



2025-2026 IMPACT REPORT





Dreaming BIG: Recapping Our 2025-2026 School Year

2025 was a year of expanded possibilities and dreaming BIG, both for our students and our organization.

It was our biggest school year yet: **558 students served in 16 public schools in Sonoma and Marin Counties.** As a small, scrappy, but growing non-profit organization, we also reached an important milestone: **welcoming our fifth full-time staff member.**



Expanded staff capacity meant more opportunities for students, and we hustled to make the most of it. We partnered with the West Marin Fund to launch our Career Exploration program in **all six West Marin County public schools**, and introduced **new Career Exploration opportunities in woodworking, blacksmithing (yes, seriously, see above!), hospitality, nursing, journalism, and outdoor leadership.**



As we look toward the upcoming school year, our vision is growing. We'll serve **more than 700 students in 21 public schools in Sonoma, Marin and Mendocino counties**, while dreaming bigger about how we can create a more robust ecosystem of economic empowerment for our students and their communities. We have exciting **new ideas to pilot and opportunities to create** and can't wait to have you along for the ride!



WHO WE ARE

The Challenge

Too many young people are unclear about life after high school, leading to wasted time, talent and money.

Education:

As middle and high school students move through K-12 education toward graduation, they need guidance and durable skills to help them engage in school today and find their future path for tomorrow.

Exploration:

Many students have limited opportunities to explore careers or interact with professionals before graduation. Without these experiences, it is difficult to make informed decisions about life after high school.

Reflection:

Career exploration alone is not enough. Students need structured opportunities to reflect on their experiences, identify their strengths and interests, and create a meaningful plan for their next steps.

Before Magnolia Project I had little to no idea what I wanted to do in my future. I now have a much clearer view.

— Career Exploration Program Participant



Our Solution

Magnolia Project empowers students, many with limited resources, to shape their own economic futures through community-connected learning that bridges education, mentorship, and an entrepreneurial mindset.

Student Agency:

Rather than telling students what they should become, Magnolia Project's programs help them discover who they are, explore what's possible, and build a post-high-school path that aligns with their strengths and aspirations.

Multiple Pathways:

At Magnolia Project, there is no one-size-fits-all path. We support all students in exploring futures that align with their goals, including college, the skilled trades, public service and entrepreneurship, without steering students toward a specific choice.

Planning:

Every student finishes a Magnolia Project program with a personalized plan for life after high school, helping align educators, peers, and mentors around each student's goals and aspirations.

100%

of Magnolia Project teachers would recommend the program to another school or district

75%

of our students are low-income, qualifying for free/reduced lunch at their school site.

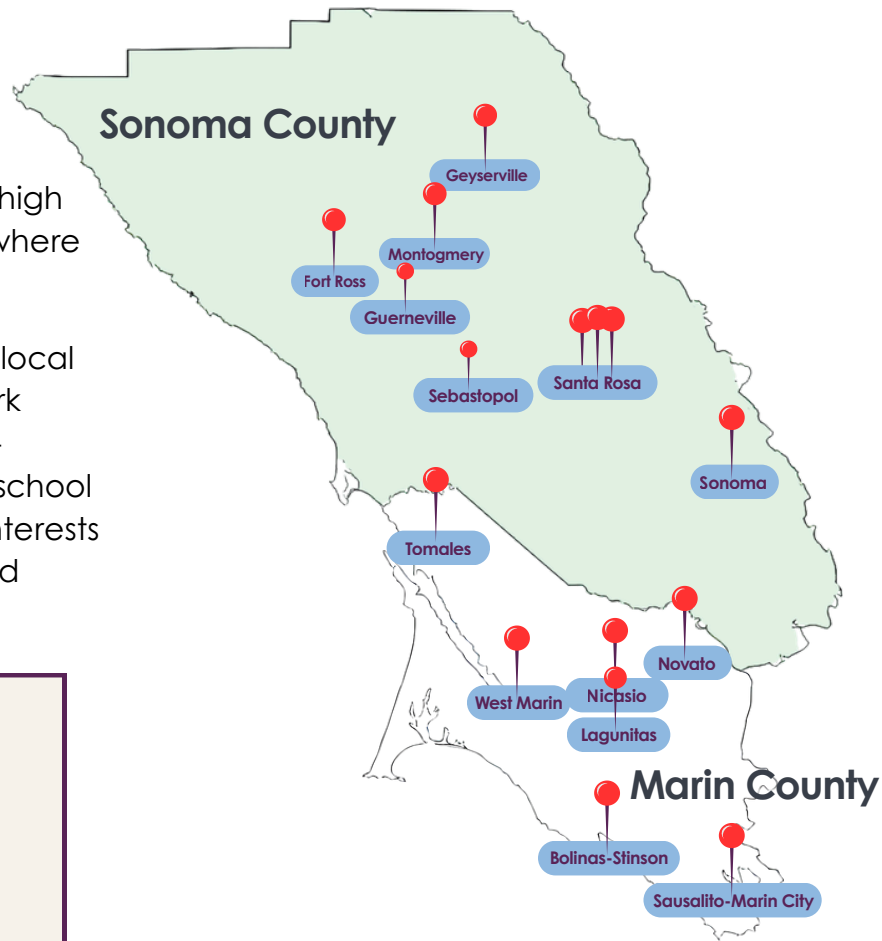


WHERE WE WORK

Our Programs

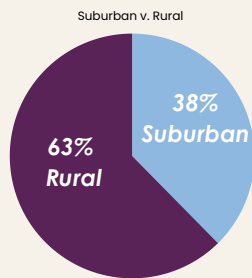
Magnolia Project's semester-long, Career Exploration and Career Catalyst (formerly Apprenticeships) programs help middle and high school students discover who they are, and where they want to go after high school.

Through hands-on, professional projects with local industry mentors, structured pre and post work curriculum, reflection, and personalized post-secondary planning (all embedded into the school day!), students connect their strengths and interests to real educational and career pathways and leave with a plan for the future.



16

Total Schools Served



558 Students Served



27 Industries Represented



100+ Locally-Owned Business Partners



115+ Teaching & Volunteer Mentors

Sonoma County:

- Creekside High School
- Elsie Allen High School
- Montgomery Jr. High
- Santa Rosa Jr. High
- West Sonoma County Consortium: Guerneville School, Montgomery Elementary, Fort Ross Elementary.

Marin County:

- Marin Oaks High School
- Sausalito-Marín City
- Tomales Elementary & Tomales High School
- West Marin Consortium: Lagunitas Community School, Nicasio School, Bolinas-Stinson School, West Marin-Inverness School.



IMPACT DATA

89% of students felt more confident setting goals for their own learning after participating in Magnolia Project.



92%

Student Experience

of students would recommend Magnolia Project to another student.

81%

Learning Outcomes

% of Students who rate the program an effective learning experience.

A Clearer Picture of the Adult World

After participating in Magnolia Project, students most frequently reported gaining a **more realistic understanding of what careers involve day to day.**



Future Readiness

75%

of students say Magnolia Project taught them things about career and college **that they didn't already learn at school.**

Understanding Self & Future Goals

73%

of students say Magnolia Project helped them further understand themselves and their goals.



Magnolia Project is something every student should experience. It's super fun and helps kids explore future careers they've never heard about.

— Career Catalyst Student



IMPACT DATA



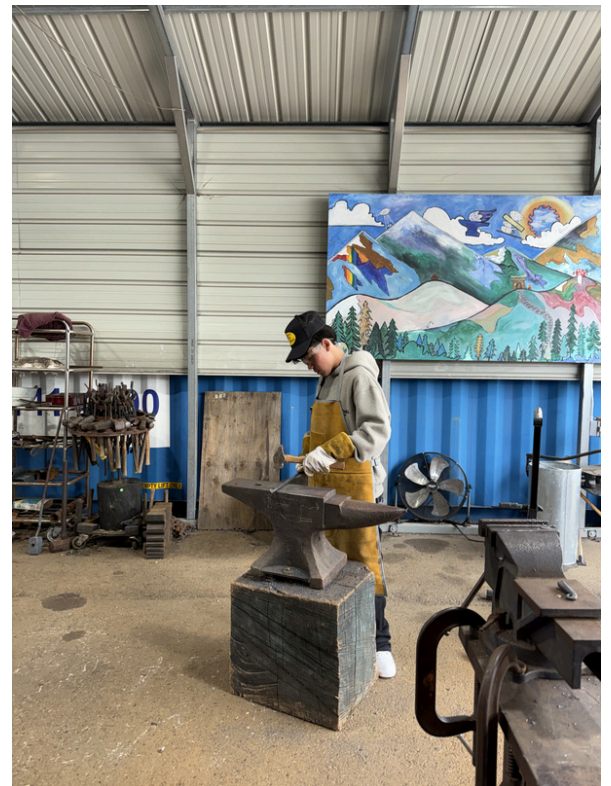
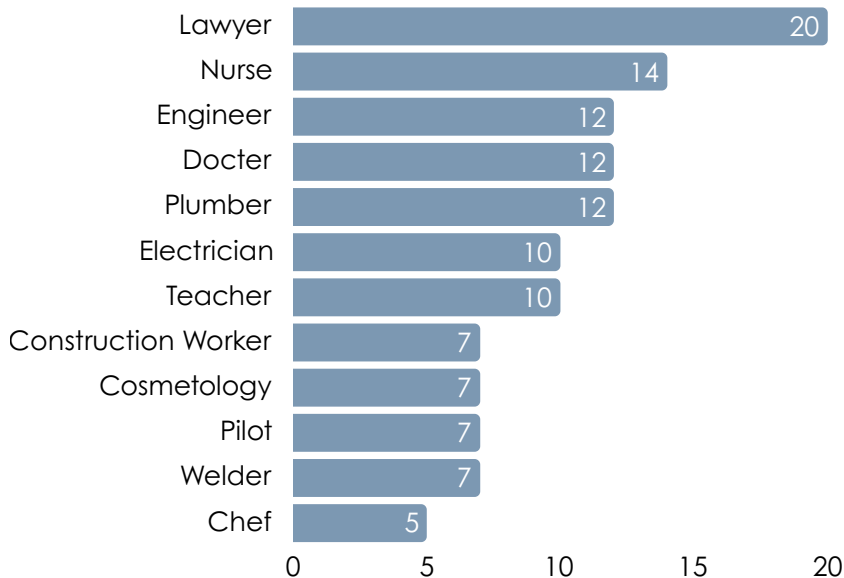
Expanding What's Possible

Students discovered new career possibilities: Skilled trades, including **electrician, plumber, and welder**, emerged as new career interests for many students after participating in Magnolia Project.



99% of students report new or different career interests after participating in a Magnolia Project program.

After Magnolia Project, students reported interest in these careers **for the first time...**



29% of students aspired to a **higher level of education post-program.**

Being able to explore new things helped me figure myself out, so now I'm able to look for a career I love.

-Career Exploration Student



WHAT'S NEXT

Mendocino County!

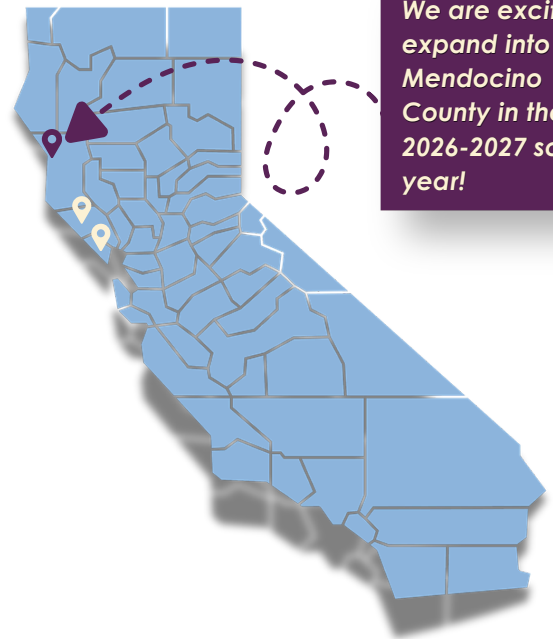
Thanks to a generous grant from the Margoes Foundation, we're expanding into Mendocino County! Beginning in the 2026-2027 school year, Magnolia Project will serve middle and high school students in Fort Bragg Unified School District. We see this as the beginning of a countywide expansion that will bring Magnolia Project's programs to more rural students across Mendocino County in the years ahead.

Program Innovation

We've transformed our Apprenticeships program into Career Catalyst, a reimagined experience for 11th and 12th grade students. In addition to off-campus workplace experiences, Career Catalyst now includes on-campus learning opportunities with Teaching Mentors and student-led passion projects, giving students even more avenues to explore their interests and plan for life after high school. We've also expanded both our programs to include visits from college and university representatives, helping all students better understand the educational and training opportunities available after high school.

Deepening our Impact

As Magnolia Project continues to grow, we're taking time to think intentionally about what comes next. We've started a strategic planning process to define our long term vision and goals and are dreaming even bigger about how we can deepen our impact for our students and the communities they live in. We'll be sharing our strategic plan on our website when it's ready, so stay tuned!



We are excited to expand into Mendocino County in the 2026-2027 school year!



OUR SUPPORTERS

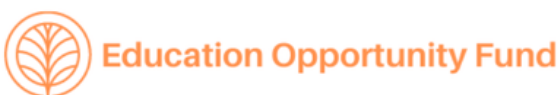
MARGOES
FOUNDATION



**Ginnie & Peter
Haas Jr. Fund**



KIMBALL
FOUNDATION



Miranda Lux Foundation





FINANCIALS

FY 2025-2026

Revenue



\$787,801

Expenses



\$651,000

Financial Reserve



\$136,801



\$ Revenue Breakdown

Philanthropic Revenue
\$685,801

Earned Income \$102,00



Total Expenses

Programs & Services
\$536,210.00

Admin, Ops & Fundraising
\$114,790.00

