

THE YEAR OF THE

Prodigy Ventures
2016 Annual Report

APPRENTICE



MEET THE TEAM



Name: Claudia
Age: 17
Neighborhood: Swansea
Assets: Patient, Exceeds Expectations, Sweet
Value: Spiritual Hospitality
Aspiration: Engineer or Business Owner
Inspiration: Myself



Name: Sha'Ron
Age: 20
Neighborhood: NE Denver
Assets: Optimistic, Positive attitude, Supportive
Value: Creating Majestic Space
Aspiration: FBI Sniper
Inspiration: My grandma because she's been a hard worker all my life and whatever I've needed she's been there for me.



Name: Keeyannah
Age: 18
Neighborhood: North Park Hill
Assets: Great work partner, Does hard jobs, Sassy—in a good way
Value: Excellence
Aspiration: Criminal Justice or Sports Medicine
Inspiration: My family



Name: Adam
Age: 20
Neighborhood: Golden
Assets: Leader, Outgoing, Creative problem-solver
Value: Spiritual Hospitality
Aspiration: Bartender
Inspiration: Nelson Mandela

Note: Assets were defined for each apprentice by their own assessment and their peers



Name: Emilia
Age: 22
Neighborhood: Cole/East Denver
Assets: Hard worker, Upbeat, Socially-conscious
Value: Family
Aspiration: Business Management
Inspiration: My mom because day in and day out no matter the struggle she perseveres and continues to make it through

Name: Robert
Age: 18
Neighborhood: Clayton
Assets: Works with purpose, Thorough, Reliable and Does hard jobs
Value: Work with Pleasure
Aspiration: Military Officer
Inspiration: Jeffrey Knott

Name: Frankie
Age: 20
Neighborhood: NE Denver
Assets: Outgoing, Good Person, Uplifting
Value: Spiritual Hospitality
Aspiration: Business Management in the fashion industry
Inspiration: My sister

Name: Lucia
Age: 16
Neighborhood: North Park Hill
Assets: Quick learner, Reliable, Good with technology
Value: Deep work
Aspiration: Esthetician
Inspiration: Jane Goodall



Our country's educational & employment structures are outdated, ineffective, and unnecessarily siloed. This leaves us vulnerable and inefficient as we train a new generation for the new economy. Prodigy is demonstrating that through carefully-crafted social enterprises, Education and Occupation can be distilled and interwoven to accelerate the learning process & earning potential. Within these enterprises young adults discover their greatness and become community assets.

program

- Intensive pre-employment training program built by educators using Understanding by Design, incorporating high student agency & Design Thinking instructional strategies
 - Year-Long Apprenticeship for marginalized young adults, earning a living wage
 - Daily, on-the-job instruction for skill & Essential Disposition development with 2:1 apprentice to adult ratio
 - Internal training progression including certifications, promotions & leadership development
 - Individualized 'mobility mentoring' designed to provide supportive services and performance feedback
- Bi-monthly professional developments focused on collaborative & business goals
 - Career Mentoring, Job & Educational transition planning
 - Probationary Employment Program for apprentices unable to meet employment standards without intensive support

prodigy

Definition: (noun) a person, especially a young one, endowed with exceptional qualities or abilities

We believe our city's next great contributors are in the disconnected young adults just beyond our everyday periphery. These individuals are talented assets, not civic liabilities. These are the city's unlikely Prodigies.



Prodigy Values

Created by Apprentices

Deep Work.

We work hard in an effort to gain wisdom & insight to live a fulfilled life

Family.

We belong to each other and depend on each other

Safety.

This is a safe physical space, and a safe place to be vulnerable and make mistakes

Creative Problem Solving.

We are creative thinking, solutions-driven, problem solvers

Spiritual Hospitality.

We create space for people to be authentically and fully themselves

Majestic Space.

We strive to create an aesthetically pleasing, powerful, urban space

Work with Pleasure.

We want to experience joy, even in the midst of work

Excellence.

We are professional, motivated, and constantly striving for excellence within ourselves & the coffeehouse

Comfort.

We want guests to have a new experience with a familiar feel

Unconditional Positive Regard.

We believe that everyone is a gift to the world

2016 Year In Review

MARCH-APRIL

Converted a garage into a coffeehouse with over \$100k in-kind donations, pro-bono expertise, community build days, craigslist, and DIY nights!



JULY 30TH, 2016
GRAND OPENING!



JANUARY

Signed lease in Globeville Elyria-Swansea

Received first community grant from the Denver Foundation

FEBRUARY

Allegro becomes our official wholesaler, community partner & friend



MAY

Youth Design Workshops held around the city

40 youth apply for apprenticeships



JUNE

21 youth complete Foundations Training over two weeks

8 hired for our inaugural apprenticeship year





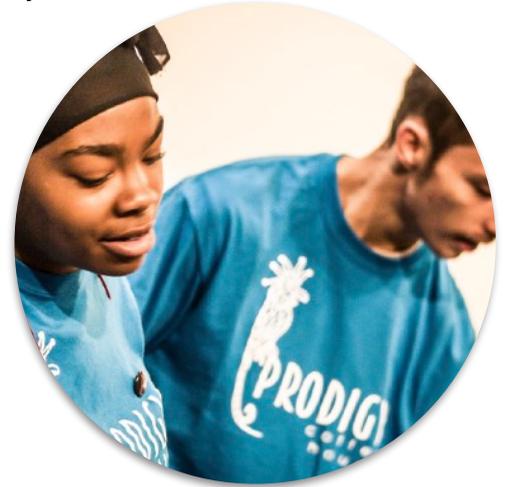
SEPTEMBER-OCTOBER

Customers keep coming in the door!

We hit our first \$1,000 sales day!

DECEMBER

2 apprentices promoted to leadership and we celebrate the holidays with you

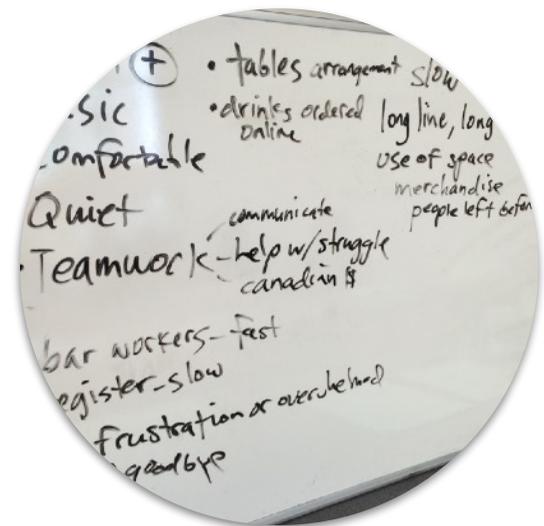


AUGUST

Father Greg Boyle and Homeboy staff bring technical assistance, a message of kinship & an epic downpour to Prodigy

NOVEMBER

6 apprentices pass Barista Level 1 skills evaluation



How We Define Success

Prodigy's goal is social mobility for youth with barriers to career success. Our performance dashboard carries the following key performance indicators:

"It's been life changing. I've learned so many new things at Prodigy. So many youth go unrecognized. Thanks for the acknowledgement of the great things Prodigy and the apprentices bring forth."

Apprentice Sha'Ron Wilson, to 9News Anchor in local news feature



1.

Develop Innovation Mindset

[def: Growth Mindset + Maker Mindset + Team Mindset = Innovator Mindset, an emerging indicator of career success]

2.

Build Essential Skills & Dispositions

[def: Transferrable skills & mindsets for the 21st century workplace]

3.

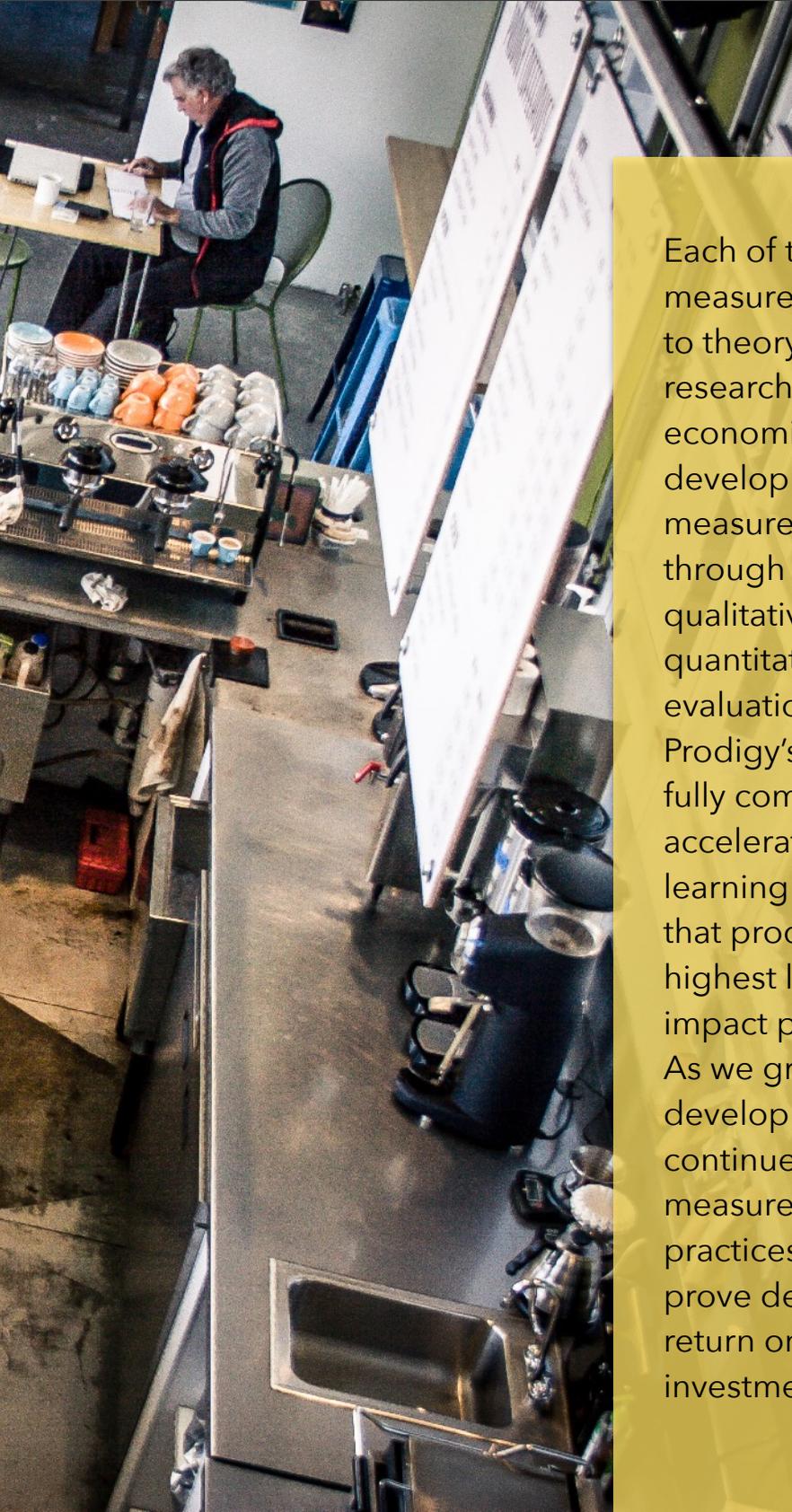
Increase in Social Capital

[def: Professional and personal relationships that have productive benefits; research claims this is one of the best indicators of social mobility]

4.

Increase Earning Power

[def: Attainment of certifications & experience for professional careers and track record earning a living wage]



Each of these measures is tied to theory and research on economic development, measured through qualitative and quantitative evaluation. Prodigy's team is fully committed to accelerated learning practices that produce the highest level of impact possible. As we grow and develop we will continue to refine measurements & practices that prove deep social return on investment.

SEEDS OF IMPACT

Our First Six Months



“This is a 5 star coffee spot on its own merit, then when you consider that it is also a social venture that makes it like, I don't know... 6 stars? 10 stars? Just check it out, it's great.”

-Recent Yelp Review

★★★★★ 4.8 Google Review Rating

★★★★★ 4.5 Yelp Review Rating

1. Develop Innovation Mindset

8

youth hired into year long apprenticeship focused on Growth, Maker & Team Mindset development

Internal Certification process has begun for all apprentices

2. Build Essential Skills & Dispositions

17

youth completed

70

hour Pre-Employment Training

6

apprentices have achieved Barista Level One, a 4-part skill & professional evaluation

3. Increase Earning Power

Apprentices earn an average of

\$15/hour

with tips, a living wage in Denver

Denver's Office of Economic Development has named Prodigy a Re-Imagine Retail Training partner, a provider for leadership & foundational skills for young adults



4.

Increase In Social Capital

Apprentices have served over **5,500** unique customers with **19,000** transactions

130 Donors have supported Prodigy's social impact mission

Career mentoring program began Jan 2017

“Prodigy has done a tremendous job

engaging the community and it is easy to tell they are running a successful and community-supported organization. We are thrilled to welcome them to the neighborhood, and look forward to seeing the success of their apprenticeship program moving forward!” Urban Land Conservancy article

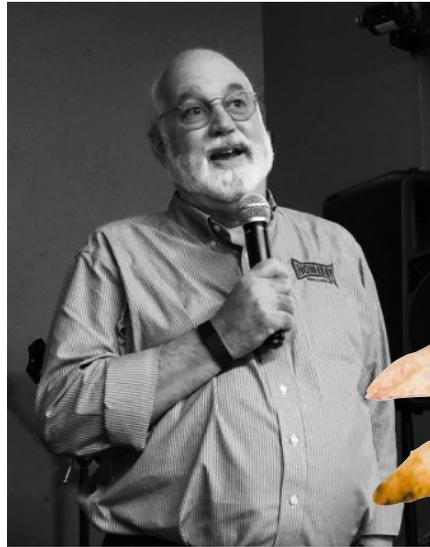


Community Keynote

August 2016

by Father Greg Boyle
Author of *Tattoos on the Heart*

Founder/Executive
Director of Homeboy
Industries



Featuring Local Entrepreneur Food Vendors

Comal Kitchen
Silvia's Food Truck
Hinman Bakery
Share Good
Foods
Sugar Bake Shop



Grand Coffee Bazaar

October 2016

Prodigy featured as
community partner at
Denver's Grand Coffee



Hosted meetings and events

for: Senator Mike Johnston's Office, Representative Leslie Herod, Teach For America, Denver Public Schools, 303 Artway, Denver Health, Denver Human Services, 40th & Colorado Nest Steps Community Open House, Think Generator, churches, schools, nonprofits & many more

COMMUNITY ENGAGEMENT

Press Coverage



"This craft coffee house is cultivating greatness and that is inherent within the youth but they say that's not the reason to give Prodigy a try.

"We don't want you to come here because you're feeling charitable. We want you to come here because we have incredible coffee," Frances said. "We want to show you that young people can produce at this high level can you an amazing cup of coffee."



"We made it clear from Day 1 that we want to be a part of this community," Knott said. "Not just dropping a coffee shop in the middle of it."

They followed through on that promise by focusing their nonprofit on training and employing at-risk teens and young adults, most of whom hail from the community they serve.



THE DENVER POST

"From first glance, working at Prodigy Coffee looks like any other barista job in Denver. Young people pull shots of espresso, stir milk into lattes and welcome customers with big smiles. But here, the workers are also learning conflict resolution, and how to stop personal situations from affecting their work."



"This is a destination for anyone who wants to see the next generation of craftsman, preserving the weathered tin and wood of their homeland by building it into a nest softened by the light and color of their new city," Steph Frances, Founder of Prodigy Coffeehouse said.

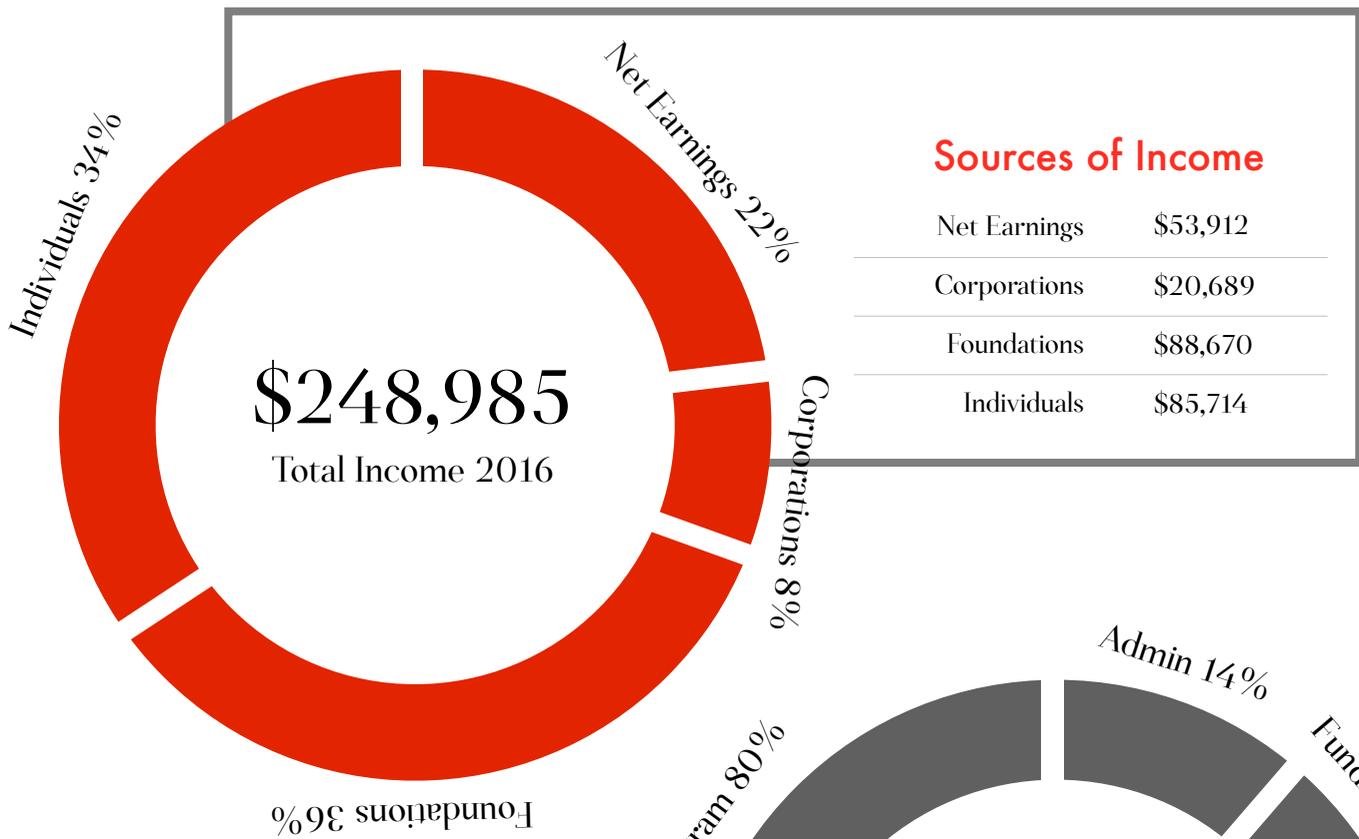
THE CHRONICLE of Higher Education

"That's where places like Prodigy Coffee could come in. Although it began operations separately from the foundation – the brainchild of a teacher-turned-social entrepreneur named Stephanie Frances – Prodigy is one of five local organizations serving low-income 17-to-21-year-olds that Donnell-Kay is studying this summer to see how it might fit within the ReSchool model."



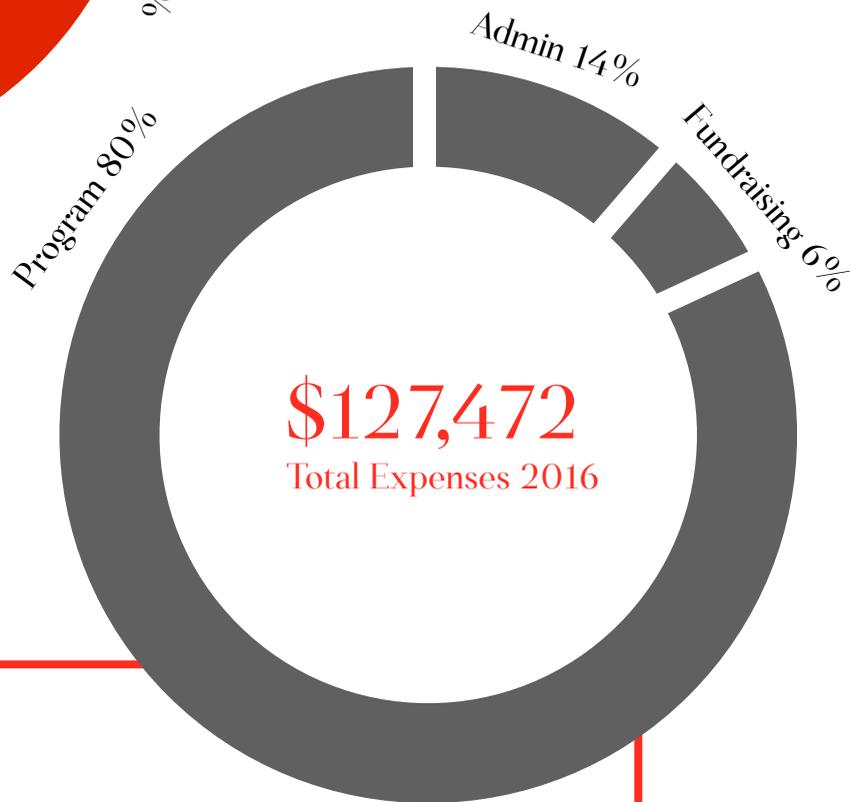
"Baristas are pulling shots from a two-group La Marzocco Strada to support a fairly traditional espresso-based menu, while house-made nitro cold brews and sodas are on tap – all complemented by a rotating selection of breakfast and lunch options coming from local purveyors."

FINANCIALS



Coffeehouse Earnings

Gross Sales	\$101,823
Cost of Goods	\$47,535
Net Earnings	\$53,912



Start Up Costs

January 1-June 15
\$83,053

Total Expenses

Admin	\$18,194
Fundraising	\$8,316
Program	\$100,962
Total (Since Open)	\$127,472

With Gratitude

Our warmest thanks to all our donors, big & small, who have shown extraordinary support to Prodigy Ventures in 2016.

\$10,000+

Anonymous
The Denver Foundation
Allegro Coffee Company
Donnell-Kay Foundation
Bayless Family Foundation
Rob & Michelle Cuthbertson

\$5,000-\$9,999

Sneed Family Foundation
Beanstalk Foundation
Mandy & Donovan Paschall
ReSchool Colorado
Anschutz Family Foundation
Denver Public Schools Imaginarium
Whole Foods Market

\$1,000-\$4,999

John & Jill Barton
Pam & Patrick Prag
Chad Cookinham & Mary Cipollone
Bret Poppleton
Trace & Becca Bundy
Jack McKay
Jennifer & Rob Gamble
Karen Javitch
Busse Family
Stapleton Foundation
Anonymous
Urban Arts Fund

\$500-\$999

Kim Browne
Rob Tallmadge
Julie Voyles
Georgia & Woody Garnsey
Hank & Judith Thierry
Lee Kastberg
Brady & Sarah Grant

In-Kind

Verso Networks
Share Good Foods
Kevin Weigand
Interworks LLC
Exdo Management
Lyle Whitney
Mark Cassalia
Senator Johnston's Office
Shortgrass Greenhouse
La Marzocco
Allegro Coffee Company
Chris Olsson
American Tin
Atelier Interior Design
Mile High Youth Corps
Colorado Construction Institute
Colorado Party Rentals
Homeboy Industries
MKK Engineering
Katie Sullivan
Jason Stoddart
Kelvin Price



A special thanks also to our volunteers in 2016!

What's Next

Prodigy envisions an economically equitable Denver with a new generation of thriving, healthy, innovative community members who have experienced upward social mobility. We see this happening with a thriving social enterprise sector where Education and Occupation are re-imagined and married.

In order to do this however, we need to knock it out of the park with our prototype, Prodigy Coffeehouse. In 2017, we will focus on creating an impactful, sustainable, scalable, measureable model that can be replicated. We need forward-thinking and outside of the box supporters, like you, to take us to the next level in 2017.

We look forward to working alongside you this year to realized this vision!

MEET THE LEADERSHIP



Steph Frances
Founder/Executive
Director



Jeffrey Knott
Operations Manager



Hillary Frances
Co-Founder

Board of Directors

Chad Cookinham: Director of District Partnerships at Achievement Network

Johnnie Williams: Gang Reduction And Support Program (GRASP) Enterprises Director

Julie Voyles: Owner at JVoyles Nonprofit Consulting & Co-Founder of the Colorado Nonprofit Social Enterprise Exchange

Brande Micheau: Director of Constituent Services for Denver City Council

John Barton: Vice President of Finance at Ardent Mills



Founding Team

Brady & Sarah Grant
Mark Tapy
Kelsey Glass
Kevin Ryan
Chad Cookinham
Gemma & Rob Cuthbertson

Launch Board

Gemma Cuthbertson
Brande Micheau
Pete Gingrass
Rob Tallmadge
Nick Massie
Wyatt Jones
Megan Davenport
Kevin Wiegand



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