



# 2024 IMPACT REPORT

A group of our  
Scholar Ambassadors

A large graphic celebrating 25 years. The number '25' is composed of various colored segments (blue, red, yellow, orange) and features a white graduation cap on top of the '2'. Below the '25' is the word 'YEARS' in a bold, white, sans-serif font. The entire graphic is set against a dark blue background decorated with colorful abstract shapes and confetti.

# 25 YEARS

*of* **Impact.**  
*of* **Commitment.**  
*of* **Closing Gaps.**  
*of* **Opportunities.**  
*of* **Education.**  
*of* **Belonging.**  
*of* **Scholar Success.**  
*of* **NEWFUTURES** 





## Dear Friends of New Futures,

As I reflect on the year, I am overwhelmed with gratitude — for our Scholars, who continue to push boundaries and defy expectations; for our partners, who stand with us in this work; and for you, our community, whose belief in our mission fuels everything we do.

**We proudly celebrated 25 years of impact in 2024.** Since our founding in 1999, New Futures has supported hundreds of Scholars in building pathways to financial security and career success. As we move forward, we remain deeply committed to ensuring that every young person — regardless of background, identity, or circumstances — has the opportunity to succeed.

Not just for our Scholars, but for New Futures as a whole, 2024 was a year of growth and transformation. I am proud of the strides we've made in ensuring that young people in the DMV have not only access to postsecondary education but also the guidance, resources, and support to truly thrive. This spring, we welcomed our largest cohort ever — 46 new Scholars — bringing our total served for the year to 273. We also celebrated a record 55 graduates, each stepping into the next chapter of their careers with confidence and purpose.

**More than ever, this year reinforced a core truth: when we invest in young people, they rise to the occasion, break barriers, redefine success, and shape the future of our communities.**

**But we're not stopping here.** In 2025, we are setting the course for the next 25 years by adapting and innovating to ensure that young people thrive in a rapidly changing region and workforce. Building on our legacy, we are expanding employer partnerships and strengthening Scholar support to equip more young people with the tools they need to build meaningful careers.

**None of this would be possible without you.** Your generosity, advocacy, and belief in our Scholars have made these 25 years of transformation possible. Together, we are shaping the future. Thank you for being part of this journey, for investing in our mission, and for ensuring that the impact of New Futures continues for years to come.

**Sherrod Williams, Ph.D.** Chief Executive Officer



On Friday, April 26, 2024, we gathered with more than 300 members of the New Futures community at the Omni Shoreham Hotel for an unforgettable evening marking our 25th Anniversary Celebration.

At the heart of the celebration were **“The Originals”** — a beloved group of founding board members and volunteers whose dedication helped launch New Futures and shape its earliest years. We were proud to recognize *(left to right in the above photo)* Earl McJett, Lupi Quinteros-Grady, Ronie Nieva, Mike Gould (*founder*), Romana Li, and Emily van Agtmael (*not pictured* Greg Banks, Debbie Carty, Steve Ettinger, Lori Kaplan, Ilene Rosenthal, and Louise Wiener). Their vision, heart, and leadership led us to where we are today, 25 years later. Their legacy continues to ripple through the lives of every Scholar we currently serve and will serve in the future.





We also honored the **A. James & Alice B. Clark Foundation** (left) with the 2024 New Futures Award in recognition of their extraordinary \$1.5 million grant — an investment that has allowed us to expand our reach and deepen our impact.

Thank you to our generous sponsors and the entire New Futures community for making this milestone celebration so special. Your support continues to open doors for young people across the DMV, and we are so grateful to be on this journey with you.





# Congratulations to Our 2024 Graduates!

With 55 total, this year marked  
our most graduates to date!

Jaelah B.	Yajaira T.	Ali S.
Kaltuun H.	Danielle L.	Davontae B.
Roniqua M.	Rukia A.	Najmah A.
Ronelle W.	Carlos M.	Vivian R.
Iqra A.	Yotsi E.	Fritza C.
Marcia C.	Nikola V.	Diana R.
Maria O.	Jaime T.	Kirtlon S.
Nathaly P.	Thiery K.	Jaleel B.
Juan P.	Mariam M.	Miguel E.
Any V.	Rudy R.	Esmael S.
Luz E.	Jayden S.	Aymen A.
Maria L.	Eden K.	Crismeily M.
Marlene C.	Ahmad H.	Kathryn G.
Yasmin G.	Ahnaf C.	Gloria N.
Yelsy M.	Mensur L.	Kelly M.
Manuel R.	Aldo N.	Ephrata K.
Mercy O.	Anthony V.	Yeimy O.
Fatima S.	Ezichi C.	
Maria Clara A.	Flopater L.	





# 2024 Achievements



**273** Scholars Served



**56** New Scholars Selected



**\$483K** Awarded in Scholarships



**420** Alumni (All-Time)



**813** Scholars Served (All-Time)



**55** Scholars Graduated



**90%** Success Rate (Graduation & Persistence)



**1872.5** Total Program Hours  
(Across 36 Workshops & Events)

**790.4** Program Hours  
(Across 585 Advising Sessions)



**\$7.6M**  
**Awarded in Scholarships**  
(All-Time)





## 2024 Program Highlights

# A Year of Connection, Growth, and Scholar-Led Impact

As we celebrated our 25th anniversary, 2024 became more than a milestone — it was an impact-focused year of listening to our Scholars, elevating community, and refining our model to meet the moment.

Across the board, we asked: What does success really look like? And our answer was clear: it starts with connection.





## Learning and Listening

2024 was also a year of iteration. We piloted a more inclusive application process and refined our eligibility criteria to better align resources with need — reaffirming our commitment to equity at every step. We brought back emergency funding and used Scholar feedback to create targeted workshops like financial literacy.

We also identified a need for a better text platform and new outreach strategies like SMS nudges — proof that we're still learning how to best reach our young people.

**“We’ve learned that success happens when Scholars feel known, when our team is coordinated, and when support feels human and real.”**

— Jasmine Froe | Assistant Director of Programs

# A Record-Breaking Year

**We celebrated 55 graduates** — our largest number ever, and a 90% success rate that exceeds our five-year average of 83%.

**We also welcomed our largest-ever cohort of 46 new Scholars**, and launched a revamped New Futures Network on LinkedIn, reinforcing the ecosystem of support for current Scholars and alumni alike. Events like an alumni-led health sciences panel and a shift away from one-off workshops reflected a growing focus on meaningful programming that fits into Scholars' busy lives.







## Scholar Voices, Elevated

From the start of new monthly Scholar and alumni newsletters to the launch of our Linktree events hub, 2024 reflected our commitment to creating more responsive and transparent communication. Scholars helped shape a new advising practice by self-ranking their goals when scheduling sessions, guiding advisors to meet them where they are.

Behind the scenes, advisors held regular meetings, sharing strategies and tools to improve case notes and reduce emotional burnout — ultimately deepening the quality of support.



Hear from our  
Scholars what  
they love about  
New Futures.





**“If I could live at Scholars Weekend all year, I would.”**



**“I stepped out of my comfort zone and did things I never saw myself doing.”**

# Scholars Weekend

At New Futures, we believe that community is key to Scholar success, and Scholars Weekend is where that community starts to take shape. This annual retreat offers Scholars a space to connect, reflect, and grow alongside their peers.

We're proud to share what the experience meant to them — in their own words — and to celebrate the powerful bonds formed along the way.

## Key Takeaways from Scholar Feedback

### Overwhelmingly Positive Ratings

Most Scholars rated the weekend as “very satisfied,” noting growth in confidence, self-advocacy, goal setting, and self-awareness.

### Stronger Connections

Scholars reported that they formed meaningful relationships with peers and staff that will support their educational and career journeys.

### Personal Growth

Many Scholars described pushing themselves to try new things — like public speaking, ziplining, or opening up socially — and left feeling inspired, recharged, and more confident.

### Emotional Impact

Scholars expressed that the weekend was healing, joyful, and deeply needed. Several described it as a rare opportunity to step away from daily stressors and “just be.”

### Widespread Enthusiasm to Repeat

Nearly all Scholars said the event should return, citing lasting bonds, motivation, and a stronger sense of community.



“Every Scholar deserves a weekend like this — to be themselves, to connect, and to feel supported.”



“I felt like New Futures actually has my best interests at heart. I can’t express how much that means.”

“I’ve made connections I will cherish, and learned and pushed myself.”



“I found actual peace.”







## Iqra's Story

"It's honestly just an amazing feeling knowing that I have a community of people — whether it's mentors or other Scholars — that I can rely on to support me in my journey."

— Iqra | Scholar



Watch Iqra's interview with our friend at WUSA 9, Emmy Award-winning reporter Jess Arnold.



# Recognition That Moves Us Forward

New Futures received the largest gift in our history: a \$2 million award from MacKenzie Scott's **Yield Giving Open Call**. Out of more than 6,300 applicants, we were selected for our strong track record — and as one of the highest-rated organizations, our award was doubled to \$2 million.

"To receive a gift of this magnitude in our 25th anniversary year is a fitting testament to the power of our program to change lives," said Sherrod Williams, our CEO. "Our vision is to see a vibrant and equitable Washington, DC region where every young person has an accessible and valued path through higher education and the opportunity to thrive in a fulfilling career. This award moves us one step closer to realizing that vision.

"We've been hyperfocused on evolving our program to maximize the benefits for

Scholars," Sherrod continued, "and we've built a team that reflects the communities we seek to serve. Ultimately, those decisions have paid dividends for the young people who entrust their dreams to our care."

The Open Call sought to identify organizations that advance the voices and power of individuals and families with limited resources and influence. This tremendous investment affirms our approach — and fuels our next chapter. With it, we can strategically evolve our program model, deepen our Scholar-centered design, and increase access to the education-to-career pathways that drive lasting economic mobility.

In addition, New Futures was one of just seven organizations nationwide selected for a \$100,000 grant through the **International Youth Foundation's**

**Unique Perspectives for Change (UP4C)** initiative — an innovative, youth-led participatory grantmaking program.

The UP4C Young Leaders panel prioritized organizations that create inclusive learning environments and promote educational equity — especially for young people furthest from opportunity due to racism, poverty, or learning differences.

The youth panel saw in New Futures a model that not only supports postsecondary success but also recognizes and adapts to the intersecting identities and real-life challenges our Scholars navigate every day.

This recognition affirms what we've long believed: when we center equity, adapt with flexibility, and listen to young people, we build better programs.



# Spring 2024 Cohort



★ = Second-time Scholar

*Second-time Scholars are Scholars pursuing additional credentials (usually Bachelor's degrees) who have already completed a degree or certification with New Futures.*

## Business

Anastasiia H.  
Kenya C.  
★ Kaltuun K. H.  
Donya E. N.  
Ashley L. A.

## Construction & Trades

Marcos R.  
Britanny S.  
Robel H.

## Education

Dania A. A.  
Jenifer U.  
★ Estefany C. U.  
Jennifer A.

## Health Sciences

Maria A.  
Yvonne E.  
Zoey H.  
Ashley M. A.  
Marcela L.  
Madha H.  
Hadia H.  
Alexis B.  
Jariya W.

## Information Technology

Mykyta Z.  
Shushan T.  
Hamza A.  
★ Yafeat D.  
Nuren L.

Sonana H.  
★ Mariam M.  
★ Jayden S.  
★ Ali S.  
Muhammad A.  
★ Anthony V.  
Julio O.  
★ Roksolana K.  
Khalia L.  
Djenabou B.  
★ Eden K.  
Herani G.  
★ Rabyatou B.  
Nathan H.  
Dario P.  
Emmanuel B.  
Katherine D.  
Kane K.

## Public Service

Jhoselin A.  
★ Dynara D.



"Within every challenge we face, there are opportunities to grow, thrive, and learn."

**Watch Jhoselin's Keynote**



# Fall 2024 Cohort



✦ = Second-time Scholar

*Second-time Scholars are Scholars pursuing additional credentials (usually Bachelor's degrees) who have already completed a degree or certification with New Futures.*

## Education

- ✦ Any R. V.
- ✦ Luz M. E.
- ✦ Maria L. C.

## Hospitality & Culinary Arts

- ✦ Yotsi E.

## Information Technology

- ✦ Ahnaf C.
- ✦ Ezichi A. C.
- ✦ Mercy O. H.
- ✦ Rudy W. R.

## Business

- ✦ Iqra A.



Instagram



Facebook

Hear from New Futures advisor Katie and Scholar Ahnaf (above right) about their experience together.



# Advisors That Make a Difference



**“Katie is the best! I feel heard and helped! I needed to share my recent wins with someone and she made me feel proud of myself.”**

— Spring Scholar, 2024

**“After every session I feel like my problems are getting solved. Desiree is an amazing advisor!”**

— Fall Scholar, 2024

**“Ramiro is just an incredible advisor! He’s so encouraging and breaks things down in a way I can understand, helping me feel supported no matter what. I feel like he really cares about my success.”**

— Spring Scholar, 2024

**“Kera helped me revise my education plan to a more efficient one. I’m so happy to have her — she resonates with my aspirations and mindset.”**

— Fall Scholar, 2024



# Turning Data into Progress: Closing the Impact Gap

Over the past several years, we've seen a powerful and consistent rise in the success rates of our Black Scholars — a critical and encouraging trend as we continue our work to eliminate systemic barriers to postsecondary success.

When we began disaggregating our program data by race in 2018, what we found was urgent: **Black Scholars were dismissed at rates 20% higher than their peers and consistently had lower success rates overall.** Between 2014 and 2018, Black Scholar success rates lagged behind Latinx Scholars by as much as 28 percentage points. That discovery sparked a multi-year effort to close the gap.

We refined our advising model to create more equitable experiences, reduced caseloads, expanded peer-to-peer support, and elevated Black voices. Most importantly, we strengthened community — because we know that belonging drives persistence.

And we've seen the results. Graduation rates for Black Scholars rose from an average of 47.73% (2015–2016 cohorts) to 79.41% (2019–2020 cohorts) — a substantial gain driven by intentional program changes and an emphasis on cultivating expansive support systems. **Today, dismissal rates are nearly evenly distributed across demographic groups, now within just ~3% — a sign of real progress toward equity.**

Molly Friesenborg, Director of Scholar Programs, emphasizes that these improvements are about more than just numbers.

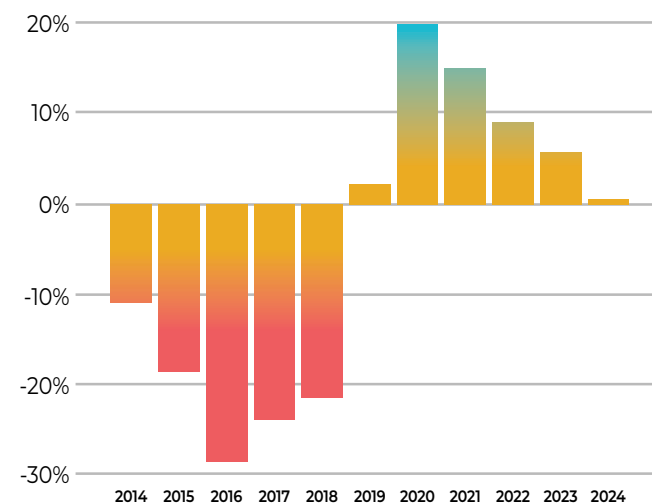
“The implications are huge — for individual Scholars and for our broader community. We know degrees and certifications significantly increase earning power. The Department of Labor reports that associate degree holders earn \$20,000 more per year than those with only a high school diploma. That difference shapes a Scholar's future — and ripples out to their families and communities. It's a great example of how intentional community-building drives long-term outcomes.”

This shift is also reflected in the way Scholars connect with one another and their New Futures advisors. In Spring 2024, 66% of Scholars said they had a peer in New Futures they could turn to for support. Just one year later, that number rose to 85%. Meanwhile, 90% of Scholars report their advisor is one of the first people they turn to when they have a challenge, up from 79% in Spring 2024.

“That's a very encouraging indicator that our program improvements have been effective in creating the supportive community we're striving for,” shares Molly. “We're really proud of these early results and hope to continue cultivating the same inclusive, encouraging experience for all Scholars.”

We're proud of this progress — **and we're committed to going even further.**

## Black Scholar Success Rates Compared to Latinx Scholars



# Celebrating Years of Community-Driven Impact

**In our 25th anniversary year, we doubled down on what makes New Futures strong: our community.**

Throughout 2024, we created intentional opportunities for connection — bringing together Scholars, alumni, staff, board and associate board members, funders, partners, and supporters to build the relationships that power Scholar success. From our cultural celebration at **Taste of New Futures: Around the World**, to the joy-filled **Family Picnic** and heartwarming **Friendsgiving**, every event reflected our belief that connection drives belonging — and belonging drives outcomes.

One of the most powerful moments came at our inaugural **Community Breakfast**, where we gathered to reflect on 25 years of impact and recognize the individuals and institutions that helped make it possible.

We honored Chef Devonte Howard with the first-ever Alumni Award, and the Latin American Youth Center with our inaugural Partner Award, celebrating a 25-year partnership rooted in equity and aligned missions. We were also honored to receive a proclamation from the D.C. Mayor's Office, recognizing our quarter-century of impact in the DMV.

We brought Scholars together for **Scholars Weekend**, honored their dedication at our annual **Scholar Award Celebration**, and made space for reflection, connection, and learning through regional **Lunch-n-Learns** and alumni-led programming. Our 25th Anniversary Celebration capped the year with a forward-facing vision: to continue building a community where every Scholar feels seen, supported, and celebrated.

Each event strengthened our ecosystem of support — with Scholars forming new bonds, long-time champions deepening their engagement, and a shared sense of purpose at the heart of it all. Again and

again, we saw that connection isn't just something we create — it's something that sustains us.

In this milestone year, our community showed up — helping us build the conditions for Scholars not just to succeed, but to thrive.



**Head to our YouTube channel to watch many of the initiatives and events that were held to celebrate our 25th year.**



# Statement of Financial Position

Assets	2024	2023
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$2,221,517	\$1,007,756
Contributions receivable	\$140,853	\$197,500
Accounts receivable	\$6,000	\$0
Employee retention credit receivable	\$165,516	\$165,516
Prepaid expenses	\$64,228	\$7,661
Due from employee	\$159	\$0
<b>Total Current Assets</b>	<b>\$2,598,273</b>	<b>\$1,378,433</b>
<b>PROPERTY AND EQUIPMENT</b>		
Computer equipment and software	\$22,057	\$22,771
Less accumulated depreciation	\$(8,343)	\$(20,306)
<b>Net Property and Equipment</b>	<b>\$13,714</b>	<b>\$2,465</b>
<b>OTHER ASSETS</b>		
Right-of-use assets	\$141,191	\$225,666
Investments	\$1,173,370	\$965,056
Security deposit	\$14,167	\$14,167
<b>Total Other Assets</b>	<b>\$1,328,728</b>	<b>\$1,204,889</b>
<b>TOTAL ASSETS</b>	<b>\$3,940,715</b>	<b>\$2,585,787</b>

Liabilities and Net Assets	2024	2023
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued expenses	\$145,799	\$82,234
Scholarships payable, current	\$320,623	\$341,897
Operating lease liability, current	\$93,503	\$86,172
<b>Total Current Liabilities</b>	<b>\$559,925</b>	<b>\$510,303</b>
<b>LONG-TERM LIABILITIES</b>		
Scholarships payable, non-current	\$649,760	\$694,153
Operating lease liability, non-current	\$49,144	\$142,647
Sublease security deposit	\$6,000	\$0
<b>Total Long-Term Liabilities</b>	<b>\$704,904</b>	<b>\$836,800</b>
<b>TOTAL LIABILITIES</b>	<b>\$1,264,829</b>	<b>\$1,347,103</b>
<b>NET ASSETS</b>		
Without donor restrictions	\$2,520,033	\$1,007,684
With donor restrictions	\$155,853	\$231,000
<b>Total Net Assets</b>	<b>\$2,675,886</b>	<b>\$1,238,684</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$3,940,715</b>	<b>\$2,585,787</b>

# Statement of Activities and Changes in Net Assets

	2024			2023		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUE AND SUPPORT</b>						
Contributions and grants	\$3,139,509	\$155,853	\$3,295,362	\$1,364,814	\$61,000	\$1,425,814
In-kind contributions	\$157,870	\$0	\$157,870	\$115,825	\$0	\$115,825
Special event, net of expenses (\$125,070 and \$73,646 respectively)	\$193,694	\$0	\$193,694	\$116,942	\$0	\$116,942
Net assets released from restrictions	\$231,000	\$(231,000)	\$0	\$522,000	\$(522,000)	\$0
<b>Total Revenue and Support</b>	<b>\$3,722,073</b>	<b>\$(75,147)</b>	<b>\$3,646,926</b>	<b>\$2,119,581</b>	<b>\$(461,000)</b>	<b>\$1,658,581</b>
<b>EXPENSES</b>						
Program services	\$1,495,839	\$0	\$1,495,839	\$1,489,174	\$0	\$1,489,174
Management and general	\$503,991	\$0	\$503,991	\$457,482	\$0	\$457,482
Fundraising	\$517,855	\$0	\$517,855	\$307,895	\$0	\$307,895
<b>Total Expenses</b>	<b>\$2,517,685</b>	<b>\$0</b>	<b>\$2,517,685</b>	<b>\$2,254,551</b>	<b>\$0</b>	<b>\$2,254,551</b>
<b>CHANGE IN NET ASSETS</b> (before other income)	<b>\$1,204,388</b>	<b>\$(75,147)</b>	<b>\$1,129,241</b>	<b>\$(134,970)</b>	<b>\$(461,000)</b>	<b>\$(595,970)</b>
<b>OTHER INCOME</b>						
Employee retention credit	\$0	\$0	\$0	\$165,516	\$0	\$1,344,726
Investment income, net	\$271,727	\$0	\$271,727	\$216,256	\$0	\$216,256
Rental income	\$36,000	\$0	\$36,000	\$0	\$0	\$0
Miscellaneous income	\$234	\$0	\$234	\$0	\$0	\$0
Loss on disposal of fixed assets	\$0	\$0	\$0	\$375	\$0	\$375
<b>Total Other Income</b>	<b>\$307,961</b>	<b>\$0</b>	<b>\$307,961</b>	<b>\$382,147</b>	<b>\$0</b>	<b>\$382,147</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$1,512,349</b>	<b>\$(75,147)</b>	<b>\$1,437,202</b>	<b>\$247,177</b>	<b>\$(461,000)</b>	<b>\$(213,823)</b>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>\$1,007,684</b>	<b>\$231,000</b>	<b>\$1,238,684</b>	<b>\$760,507</b>	<b>\$692,000</b>	<b>\$1,452,507</b>
<b>NET ASSETS AT END OF YEAR</b>	<b>\$2,520,033</b>	<b>\$155,853</b>	<b>\$2,675,886</b>	<b>\$1,007,684</b>	<b>\$231,000</b>	<b>\$1,238,684</b>



► Our Dedicated 2024 Donors

# The CEO's Circle

Donors who support New Futures with an annual gift, or cumulative gifts, that total \$5,000 or more within a given fiscal year (July 1 - June 30) are recognized as members of The CEO's Circle, which was launched in 2023 to provide special recognition to our top-tier supporters as well as a personal connection to our organizational leadership and the long-term impact of their investment.



## BRIGHT FUTURES LEVEL \$25,000-\$49,999

Elizabeth and David Hayes

Mike Kershow and Marianne Keler

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

Susan Krause Bell and Robert Bell

Mary Challinor

Mary and Armeane Choksi

Barbara Kafka and Samir El Daher

Marshfield Associates

Nonna Noto

Louise Novotny

Rebecca Rice and Lionel Dripps

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Bob Saum

Eluned and Julian Schweitzer





## DREAM LEVEL

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

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Emily and Antoine van Agtmael

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# Donors

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David and Nancy Lesser

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Kim Vinick

Voorthuis Opticians

Westat

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**\$1,000-\$2,499**

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Anonymous via United Way of  
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Cathy Hurwit

Tariq Husain

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Suzanne Walsh  
Dr. Heather Wathington  
Andrew and Julia White  
Dock Winston  
Susan Wooddell-Campbell and Kenton Campbell  
Mary Zmuda

### \$500-\$999

Cherri Alexander  
Anonymous via Network for Good  
Elizabeth Ash  
Geoffrey Bakker  
Jessica Brosch Sweet  
Steve Bruno  
Christopher Clarke  
William Corin  
Miriam Daniel and Laurence Wolff  
Peter D'Ascoli  
Donna DiMichele  
Meg Duffy

Judith Edstrom  
John Feldman and Carol Middlebrook  
Hillarie Flood  
Tara Fortier  
Dee and Terry Friesenborg  
Debbie Goldman  
Erika Gray  
David Grier and Jean Heilman Grier  
Kendra Grinnage  
Kym Grinnage  
Paul Hagens  
Franklin Hodo  
Lori and Charles Jackson  
Beoncia and Frederick Johnson  
Kevin Johnson  
Augustus Jones and Joi Baker Jones  
Lori Kaplan  
Christine Kessides  
Joyce Leader  
Joanne Liu  
Ompie and Robert Liebenthal  
Griselda Macias  
Liza and John Marshall  
Malcolm McCluskey  
Kathy McCreary  
Kathe and William McDaniels  
Katie Mitchell  
Catharine Montgomery  
Polly Nayak  
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