

# ANNUAL REPORT 2015



**TRANSFORMING EDUCATION.  
TRANSFORMING LIVES.**



# OUR MISSION

To deliver the highest quality educational experience where global citizens are born through advanced rigor, engaging teaching methods, and a passionate climate and culture.



2015-2016

# YEAR IN REVIEW



RCA alumni students attended the White House Science Fair and met President Obama.

*Pictured in white polo shirts (back row) Garrett Minor, Terrell Prince, Erick Patterson, (second row) Matthew Meadows.*

## STUDENT SUCCESS

For a second year in a row, four RCA alumni attended the White House Science Fair as honored guests for their outstanding achievements in mathematics. Peter Warrick, Jr., Brandon Benn, Shawl Pryor and Quivion Wynn were the 2015 winners of the MATHCOUNTS Video Challenge. They met President Obama.

We have accepted 34 new students as incoming 5th graders to the Class of 2020.

## GLOBAL LEARNING

Students traveled to Europe, visiting Paris and London, and making a first-ever RCA visit to Barcelona.

Students traveled to San Francisco, California, to demonstrate a “model classroom” for Promethean Class Flow.

Eighth-grade students traveled to Soweto, South Africa, to learn about the history and culture, volunteer in schools and orphanages, and visited Kliptown Youth Program.

Seventh grade students studied the history, culture and art of Italy during the third quarter and then traveled to Venice, Rome, and Pompeii over spring break.

The Amazing Shake competition gives our students real world experience in developing their business etiquette and “soft skills” – communication, social grace, relationship building and poise. This year, finalists traveled from ATL to NYC. Jasmine Stewart was named the 2015 winner! She is the first fifth grader to win the Amazing Shake.

## TEAMS

The Essentials Step Team was named the Break the Stage National Champions in 2015. They will be competing for their third title this summer.

RCA hosted the 5th Annual Model United Nations Conference. Georgia Tech, Emory, Morehouse, and Agnes Scott College students chaired the committees along with our very own Niles Boyd (2016). RCA teacher Wade King was the director of the conference, which had over 200 students participate (most ever) from 16 schools all over the Southeast.



The Essentials Step Team was named the Break the Stage National Champions in 2015 for their magical Arabian Nights themed performance.



Kim Bearden was inducted into the National Teachers Hall of Fame. With over 28 years of classroom experience, Kim continues to teach 5th and 6th grade while being the Executive Director at RCA.

## COMMUNITY

Students worked with Staples and product developers at Aruliden to make 11 new products a reality. The “Designed by Students” products are available in Staples stores.

Deloitte partnered with RCA on a two-part skills-building service project to work with RCA students and local area 4th graders.

Promethean generously donated iPads and ClassFlow to help our students learn with integrated technology.

Comcast sponsored our staff to attend diversity training with renowned presenter Al Vivian from BASIC Diversity.

Kirk Brown, Senior Director of Development, was awarded Atlanta Business Chronicle’s “Who’s Who 30 Under 30.”

Dr. Camille Jones was awarded the prestigious Presidential Award for Mathematics and Science Teachers. Each year, only two educators from each state receive this recognition. She was presented her award by President Obama at a ceremony at the White House earlier this year.

Kim Bearden was inducted into the National Teachers Hall of Fame (NTHF). Each year, the NTHF recognizes 5 exemplary educators from across the nation for their contributions to education. She will be honored at the White House by President Obama in May.

## EDUCATION REVOLUTION

We reached a milestone by hosting over 35,000 educators for training at RCA within the past nine years.

Our new state-of-the-art gym and educator training facility allowed us to host 400+ educators for the national educators’ conference at RCA.

Georgia Power partnered with RCA to train STEM teachers from across the state of Georgia.

Ron Clark inspired the world when a video of him dancing with RCA students went viral, charting more than 80 million collective views and spawning national media coverage for several weeks.

A special segment with Kim Bearden and Ron Clark aired on HLN TV entitled “Making Black History,” highlighting RCA’s commitment to teaching and celebrating culture.

The message of the Ron Clark Academy has reached all the way to Europe. The TV show, “Galileo,” filmed a documentary about the mission of RCA that aired in Germany.

Ron Clark released his fourth book, *Move Your Bus: An Extraordinary New Approach to Accelerating Success in Work and Life*.



The “Do It Like Me Challenge” video received over 80 million views and was a trending topic. Students were able to visit 107.9 in Atlanta, HLN TV, and CNN with Don Lemon.



# CHARACTER

"We expect our students to represent the RCA ideals of respect and discipline everywhere: in the classroom, on the court, in the mall, in the van, and throughout their lives." – Ron Clark

# MASTER EDUCATORS

We have assembled a team of the top educators in the country. To learn more about their tremendous accomplishments and backgrounds, visit [www.ronclarkacademy.com](http://www.ronclarkacademy.com).



**MR. RON CLARK**  
Cofounder,  
Mathematics and  
Global Studies Teacher  
[@ronclarkacademy](https://twitter.com/ronclarkacademy)



**MRS. KIM BEARDEN**  
Cofounder,  
Executive Director,  
Language Arts Teacher  
[@kimbearden](https://twitter.com/kimbearden)



**MRS. SUSAN BARNES**  
Art Teacher  
Mrs. Barnes is an author, poet,  
artist and art teacher. She  
believes "language is art."  
[@arauzing](https://twitter.com/arauzing)



**MS. JOYCE  
ESTRADA BAILEY**  
Spanish Teacher  
Ms. Estrada Bailey has a flare  
for language and is a role model  
to our RCA girls by serving our  
South Atlanta community.  
[@missmaestra](https://twitter.com/missmaestra)



**MR. BRANDON  
FLEMING**  
Civics and Political Science  
Teacher  
Mr. Fleming challenges his  
students with philosophy,  
debate, and critical thinking.  
[@bpfleming](https://twitter.com/bpfleming)



**MRS. PAMELA  
HASKINS**  
Language Art Teacher  
Ms. Haskins incorporates  
language and culture into all  
of her lessons.



**MR. JAMES  
HOGUE**  
History Teacher  
New to RCA, Mr. Hogue brings  
his music, culture, and story  
telling to learning history.  
[@jhogue9](https://twitter.com/jhogue9)



**DR. CAMILLE JONES**  
Mathematics Teacher  
Dr. J received the Presidential  
Award for Excellence in  
Mathematics in 2015.  
[@drvcjones](https://twitter.com/drvcjones)



**MRS. HOPE KING**  
Reading & Science Teacher  
Mrs. King brings incredible  
energy to RCA and reaches her  
students with extreme room  
transformations.  
[@elementaryshenanigans](https://twitter.com/elementaryshenanigans)



**MR. WADE KING**  
Math and  
Social Studies Teacher  
Mr. King is a musician, coach,  
teacher, role model and leader.  
[@WadeKing7](https://twitter.com/WadeKing7)



**MR. DANIEL  
THOMPSON**  
Science Teacher  
New to RCA, Mr. Thompson  
demonstrates respect, discipline,  
and deep questioning in his  
science lessons.  
[@MrTMadScience](https://twitter.com/MrTMadScience)



**MR. BEN WALKER**  
Physical Education Teacher  
The first to jump on stage,  
Mr. Walker's shares his high  
energy through his leadership,  
communication, and PE classes.  
[@WalkerBenjamin](https://twitter.com/WalkerBenjamin)



# OUR VISION

To be the best school in the world by demonstrating transformative methods and techniques that are embraced and replicated everywhere.

# STAFF

We have assembled a team of the top staff members in the country. To learn more about their tremendous accomplishments and backgrounds, visit [www.ronclarkacademy.com](http://www.ronclarkacademy.com)



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ADAMS**

Pop Culture Teacher  
and Tutoring Services



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Photography



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Development



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Development Officer



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Facilities Maintenance  
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Office Manager



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After-School Activities  
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THOMPSON**

Counselor



**MS. AUNGELITA  
WILLIAMS**

Educator Training  
Coordinator



**MR. ALEJANDRO  
URIA**

Facilities Services

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Our board and advisory council consistently give of their time, talents, and resources to help us change lives. We are grateful for their tremendous support.



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Holder Properties  
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Vice President, Brand and  
Corporate Communications,  
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Platinum Ambassador,  
Reliv International



**MIKE KIEPURA**  
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Vice President,  
Selig Enterprises



**DONTÁ WILSON**  
Group/State President;  
BB&T Bank



**VINCE YOUNG**  
Chief Marketing Officer,  
Promethean

# ADVISORY COUNCIL



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**SHERYL SELLAWAY**  
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Professional and  
Community Philanthropist



**DR. BETTY SIEGEL**  
President Emeritus  
Kennesaw State  
University

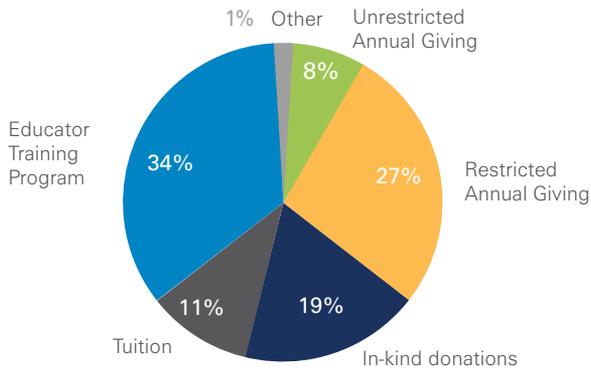
**SEAN FRANKLIN**  
Founder  
Idea Speeder LLC

**MICHAEL MARKS**  
CPA  
Marks & Associates

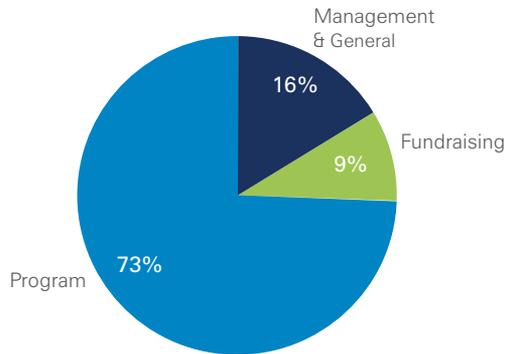
**GLORIA PATTERSON**  
Education Consultant  
Peebles-Patterson  
Consultants

# BY THE NUMBERS

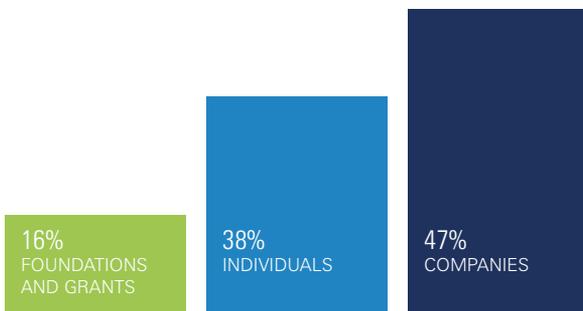
2015 Financial Highlights | JULY 1, 2014 - JUNE 30, 2015



**Operational Revenue**



**Operational Expenses**



**Fundraising Contributions**

## Operational Revenue

2015

Unrestricted Annual Giving	<b>\$407,685</b>
Restricted Annual Giving <i>Including the Capital Campaign</i>	<b>\$1,392,608</b>
In-kind donations <i>Travel, equipment, and services</i>	<b>\$950,933</b>
Tuition	<b>\$555,796</b>
Educator Training Program <i>Fees from training days and conferences</i>	<b>\$1,752,670</b>
Other	<b>\$39,758</b>
<b>Total Contributions</b>	<b>\$5,094,811</b>

## Operational Expenses

Program	<b>\$2,554,663</b>
Management and General	<b>\$607,499</b>
Fundraising	<b>\$315,485</b>
Other	\$0
<b>Total Expenses</b>	<b>\$3,477,647</b>

**The Ron Clark Academy is a non-profit school and is a 501(c)(3) Public Charity.**

Operational expenses are primarily funded by annual giving and our unique educator training program.

# STUDENT LEADERSHIP

CLASS OF 2016 | HOUSE LEADERS



**Isibindi**  
IMMANUEL  
MITCHELL



**Rêveur**  
KAITLYN  
BRITTON-  
WHEELER



**Amistad**  
PHENIX  
HALLEY



**Altruismo**  
NILES  
BOYD

**Isibindi**  
MACKENZY  
JORDAN



National MATHCOUNTS winners were recognized at graduation by R&B artist Tyrese Gibson.

The Ron Clark Academy Graduates

# AT A GLANCE

## HIGH SCHOOL

*RCA Classes of 2010–2015*

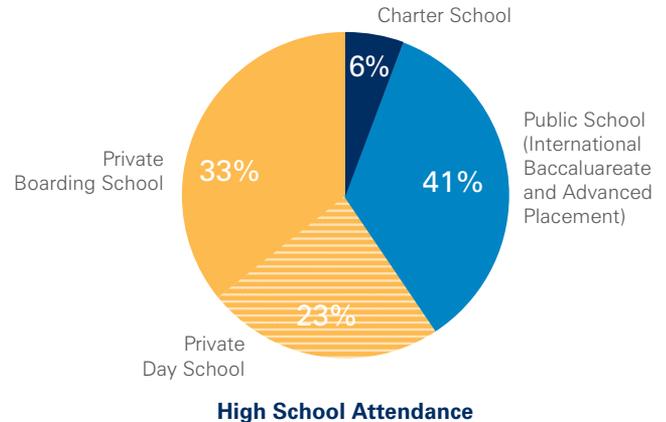


**139**

RCA GRADUATES SINCE 2010

**53%**

OF SCHOOLS ATTENDED ARE PRIVATE



## COLLEGES & UNIVERSITIES

*Graduating Classes of 2010 and 2011*

Albany State University  
 Atlanta Technical College  
 Austin Peay State University  
 California State University, Bakersfield  
 California State University, Fullerton  
 California State University, Monterey Bay  
 Concordia University Irvine  
 Florida International University  
 Georgia Institute of Technology

Georgia Southern University  
 Georgia State University  
 Howard University  
 Kennesaw State University  
 Mercer University  
 New York University  
 Pittsburgh University  
 Rhodes College  
 Savannah State University

South Carolina State University  
 Southern Polytechnic State University  
 Stetson University  
 Texas A & M  
 University of Georgia  
 University of New Haven  
 University of North Carolina at Chapel Hill  
 Valdosta State University



# REVOLUTION

Each year, thousands of educators – teachers, administrators, and superintendents– participate in our educator training programs to learn how to replicate RCA’s style, philosophy and success in their own schools.

# EDUCATOR TRAINING

**34**

TRAINING DAYS  
IN ONE SCHOOL  
YEAR

**7,800+**

**VISITING  
EDUCATORS**  
IN ONE SCHOOL YEAR

**10,000**

NEW EDUCATORS  
ON THE  
**RCA APP**  
Launched June 2015

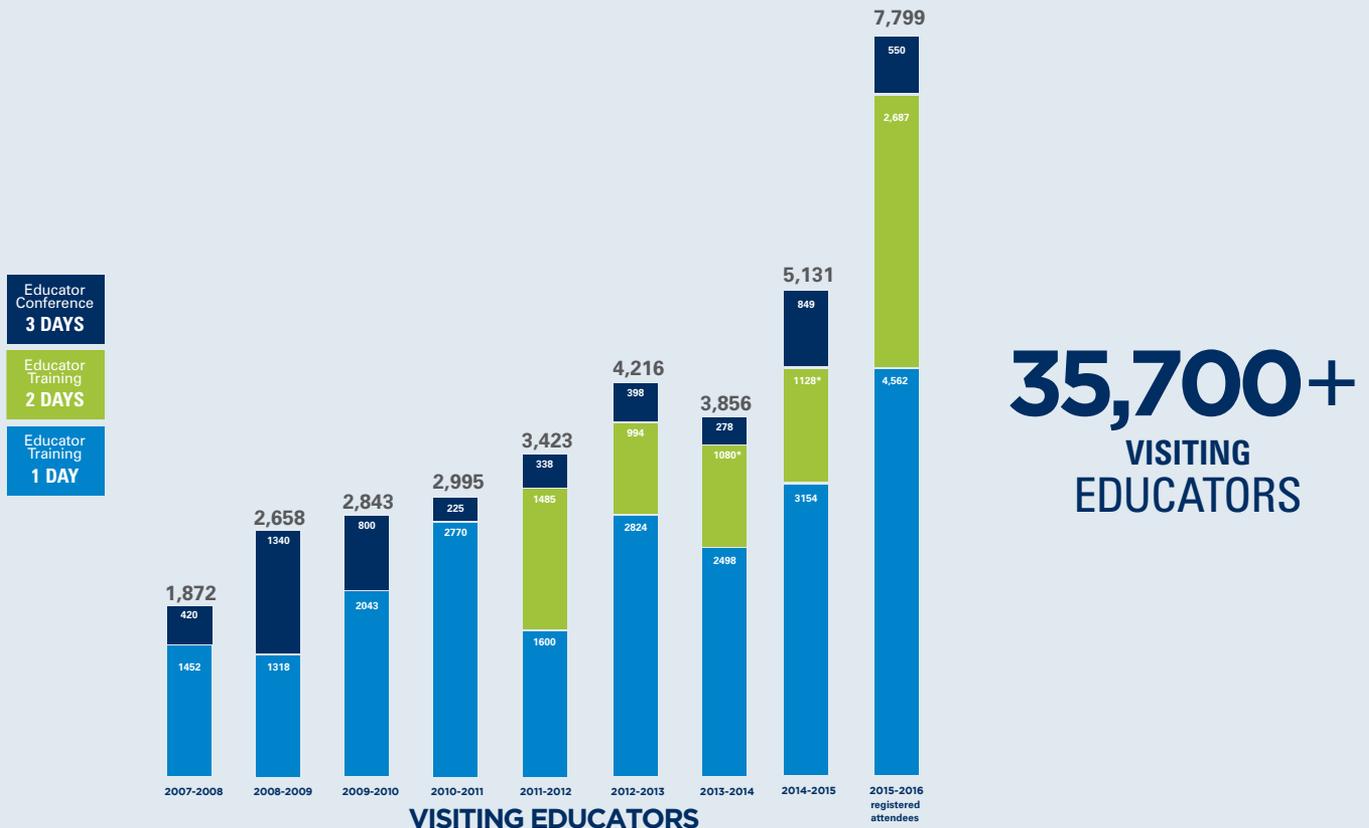
**1**

WINNER  
OF THE  
**#RCAInspired**  
Contest

**1,242**

**#RCAInspired**  
Posts  
Feb 1–April 1, 2016

## EDUCATOR TRAINING GROWTH





Corporate Sponsors

# HEAD OF THE CLASS



# THANK YOU

## THANK YOU, DONORS

### **\$100,000 and above**

#### **COMPANIES & FOUNDATIONS:**

A Friend of the Academy  
Audio Enhancement\*  
Georgia GOAL Scholarship Program  
Georgia Power Foundation, Inc.  
Promethean

#### **INDIVIDUALS**

Anonymous\*  
Michael & Kathy Kiepura

### **\$50,000 - \$99,999**

#### **COMPANIES & FOUNDATIONS:**

Delta Air Lines  
M&T Bank\*  
Mannington Commercial\*  
NAIOP Georgia Chapter  
Staples Inc.  
The Coca-Cola Foundation  
Verizon Wireless \*

#### **INDIVIDUALS**

Noel Khalil

### **\$25,000 - \$49,999**

#### **COMPANIES & FOUNDATIONS:**

Atlanta Hawks Foundation  
Comcast  
EZ Agape Foundation  
Imlay Foundation, Inc.  
Panasonic\*  
VELUX America Inc.\*  
YP  
The M.R. & Evelyn Hudson Foundation  
The Peter & Elizabeth Tower Foundation\*  
Turner Broadcasting System, Inc.  
WestRock

### **\$18,000 - \$24,999**

#### **COMPANIES & FOUNDATIONS:**

B.L. Harbert International  
James H. & Connie Maynard Fund of  
Triangle Community Foundation\*  
The Robert S. Elster Foundation\*  
Selby & Richard McRae Foundation\*

#### **INDIVIDUALS**

Randall Hatcher\*  
George H. Johnson\*  
Charles and Julie Scheper\*  
Heath & Mistye Wilson\*

### **\$10,000 to \$17,999**

#### **COMPANIES & FOUNDATIONS:**

Arby's Foundation  
Bristolite Skylights\*  
Newell Rubbermaid  
Premiere Speakers Bureau, Inc.  
Sartain Lanier Family Foundation  
The H Foundation

#### **INDIVIDUALS**

Sunny Burrows  
Adam Wallacavage\*

### **\$5,000 to \$9,999**

#### **COMPANIES & FOUNDATIONS:**

Atlanta Foundation  
BB&T  
David Craycraft Charitable Fund  
Elizabeth Baptist Church  
Granite Properties

#### **INDIVIDUALS**

Mindy Jones  
John J. Funny  
Jeff & Laura Mixson  
Scott Selig  
Bailey Teague

**\* SCHOLARSHIP DONORS**

\$18,000 a year per student

**\* IN-KIND DONORS**

products/services donated

# THANK YOU, DONORS

## \$1,000 – \$4,999

### COMPANIES & FOUNDATIONS:

ACT, Inc  
AES Industries\*  
Feidler Family Foundation  
Fidelity Charitable Gift Fund  
Habif, Arogeti & Wynne, LLP  
Les Dames D'Ici Fund  
Schwab Charitable Fund  
Stanley, Esrey & Buckley, LLP  
Zaxby's

### INDIVIDUALS

Arthur Abrams  
Erika Alexander  
Louis & Amy Alterman  
Kirk Brown  
Devrin Carr  
Cicely Drummer  
John & Kelly Deushane  
Paula K. East-Janicki  
Basil Lee  
Danielle Matzick  
Thomas & Alecia Maxey\*  
Rosemary Pritzker  
Barbara Reid  
Deb Rosenstein  
Sally F. Schreiber  
Connie A. Shelton

## \$999 and below

### COMPANIES & FOUNDATIONS:

Al and Mary Jane Rakel Charitable Trust  
Atlanta Food & Wine Festival  
Center for Teaching Excellence  
Harlem Middle School  
Irving & Cecilia Applebaum Foundation, Inc.  
Petal Forest

## \$999 and below

### INDIVIDUALS

Jaime G. Ackerman  
Schyuler Bates  
Jeanine Baez  
Joyce E. Bailey  
Jeanna Bailey-Gholston  
Kelcee D. Baker  
Joey Barr  
Domanié Barber  
Steven Beecham  
Lester Benn  
Danielle Berg  
Marilyn Best  
Yolanda Boyd  
Kellye Britton  
Barbara B. Brown  
Shakira Brown  
Zena Brown  
Joy L. Buckner  
William Cheeks  
Karen Coleman  
Jan Copper  
Nikki Cruchfield  
DeAnna Davis  
Michael Dickerson  
Latonya K. Tripp-Dinkins  
Timothy Dunn  
Sherita Edmonds  
Tiffani N. Ephrom  
Bari Evans  
Valerie Fairchild  
Brandon Fleming  
Keith Fryer  
Lynn Gibson  
Durral Gilbert  
Wayne & Bridgette Glover  
Rob Hale  
Rob Haley  
Pamela Haskins  
Erskine Hawkins  
Keesha Hawkins  
Kasmyene Hayes  
Carol Henderson  
Tanya Hicks  
Michael D. Hobbs  
Min-Hsiu Huang  
Carl Jenkins  
Valerie Camille Jones  
Earnestine Jones  
Barbara M. Jones  
Nicholas Jones  
Henry E. Jones  
Torre Josey  
Valencia Justice  
Dana Karim  
Wade & Hope King\*  
Lance King  
Cassandra Kirk  
Nettie Kravitz  
Thomas Lazette  
Chien-Liang Liu  
Chrissi Major  
Yvette Maxie  
Brian McMillan & Megan Eckert  
Kim McClure  
Diane McIntosh  
Rosalyn M. Merrick  
Johnny Mills  
Linda Mudgett  
Katherine Murchison  
Anashay Murphy-Wright  
Marjory Newell  
Georgia Nichols  
Mike Nielsen  
Joshua Noblitt  
Mary J. Perkins

David Persson  
Jeanette Pitt  
Laurie Powell  
Amber Pratt  
LaQuanda Prince  
Tiffany H. Reeves  
Kennedy Reddick  
Dana Richliew  
Susan J. Sabsowitz  
Marcia Schroeder  
Stacey Senior  
Aaliyah Shafiq  
Joseph Shanley  
Monica Y. Shorts  
Edwin D. Smith  
J. Rosalynn Smith-Clark  
Fred O. Smith  
Lizzy Smith  
Amy & Paul Snyder  
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Susannah Swanson  
Pauline Tetteh-Boykin  
Brad Timberlake  
Ken Townsel  
Sharon L. Tsepas  
Jackie Verner  
Elizabeth Virgilio  
Kandyss Watson  
Billie Webb  
Doug Welch  
Stephanie Williams  
Samantha Wilson  
Aungelita Williams  
Yolanda Wright-Udoh

*Donations contributed  
between July 1, 2014  
to June 30, 2015.*

# GOAL SCHOLARSHIP DONORS

The Georgia GOAL Tax Credit Program enables Georgia residents to redirect their state income taxes to fund scholarship for students at the Ron Clark Academy. This is an incredible opportunity for RCA students, and we are thankful to the following donors who participated during the 2015 tax year.

## COMPANIES:

Comcast  
Mary Mac's Tea Room  
Mauldin & Jenkins CPA  
Event Drapery  
Abcom  
W.S. Nielsen  
WestRock Converting Company  
(formerly RockTenn)

## INDIVIDUALS:

Arthur Abrams  
Raymond & Lucy Allen  
Walter & Polly Anderson  
Angela Asse  
Vincent Barbour & Erika Alexander  
Billy & Cynthia Barnett  
Joey Barr  
Cromwell Baun  
Steve & Mary Beecham  
Kimberly Bearden  
Shawn Bergeron  
Edwin Brenizer  
Johnny & Zena Brown  
Kirk Brown  
David Bucciero  
Ron Clark  
Keosha Cook

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Matt & Kimberly Crisp  
Carlester & Yarid Crumpler  
James & Carol Eubanks  
Diane Fennig  
Allen Fromherz  
Michael & Gail Graham  
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Mastrodonato  
Jeff & Laura Mixson  
Derek & Wanda Dunaway  
Georgia Nichols  
Edward & Susan O'Dwyer  
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William & Linda Pritchett  
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Kenneth and Mary Ellen Seymour  
Charles & Susan Shanor  
James and Diana Sullivan  
Bailey Teague  
Michael & Fleming Upshaw  
Joan Vitner  
Dexter & Karen Warrior  
Doug & Sidney Welch  
Aungelita Williams  
Robert Williams  
Kamili Willis  
Samantha Wilson



In Georgia, 9,038 taxpayers contributed to GOAL for a 2015 tax credit. Your involvement in this program provides improved educational opportunities for 89 students at the Ron Clark Academy.

To select the Ron Clark Academy as the recipient for these state funds, visit [www.ronclarkacademy.com/GOAL](http://www.ronclarkacademy.com/GOAL)

# SOCIAL

Thanks to the friends of RCA we have had a major increase in our online following this year. RCA fans stay connected on social media and share these positive messages daily.

**+146K**

NEW LIKES  
ON FACEBOOK  
[@RCAcademy](#)

**+17K**

NEW FOLLOWERS  
ON TWITTER  
[@ronclarkacademy](#)

**+28K**

NEW FOLLOWERS  
ON INSTAGRAM  
[@ronclarkacademy](#)

**+5K**

NEW PHOTOS  
ON FLICKR  
[@ronclarkacademy](#)

**+1.2M**

NEW VIEWS ON  
YOUTUBE CHANNEL  
[Ron Clark](#)



Periscope allows us to share events and trips and broadcast the video live to educators around the world.

**+20K**

NEW FOLLOWERS  
ON PERISCOPE  
[@ronclarkacademy](#)

**+17K**

NEW FOLLOWERS  
ON PERISCOPE  
[@kimbearden](#)

**+12K**

NEW FOLLOWERS  
ON PERISCOPE  
[@hopeking](#)

To see more great photos, follow [@RonClarkAcademy](#) on Instagram





2016 Amazing Shake Winner,  
Jasmine Stewart  
(Class of 2019)



**“Do not go where the path may lead;  
go instead where there is no path,  
and leave a trail.”** – Ralph Waldo Emerson



**The Ron Clark Academy**  
228 Margaret Street SE  
Atlanta, Georgia 30315  
Phone: 678-651-2100

Visit [www.ronclarkacademy.com](http://www.ronclarkacademy.com)



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