



ANNUAL REPORT

2012-2013



www.ronclarkacademy.com



OUR VISION

For children everywhere, in every classroom, to experience passionate lessons, advanced rigor and engaging methods that are ignited by the RCA Experience.

WELCOME

TO THE RON CLARK ACADEMY

The Ron Clark Academy is a private school with a public mission – to demonstrate excellence as we equip educators with best practices that transform student learning and promote academic and social success. We place a focus on academic rigor, student engagement, and climate and culture – **the pillars of RCA.**

RCA has intentionally created a model school setting where students thrive in a rigorous and innovative learning environment and visiting educators are engaged in a vibrant and wholly unique professional development experience.

Through ***The RCA Experience*** educator training, teachers and school administrators from around the world visit our classrooms to observe our instructional methods and attend our professional development workshops.

Founded

Fall 2007 by Ron Clark and Kim Bearden

Location

Southeast Atlanta, Georgia

Enrollment

110 students, Grades 5th - 8th

Educator Training Program

Over 3,000 educators visit RCA a year to learn our philosophies and observe our classrooms

Travel

We believe integrating travel into the curriculum creates global citizens

Energy

We believe in using songs, movement, and creativity to add energy to lessons

After School Programs

Soccer, tennis, etiquette, drumming, financial literacy, tutoring, Junior Achievement, African dance and more

Teams

Basketball
Cheerleading
Essentials Step Team
Georgia Aquarium Research Team
Model United Nations Team
Robotics
Ya Heard Poets



Rigor



Student Engagement



Climate and Culture



DEAR FRIENDS,

As we reflect over the past year, we are once again extremely grateful for the abundant support we have received and for the difference that RCA has been able to make in the lives of students, both in our classrooms and in classrooms around the world.

Academically, our students continue to thrive. Our award-winning Model United Nations Team competed in Istanbul Turkey earlier this year, and our Robotics Team is currently advancing to the state level. Our Georgia Aquarium Team continues to participate in extended and enhanced marine studies each week, and our students once again received many scholarship opportunities for high school. And although we think that our students cannot be measured by standardized assessments alone, we were proud to see that our students' scores on the Stanford 10 Achievement Test were the highest in our school's history.

Our students have also continued to learn the importance of serving our community through projects such as helping the homeless, working in orphanages, and

fundraising for childhood cancer. Our Essentials Step Team has been a force in the community, recognizing our local firefighters and policemen and organizing other service projects.

We continue to push ourselves to go above and beyond and to remain at the forefront of educational innovation in our country and abroad. Our educator training program, *The RCA Experience*, reached several milestones this year: we have now trained over 18,000 educators from 40 states and numerous countries around the world. These educators affect the lives of over 10 million students.

After a successful capital campaign for the construction of our new educator training facility, we are poised to break ground in the near future. This facility will enable us to spread our methods to even more educators and their students. We continue to solicit support for furnishings and resources to complete the project, and we are so appreciative for the contributions from our donors that have made this project a



**Together, we are changing lives.
Thank you for joining us!**

Sincerely,

Ron Clark

Kim Bearden

**RON CLARK &
KIM BEARDEN**

Cofounders of the Ron Clark Academy



2012-2013

YEAR IN REVIEW

Class of 2013 graduates
with Dr. Maya Angelou

We have now trained over **18,000 educators** from all levels and disciplines of education. Those 18,000 superintendents, curriculum directors, principals, and teachers affect the lives of over 10 million children.

Our first capital campaign has been a huge success and we are close to our goal of breaking ground on our new \$4.8 million educator training facility that will allow us to extend our professional development reach.

Our graduates have secured more than \$5 million to fund their high school education.

RCA Blue Dragons won their first basketball league championship.

Model UN team competed in Turkey and New York City and hosted the second RCAMUN conference with Georgia Tech.

RCA's 2013 Stanford 10 achievement scores were the highest we've ever received.

We completed our **5-year SACS review** and received full accreditation and numerous outstanding commendations.

Real-world classes were held all over Atlanta for the "Best School Day Ever."

RCA students held their own fundraiser for **CURE Childhood Cancer** and the **Rally Foundation** to help other children in need.

Students from our **Georgia Aquarium Research Team** were selected to swim with the whale sharks.

RCA trained teachers and principals in **Honduras and Trinidad & Tobago**.

The Hawks Foundation sponsored 75 teachers from Atlanta schools to attend our educator training.



We celebrated the **first day of school** with a White-Out Party.



FROM THE CHAIRMAN OF THE BOARD

As I thought about what I'd like to communicate in my final letter as Chairman of the Ron Clark Academy's ("RCA") Board of Trustees, one word kept coming to my mind: HOPE. We all live our lives at a rapid pace, and we've become adept at tackling issues as we encounter them in our daily lives. We've also become somewhat numb to the multitude of extraneous factors that compete for our time and attention, both good and bad. However, this year taught me that unless I take time to reflect and disengage, just for a moment, from all of the chatter around me, I will likely miss the proverbial "forest for the trees." So, when I sit back and reflect on RCA and where it is as we approach the end of 2013, I see HOPE.

I am hopeful as I see educators from across the globe standing before the gates of RCA, waiting in anticipation to see the magic inside. The glimmer and excitement these educators exhibit tell me that they are passionate about education and want the best for their students.

I am hopeful when I see the faculty and staff at RCA, though exhausted because they have been called upon to share their gifts with the world, be willing to go the extra mile for any student or educator who passes through their halls.

I am hopeful when I see parents bond together and do everything within their power to help RCA students perform well. I am hopeful as I hear these parents recognize the sacrifices RCA's faculty and staff make on behalf of their children.

I am hopeful when I see students at RCA work the extra-long hours to complete assignments and perform well.

I am hopeful when members of the Board of Trustees agree, without hesitation, to serve a second three-year term, because RCA needs their specific gifts and talents.

Finally, I am hopeful when the faculty and staff of a school put in so much hard work and dedicate themselves so steadfastly to the pursuit of excellence that the

community responds with the ultimate endorsement by pledging over \$4.8 million to its capital campaign within a year.

So, yes, I'm hopeful. In fact, I'm very hopeful about the transformational impact RCA is having on education, and I'm very hopeful about the long-term prospects of our educational system. **For that, I am grateful to each of you.**

Sincerely,

ALONZO LLORENS, SR.
RCA Board Chairman

LEADERSHIP

BOARD OF DIRECTORS



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& Rees LLP
Board Chair



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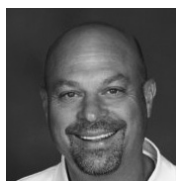
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Founder,
Math and Global
Studies Teacher
at the Ron Clark
Academy



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Principal,
Founder and Chief
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LAURA TURNER SEYDEL

National Environmental
Advocate and Eco-Living Expert

MATTHEW WINSTON

Assistant to the President
University of Georgia



LIFE LESSONS

THE AMAZING SHAKE

Teaching students' manners, discipline, respect, and how to conduct him or herself in a professional environment are all an important part of RCA's academic program. Students learn the mechanics of a proper handshake and working the room so that they are able to present themselves exceptionally well for opportunities today and in the future.



EYE CONTACT
SOCIAL GRACE
POISE
ENGAGEMENT
CONFIDENCE
SENSE OF HUMOR

At RCA we invite community members to participate in the "Amazing Shake." Volunteers are placed throughout our school at different stations, and the students are instructed to approach each person, make an introduction including a handshake, and proceed to the next person along the course. Top performers advance to the next level challenge until ultimately there is one winner overall.

Thanks to the generous support of corporate sponsors, Kimberly-Clark, Coca-Cola, and Delta Airlines, students were assessed on their ability to interview, mingle in a social mixer, and give an impromptu presentation in front of a panel of judges.



The Coca-Cola Company



ROUND 1

106 students faced 10 different "situations" with Atlanta business professionals



ROUND 2

14 students "mingled" with a group of 30 business people at Kimberly-Clark



ROUND 3

8 students met Delta executives in their offices



ROUND 4

5 students gave on-the-fly presentations to a board room full of business people at Coca-Cola



ROUND 5

Final 2 students had dinner with special guest, Mr. Russell (HJ Russell)



A STUDENT'S PERSPECTIVE

As I reflect on my experience at the Ron Clark Academy, I know that RCA has impacted me beyond who I envisioned myself to be. I came to RCA as an inexperienced, shy, and timid 5th grader, and now I am a confident 8th grader ready to head into my future.

For the past four years, my academic abilities have evolved. I have developed my thinking skills in so many ways. In every classroom, "Why?" Is a prominent question, and the answer is definitely more than one or two words! In Mrs. Haskins' language arts class, analysis of text gives me and my classmates the opportunity to think deeply about literature. Applying formulas and theorems to challenging algebraic problems in Dr. Jones' class has molded me into a focused, mathematical learner. With the rigorous instruction of RCA teachers, my academic skills have truly excelled.

I have not only developed as an academic student but as a human being. Exposure to real-world opportunities such as conversing with teaching professionals and corporate executives has transformed

me from a simple child to a mature young adult. Mr. Townsel's science class has moved me in ways that I cannot fully explain. He uses science to formulate lessons for life. Although he teaches us the principles of analytical thinking and scientific knowledge, he has also taught us to respect nature and our surroundings.

This year I am the captain of RCA's Model United Nations Team. We attend conferences nationally and internationally competing with other students, even high schoolers. MUN has turned me into a diplomat, and my self-confidence has risen immensely due to this team.

Although academics and character development are important, I am most grateful for the relationships I developed at RCA. My relationship with my classmates has only gotten stronger with each year. I see every single one as a brother or sister, and I can only thank RCA for creating such an environment for me to get to know them. It is a known fact that I will be leaving RCA soon. However, respect, critical thinking, analysis skills, and my maturity will be with me forever.

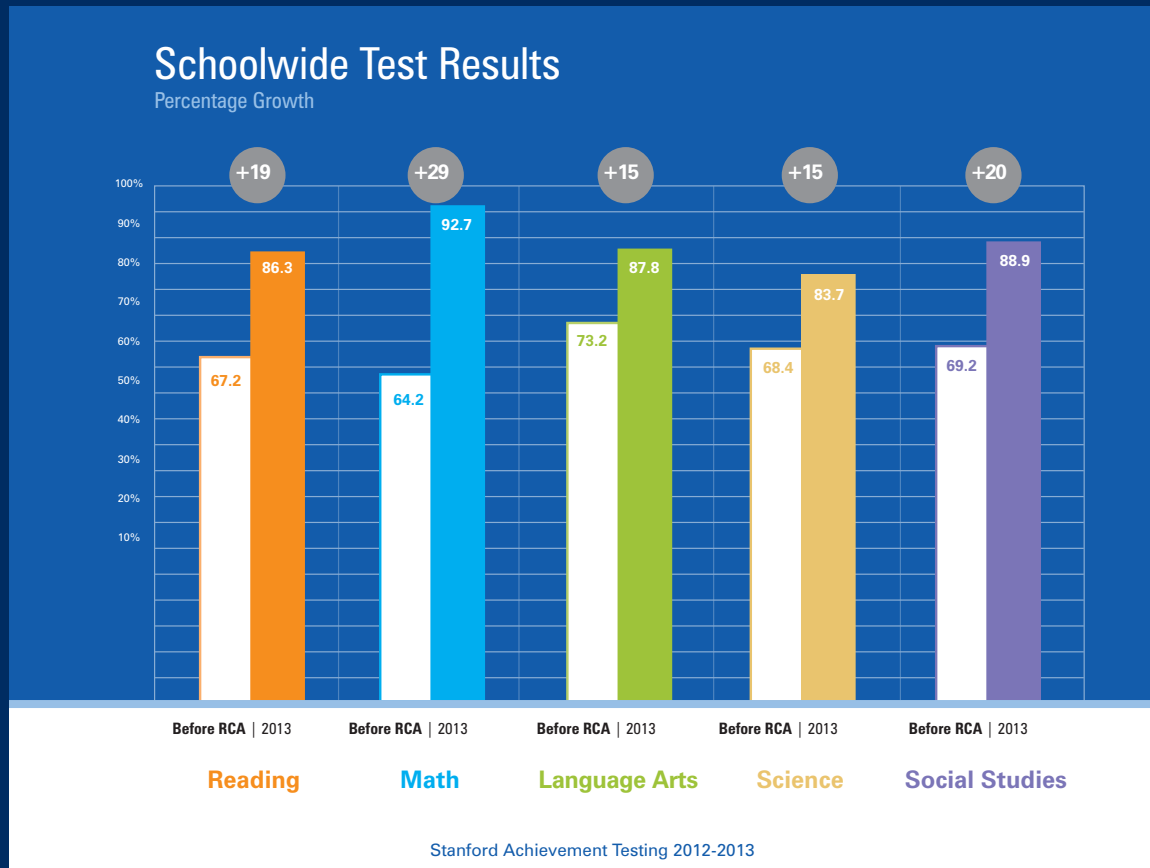


" The Ron Clark Academy has molded me into a scholar and well-rounded person, and for that I will always be forever grateful to Mr. Clark, Mrs Bearden, and the whole RCA family!

by Daryl Ann Coss
8th Grade Student

STUDENT SUCCESS

2012-2013 PR Gains by Subject



STUDENT SUCCESS

Students validate the success of RCA's learning environment: each class experiences double percentile increases in performance across all subject areas during the first academic year and continues to improve over time.

The first four graduating classes received over \$5 million in academic scholarships to premiere high schools in Georgia and beyond.

ENROLLMENT

RCA currently enrolls 110 students in grades five through eight who have had various levels of academic success prior to attending the Academy.

While students represent diverse academic and socio-economic backgrounds, 90% of RCA families have an average annual income less than \$34,000.



CHAMPION TEACHERS AROUND THE WORLD

As a child, my parents always said I could be whatever I wanted when I grew up. At age 5, I had it all figured out! I wanted to be the next World Wrestling Federation heavyweight champion, just like my idol, Hulk Hogan. Unfortunately, genetics were not on my side, and apparently 5'10" 140 pound guys just aren't cut out to be professional wrestlers.

While that dream didn't come through, becoming a championship teacher proved to be my calling. With the classroom as my ring, and my teaching as my headlocks and dropkicks, I found myself going head to head with the challenges of being a teacher. From the child who didn't know how to read, to the parent who wanted that A more than their child, and of course the class that just wouldn't stop talking, teaching was a match that seemed much harder than going up against any larger-than-life wrestler. It was through practice, learning from others, and some good ol' hard work though that I started feeling more like a champ.

And now, as I travel from Virginia to Vegas, Ohio to Honduras, and everywhere in between as the Ron Clark Academy Director of School Implementation, I witness teachers being champions in their rings each and every day after coming through *The RCA Experience*.

Never did I imagine that the lessons I taught or workshops I conducted would inspire other educators to become better in their classrooms. Now when I observe a classroom using the "AWWWESOME" chant or playing the dice game or holding debates, it has proven to me that good teaching has no boundaries, no class system, no race, and no language.

We all need heroes, idols, and larger-than-life characters in our lives. I now realize that many people have decided to just roll them all up into one and become a championship teacher.



"Never did I imagine that the lessons I taught or workshops I conducted would inspire other educators to become better in their classrooms."

MR. ADAM DOVICO

RCA Implementation Specialist



THE RCA EXPERIENCE

EDUCATOR TRAINING

Accomplishments and Growth Plans for Educator Training

The RCA Experience has welcomed over 18,000 educators and impacted over 10 million students from around the world over the past six years. Superintendents, administrators, teachers, and educational leaders have been trained by The Ron Clark Academy (RCA) staff and have taken new ideas and innovative methods back to their respective schools to make a change in the lives of their students.

As new standards and challenging assessments become more common in schools, RCA will continue to develop appropriate training opportunities for educators as they come through our doors in order to properly prepare them for educating their students.

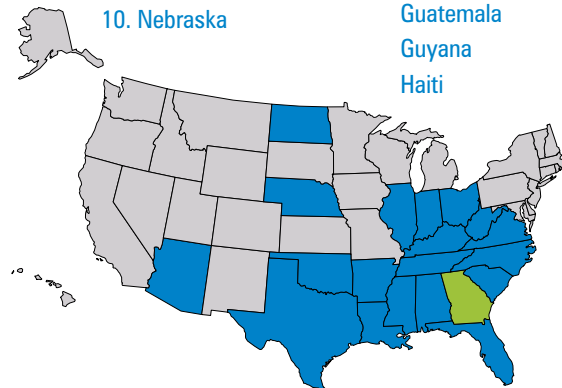
Content specific training will be a desired next step for many educators, as RCA instructors can conduct valuable conversations and lessons within their specialty areas.

Top 10 States:

1. Georgia
2. North Carolina
3. South Carolina
4. Kentucky
5. Tennessee
6. Texas
7. Florida
8. Indiana
9. Virginia
10. Nebraska

Educators have traveled from over 22 different countries

Australia	Israel
Canada	Italy
China	Japan
Costa Rica	Kaenataka, India
Egypt	Kenya
Finland	Mexico
France	Singapore
Greece	South Africa
Guatemala	Trinidad
Guyana	UK
Haiti	West Bengl, India



Top 20 states where educators have traveled from are labeled in blue

18,000
EDUCATORS

22
COUNTRIES

6
YEARS

95%
OF EDUCATORS TRAINED
indicated that they will be able
to use the RCA strategies

40%
INCREASE IN STUDENT
ENGAGEMENT
after attending RCA



STAFF

Susan Barnes

Language Arts and
Reading Teacher

Joey Barr

Finance Manager

Kim Bearden

Co-founder,
Executive Director,
Language Arts Teacher

Junior Bernadin

Technology Manager

Kirk Brown

Director of Development

Lazarus Bruner

Head Basketball Coach

Ron Clark

Co-founder, Mathematics
and Global Studies Teacher

Gina Coss

Social Studies and
Science Teacher

Adam Dovico

RCA Implementation
Specialist

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Language Arts Teacher

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Social Studies and
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Wade King

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Science Teacher

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Kennedy Reddick

Assistant

Ken Townsel

Science Teacher

Ben Walker

Physical Education
Instructor

Aungelita Williams

Educator Training
Coordinator



RCA HOUSE LEADERS Class of 2014



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.



@kimbearden

MS. KIM BEARDEN

Cofounder,
Executive Director,
Language Arts Teacher



@ronclarkacademy

MR. RON CLARK

Cofounder,
Mathematics and
Global Studies Teacher



@arauzing

MS. SUSAN BARNES

Language Arts and
Reading Teacher



@GinaCoss

MS. GINA COSS

Social Studies and
Science Teacher



MS. JOYCE ESTRADA

Spanish Teacher



MS. PAMELA HASKINS

Language Arts Teacher



MS. SARAH HILDEBRAND

Social Studies and
Reading Teacher



@drvcjones

DR. CAMILLE JONES

Mathematics Teacher



@WadeKing7

MR. WADE KING

Social Studies and
Science Teacher



MR. KEN TOWNSEL

Science Teacher



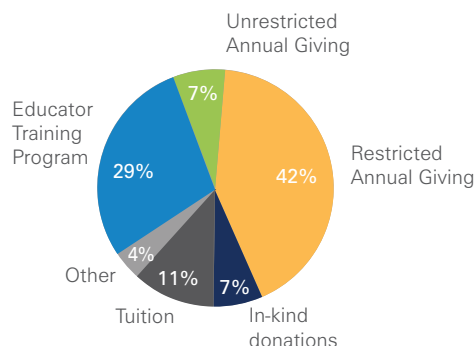
@WalkerBenjamin

MR. BEN WALKER

Physical Education Teacher

BY THE NUMBERS

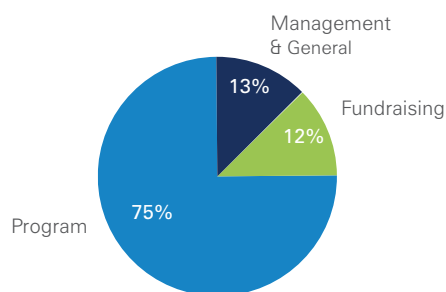
2012-2013 Financial Highlights | JULY 1, 2012 - JUNE 30, 2013



Operational Revenue

Operational Revenue

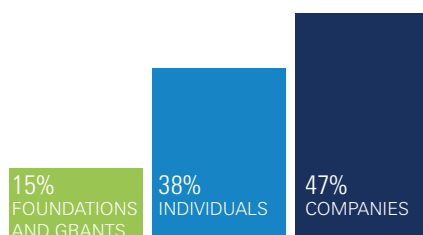
	2012-2013	2011-2012
Unrestricted Annual Giving	\$301,326	\$536,436
Restricted Annual Giving <i>Including the Capital Campaign</i>	\$1,738,302	\$487,015
In-kind donations <i>Travel, equipment, and services</i>	\$290,057	\$344,327
Tuition	\$449,659	\$485,074
Educator Training Program <i>Fees from training days and conferences</i>	\$1,183,473	\$1,245,570
Other	\$157,204	\$42,139
Total Contributions	\$4,120,021	\$3,140,561



Operational Expenses

Operational Expenses

Program	\$2,168,876	\$2,212,025
Management and General	\$363,939	\$433,050
Fundraising	\$360,970	\$442,890
Total Expenses	\$2,893,785	\$3,087,965
Impaired Loss of Land and Building*	\$837,808	
Interest Rate Swap	\$82,998	
Total Expenses + Loss	\$3,814,591	



Fundraising Contributions

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

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

For 2012, the restricted annual giving was dedicated to the first RCA Capital Campaign.

* RCA purchased existing property from Founder by paying off Founder's loan. There was no cash made by Founder on the transaction.



CAPITAL CAMPAIGN

Demand for our revolutionary professional development program continues to grow. Because the RCA campus lacks sufficient space to accommodate the number of educators who request to participate in our program, RCA and its board of trustees launched a \$4.8 million campaign to expand capacity for our educator training program.

The new 25,000-square foot addition will serve as a state-of-the-art educator training facility and will accommodate student lunches, PE class, and finally a place to hold up to 600 students and educators at one time.

\$4.8
MILLION PLEDGED IN
CAPITAL CAMPAIGN

100%
PARTICIPATION
FROM RCA BOARD

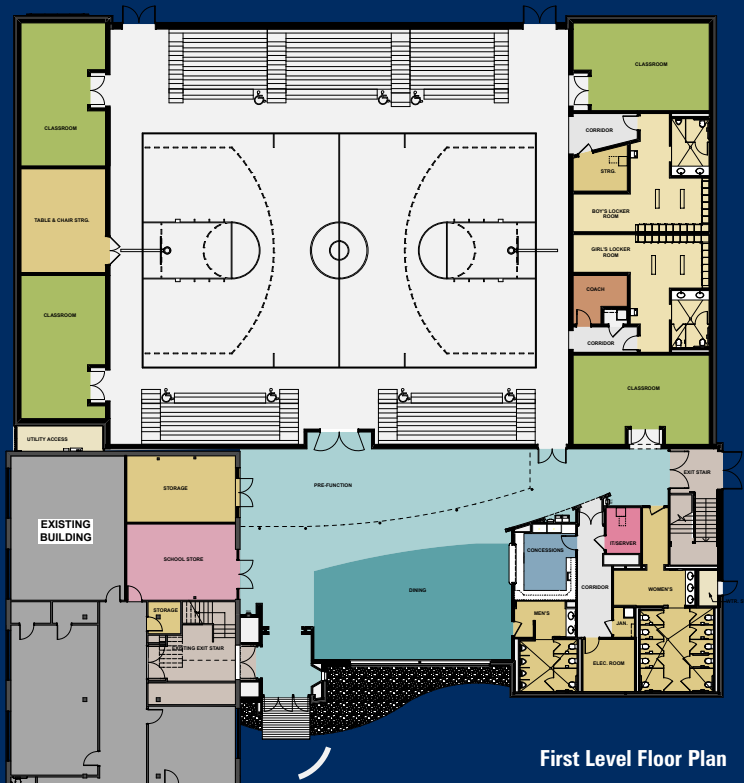
1
YEAR
CAMPAIGN

2014
GROUNDBREAKING

We thank you for your support to help grow our mission and impact education worldwide.

COMING SOON

Multi-Purpose Gymnasium and Classroom Building Expansion



First Level Floor Plan



Second Level Floor Plan

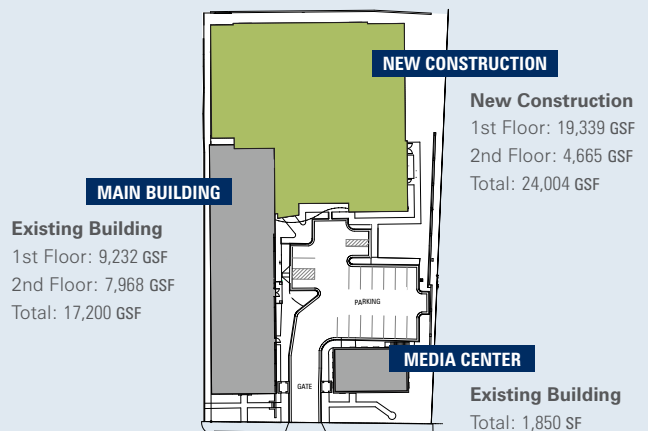
We appreciate all the members of the Ron Clark Academy community who played a meaningful role in this campaign. Each personal contribution varies, and all are significant.

Architects:

Collins Cooper Carusi Architects
JE Dunn Construction Company

Capital Campaign Committee:

Brant Standridge, Campaign Chair
Ingrid Saunders Jones, Honorary Co-Chair
Dr. Betty Siegel, Honorary Co-Chair



The Ron Clark Academy Site Plan



THANK YOU, DONORS

Donations contributed between
JULY 1, 2012 - JUNE 30, 2013

RCA DONORS

\$100,000 and above

Companies & Foundations:

BB&T
Delta Air Lines*
Georgia GOAL Scholarship Program
Promethean
Selby & Richard McRae Foundation
The Coca-Cola Foundation

\$50,000 - \$99,999

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SunTrust Bank

Individuals

Anonymous
Anonymous

\$25,000 - \$49,999

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Verizon Wireless
Zeist Foundation

Individuals

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Anonymous

\$18,000 - \$24,999

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★ SCHOLARSHIP DONORS

\$18,000 a year per student

* IN-KIND DONORS

products or services donated in-kind

HEAD OF THE CLASS



THANK YOU!

RCA DONORS

(\$10,000 to \$17,999)

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(\$1,000 – \$4,999)

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Paul Garnes
Cathie Day Geraci
Bonita Norris Glover
Michael and Gail Graham

Set the tone for a love of learning!

“The potential is there; it is our responsibility to see it, to encourage it, and to let our children know that, without a doubt, we believe in their dreams.”

The End of Molasses Classes by Ron Clark

Suzanne Greeson
Stephanie Elaine Griggs
Sharon Guest
Jean P. Hague
Robert & Melanie Haley
Alice Hallenberg
Jamie and Julie Harper
Haynes Bridge Middle School
Kathleen Heltsley
Janet Henderson
Carol Henderson
Byron and Nancy Hicks
Roger A. House
Joyce and Leonard Hull
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