



# 2014-2015 annual report



*Perfecting the Act of Giving Back.*

Version 4.0, Final - 1st October, 2015

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# Our Story



**A**ASuccess, a 501(c)(3) nonprofit organization, seeks to help students enhance their individual approaches to academic work, career development, and other challenges in life. Through our Life Skills Academy, AASuccess empowers students to identify and cultivate skills necessary for professional development and civic work. With help from our business support community, AASuccess provides students with informative seminars, internship opportunities, and professional coaching. We focus on a personal approach and address a host of issues, including: confidence, self-discipline, stress management, accountability, citizenship, leadership skills, physical and emotional health, and prudent decision-making. Our overall goal at AASuccess is to help students succeed in life.

**A**ASuccess is open to all residents of D.C. Metropolitan Area interested in receiving the benefits of or volunteering in the two main programs: the Life Skills Academy (LSA) and the Arc360 Civic Projects.

## Mission

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

## Vision

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

# A Momentous Year

We have made great strides toward fulfilling our vision of creating a sustainable learning environment between students, skills mentors and life skills coaches. In line with our mission to foster ethical and humanitarian values in our students and the quest for student success, our strategic plan focuses on developing students success with life skills quality initiatives, e.g., job readiness training programs, entrepreneurship for alumni, and quarterly life skills assessment for all LSA enrolled students.

We have participated in over one hundred individual and group meetings to build relationships and create business partnerships with alumni, skills mentors, business and community leaders, and parents of AASuccess students. These outside stakeholders are excited about our direction and have pledged their support with volunteer time and collaborative work in either business or job-training programs. There have been many changes to the office and quality initiatives this past year to better meet the needs of our students, volunteer mentors and key business support partners. We invite you to review our progress to date in this report. We thank you for your ongoing support and we are looking forward to another, even better year.



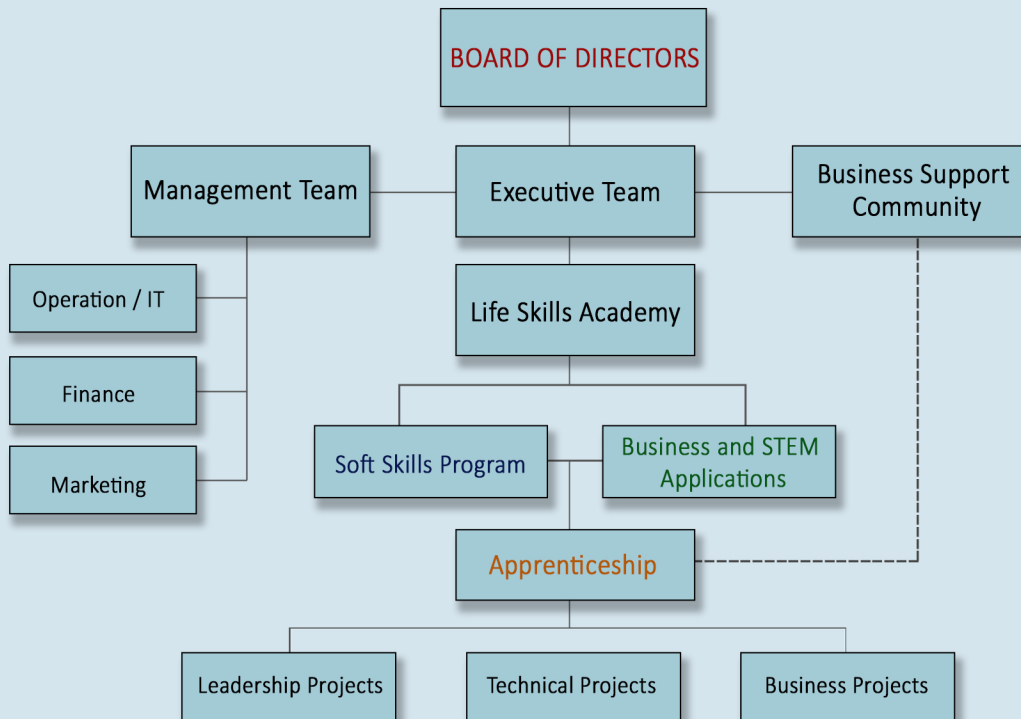
A handwritten signature in black ink that reads "Dave Nguyen". The signature is written in a cursive style and is underlined with a single horizontal line.

**Dave Nguyen**

AASuccess Founder & Executive Coach

# 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 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.



**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 (BSC)**, consisting of established business owners and seasoned professional volunteers, supports the Board by partnering with the Executive Team to provide critical resources.



# Organizational Structure



## Board of Directors

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

Executive Team	LSA Team	Marketing Team	
Dave Nguyen Minh Pham Vihanh Tham Rico Li Cho Kiu Wan	Dave Nguyen Trang Bui Minh Pham Vihanh Tham James Kelman	Dieu Le Thao-Nguyen Nguyen Yvonne Nguyen	
Finance Team	IT Team	Coaching Team	
Cho Kiu Wan Thao Bui Sean Le	Rico Li Duy Pham Danny Nguyen	James Kelman David Montanari Dieu Le Rico Li Huong Van Minh Pham Duy Pham Scott Plein	Tony Nguyen Khue Bui Vihanh Tham Hung Pham Tran Pham Cho Kiu Wan Helen Lai

# 2014 IN NUMBERS



22

total students



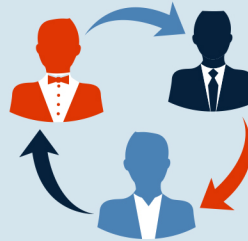
\$45,900

worth of volunteer hours  
contributed by our Business  
Support Community



19

total new  
volunteers



8

total community /  
apprenticeship projects

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## AWARDS AND RECOGNITIONS



- **House Joint Resolution No.5172**  
*Commending AAS from the General Assembly of Virginia*
- **Non-Profit Organization Award**  
*by Asian American Chamber of Commerce*
- **Recognition and Grants**  
*by the Cherry Blossom Giving Circle*
- **Partnership Award**  
*by Hepatitis B Initiative of Washington, D.C.*

# LIFE SKILLS ACADEMY OVERVIEW

## LSA Objectives

- Cultural Competency
- Emotional Intelligence
- Health & Wellness
- Technical Writing & Editing
- Presentation Skills & Techniques
- College Applications

- Dynamic & Winning Communication Skills
- Business Communication (Oral & Written)
- Speech Writing
- Presentations

- Business Strategy & Operations
- Financial Planning & Investment
- Marketing, Branding, Sales
- Advocacy (Public & Community)

Jr. High  
& High School

College

Post-  
College

## How Can You Help

- Become Skills Mentors (Life or Technical)
- Present Seminars on:
  - Time Management
  - Effective Communication (Oral & Written)
  - College Preparation

- Offer Real-World Internships & Apprenticeships
- Present Seminars on:
  - STEM & Business Applications
  - Project Management
  - Financial Planning & Investment

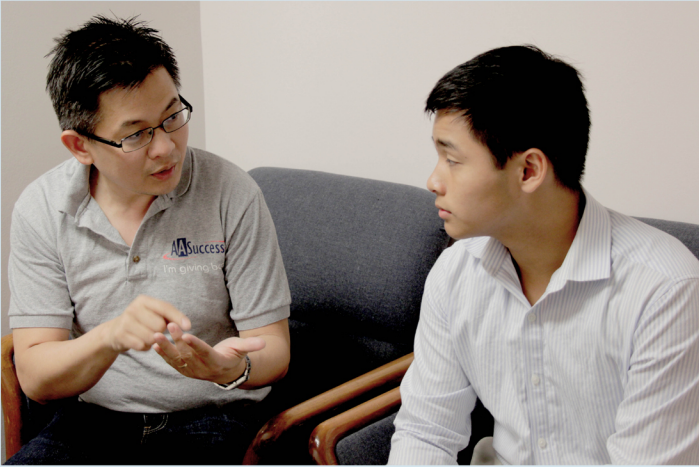
- Provide Practical, Technical Skills Mentoring
- Present Seminars on:
  - Leadership & Management Essentials
  - Marketing & Sales (Strategy & Techniques)
  - Advocacy (Public & Community)

## AASuccess Apprenticeship





# Developing Student Success



Our commitment to student success is explicit in our name. Every interaction we have with our students is geared towards ensuring their continuing growth in both academic work and their pursuit of new interest and ideas. With our goal of connecting students to life skills, live projects relevant to their soft and technical skills-related goals, and initiatives that add meaning to their AASuccess experience, we approach the concept of “success” from a holistic perspective.

“Success” is the crucial part of “AASuccess.” The meaning of success changes for different individuals. At AASuccess, success comes in many styles and forms. We coach our students to achieve professional, personal, and academic success and happiness. Our students learn who they are and where they want to go in life. Success is about learning to embrace both failures and opportunities during each step along a student’s life journey. There is not necessarily an end destination in a student’s life journey. In this Annual Report you’ll find tables and testimonials about our students which illustrate the impact our life skills program has had on their “success.”

**At AASuccess, success comes in many styles and forms. We coach our students to achieve professional, personal, and academic success and happiness. Our students learn who they are and where they want to go in life.**

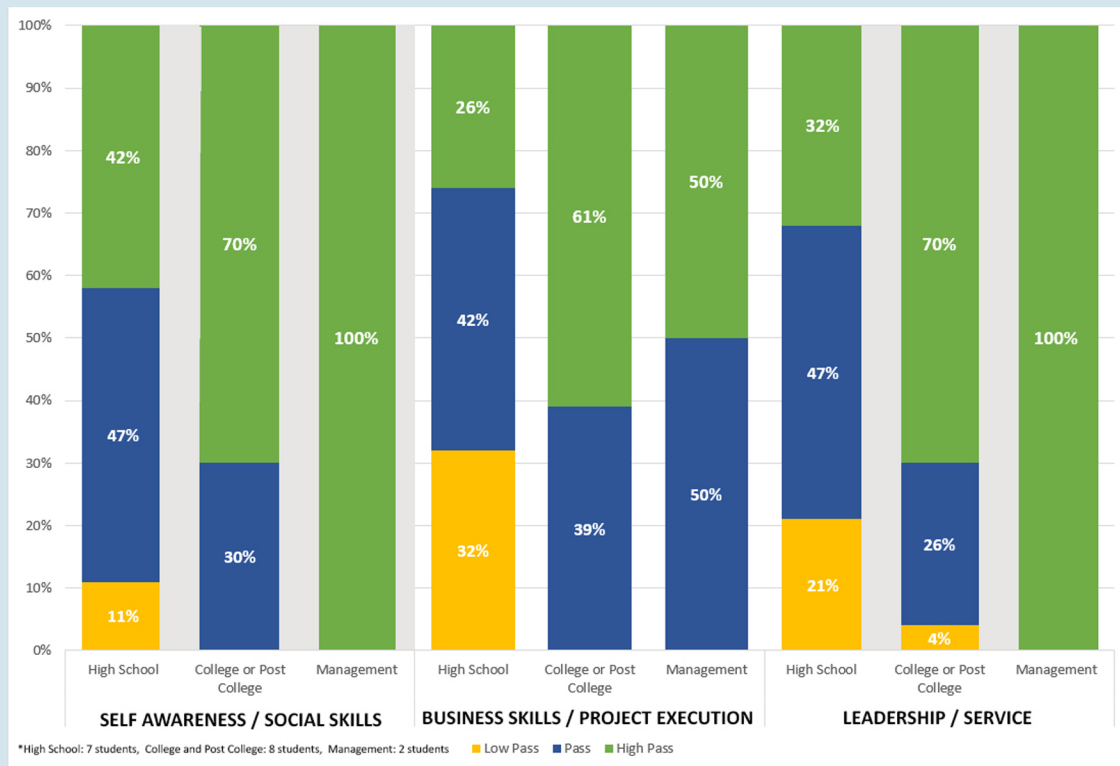
# Life Skills Quality Initiatives



The Life Skills Academy programs have grown to include life skills development, job training, as well as internship and other professional opportunities for both high school and college students. Our goals shifted towards enabling students to succeed in all aspects of life and providing lifelong leadership development opportunities. AASuccess' strategies revolve around integrating its students into an inter-generational support community comprised of senior citizens, business owners, working professionals, public officials, non-profit organizations, and representatives from the education community. Everyone involved in AASuccess operates and succeeds pursuant to the circle of giving of one's self to a "community effort" and in return being helped themselves by the AASuccess community.

Throughout the past few years, we were able to achieve positive change by addressing a host of issues our students including: self-discipline, stress management, accountability, citizenship, self-esteem, leadership skills, physical and emotional health, and prudent decision-making. These are necessary resources needed to deal with young students and professionals who are trying to balance family expectations and personal goals.

hours of life skill sessions  
conducted per week



FY 2015 Life Skills Academy Performance Rating Report

# An Eventful Year

## Vietnam Human Rights Day

AASuccess students took the lead in promoting human rights in Vietnam. AASuccess has attracted more potential volunteers/ stakeholders every year due to our important work in the community.



## 2014 Warrior Dash

17 participants experienced a challenging 5K obstacle race. We proved that determination and teamwork can see us through anything.

## Gleaning for the World

13 participants from AASuccess worked with Gleaning For The World (GFTW) to help with GFTW's mission of collecting surplus medical and other essential supplies to distribute where humanitarian help was needed. The students learned about the satisfaction of doing community service.



# An Eventful Year

## Actitude Fall Camp

6 students spent 3 days together at the White House Farm Foundation. Each day, the students learned about competency, responsibility, and teamwork as they accomplished a variety of activities designed to practice mindfulness and nurture self-sufficiency.



## Christmas Gifts for Little Lights

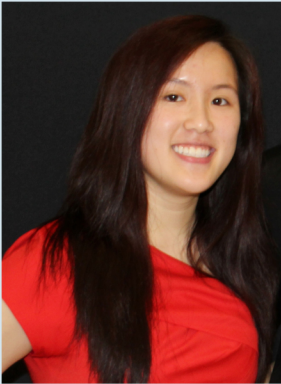
9 students participated in a Christmas drive with Little Lights to provide food and supplies to under-served children in the Washington D.C Metro area.

## AAS Today

Students and coaches have dedicated at least 5 hours a week on planning and providing free consultations in paralegal, health care, education, etc. at the Eden Center. We answer and provide assistance to many under-served Vietnamese people for whom English is not their native language.



# Testimonials



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.

**Nini Nguyen | AASuccess Student**



“ AASuccess is important to my son. I am glad to see the love and respect Sean has for AASuccess. I owe you for what you have done for Sean, Dave. ”  
**Eric Hung Le | Parent of Sean Le - AASuccess Student**



LSA program provides an opportunity to develop a life-time skill to the students who come from our underserved community. From the program, they develop focus, discipline, and integrity at crucial times in their life.

**Jane Pan | Executive Director of HBI-DC, AASuccess BSC Partner**



“ 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 | Be 'N Motion Fitness, AASuccess Alumnus**



“As a Sustaining Member for the past four years, supporting AASuccess has been one of my most productive investments.”

**Scott Plein | Principal, Equinox Investments, LLC  
Platinum Sustaining Member**



“There is a dynamic group of young people meeting in Falls Church each week, who will challenge your perceptions about reaching your goals, and may just make you re-think where you are in your present career path.”

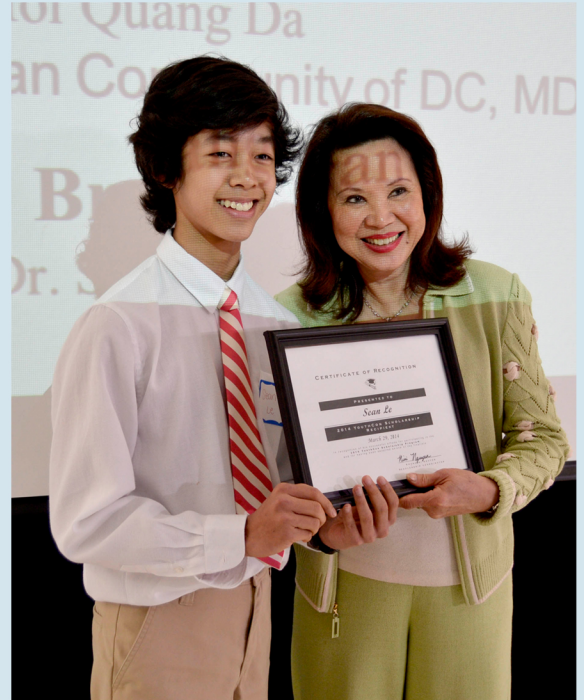
**John Myers | Administrative Office of the United States Courts**

# Acknowledgements

Throughout the years, our business partners and supporters have made a lasting impact on AASuccess' ability to achieve our goals and are an essential ingredient in all that we have accomplished.

We would like to say “thank you” for all that you have done to support us. You have helped make our mission a reality!

- *Progressive Skills*
- *BCLC*
- *Eden Center*
- *Social Capital Solutions, Inc.*
- *Charity Group of VA Affection*
- *St. Stephen's and St. Agnes School*
- *Hepatitis B Initiatives of Washington D.C.*
- *Vietnamese Americans Organizations of Virginia*
- *Vietnamese American Community of D.C., MD, and VA*
- *Saigon Broadcasting Television Network*
- *Washington D.C. chapter of the National Association of Asian American Professionals*
- *Delegate Kaye Kory*
- *Toa Do*
- *Michelle and Hung Le*
- *Scott Plein*
- *Mike Eastman*
- *United Solutions*
- *Dr. Sang Tran*



*And many other supporters and donors who make our achievements possible.*

# Annual Board Goals



## Strategic Plan

- Encourage communication and continuous improvement on the Sustaining Members Program.
- Collaborate with the key business partners, alumni and senior professional volunteers to improve the sustainable funds.
- Implementing strategies to communicate information about the program's progress.
- Utilize our business network to provide career guidance and networking opportunities designed to help our seniors students to achieve career goals.

## Funding

- Advocate for stable and adequate funding for education and job apprenticeship programs designed to help students excel in both technical and work-readiness soft skills.
- Meet with local legislators and key business partners and supporters.

- Coordinate with PSK and business sustaining allies.
- Encourage community awareness and activism.
- Market our life skills program and model effectively with leadership activism.

## Board Effectiveness

- Develop procedure for Board membership and communication strategies.

## Board goals

- Develop and amend policies to support Board goals.
- Develop guidelines for implementing Board goals.

# Financial Report

For the fiscal year of 2014-2015, the total income we received is \$54,969, and the total expense is \$59,270. Comparing to the year of 2013-2014, our income dropped due to lack of fundraising events held during the year. Even though the general donation fund decreases 40% from that of last year, there were more donations coming in for the Life Skill Academy (LSA), YouthCon Scholarship and Arc360 Civic Projects, reflecting an increase of 49% compared to that of prior year. This highlights the community recognition of our collective work in both mentoring our students and accomplishing apprenticeship projects that have positive impacts to our community.

Income Components					
	11/12	12/13	13/14	14/15	% change prior - current
<b>Total General Fund</b>	22,517	38,630	55,498	33,319	<b>-40.0%</b>
<b>Total Core Programs</b>	14,080	18,049	14,530	21,650	<b>49.0%</b>
<b>Total Income</b>	36,597	56,678	70,027	54,969	<b>-21.5%</b>

*Exhibit 1. Income Components FY 2014- 2015*

Expense Components				
	11/12	12/13	13/14	14/15
<b>Essential Expense</b>	22,168	36,150	39,994	40,195
<b>Sustaining Members Program (SMP) Expense</b>	689	-	8,195	-
<b>Arc360 Civic Projects Expense</b>	480	4,411	5,359	5,085
<b>YouthCon Scholarship Expense</b>	5,623	6,359	7,407	8,757
<b>Lifeskills Academy Expense</b>	2,401	3,203	4,541	5,233
<b>Giving Back Expense</b>	3,839	-	-	-
<b>Total Expense</b>	35,200	50,123	65,495	59,270

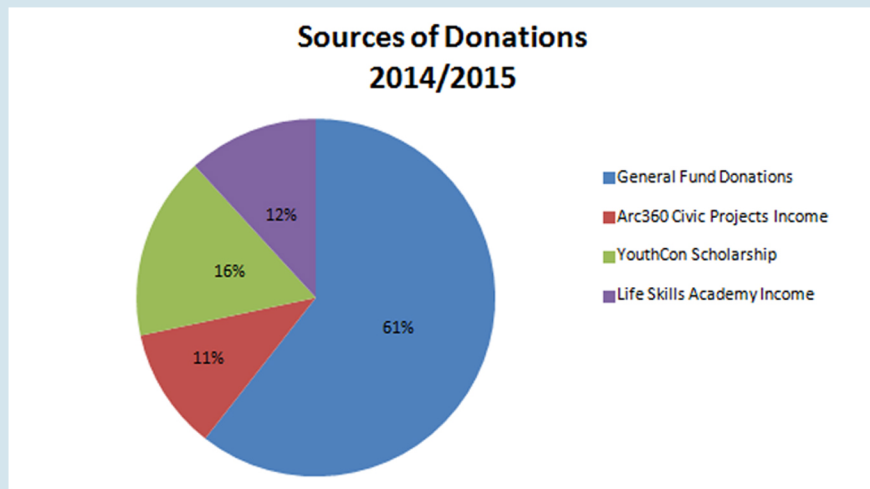
*Exhibit 2. Expense Components FY 2014- 2015*

We incurred a negative net income of \$4,301, mainly due to the lack of formal fund raising events held during the fiscal year. Also, due to an increase of the facility's rent and essential expenses directed to lunches and apprenticeship projects for our 23 students, our general fund expenses increases compared to that of last year.

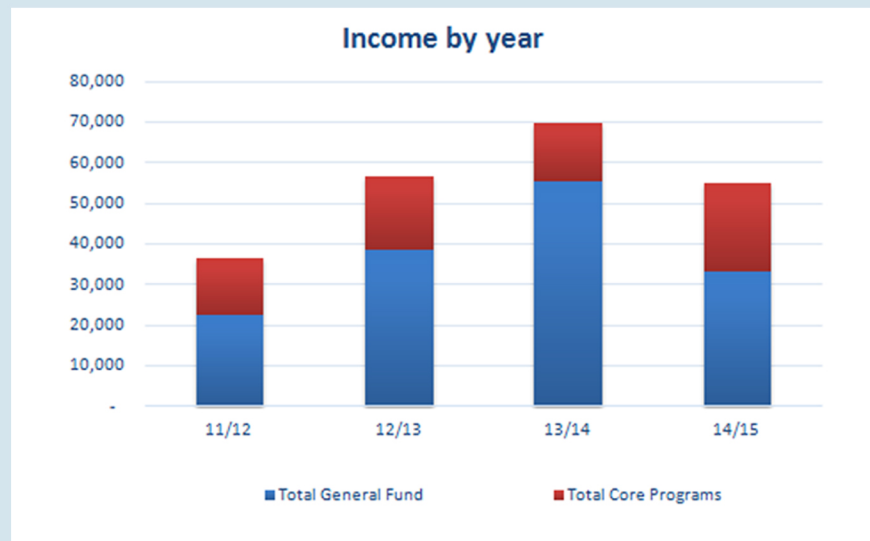


# Financial Report

As a result of our donors' commitment to continually support our organization, six more high school students and three new skills mentors joined our organization in 2015. With all the core programs supported by both volunteer time and sustaining donation fund, our financial report demonstrates that AASuccess continues to advance its sustainability initiatives designed to fund our life skills programs for many years to come.



*Exhibit 3. Sources of Donations FY 2014-2015*



*Exhibit 4. Income by year from 2012 to 2015*

For more information, please contact us at:

## **AASuccess**

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**Website:** [www.AASuccess.org](http://www.AASuccess.org) | **Facebook:** [www.facebook.com/AASGivesBack](http://www.facebook.com/AASGivesBack)

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

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