



2016 Annual Report



Rêve Academy
dream with direction



OUR MISSION

To help students dream with direction by providing pathways to digital careers.



THE BIGGER PICTURE

Message from the Executive Director



I've seen some powerful accomplishments happen at Rêve Academy this year. We've earned national accreditation, hired two outstanding new team members, and moved to a new site that can accommodate twice as many student interns.

But my favorite moment of 2016 was seeing our interns stand up and confidently deliver a pitch for their very own business ideas. The audience? Some of the top business and technical minds in the Twin Cities. These are the same students who, at the beginning of the summer, didn't think they could come up with a single business idea. Sharing it with a crowd was an even more distant possibility.

That's the power of evidence-based methods, challenging work experiences, and kids who are willing to put in the work. Thank you for believing in them even when they couldn't quite do that themselves. And thank you for being on this journey with us.

Brad von Bank
Volunteer Executive Director



OVERVIEW

We help diverse students prepare themselves for professional careers in high-demand fields. Our students come from all over the Twin Cities Metro area to explore skills and career paths in business, technology, and design. By engaging students in and out of the classroom, we're able to reach kids who are often overlooked.



IN SCHOOLS

First, Rêve Academy partners with local schools to teach its curriculum in the classroom.

Students learn marketable skills that include business strategy, website development, and digital marketing.



ON SITE

Then, students have the opportunity to intern with Rêve Academy's Student-Run Businesses.

Interns earn a paycheck while they engage with technology, collaborate with clients, and learn how to thrive in the workplace.



KEY STATISTICS

GROW

\$31,371

in earned income
from Student-Run Businesses



\$70,591

earned during Revival, our
first "un-fundraiser"

SCALE

- Became nationally accredited
- Digitized all EDU coursework
- Advanced marketing awareness by 80%
- Developed skill-based volunteer program

SERVE

10

schools served
across 2 districts

795

total students served

78%

average competency score

38

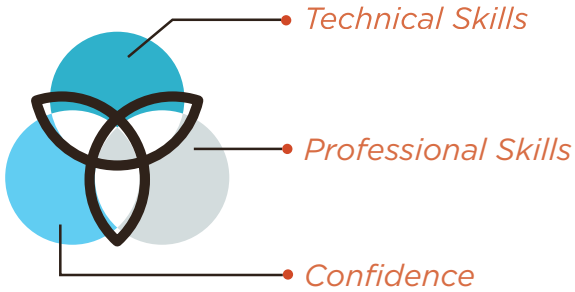
interns served
across 3 sessions

FINANCIALS

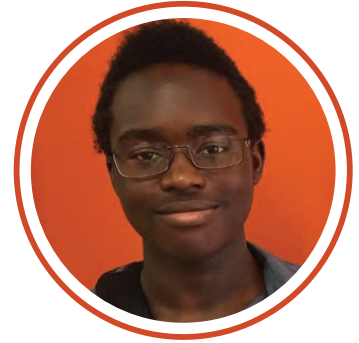
Use of Funds	EDU	DEV	RETAIL	Administrative	Fundraising
	\$272,075.80 68%	\$45,597.00 11%	\$42,402.34 11%	\$31,331.46	\$9,827.39



STUDENT STORIES



“It’s given me an outlook on what I want to do in my future. The technology that’s in this very room is all I need for an introduction to my career.”



CARVEZ



BRIAN

“I don’t usually step into leadership roles—I let other people do that. Now I’m being pushed into it. I want to try to start a business and I need leadership skills for that, so it’s definitely gonna help me in the future.”

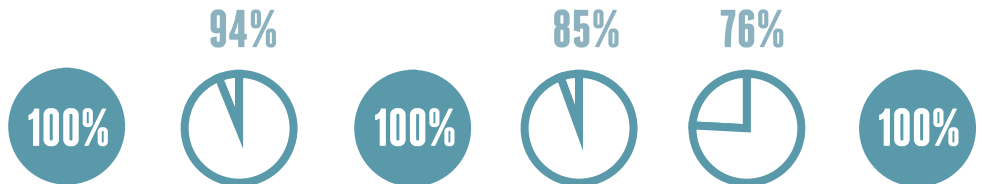


CHOUA

“After working at Rêve Academy and doing graphic design for clients, I realized that this is what I want to do. I’m going to double major in marketing and graphic design, so when I graduate, I can bring both of those skills.”

SURVEY SAYS...

Interns from our summer + fall sessions said they:



would recommend Rêve Academy to a friend

would return if given the chance

liked or loved their projects

became more professional

learned useful lifelong skills

thought the work was just challenging enough

READ THE WHOLE STORY

reveacademy.org/stories-of-success

COMMUNITY IMPACT



In 2016, our student interns:

- Logged almost 6,000 hours
- Worked with 5 real-world clients and business partners
- Created 2 retail brands
- Sold more than \$1,700 worth of goods to 30 customers



The interns did great work and tackled tasks beyond the skillset I had expected.

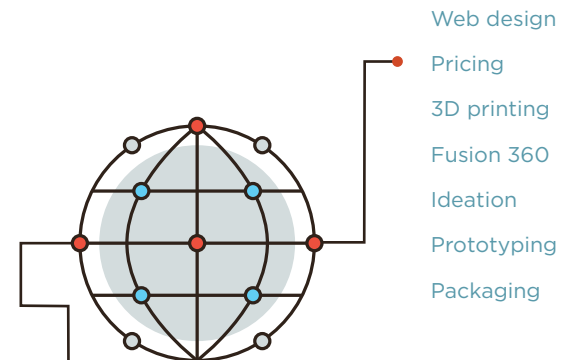
All of the individuals, from staff to students, were very involved and enthusiastic about our partnership.



VOLUNTEERS

This year, 20 Digiteers generously volunteered 285.5 hours of their time.

They brought (and learned!) a world of skills, including:



- Web design
- Pricing
- 3D printing
- Fusion 360
- Ideation
- Prototyping
- Packaging

- Customer experience
- User experience
- InDesign
- Illustrator
- Visual thinking
- Marketing
- Design
- Personal branding



HELP US GROW

Feeling inspired? Here's how you can help us reach more students.

Make a gift

Perhaps your company has an employee giving program, or rewards your volunteer time with an in-kind donation.

If you prefer to make an individual contribution, we happily accept those, too.

Make a Donation



Connect us

with school administrators so we can share our courses with them.

Email Us

Volunteer

your time—our students love to work with passionate volunteers, and you might even learn a few things!

See It In Action

Amanda Janssen

Director, Academic Excellence



Andrew Koch

Director, Student-Run Businesses



Eliza Wright

Director, Marketing + Operational Excellence



STAFF + BOARD OF DIRECTORS

We'd like to thank our generous supporters for their contributions to Rêve Academy.

See the full list at reveacademy.org/about/our-partners



Darrin Hebert

VP, Infinity Systems



Thong Nguyen

CTO, Rêve Consulting



June Yoshinari Davis

Consultant, Cargill



Tim Dolan

Police Chief (Retired), City of Minneapolis



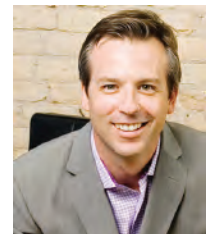
Phil McKoy

CIO, UnitedHealthcare



Kristin Pardue

Co-founder, Rêve Academy



Brad Von Bank

Co-founder, Rêve Academy