



Annual Report 2011-2012



Dear friends & family of BestPrep:

We are delighted to report that once again BestPrep had an outstanding year. More than 4,000 volunteers and 300 donors provided education and experiences for students and teachers throughout Minnesota.

The year began with us launching a new, more interactive website that is easier to navigate. The fall was highlighted with Fareed Zakaria, celebrated author and CNN talk show host, headlining BestPrep's Educational Forum. He brought the house down with his candid assessment of the challenges facing America and how to right the course.



The last four months of the fiscal year finished in a flurry with Robert Stephens, Founder of the Geek Squad, providing the keynote address at BestPrep's Annual Luncheon, two successful weeks of Minnesota Business Venture, and one week of our Technology Integration Workshop for teachers, which had record attendance.

Our program growth is detailed in this report and continues to be consistent. News coverage was most impressive this past year with more than 100 articles appearing statewide and several on-air spots appearing on major television stations.

BestPrep is about people and relationships. The growth and excellence of the BestPrep effort can be traced back to each volunteer, each student, each teacher and each donor. Thank you for supporting our organization.

Martha Field
Board Chair, September 2011-August 2013
Human Resources VP, Global Healthcare
Thomsen Reuters

Robert H. Kaity
President & CEO
BestPrep

What's new at BestPrep?



As BestPrep approaches its 37th year of providing programs and services, we look to continue expanding our reach to more students, teachers and volunteers.

We are anticipating growth in all of our programs. Classroom Plus's mock interviews and career days have become very popular and effective in preparing students for post secondary opportunities. We will continue to seek out companies to participate. The Stock Market Game has been greatly aided by new and extensive support from Wells Fargo Advisors, Allianz Life and RBC Wealth Management which is allowing more schools to participate. We will continue to look for ways to connect financial professionals to students playing the Stock Market Game.



The drive to become financially capable continues to make Financial Matters a must for high school curriculum. eMentors steadily grows by 20% each year with staff trying to keep up with the demand from schools and companies. The Technology Integration Workshop demonstrates a strong desire to use technology as an educational tool. And finally, our goal is to expand the Minnesota Business Venture opportunity to more students.

About BestPrep

BestPrep was founded in 1976 after a successful three-year pilot project led by Bob Kaitz, then an economics teacher at Breck School. Founding members who provided funding and volunteers included 3M, Cargill, Ecolab, General Mills, and Peavey. These five companies recognized the importance of helping students improve their understanding of and attitude toward business, as well as helping students better prepare for their futures. The pilot project was at the forefront of what later became a national trend in which educational institutions, businesses, labor, government and social service formed partnerships for the purpose of educating students about business and economics.

From the start of the pilot project in 1973 to becoming a statewide organization, BestPrep has demonstrated an excellent record of connecting the business and education communities. Our programs have now reached more than 1.3 million students. For more than 36 years, BestPrep has demonstrated a unique ability to engage and inspire business professionals to educate and mentor Minnesota students in grades K-12. BestPrep develops and implements innovative programs and continually evaluates the needs of Minnesota's teachers and students. We are committed to our tradition of new program development, while streamlining our programs to ensure effectiveness, and reaching large numbers of students. BestPrep's success can be credited to an entrepreneurial spirit and represents a classic example of what can be accomplished when business and education collaborate.



During 2011-2012, BestPrep reached:

55,562 students
and
460 teachers
from
343 schools
through the support of
4,371 volunteers
and
400 donors.



Classroom Plus

Flagship program providing volunteer speakers, tours, career days and mock interviews.

Classroom Plus assists students in developing business and career skills that are critical for success in the workplace. In addition to offering speakers and tours, Classroom Plus has now expanded its services to provide mock interviews.

In 2011, BestPrep joined forces with Laura Scanlon, business teacher at Chanhassen High School, and Allianz Life to provide mock interview volunteers for the students enrolled in Scanlon's business courses. Since the inception of the initiative involving Allianz Life and Chanhassen High School, volunteers from Allianz have impacted more than 150 Chanhassen students in an effort to increase the awareness of interview techniques and skills needed to be successful after high school.

At a Glance

Students: 12,047

Schools: 82

Volunteers: 272

Highlight: Allianz Life provided mock interviews to more than 150 Chanhassen High School students.

Through mock interviews, students are exposed to the skills necessary for success in the business world. During the 2011-2012 school year, 100 percent of teachers felt their Classroom Plus engagement assisted their students in better understanding the skills needed to enter the workforce, and that same group of teachers reported that Classroom Plus mock interviews made a positive impact on their students.

As Scanlon shared, "The experiential component of the mock interview event triggers so many emotions in the students that daily delivery of content does not. When you can stimulate this excitement, nervousness, anticipation and relief in the learning environment, it translates into the most satisfying kind of learning."



Matches students with business professionals to communicate through weekly emails based on guiding questions.

One of BestPrep's objectives is to expose students to a wide variety of careers and to help them understand the importance of the business skills they will need in their future career. The eMentors program has proven to be an excellent way to meet this objective through professional email exchanges between business volunteers and students.

Brenda Diekman, Business and Technology Teacher at Buffalo High School, is no exception. Diekman recently introduced eMentors to her students to help them engage in weekly dialogues with email mentors from both KPMG and Medtronic. The students learned about the world of work and how to communicate with someone in a career that they may have in the future.

Diekman's students also had a unique opportunity to extend their learning by emailing with a Medtronic employee located in India (see photo of India-based Medtronic employees who were mentors in this connection.) These mentor volunteers not only emailed about career skills, but also shared about their culture. Students and mentors learned about the education system in each country, how business is conducted, and how the cultures are both similar and different.

eMentors continues to be a successful program that helps students to think globally and to make connections beyond their own school borders.

At a Glance

Students: 3,550

Schools: 66

Companies: 49

Highlight: Students connected with mentors beyond our U.S. border and learned how business is conducted abroad.



Financial Matters

Industry professionals deliver presentations focused on financial literacy.

Financial Matters prepares students with the tools necessary to develop sound money management skills. From credit to scholarships, budgeting to buying a car, the program provides students with real-life lessons in money management. Several presentations are enhanced with PowerPoint presentations, including: Money Matters, Budgeting Matters, Credit Matters, Investing Matters, Tax Matters and Insurance Matters.

In 2010, Bob Kaitz, President and CEO of BestPrep, and Sara Dziuk, Executive Director of College Possible, began discussions on a possible partnership between the two nonprofits. Today, BestPrep's Financial Matters program has impacted nearly 2,500 Minnesota high school students enrolled in College Possible.

At a Glance

Students: 13,815

Schools: 88

Volunteers: 162

Highlight: Partnered with College Possible to provide lessons in financial literacy.

College Possible aims to break the cycle of poverty for low-income families and to build an educated workforce for a globally competitive economy. Through BestPrep's Financial Matters program, students enrolled in College Possible will have the tools necessary to become financially capable. In 2011-2012 more than 85 volunteers from the financial services industry volunteered their time to provide lessons in money management and budgeting. The shared goal of the partnership is to provide College Possible students with the opportunity to better comprehend the important lessons on financial literacy.



Minnesota Business Venture

Week-long residential summer business and career development program.

Few people see “behind the scenes” at the weeklong Minnesota Business Venture (MBV) program, but two students each session capture the participant’s experiences.

The Operations Assistant (OA) position puts two past MBV students to the test by having them be the eyes and ears for the BestPrep staff. This position allows students to help in the office, take photos of all of the speakers, events and students, upload photos to the MBV Facebook fan page, and compile a slideshow for both the opening and closing sessions.

“The OA position allowed me to express my creativity through a medium of art. It allowed me to capture a moment many could forget. I gained experience and now have something tangible I can use to show future clients what I have done. It was an opportunity to network, learn, and create new memories,” Elizabeth Aviles, a student at the Minneapolis College of Art and Design, said. The OA role is a professional development position that requires the students to be assertive, organized and ready for anything.

“The most important and foreign skill that I found the job required was true self-scheduling. It was an interesting adjustment trying to get up early and finish organizing files that wouldn’t really be needed until the end of the week,” Lane Scherber, a student at Rogers High School, said.

MBV has helped thousands of students learn about business, financial concepts and career options.

At a Glance

Students: 351

Schools: 102

Volunteers: 174

Highlight: Created new job application and interview questions for students' mock interviews



The Stock Market Game™

Online simulation to help students understand financial markets and importance of long-term investment plans.

At a time when school district budgets are tight, BestPrep is pleased to offer educators the opportunity to participate in BestPrep's programs at little or no cost. BestPrep receives donations each year from many Minnesota companies, including a grant received from Wells Fargo Advisors which allowed Minnesota students to participate at no charge in the fall session of The Stock Market Game (SMG).

In addition to providing the crucial financial support for schools to participate in SMG, Wells Fargo Advisors volunteered to give students and teachers the chance to interact with employees as part of an "Ask the Expert" activity. Students emailed their "expert" on topics

related to investing. Topics included how current events affect the market or industry and factors to consider when selecting a stock or mutual fund.

In January 2012, the top three teams in each age division were honored at an awards ceremony luncheon at the Downtown Minneapolis Wells Fargo Tower. Students listened to financial experts on the importance of saving and investing early, enjoyed lunch, and were honored with plaques, certificates and t-shirts.

"Many [of the student's] parents want to play the SMG too; they are envious of how much their children are learning. Through this simple game the students are becoming literate for their own futures," according to Cathy Mikel, a teacher at Holy Cross Catholic School in Webster.

At a Glance

Students: 10,649

Schools: 183

Volunteers: 202

Highlight: Incorporated professional volunteer opportunities



Technology Integration Workshop

Four-day professional development opportunity designed for teachers to enhance technology skills.

Each summer, BestPrep offers Minnesota educators four days of professional development through the Technology Integration Workshop (TIW). Kindergarten through grade 12 teachers, media specialists and school employees participate in this experience by modifying a unit plan to include the use of educational technology. Participants take part in keynote and breakout sessions that introduced several topics including Student Response Systems, iPads as a Creative Tool, Prezi, Using Google Docs to Improve Student Work, and more.

Educators connect with local companies to experience the skills used in today's workplace, thereby helping prepare students for their future career. Each educator spends an afternoon on-site at a company as part of a job shadow experience. This opportunity allows teachers to see the environment in which their students will enter when they start their career. Teachers can then modify their curriculum to address the skills employers are seeking.

Thomson Reuters' Sue Denkinger said, "The job shadow provided the opportunity to interact with educators of tomorrow's workforce. Also our company works to engage in the larger community and this was an opportunity for that as well."

Thomson Reuters sponsored twelve teachers at the workshop. These teachers had their registration fee covered and were provided a stipend for their participation. Without Thomson Reuters' support, many of these teachers would not have taken the opportunity to participate in the Technology Integration Workshop.

At a Glance

Students Impacted: 11,000+

Teachers: 101

Volunteers: 120

Highlight: Record number of teachers attend and see workplace in action



BestPrep Events

BestPrep held three special events in 2012. In total, the events brought in more than \$106,000 to benefit BestPrep's educational programs.



Educational Forum

On October 19, 2011, BestPrep's Educational Forum featured TIME magazine's Editor-at-Large, weekly CNN host, and author of "The Post-American World," Dr. Fareed Zakaria. In conjunction with the forum, BestPrep and Thomson Reuters created an essay contest for Minnesota high school students, asking them to reflect on the information in Zakaria's book or his TIME magazine article, "Restoring the American Dream." The top 20 essay winners were honored at the Forum.

"Birdies for BestPrep"

More than 470 guests attended the 14th annual "Birdies for BestPrep" event on January 26, 2012, at the International Market Square. This fun, interactive evening featured a professionally designed miniature golf course, caricature drawings, golf simulator, fabulous food and a 250-item silent auction. The Humanitarian Award was presented to Allianz Life honoring their commitment to BestPrep and the youth of Minnesota.



Annual Luncheon

BestPrep's Annual Luncheon was held on May 23, 2012, at the Earle Brown Heritage Center. John Williams, radio host on WCCO Radio, emceed the event with more than 500 guests representing education, business and nonprofits in attendance. The keynote address was given by Robert Stephens, founder of the Geek Squad. Awards were presented to several outstanding students, teachers and volunteers.

2012 Annual Luncheon Award Winners

Each year, BestPrep honors our outstanding volunteers and teachers by presenting them with awards. The 2012 BestPrep award winners included:

Bunzel Award (Volunteer of the Year)

David Krause, Beacon Bank

Carpenter Award (Teacher of the Year)

Sue Hoffman, Mahtomedi High School

Larson Financial Literacy Award

DaNae Klimek, Irondale High School

Teacher of Excellence Awards

Craig Anderson, Shakopee Sr. High School
Martin Appelbaum, ALP AGAPE High School
Cheryl Braman, Mounds View High School
Jolene Brugler, Sheridan Arts Magnet School
Marcia Danahy, Hopkins North Jr. High School
Anna Edlund, Bluff Creek Elementary School
Caroline Hooper, Southwest High School
Mike Kropp, Wabasha-Kellogg High School
Micki O'Flynn, Cristo Rey Jesuit High School
Nancy Tichy, Eden Prairie High School

Board Member of Distinction

Todd Schnobrich, Cargill, Inc.

BestPrep Service Awards

Allianz Life Financial Literacy Council: Scott
Bowman, Andy Dulka, Laura Juergens, Katie
Libbe, Marc Olson, Brian Peterson, Jim
Quinn, Emily Reitan, Jill Rogers, and Corey
Walther

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Mary Crottier, KPMG, LLP

Nathan Dungan, Share Save Spend, LLC

Ron Evans, 3M

Irene Fernando, Students Today

Leaders Forever

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Karen Florez, Minneapolis Foundation

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Laura Marvin Nelson

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Financial Matters

Bonnie Vagasky

Vice President, Special Projects
Program Manager, eMentors &
Technology Integration Workshop

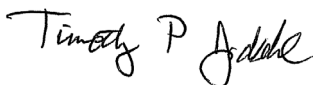
Dear Friends of BestPrep,

2011 – 2012 was another successful year for BestPrep. The organization has seen an expansion of its programs and staffing as it continues to have a unique impact on Minnesota students. As testimony to the effectiveness of its execution of its mission, is the continued support that you provide. Thank you.

I am proud to report that we ended 2011-2012 with a \$42,429 increase in unrestricted net assets, with 86 cents of every dollar being allocated to programs. We have never had a more solid foundation to invest in new programs and outreach.

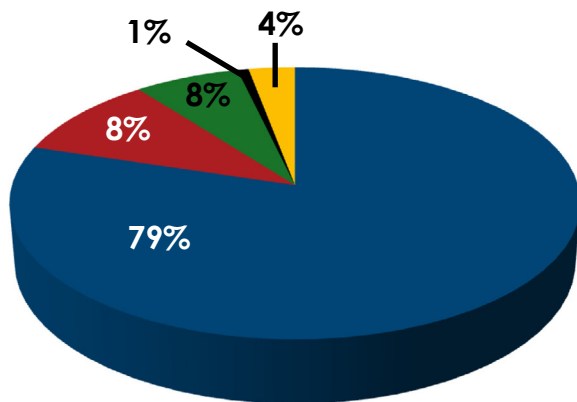
Thank you for your continued support of BestPrep's efforts to prepare students with business, career and financial literacy skills.

Best,



Timothy Jordahl
BestPrep Treasurer
Senior Vice President
Wells Fargo

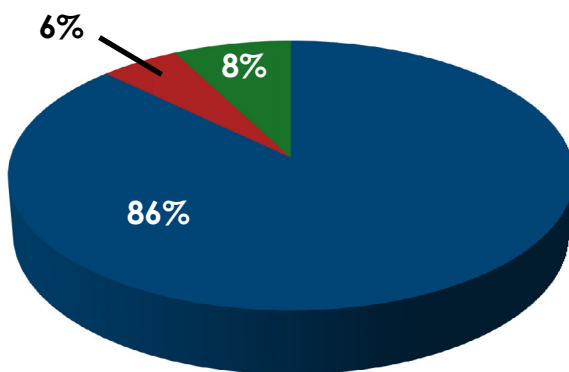
Total Revenues



■ Contributions
■ Fees
■ Special Events

■ Inkind and Interest
■ Other Revenue

Total Expenses



■ Program Expenses
■ Management and General
■ Fundraising

Statement of Financial Position and Activities for Fiscal Year Ended August 31, 2012

Support and Revenue

Contributions	\$995,057	79%
Fees	\$100,935	8%
Special Events	\$106,706	8%
Inkind & Interest	\$4,484	1%
Other Revenue	\$55,807	4%
Total Support and Revenue	\$1,262,989*	100%

Expenditures

Program Expenses	\$1,041,210	86%
Management and General	\$79,811	5%
Fundraising	\$99,539	8%
Total Expenses	\$1,220,560*	100%

Surplus/(Deficit)

\$42,429*

Assets

Cash and Cash Equivalents	\$511,508
Contributions Receivable	\$119,224
Fees Receivable	\$3,849
Other Current Assets	\$14,006
Long Term Contributions Receivable	\$200,000
Net Fixed Assets	\$18,772
Total Assets	\$867,359

Liabilities and Net Assets

Accounts Payable	\$56,125
Accrued Expenses & Other Current Liabilities	\$32,348
Unrestricted Net Assets	\$290,638
Temporarily Restricted Net Assets	\$488,248
Total Liabilities and Net Assets	\$867,359

*Reporting on unrestricted funds only

BestPrep thanks the following 2012 fiscal year donors for their generous contributions!

3M Foundation
3M Volunteer Match Program in honor of
Kevin Green
Aaron Otterson
Accenture
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The Ken Blanchard Companies	Viane R. Hoefs
The Medtronic Foundation	Voyager Bank Minnetonka
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Thrivent Financial for Lutherans Foundation	Walmart - Vadnais Heights
Thrivent Financial for Lutherans Foundation in honor of Becky Smith	Walmart - West St. Paul
Tim Demery	Walmart - Woodbury
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	Xcel Energy Foundation Volunteer Program on behalf of Mary Martinez

The above list of financial donors represents contributions received through August 31, 2012 and does not include our generous supporters through event sponsorship or raffle ticket sales. We have done our best to ensure this list is accurate. If you see an error or omission, please contact John Schulte at jschulte@bestprep.org.

“The most significant benefit to me from my BestPrep connection has been on the personal side. BestPrep has given me the opportunity to give back to the community in a way that I enjoy – working with students about matters that I am very passionate about. Through BestPrep, I have been fortunate to meet some amazing people, including the BestPrep staff, teachers and students.”

- David Krause

Eden Prairie Market President, Beacon Bank
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