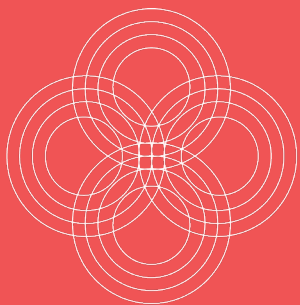


2022 ANNUAL REPORT



CATALYST
COLLECTIVE



Message from the Executive Director



Man, I love what I do for a living!



While there are plenty of aspects of my job that expose my weaknesses, there are many more that draw out my strengths. I like the people I work with and find satisfaction in my work, but I'm not the majority of working Americans.

According to the latest Gallup polls, 70% of Americans hate their job and wish they were doing something else. Unhappiness in our nation is on the rise and has been for the past several decades. We have become 'woke' to topics like mental health, self care and trauma informed practices in an effort to address this trend but suicides continue to rise and adults of all ages struggle to find fulfilling purpose in their lives.

It's a gloomy reality to reflect on but when you desire to be a person of impact in our world, you must wrestle with difficult topics like this and search for where there is hope. I personally do not serve a God of doom and gloom, rather I submit to one that embodies hope in even the most dire of circumstances. Faith, in fact, is being sure of what we hope for and certain of what we cannot see. Faith, hope and love drive the most brilliant breakthroughs in our world. They are transformative by nature and contain the power to radically reverse the course of people's lives.

The issue here is that concepts like faith, hope and love cannot be taught, they must be experienced. Think about the last time you embodied one of these three for someone in need. How did they react? Would it have been the same reaction if you had just told them to have faith, or hope or that they were loved? Likely not. It was how they experienced faith, hope and love through your actions that prompted a favorable response.

This brings me to a challenge I have for you.

Teenagers today are under attack. They are bombarded every day with challenges that most of us only brushed up against when we were their age. Way too many lack faith in themselves, have little vision for the future and cannot point to a single adult who is helping them successfully navigate adolescence. They are desperate to experience something different, something inspiring, something authentic, something life-giving. Imagine the ripple effects in our country if teens today experienced a catalytic relationship with an adult who was equipped to inject clarity, confidence, and purpose deep into their hearts and minds. Imagine the satisfaction you would feel in knowing you made that possible!

In this annual report, you will read about the innovative work behind our organization but this is not a whitepaper or fact sheet. It's an invitation. The work of transforming the hearts and minds of this generation begins with your willingness to become the vessel in which they experience breakthrough. We have the pathway for you to be the change you hope to see in young people today and we will not let you fail.

Our invitation is for you to experience what we call the Purpose Project for yourself through a one hour, private workshop with me. I will walk you through the themes, core strength and success factors in your own unique design and it will probably result in you telling me that you wished you would have known all this as a teen. And you would be right. This is why my challenge to you will be to let us train you as a Purpose Project Certified Guide and release you to begin deeply impacting the next generation one student at a time.

To register for a private session with me, go to www.purposepro.org/workshops and let's get started exploring and celebrating your unique design and purpose.


What happens next will be up to you.



Joe Elliott
Founder & Executive Director
Catalyst Collective



The Problem

When students do not have a solid foundation on who they are (Identity), why they are here (Purpose), and where they fit in (Belonging), they fall short of maximizing their impact in life.  Almost every major issue attacking this generation (suicides, depression, drugs, violence, active shootings, drop out rates, social media addictions and more) can be traced back to the lack of identity, purpose and belonging. The Purpose Project we first piloted a decade ago, continues to prove its effectiveness by accelerating the discovery of what makes a young person unique, their strengths, talents, values, motivators, experiences etc. As a result, students stay in school and graduate, explore new areas of passion and talent, experience improvements in their mental health, and focus their energy away from criminal activity. The secret to our success over the past few years has to do with the way we envision the future of mentoring

Mentoring, in general, works.

According to Mentoring.org, students who have a mentor are more likely to graduate, step into leadership positions and become mentors themselves. The problem, however, is that no matter what your program budget is, it's extremely challenging to attract and retain mentors today. There are over 36,000 organizations in the US that are attempting to find mentors for teens, and yet, very few are succeeding.

Why don't people want to mentor teens?

The answer is simple. Most adults see mentoring as a complex relationship that requires a substantial commitment of time with the expectation of being poorly equipped to succeed in the first place. The most common response to the need is "I don't have time and I don't know how." Catalyst's Purpose Project experience addresses the mentoring gap with a targeted approach to guiding teens that only requires a one hour a week commitment for 6 weeks, available in person or remote, and delivers the best mentor training in the country.

We are in the early innings of demonstrating that when it comes to mentoring, quality trumps quantity.

In the following pages of this report, you will see just how well this theory is proving itself out.



“This experience can really make you think about your future and how you could start while you are young!”

Christina



“This organization has helped me find what I truly want to do and who I want to be!”

Karena



Our Mission & Vision

Most of us have never been taught how to study our unique design and as a result, fall short of the impact we could be making.

At Catalyst, we have created a simple path for helping teens, young adults and organizations discover what sets them apart and how to leverage their uniqueness to develop their passions and achieve their goals.

Our mission is to help 10,000 students discover their unique design and purpose by 2025 so that they can become the leaders and influencers our world needs them to be.

Our vision is to empower a new movement of mentors and guides capable of efficiently and effectively connecting the next generation to a deeper sense of identity, purpose, and belonging.



Measuring our 2022 Results

In this section of our report, we will lay out the objectives we began 2022 with and the result of our efforts.

Objective 1 - Certify 100 Purpose Project Guides (Mentors)

Result achieved: 71 Purpose Project Certified Guides

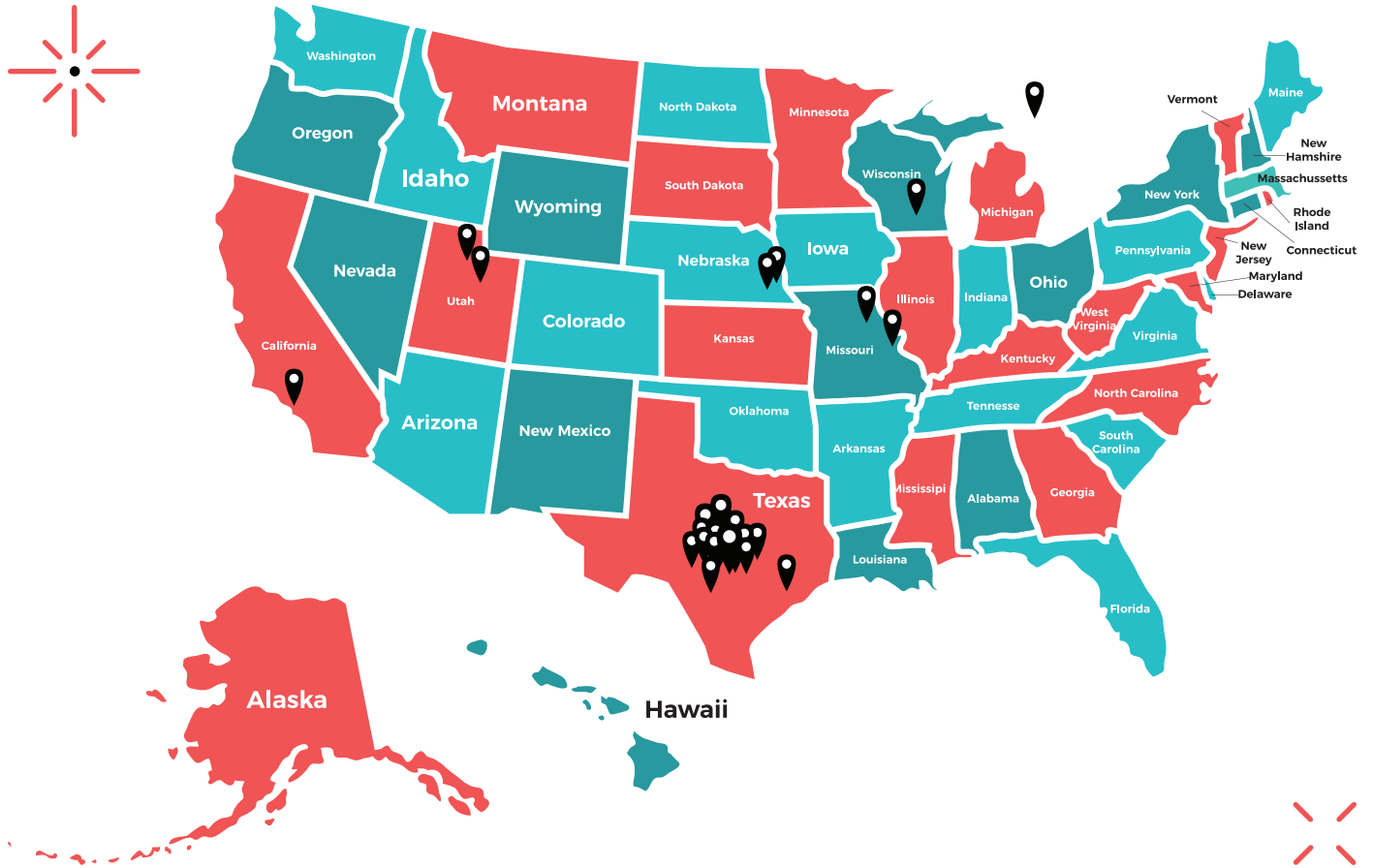
With the first full year of our new mentor training program under our belt we learned so much. Mentors loved the content in the training, the support they received from our staff, and the impact they saw it having on students. They asked us for more options to access the training, faster response times and help scheduling the sessions with students.

By the 4th quarter of 2022, we added an in person and virtual training option to supplement the self paced video option. We also created a plan to streamline the student registration process to set up a smooth first connection with each mentor and have drafted a plan to provide 24 hour or less response time to each support request.

Falling short of our goal was not due to a lack of prospective mentors. We had 158 individuals express interest in becoming a mentor. As we move into 2023, we have 98 individuals in our pipeline to become certified. Our bottleneck was inadequate staffing. We did not have the funding we needed to support this many candidates. Crushing our next objective that you are about to read about helped us hire staff to solve this issue, at least temporarily. With our pipeline for mentors set to continue to grow in 2023, we may run into a similar problem so our fundraising focus in the first half of 2023 will be key in continuing to expand our team in order to support our rapid growth.

The Purpose Project also gained some national visibility which began to attract mentors from all around the US including our first Canadian certification! We are building a national network of highly skilled mentors that can remotely connect with students all over the world! The following map lays out where our certified guides and prospective guides (those not yet certified) are from.





Objective 2 - Raise \$30,000 in new support

Result achieved: \$321,067 raised

You read that correctly! The bulk of this transformative win came from a few private donors that pledged a \$100,000 matching donation for the next 3 years. The other \$21,067 came from 62 new donors making it an average donation of \$339 each. This is the most we have ever raised in new donations in a single year!

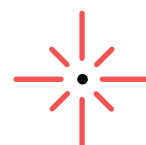
“The Purpose Project helped me to see how one of the most painful moments of my life can turn into purpose and help others who have experienced something similar.”

Jaxson



“The purpose project helped me put a name to my preferences, motivators and talents that changed how I viewed my work. By understanding more of my “why” and what matters to me, I could pursue each task in a way that honored the time I was investing and brought a sense of fulfillment that I had not experienced before.”

Mark



Objective 3 - Increase Services Revenue by 381% to \$45,887

Result achieved: \$8,134 in services revenue received

On paper, this is our biggest miss. We simply underestimated the length and complexity of the sales cycle with schools and made a mid year pivot to focus on a different vertical market (Existing Mentoring Organizations). The opportunity is still enormous for us to reach students through our Purpose Project Curriculum in schools across America, but we will work our way into this market gradually and focus on where we see the demand coming from.

Last year we were approached by 8 to 10 different mentoring organizations all wrestling with the same problem - attracting, training and retaining mentors. Our targeted mentoring approach was very appealing to them. It cut down their volunteer commitment requirement, allowed them to outsource training and increased the effectiveness of their impact with students. As of the close of 2022, we have moved strategic partnership negotiations along with many of these groups and hope to finalize our first agreements in Q1.

As far as the curriculum goes, in the first week of January of 2023, we closed a deal to teach the Purpose Project to 50 middle school students in a local private school which brought us \$8,500 in services revenue! In the first week of 2023, we have already surpassed our services revenue from all of last year!



Objective 4 - Develop and Engage our Community of Guides, Students, Parents and Teachers

Result achieved: 150 Students, 104 Adults and 3,829 engaged subscribers

Let's break this down starting with the students. We mentored 78 students through private sessions, 42 students through group workshops and 30 students through our school curriculum. While this number was down slightly from the 157 students we reached in 2021, it was a calculated move. Sometimes you have to slow down to speed up. Our staff had to focus on building up our infrastructure to be able to support the rapid growth in mentors we had and continue to expect to have in the coming years. While this did leave more students on our waiting list and forced us to say no to other agencies wanting to send students our way, it was the right move. We are confident we now have a foundation that can be built upon and that is exactly what we plan to do in 2023.

Last year we also took 104 adults through the Purpose Project - 50 through private workshops and 54 through group workshops. You might be thinking, "Why are we taking ADULTS through the Purpose Project?". That would be an excellent question.

First, we would point out that we cannot reach students without adults. What better way to recruit Purpose Project Mentors than to take them through the same exact experience we are recruiting them to provide to teens! As it turned out, 30% of all adults who experienced the Purpose Project for themselves went on to sign up as a mentor. The more adults we take through the Purpose Project, the more mentors we have and the more students we can reach.

Second, much of the adversity that a teenager deals with takes place at home. By offering the Purpose Project to more parents, we can have a more holistic impact on the family unit. While we are early into this approach, we do see it becoming a very big part of our mission as our access to funds and resources increases.

Finally, we will address the 3,829 subscribers. In order to cultivate relationships with parents, teachers and prospective mentors, we must provide them with content they find both useful and inspiring. In 2022, we had many ways we went about this from expanding our Purpose Pro Podcast to attending and speaking at numerous events and conferences. We began the year with 1,500 email subscribers and ended it with over 5,300. Through our email marketing platform, ConvertKit, we can measure the engagement of our following based on their interaction with our content. Of these subscribers, 3,829 were "very engaged" with a 5 star rating. The high open rates and click throughs and conversions tell us we are on the right path in speaking to our target audience who are on the front line of influencing the next generation.

““Everyone deserves to be seen.. The purpose project offers a way to be seen with the outcome of empowerment to do something with it.”

Purpose Project Certified Guide



“The most meaningful thing in the program that I learned was how to set myself up to be successful.

I feel like most kids my age are lost and could use this guidance.”

Ryan



2023 Objectives

With our vision to address the mentoring gap in America and help this generation build a strong foundation of identity, purpose and belonging, we must remain innovative, nimble and locked in on what we see working. We have 4 primary objectives as we enter into 2023.

Objective 1 - Establish the Purpose Project as a scalable and effective, teen mentoring program that makes a significant impact in a short period of time.

To make further progress on this macro objective we are focused on the following key results.

- Certifying 100 new Purpose Project Guides
- Keeping 70% of our guide community “active and engaged”
- Ensuring that 85% of the students we serve are demonstrating a stronger connection to identity and purpose
- Serving 1,000 new students (It’s bold but doable!)

Objective 2 - Make our process for recruiting, training and retaining mentors the best it can be.

To carry on the momentum we built in 2022, we plan to

- Establish 10 strategic partnerships with existing mentor programs
- Book 24 speaking engagements for our Executive Director
- Get 75% of our guides through the certification process in 60 days or less
- Reduce our support response time to 24 hours or less
- Increase the engagement we have with our mentor community

Objective 3 - Leverage the power of our \$100,000 matching grant.

While we still remain very underfunded in proportion to the impact we are having, this matching grant allows us an opportunity to inspire more support. Our goals are as follows

- Increase our # of monthly donors from 20 to 50
- Increase our corporate sponsorships from 10k to \$25k
- Add 10 new large donors (donating 5k+)

Objective 4 - Deliver exceptional service to our paying clients.

This objective implies we first must have clients to serve. In addition to the contracts we currently have with Williamson and Travis county, we plan to

- Sell 50 certified licenses to strategic partner organizations
- Acquire 2 new juvenile justice center contracts
- Sign 10 school curriculum contracts

The summary of these 4 objectives comes down to our need to raise more support to continue to scale our operations and desire to reach more students by developing partnerships with organizations that already have mentors or staff who can implement our approach.



Financials



	INCOME	EXPENSES	TOTAL NET
2014	\$95,170	\$92,352	\$2,818
2015	\$133,593	\$136,095	-\$2,502
2016	\$166,959	\$161,513	\$5,446
2017	\$160,764	\$152,246	\$8,518
2018	\$192,131	\$186,369	\$5,762
2019	\$169,807	\$171,046	-\$1,239
2020	\$174,807	\$149,288	\$25,519
2021	\$239,524	\$237,571	\$1,953
2022	\$276,396	\$244,448	\$31,948



How to get involved

Our heart wants to say YES to every young person we meet that is looking for guidance, support, and counsel. The challenge is we do not have enough staff or volunteers available to connect with the number of young people we are meeting. The greatest gift you could give to the next generation is your effort. Here is how you can join the ground-breaking work Catalyst is doing and experience the development of your own gifts and passions at the same time.

Option 1:

Sign up for a Purpose Project private workshop yourself and become a certified guide afterward if you have one hour a week you can invest in a teen or young adult for 6 weeks. You can do this all remotely!. Get started right now at www.purposepro.org.

Option 2:

Become a financial partner and sponsor the next student or mentor who desires to experience the Purpose Project. Visit www.catalystcollective.community and select Donate.



Board & Sponsors

A special thanks to this year's corporate sponsors:

Dell Computers

Mosaic Church Austin

Williamson County Juvenile Services

Williamson County Transformative Justice

Travis County Juvenile Services

Topaz Sales Consulting

Ballistic Blade

Wilco Workspaces

Beach Automotive

Kenneth A Camp Coaching and Consulting

United Way of Greater Austin

Hill Country Bible Church

Cedar Park Elite Networking Group

N2 Publishing

King of Kings Lutheran Church

Thrivent Financial



And to our board of directors:

Tabatha Callaway, Chairman (recommitted for 2023)
MSB School Services, CEO

Ron Beach, Vice Chairman
(recommitted for 2023)
Beach Automotive, Owner

Wendell Williams, Board Member
(recommitted for 2023)
Mosaic Church, Student Pastor

Tyler Schuetze, Board Member (new for 2023)
Service Operations Manager, Rivian

Lucia Csoma, Board Member (new for 2023)
Personal Development Coach

Cindy Anderson, Treasurer (retired for 2023)
Private Investor

Evan Blache, Secretary (retired for 2023)
IBM, Technical Project Manager

Hayden Reid, Board Member (retired for 2023)
MSB Ventures, Managing Partner

Zac Tinney, Board Member (retired for 2023)
Wilco Workspaces, Community Director

Chris Glaser, Board Member (retired for 2023)
Austin Energy, Utility Process Consultant

Andrea Burnell, Board Member (retired for 2023, joining our staff as Community Outreach Director)
Small Business Owner, Youth Advocate



Closing Thought

We cannot think of anything scarier or more rewarding than mentoring teens. They represent the future and the world our kids and grandkids are growing up in. We cannot afford for them to flounder for decades and eventually, hopefully, find enough confidence in themselves to finally begin giving back to their communities. They need an adrenaline shot of clarity and passion right now while they still have the ability to explore their curiosities, develop their passions and take risks.

Nobody stumbles into success. Behind every success story there is someone like you that paved the way. It's on the older generation to invest in the younger. This is a reality that has not changed since the beginning of time. Some of us give time, others money, wisdom, resources, or a combination of all of it. The important thing is we generously give what we can to those coming behind us. As parents and grandparents ourselves, we are reminded that our legacies will likely not lie in what we accomplish but in who we are shaping others to become. Join us on this journey and make 2023 the year you become the answer to someone's prayer.

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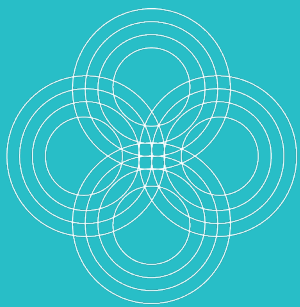
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