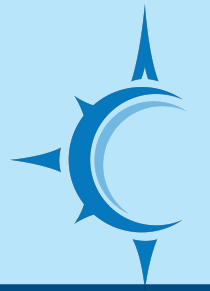




# Development Pitches

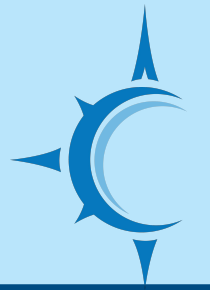
Supporting Navigator Public Schools 23-24 Big Goals



# Purpose of the Pitch Document

**Create a library of ideas, resources and conversation starters we can use to:**

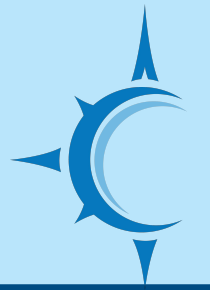
- **Articulate our compelling Navigator Schools value proposition to potential community and individual funders and journalists.**
- **Inspire people to join our mission to deliver phenomenal outcomes for all students, regardless of their circumstances.**



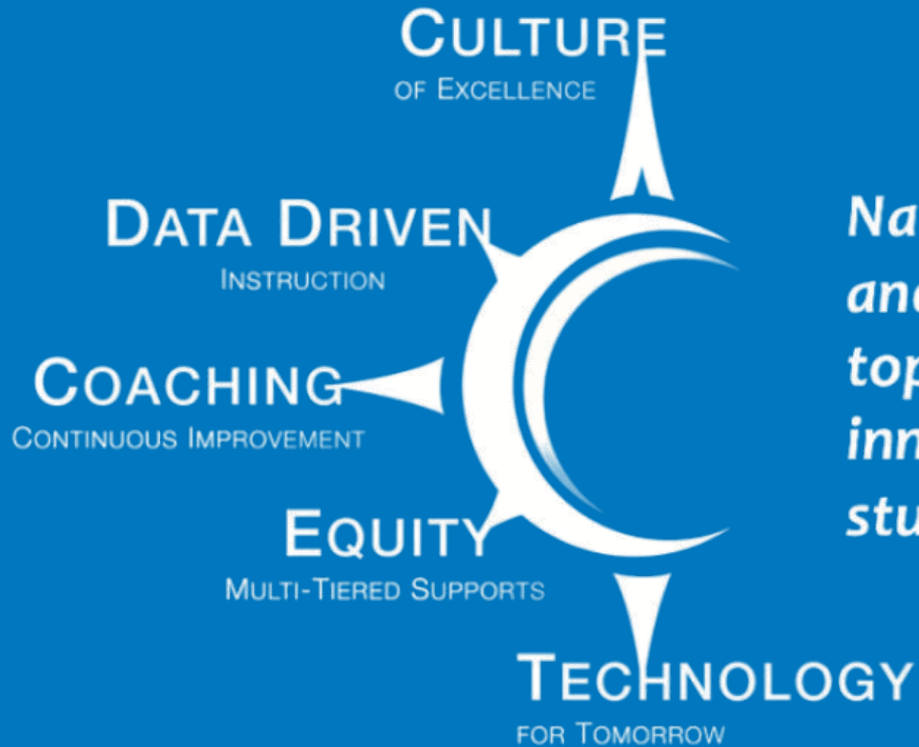
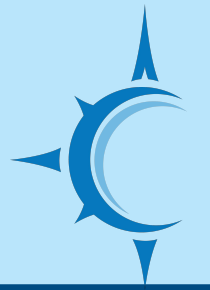
## How does this work?

- Larson PR created two documents. One for fundraising and the other for media.
- Navi communications team is building out story ideas from the pitch documents based on the activities of the Development Committee &/or school sites
- Navi communications and development staff provide complete story campaign for meetings with potential donors/partners

# Compelling Stories

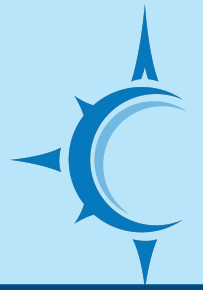


- **Each story includes:**
  - **Elevator pitch**
  - **Supporting data**
  - **Human examples that inspire**
  - **Collateral (next phase)**
  - **Ask— for funding, support, and or news publication (next phase)**
- **They all begin with who we are...**



*Navigator Schools equips students to become learners and leaders in high school, college, and beyond. We develop top-tier teams of educators who continuously improve and innovate schools that deliver phenomenal outcomes for all students, regardless of their circumstances.*

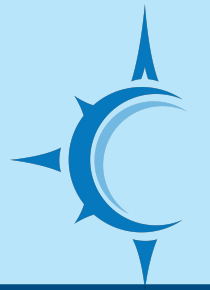
# We are community-based educators charting a new course in education with proven success.



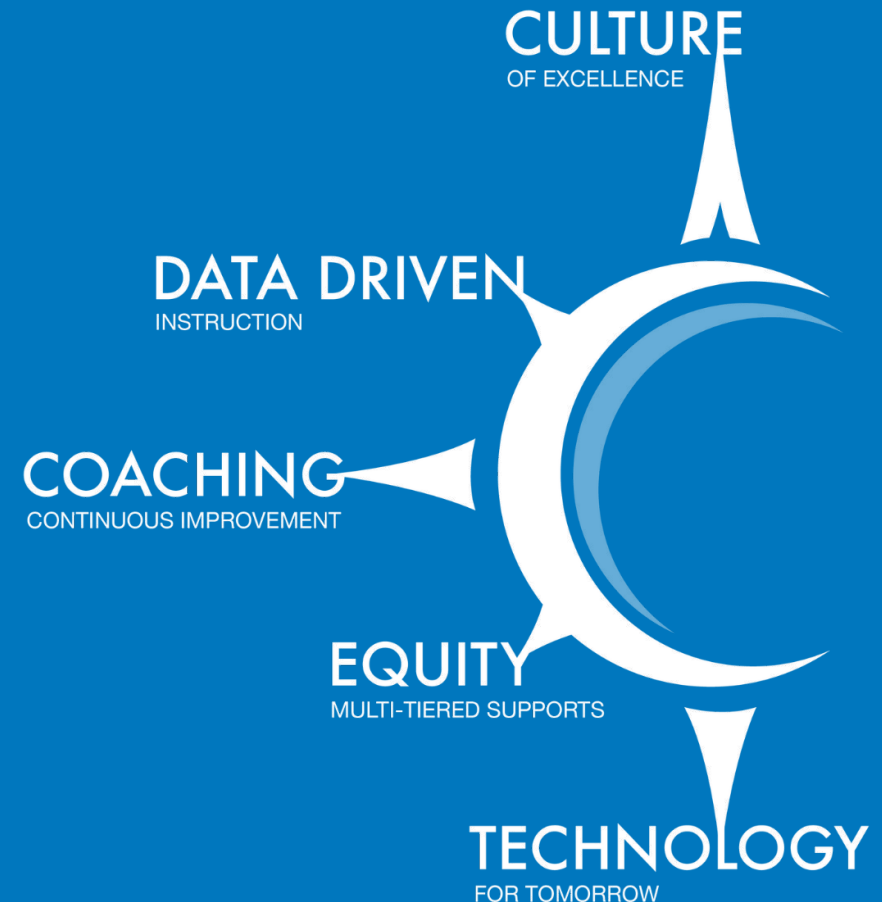
We serve a population of students whose needs public education has failed to meet. Our students are primarily first generation immigrants with parents working in the agricultural sector. Eighty percent are Latinx students, two thirds come from socio-economically disadvantaged households, and more than half do not speak English at home. Fewer than a quarter of their parents have college degrees.

Research would suggest that these are students with the biggest challenges, fewest opportunities, and greatest likelihood of being left behind academically. The findings show that across the country only 28% of Latinx adults age 25 or over have earned an associate's degree or higher, compared with 48% of white adults. In California overall, only 20% of Latino students met or exceeded proficiency on state tests (SBAC 2021) compared with 45% of white students. This has a profoundly negative lifelong impact.

**Since 2011, Navigator Schools' students have thrived academically and personally, no matter their circumstances.**



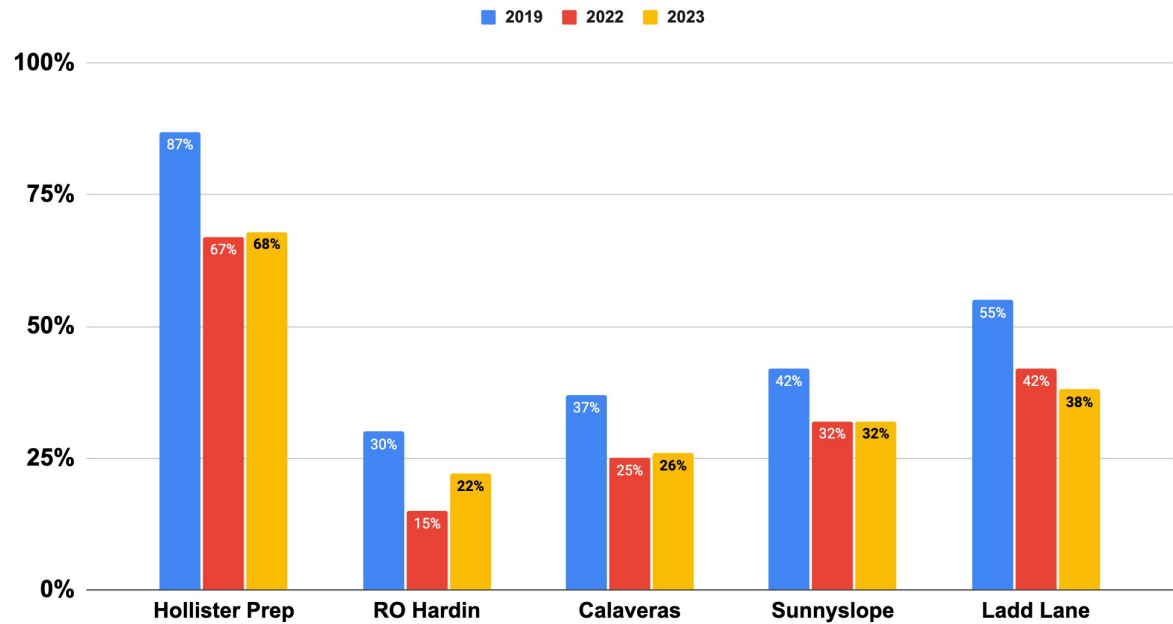
Our students succeed because we train classroom teachers to courageously take advantage of every resource and best practice for our scholars



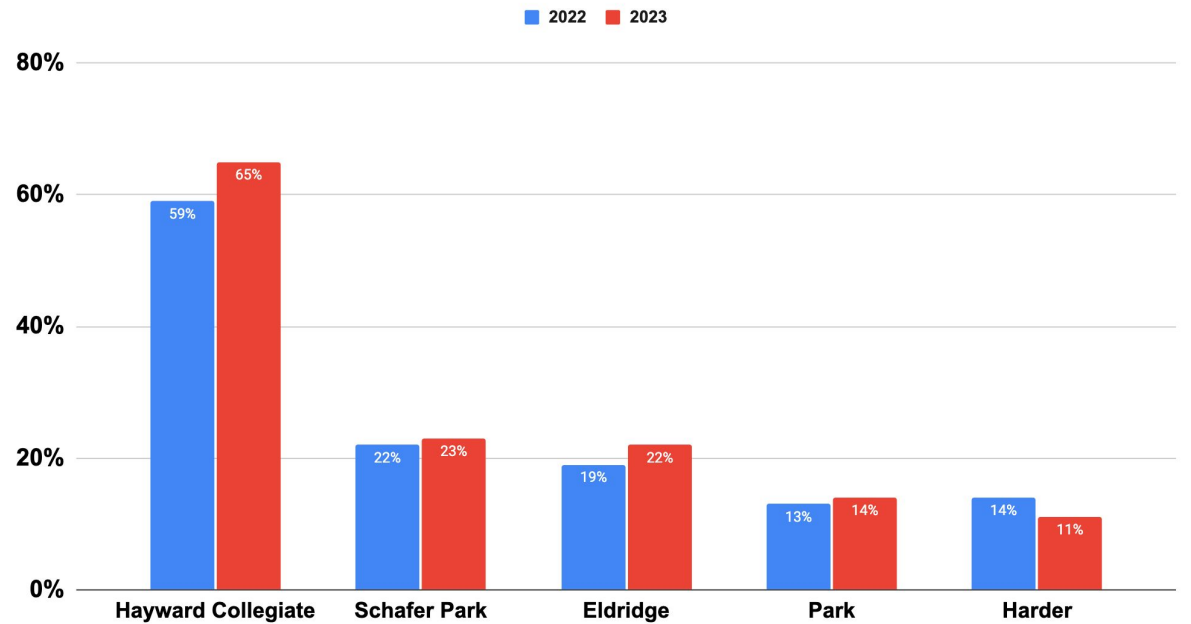
# Our schools consistently outperform neighboring schools



SBAC ELA ALL STUDENTS Hollister Prep and Closest Four Neighborhood Schools 2019, 2022 and 2023

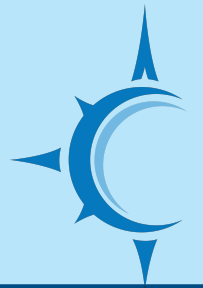


SBAC Math ALL STUDENTS Hayward Collegiate and Closest Four Neighborhood Schools 2019, 2022 and 2023





# Our scholars fulfill their family expectations for upward mobility



Marisol Velasco, a GPS alumni, was a part of founding 2nd grade class. She earned the salutatorian ranking for GECA's 2022 graduating class.

**NAVIGATOR GRADUATE AIMS** Navigator Schools

To navigate an unknown and complex future, Navigator learners and leaders are:

- Academic Scholars**  
Have foundational literacy and mathematical skills, and knowledge of the world that will support their ability to apply their skills to fully understanding a topic or completing a task.
- Courageous Change-Makers**  
Are grounded in their values so they can advocate for themselves and for others as we work to make a positive impact on our community and realize our visions for a better tomorrow.
- Creative Problem-Solvers**  
Are solutions-oriented and tackle problems with a range of analysis and synthesis strategies and resources to create optimal solutions.
- Collaborative Teammates**  
Have skills, motivation, and an optimistic outlook to be a supportive and engaged teammate invested in our shared success.
- Continual Improvers**  
Embrace a culture of error with a growth mindset, persist through challenge, and reflect on areas of strength and opportunity so they can proactively pursue their goals.



## Story Example:

Funders and journalists  
are missing a crucial,  
growing population



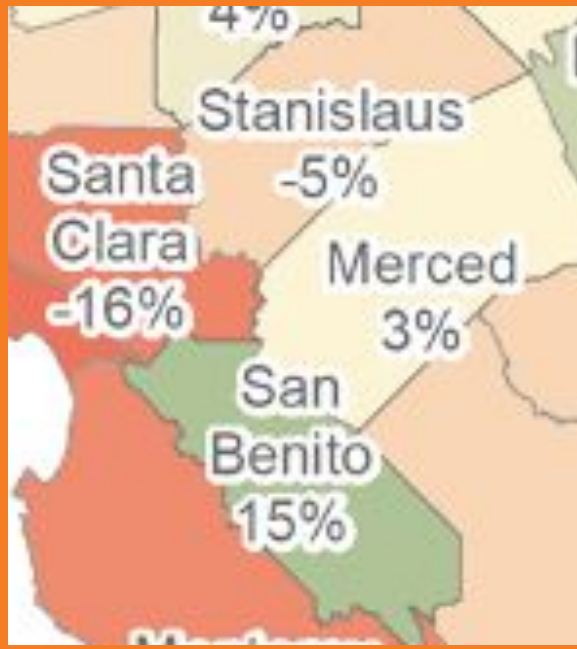
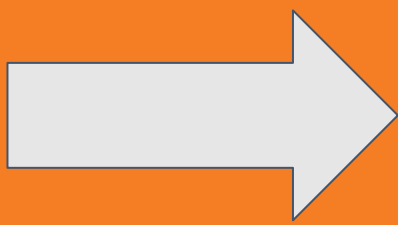
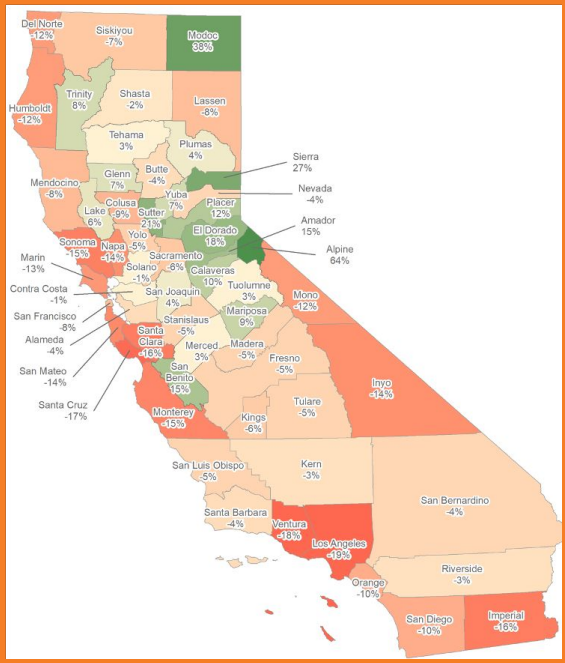
# Elevator Pitch

**When it comes to closing achievement gaps, the majority of dollars and attention are often focused on supporting students in our urban centers. That is important but also inadequate. As population patterns continue to shift, there is a growing subset of students in our agricultural and exurban communities who desperately need support.**



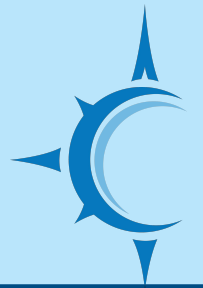
# Supporting data:

San Benito County and adjacent areas of Watsonville and Gilroy are some of the few regions in California experiencing population growth as residents flee urban centers in search of affordable housing. But the schools waiting for their children are not succeeding. They need Navigator Schools.

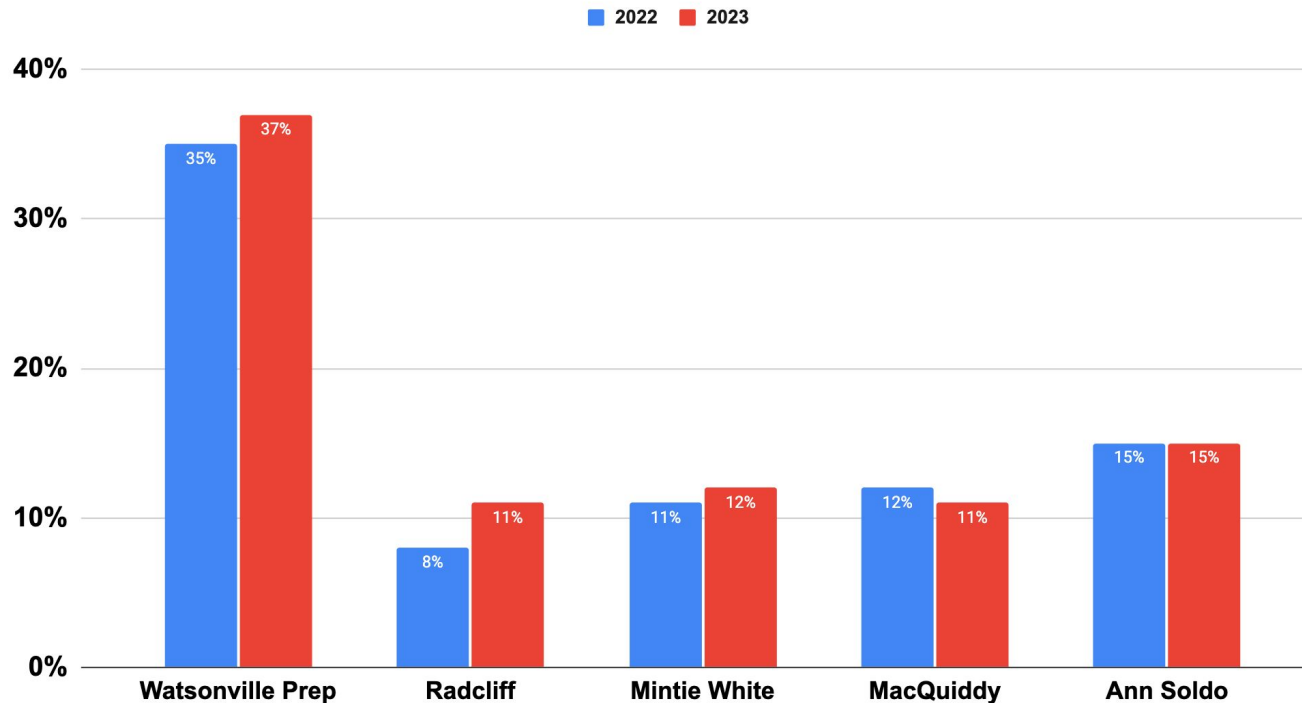


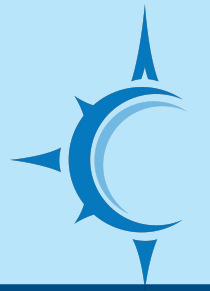
Source: State of California, Department of Finance, California Public K-12 Graded Enrollment and High School Graduate Projections by County, 2022 Series. Sacramento, California, September 2022)

# We serve the most disadvantaged students and our scholars outperform neighboring schools 2 to 1



SBAC ELA Socioeconomically Disadvantaged Watsonville Prep and Closest Four Neighborhood Schools 2019, 2022 and 2023





Those numbers are faces, students,  
courageous change makers....

# Joselyn - 1st Grade Watsonville Prep

Joselyn started 1st grade knowing only ten letter sounds. In three months, she knew all 26 letter sounds and had started to read.

In math, she made 5 months of growth in 3 months.



# Jesus - 5th Grade Watsonville Prep

Started WPS at the end of first grade not able to read. By the end of 2nd grade, reading 13 words per minute and by the end of 5th grade, reading at/or above grade level.

+20 PR!





# Isaac - 6th Grade Watsonville Prep

Was reading at a 4th grade level at the beginning of the year. Through a variety of interventions and supports, he is now reading above an 8th grade level.





# More Navigator Stories:

## Doubling Down on Science & Technology

*We have proven results and are eager to build on them. We'd like to offer science and technology programs that deliver success on par with our English Language Arts.*

## Expanding Our Impact

*We saw the need and we are serving students who might otherwise be forgotten. Your support helps us expand our impact and ensures that high quality educational options are aligned with where more and more families are headed.*

## Celebrating Academic Outcomes

*We are making a measurable, unprecedented impact on our students. Every dollar we receive is a dollar that helps to close the achievement gap and transform our communities.*

# Questions?



**Navigator Schools**

Charting a new course in education