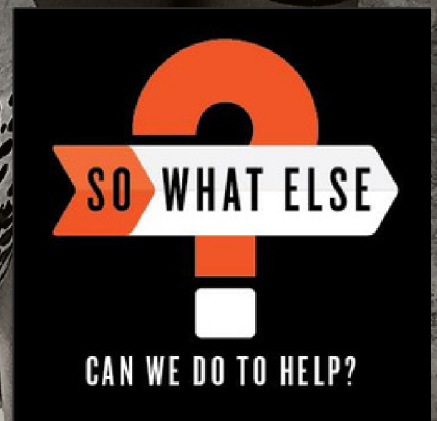


2019 ANNUAL REPORT

SO WHAT ELSE, INC.



LETTER FROM THE FOUNDERS

What a record setting and fun year! In 2019, we had the privilege of serving more children through our programs than ever before. Preventive medicine isn't always glamorous but we know that hard work pays off for our students, who know they have a safe and positive place to go, when they are normally forgotten in the great out-of-school time abyss.

This year So What Else took major steps toward building our community center model of hosting kids full time, adding five year-round sites: Rockville Housing, Gaithersburg Middle School, Park Montgomery in Silver Spring, Pedestal Gardens in West Baltimore and The Wingate in Washington, D.C. We made a commitment to see our students more often, multiplying the impact of our 55 after school programs per week.

The most fun part of So What Else is building a team and community of supporters. We are grateful to our children, our staff, our volunteers and of course our donors who make these dreams realized. The vision of mobilizing youth to serve their communities is alive now more than ever.

As we move into the next decade of programming, we are excited about expanding our team in order to impact more lives of children and families by increasing the number of community center model sites and eventually expanding outward to reach students throughout the nation. We would love for you to join our team on this great journey of serving others.

Sincerely,

**Dave Silbert and
Bob Schless**

MEETING NEEDS IN OUR COMMUNITY

Every child deserves to have a safe
and enriching environment to attend
after the school bell rings

**YET, EVERY DAY 212,455 CHILDREN ARE LEFT
ALONE, WITHOUT ADULT SUPERVISION OR
FOOD, IN THE BALTIMORE-WASHINGTON DC
METRO AREA**

That's nearly 1 in 4 children

**BUT SO WHAT ELSE IS DETERMINED TO
CHANGE THAT, ONE CHILD AT A TIME**

2019

OUR MISSION

"To serve kids, serve the community and help kids serve the community"

So What Else is committed to serving our children, community and planet through enriching, service-based out of school time programming and promoting volunteerism in the Baltimore-Washington Metropolitan Area.

MISSION

2019 AT A GLANCE

CHILDREN SERVED

3,568

AMOUNT RAISED

\$766,000

MEALS SERVED

30,000

SERVICE HOURS

6,000

PROGRAMS

120

OUR PROGRAMS

In 2019 SWE operated 102 after school programs, 22 summer camps and 2 spring break camps, all of which were free to children and their families.

Every child should have access to safe learning environments, after school and during the summer season. So What Else offers opportunities for underserved youth to engage in holistic experiences in which they are exposed to new knowledge, skills and perspectives.

**In 2019, So What Else
expanded to now serve
communities in 6 locations:**



**OUR
PROGRAMS**

WASHINGTON DC

BALTIMORE CITY

ANNE ARUNDEL COUNTY

HOWARD COUNTY

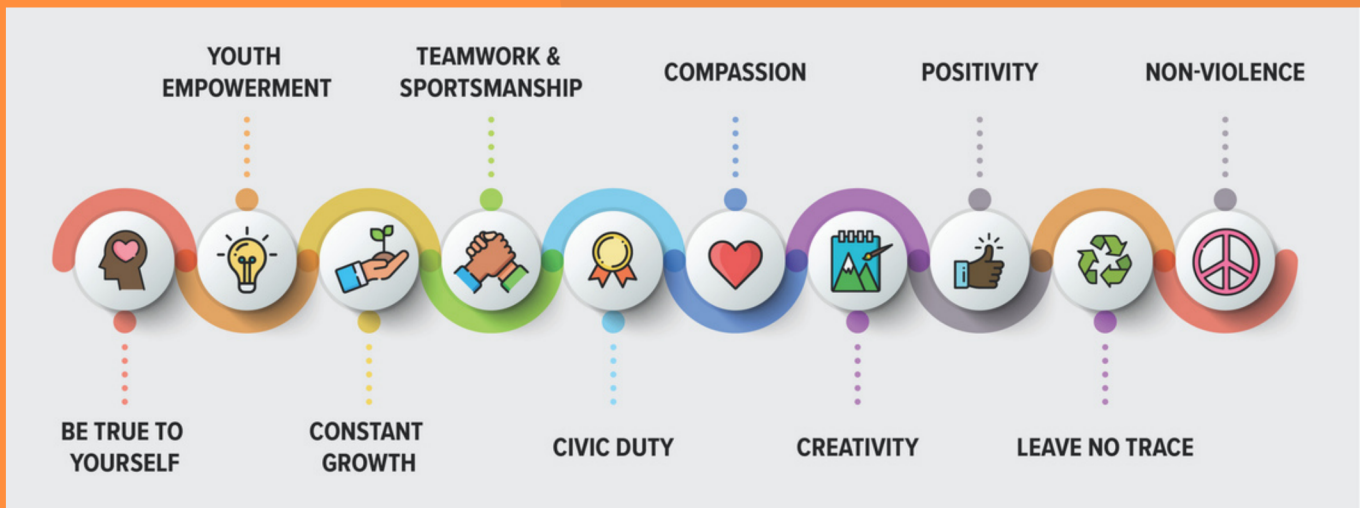
PRINCE GEORGES COUNTY

MONTGOMERY COUNTY

PROGRAM MODEL

THE 10 PILLARS

Each of our programs are infused with a value system created by So What Else, called **The 10 Pillars**, which foster a sense of community and act as a foundational compass that drives the content and technique in our programs.



CURRICULUM BASED PROGRAMS

So What Else programs are based on curricula developed by youth development professionals. Each program area includes its own objectives with the overarching goal to connect students to, engage with and learn from their community.

Each of our areas of programming focus on empowering students to learn and achieve as they create and explore. SWE curricula provide meaningful activities that benefit both participants and their communities, fostering life skills, critical thinking, a sense of efficacy and self-worth, and responsible attitudes and behaviors.

SO WHAT ELSE CURRICULA

Integrative Wellness

Expressive Arts

Healthy Cooking

The Big Idea

Arts & Activism

Eco Art

Mixed Programming

Olympiad/Sports

Green Path Academy

STEM

Literacy

[View A Full SWE Curriculum Here*](#)

PROGRAM HIGHLIGHT



Before SWE I didn't know about college, now I want to be a scientist"-Mariame

SWE Student of the Year 2019

THE WINGATE

So What Else has been operating free programs at The Wingate Community for nearly 3 years. Situated in a low-income Washington DC neighborhood with high rates of trauma, street violence, food insecurity & extreme poverty, there is a tremendous need for safe, positive and enriching out-of-school time programs.

SWE programming serves as a **safe space for children** to attend on a daily basis in order to gain essential life skills, receive homework help, eat a healthy meal and receive positive mentorship from trained youth development providers.

In 2019 we expanded from offering only Saturday programs, to having programming 6 days a week and a full-time summer camp, making The Wingate our biggest and most impactful site to date.



WINGATE IN NUMBERS

249 Kids

5,036 Meals

907 Service Hours

48 Volunteers

5 Programs

22 Family Events

EVALUATIONS

When it comes to after school programming, we don't just focus on how many children we serve, but also the **individual impact** we make on them

That's why in 2019, we launched a comprehensive evaluations system to help SWE become more effective, influential and sustainable

And so far the results have been astounding....

MAJOR FINDINGS

92% of youth increased in feelings of self-worth and had a higher sense of belonging

85% of youth became goal oriented and began planning for college or trade school

94% of youth increased in health literacy and showed the ability to recognize and cook healthy food

74% reported feeling a greater sense of responsibility for their actions

70% of youth strengthened their ethic and sense of civic responsibility

EVALUATION PROCESS

WHAT OUR EVALUATIONS MEASURE

Is SWE contributing to the positive development of the youth we serve?

Is SWE increasing the educational skills and knowledge necessary for our students to improve in school?

Is SWE programming contributing to improving our students' future, by helping them set and achieve goals, such as attending college or trade school?

How is SWE affecting the food security of the students we serve?

How are our students involved civically?

How many students are receiving a safe and engaging learning environment that they otherwise wouldn't have access to?

THE PILOT PROGRAM

In 2019 we launched a new evaluation system at 4 after school program sites and 3 summer camps: Mixed Programming at Park Montgomery, Expressive Arts at Shady Grove Middle, Arts and Activism at Clemente Middle, Integrative Wellness at Benning Court, Summer Camp at Park Montgomery, Summer Camp at Rockville Housing, Summer Camp at Wingate.

At each site, we collected data pre semester-before the program started, then returned post semester-during the last week of programming and measured the same data points. All with the goal of understanding what kind of impact attending our program has made. The results that we found were astounding-and thats just the beginning!

THE FUTURE OF EVALUATIONS

In 2020, SWE will conduct evaluations at 10 after school programs and 5 summer camps across our service area and eventually all of our programs will begin and end with an evaluation process.

A young boy with dark hair and glasses is sitting at a table, looking intently at a chessboard. He has his hand to his chin in a thoughtful pose. The chessboard is in the foreground, showing several pieces. In the background, there are educational posters on a wall, including one that says 'GRAMS' and another that says 'KROGRAMS'. The boy is wearing a dark hoodie with an Adidas logo.

PROGRAM STRATEGY

Through **quality mentorship** and social and emotional supportive curriculums, we aid youth in becoming **well rounded** and **engaged future citizens.**

THE BIG IDEA PROGRAM

SWE's Big Idea Program is the cornerstone of our mission to support the community through philanthropy and youth innovation. The Big Idea is an educational and interactive program designed to encourage students to create novel and innovative ways to serve their community and Earth. Through teamwork, open dialogue, activism and ultimately action, students are able to learn and demonstrate that people of any age can create positive change.

COMMUNITY CENTER MODEL

2019 is the first year that SWE operated a community center model at 5 different sites. This model serves as an open door to children of all ages and their families 5 days a week during after school hours. These programs also aim to build community through incorporating family and community events, meal service and workshops, all free of cost to anyone in need.

FUTURE LEADERS PROGRAM

This program engages older youth and young adults to become proactive in their community through serving others. This year, SWE future leaders program completed grew to nearly 150 youth who completed nearly 1000 hours of service.

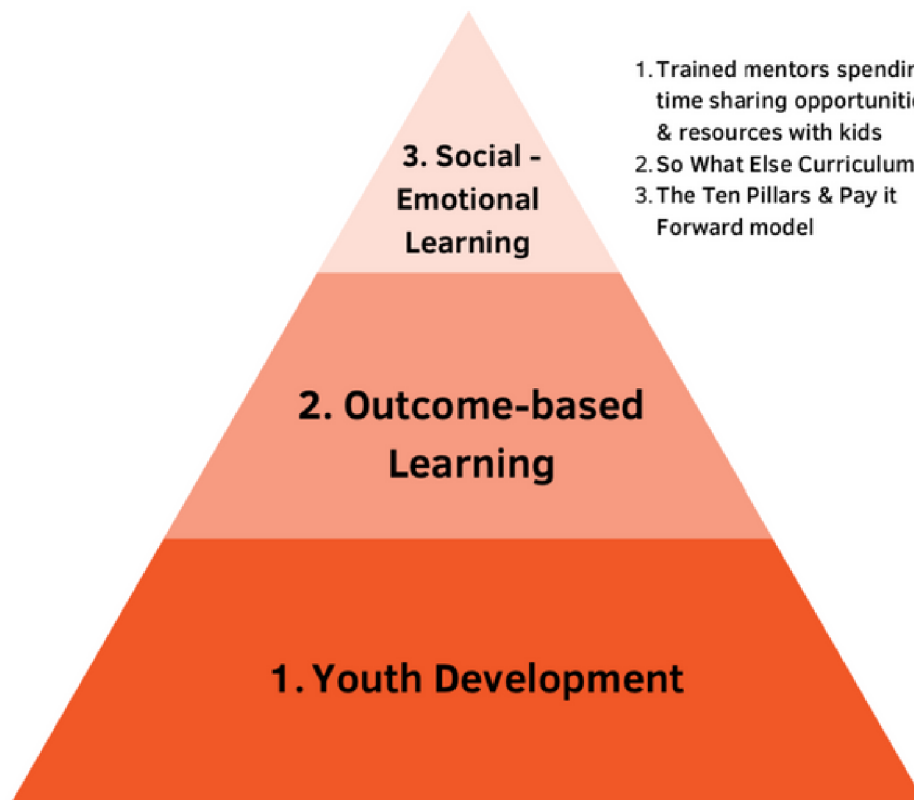
CURRICULUM BASED PROGRAMMING

85% of our programs are now operated based on one of our 8 comprehensive, hands-on learning curricula that integrate positive youth development, common core outcomes and The 10 Pillars to provide students with a meaningful and fun learning experience.

STRATEGIC COMMUNITY PARTNERING

This year, we collaborated with over 100 different non-profits, businesses, schools and community centers in order to bring high quality programs to youth who need it the most.

PROGRAM
STRATEGY



- 1. Trained mentors spending time sharing opportunities & resources with kids
- 2. So What Else Curriculum
- 3. The Ten Pillars & Pay it Forward model

SO WHAT ELSE PROGRAMMING PYRAMID

WWW.SOWHATELSE.ORG

PROGRAM STRATEGY



Community Partners
34

Children Served
3,568

Programs
120

Meals
30,0000

Community Events
43

Volunteers Placed
461

Volunteer Community Service Hours
5,671

Student Service Hours
3,500

SERVING OUR COMMUNITY

STUDENT SERVICE 2019

| | |
|---|---|
| 500 Care Packages Delivered to Shelters | 15 Trees Planted |
| 844 Gifts to Children's Hospitals | 4 Community Gardens Built |
| 45 Environmental Clean Ups | 286 Blankets Made and Donated |
| 600 Thank You Cards to First Responders | 1,477 Sandwiches Delivered to Shelters |
| 60 Bags of Dog Treats to Animal Shelters | 982 Pounds of Clothes Donated |





SERVING OUR COMMUNITY

SO WHAT ELSE PLACED **461** VOLUNTEERS AT

53 Community Events and Initiatives,
24 Partner Non-Profits
and
59 OST Programs
resulting in
5,671 Hours of Service
given back to the community

SERVING OUR COMMUNITY

In 2019, So What Else placed volunteers, staff and students to **serve the community** at partner non-profit's events and initiatives. Our most noteworthy events and partnerships are listed below



Martin Luther King Junior Day
Girls On The Run
OASIS Farms
Interfaith Works Clothing Shelter
The Friendship Circle
Interfaith Works Women's Shelter
Ghandi Brigade
Spring and Summer Olympics
Bike to the Beach
Mentoring Through Athletics
The Giving Circle
Horton's Kids
Community Day at SWE



BOARD OF DIRECTORS



Brett Bernstein, President of the Board
Robert Schless, Treasurer and Co-Founder
Ross Fierman
Meredith Heller
Michelle Cooper
Gregory Minkoff
Brad Cohen
Scott Mendelson
Dr. Matt Ammerman
Josh Ross

ADVISORY BOARD

Kathleen Corey
Nina Golding
Meloni Harris-Barber
Gregory Miller
Patti Ross
Glenn Stern
Mark Leisher
Ken Brodkowitz
Jonathan Holmes
Dave Wlnokur
Sondra Frank

2019

OPERATIONS

Since So What Else began over 10 years ago, we have always taken the "karma" approach to operations, meaning if we do good work through **service to our community**, everything else will fall into place.



OUR TEAM

We know that having a positive adult role model increases students' chances for success in life, therefore our staff is made up of of caring and goal-oriented individuals who are committed to making a difference in the community.



In 2019, to accommodate our **growing number of sites and students**, we expanded our team to 6 full time staff, 30 part time staff, 4 full time college interns and 4 part time college interns.

OUR COMMUNITY



We are powered by our community-- our supporters, donors, volunteers, partners and team. In 2019, our community grew larger and more generous than ever before.



OUR CONTRIBUTORS



Aaron and Jennifer Snyder
The Agarwal Family
Ammerman Family Foundation
American Seniors Housing Association
Apex Home Loans
Artery Capital Group, LLC
ASHA
Barbara Bender Family Trust
The Bender Foundation
Bernstein Management Group
BGR CPAs
Big Stuff Inc.
Bike 2 The Beach
Brickman Family Foundation
BRP Family Law
Caryn Clayman
Chong Yi/ Fairway Mortgage
Clark-Winchole Foundation
Community Services Foundation
Continuum
Eagle Bank
Edge Commercial Real Estate
Endless Water
Eugene B. Casey Foundation
Fowler Foundation
Fran and Rich Silbert Philanthropic Trust
Hattie Strong
The Insurance Exchange

Kevin Gates
Goldman Sachs
Maddencci, LLC
Mark Leisher Productions
Five Guys/Pyramid Enterprises, LLC
MidCap Financial Services, LLC
Mid City Financial
Minkoff Company, Inc.
Montgomery County
Outlier Realty Capital
Pieology Pizzeria
Robert Joseph Group
Rogers & Peters/Apatoff Peters Ebersohl
Ross REMAX
Gilday Renovations
Gittleson Zuppas Medical Realty
GrillMarx Steakhouse and Raw Bar
Senator Investment Group
Synergy Home Care
Sysco
Trawick Foundation
US Foods
XML Financial

STRATEGIC PARTNERSHIPS

With more than 100 partners in the community, we can't name them all. Here are a few of our most impactful partners from 2019:

- Mamma Lucia
- Community Services Foundation
- Excel Beyond the Bell
- Rockville Housing Enterprises
- Nourish Now
- Interfaith Works
- OASIS Farms
- Sherwood High School
- The Language Key
- The Food Project
- City Weeds
- Community Preservation and Development Corp
- Gaithersburg Middle School
- Lunch and Learn
- A Wider Circle
- Charity Connect
- CIH Properties
- Leveling The Playing Field
- Robert Joseph Group
- Friendship Circle
- Montgomery County Recreation
- Project Change
- Linkages To Learning



PARTNERSHIP SPOTLIGHT



This year So What Else joined forces with Charity Connect, a local non-profit whose mission is to empower others to serve.

“

So What Else makes it very easy for Charity Connect to connect people and resources to their mission"-

Cristin Caine, CEO-Charity Connect

In 2019, Charity Connect supplied So What Else with countless **dedicated volunteers** and has donated valuable in-kind resources such as snacks and program materials to our programs throughout the year.

We partnered at several events, including The McLean Day of Service, which facilitates 35 high schoolers to volunteer at various **service projects** for the day. Many of these students go on to serve as summer interns and participate in the SWE Future Leaders program.

FUNDRAISERS

11K

**BULLIS CHARITY
BASKETBALL TOURNAMENT**

30K

**SHOOTING WITH THE CHEFS
WITH CHANCE FOR LIFE**

23K

**TRUMAN CHARITIES
AND METRO BETHESDA ROTARY
HALLOWEEN BALL**

19K

**MAMMA LUCIA
FEED THE MIND
GOLF TOURNAMENT**

13K

**BRING THE HEAT
CHARITY BASEBALL
TOURNAMENT**



ANNUAL GALA

2019
SO WHAT ELSE
Charity Gala

The focus of our 2019 gala was to tell our story of how **So What Else impacts the community** through the voices of our students.

The 2019 gala was So What Else's **most successful fundraiser to date**, raising **\$185,000** in just one night.





FINANCIALS

2019 was the **most impactful** year So What Else has ever had. We raised more money, served more children and placed more volunteers in the community than ever before.



**AMOUNT RAISED
IN 2019**

\$766,000

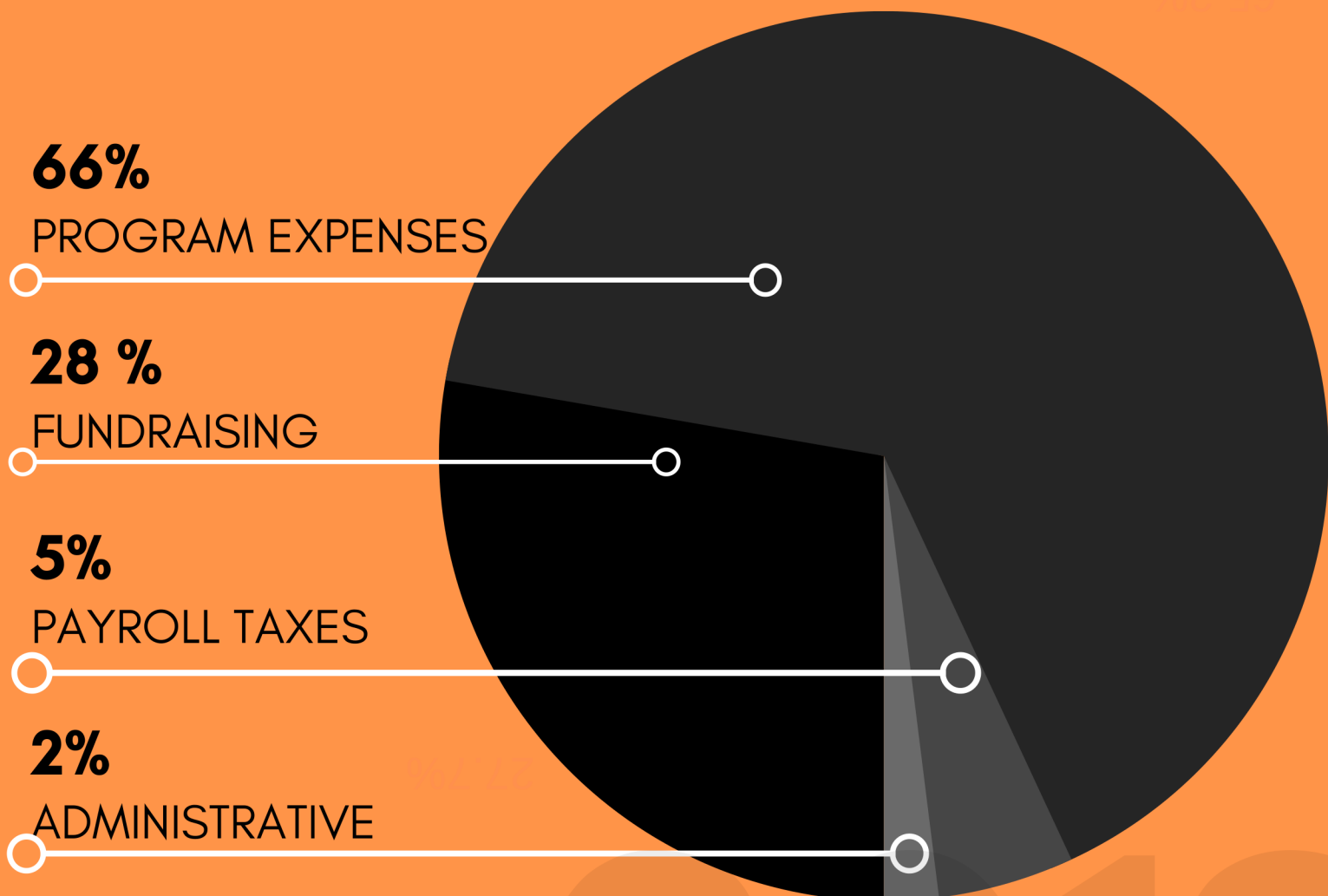
Raised through donations,
fundraisers and grants

**AMOUNT INVESTED
IN 2019**

\$755,000

Invested in out-of-school
time programs and
volunteerism

ALLOCATION OF EXPENSES

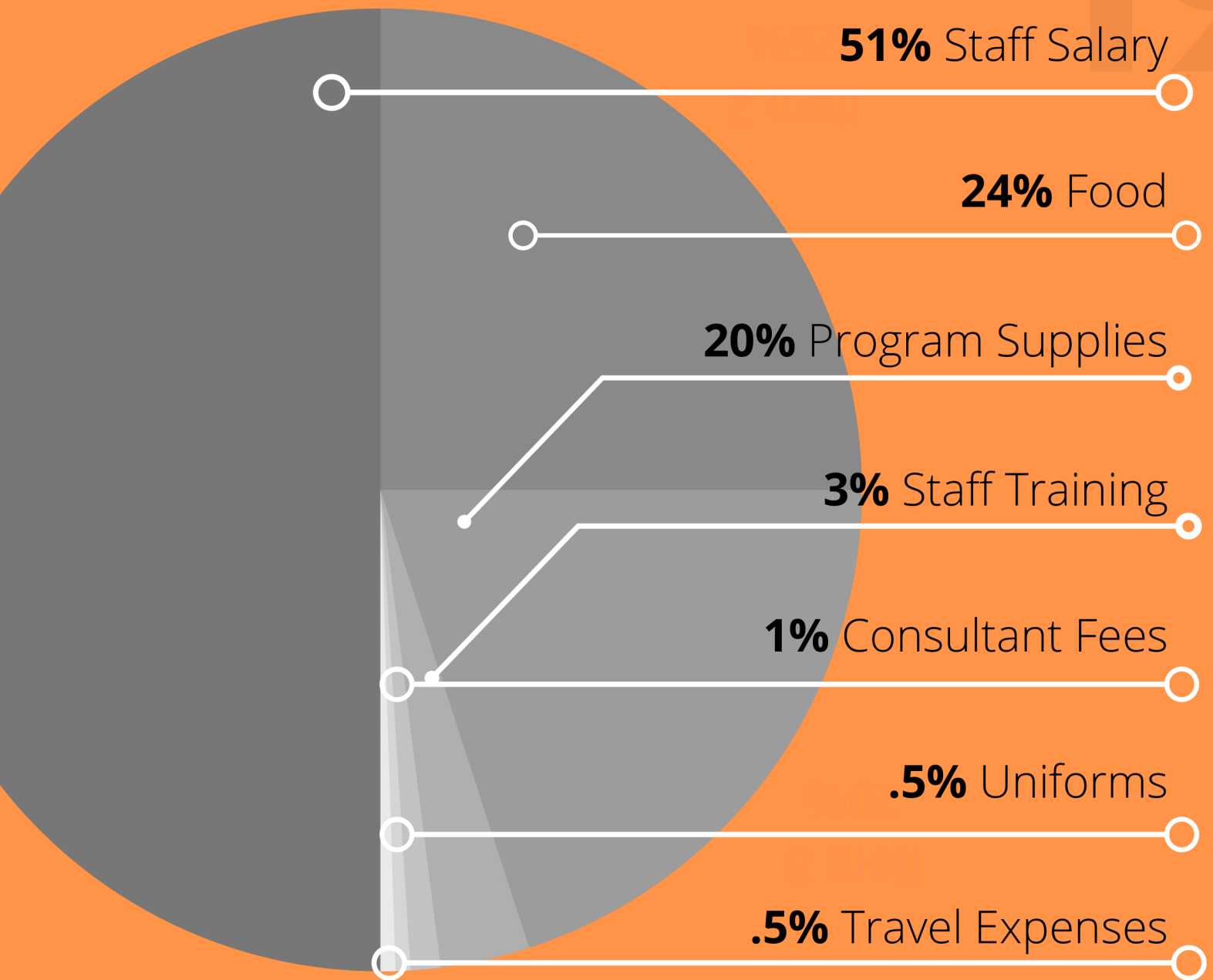


2019

SEE THE FULL FINANCIAL REPORT*

ALLOCATION OF EXPENSES

In 2019, So What Else invested **655,000** in improving the lives of children, families and the community at large by operating out-of-school time programs and placing volunteers in the community.



BREAKDOWN OF FUNDS BY LOCATION

375K

MONTGOMERY COUNTY

223K

WASHINGTON DC

110K

BALTIMORE CITY

7K

ANNE ARUNDEL COUNTY

14K

HOWARD COUNTY

37K

PRINCE GEORGES COUNTY




SINCE 2009,
SO WHAT ELSE
HAS FUNDED OVER
4 MILLION DOLLARS
WORTH OF ENRICHMENT
PROGRAMS FOR
10,600 CHILDREN LIVING
IN UNDERSERVED
NEIGHBORHOODS IN OUR
COMMUNITY

GET INVOLVED



 @sowhatelsehelps

 301-279-6990

 @sowhatelsehelps

 info@sowhatelse.org

 @sowhatelsehelps

 www.sowhatelse.org

SO WHAT ELSE, INC.

One Preserve Parkway, Suite 150
Rockville, Maryland 20852