



# ANNUAL REPORT

JULY 2022 - JUNE 2023

**80 SCHOLARS**  
ENROLLED IN PROGRAM



**OVER \$220,000**  
RAISED AT  
SPECIAL EVENTS

**9 SCHOLARS**  
GRADUATED



**31 ACCEPTED**  
SCHOLARS FROM  
PLANO ISD SCHOOLS

**29 COACHES &  
3 COORDINATORS**  
ADDED TO OUR  
SUPPORT TEAM



**\$577,227**  
**TOTAL RAISED**  
THIS YEAR

## OUR MISSION:

We provide Plano ISD graduates who have overcome adversity with scholarships and support services to promote success in life through education.

## A Message from our Board President

The end of the 2022-2023 school year brings our fiscal year to a close. The results produced by our students, volunteers and staff have combined for record-setting impact. We are excited to present this annual report highlighting the exciting progress.



We take seriously the resources entrusted to us and hold ourselves to a high standard of fully delivering on the "Hendrick promise."

***Providing Plano ISD graduates who have overcome adversity with scholarships and support services to promote success in life through education.***

Review of this report shows how we have exceeded expectations in all areas.

***Students*** – Our minimal dropout rate and exceptional academic and life progression results demonstrate the success of our ever-improving model. Sadly, the need for our services continues to grow and we are pleased to be able to add a large group of new deserving students to our program.

***Volunteers*** – Our coaches, committees, fundraisers, and operations support teams have logged a record number of hours over 4600 hours! With these volunteers we are growing in our expertise on how to best support students, maintain operations and raise funds.

*Staff* – Marta Lilly has been an integral part of the successful evolution of the organization over the past three years. Not a surprise given her lengthy record of service in our community supporting education initiatives. We are pleased to announce Marta has agreed to take the role of our Executive Director. April Beal joined Marta this year focused on student support. Now, Laura Rose rejoins our team helping April to support our increasing group of scholars. The future of the organization is in great hands given this power-trio of talent.

*Finances* – The community continues to strongly endorse our efforts with their financial support which has, once again, exceeded our expectations. We have efficiently used these resources to deliver amazing results; always keeping expenses well under budget.

Behind these impressive headlines are hundreds of inspiring individual stories. Our students continually impress us with their perseverance and incredible triumphs over adversity. Volunteers jump to their support when urgent issues present themselves while others work tirelessly behind the scenes to produce great events or support operations. Our leadership team's planning and execution set the framework for all of this to happen.

I'm thankful for your incredible efforts and support. Together we are changing each other and the world for the better. I know I speak for many when I say, "our opportunity to serve this organization has been richly rewarded more ways than we could ever imagine."

With Appreciation,

Berk Smith  
Immediate Past President



## A Message from our Executive Director

We're looking forward to an exciting year here at HSF. Coming on the heels of two incredibly successful years, I know that this year's team of staff and volunteers will continue to push the organization to new heights of efficiency and effectiveness helping more deserving students than ever.

As we move forward, our strategic priorities include:

**Scaling Impact:** Building on our successes, we aim to expand our reach and deepen our impact, touching the lives of more individuals and communities in need.

**Capacity Building:** We will invest in our team's growth, fostering professional development, and nurturing leadership within our organization. We are excited about adding 7 new Board of Directors, and our new Leadership Team that will take us forward on onward for the next year: Craig Perry, President, Mark Phariss, Vice President, Julie Green, Treasurer and Juli McCready, Secretary.

**Innovation:** We will continue to leverage technology to assist in improving efficiency and effectiveness. We will continue to redesign processes and rethink procedures to get better at supporting more students.

**Sustainability:** With the introduction of our Forever Scholarships and advanced funding of all scholarships the organization is on solid

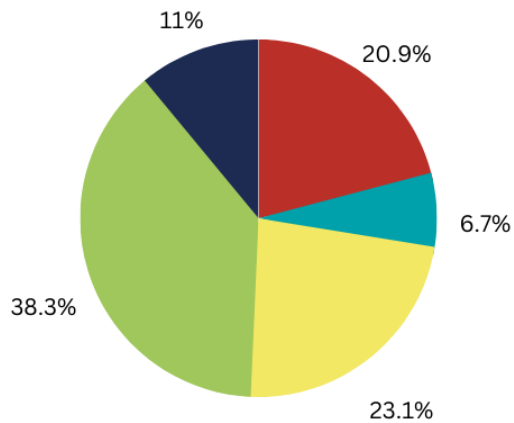
footing for sustained long-term impact. We will continue to enhance this position with a focus on diversifying funding sources and strengthening our partnerships.

I want to express my heartfelt gratitude to all of you—our supporters, partners, staff, and volunteers. Your unwavering commitment has been the driving force behind our achievements. Together, we will continue to create positive change and make a lasting impact. I eagerly anticipate the journey ahead and the countless lives we will touch and uplift in the process.

Sincerely,  
Marta Lilly  
Executive Director

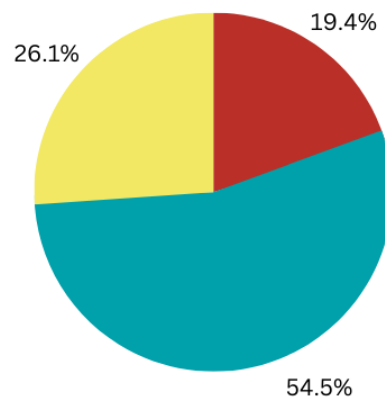
# 2022-2023 Financials

## Revenue By Stakeholder **\$577,277**



- Foundations, Trusts, Grants (20.9%)
- Individual Gifts (6.7%)
- Named Scholarships/Endowment Funds (23.1%)
- Events (38.3%)
- Other (11%)

## Expenses By Activity **\$413,186**



- Management/General (19.4%)
- Program Services (54.5%)
- Event Expenses (26.1%)

Our total income for the 2022-23 Fiscal Year was \$613,733. Thank you to our generous donors and sponsors who helped make this possible.

## **TASTE - Our Signature Fundraiser**

March 5, 2023

Mercedes Benz of Plano

**\$177,192 Raised**

*Next year's event will be held at the same venue on March 7th, 2024 and our goal is to increase dollars raised by 10%.*



**Mercedes-Benz**  
of Plano

## **North Texas Giving Day**

**September 15, 2022**

**\$56,662 Raised**

**SFMG Wealth Advisors Match: \$25,000**

**Humcap Match: \$7,290**

**NTxGiving Day 2023 is September 21, 2023. Once again, SFMG Wealth Advisors has generously agreed to make a match of \$25,000.**



The funds that we raised gave us opportunities to benefit our students and our organization.

- HSF awarded **31 new scholarships** to Plano ISD seniors who had overcome adversity and were eager to attend college and obtain degrees. Each one of our scholarships was fully funded before we even considered accepting that number of students. Next year we hope to add even more scholars and reach a goal of serving 100 active students for the year.
- We established a **Student Assistance Fund** which can be used to support our students with extraordinary needs, including tutoring, testing fees, and one-time rent assistance.
- **Coach Interest Sessions** were offered each month to recruit coaches who would stand as mentors to our new scholars. The result was that we were able to onboard enough coaches to assign each of our new students with a mentor.

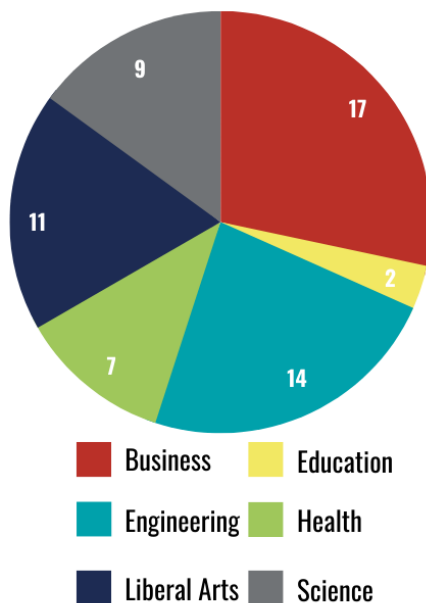


# Scholar Performance Review

The 2022-2023 school year brought some great news for our scholars and the organization.

- We had **9 students graduate**
  - 1 in Fall 2022
  - 8 in Spring 2023
- Of our 60 students in the program this spring:
  - 10 students made the **Dean's List** (3.5-3.9 GPA)
  - 14 students achieved the **President's List** (4.0 GPA)
  - **GPA increased** to a 3.3 from a 3.1 in the previous year
  - 75% of our students earned a cumulative **GPA >3.0**
  - 63% represent the **first in their families** to attend college
- **All of these accomplishments were reached by our scholars while working full- or part-time.**

**2022-23 Scholar Field of Study**



**2022-23 Colleges Attended**

University	# Scholars
Arizona State University	1
California State - Fullerton	1
Collin College	16
Concordia University	1
Dallas College	1
LA Film School	1
Penn Foster	1
Southern Methodist University (SMU)	1
Texas A&M - Prairie View	1
Texas A&M - Texarkana	1
Texas State University	2
Texas Woman's University	2
University of Houston	2
University of North Texas (UNT)	12
University of Texas - Arlington	3
University of Texas - Austin	5
University of Texas - Dallas	9
Grand Total	60

## Selections Process

In January, Student Operations Manager, April Beall, visited all of the Plano high school **AVID classes** to share about our scholarship program and to introduce our new applicant portal. By the application deadline, we had received **151 completed applications**, a significant increase from last year.

## Our Selections Committee

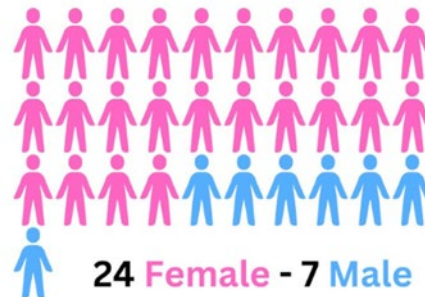
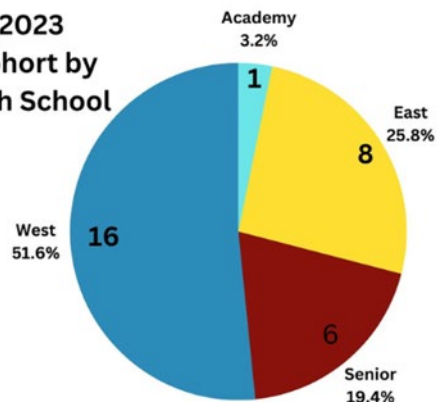


**151 applications completed**  
**43 candidates interviewed**  
**Students from all 4 Plano ISD high schools**  
**31 scholarships awarded**

# Welcome to our 2023 Cohort

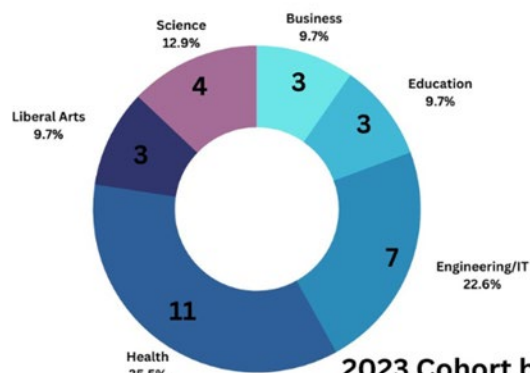
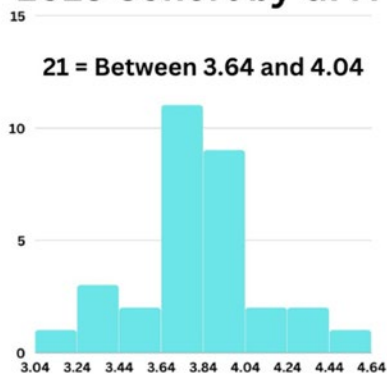


**2023 Cohort by High School**



**2023 Cohort by Gender**

**2023 Cohort by GPA**



**2023 Cohort by Field of Study**

# UPCOMING EVENTS



SEPTEMBER 14, 2023



COMMUNITIES  
FOUNDATION of TEXAS  
—NTX—  
GIVING  
DAY  
presented by  
amazon

9.21.23

Sample area restaurants eats and treats, toast to the cause and find your favorite new things at our Silent & Live Auctions!

Mercedes Benz of Plano  
6455 Dallas Pkwy Plano, TX 75024

