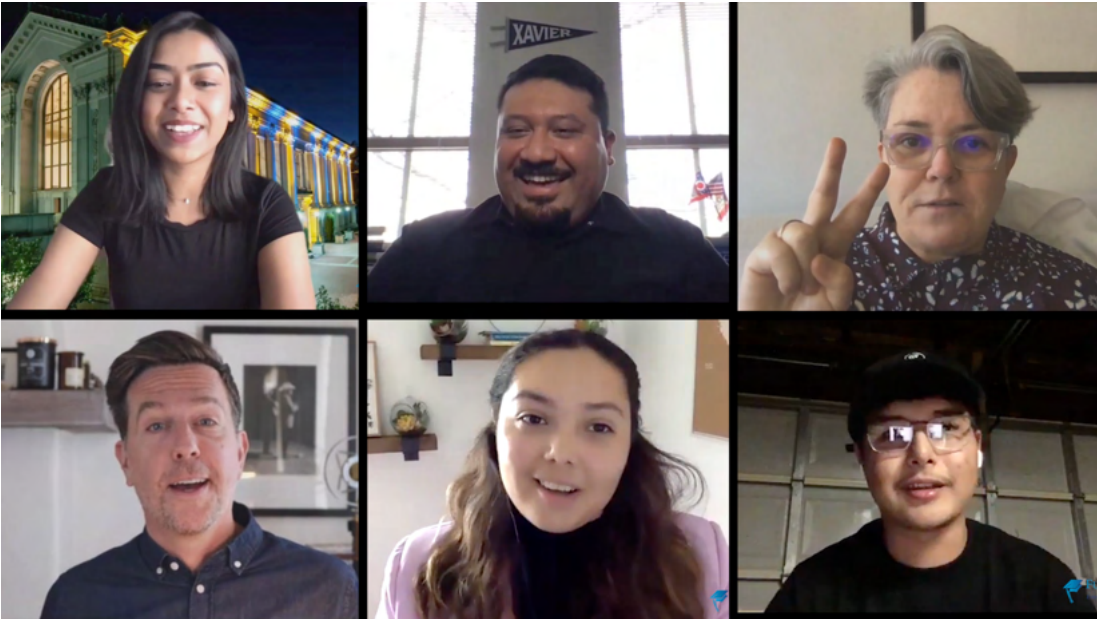
# Fundraising

One way that we were greatly impacted by the pandemic was the way we fundraise. Traditionally, we would host an annual dinner and would meet with donors in-person to discuss their investments in our organization and students. Quarantines and COVID surges became new barriers to continuing to raise funds to support our mission. Nevertheless, thanks to the support of committed volunteers and supporters, we were able to weather the times when no events and in-person gatherings were possible.

We were resolved to find new ways to engage donors. Luckily, our supporters rose to the occasion and delivered. Our end-of-year campaign resonated with them and over 285 people answered the call to help us protect our students’ dreams of pursuing higher education. We surpassed our fundraising goal thanks to the support of our Board of Directors who put together a generous matching challenge. Volunteers in our ScholarBridge Board also supported this initiative by starting their own

peer-to-peer fundraisers, and our Advancement Committee pitched in by participating in a Thank-a-thon for 2020 donors. We are also grateful to our volunteers who created a Holiday Hustle fitness challenge to inspire peer giving for the year-end campaign.

Rather than our in-person event, Eat·Drink·Be Inspired, we hosted another year of our virtual *Sip & Celebrate*, only this year it was a fundraising event. Special guests, actor, producer, and long-time Fulfillment Fund supporter, Ed Helms and, comedian, actress, author, and producer, Rosie O’Donnell joined us for the celebration with heartfelt messages for our students and supporters. Attendees took part in a cheerful and breezy happy hour that celebrated our new graduates. Our students shared their experiences on their paths to higher education, while we hosted engaging activities to fundraise for our mission. Finally, over the summer, the Friends of Fulfillment Fund hosted a virtual cooking event that also helped contribute to our fundraising efforts.



# Donors and Supporters

### DONORS

#### \$100,000+

AJA Foundation  
Alan Lionel Fried Trust  
Anonymous  
California Community Foundation  
W.M. Keck Foundation  
Windsong Trust

#### \$25,000 - \$99,000

Anonymous  
Automobile Club of Southern California  
Howard Banchik and Sandi Rosenbaum  
Bank of America and the Bank of America Charitable Foundation  
The Capital Group Companies / The Capital Group Companies Charitable Foundation  
Edward A. and Ai O. Shay Family Foundation  
The Eli and Edythe Broad Foundation  
Cherna and Gary Gitnick  
Janice and Robert Goldman  
Greenfield Foundation  
Jana Waring Greer and Randall Greer  
Havassy Trust  
Myna and Uri Herscher  
Mary A. James  
John P. Lamerdin Scholarship Fund via the California Community Foundation  
Jo Ann and Charles Kaplan  
Kathy and John Kissick  
Josh Klinefelter and Kelsey Minarik  
Eric Krautheimer and Heidi Segal  
Los Angeles Rams / Los Angeles Rams Foundation  
Max H. Gluck Foundation  
Kathleen and Dale Rosenbloom

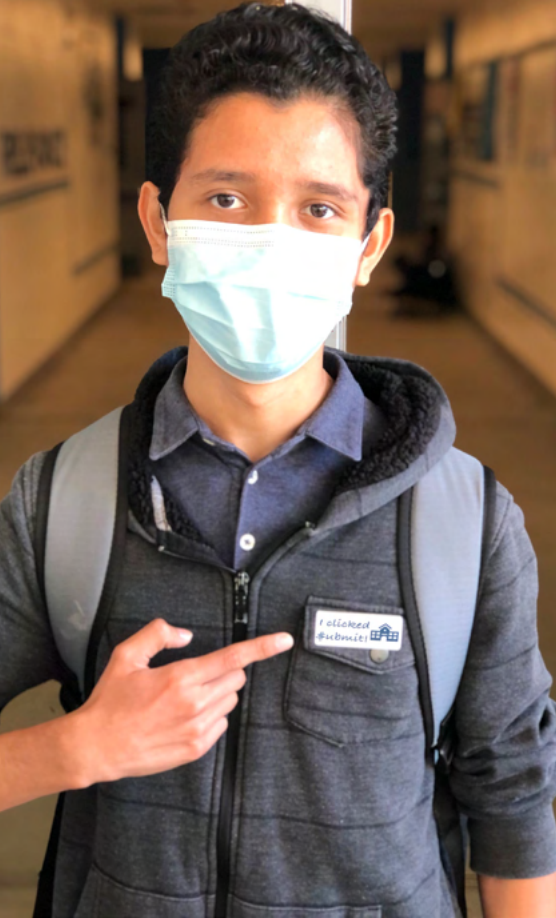
Rich Ross and Adam Sanderson  
Butch Schuman  
United Way of Greater Los Angeles  
Carmen and Jim Ward

#### \$10,000 - \$24,999

Alfred E. Mann Family Foundation  
Annenberg Foundation  
Anonymous  
The Banky-LaRocque Foundation  
Susan Bloch Kay and Stephen Kay  
Comerica Bank  
Crowell & Moring  
The Fran and Ray Stark Foundation  
Robert Fraser  
Johnny Carson Foundation  
Terri and Jerry Kohl  
Lon V. Smith Foundation  
Jen and Robert Lopata  
Marilyn and Jay Marks  
Peters Pharis Foundation  
Gunde and Ernest Posey  
Susan Rosenson  
Jolene and George Schlatter  
Wendy and Harlan Spinner  
Wells Fargo Bank / Wells Fargo Foundation

#### \$5,000 - \$9,999

Peter Bergren  
Mariah Brandt and David Casares  
Marcia and George Chami  
Andrea Cockrum  
The Coto Foundation  
Erin Cox  
The Cynthia and George Mitchell Foundation  
Elephant  
Estate of David Martin  
Finkelstein



Hindu Charities for America  
John & Hilda Arnold Foundation  
Deborah and Ivan Kallick  
Sarah Korda  
Beverly Mayer  
Diane and Paul Mohilef  
The Sheri and Les Biller Family Foundation  
Sony Pictures Entertainment  
Reva and William Tooley  
Venable, LLP  
Lauren and Steven Wolff  
Linda Wilks and Jim Swindle  
Carla Mann Woods and Eric Woods

#### \$1,000 - \$4,999

Naz Afshar  
Anonymous  
Amy Aquino and Drew McCoy  
David Aroesty  
Samuel and Arleen Bachner  
Linda and Chuck Bergman  
Henry Brandon  
Pat and Michael Brill  
Pamela Buffett  
Candice Choh and John DeFonso  
Circle K

Jodi Cohn and Marc Hankin  
Suzanne Cole  
Conrad N. Hilton Foundation  
Rosemary Deardorff  
Ernst & Young US, LLP  
Daniel K. Forkkio  
Mindy and Doug Freedman  
Gellman Foundation  
Tomilee Tilley Gill  
David and Jennifer Goodenough  
Kathleen and John Hamilton  
Dorothy Hammond  
Hobson/Lucas Family  
Foundation  
Leanne and Kyle Huebner  
Silvana and David Hughes  
Invest in Others Charitable  
Foundation  
Sheldon Kadish and Mary  
Ann Rosenfeld  
Leila Khoury and  
Matthew Laycock  
Wendy and Joseph Klein  
Gary Krausz and Caryn  
Leemon-Krausz  
Mark Kress  
Dorothy and Allen Lay  
Bobette and Jay Lerner  
Samuel Lopez  
Mónica C. Lozano  
Louis Marchetti  
Barbara and Joel Marcus  
Jodi and Bradley Meadow  
Meisel & Pesses Family  
Foundation, a supporting  
foundation of the Jewish  
Federation of Cleveland  
Jan and Michael Meisel  
Claudia and Marco Mendoza  
Milton B. Miller  
ModernHR  
Moelis & Company  
Leah Nosek  
Linda and Bart Pachino  
Pacific Western Bank  
Cheryl L. Paller  
Jim Parriott and Diane Cary  
Pathstone Family Office  
Christopher Pawlak  
Ashley and Scott Pease  
Rebecca Susan Buffett  
Foundation  
Joanne and Hil Reyes  
Brooke N. Riley  
Colleen and Ed Roohan  
Valerie and Bennett Roth  
Julianne and Martin Safran

Salesforce  
Marilyn and Eric Schmitter  
Sherie and Alan Schneider  
Madeleine Sherak  
Bobby Shriver  
Alan Shuman and Lola Levoy  
Shawn and Jason Silletti  
Jennifer and Michael Singer  
Margaret and Steven Smith  
Cheryl Snow  
Patti and David Sones  
Marilyn Spencer  
Ronald Stern and Becky  
Sobelman-Stern  
Stephanie and Paul Strong  
Frances Tibbits  
Mary Ann Todd  
vCom Solutions  
Ralph Collins Walter  
Amy and Brian Weitman  
Linda and Jay Weitzler  
Michael E.C. Wilson

**\$500 - \$999**

Leticia A. Acosta  
Alexa and Alex Amin  
Sarah and Byron Anderson  
Arthur J. Gallagher & Co.  
Shirlee Berger  
Sybil Bergman  
Lawrence Bianchi  
Cal Asia Property  
Development Company  
Emily Canfield  
Wendy Chang  
Cornelia Cheng and  
Brad Yamada  
Bill Cockrum  
Michael L. Cypers and  
Jackie Tavelman  
Albert A. Dorman  
Facebook  
Linda and Roger Friedman  
Barbara and Steven Gerber  
Kelly Gilmore  
Lester Goldman amd  
Ellen Pearlstein  
Jacqueline Hantgan and  
Josh Zweiback  
DeAnn and Patrick Healy  
Tracy and Stuart Herriott  
Miriam Hoffman  
Margo and Stanley Itskowitch  
Linda Janger  
Elaine Keyes and Bud Shapiro  
Sarah J. Lang  
Amelia MacRae and  
Michael Cosimini

Malcolm L. Milburn  
Eric S. Moore  
Harriet and Richard Orkand  
Esmeralda Montenegro Owen  
Pamela Pacelli  
Cinco Paul  
Sean P. Perrone  
Diane Reichenberger  
Pamela and Josh Reims  
Leah and Brett Rodda  
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