2012-2013 Annual Report





Version 4.0, Final – 06 February 2014



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Board of Directors (as of February 2014)

James-Henry Alstrum-Acevedo, **Chairman**Dave Nguyen, **Executive Coach**Dieu Le, **Brand Manager**Scott Plein, **Treasurer**David Montanari, **Board Member**

Executive Team

Dieu Le Bao Nguyen Dave Nguyen Duy Pham Vihanh Tham Tuan Tram

Program Management Team

Chau Huynh
James Kelman
Danny Nguyen
Khang Nguyen
Nini Nguyen
Tri Nguyen
Minh Pham
Tran Pham
Dan-Tam Pham-Hoang
Nam Tran

Coaching Team

Vivian Ho

James Kelman Dieu Le Bao Nguyen Dave Nguyen Richard Paek Duy Pham Scott Plein Vihanh Tham Tuan Tram Tam Tran Huong Van

ANNUAL REPORT

Our Mission

To foster ethical and humanitarian values in our students while empowering them to achieve personal, academic, professional and civic fulfillment.

Our Vision

- + To develop, educate and mentor our students through their involvement with community-based programs that foster ethical, intellectual, cultural and social development.
- ★ To create a self-sustainable learning environment between professional mentors, coaches and students based on mutual trust and respect.
- → To empower our students to become future leaders, responsible citizens, and agents for positive change.

AASuccess

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AASuccess is a 501(c)(3) Nonprofit Organization

(Tax ID: 20-5897385)



APPROACHING THE TIPPING POINT

From The Founder & Executive Coach

My friends, we have come far!

In the past year, we have begun to develop and implement Life Skills Academy's (LSA) extensive curriculum, revitalized the Sustaining Members Program (SMP), improved the coach selection process, and updated the policies and procedures that are found in only the best-run corporations. Our financial management system has been enhanced to include professional budgeting and accounting methodologies – all to maintain and support AASuccess' day-to-day operations. These evolutions are the key to being able not only to operate in the present, but also to plan for a marvelous and productive future.

Our invested students and the AASuccess Business Support Community (BSC), including an intergenerational community of elders, business owners, and committed career professionals continue to constitute the bedrock for our technical skills and life skills work. Due to the broad network of our BSC Partners and coaches that we are building, I am more convinced than ever in the power of our team and the organization as a whole to help our students to succeed.

The path to becoming actively successful in career, family, and civic duties is often winding and difficult, especially for high school students and recent graduates. Finding the balance between test scores, family and friends, life directions, studies and work is challenging. As well, the students are encouraged to embrace their roots, be culturally aware, and be sensitive to others' backgrounds and customs. Our community can help provide students with the life skills necessary to define their personal goals and enable them to lead successful professional and civic lives.

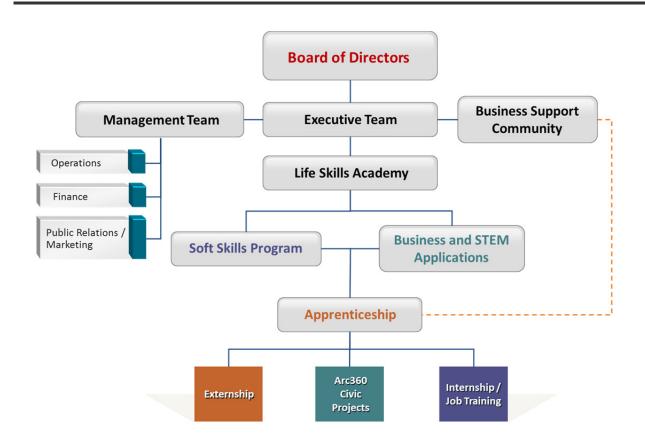
It has become apparent that the more initiatives we undertake, the more AASuccess will morph into a community's lifeline to represent authenticity, excellence, respect and honesty. These are the values that we need to instill within our students.

As I close this letter and we begin a new chapter in the life of our humble organization, I would like to sincerely thank everyone who has contributed to making the dream of AASuccess, from seven years ago, into a reality, today.

Dave Nguyen



ORGANIZATIONAL STRUCTURE



AASuccess is organized as a hybrid between conventional and functional management structures, designed to encourage transparent communications, as well as idea-sharing and collaborative activities. The Life Skills Academy students, the technical skills and life skills coaches, and the professional volunteers work actively across all programs and projects designed to benefit the entire team, as well as AASuccess and our community.

Board of Directors

Our Board of Directors is a distinguished group of civic-minded business leaders and career professionals, each having the capacity to provide financial support and to make strategic decisions in leading, executing, and advancing the organization's mission. A Business Support Community, consisting of established business owners and seasoned professional volunteers, supports the Board by partnering with the Executive Team to provide critical resources.



Executive Team

The Executive Team includes AASuccess alumni who have elected to return to the organization to continue their leadership and professional development. More importantly, these alumni are now dedicated volunteer coaches mentoring younger students – demonstrating the AASuccess culture of giving back.

Management Team

The Management Team provides Life Skills Academy students with practical knowledge and experiences. The students are empowered to cultivate the hard and soft skills necessary for professional development and implementing civic work. With the help from our coaches and BSC Partners, AASuccess provides students with funding incentives, internship opportunities, as well as other critical resources to visualize and accomplish their career goals, practice exemplary business conduct and ethics, and prepare well for their civic duties.



PROGRAMS, PROJECTS & EVENTS

Life Skills Academy

Balancing multiple cultures and languages, AASuccess students often struggle with English and bridging the cross-cultural divide. We help give them the confidence, and the hard and soft skills, to use their voices effectively in the community and at home. Newly arrived immigrant students do not have the connections and resources to establish themselves in the business community. We help our students to tap into a rich support community of business owners, elder citizens, seasoned and young professionals, state and local officials, non-profit organizations, school officials and universities.

Since 2007, AASuccess has induced positive change by providing critical life skills training and coaching to underserved minority students to prepare them for rewarding professional careers and productive lives of citizenship. Students find AASuccess to be a sanctuary in which their desire to learn and grow – an environment that they sometimes cannot find at home. Consequently, we have seen alumni in the program return, serving as Life Skills Coaches, as they start their professional careers and continue their professional development training via our LSA.

Students enrolled in the LSA, as well as alumni of the program, learn valuable life skills and are afforded personal, continuous, year-round training and career development. Each student works with coaches to hone their skills in critical thinking, problem solving, effective communication, and productive collaboration. Designed for students from middle school to university levels, the LSA curriculum covers a range of topics, to include:

- → Citizenship
- → Cultural Competency
- ★ Emotional Intelligence
- **→** Artful Communication
- → Management & Leadership Essentials
- → Business and Technical Skills
- **→** Finances
- **→** Entrepreneurship
- → Mannerism & Etiquette
- → Optimizing Life, Body & Mind

"The coaches helped me to make important decisions, which made a turning point in my life. A change happened — one that I thought I could not have ever done, and it was a good one. The members at AASuccess made me feel like this is another family, in which I can completely be honest and trust everyone. They are also my support system through my crises!"

Tran Pham

"It has been a blessing to be a part of AASuccess. I learned a lot and grew a lot on both hard skills and soft skills. My communication has been improving since I have been with AASuccess, since English is not my primary language."

Yen Le

"I sought a Project Management certification as a result of encouragement from AASuccess students and professionals. AASuccess gave me the confidence and experience to hold leadership positions in multiple organizations on campus."

Khanh-Mi Nguyen



Arc360 Civic Projects

The AASuccess Arc360 Civic Projects (Arc360) provides real-life opportunities for students to give back to their community. Arc360 is an initiative designed to allow students to apply their technical and life skills, and "*Perfect the Act of Giving Back*" to the community. It encourages LSA students to collaborate and work on their strengths and weaknesses outside of the classroom, with the guidance of caring coaches and professional volunteers.

Name of Project	Project Duration	Project Description
Emerging Scholars Program	2013 - Present	AASuccess assists low-income students make the financial, academic, and personal transitions from public schools to independent schools.
Hepatitis B Initiative- DC	2013 - Present	AASuccess leads this preventative Hepatitis B outreach to Vietnamese Americans, participating in local health fairs and seminars. We also work towards instigating a Hepatitis B Awareness Day in Virginia.
Livability Project	2013 - Present	This project aims to address the long-term needs of the Vietnamese community, with a current focus on facilitating inter-generational dialogues.
Viet Nam Human Rights Day	2012 - 2013	AASuccess students help organize the annual Viet Nam Human Rights Day event in Washington, DC. This event aims to help raise awareness for the oppressed in Viet Nam.
Vietnamese Health Fair	2009 - Present	AASuccess assists the Vietnamese Medical Society of North East America (VMSNA) to provide basic, free health care and education to the Asian American community. In 2012, AASuccess was the principal organizer, and the Fair received a recognition award from the Fairfax County Health Department.
YouthCon Scholarship	2009 - Present	This annual scholarship awards students in 8 th -12 th grades for their community involvement. YouthCon is a community project organized and hosted exclusively by AASuccess.

With unyielding support from our sponsors and donors, AASuccess was able to execute the 2013 Annual YouthCon Scholarship Program with flying colors. Immediately after the same event ended in FY2012, we kick-started the initiative to refresh, renovate, and expand the Program. The year-long effort involved tasks and actions to reach outward to a wider audience in the community – with the ultimate goal to award more scholarships to more hard-working and deserving students. One primary sponsor was instrumental in helping us achieve our goal in FY2013, and we proudly recognize Eden Center for their continued commitment to the Program. Eden Center has supported the Annual YouthCon Scholarship Program since its inception, and we thank them for their generous annual contributions. AASuccess



could not have grown and accomplished as much as we did without our BSC Partners, and generous sponsors and donors. The following quotes are from two of our key professional volunteers, who invested much needed time and talent into the 2013 YouthCon Scholarship.

"We will celebrate the achievements of young scholars, whose thoughtful essays on community service and giving back should give us great hope on what their future contributions may be. In celebrating their achievements tonight, we will also share in the success of AASuccess, an organization empowering young adults and young professionals to acquire the life skills so necessary to succeed not only in academics but also in life. We should know that being "book smart" is only but one element to success and that AASuccess is passionate about addressing the issues of leadership, emotional intelligence, stress management, and citizenship — so that our youth may become productive leaders in our communities at large."

Nina Un, Founder of Care to Lunch (a charity-focused lunch series in Tyson's Corner, VA)

"I think listening to and hearing from the candidates helped me think back when I was in high school many years ago, and how a program like AASuccess can be so instrumental in students' livelihood – whether it be academically, professionally or socially."

Michael Chang, Professional & BSC Partner (serving as Presentation Judge for Annual YouthCon Scholarship)



The photographs below highlight some of our activities with community organizations during FY2012 and FY2013.

"Five years from now, I see the business aspect of giving back to AASuccess. I see my business growing and I see it giving back to AASuccess monetarily. Hopefully, I am able to give back in some way. Whether it be through health seminars, fitness classes, or something like that."



Bao Nguyen AASuccess Alumnus Be' N Motion Fitness, Founder

"I would describe AASuccess as a life-changing experience. I gained a healthy mentality that made school and my future a priority among other categories such as family, friends, and fun. I have acquired skills and experiences that many other students do not have, such as maintaining and creating a budget of over \$50,000 as a Finance Coordinator."

Nini Nguyen Finance Team



Wellness Health Fair, 2012 – We foster a civic spirit!



Viet Nam Human Rights Day, 2013



YouthCon Communication Skills Workshop, 2013



GOALS FOR 2014

Goal 1: To teach our students to succeed.

We focus on developing personal, academic, and professional skills. The results are well proven. All of our students continue on to accredited learning institutions or become business professionals. Each student has proven measurable growth in interpersonal, business, and communication skills.



Goal 2: To develop a growing network comprising business professionals, public officials, educational representatives, and students.

Our role as a partner and connector to resources from our BSC Partners, (e.g., PSK, BCLC, HBI-DC, DaTCoM, the White House Farm Foundation, Social Capital Solutions) has, thus far, involved providing critical resources and volunteer support to fulfill various needs by businesses, organizations, and individuals in the community. It is evident that the future of the AASuccess depends upon our capabilities to develop an extensive network through teamwork, partnerships, and other collaborative efforts with our community. Through their involvement in AASuccess, businesses and partners have the opportunity to join forces to help improve our community, nurturing well-rounded and strong individuals who will one day become leaders.





Goal 3: To integrate our students in the workforce.

AASuccess teaches students professional skills by providing them employment in our jobs incubator, Progressive Skills, LLC, and our BSC Partners. This provides the students with valuable real-world, hands-on experience to further develop their professional résumé.

Goal 4: To increase our resources and the number of LSA coaches.

In 2011, we had two coaches. Now, we have eight. With more mentors available, each student will have access to a holistic learning and training experience. Each coach brings a unique set of skills and experiences that is shared with the students. As a result of our growth in coaches, we can reach more students and better share our resources.



Goal 5: To retain alumni and generate a cycle of students giving back.

All participants in AASuccess are required to serve the community pursuant to our mission, and to support the organization in various ways. In doing so, the participants directly learn valuable professional, life, mentoring, and coaching skills – while giving back to the organization that nurtures them. In 2013, 80% of our alumni returned to continue the cycle of coaching and giving back. This is proof positive that AASuccess is on our way to being self-sustaining. Our students believe in our cause and are willing to contribute after they, themselves, have graduated from our program.



VMSNA Health Fair, 2013



CHALLENGES FOR 2014

Challenge 1: Optimize Product Quality and Timeliness

Our organization needs well-defined processes in order to provide the foundation and structure, and incentivize LSA students to perform at a higher level and deliver higher quality products. Clarifying and improving the processes will lead to quantifiable goals. The defined goals, higher quality products, and measurable impact will bolster the confidence of our supporters and donors, BSC Partners, coaches, and finally, the community at large. In order for us realize our vision, we need to demonstrate the viability of our system.

Strategy:

- → Provide better IT systems and tools to support work activities.
 - With better equipment and resources, our students and coaches will be able to execute and record their processes, then share them with each other for cross-training purposes.
- → Expand the Executive Team's role in continuing management training and in promoting early preventative approaches when dealing with quality and timeliness issues.
 - By targeting issues in their inception, we will function better as a well-structured organization. This will eliminate problems resulting from lack of attention or punctuality.

Challenge 2: Improve the Internal System of Documentation

For any organization to move forward, it needs to understand its own development and demonstrate a measurable impact. Although the benefits of AASuccess are clearly seen in each happy and successful student, we need to develop a tangible system to measure and document our impact. In doing so, we can learn from our past and develop strategy for the future.

Strategy:

- → Create a process that will allow us to maintain a student database, to include their demographics and their experiences at AASuccess and in the professional world.
 - By documenting our students and their progress, we will have a tracking mechanism to demonstrate measurable results.
- → Refine the LSA Quarterly Assessment Process.
 - By redesigning the Quarterly Assessments Process, we will be able to improve communication between students, coaches, and judges. It is necessary to see how well students understand and incorporate the feedback they have received. The assessment is a critical evaluation tool to identify the students' strengths and weaknesses as they progress through our system.



→ Improve the LSA Course Catalog.

By restructuring the LSA Course Catalog, we will be able to better assess students' needs and place them in corresponding applicable and relevant courses. We need to sort the courses in the Catalog by age levels, while remaining flexible enough to accommodate the unique strengths of students at different levels of competencies.

★ Measure the return-rate of alumni.

By recording the return-rate for our LSA alumni, we can evaluate the self-sustainability of AASuccess. This provides concrete evidence that former students believe in our mission, and are willing and capable to contribute to the organization that helped them grow.

- → Provide a multi-track process by creating and adopting procedures suitable to each group of students and/or coaches.
 - By improving the Program & Project Management activities, we expect to have our accomplishments recorded, measured, and addressed, as well as to provide LSA coaches with appropriate inputs from students for transparency, cross-training, and awareness.
- → Use data obtained from LSA processes to identify outliers and trends, and customize procedures to address and mitigate the negative trends.

For example, students with pressures at home tend to have issues with punctuality. By identifying trends such as these, coaches and students can work together to address the underlying issues. This will allow coaches to develop a more customized approach to address students' individual needs.

- → Update our internal policy to reflect the changing times.
 By keeping current the Policy and Procedures Manual (PPM), we aim to address the important topics of: business conduct and ethics, student and coach selection, screening processes, and chaperone issues.
- → Gather feedback from clients we serve students, professionals, community elders, etc.

 By gathering feedback from the clients we serve through quarterly assessment scores, notes and observations from both students and invited guests, online surveys and questionnaires, social media comments and inputs we intend to enhance our programs and improve our services to better serve our clients and our community.

Challenge 3: Strengthen Our Business Model

We consider one of the most significant resources at AASuccess to be our professional roots. We help develop professional skills and provide business connections to students. In order to prepare our students for successful careers, we draw upon our own relationships in the business world. By leveraging the BSC Partners and Rewards Program, we will be better able to serve our students and our community. We aim to expand our business family in the coming years.



Strategy:

→ Develop more community engagements.

Word of mouth is critical to promoting AASuccess' cause. However, by hosting outreach events, participating in career fairs at universities, and being involved in community engagements, we can maximize our name-branding while minimizing use of resources.

- → Develop more business partnerships and corporate sponsorships.

 By optimizing the resources provided by Progressive Skills (PSK) and Business Culture & Language Centre (BCLC), AASuccess will be able to rely less on outside donations. Enlarging our network will provide opportunities for all parties involved, by fostering internal partnerships with alumni and external partnerships with businesses. This will allow AASuccess to expand and grow our programs. Receiving grants and investments, for example, helps us with both financing and name-branding.
- → Develop more philanthropic partnerships.

 By further expanding our networks of like-minded philanthropic individuals, we will gain more benefits for AASuccess, including new LSA coaches and better brand recognition for the organization.
- → Expand the facility and provide a meeting place that holds over 50 people, which will be shared among our community partners and business donors or volunteers.
 - By creating a central location for the community to meet and exchange ideas within the next three years, we hope to create a professional and communal meeting place in which people of all ages, from all backgrounds, can meet and exchange ideas. This center will help reduce costs for cooperating businesses by providing a shared venue for conferences and events. It will also build a bridge between local businesses and the community.
- → Make better use of existing communication tools and methods e-mail, social media, newsletters, online surveys, etc.
 - By making better use of our electronic communication tools and social media outlets, such as Facebook and Twitter, we expect to cast a wider net and reach a broader audience in order to deliver the message of our mission, as well as receive insightful feedback from the clients we serve.
- ✦ Hold more beneficial internal workshops and host more relevant external seminars.
 - By sharing our educational monthly activities, such as the workshops and the seminars, with our AASuccess students and our guests from the community, we will improve our name-branding, and further provide valuable services to our client base in the forms of information and knowledge.



A YEAR OF SUCCESS



AASuccess started out as a one-man operation from the basement of the Founder's home. Since then, we have grown exponentially. particularly, has been a year of results. Our first wave of students has graduated from the LSA, their high schools. and/or their universities. Eighty percent of them are continuing with AASuccess, a sure sign that we are headed in the right direction. These students and young professionals are passionate about the organization that has helped change their lives.

As our organization has evolved, we've made changes to embrace the increasing demand for our services. The scope of our good work for the community has grown three-fold. The size of our office, budget, and resources has grown significantly. This year, we moved into a new office with more space and state-of-the-art equipment. This office serves as the center of operations, a place where students, coaches, and professionals meet and exchange ideas.



Last year, our core budget was less than \$40,000, demonstrating that, even with limited resources, AASuccess was still able to generate a far-reaching impact. We now have more coaches than ever before volunteering to help over 25 students. Our goals are to revise the LSA curriculum to focus on this growth trend, and also, to refine our performance evaluation processes to meet the needs of our diverse students.

However, we have more than numbers and data. We envision a future for our community and our students, in which we are all connected, enabled, empowered, and are all learning from each other. We aim to help underserved minority students achieve *their* dreams, by helping them develop the hard and soft skills necessary to become successful individuals in all aspects of life. Implementing our goals will bring us closer to realizing our shared vision. Together, let us go beyond a dream and create a new reality!





SMP Fundraising Event, 2013

"Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has."

Margaret Mead American Anthropologist 1901 – 1978



ROLL OF CONTRIBUTORS

Our BSC Partners, Sponsors & Donors

- → Business Culture & Language Centre (BCLC)
- → Business Development Assistance Group (BDAG)
- → Charity Group of VA Affection
- → DaTCoM, LLC
- + Eden Center
- ★ Emerging Scholars Program (ESP)
- → Fairfax County Health Department
- → HBI-DC Foundation (HBI-DC)
- ✦ Novel Smiles
- → Progressive Skills, LLC (PSK)
- → Social Capital Solutions, Inc. (SCS)
- → St. Stephen's & St. Agnes School (SSSAS)
- → The Vietnamese Community of DC, MD & VA
- → The Vietnamese Medical Society of N.E. America (VMSNA)
- → The White House Farm Foundation
- → Vietnamese Americans of Virginia
- → 20s & 30s Asian Going Out Group

FY2013 Sustaining Members Program Donors *

Platinum

Mr. Dave Nguyen, Mr. Scott Plein, DaTCoM

Gold

Eden Center

Silver

Dr. Thieu Do, Mr. Mike Eastman, Mr. Hung Eric Le, Mr. James Kelman, Ms. Kieu-Thu Luu Nguyen, Mr. Hai Nguyen, Dr. Vincent Nguyen, Dr. Linh Tran, Eng Solutions

Bronze

Dr. James-Henry Alstrum-Acevedo, Mr. Dinh H. Doan & Ms. Yen Hai Doan, Ms. Mimi Luu, Dr. Thanh Do, Dr. Sang Tran & Dr. Sang Huong, First Virginia Community Bank

^{*} for Fiscal Year 2013 – from 01 Sep 2012 through 31 Aug 2013.



FINANCIAL STATEMENTS

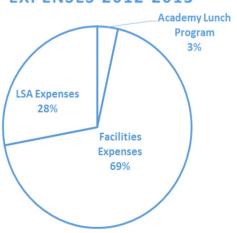
Report On Finance & Budget

In FY2013, AASuccess has received more than \$56,000 in donations, including \$38,630 directed to the General Operating Funds and about \$18,000 directed to the Life Skills Academy and Arc360 Civic Projects. In addition, there was a one-time donation of \$5,000 allocated to renovations in May 2013 when AASuccess moved to our new office space.

In Fiscal Year 2013 (September 2012 through August 2013), facilities expenses – mostly in rent expenses and office supplies – represented 69% of AASuccess' total expenditures. Another 28% of the total expenses were used to fund our main programs. The remaining 3% was used to serve weekly lunches for LSA students.

In the upcoming year, AASuccess expects to gain more stable donations as a result of our successful and ongoing Sustaining Members Program and grant writing efforts. We also plan to invest on IT equipment directed toward the Virtual Learning Program (VLP).

EXPENSES 2012-2013





AASuccess Income Statement

Period Ending	31-Aug-13
Revenue	
Revenue From General Fund	\$38,630
Revenue From Core Programs	
Arc360 Civic Projects	\$7,994
Scholarship	\$4,789
Life Skills Academy	\$5,266
Total Revenue From Core Programs	\$18,049
Total Revenue	\$56,679
Operating Expenses	
Academy Lunch Program	\$1,771
Facilities Expenses	\$34,379
LSA Expenses	\$13,973
IT Equipment	-
Total Expenses	\$50,123
Net Income	\$6,556



AASuccess Balance Sheet

Period Ending	31-Aug-13
Assets	
Current Assets	
Cash And Cash Equivalents	\$9,848
Net Receivables	\$2,811
Prepaid Expense	\$0
Total Current Assets	\$12,659
Long-term Assets	-
Total Assets	\$12,659
Liabilities	
Current Liabilities	
Accrued Operating Expenses	\$2,883
Unearned Revenue	\$0
Other Current Liabilities	\$0
Total Current Liabilities	\$2,883
Non-current Liabilities	-
Total Liabilities	\$2,883
Equity	
Retained Earnings	\$6,556
Unrestricted Net Assets	\$3,220
Total Equity	\$9,776
Total Liabilities and Equity	\$12,659



AASuccess Cash Flow Statement

Period Ending	31-Aug-13
Cash Flow From Operating Activities	
Net Income	\$6,556
Adjustments	
Depreciation and Amortization	\$0
Decrease in Account Receivable	\$1,986
Increase in Accounts Payable	\$2,418
Total Cash Flow From Operating Activities	\$6,988
Cash Flow From Investing Activities	-
Total Cash Flows From Investing Activities	\$0
Cash Flow From Financing Activities	-
Total Cash Flows From Financing Activities	\$0
Change In Cash and Cash Equivalents	\$6,988
Cash, beginning of period	\$2,860
Cash, end of period	\$9,848