

SUCCESS *in* EDUCATION

FY24 ANNUAL REPORT

CELEBRATING

20

YEARS OF IMPACT



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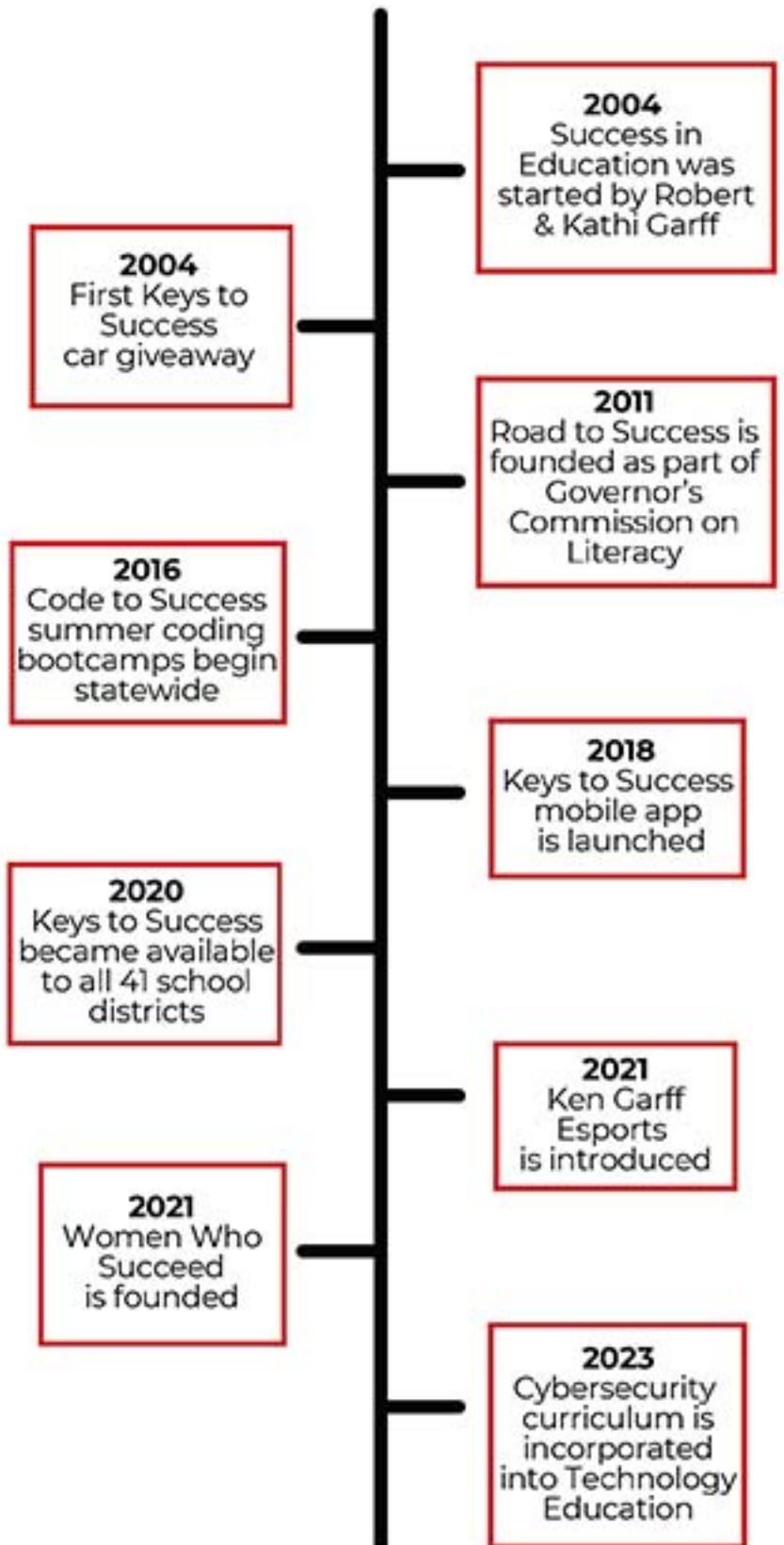
What

20

YEARS OF IMPACT

has looked like

This past year Success in Education celebrated its 20 year anniversary! We have been providing resources to Utah students since 2004 and are proud to say we are utilized in every school district across the state!





Founder and past Board Chair, Robert Garff used to say,

“Education is the great equalizer.”

At Success in Education, we believe that students deserve incredible resources at their fingertips for making life decisions. Success in Education is driven to create accessible programs for students throughout the state of Utah.



**CHANGING THE WORLD,
ONE STUDENT AT A TIME.**

Success in Education is a 501c3 nonprofit, serving every school district in the state of Utah with four core education based programs:

Road to Success, Keys to Success, Ken Garff Esports, and Women Who Succeed.



Number of Active Participants

104,132

Number of Participating Schools by Program:

- Ken Garff Esports: 98
- Keys to Success: 487
- Road to Success: 64
- Women Who Succeed: 8



Success in Education is fully statewide, utilized in all 41 districts

Number of Participating Students By District:

Alpine: 9,434	Juab: 161	San Juan: 668
Beaver: 652	Kane: 369	Sevier: 1,411
Box Elder: 2,573	Logan: 1,294	South Sanpete: 1,259
Cache: 3,783	Millard: 290	South Summit: 108
Canyons: 4,041	Morgan: 493	Tintic: 62
Carbon: 17	Murray: 1,145	Tooele: 5,505
Daggett: 151	Nebo: 5,196	Uintah: 1,186
Davis: 5,070	North Sanpete: 545	Wasatch: 750
Duchesne: 1,065	North Summit: 101	Washington: 3,302
Emery: 598	Ogden: 1,931	Wayne: 110
Garfield: 339	Park City: 137	Weber: 2,472
Grand: 383	Piute: 157	Charter/Online: 7,578
Granite: 11,640	Provo: 724	
Iron: 950	Rich: 74	
Jordan: 8,009	Salt Lake City: 5,356	

A MESSAGE FROM LEADERSHIP

As we approach the twentieth anniversary of the Success in Education foundation, we are filled with immense gratitude and pride for the strides we've made together. Since my husband, Robert H. Garff and I began the Foundation in 2004, Success in Education has been dedicated to fostering positive change within our community by empowering one student at a time. Thanks to the unwavering support of our partners, donors, educators, and community members, we continue to make a meaningful impact on the lives of Utah's students.

This year, we celebrate the incredible success of our four cornerstone programs: Key to Success, Road to Success, Women Who Succeed, and Ken Garff Esports. These initiatives have touched the lives of thousands of students across 41 school districts in Utah, offering them opportunities and resources to pave their paths to higher education and fulfilling careers.

We are constantly inspired by the stories we hear from students who have participated in our programs. Their achievements and growth fuel our commitment to continue this vital work. Hearing firsthand how our initiatives have transformed lives for the better reaffirms the importance of our mission: changing the world one student at a time.

Katharine B. Garff

Kathi Garff
Board Chair

As we close out another extraordinary year for Success in Education, we are filled with immense gratitude for the unwavering support from our SIE team, parents, students, donors, schools, and the entire community. This year's successes are a testament to the collective effort and dedication of everyone involved.

We are thrilled to celebrate an extraordinary milestone this year: over 100,000 Utah students actively participated in our programs during a single school year, spanning all 41 school districts. This remarkable achievement highlights the extensive reach and impact of our initiatives, ensuring that more students than ever before have access to the resources, support, and opportunities they need to succeed.

Looking ahead, we are excited about the future and the opportunities it holds. We remain committed to expanding our programs, enhancing our resources, and reaching even more students. Together, we will continue to make a difference—one student at a time.

Thank you for your continued support and dedication. Your belief in and support of our mission drive our work forward in creating a brighter future for Utah students.

Erin Trenbeath-Murray

Erin Trenbeath-Murray
President

46%
First Generation
Students

29K

FY24 App
Downloads

158K

Total App
Downloads

365

High Schools

90k

in Keys to Success
Scholarships



Keys to Success saw an increase of 230% in events at schools across the state throughout the school year and especially during October and November for Utah College Application Week activities. Keys to Success continues to partner with the Utah System of Higher Education to provide the College Application Checklist to support students applying to higher education opportunities.

Keys to Success also saw an increase of more than double the number of Student Ambassador-led events to promote the program to peers in various high schools and recruited even more for the upcoming school year. Keys to Success will continue to utilize individualized plans and event timelines for schools to maximize effort and benefits to Utah students.

MOTIVATING STUDENTS TO UNLOCK THEIR FUTURE BY CONNECTING THEM TO SCHOLARSHIPS, INTERNSHIPS, AND CAREERS.

"I have found Keys to Success very helpful this year because it has helped me realize many of my interests and how I can turn them into future careers. I also have found it helpful because it helps me plan for the future with costs and housing. I have also found it very helpful with all of the scholarships online so that I can know what colleges are looking for and have a chance at paying a little less for college."

-Katherine S.
Brighton High School



23k
Students

57
Elementary
Schools

18.5k
Bike Entries

20
School
Districts

35k
Prizes
Redeemed

18M
Minutes Read



This year, Road to Success continued to expand the number of elementary schools participating in the program. With schools participating across the state, the platform has continued to increase student and parent engagement.

Road to Success also held their first in-person program wide bike giveaway and my529 scholarship celebration, where students and parents across the state came together to celebrate the reading milestones that happened throughout the year.

IMPROVING LITERACY SKILLS OF K-6 GRADE STUDENTS THROUGH INCENTIVIZED DAILY READING.

"The reading culture in our school has been positively impacted through the use of the Road to Success program by encouraging our students to read daily. Road to Success provides the students a fun, interactive site for them to log their minutes and receive incentives. Their partnerships with My529 and other local businesses to provide prizes and scholarships is a big deal with our school's students and parents who are among those less fortunate in our Title 1 school. We have been able to build upon the Road to Success program at our school by doing monthly and yearly incentives for our students that are logging at least 20 minutes of reading each night. We are also able to use the Road to Success platform to encourage reading via class/grade level reading challenges at our school. Last year, our school logged nearly 1 Million minutes alone! The family to school connections have increased, as well as a partnership with our local library!"

-Christyn
McKinley Elementary

278

Mentees

87

Schools

62

Mentors

39%

First Generation
Students

35%

Young Women
of Color

82k

In Scholarships
Awarded



With successful events such as the Women Who Succeed Conference, Diamonds on Ice fundraising gala, Girls Give Back service event, Founder's Tea and socials, we saw a huge increase in engagement this year from members and mentee alike! We were thrilled to see an almost 10% increase in average mentee attendance at monthly mentorship meetings this year and are hopeful to see that same growth in the upcoming school year with our mix of new and returning mentees.

Women Who Succeed has made very intentional efforts this year to provide opportunities for young women in the program to grow confidence and leadership skills through these mentorship meetings with provided curriculum, events, and other opportunities like scholarships and internships.

THE PURPOSE OF WOMEN WHO SUCCEED IS TO PROVIDE OPPORTUNITIES FOR GIRLS AND YOUNG WOMEN TO GROW CONFIDENCE AND LEADERSHIP SKILLS.

"My favorite part about being in the program was being able to have open discussions about my career and aspirations with other girls, as well as being able to receive real-world advice from my mentor. There aren't a lot of safe spaces to talk about these things, but my meetings with my mentor and the other mentees was always so welcoming and supportive. Just having people to talk to was really validating of my aspirations. I also learned a lot more about what kind of career paths were available and the reality of having a professional career from my mentor, which I wouldn't have learned otherwise."

- Jiangyi (Joy) Zou





2,831

Students

36%

Students of Color

10%

Increase in
Female/Other
Participants

29

School Districts

99

Schools

13

Special Olympics
of Utah Teams

In the 2023 season, Ken Garff Esports significantly expanded its reach, organizing six major in-person events across the state, including a statewide competition at the University of Utah. These events saw participation from over 99 high schools and 8 higher education institutions, with a record 2,600 attendees at the March statewide event.

The workshops and seminars conducted by industry leaders like Spacestation Gaming offered students insights into potential career paths within the esports and gaming industry. Topics such as "How to run an esports team" and "Working in Broadcast" were particularly popular, illustrating the program's role not just in entertainment but also in career development. This strategic focus ensures that Ken Garff Esports is not merely a platform for competition, but a catalyst for students as they look to their futures.

ENHANCING AND ENRICHING SCHOLASTIC EXPERIENCES
THROUGH AND BEYOND GAMING.

"Thank you so much for all you do to make these events happen! Esports is the highlight of many of my students school experience, and I consistently hear back from parents every year about how happy they are this is available because it has helped their child make friends, get excited about coming to school, and in many cases is the primary motivation for them to succeed in their classes."

- Logan Hansen
Roy High School



NET GOAL \$450k

\$545.7k

NET ACTUAL

\$38.2k

Raised for Scholarships

744

Participants

11

Hole-In-Ones

186

Foursomes

1Winner of
\$2,000

HOLE-IN-ONE CHALLENGE

NET GOAL \$300k

\$301.1k

NET ACTUAL

260 SHOOTERS**40** VOLUNTEERS
EACH DAY**15k** CLAYS
SHOT**CLAY SHOOT**

NET GOAL \$300K

\$320k

NET ACTUAL

6 PLANE TRIPS
DONATED EACH DAY

50 BOATS



FISHING
THE GREEN

NET GOAL \$150k

\$199.8k

NET ACTUAL

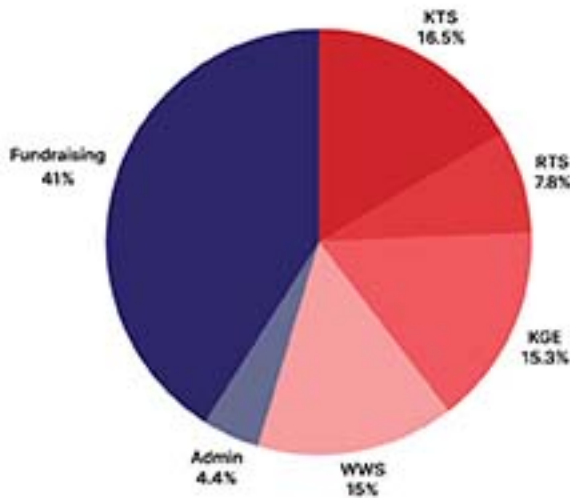
240 Attendees

1 ct. Diamond Given Away



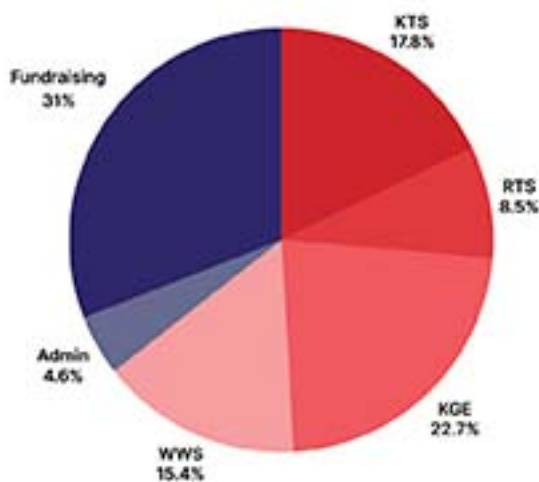
Diamonds
ON ICE

Revenues



Keys to Success (KTS)	544,036.56
Road to Success (RTS)	258,250.00
Ken Garff Esports (KGE)	506,283.01
Women Who Succeed (WWS)	497,479.49
Administrative	144,000.00
Fundraising	1,355,570.34
Total Revenues	3,305,619.40

Expenses



Keys to Success (KTS)	544,030.90
Road to Success (RTS)	259,694.96
Ken Garff Esports (KGE)	692,156.11
Women Who Succeed (WWS)	468,398.64
Administrative	140,598.58
Fundraising	943,587.78
Total Expenses	3,048,466.97

BOARD

Katharine B. Garff - Board Chair, Garff Enterprises
Jessalie Anderson - Civic Volunteer
Richard L. Folkerson - Emeritus President, Success in Education
James S. Jardine - Shareholder, Ray, Quinney & Nebeker
Nolan E. Karras - CEO, The Karras Company
Patricia Jones - CEO, Women's Leadership Institute
Jeff Stephens - Former Superintendent, Weber School District
David Petersen - President & CEO, O.C. Tanner
Ron Jibson - Former President & CEO, Questar
Geoffrey Landward - Utah Commissioner of Higher Education

STAFF

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Mallory Santa Cruz - Vice President of Programs
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Crystal Martinez - Director of Programs
Josh Fox - Director of Technology Education
Sydney Leiseth - Associate Director
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Kami Packard - Business Development Coordinator
Janet Kalaniuvalu - Marketing Manager, Program Manager
Alondra Crawley - Program Manager, SME Women Who Succeed
Joshua Watts - Program Manager, SME Cybersecurity
Anson Ho - Program Manager, SME Ken Garff Esports
Hailey Mishler - Program Manager, SME Keys to Success Events
Phoenix Poore - Program Manager, SME Keys to Success Ambassadors
Hannah Jeffs - Program Manager, SME Road to Success



SUCCESS *in* EDUCATION



ROAD TO
SUCCESS



**KEYS
TO
SUCCESS**



**Women
Who
Succeed**

Ken Garff

ESPORTS



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