



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.

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**1,005**  
**Pairs of Shoes**  
( Since August 2021 )



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





# A LETTER FROM

Jesse Acosta, Founder & Executive Director

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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.

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**98%**



Of guardians reported an increase of confidence in shoe recipients

**90%**



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

**99%**



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.

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## \$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.

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## 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

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**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.

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## 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

