



Education Reform Supporter,

We want to thank you for your support of Education Reform Now (ERN) in 2010. Your support came at a critical time in ERN's evolution, and allowed us to take advantage of unique opportunities to grow the education reform movement, both locally and in the nation at large.

Because of your support, ERN welcomed great successes in 2010. It allowed us to:

- Develop sustainable local and national infrastructure.
- Successfully advocate for federal and state legislation.
- Serve as the "go-to voice" for education reform media coverage.
- Create a historic \$8 million New York campaign to lift the cap on charter schools, overhaul teacher evaluations, and abolish "last in, first out" hiring practices in public schools.
- Capitalize on Waiting for "Superman" momentum through DoneWaiting.org which with 200 groups, represents the largest collective effort of education reformers in history.
- Serve as the incubator for new education reform initiatives including Students For Education Reform, Educators for Excellence, and a large national initiative to be launched in 2011.
- Develop a long term strategic plan to coordinate a national state policy agenda.

Our plans and projects for 2011 are no less ambitious as many states are positioned to launch even bolder reforms and begin implementation of policies such as those in Colorado and New York that were launched earlier this year.

Naturally all of this requires general operating support along with targeted project support. ERN's return on investment has been exceptionally high with the focus on leveraging more public dollars for reform. Our latest analysis for 2010 suggests that a dollar invested in ERN provides over \$600 in return in public dollars focused on reforming public education. Strong focused advocacy for changing local, state and federal education policy is required for scaling programs and schools that work for low-income and disadvantaged youth.

Thank you in advance for reviewing ERN's 2010 activity. We look forward to sharing more of Education Reform Now's success into the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Williams".

Joe Williams  
President  
Education Reform Now

A handwritten signature in black ink, appearing to read "Van Schoales".

Van Schoales  
Executive Director  
Education Reform Now

A handwritten signature in black ink, appearing to read "Myles Mendoza".

Myles Mendoza  
National Strategy Director  
Education Reform Now

California | Colorado | Florida | Massachusetts | Michigan | Missouri | New Jersey | New York | Ohio  
Oregon | Rhode Island | Tennessee | Washington State | Washington D.C. | Wisconsin

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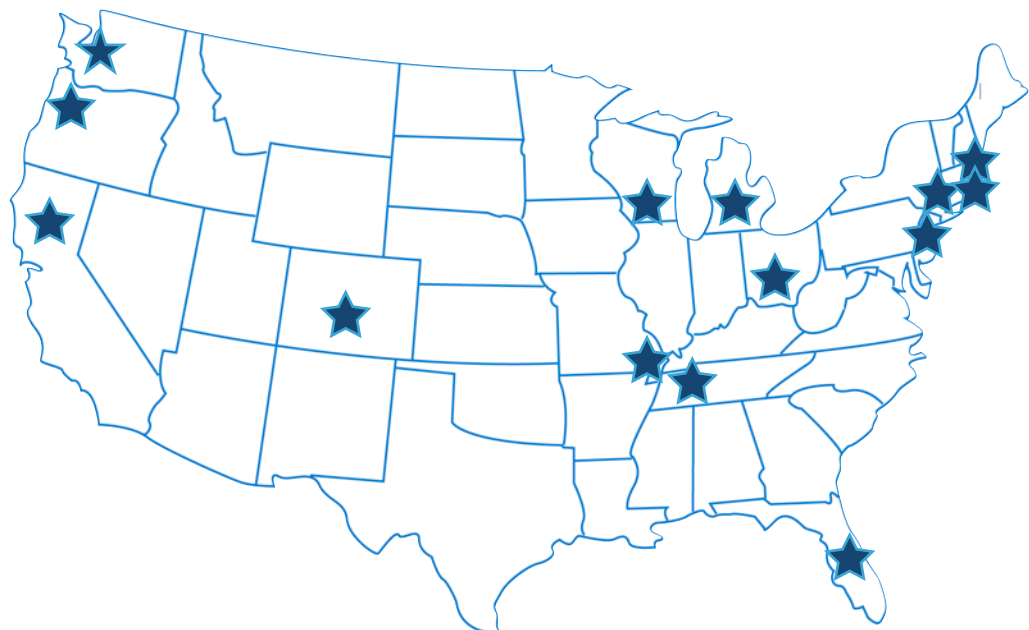


# NATIONAL GROWTH

Education Reform Now had a remarkable year with significant organizational growth and impact across the country. While ERN has been around for three years, our impact in 2010 has been exponential. ERN has quickly become regarded as an important leader in the nation's education reform movement.

*Major achievements include:*

- Set up of national office in Denver in an organizational plan to make Colorado the national model for successful education reform.
- Hiring Van Schoales as Executive Director to steer national and state policy advocacy, and Myles Mendoza to direct strategic planning, operations and fundraising while a new Brooklyn office houses national and New York field staff.
- Built a national network of aggressive donors and prospects pledging support over the next 3 years.
- Established 15 state outposts that work in conjunction with local partners to educate the public and "persons of influence" about a coordinated state policy agenda including California, Colorado, Florida, Massachusetts, Michigan, Missouri, New Jersey, New York, Ohio, Oregon, Rhode Island, Tennessee, Washington State, Washington D.C., and Wisconsin



# FEDERAL AND STATE ADVOCACY



## Federal Advocacy

- Establishment of a national coordinating “fight club” with Democrats for Education Reform and other national education advocacy organizations in Washington, DC to support federal education reform policy development.
- Served as the go-to resource for journalists, policymakers, and others on the federal ‘Race to the Top’ contest, and legislative activity that played out across the country.

## State Advocacy

- Publication of 12 state “Race Smarter” briefs on “Race to the Top” that helped leverage better state applications and hold feds to high standards on grant criteria.
- Produced the first national report, “Making the Grade” that graded every gubernatorial candidate on their stance on education reform issues.
- Created a historic mobilization of partner organizations in New York in the \$8 million campaign to lift the cap on charter schools (from 200 to 460), overhaul teacher evaluations, and abolish “last in, first out” hiring practices in public schools
- Advocacy campaign on the need to change the New York’s teacher evaluation law to require one-third of the criteria to be student test scores (previous law made it illegal to use state achievement tests for evaluation).
- Working with DFER Colorado, Stand for Children and others to educate the public about SB 191, which is currently regarded as the exemplar for teacher effectiveness legislation.
- Being one of the lead organizations in Newark, New Jersey in support of Mayor Cory Booker and Governor Chris Christie’s efforts with support from Mark Zuckerberg and others to reform Newark’s public school system.



# MEDIA VOICE



Served as the “go-to voice” for education reform media coverage

- Our team members have been quoted in more than 200 mainstream news articles in 2010, in publications such as the New York Times, Wall Street Journal, Washington Post, Time, and Newsweek, creating millions of dollars of value in earned media coverage in newspapers, magazines, and editorial boards.
- Helping distribute the documentary, The Lottery and provide forums throughout the country to discuss how best to increase the supply of high performing charter and district schools to low-income families.
- Created an earned-media campaign to push the reform elements of the documentary Waiting For “Superman” and ERN’s nationwide campaign [www.donewaiting.org](http://www.donewaiting.org).

The New York Times



THE DENVER POST

The Washington Post

NEW YORK POST



Chicago Tribune

THE Nation.

"If one person is at the center of this close-knit nexus of Wall Street and education reform interests, it is Joe Williams, who serves as the President of Education Reform Now."



Newsweek

# DONEWAITING.ORG

DoneWaiting.org represents the LARGEST EVER mobilization of national education reform organizations around a common cause. The coalition represents 200 organizations and over 35,000 people.

The documentary *Waiting for "Superman"* directed by Academy Award Winner Davis Guggenheim, provided a "once in a lifetime" opportunity to Education Reform Now. It provoked a national debate and provided an opportunity to win new hearts and minds into the education reform movement. To take advantage of the short term opportunity, together with elected officials and national education reform leaders ERN launched DoneWaiting.org. It's goal is to advocate for three main reforms in states across the nation:

- Greater access to excellent public school options, like high-performing charter schools, for all families;
- Putting a highly-effective teacher in every classroom;
- And, above all else, placing the best interests of children ahead of those of politicians and special interest groups.

DoneWaiting.org continues to grow from volunteers handing out leaflets at movies to our recent "Rally for Reform" in Chicago that garnered attention from 12 television, print and radio media outlets.



**DONE**  
**WAITING.ORG**

*\*Small sample of partner organizations*



# FUTURE PLANS

ERN's 2011 plans and projects are even more aggressive than in 2010. Both the political climate and public sentiment is such that ERN is positioned to launch even bolder reforms and stronger policies.

Examples of 2011 plans include:

- Serve as the incubator for new education reform initiatives such as previous efforts with Students For Education Reform, and Educators for Excellence.
- ERN seeks to raise enough general operating support to round out the team with a mid-level policy analyst so that we can be even more efficient and entrepreneurial in setting and responding to policy efforts.
- Publishing the first ever report in summer, 2011 on teacher union political power in all 50 states.
- Publishing "Grading State Leaders", a report that will rate state leaders such as Governors, Education Commissioners, State Senate Presidents, State House Speakers, State Senate and House Education Chairs, and others on their education policy positions.
- Evaluating and disseminating research on education policy positions in key Mayoral races (select cities to host panels for candidates to publicly discuss positions on panels).
- Supporting existing ERN State affiliates (with California taking special attention) with organizational infrastructure, fundraising and policy support to strengthen their impact locally.