



AIM HIGH
SINCE 1991

AIM HIGHLIGHTS

SUMMER 2009

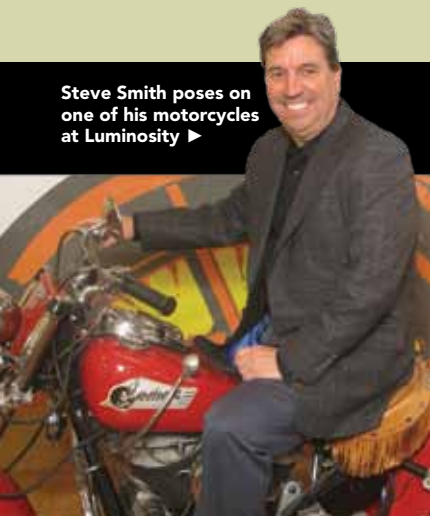
Check out our new logo!

It's vibrant. It's fresh. It's the new look of Aim High.

Thanks to the creative generosity of Aim High's Board Vice President, David Molho, and Red Mountain Advertising, Aim High will be rolling out a new look that reflects our continued growth and excellence. In the coming months, be on the lookout for an updated website, print materials and electronic communications that compliment the new brand standard for Aim High—our values: initiative, self-confidence, determination, and character are already part of everything we do and now they'll be apparent in our communications as well!

The staff and board of Aim High send a huge thank you to David and our friends at Red Mountain Advertising for giving us a new look to help us demonstrate what Aim High is all about.

Steve Smith poses on one of his motorcycles at Luminosity ▶



GOODBYE PHOTOSHARE

Students and TAs from this summer's program at lunch.



Summer Program A Success

This year's cohort of rising 5th graders are poised to complete their Aim High experience, which began in May with family orientation sessions at each campus. At these sessions, students and their families were introduced to Aim High faculty and staff, learned what the summer session would look like and met some of their fellow students.

Aim High's summer program began on June 12 with student assessments and a barbeque picnic at John Burroughs School (JBS). At this event, students from both Saint Louis Priory School and JBS came together for lunch and an opening assembly. They were joined by Board President Pat Esserman and recently retired Executive Director, Beth Louis.

For the remaining five weeks of Aim High's summer program, the students arrived at each campus by bus at 8:15 a.m. and left at 2:45 p.m. Each day opened with an assembly focusing on problem solving, group dynamics and character building. Students devoted the

rest of the morning to academic subjects, followed by swimming or sports and a hot lunch. From 1:15 p.m. until 2:30 p.m. they participated in a wide range of interesting and challenging electives such as: journalism, arts, dance, drama, ceramics, CSI forensics, golf, yearbook, and Spanish.

The Aim High curriculum is designed to strengthen specific skill sets in the core courses of English, social studies, math and science, and to enrich students' understanding of the world through performing arts, athletics and interpersonal development. The program promotes positive interpersonal relationships, self-esteem, self-confidence and group cooperation.

Special assemblies and field trips were scheduled periodically throughout the summer, including a performing arts assembly, career/college fair, field day and talent show. Summer program ran through July 17, when rising 9th graders graduated from Aim High.



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AIM HIGH ST. LOUIS

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EXECUTIVE DIRECTOR'S CORNER



Julie Angelica
Executive Director

On the first day of the summer program this year our board president stood in front of a 5-foot, 800-degree grill turning out 400+ hotdogs and burgers for the hungry throng of staff, faculty, volunteers and students. Also that day, roughly 70 teaching assistants (TAs) served the kids meals, traded hugs, proctored assessments, and made sure the kids had a great day. On the second day of program, one of our site directors visited a student at her home to discuss some challenges in program; and a teacher made a house call to discuss a behavior issue with a participant and her mother. On the third day I learned about a 9th grader who takes 4 metro buses in order to get to her pick-up location for another hour-long bus ride to Aim High.

These moments are exactly what make Aim High so vibrant and effective. They are what keep kids coming back year after year and what keep our phones ringing with parents and schools asking how their students can be part of it. It is all about the people, all about the relationships. This is the legacy of Beth Louis and the

founders of Aim High. It is visible every day and at every level of the organization, from the board to the students.

I feel truly fortunate to be the inheritor of such a powerful legacy and feel humbled by the opportunity to share in and help build on the very tangible "magic" I've seen each day.

My work is clear: with the assistance of supporters like Social Venture Partners and Collaborative Strategies, we will begin a new leg of this journey with the creation and execution of a 3-year strategic plan. Key initiatives will include strengthening our administrative infrastructure; securing our fiscal welfare; ensuring that our web of friends, supporters and leaders is diverse, prepared, and readily replenished. We'll grow and strengthen our core community partners to add service and resource options for our students; and finally, we'll work towards expanding our services to meet the growing demand for Aim High.

You, too, are part of this magic and we are grateful for your historic support and excited about the ways you'll become impassioned to give in the months and years ahead. Join us as we take Aim High to even greater heights, helping young people maximize their initiative, self-confidence, determination, and character.

AIM HIGH OPEN HOUSES

For the second year, Aim High welcomed old and new friends during several open houses this summer. Our guests last year enjoyed coffee and information one day during the summer at each location. We received such a positive response that this year, we decided to make every Friday an open house at Aim High!

Visitors were invited to see the Aim High achievers in action at both the John Burroughs campus and the Saint Louis Priory campuses. Senior TAs lead each guest on a campus tour, describing the typical day at Aim High and letting them

see the power of our program and children in action. Executive director, Julie Angelica, development director, Karin McElwain-West, and board president, Pat Esserman, were on hand to ensure that our guests understood the full scope of Aim High, from our history to our goal driven visions for the future.

Stay tuned for more information about open house opportunities on Saturdays during the school year! To learn more about our open houses email us at: openhouse@aimhighstl.org or give us a call at 314-432-9500.

NEW!

MISSION STATEMENT: Aim High St. Louis empowers motivated middle school students from high risk environments to strengthen their character, self-confidence, determination, and initiative through a challenging, engaging academic and personal enrichment program.

LUMINOSITY

Event Raises \$62,000 to Support Aim High Students

Luminosity: Cruisin' 2009, the fifth annual "city celebration," revved up St. Louis on Saturday, April 18th at MOTO-museum. Thanks to **Steve Smith's** generous donation of the space, adjacent to his Triumph Grill in Midtown, guests enjoyed a fabulous evening of motorcycles, food and dancing. Steve even led a personal tour of the museum during the VIP Reception prior to the main event. Guests were treated to photos of themselves "riding" an Indian, with photos courtesy of **Lily and Bruce Seymour** and **Good Eye Photoshare**.

Luminosity was co-chaired by **Audrey Feuerbacher**, **Julie Mathes** and **Patti Bowers**, with the support of a brilliant event committee. The event raised over \$62,000 that will support more than thirty Aim High achievers in 2009.

Luminosity was generously supported by the following individuals and organizations:

LUMINARY

- The Albrecht Family Foundation
- Murphy Company
- Anita and John O'Connell

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- Commerce Bank
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Additional in-kind donations were provided by **Anheuser-Busch Companies**, **Nies/Artcraft Companies**, **Red Mountain Advertising** and **Jay and Audrey Feuerbacher**.



Aim High board members Mark Winker, Todd Nissenholtz, Terry Mulligan and Tom Ruwitch with executive director, Julie Angelica (center)



Audrey Feuerbacher and Julie Mathes, Luminosity co-chairs

Student Perspectives: Inspired by a Leader

Aim High is all about our students—their success, their triumph and their reflections as they learn. The Reverend Samuel "Billy" Kyles brought his powerful story to the John Burroughs Campus earlier this year and Aim High Achievers on that campus were asked to reflect on his words during our April Saturday Session. But first, a bit about Reverend Kyles:

In February 1968, the Reverend Samuel "Billy" Kyles invited Dr. Martin Luther King, Jr. to Memphis to lead a march in support of the sanitation workers strike. On April 3, 1968, Dr. King returned to Memphis for a second rally, where he gave his famous "Mountaintop" speech. King was assassinated the following day, as he was preparing to go to Rev. Kyles' home for dinner. Reverend Kyles and Reverend Ralph Abernathy were with Dr. King during his last hour of life.

I have a dream that one day our streets will be safer to walk on. We could go out at night and not think about being shot, robbed, or killed or something. We could have more community centers and safe places for children to go after school, or on weekends. I have a dream that one day there will be no more kids on the streets, more of them would go to school and be as good as they can be. More of our black children would go to school and do their best to make it to college. That's my dream and one day, I know it will soon come true.

—Desiree Taylor

Dear Mr. Kyles,

My name is Roderick Reed and I am in the eighth grade. I'm writing you because Dr. King had dreams and I have dreams too. My dream is to be a chiropractor to help people when their bones are hurting. Mr. Kyles when I saw your speech it really moved me. It moved me, because when you said that your daughter had the lead role in a play and the director canceled it because she was black. That really made me think about how we are living today and how they were living back then. Mr. Kyles, it is a privilege to write you because you helped Dr. King and the civil rights movement.

—Sincerely, Roderick Reed

The pieces above are students' responses to Rev. Kyles.

Alumni Updates: Calling all Aim High Alumni and TAs

Robin Tramble attended Aim High, 1991–94 and was a TA, 1995–97. She attended McKendree College, 1998–2000 and is currently attending Columbia College. Robin is an accounts receivable specialist.

Larishea Byrd will begin her senior year at Clyde C. Miller Career Academy in the fall. She attended Aim High, 2002–05.

Sarah Thibault attended Aim High, 1997–2000. She has a son named Aiden Lucius who was born September 12, 2008.

Maria Wilson is currently a vendor management liaison with Rose International. She attended Aim High, 1993–96.

We love to hear what our alumni and former TAs are doing now!

Visit www.aimhighstl.org/aimhighalumni/alumniupdate to send us an update. Or you can email us directly at alumni@aimhighstl.org. We'll give you shout outs in our next newsletter! Also, look for information about upcoming events planned especially for you.

Technology assists us in our never-ending quest to keep in touch with members of the Aim High family. We invite you to join the Aim High St. Louis groups at Linked In and Facebook.



TA SPOTLIGHT Ashreale McDowell



Ashreale McDowell knows what it means to aim high. She's a 2005 program graduate, former magnet school talent (she attended both Carr Lane and Central Visual and Performing Arts schools), and current student at Webster University. She is about to begin her 4th year with the program as an Aim High teaching assistant. Throughout her 7 years with the program, Ashreale has demonstrated the initiative, determination and self-confidence that it takes to be successful for life.

She counts her years at Aim High as key to defining and creating her path to success, "When I was a student at Aim High, I was taught that no goal was too big or hard to achieve. And at the time my goals were to do well in all of my classes in school, and by being in the program I had motivation to do so and I did." And she did! Ashreale graduated from high school with a 3.8 GPA and was a member of the National Honor Society.

After graduating high school in 2008, she enrolled in Webster University as a dance major, "I want to become a professional dancer...(and) do Broadway shows. After I do those things I'm going to go back to school to get my masters in dance so I can maybe start my own dance company or open up my own dance studio." Her previous work at the Munny is a great indicator of her future success!

Asked what advice she would share with the current crew of Aim High achievers, she said, "Take full advantage of this program because it offers so much. I guarantee if you do your life will change for the better. That's why I came back to become a TA because I didn't want my journey at Aim High to be over just because I was entering high school".

Aim High staff agree that Ashreale is a tremendously valuable team player. Assistant Site Director, Mylin Johnson had this to say, "Ashreale is a committed Aim High student and TA. You always find her smiling and interacting with Aim High students, TAs and teachers." John Merritt, Priory site director, confirms Ashreale's positive impact on the students, "Ashreale is a wonderful role model for all students at Aim High. On the Priory campus she is often found working one on one with students, teaching dance moves to any that are interested, setting up snack or Physical Fun, or just chatting with a student about being successful in life. Her positive energy and 'can do' attitude are reflections of the Aim High Core Values."

All of these outstanding qualities led to Ashreale's being selected as one of two "TAs of the Week" at Priory during the first week of the 2009 summer program! This honor is decided by the faculty each week, based on the TA's commitment, initiative and attitude, performance, integrity and motivation. Ashreale continues to AIM HIGH on the staff at Priory!

AIM HIGH ELECTS NEW BOARD MEMBERS



Bower



Albrecht



Fort



Erundu



Sheffield Pace



Esserman

At its annual meeting in January, four new members were elected to three-year terms. **Mary Bower**, Project Manager with U.S. Bancorp Community Development Corporation, **Barry Albrecht**, English teacher at John Burroughs School and the new Aim high Program Committee Chair, **Mary Kaye Fort**, community volunteer and **Stella Erundu**, principal

at Cole eMINTS Academy. Retiring board member, **Ellen Sheffield Pace**, was thanked for her service. **Warren Colter**, elected board president, announced his resignation following a family decision to relocate to the Dallas, TX, area. **Pat Esserman** accepted the role of Board President and **David Molho** moved into the Vice President seat.



Meet the Staff

NEW TO AIM HIGH



Karin McElwain-West joined the staff in April as our new development director. She will be spearheading fundraising efforts

to support our Aim High achievers. McElwain-West comes to Aim High with 20 years experience in nonprofit administration and fundraising, most recently with YWCA Metro St. Louis. "I am thrilled to be a part of Aim High! It is such an inspiring and successful program. I am really excited to share our successes with potential new donors!"

OUR ASSISTANT SITE DIRECTORS



Kevin McKone, assistant site director and math department head for Aim High-JBS, has worked with Aim High for over 10 years. He helped

begin the Priory site with Jerry Miller, a Priory teacher. McKone also teaches math at John Burroughs School where he just completed his 21st year. Kevin's impassioned approach to education and the opportunities Aim High provides is contagious and exciting to be around.



Mylin Johnson has served as Aim High-Priory assistant site director for the past four years, as well as 6th grade math teacher since

2001. Johnson has worked at John Burroughs School since 2000, where he served as a counselor for one year and academic support instructor for the past eight years. Johnson also coaches freshman football and assists with the JBS boys varsity basketball team. Mylin, sometimes known as "Smilin' Mylin" among his JBS peers is known for his calm countenance and booming voice during the morning assembly at Priory.

TAs Prepare for Aim High Achievers

We have welcomed Aim High achievers to another summer of fun and learning. One of the key pieces in our preparations was an overnight training for our Teaching Assistants (TAs). This year, through the generous support of **Kurt Kallaus**, we had the opportunity to hold this training at the YMCA's Trout Lodge in Potosi, Missouri. This dynamic training opportunity was supported by TA parents and several generous members of the business community, including **The Meyer Company/TMC Homes** and **Hilboldt Curtainwall, Inc.**

The TA training included leadership and team building courses, an orientation to the Aim High approach and methodology, as well as diversity training. The experience included bus transportation to and from Trout Lodge and all meals, as

well as very comfortable overnight accommodations in the YMCA's cabins.

The goals of the training were to build a cohesive team of TAs, to prepare them for the teaching/work they will do to support the faculty, to instill leadership competencies, and to offer diversity training to support positive and meaningful interactions with people from different backgrounds than their own. With over 60 volunteer and senior level TAs in attendance, our 2009 training was the best we've offered yet. We share a tremendous thanks with all our dedicated TA crew, staff and community supporters who made it such a success!



We've Moved! A New Home for Aim High

Aim High is officially in its new home at 9247 Clayton Road. Since January 15th, we have been comfortably residing in the office/apartment space above the four car garage of the "pink house." The home is part of a property that John Burroughs School acquired during its recent capital expansion project. The space at Burroughs will serve as the organization's headquarters with the offices of the executive director, the operations director and the development director in one central location. Our mailing address will continue to be the same: 755 S. Price Rd. St. Louis, MO 63124 until further notice. We do have new phone and fax numbers: Phone 314-432-9500; Fax 314-432-9505

In addition, Aim High will continue to have a presence on the Priory campus in "the cottage," thanks to their

ongoing generosity. Of particular note, despite major construction on the Priory campus this summer, our partners there made their high school facilities available, allowing Aim High to continue this summer while construction took place in our regular program space.



Donor Highlight

Without dedicated funding partners, Aim High St. Louis would not be able to impact young people. **The Saigh Foundation** has been a strong supporter of Aim High since 2004. The foundation was created by **Fred M. Saigh**, former Cardinals owner, attorney, entrepreneur and philanthropist. As executive director of the foundation, Fred Saigh's partner, **JoAnn Hejna** carries on Mr. Saigh's love of and commitment to the St. Louis community. The foundation keeps his generous spirit alive by giving grants to organizations that primarily support education and healthcare for children and youth. This year's funding from the Saigh Foundation supports five Aim High achievers.

WISH LIST

Now that we have a great new space, we have a growing "wish list" of items that will make our work much better. We're looking for the following items:

- Copier—for small business functioning
- Hard drive with 100 G on a single drive
- 2 U or L shaped office desks with file drawers and a credenza
- Steel drawer filing cabinets (36 in. or shorter)
- Desktop projector and screen
- Narrow tables/workstations
- Flat screen monitors (2-3)
- Refrigerator with freezer (full size or smaller)
- Sturdy storage shelves
- 8 conference table chairs
- 2 small conference tables (4-6 seater)
- 2 small upholstered reception area chairs
- 1 floor lamp with table
- Water cooler and service
- Flip chart easel and dry erase board

THANK YOU to

Aim High St. Louis Donors January 1–December 31, 2008

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 and the Jason Langer Family**
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Get more bang for your buck with YOP tax credits!

Aim High St. Louis has been approved for Missouri State tax credits through the Missouri State Department of Economic Development's Youth Opportunities Program (YOP). The state offers these tax credits to encourage taxpayers to contribute to approved youth-oriented nonprofit organizations.

The program allows Aim High donors to receive a tax credit voucher valued at 50% of the amount of their donation. Tax vouchers are taken off of the donor's Missouri State tax liability, reducing the amount owed to the state. Use of a state tax credit does not affect the donor's charitable deduction eligibility on their state or federal taxes.

For more information, please visit www.missouridevelopment.org, click "BCS Programs" and then scroll down until you reach "Youth Opportunity Programs" or consult your accountant to determine your individual tax savings.

If you have given to Aim High in the past year and have not applied for tax credits, you are eligible to use them now!

Donations to Aim High utilizing the YOP tax credit program directly benefit Aim High students. For information about making a contribution to Aim High, contact Julie Angelica, executive director, or Karin McElwain-West, development director, at 314.432.9500, jangelica@aimhighstl.org or kmwest@aimhighstl.org.

YOP EXAMPLE: CASH GIFT OF \$1,000*

Cash gift	(\$1,000)
YOP tax credit	\$500
MO state tax deduction	\$60
Federal tax deduction	\$350
Lower state tax adjustment on federal tax liability	(\$196)
TOTAL OUT-OF-POCKET for \$1,000 gift	\$286

* ASSUMES: 35% FEDERAL TAX BRACKET, 6% STATE TAX BRACKET, AND MO RESIDENCY
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LADUE NEWS

Aim High and JBS Say Goodbye to **Beth Louis and Keith Shahan**

◀ Haliday Douglas, Keith Shahan, Pat Esserman
and Beth Louis at Luminosity (see page 3)

Aim High and John Burroughs School (JBS) have passed torches this year as they've bid fond farewells to long-time leaders. **Beth Louis** retired in January after 16 years at Aim High, including the last five as executive director. **Keith Shahan**, Burrough's headmaster since 1985, retired in June. Aim High would not be where it is today without Louis' and Shahan's dedication and commitment to the program.

As headmaster, Shahan signed off on a plan that Burroughs history teacher, Ellen Mocerri, hatched to establish Aim High on the JBS campus. Shahan, Mocerri and English teacher, Rick Sandler, co-founded the program in 1991, with Shahan becoming the organization's first board president. Since that time, Shahan has been a tireless supporter of the program, sharing the Burroughs campus with Aim High each year, providing financial support, and encouraging students and faculty to participate.

In April, Aim High honored Shahan and his wife, Marcia, at the Luminosity fundraiser. Also this spring, the Aim High Board announced the creation of the Keith

Shahan Award which will be given annually to an individual or organization who, like Shahan, has contributed in extraordinary ways to the program.

The Shahans are moving to Chicago, where he will run the Independent Schools Association of the Central States (ISACS). Andy Abbott, a Burroughs administrator who has served for the last several years on the Aim High board, will succeed him as JBS headmaster.

Beth Louis joined Aim High in 1991 as the program's first development director. Then in 1999, she became managing director, having become much more involved in all facets of the program. By then, Ellen Mocerri had moved from St. Louis, and Rick Sandler was focusing on managing Aim High's academic program. Louis focused on fundraising and operations. In 2003, Sandler retired from Aim High and the board tapped Louis as executive director, a position she held until January when she passed the torch to Julie Angelica.

In 16 years at Aim High, Louis oversaw the program's growth from 50 to more than 300 students, expansion

from Burroughs to a second campus at Saint Louis Priory School, and countless changes and improvements in the program's administration and operations.

In January, Aim High honored Louis at a farewell party and announced the establishment of the Beth Louis Annual Essay Competition in her honor. The board's announcement of the contest states, "In recognition for the years of leadership that she has provided to Aim High St. Louis, and of the positive influence that she has been on the young women and young men who have participated in the program."

Retirement does not mean Louis will slow down. She plans to be an active community volunteer, volunteering for Aim High and other programs that help young people. She'll also be busy helping to plan the May wedding of her oldest daughter, Jane. Another daughter Rickey graduated this year from Washington University where she is now working. And her youngest daughter Mary, a University of Wisconsin undergrad, worked this summer at Aim High.

Reflecting on 16 years at Aim High, Louis said, "It was an absolutely incredible experience that brought me great joy and insight into our community. The students, the faculty, and staff all worked so hard and proved how much you can accomplish with hard work. I'm really proud of our success."

Ever humble, she added, "I love Aim High. I got way more than I gave. It was just a phenomenal, exciting, enriching experience."

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