

THE YEAR
OF THE

PRODIGY

def: prodigy \ n, a person, especially a young one, endowed with exceptional qualities or abilities

**Prodigy
Ventures**

**ANNUAL
IMPACT
REPORT
2017**

CURRENT APPRENTICES

EARLIER THIS YEAR



ADAM . BRIA .
BRITTANY .
CLAUDIA .
KEEYANNAH .
LEE . LUCIA .
MARK .
ROBERT .
SHA'RON .



Name: Emilia
Most prized possession: My grandmother's rosary
Feels compassion for: All those without a support system
Value: Positivity [Prodigy] has helped me realize that what I want is possible
Goal: To establish own business
Inspiration: Father



Name: Odalis
Most prized possession: Cosmetology kit
Feels compassion for: Sister
Value: Personal Growth
Goal: Being financial stable and working with my career
Inspiration: Any hairstylist

STAFF

STEPH FRANCES,
Founder and Executive Director

BRADY GRANT,
Director of Learning

CONSULTANTS

KEVIN RYAN
Alternative Apprentice Educator

KATIE SULLIVAN
Bookkeeper

JEFFREY KNOTT
Coffee Program Consultant

HILLARY FRANCES
Designer

BRANDE MICHEAU
Post-Apprenticeship Coordinator



Name: Frankie
Most prized possession: My cat, Nosy
Feels compassion for: Younger minorities, my little brother
Value: Safety, I like to stay out of harm's way.
Goal: Personal growth and development
Inspiration: Socrates



Name: Michael
Most prized possession: My record player
Feels compassion for: Father
Value: To be able to buy Christmas gifts for family
Goal: To be featured in an art gallery
Inspiration: Capital Steez



Name: Angel
Most prized possession: My life
Feels compassion for: Co-workers
Value: Personal growth
Goal: To find stability and be comfortable
Inspiration: Grandpa



Name: Simone
Most prized possession: My brain
Feels compassion for: Friends
Value: To make Prodigy a sanctuary
Goal: Move back to Hawaii and stability to care for myself
Inspiration: Mom



Name: Jaime
Most prized possession: My own skills because I learned them on my own
Future Career: Maintenance and Repair
Value: Personal Growth- designed and built a shelf and experimented with trial and error
Goal: To open my own company of maintenance and repair
Inspiration: Two friends- Dennis and G



Name: Rosie
Most prized possession: Car and phone
Feels compassion for: In general, we have no idea what others are going through
Value: Positivity & Community- expressing myself and self-growth
Goal: Go to & finish college
Inspiration: Parents and family



Name: Alonzo
Most prized possession: My Aunt Pearls (Nikes)
Feels compassion for: Girlfriend
Value: Personal Growth- talking to customers more lately
Goal: Becoming a YouTube star
Inspiration: Mother



Name: Earl
Most prized possession: Record player and record collection
Feels compassion for: Everyone- my empathy has heightened
Value: Independence and becoming an outgoing flower
Goal: Be the most loving version of myself towards all
Inspiration: Succulents

Prodigy Ventures was crafted by a team of educators and has taken shape with support from Homeboy Industries, on the conviction that the city's next great contributors are already here: the young adults on the margins. These are the city's unlikely prodigies.

IN SHORT

➤ Prodigy plans to operate a network of high quality social enterprises run by young adults from Northeast Denver, disconnected from school and/or work. Our first enterprise, Prodigy Coffeehouse, opened July 2016 at 40th and Colorado Boulevard.

➤ Prodigy is committed to "Community Wealth Building" for longtime residents of NE Denver. 81% of Prodigy apprentices are long-time residents of: Northeast Park Hill, Globeville-Elyria-Swansea, Cole, or Clayton. An additional 14% grew up just across the county border in Commerce City/Thornton.

the problem

Our country's education and employment structures are outdated, ineffective, and inequitable. This leaves us vulnerable and inefficient as we train a new generation for the new economy.

the intervention



THE DAILY WORK

Young adults disconnected from school and/or work are invited into a year-long apprenticeship as humble learners of life, self, and craft, within a high standards enterprise.

the outcome



SHORT TERM CHANGE

Through deep work and deep learning, apprentices build skills, mindsets, networks and economic capital for sustainable careers, and most importantly, discover their own inherent greatness.

the impact



LONG TERM CHANGE

Apprentices have secured meaningful, sustainable employment and are leaders in their community. This, in turn, builds wealth for marginalized Northeast Denver residents.



WHAT DO WE DO ALL DAY?

PRODIGY'S APPRENTICESHIP PROGRAM



THE THEORY

2-week intensive introduction to craft coffee, customer experience, and how to be an asset in every workplace

FOR EXAMPLE

Young adults learn through a series of modules, including:

- The Science of Extraction
- Building Relationships through Spiritual Hospitality
- Money Handling
- Exploring What Makes Me an Asset.

THE BENEFIT

Prepares youth for success in a Prodigy apprenticeship and develops other employment opportunities

THE THEORY

Experienced apprentices teach new apprentices using learning techniques that nurture meta-cognition

FOR EXAMPLE

- Peer-to-peer shift change meetings
- Weekly focus goals like: improving customer experience, hitting a sales number, testing shot quality, improving latte art

THE BENEFIT

Solidifies learning, builds community, and develops leadership skills

THE THEORY

Prodigy's educators use Cognitive Coaching and Trauma-Informed Care to support apprentices with basic needs and develop aspiration

FOR EXAMPLE

- Re-engaging in education
- Working to gain industry certifications and post-secondary credentials (GED)
- Exploring the next step after Prodigy

THE BENEFIT

Apprentices re-engage in education, develop secure relationships, and return to themselves

THE THEORY

Accelerated Learning Strategies & Rapid Iteration alongside a craftsman

FOR EXAMPLE

An apprentice reflects on how he/she contributed to the team during a rush, how he/she completed different tasks, and what a priority will be for the next time

THE BENEFIT

Learning becomes contextualized, relevant, and reflective

THE THEORY

5-7 hours per month of intensive learning to develop 21st Century Workforce skills and build a healthy workplace with restorative practices

FOR EXAMPLE

Apprentices are building a portfolio that includes some of the following:

- Personal statement with defining traits
- Goals they've set and achieved
- Future aspirations
- An asset matrix created by their teammates

THE BENEFIT

Apprentices improve business product and are prepared to transition to the workforce

THE THEORY

Internally-designed workshops based on Top Skills for the New Economy & Homeboy DNA

FOR EXAMPLE

Apprentices can train for leadership positions including Shift Lead, Barista Level Two, and Manager Apprentice which comes with a raise and gradually increasing responsibility

THE BENEFIT

Transfer of ownership from the founding team to our city's next great leaders who have been here all along

OUR MODEL

PRO

NO

DEVELO





DEVELOPMENT

“I never met a kid who didn't love to learn, just a million who hate to be schooled.”
—Friend of Homeboy Industries

DEFINING
SUCCESS

OUTCOMES & IMPACT



MEASURED IN 2017 >>> PRODIGY TRAINED **29** pre-apprentices
 >>> PRODIGY HIRED **14** apprentices
 PRODIGY RETAINED **73%** apprentices

100% of Prodigy's 18-24 year-old apprentices have been dealt difficult cards: foster care, low-income households, the criminal justice system, homelessness, gang violence, under-performing schools, and serving as primary caregivers.

AND YET

98 HOURS

were spent by each apprentice (on average) in professional development or one-on-one coaching

90%

earned industry certification or re-engaged in education

10

were promoted to leadership training

10

found employment outside of Prodigy

MOST IMPORTANTLY

OUTCOMES



Prodigy's mission is to build skills, mindsets, networks and economic capital for sustainable careers. Our dashboard includes the following key performance indicators:

81%

BUILT FOUNDATIONAL SKILLS FOR THE NEW ECONOMY

These apprentices showed significant growth in the Essential Skills and Dispositions framework from the National Center for Innovation in Education.

ALL

INCREASED SOCIAL CAPITAL

This is the number one indicator of access to wealth above race, class, gender or education. All apprentices are a part of a wide network of professionals and interact with an average of 71 customers per shift.

ALL

INCREASED EARNING POWER

Apprentices earned \$13-14/hour on average throughout the year. Total earnings paid to apprentices in 2017 totaled \$143,500 including training stipends and tips. 10 have been promoted with raises and new responsibility.



FRANKIE

How old were you when you got your first job?

15. I was a repair person and would deep clean after people move out, when they leave stuff behind. Hoarding was a big thing. Three story Victorian houses, old old, big houses full of stuff. One of the biggest highlights would have to be an art room full of paint and paintbrushes I got take it home. Glitter.

What was one thing you wanted to do with your money?

I mostly wanted clothes and makeup and shoes. Fuzzy blankets and slippers.

What talent are you discovering about yourself at Prodigy?

I'm really good with people and didn't realize it until I worked here. I just didn't really feel the need to be getting up in front of groups of people. I didn't really care how people's days are going. I'm gonna be honest, I didn't really care to start conversations, you could say. [Now], I could say that there's a lot of [customers] that I talk to on a regular basis. Some people come in every day, we just touch base. For instance there was this guy who was being accused of stealing somebody's dog and he loved the dog too. They found the dog and he came back and it was like a week later. He told me, "Thank you so much for talking to me, you really did make my day and I really want you to know that I found my dog." I was like, that's nice. I like that.

I come home and I ask my mom how her day was every day, all the time, I do. I sit there and listen and we talk about our days, just like I do with the customers. It's good to sit down and not think so much and hear what other people are thinking, give your mind a break. Stop overthinking and over-analyzing, just take a step back. We both could be looking at this sign and think two different things. I'm interested to know what you're thinking about that sign.

ANGEL



When you were growing up, what jobs did your parents have?

My grandpa raised me from 8 years old. He did remodeling, construction, interior, heavy duty work. He'd be really tired and beat from the day, he'd be really sick and tired, but he'd always say "I have to do it because nobody's going to do it for me, either I do it, or I live out on the street." I realized you have to work for your own stuff, nobody's going to hand it to you.

How is the job [Prodigy] helping you in every day life?

I'm saving up for a car now, in process of buying a car. I've been doing payments on it. I'm going to pay it off this week when I get paid. I'll be driving it before next year. Without Prodigy I wouldn't be able to do that. The whole reason I want to get my car is so I'm able to be reliable with work and be here on time and be able to go to sleep at night without stress for how I'm going to get to work in the morning. I used to have to wake up at 3am just to be on the bus at 4:30am to be to Prodigy by 6am.

Editor's note: Angel paid for her car in December and is now driving it to work.

Now that you're a shift lead, what's changing for you at work?

I'm still managing how to learn things myself and still teach other people. You don't have to know everything to be a leader. You just have to be open to taking other people's look at things. A leader isn't someone that knows everything.

DEVELOPING LEADERS

EACH STAGE OF PRODIGY'S LEADERSHIP DEVELOPMENT COMES WITH A PROMOTION, RAISE, AND INCREASED RESPONSIBILITY

21 ON STAFF

APPRENTICE

STEPS:

- Complete 70-hour Pre-Apprenticeship Training
- Hired into paid Apprenticeship



STEPS:

- Minimum 3-months barista experience
- Score 80% or higher on Coffee Knowledge Exam
- Demonstrate customer experience & cash handling skills
- Score 85% or higher on Barista Skills Evaluation
- Professional Evaluation of Transferrable Skills: Collaboration, Communication, Creative Problem-Solving & Self-Direction



14 HAVE REACHED

BARISTA LEVEL ONE

LEADERSHIP

8 HAVE REACHED

SHIFT LEAD

STEPS:

- Minimum 6 months barista experience
- Complete Barista Level One
- Learn & exhibit Leadership Mindsets
- End of Shift Accounting & Drawer Reconciliation
- Inventory & Ordering
- Presentation of Learning

CRAFTSMANSHIP

BARISTA LEVEL TWO

STEPS:

- Complete Barista Level One
- Engage in craft coffee training and obtain industry certifications

DID YOU KNOW? Prodigy's training incorporates research, evidence-based practices & aspects of nationally recognized organizations creating impact in their fields of education, and workforce development.

MANAGER APPRENTICE

STEPS:

- Minimum 1-year barista experience
- Complete Shift Lead & Barista Level Two requirements

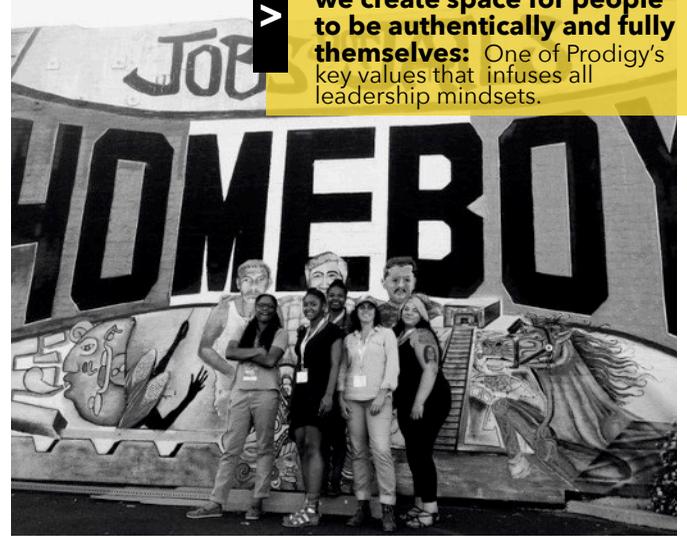
LEADERSHIP MINDSETS

These are Prodigy's six transformational mindsets that begin to develop for all Barista Level One apprentices.



"I'M STILL MANAGING HOW TO LEARN THINGS MYSELF AND STILL TEACH OTHER PEOPLE. YOU DON'T HAVE TO KNOW EVERYTHING TO BE A LEADER. YOU JUST HAVE TO BE OPEN TO TAKING OTHER PEOPLE'S LOOK AT THINGS. A LEADER ISN'T SOMEONE THAT KNOWS EVERYTHING." -ANGEL, SHIFT LEAD, IN LEADERSHIP DEVELOPMENT

SPiritual Hospitality: we create space for people to be authentically and fully themselves: One of Prodigy's key values that infuses all leadership mindsets.



MINDSET ONE: PROFESSIONAL

- I act as a professional
- I keep conversations, performance & others' opinions confidential
- I am responsible for a positive workplace culture
- I am held to high standards
- I care about others but don't take it personal when they are mad

MINDSET TWO: DECISION-MAKER

- I am trusted to make decisions & take action
- I pay attention to my intuition
- I learn from my mistakes
- I reflect on my decisions
- I try it again with improved strategy



MINDSET THREE: RESPONSIBLE

- I am responsible for team morale & performance
- I believe my coworkers are assets
- I assume they have positive intentions & make reasonable decisions
- I motivate & teach them to uphold high standards
- I ask questions, listen & praise them genuinely

MINDSET FOUR: ACCOUNTABLE

- I examine my own actions & take accountability for them
- I keep my side of the street clean
- I strive for excellence
- I take the initiative outside of work to grow & learn
- I ask for what I need



MINDSET FIVE: PROACTIVE COMMUNICATOR

- I am intentional with my words & communication
- I prevent conflicts & confusion with intentional strategies
- I consider appropriate time, place, tone & words when communicating
- I communicate daily with supervisors and use them as a problem-solving tool

MINDSET SIX: AWARE

- I am aware of the mood, cleanliness, energy in the shop
- I anticipate the needs of others and act accordingly



As part of leadership development, apprentices complete a presentation of learning. Excerpt from Emilia's:

"DEALING WITH THE CONSTANT BATTLE OF RACIAL FATIGUE, ONLY MAKES ME STRONGER. THE COLOR OF MY SKIN, THE FOOTSTEPS I FOLLOW, THE TRADITIONS I KEEP AND THE FIRE I HOLD IN MY HANDS. I RECOGNIZE MY SACREDNESS. I AM AWARE OF THE MOOD I SET AND THE ENERGIES I BRING. I AM RESPONSIBLE."



DEFINING
SUCCESS

WHERE ARE THEY NOW?

ADAM, BLUE
SPARROW COFFEE

Adam graduated from his apprenticeship in August, 2017 and started working as a barista at Blue Sparrow Coffee where he is now the Assistant Manager. He leans on the teamwork skills he learned at Prodigy saying "I could be dropped in any other team in any career and get shit done because I can sympathize with people. All because of Prodigy."

WHAT HAPPENS AFTER PRODIGY?

A FEW HIGHLIGHTS

KEYYANNAH

Keeyannah graduated from her apprenticeship in November and moved into a women's basketball coaching position at Bruce Randolph High School.

Claudia graduated from her apprenticeship in July and started her freshman year at Colorado State University on a full scholarship. She is studying Mechanical Engineering.

CLAUDIA

PRODIGY WON
WESTWORD
MAGAZINE'S 2017
AWARD FOR

BEST NEW COFFEE HOUSE!

2017 ENTERPRISE HIGHLIGHTS

CRAFT

WE SOLD:
9,856 orders of
Nitro Cold Brew

CRAFTED:
Apprentices
carefully crafted
28,141 double
shots of
espresso for
customers

FEATURED:
Prodigy featured
again this year at
the Grand
Coffee Bazaar

COMMUNITY

EVENT SPACE:
33 evening and/
or special events

MEETING SPACE:
80 community
groups gathered
in the meeting
space

BIKE LIBRARY:
In collaboration with NE Transportation
Connections, Prodigy's Bike Library had a
soft launch with community bike ride in
October

VENDORS:
10 local vendors
featuring:

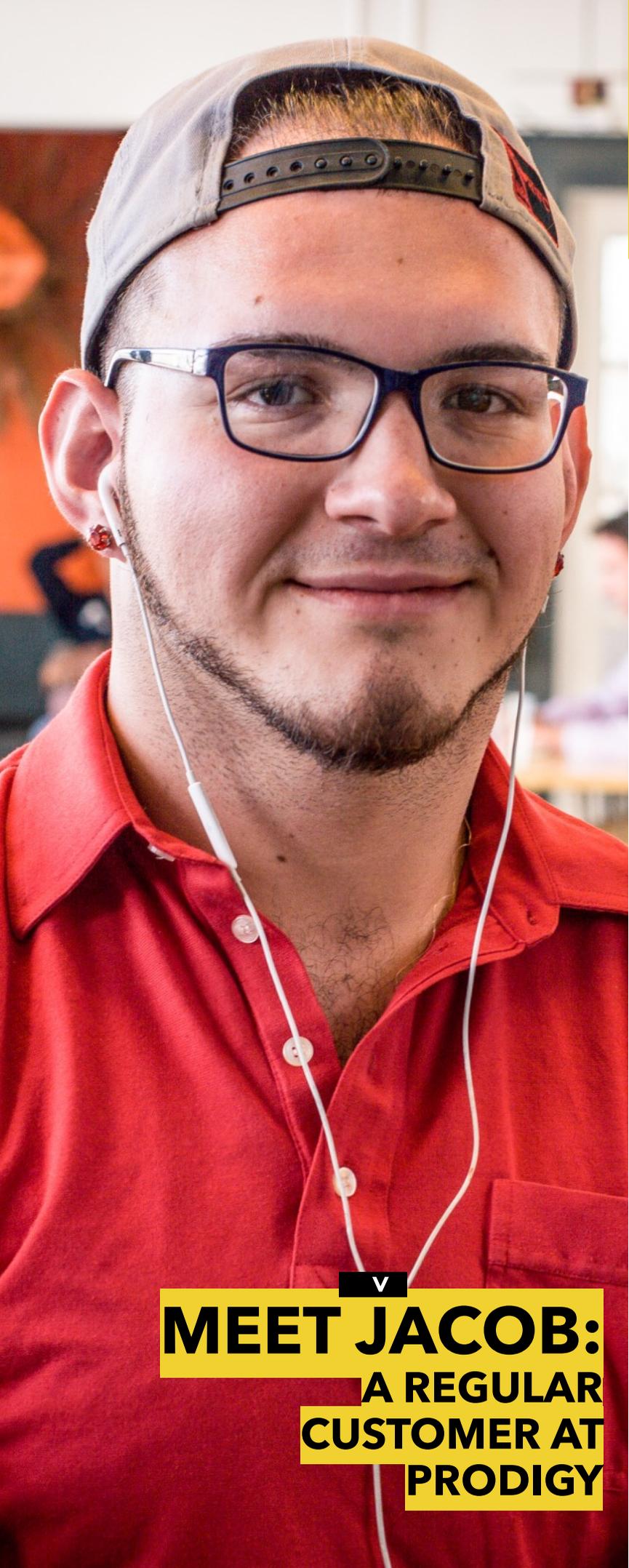
- Allegro Coffee
Company
- ShareGood Foods
- Comal Kitchen
- Hinnman's Bakery
- Sugar Bake Shop

SUSTAINABILITY

VOLUME:
52,183 customers served

Average: 1003
customers/week

SALES:
Revenue from sales now
covers 70% of total
operating costs including
mission and program



**MEET JACOB:
A REGULAR
CUSTOMER AT
PRODIGY**



4.6 Google Review Rating

"Great Coffee. Period. Do yourself a favor and stop in sometime. All of their coffee beverages are solid..."

-Customer Review

FAVORITE DRINK: Kombucha

FAVORITE SNACK: Nutella Muffin

WHERE HE GREW UP: Columbia, South America

EXPERIENCE WITH SCHOOL: He was surprised when he graduated from High School (in Florida). "There's some things I click with and some things I don't. It was very rigid, in the box. You can't form your own opinion. You get the right answer, but you don't show your work, so a lot of teachers say you need to show it exactly the way they want you to show it."

WHAT KEEPS HIM COMING IN: "This is a really nice coffee shop. A really good vibe. The staff, everybody that's working here, are really good people."

WHAT HE'S DOING NOW: Studying music and psychology at Metro State University. He's a hip hop artist: soundcloud.com/shoegameeasy

WHAT HE WOULD DO WITH \$1000 FOR PRODIGY: "I'd build an extra room where people could express themselves artistically in whatever form. That would fit in with the whole concept of this place."

HOW HE WOULD ADVERTISE PRODIGY ON A BILLBOARD: 'I would put the name "Prodigy," then a picture of a little kid with a brush painting himself as an adult. He's sculpting his future.'

NEW LEADERS

BRADY GRANT, DIRECTOR OF LEARNING



Brady became the Director of Learning in August, 2017.

He comes to Prodigy after three years as the Senior Academy Dean at Denver School for Science and Technology and eight years of career development, post-secondary planning, and job readiness program development for Denver Public Schools.

FIRST JOB: Retail clerk at Dixon's Fisheries

WHERE IS HOME: 80205 since 2008

YOUR JOB DESCRIPTION:

Supporting apprentices in engaging with deep learning and deep work through their experience at Prodigy. Designing and executing professional development activities, re-engaging apprentices in education to earn high school equivalency or post-secondary credentials, and creating a solid next step after their year-long apprenticeship.

A LONG TERM GOAL: To extend the impact of Prodigy's model so that graduates have the chance to utilize and continue to grow the skills they've cultivated during the apprenticeship. So employers in this community willingly provide opportunities to graduates because they begin to see their greatness the same way we do.

REVEAL PRODIGY'S SECRET: Belief and trust in our young adults—that they can thrive, share kindness, cultivate community, and run a successful coffee shop. Allowing each apprentice to build off their own individual strengths. Earl can spin, twirl and dance while she puts dishes away AND grow in her leadership skills, while deepening her knowledge and skills in the craft of coffee. Who she is matters. We want to be a place that cultivates the greatness already within each person who commits to apprenticing here.



BRANDE MICHEAU, BOARD MEMBER

Brande has served on Prodigy's launch board, on staff as a Post-Apprenticeship Coordinator, and now on the Board of Directors. She recently served as the Director of Constituent Services for Denver City Council President, Albus Brooks.

FIRST JOB: Receptionist at an Alzheimer's center.

WHERE IS HOME: 80205. I can't imagine living in any other zip code.

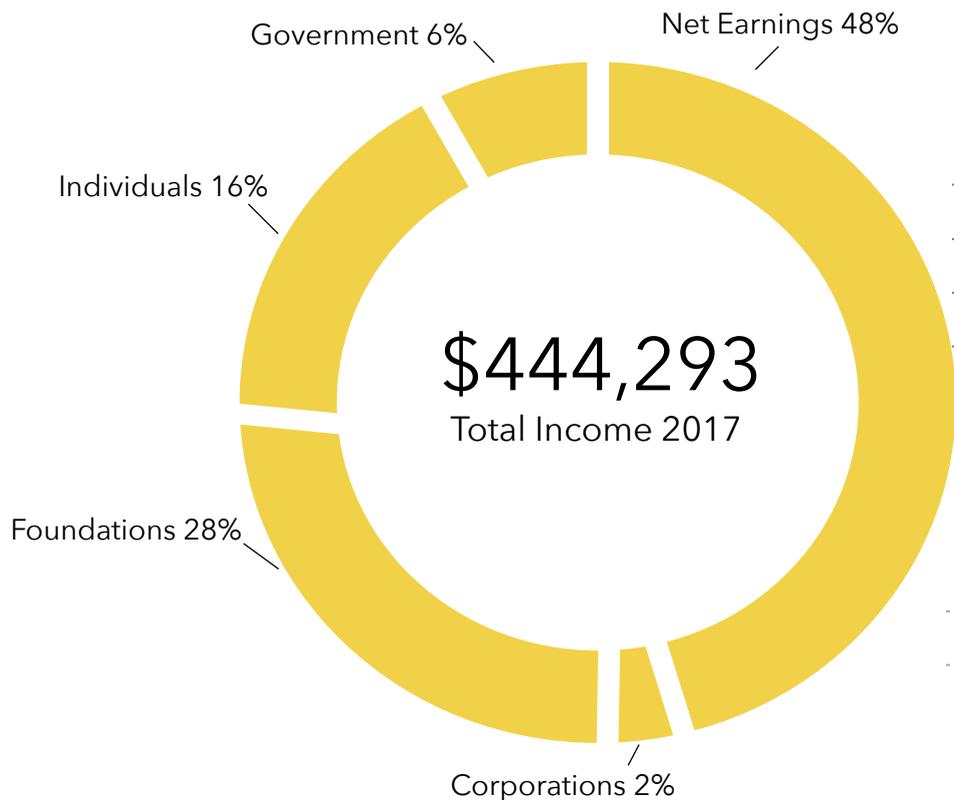
WHY PRODIGY: Even though I worked on the political side, I realized there was a disconnect between politics and the community. Politics couldn't fix the problem that we as the community needed to come up with solutions for. Community members really had some of those answers. I wanted to get involved with an organization whose mission created sustainable impact.

WHAT DO YOU TELL PEOPLE ABOUT

PRODIGY: You're not gonna find another social enterprise in Denver really doing this kind of work. The coffee is great, but there's so much more than that. Prodigy creates extraordinary people doing ordinary things. We have awesome people, we're here to build on the talents they already have.

WHAT IS THE BOARD WORKING ON THESE DAYS: Defining Prodigy's identity within the community and "what's up next for Prodigy."

FINANCIALS



SOURCES OF INCOME

Net Earnings	\$211,831
Corporations	\$10,500
Foundations	\$125,000
Individuals	\$69,929
Government	\$27,033

COFFEEHOUSE EARNINGS

Gross Sales	\$330,628
Cost of Goods	\$118,797
Net Earnings	\$211,831



TOTAL EXPENSES

Program	206,533 (85%)
Admin	\$25,420 (11%)
Fundraising	10,532 (4%)
Total	\$240,779

SOCIAL RETURN ON INVESTMENT (SROI)

- Cost for one-year Prodigy apprenticeship with two-year follow up: **\$11,466**
- Because of Prodigy's interventions, apprentices will have contributed **\$4.7M** in wages and taxpayer relief (based on research by the White House Council for Community Solutions, 2015).

SUSTAINABILITY

This year our coffeehouse generated \$330,628 in gross earned revenue, a growth of 31% over 2016 and representing 70% of total operating costs for the organization. After sales expenses, the enterprise contributed \$211,831 to offset enterprise costs. This sustainable hybrid-funding model not only inspires the confidence of public and private supporters, but enables apprentices to learn in a high-standards business context. We are excited to be on track for our goal of 100% sustainability for the coffeehouse by 2022.

Our warmest thanks to all who have shown extraordinary support to Prodigy Ventures in 2017.

WE'RE GRATEFUL

DONORS

The Sneed Family Foundation

The Denver Foundation

Daniels Fund

Allegro Coffee Company

Donnell-Kay Foundation

Walton Family Foundation

Colorado Health Foundation

Relmagine Retail

Mandy & Donavon Paschall

Pam & Patrick Prag

Chad Cookinham & Mary Cipollone

John & Jill Barton

Bret & Jayla Poppleton

Hank & Judy Thierry

Trace & Becca Bundy

Kelsey Glass & Matteo Moore

Sarah & Brady Grant

Rob & Gemma Cuthbertson

NE Transportation Connections

Robert & Virginia Bayless

Kate Koschoreck

Responsible Jane

Stephanie Benitz

Julie Voyles

Lee & Lindsey Kastberg

Nikki & Doug Kennedy

Kendra Teague

Robert & Loretta Cordova

Elizabeth Stamberger

Maureen Hearty

Steve & Cheryl Dixon

Carl Brian Christianson &

Jean Frances Blair

Margaret Franco

Cole Franco

Katie Sullivan

Laura Brinkman

Jerry & Lee Ann Morning

Gregory Mahoney & Esther Rodriguez

Howie & Brianna

Hutchinson

Woody & Georgia Garnsey

Kramerica Gives

Michelle Sturm

Helen Atkeson

Sylvie Rupp

Amy & Andy Anderson

Adam & Emily Bailon

Matt Siegle

Tameca Coleman

SPECIAL PROJECTS & IN-KIND

Mark Tapy, Cat Portillo, Kate Sneed, Sarah Grant, Education Consultants

Allegro Coffee Company, Specialty Coffee Association certification program & technical support

Gemma Cuthbertson, Spiritual Director

Note: 31 professionals from 8 industries supported Pre-Apprenticeship Trainings

BOARD OF DIRECTORS:

Chad Cookinham, Director of District Partnerships, Achievement Network

Johnnie Williams, Enterprises Director, Gang Rescue and Support Project (GRASP)

Dan Reed, CEO, SEED Fundraisers

Brande Micheau, Independent Consultant

Julie Voyles, Owner, JVoyles Nonprofit Consulting

John Barton, Chief Financial Officer, Ardent Mills

UP NEXT

Prodigy envisions an economically equitable Denver with a new generation of thriving, healthy, innovative community members who have experienced upward social mobility. In 2018, we will begin the planning phase for our next coffee enterprise. This additional enterprise will increase leadership & entrepreneurship experience for apprentices, increase the number of apprenticeship opportunities, diversify technical skill offerings, increase organizational efficiency & vertical integration. By 2022, we will have trained 200 young adults, hired 80 apprentices and saved taxpayers \$4.7M as a direct result of Prodigy's intervention. We look forward to working alongside you this year to realize this vision!