

Magnolia
Project

Impact Report SY 2024-2025

Career Exploration &
Apprenticeship Programs



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A LETTER FROM OUR FOUNDER

Gia Biaggi, Executive Director & Founder

It's hard to believe that Magnolia Project is about to begin its fourth school year. To understand how far we've come in the last three years, we have to go back to July 2022, when Magnolia Project was board approved to run our first pilot program, in partnership with two, small rural schools in Geyserville and Guerneville. I was over-the-moon excited about our pilot program approvals, but excitement was really all that I had at that point: I had no funding, no team, a barebones curriculum and program structure (that would change quite a bit thanks to student feedback), and no roadmap to follow.

As I sit here, three years later, in Magnolia Project's office, it's hard to overstate how much things have changed (even having an office seems wild: I spent most of that first year working out of school sites & my 2010 Honda Fit). Today, we're a team of five, **gearing up serve 19 schools and 500+ students in the 2025-2026 school year across two counties**, with robust data that demonstrates the efficacy of our innovative Career Exploration and Apprenticeship programs in **improving student engagement, readiness for college and career, agency, confidence and motivation**. Since 2022, **we've raised over \$1 million dollars** through earned revenue and philanthropic support from some of the nation's leading education funders: including NewSchools Venture Fund, Silicon Schools Fund, the Margo Foundation, and American Student Assistance. We are proud to be the first and only Sonoma County-based nonprofit to secure investments from these national organizations, a testament to the innovation and strength of our model. **To date, Magnolia Project has brought more than \$720,000 into Sonoma County from philanthropic organizations that had never before invested in our region—and we're just getting started :).**

Magnolia Project is not mine: it is ours. **Every success we've had is thanks to the inspiring and forward thinking teachers, administrators, mentors and community members** who believed in this work all the way back in July 2022, when all I had were a few ideas, and a lot of excitement (and a Honda Fit). **I am forever grateful to these trailblazers** whose belief in Magnolia Project, and in me, has made it possible to reach more students, schools and regions than I ever could have imagined three years ago.

As we embark on our fourth school year, despite it being a time of uncertainty for our public schools, **I remain hopeful about what lies ahead:** the new schools and communities that we will serve, the new mentors we'll partner with and industries that they will represent, and the new, exciting future paths that they will help our students explore. Our organization remains deeply committed to our schools and students, because we know that by providing high quality, hands-on learning experiences alongside trusted mentors, where students build agency and understand their choices, **we are creating pathways to economic empowerment and mobility, and stronger and more resilient communities.**



Gia Biaggi, Magnolia Project Founder & Executive Director



ABOUT MAGNOLIA PROJECT

Mission & Vision

Magnolia Project prepares middle and high school students for their meaningful next phase after K-12 – whether college, career, or another path – by connecting them with durable skills through personalized career exploration as well as hands-on experience alongside trusted industry mentors.

Magnolia Project's programs fosters **student agency, motivation, engagement resilience, and the pursuit of big dreams**, preparing participants to thrive in their post-high school Meaningful Next Phase of life.

Magnolia Project's programs are semester-long **Career Exploration** and **Apprenticeship** pathways for middle or high school students that incentivize engagement and attendance while preparing students for their future.

Program Components

- 1 Personalized curriculum**, embedded into a class during the school day, in which students identify their passions and career interests, explore community and economic needs, and develop work-readiness competencies.
- 2 Hands-on work experience** alongside a trusted industry mentor on or off their school campus.
- 3 Reflection and presentations** of learning and support with developing and sharing a plan for student's post-secondary meaningful next phase.



Magnolia Project benefits students by bridging the gap between academic learning and practical career skills, fostering independence, and encouraging participation in diverse industries. It catalyzes personal growth and professional readiness.



WHO WE SERVE

2024-2025 School Year: Impact by the Numbers

14 TOTAL SCHOOLS SERVED

Sonoma County: 12

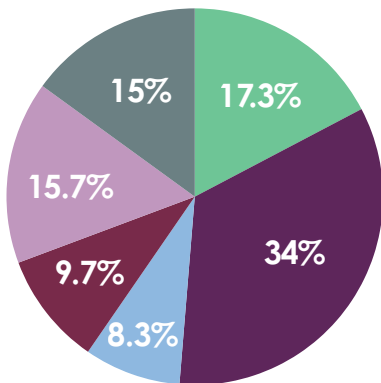
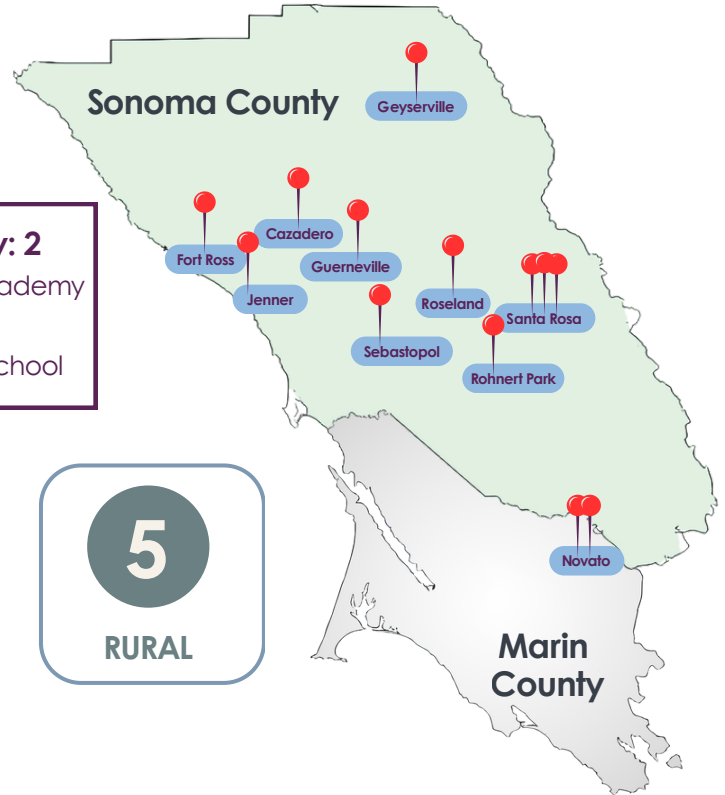
- Credo High School
- Geyserville New Tech Academy
- Mark West Charter
- Orchard View School
- Quest Forward Academy
- Roseland Collegiate Prep
- Santa Rosa Middle School
- TLC/Journey Academy
- West Sonoma County Consortium:
 - Guerneville School
 - Forestville School
 - Montgomery Elementary School
 - Fort Ross School

Marin County: 2

- Marin Christian Academy Main Campus
- Marin Oaks High School

9
SUBURBAN

5
RURAL



- 7th graders
- 8th graders
- 9th graders
- 10th graders
- 11th graders
- 12th graders

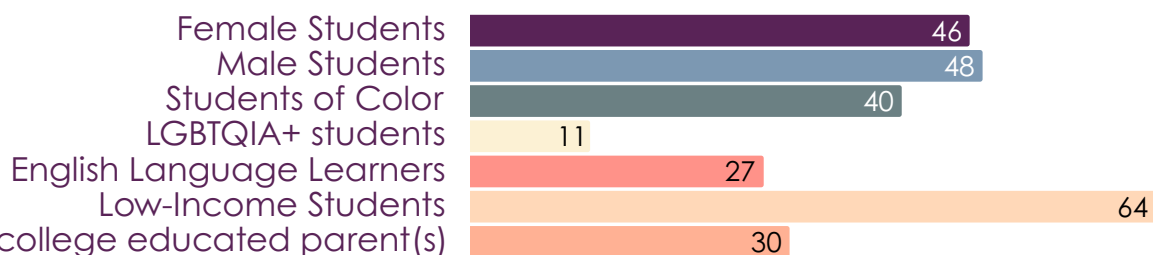
335

STUDENTS SERVED

26
Industries

100+
Business Partners

100+
Mentors



0 10 20 30 40 50 60 70

% of Total Students Served



IMPACT DATA

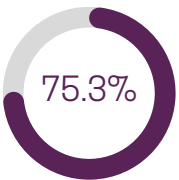
Growth Insights from Students & Teachers

92% of middle school students reported that after participating in Magnolia Project programs, **they had a clearer understanding of what it takes to succeed in college and career.**



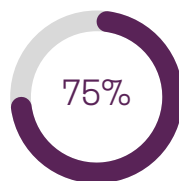
of students would recommend their Magnolia Project Mentor to another student.

After Magnolia Project...



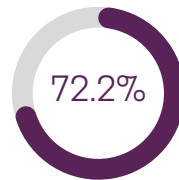
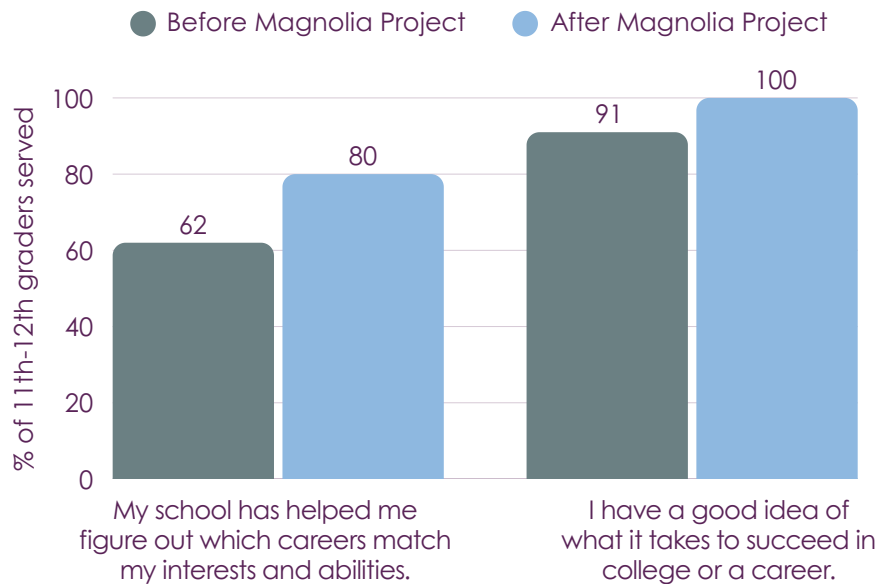
Discovering Purpose and Possibility

75.3% of students said Magnolia Project helped them better understand themselves, and define their future educational, financial and career goals.



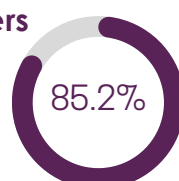
Connecting the Classroom to Careers

75% of 11th-12th graders think that what they learn in their academic classes is relevant to their future careers, after participating in Magnolia Project's programs.



New Insights on College and Career

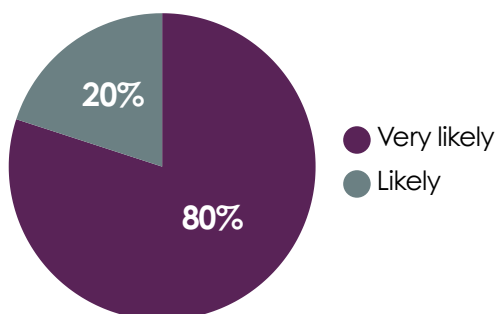
72.2% of students reported that Magnolia Project lessons taught them things about career and college that they didn't already learn at school.



Effective & Engaging Learning Experience

85.2% of students reported that their semester long Magnolia Project program was an effective learning experience.

Teachers: How likely are you to recommend Magnolia Project to other teachers or schools?

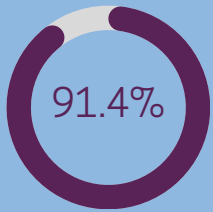


"Students loved all the immersive [experiences with Mentors], and staff were all impressed by the level of student engagement during the Magnolia Project Program. We loved this partnership, and I hope to continue this in the future." -Gaby Holmes, Journey Academy



IMPACT DATA

Program Highlights & Student Testimonials



of students believe their school should continue working with the Magnolia Project for these 5 key reasons:



Professional Learning Value

"I would recommend the Magnolia Project because it will definitely give you a boost in knowledge to getting a job before leaving school ... so you can get a rough idea of what to do so you're not just running in blind. Takes the blindfold off."- 11th Grader



Future Direction Value

"I feel like they should join because it's very helpful in the future and **they'll help you see what you want to do once you grow up.**" - 10th Grader



Networking & Communication Skills

"I recommend participating in Magnolia because you get experience and **you can make connections with people in workplaces.**" -9th Grader



Real World Application Value

"I learned that schoolwork isn't really about getting the [correct] answer. It's about doing stuff you don't want to do and getting prepared for the real world. So, after I found that way, **I think of it like a different perspective.**" - 8th Grader



Magnolia Climate & Community

"I would recommend Magnolia Project to a friend because of the experience you get, the people you meet, and the doors it opens. **And also, it's really, really fun.**"

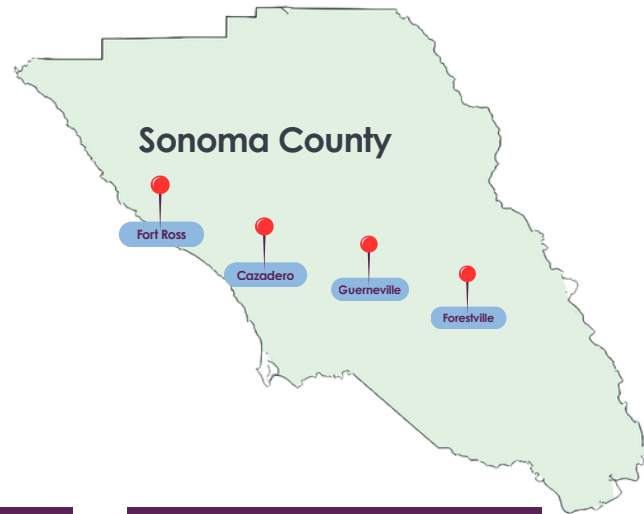
-8th Grader



INNOVATION SPOTLIGHT

Magnolia Project's West County Consortium Program

This year, Magnolia Project launched our West Sonoma County Consortium Program, **bringing together four rural middle schools to collaboratively implement our semester-long Career Explorations program.** Magnolia Project's Consortium Program offers **a new model for rural schools to share resources, align expertise, and partner across campuses** to ensure equal access to high-quality career exploration, **no matter a school's size or location.**



PHASE 1

Each school implemented the **pre-work curriculum** individually on their own campus.

PHASE 2

Students across school sites were brought together for a **shared immersive experience**, building connections between students, teachers, & community members.

PHASE 3

Each school implemented the **post-work curriculum** individually on their own campus.



Career Explorers: **65**



Industries: **15**



Mentors: **23**

Next Steps

Magnolia Project's West County Consortium model was a success and is expanding! We're excited to replicate our Career Explorations Consortium model **across all six public schools in West Marin County in the 2025-2026 school year.**

"WOULD YOU RECOMMEND THE WEST COUNTY CONSORTIUM TO ANOTHER STUDENT?"

YES: 97%



PLANS FOR THE FUTURE

What's Happening Next?

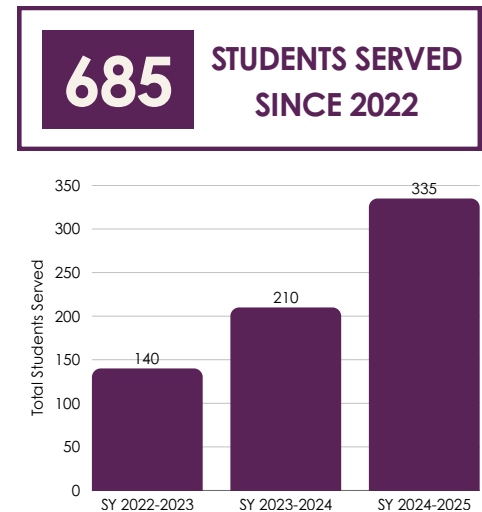
Expanding Our Team & Board of Directors



We hope to continue to expand our small (but mighty) team of five with a Community Development Program Lead, as well as a Marin County focused Community Engagement Manager. As we work to expand Magnolia Project's impact, we will grow our Board of Directors to include leaders with regional and statewide perspectives to help guide our next phase of organization and programmatic growth.

Scaling Direct Service Programs

In the 2025–2026 school year, Magnolia Project will grow our Career Exploration and Apprenticeship programs to reach over 500 students at 20 schools across Sonoma and Marin Counties. We're building on partnerships with districts like Santa Rosa City Schools and while kicking off our new regional Consortium programs with schools throughout West Marin County



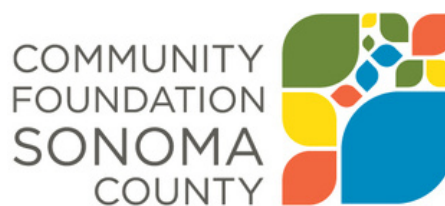
Launching a Community Development Program

In response to growing demand for Magnolia Project's programs from schools and non-profit organizations outside of Sonoma & Marin Counties, Magnolia Project will launch our Community Development Program in Spring 2026. This new, revenue generating initiative will train education and non-profit professionals from across California in Magnolia Project's model. The semester-long program will combine online and in-person learning, including hands-on experience at active Magnolia Project Career Exploration and Apprenticeship sites in Sonoma and Marin Counties. Participants will gain the tools, curriculum, templates, and implementation guidance needed to bring Magnolia Project programs to life in their own communities with fidelity. The first local leaders participating in our Community Development Program will be announced in November 2025!



OUR FUNDERS

Thank You for Your Support!



ERICH & HANNAH SACHS FOUNDATION



Miranda Lux Foundation



Magnolia Project is supported by a range of donors, including individuals, venture philanthropy firms, foundations, and corporations.





Financials

SY 2024-2025

\$421,062

Revenue

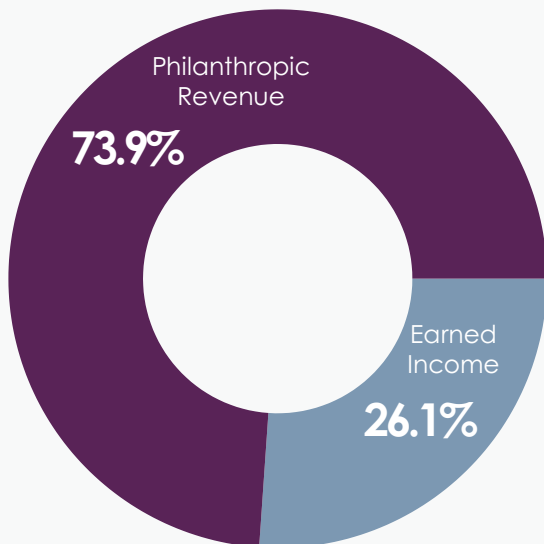
\$398,378

Expenses

\$22,684

Reserves

Revenue

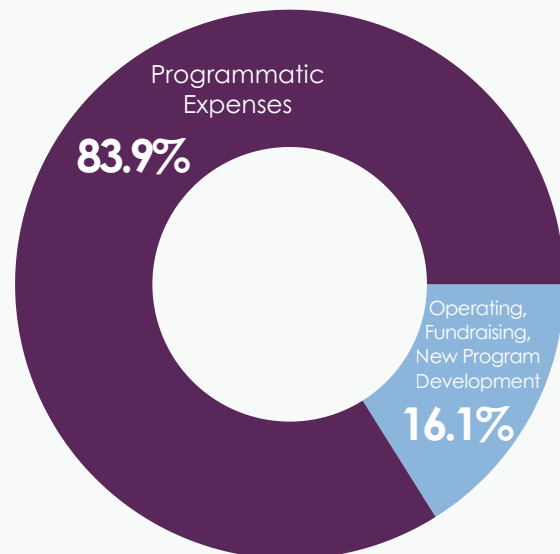


Total Revenue **\$421,062**

Grants **\$311,283**

Earned Income **\$109,779**

Expenses



Total Expenses **\$398,377**

Programs **\$334,595**

Operating **\$42,266**

Marketing, Fundraising & New Program Development **\$21,515**