



GROWTH REPORT

January 2022 / *The Community
Transforming Communities*





Greenhouse Scholars is a diverse community of leaders working together to ensure people of all backgrounds can live a life of their choosing.

Our vision is to create a community of leaders who will evolve the communities of the world.

Staff Photo August 2021

Dear Greenhouse Scholars Community,

2021 was a special year for our organization and our community. First and foremost, we welcomed our largest class of Scholars ever! We added several exceptional people to our staff of 15, we exceeded our fundraising goal, and our continued focus on quality paid dividends across everything we did. With all these accomplishments added to our foundation, we have significant momentum as we head into 2022.

As one example of that momentum, we have gained the incremental funding needed to launch our long-considered Community Change Model. While I highlighted our new model at the Annual Inspire, I want to formally announce it here. The earned evolution of our model is the most important, exciting, impact-centered happening at Greenhouse Scholars since our founding. We are going to extend our program well beyond the college years. We will be working with the leaders in our program and the leaders across our community to effect lasting change in communities across the country. More than ever before we will be able to create and enable opportunity, choice, and belief. As you've heard from me before, and truly core to our work, if everyone can see opportunity for themselves, their families, and their communities, if everyone feels they have choices — choices that are good choices, if everyone has genuine belief in their future, our communities and our country will thrive. For more detail on our Community Change Model, turn to page 4.

Our momentum is palpable and applies to other areas of our work. For 17 years we have been working to make big progress on racial equality — we literally started Greenhouse Scholars to level the playing field across diverse communities. We are bringing people together from all communities, creating the biggest “tent” possible to inspire and create actionable, lasting change. To this end, we will be expanding into more states in 2022 — both in terms of where our Scholars come from, and in terms of where our volunteers and donors are located. Without losing sight of the acute need to “go deeper” in the states we are already in, expansion across more states is one of our main priorities for the coming year.

As we continue to grow and spread our impact in 2022, we plan on continuing to give all of you more reasons to be “all in” with us. Thank you for being a critical part of our work, and a driver of our results.

Sincerely,

A handwritten signature in green ink, appearing to read "Peter M. Burrridge".

Peter M. Burrridge
President and CEO

THE GREENHOUSE SCHOLARS' JOURNEY TO CREATE IMPACT

OUR SCHOLARS

- 100% demonstrate significant financial need
- 74% are first-generation college students
- 82% are people of color

...IN COLLEGE

- 100% say the Greenhouse Scholars program has made them more accountable
- 71% are mentoring a younger student
- 79% have started at least one nonprofit business, community group, or campaign for change

WE CONTINUE TO GROW THE TOTAL NUMBER OF SCHOLARS SERVED



...AT GRADUATION

- 97% of Greenhouse Scholars graduate from college, compared to 15% of all low-income, first-generation students
- Greenhouse Scholars graduate with an average GPA of 3.67 (the national average is 3.15)
- Our Scholars' average starting salary is \$65,563 (\$11,674 more than the national average and twice as much as their parents' salaries)
- The average college debt of Greenhouse Scholars is \$2,026, compared to \$39,351 nationally
- The networks formed by Greenhouse Scholars are 2-3 times larger than the networks of their peers.

SCHOLAR ALUMNI

- Our Alumni volunteer 3 times more than similar-aged peers and twice as often as other college graduates
- 90% of Alumni plan to go back to their high schools to encourage students to go to college
- 82% of Alumni report having connections with people who are different from them, a fact that has been proven to build economic, human, and cultural capital

OUR COMMUNITY CHANGE MODEL

For 17 years, Greenhouse Scholars has provided extraordinary young leaders with resources designed to elevate their college years, and ultimately, the impact they will have throughout their lives. In 2022, we will expand our reach and impact by launching the Community Change Model – an innovative, major step toward achieving our vision.

THE FUNDAMENTALS

- » Create and grow a **committed community** diverse in age, socioeconomics, geography, perspectives, and backgrounds
- » **Recruit and select inspiring young role models** from low-income communities to be at the center of that community
- » Surround people with leadership, personal, and professional **success resources**
- » Grow, inspire, motivate, connect, and leverage our communities' collective power, capabilities, ideas, and resources to **create fundamental and lasting change**

WHOLE PERSON COLLEGE PROGRAM



POST - COLLEGE YOUNG LEADERS PROGRAM



SUSTAINING PROGRAM



THE OUTCOMES

Across All Communities

- Understanding, empathy, connection, positivity, solutions-orientation, entrepreneurialism, collaboration
- ↑↑
- Lasting generational change for families and communities
- ↑↑
- Everyone has more to lose, more to gain
- ↑↑
- Changing of expectations, norms, and behaviors
- ↑↑
- Opportunity, choice, and belief
- ↑↑
- Job creation, education reform
- ↑↑
- For-profit and non-profit initiatives

To learn more or to get involved in our post-college work, please reach out to us!



SEE FERNANDO'S STORY

FERNANDO MARIN

Greenhouse Scholar Class of 2024
University of Illinois at Chicago

A business and finance major, Fernando plans to study government in grad school, so that someday he can help stabilize his home country of Venezuela. Since becoming a Greenhouse Scholar, Fernando has leaned on the support of our community, including his mentor, Eric Born.

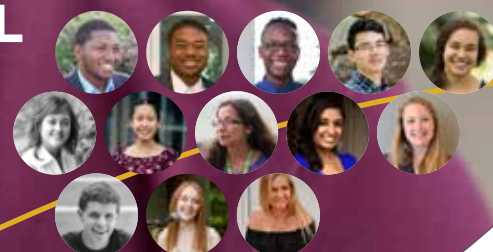
FRED PAULMAN

President and Co-founder, RMB Capital

Fred is on our Board of Directors and the Illinois Development & Advisory Board. He has hosted multiple events in his home and has personally introduced more than 120 friends, clients, and colleagues to Greenhouse Scholars — including Eric Born.



RMB employees have donated 3,000+ hours of service to Greenhouse Scholars, and mentored or sponsored 13 Scholars.



EXCEPTIONAL LEADERS SUPPORTING EXCEPTIONAL LEADERS

With Scholars at the center, our goal is to foster a diverse community of leaders, working together to make lasting, generational change.

ANDREW LIMOURIS

CEO and Founder, Medix; 2021 Summer Symposium Speaker

A first-generation college student and child of immigrants, Andrew spoke to Scholars at the Summer Symposium about his personal pursuit of success in the face of extreme hardships.



Medix

In 2021, Greenhouse Scholars became the inaugural charity of Talentomorrow, a Medix foundation serving those in underserved communities seeking advancement and opportunity. Medix employees fundraised \$5,000 for Greenhouse Scholars during the kickoff event, and as a company, they are sponsoring Scholar Phuong Pham.

ERIC BORN

Vice President of Business Development, Medix; Fernando's Mentor

Eric has been a great resource in Fernando's professional development, from resume and networking help, to guidance on his business plan.

In addition to being a mentor to Fernando and Aaron, Eric volunteers for New Scholar Selection and has led his company, Medix, to get involved in the Greenhouse Scholars community.



With financial support from Greenhouse Scholars, Fernando has grown the reach and impact of his organization, Ferdace Tech LLC. We are proud to support Fernando's work providing refurbished tech materials to low-income families, clinics, schools, and Universities in South America.

PHUONG PHAM

Greenhouse Scholar Class of 2025
California Institute of Technology



Already a change-maker, Phuong created a mentorship program to encourage middle-school girls to take advantage of STEM programming, resulting in a 20% increase of girls in STEM classes.

AARON KENNEDY

Greenhouse Scholar
Alum Class of 2017
University of Illinois



Aaron teaches at a Chicagoland high school, has volunteered with our New Scholar Selection, and remains friends with his Greenhouse mentor, Eric Born.

While Aaron remembers being skeptical when he first met Eric (because they seemed so different), the two became very close. In fact, Aaron lived with Eric during a summer internship.

DR. ISRA AHMED

Greenhouse Scholar Class of 2011

Prosthodontist, entrepreneur and business owner of the only black-owned, woman-owned, multi-specialty dental provider in the country.

ISRA'S CORE GREENHOUSE NETWORK

Stephen Haney

Patrick Mattie

Eugene Brooks

Ronald Verrett

Mac Hawley

Andra Pool

Amber Hickory

Ron Bergloff

Sara Ahmed

At this year's Annual Inspire event in Boulder, Colorado, Isra told a riveted audience about the trials she and her family faced.

"My father was imprisoned and tortured because of his work to improve democracy in Sudan. My mother worked to support seven children. It took 3 years to escape and gain political asylum."

Isra went on to major in Mathematics and Chemistry at the University of Colorado Boulder, graduate from the University of Colorado School of Dentistry, and complete a prestigious 3-year prosthodontist residency at the University of Texas San Antonio. She now owns and runs two dental practices in Parker and Fort Collins.

On her second day as a prosthodontist, the entire staff resigned in protest over the subpar quality from her predecessors. But Isra didn't quit. She saw an opportunity to turn it around. She took full control over every aspect of the business: training, equipment, marketing, and renovations.

Isra's perseverance is a testament to her strength as an individual, but she credits Greenhouse Scholars for honing her leadership skills.

"My fortitude, my confidence, stems from my experience as a Greenhouse Scholar."

Building genuine, purposeful relationships is a skill Isra first witnessed and practiced through Greenhouse Scholars. The organization provided her the methods and tools to connect with people from different backgrounds. The people she met through Greenhouse are still key advisors and investors in her and her business.



HEAR ISRA'S STORY
IN HER OWN WORDS



THIS YEAR, OUR COMMUNITY HAS IMPACTED OVER 50,000 PEOPLE

HERE ARE THREE HIGHLIGHTS:



GLASS HALF FULL 2021

Our first-ever national hybrid event raised \$450,000. Community engagement included a live studio audience of 83 guests, watch parties thrown by 57 hosts, 40 participating Scholars, 716 live virtual viewers, and several hundred post-event views. It would not have been possible without the generous support of The Caruso Foundation, Roark, Gresham, Andersen, and other sponsors. The event illuminated our vision for “The World We Want” and the positive change our community is making toward that end.



THE WORLD WE WANT



EXPLORE VIDEOS OF GLASS HALF FULL

COMMUNITY GROWTH WITH DELOITTE

Since 2008, hundreds of Deloitte employees have contributed over 2,000 hours of service to Greenhouse Scholars, including mentorship, event sponsorship and volunteering, New Scholar Selection, and board service. This year, Deloitte hosted a roundtable discussion with Scholars and alumni, called *Navigating Your Professional Journey*, completed a pro bono consulting project to help our program grow, and partnered with us to plan a new career coaching program. Not only did they bring our community together, but Deloitte advanced it as well, donating \$35,000 to Greenhouse Scholars and offering internships and full-time jobs to five Scholars and alumni!

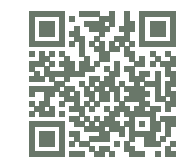


BRIGHT BRAIN TUTORING

Greenhouse Scholar Taliajah “Teddy” Vann founded Bright Brain Tutoring to help under-resourced students succeed in school, while fostering a love of learning. Fueled by an enthusiastic Greenhouse Scholars support system, including strategic funding to elevate the business, encouragement from her mentor, and the involvement of fellow Scholars Sanah Ahmed and Nina Giddens (who are now tutors at Bright Brain), Teddy is making a real impact in her community!



MELEATA PINTO – TEDDY'S MENTOR



WATCH TEDDY'S VIDEO

“My mentor, Meleata Pinto, has been invaluable during this time. Getting to connect with her and everyone else in the Greenhouse Scholars community has helped me build Bright Brain to where it is now.”



Greenhouse Scholars Summer Symposium

During our four-day Summer Symposium in August, we explored the instrumental value of relentlessness through the theme:

RELENTLESS TOGETHER



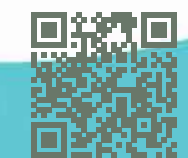
40+ speakers and facilitators examined, discussed, and embodied relentlessness for a record number of Scholar attendees. Sessions looked at relentlessness through entrepreneurship, homeownership, mental health, networking, and even improv comedy. Speakers included:

- Secretary Jeh Johnson**, Former Secretary, U.S. Homeland Security
- Cathy Bessant**, Chief Operations & Technology Officer, Bank of America
- Eric Roza**, CEO, Crossfit
- Valencia Watson**, Greenhouse Scholars Alum and PhD Candidate, Biomedical Engineering, Georgia Tech

→ See page 27 for a list of all our esteemed speakers.

100% of Scholars rated the Summer Symposium as “among the best” or “the best” educational seminar they had ever attended! Here’s what they had to say:

- “I learned a lot about myself and the world.”*
- “I am pumped up and inspired more than ever to lean on this community of incredible Scholars and staff.”*
- “I left Symposium with a notebook full of advice, notes, and contact information.”*



SEE VALENCIA'S SPEECH



SECRETARY JEH JOHNSON



CATHY BESSANT



ERIC ROZA



VALENCIA WATSON

SAUL HUERTA

Greenhouse Scholar Class of 2011

Chief Accounting Officer of Greenhouse Scholars and the youngest Partner in the Greenhouse Family of Companies.

Over the past decade, Saul has donated over 400 volunteer hours to Greenhouse Scholars and served as a mentor to Jose Banales, a 2019 graduate of the University of Denver.

1988

Born and raised in a predominantly Latino community in West Denver, Saul had hardworking parents who taught their children that a good education would offer them more life choices.

2003-2007

In high school, he honed a strong work ethic through basketball, soccer, track, and cross country. Saul was captain of his basketball team and made the state qualifier in the 4x800 meter relay.

2007

The first in his family to attend college, Saul joined the 4th class of Greenhouse Scholars.

2009

With fellow Greenhouse Scholar Aron Palma, Saul started the Retention of Youth and Latino Leaders Conference (ROYAL). They rallied Sigma Lambda Beta (the largest Latino fraternity in the nation) and together created a conference meant to inspire young men of marginalized communities to go to college.

Now an annual event thrown by Sigma Lambda Beta at the University of Denver, ROYAL has served more than 1,200 Latino students in Colorado.

Saul got his first glimpse of the corporate world when his Greenhouse Scholars mentor, Jay Behringer, helped him secure an internship at Deloitte.



2011

Saul graduated from the University of Denver and was hired by Greenhouse Partners to manage the company's accounting.

2012

Saul purchased his first home.

2015

As the Greenhouse Family of Companies grew, so did Saul's workload. By 2014, he managed the financial, accounting, and tax needs for Greenhouse Partners, Greenhouse Scholars, and The18. Very hardworking, Saul flawlessly executed all finance and accounting responsibilities across the organizations.

2017

Saul married Sirina Loya.

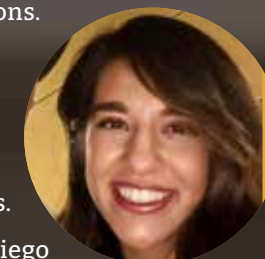
2020

Saul was named one of *ColoradoBiz Magazine's* top 25 young professionals.

Saul and Sirina welcomed their son Diego into the world. Almost immediately, Diego became the most popular member of the Greenhouse Family of Companies!

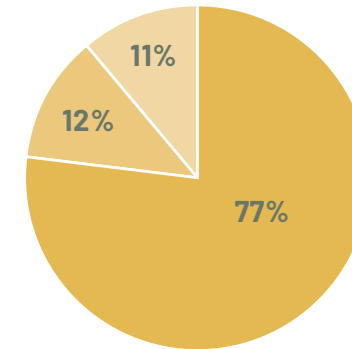
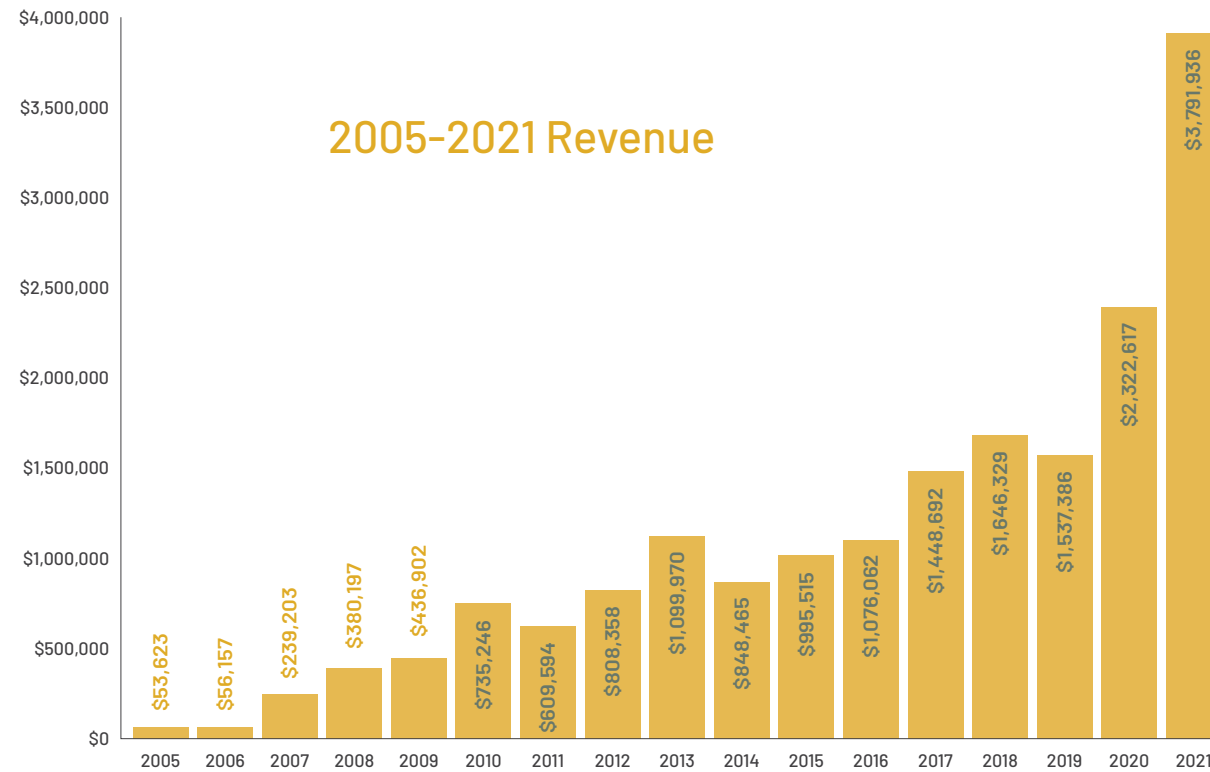
2021

Saul was promoted to Chief Accounting Officer at Greenhouse Scholars.



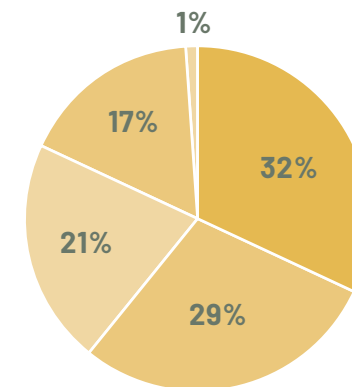
2021 FINANCIAL PICTURE

2005-2021 Revenue



2021 Expense by Type

77% Program
12% Administrative
11% Development



2021 Revenue by Type

32% Corporate
29% Individual
21% Foundation
17% Event
1% Government

Note: All figures are currently being reviewed as part of our annual audit and are subject to change.

THANK YOU
PREMIERE PARTNERS



THANK YOU
VIP PARTNERS



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BOARDS

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Our supporters report that their involvement
with Greenhouse Scholars has changed the
conversations they have with their families.

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We welcomed over 300 first-time donors in 2021

*Greenhouse Scholar or staff member

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\$500+ LEVEL

Margaret and Dave Adams
Phyllis Albritton
Nicole Armentrout

*10,000 people make up the Greenhouse
Scholars community, including family
members, corporate partners, and donors.*

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Elizabeth and Randy Pyle
Alex and Pranav Ramanathan
Laura Reckamp
David Rolla*
The Bonnie and Mitchell Rudin
Foundation
Tom Sabga
Susan Saltiel
Diane and Colin Sankey
Paige and Erich Schultz
Diane and Ray Schwitz
Emily and Andrew Sewell
Nancy and Jim Shortall
Dan Simon
Diane and Jim Smith
Lavanya Srinivasan
Adam Stack
Stephanie and Van Stapleton
Mike Stimpson
Margaret and Joseph VanAndel
Scott Vitter, Jr.
Dexter Ward
Kim and Tom Whyte

*Scholars, Alumni, and supporters agree: The
Greenhouse Scholars program has had a positive
influence on their ability to improve the future.*

*Greenhouse Scholar or staff member

HONOR ROLL
VOLUNTEERS

MENTORS

Matt Agnew
Alan Aldrich
Todd Alexander
Larissa Anstey
Nicole Armentrout
Olin Arnold
Alexandra Badavas
Whitney Baker
Cynthia Banks
Jen Beamer
Walter Beamer
Denise Bell
Laura Blackburn
Mike Blair
Chris Bohnsak
Eric Born
Charlie Brey
Lissa Bricker
Amy Brokl
Jack Butler
Janet Campbell
Lilia Cardenas
Josh Chernoff
Sara Clary
Chris Cote
Hiwot Covell
Caroline Crawford
Tom Croke
Beth Damon
Eun Jung Decker
Bryan Dehmiller-Buckley
Kelly Dewald

Mark Dvorak
Treasure Edwards
Dimitri Eliopoulos
Douglas Elmore
Drew Esson
Michael Estramonte
Nicole Felton
Gina Fielder
Brannon Fisher
Daniella Flemings
Leslie Freeman
Andrew French
Dick Friesen
Elaine Gantz Berman
Karena Garriques
Jeanette Gawrisch
Nancy Gentry
Gil Gomez
Julie Hanna Goodman
Delia Greth
Kevin Halbert
Pat Harris
Sandra Henry
Morgan Hill
Carol Hogan
Corey Holliday
Michael Hora
Dan Hoskins
Evan Hung
Melissa Ill
Melissa Jarmel
Matt Kelly
Thulasi Kethini
Kiarri Kershaw

Courtney Krause
Kendall Krause
Elaine Lack-Dompka
Laura Lederer
Julie Leone
Laura Lippman
Ali Lohr
Bill Lorenz
Ariel MacTavish
Julie Maier
Karl Maier
Kathleen Mann
Cynthia Manos
Allyson Maske
Jim Maske
Rohini Mathrani
Tom McCleary
Daris McCullough
Lisa McDonald
Lauren McGowan
Maureen Medlock
Jeff Miller
Lisa Miller
Leslie Monieson
Michelle Monieson
Lori Muller
Michael O'Brien
Wesley Oehmig
Steve Owens
Lesley Pace
Brittney Palmer
Kavita Pandit
Arianne Parisi
Courtney Parker

90% of Greenhouse mentors and 99% of Scholars report that the relationship has a positive impact on their life.

HONOR ROLL
VOLUNTEERS

Rushi Patel
Janek Pederson
Marina Pereira
Zeke Perez*
Vanessa Perez-Patel
Paul Peterson
Teresa Pierrie
Meleata Pinto
Eric Plott
Matt Polick
Butch Price
Kirby Rabalais
Allison Rabin
Chip Ramsey
Doug Rao
Jill Rasmussen
Kimberly Rehberg
Mary Richardson
Denise Richter
Larry Ricketts
Greg Rose
Bud Ross
David Rubenstein
Mark Sagen
Lindsay Schaidle
Kori Smith
Todd Smith
Teresa Starr
Wendy Stockton
Leisa Storbeck
Linda Strause
Jarrod Tisdell
Paula Garcia Todd
Charley Traylor

Molly Vaile
Karla Valas
Anne Vereen
Kevin Viravec
Kevin Walker
Douglas Warren
Brian Weed
Abbie Weibel
Wendy Weil
Michele White
Andrew Wingfield

SUMMER SYMPOSIUM
SPEAKERS

Dulce Anayasaenz
Cathy Bessant
VJ Brown
Pete Burridge*
Ryan Carter
Dan Caruso
Ivan Hernandez*
Robert Israel
Matt Jenkins
Jeh Johnson
Andrew Limouris
Kat Ling
Jessica Moore*
Chris Nelson
Brittney Oliver
Howdy Pierce
Maria Rey-Marston
Eric Roza
Phil Schermer
Valencia Watson*

Tony Wibbeler
Rico Wint

VENUS DE MILES
AMBASSADORS AND
TOP FUNDRAISERS

Stephanie Adams-Ball
AlliKat
Biking Bugs
Doris Cheung
Brooke Clyde
Kay "Cov" Covington
Irma Edwinston
Kristi Ehle-Parker
Carrie Goldin
Delia Greth
Tracy Grodsky
Nicole Gurt
Amy Hunter
Anna Lawitzke
Kat Mann
Celynn McClarrinon
Brenda Morris
Kat Peters-Midland
Tara Schenk-McFarland
Linda Stieduhar
Sarah Timm*
Margaret Vaile
Venus Bike Club
UniCyclers

Nearly 80% of Scholar alumni plan to someday hire from within the program and become mentors to future Greenhouse Scholars.

*Greenhouse Scholar or staff member

Glass Half Full—Georgia



Glass Half Full—Colorado



The Community Table



Annual Inspire



Venus de Miles



Glass Half Full—Illinois



Glass Half Full—North Carolina



2022 EVENTS

MARK YOUR CALENDARS— WE CAN'T WAIT TO SEE YOU!

GLASS HALF FULL-GEORGIA

May 12, 2022

An intimate gathering where guests will meet local Scholars, connect with other supporters, and celebrate Georgia's growing Greenhouse community.

GLASS HALF FULL-COLORADO

May 13, 2022

Featuring fine wines, cocktails, local culinary creations, and not-to-be-missed auction items, this year's event at the beautiful McNichols Center in Denver is a great opportunity to meet Greenhouse Scholars and other community members.

THE COMMUNITY TABLE

June 4, 2022

This annual farm-inspired dinner in Chicago's North Shore features a new and notable chef each year. Multi-course meals have been prepared by famous chefs like Stephanie Izard of The Girl & The Goat and Paul Virant of Michelin-starred Vie.

ANNUAL INSPIRE

August 7, 2022

Our entire Greenhouse Scholars community is invited to Boulder, Colorado, for this hallmark event including Scholars, donors, volunteers, and supporters. Come meet and mingle with our diverse and ever-expanding community of leaders.

VENUS DE MILES

August 27, 2022

Colorado's first and largest women's bike ride will celebrate its 15th year in 2022. We'll return to the picturesque Bohn Park in Lyons for a post-race festival with live music, food, drinks, and a chance to chat with Greenhouse Scholars.

GLASS HALF FULL-ILLINOIS

Fall 2022

A unique opportunity to personally connect and hold meaningful conversations with local supporters and Greenhouse Scholars.

GLASS HALF FULL-NORTH CAROLINA

November 2022

Join our growing North Carolina community for drinks, appetizers, and an evening with local Greenhouse Scholars.



To get involved or contribute, please visit
www.greenhousescholars.org.

Or contact Andra Pool,
Chief Relationship and Community Officer
303.460.1754
apool@greenhousescholars.org

On the cover:
Imani Gunnison and Kaylee Zilinger,
Greenhouse Scholars Class of 2024