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CATALYST
COLLECTIVE

Annual Report

Message from the Founder & Executive Director



Have you ever felt stuck before? Have you ever grown tired of the path you were on and desired something new but didn't exactly know what you were looking for? During times like this, do you wish someone could just step into your life and show you some of the most overlooked talents and passions lying dormant within you? What if there were a way to gain extreme clarity on who you were uniquely made to be revealing the most likely path of success before you?

Sounds too good to be true, but would you be interested?

As we step into our 11th year of awakening the unique design and purpose of those we serve, we know that the problem we are solving is not just a teen issue, it's a human issue. Whether you are 16 or 60, marginalized or privileged, poor or rich, abused or well-protected, you are at risk of never fully stepping into the person you were born to be. There may be no greater regret and sorrow than to look back on your life and realize you never received the support or guidance you needed to make the impact you always hoped you could make.

Traditional nonprofits who serve at-risk students often create programs that are like band aids on a gunshot wound. Backpack drives, safe after school environments, financial assistance, scholarships, food pantries, mentoring, etc. All of which are good things, and things we have even done ourselves over the

past decade but they don't stop the bleeding nor heal the wound.

We would like to propose a different idea.

One that we have seen radically awaken and restore people young and old, time and time again. At the center of it is something we call the Purpose Project. The Purpose Project is an experience that quickly dissects the problem and the opportunity within an individual and presents a path toward healing and purpose in a matter of hours vs the decades it can often take to embrace this level of clarity and confidence.

In the following pages we will share with you our progress in 2021 and our ongoing strategy for 2022 and beyond. We will invite you into this journey with us and celebrate the lives we have impacted thus far. It is our belief that every student should have the opportunity to become a resilient, productive member of society and that this is achievable if we truly understand the war that we are in and what is at stake if we fail.

Only a lack of imagination, sacrifice and faith can stop us.

A handwritten signature in black ink, appearing to read 'Joe Elliott', with a stylized, cursive script.

Joe Elliott

Founder & Executive Director

Catalyst Collective

Purpose

CAT●A●LYST /kad(ə)ləst/ noun

1. Something that increases the rate of a change without itself undergoing any permanent change.
2. A person or thing that precipitates an event.

**Catalyst exists to help
the next generation
discover and live
their purpose**

The Problem

Problems facing 12-29 year olds today are extensive and unrelenting.

A 2019 New York Times article highlights depression, anxiety, bullying, drugs, sex, poverty and gangs as the top problems teens face due to a lack of community. All of these challenges, and many more, can be a direct result of a lack of the following:

- 1. IDENTITY**
- 2. PURPOSE**
- 3. BELONGING**



Identity: Who am I?

Creating safe, accessible environments is not enough. One's environment must be able to carry them from where they are today to where they could be tomorrow. In order to accomplish this, trust must be earned and hearts and minds must be reached. Catalyst's Purpose Project focuses on shaping identity from the moment we are introduced to a teen or young adult. This approach allows us to build a bond quickly while simultaneously challenging the way they think about themselves and the world around them.

Purpose: Why am I here?

Creating environments that shape identities in healthy ways would still fall short if opportunities for growth were not utilized. Social media has given narcissism fertile soil to grow in. As a result, young people are becoming more self absorbed than ever before. Catalyst is pioneering new ways to change the direction of this trend by providing a host of opportunities for young people to explore, develop and release their gifts and passions into the world in a positive way.

Belonging: Where do I fit in?

Where do you turn for advice and support when it matters most? A highly accessible community provides consistency and safety to a generation that has gone unparented and unmentored for far too long. It assures them that they'll always have somewhere to go no matter how difficult life gets. Establishing this community is the most innovative, ambitious and vital part of our strategy.



Guiding Principles

Students for Life

We commit to the process of holistic development as we challenge ourselves personally, professionally and spiritually. As lifelong students, we deepen our self-awareness by approaching every situation with humility and coachability.

Attitude Determines Altitude

We commit to choosing an attitude that places faith in our personal ability and in the ability of others we work with and serve. A mindset that encourages yourself, others and the purpose of the organization enables everyone to enjoy the ride.

Makers over Takers

We commit to taking initiative and owning the opportunities we come across to make a difference in the lives of others. Makers are versatile and are always looking for ways to cultivate excellence in all they do.



Communication Builds Trust

We commit to creating open lines of communication with everyone around us.

Endure Fear & Embrace Failure

We commit to not letting fear prevent us from doing what is right and needed. Failure cultivates us in positive ways and can inspire us to continue innovating when we refuse to quit.

Lead & Bleed

We commit to leading by example even when it costs us more than we would want it to. Our aim is to apply our unique design in a way that inspires others to follow our lead and that brings out the best in them. positive ways and can inspire us to continue innovating when we refuse to quit.

Unity in Diversity

We commit to valuing the differences we find in others and to always look for ways to unite around our common goals.



Our Strategy

Catalyst's three tier approach engages and empowers not only students but those who influence them as well while guiding everyone toward a deeper sense of identity, purpose and belonging.

Tier 1:

The Influencers

Tier 2:

The Students

Tier 3:

The Community



Tier 1 - The Influencers

Most of us would agree that it is difficult to raise healthy teens without healthy adults in the picture. Yet today, over 90% of teens say they do not have a positive, consistent adult in their life they turn to on a regular basis. Let's look at things from their perspective for a moment.

We live in a dual-income society where parents have less time than ever to fully be present in the lives of their children. Nineteen million children in the US are currently living in a single parent household. Our public schools are overcrowded and filled with overworked, underpaid teachers struggling to provide sufficient attention to their students. The vast majority of young people no longer attend church where youth ministries once helped bridge the gap. Drugs, porn and mindless entertainment are more accessible than ever. Suicide among teens has skyrocketed and up to 35% have a diagnosable mental health issue.

And so we ask ourselves, who is in control of shaping all of these environments that students find themselves in? Influencers. Parents, teachers, coaches, politicians, ministers, business leaders, physicians, counselors.....adults. If you want to change how a young person thinks and behaves you must change what they experience and to do that, you must fight to restore the environments they find themselves in.

Catalyst's strategy to engage today's influencers is to introduce them to a new way of thinking and living through the Purpose Project. So here is what we have done and will do...

1. We created the Purpose Pro Podcast for Leaders

The Purpose Pro Podcast connects today's adult influencers to their unique design and purpose while providing simple and effective ways to lead themselves and others well. In 2021, we produced 3 seasons of the podcast with over a thousand downloads and an email subscriber base of over 6,000 receiving content from us each week. This strategy has helped us recruit more mentors and donors, establish new strategic partnerships and develop a platform for us to guide those who are guiding the next generation.

Visit www.purposepro.com/podcast

2. We expanded our Purpose Project Experience for Adults

You can imagine how hard it is to ask an adult to guide a teen in discovering their unique identity and purpose when they do not have a strong grasp on that for themselves. We know that our best mentors, volunteers and donors have come from adults who have experienced the Purpose Project for themselves first. So if we need more healthy adults in order to reach the number of students in need, why wouldn't we invest in raising up these influencers? In 2021, we had 98 adults experience the Purpose Project and of those, 35% went on to get involved in our mission as either volunteers, donors or both. In 2022, we will expand these workshops into more churches and businesses in Greater Austin and beyond.

Visit www.purposepro.org/workshops

3. We created a curriculum for educators

The best way to help educators establish deeper connections to their students in a very short period of time is to guide them into how to host the Purpose Project in their own classrooms. In 2021, we partnered with several veteran Educators to rework the Purpose Project into a curriculum for middle school and high school students. This 19 session journey is some of the most dynamic content that combines social emotional learning and restorative practice philosophies into one powerful classroom experience. In 2022, we expect this curriculum to drive an additional \$25,000 in revenue to our mission, connect us to hundreds of new students and win dozens of educators over as champions of our mission..

Visit www.purposepro.org/curriculum

4. We launched an adult certification program

When you ask organizations who serve teens (like we have) why they struggle finding enough mentors, the answer is not complicated. Most adults feel they do not have the proper time or training to commit to mentoring. In 2021, we set out to start overcoming these challenges by creating the most advanced mentor training we believe exists in the US. We called it the Purpose Project Certified Guide program which launched last spring and by the end of the year had certified over 30 new mentors with an additional 35 in the process quickly making us one of the largest teen mentoring programs in the region. We also asked each mentor to commit to 6 different one hour sessions with a student that could take place in person or remote. By narrowing down the length at which a mentor was required to commit, we were able to overcome the idea that mentoring was like adoption and that if you said yes

to this, you would be taking on a student indefinitely. In 2022, our goal is to end the year with 100 fully certified guides.

Visit www.catalystcollective.community/getcertified

5. We became trauma informed care speakers

In partnership with Williamson County Juvenile Services and Bluebonnet Trails, we became certified Trauma Informed Care presenters and began educating influencers who work with teens on the topics of Neuroscience, Epigenetics, Adverse Childhood Experiences (ACES), and Resiliency. This training supports our mission in that it helps adults and students understand how the brain develops and what it takes to change our patterns of thinking and living. In 2021, we presented to over 60 influencers, introduced them to the work of Catalyst and began to pave the way to take this teaching to students in the classroom. In 2022, we expect to double the amount of influencers we present to and are exploring a video course on the topic that can help expand our education and mission into new areas of our community.

For more info, email us at info@catalystcollective.community

Tier 2 - The Students

The trick to engaging teens in a meaningful way is to not appeal to their boredom by offering them more opportunities to have fun or be entertained, but rather appeal to the silent pain they carry in wondering who they are (Identity), why they are alive (Purpose), and where they fit in (Belonging). It's important to remember that teenagers have almost all of the same capabilities as adults with very few of the responsibilities. They are the world's greatest consumers and most of us adults cross our fingers hoping they will become brilliant producers one day. The path we have given them to become producers is to lower their educational standards, keep them from obtaining meaningful jobs, cram them into a sport they are highly unlikely to make a living at, supply them with devices so they can be constantly entertained and distracted from the reality that they lack awareness, feel directionless, and are alone.

Within the first 15 minutes of being introduced to a student, we tell them the truth. We walk them through the history of teenagers and show them a world that didn't always used to be like this. A world where teens were once society's greatest activists, innovators and producers. A world where they used their time to serve, find solutions to problems, challenge their mind and influence change. We then invite them to take our Purpose Project Survey which assesses each students' life experiences, personality type, natural talents, core values, motivators and passions before pulling all of these pieces together to paint a picture of the potential impact they could have in the world. Within the first 60 minutes of connecting with a student, we have advanced their level of self awareness while injecting hope and excitement about the path they could be on to bring their unique purpose to life.

And that is only the beginning.

Here is how the second tier of our strategy has and will continue to play out...

1. We expanded our presence outside of local courts

In 2021, on a very limited budget with pandemic shut downs, schools closed to outside organizations, and courts not hearing as many juvenile cases, we still took 157 students through the Purpose Project. We pivoted and began to develop relationships with new entities who could connect us to teens. These new organizations which included other non-profits, churches and businesses expanded our network and allowed us to connect with a wider variety of influencers. In 2022, we will continue to grow this network by reaching out to schools with our curriculum, courts with our mentor program and non-profits with our ability to scale our strategy in developing leaders both young and old.

2. We built a platform and process that can scale nationwide

To be a successful non-profit, you must think like any healthy for-profit business would if you want to grow. You must understand how your current strategy can survive at scale. As a result, we invested in building a custom software platform, called Purpose Pro Labs, that can manage mentor/mentee relationships no matter where they take place. This solution gives us the ability to measure our impact more thoroughly, quickly identify student needs and opportunities, and allow students to find and connect with other mentors paving the way for a many to one model of mentorship.

To schedule a tour of this software visit www.purposepro.org/curriculum

3. We are bringing back internships and our Academy of Awesome

With two years of the pandemic behind us, we expect there to be not only a return to the office, but a return to in person events. By leveraging new funding from Williamson County Juvenile Services, we plan to offer dozens of summer opportunities to students to explore their gifts and passions. It's what we call the Academy of Awesome. These classes will focus on many of the opportunities that schools do not provide and that most underprivileged families cannot afford.

If you have interest in hosting an opportunity to help students explore a specific talent or passion, please email us at info@catalystcollective.community.

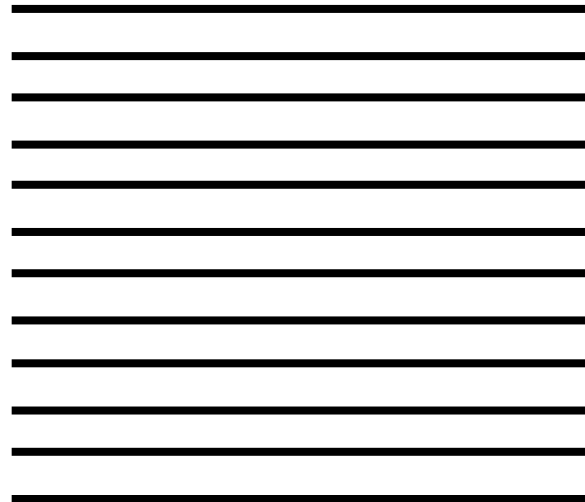
4. We are piloting a membership model for students

Finally, we recognize how hard it is to help students feel a part of a community without a physical place to gather, but that is not stopping us from trying. This year we will pilot a membership for students who graduate from the Purpose Project and desire to continue developing their gifts and passions. While the details have not been worked out yet, we expect that this membership will include additional mentoring opportunities, potential internships, connections to local employment and incentives to continue developing. As always, we will scholarship any student who cannot afford the membership so that there is no barrier to joining.

Tier 3 - The Community

With the right partners and financing, our deepest desire is to build an innovative, 24/7 community space that engages students and influencers in an environment that they feel they truly belong to. This is a proposed multi-use and collaborative space with live music, events, learning opportunities and philanthropic, missional thinking engrained in everything that takes place. We like to think of this as a community incubator by day and an exciting event space and training lab by night.

“Sometimes you want to go where everybody knows your name” - Cheers



Proposed elements include:

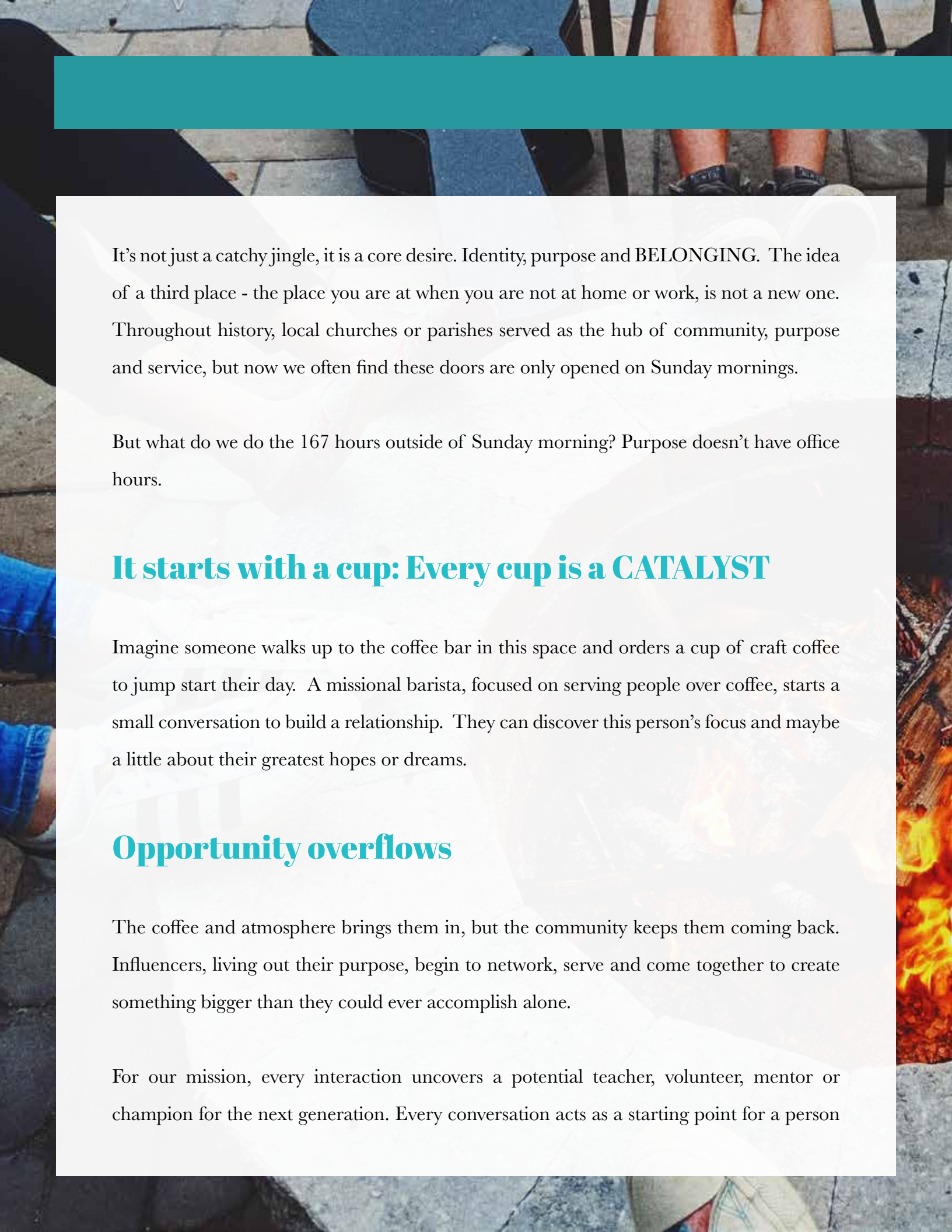
An inspiring, supportive coworking environment - Although access will always be open to the community, creative and social entrepreneurs across multiple sectors will be invited to purchase memberships that will give them access to meeting rooms and reserved tables.

Ongoing development opportunities through creative workshops and learning labs - Catalyst will host a variety of workshops, seminars, and mixers each week based on the needs of our members and the local community.

A commitment to help the next generation discover and live out their purpose - Our members will receive discounts and added perks for mentoring younger apprentices and for teaching free seminars, classes, etc. It is important that we cultivate socially conscious, young professionals who are able to accurately measure the effectiveness of their work.

Catalyst is currently seeking \$500,000 to launch this space with multiple sites already identified. This money will allow us to build a self sustaining community space that we believe will become a prototype of others to come.

“Sometimes you want to go where everybody knows your name” - Cheers



It's not just a catchy jingle, it is a core desire. Identity, purpose and BELONGING. The idea of a third place - the place you are at when you are not at home or work, is not a new one. Throughout history, local churches or parishes served as the hub of community, purpose and service, but now we often find these doors are only opened on Sunday mornings.

But what do we do the 167 hours outside of Sunday morning? Purpose doesn't have office hours.

It starts with a cup: Every cup is a CATALYST

Imagine someone walks up to the coffee bar in this space and orders a cup of craft coffee to jump start their day. A missional barista, focused on serving people over coffee, starts a small conversation to build a relationship. They can discover this person's focus and maybe a little about their greatest hopes or dreams.

Opportunity overflows

The coffee and atmosphere brings them in, but the community keeps them coming back. Influencers, living out their purpose, begin to network, serve and come together to create something bigger than they could ever accomplish alone.

For our mission, every interaction uncovers a potential teacher, volunteer, mentor or champion for the next generation. Every conversation acts as a starting point for a person

A person wearing a dark blue jacket is seated in a wheelchair on a paved surface. A teal horizontal bar is positioned at the top of the image. The background is a faded, light-colored image of a person in a wheelchair, overlaid on the main scene.

to leverage their unique design, gifts and experiences to serve a struggling generation.

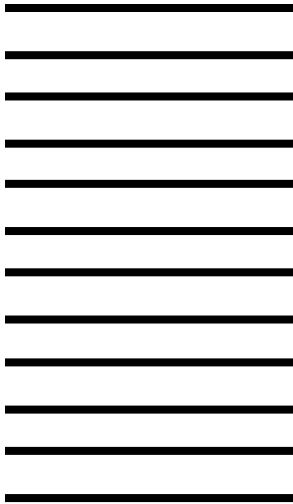
For students, every moment they spend here deepens their sense of identity, purpose and belonging. It is a place where they come as they are and begin to step into who they were designed to be. Meanwhile, workshops, free community classes and live music events keep them engaged and on track to further develop who they are uniquely made to be..

There is a saying we love here in Austin, Texas: “What starts here changes the world.” We know this to be true for Catalyst as well. This space will not only act as a catalyst in our local communities, but as a replicable model that will empower mentors nationwide.



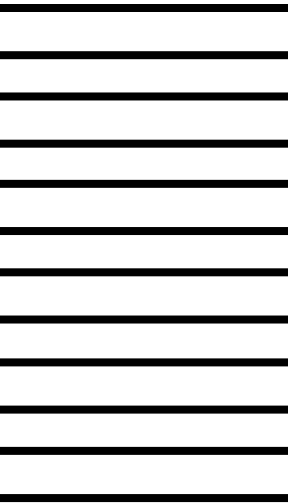
"I really enjoyed this project because it helped me understand myself and others better"

Alex
10th Grade



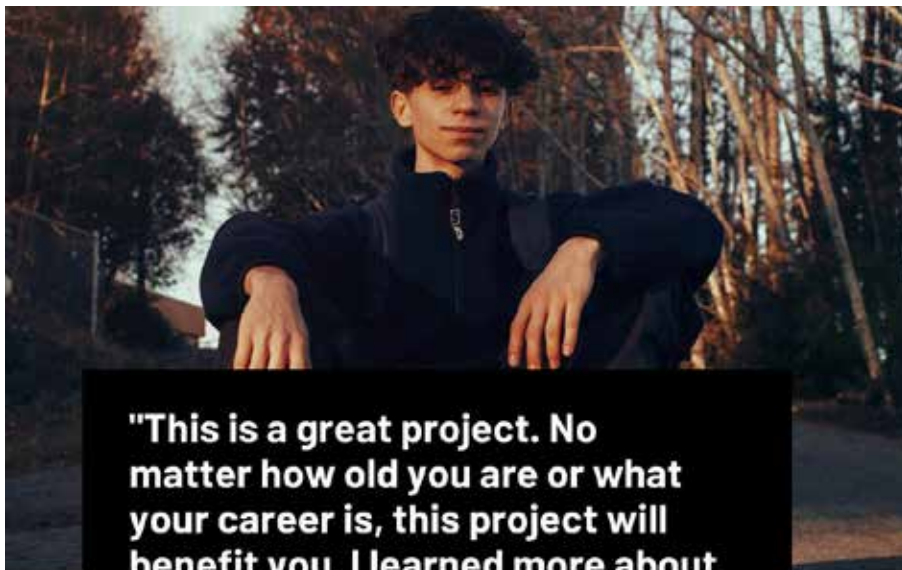
"These group discussions helped me find my passions and realize my strengths. Knowing this at a young age gives me a huge headstart in life. "

Daniela
11th Grade



"This organization has helped me find what I truly want to do and who I want to be"

Natasha
10th Grade



"This is a great project. No matter how old you are or what your career is, this project will benefit you. I learned more about myself than I have in the past 5 years."

Miguel
12th Grade

Financials

Even though we brought in a record **\$239,000** in revenue for 2021, it was not without much struggle and sacrifice. At his request, we cut our Executive Directors salary in half to only **\$24,000** so that we could keep our programs running and staff from missing a paycheck. Others we worked with also made their own sacrifices in lowering the fees they charged and offering in kind donations wherever possible.

As we reflect back, we took some risk on the financial front by choosing to have faith in our process and invest in non standard expenditures which we felt were vital to our short and long term success. Those costs included our Purpose Pro Labs software (\$25k), our Purpose Project Student Edition curriculum (\$20k), and our certified guide course (\$30k). We believe the payback time for each of these investments to be about 18 to 24 months.

We ended 2021 with a net gain of **\$1,953.47**. Adding this to where we started the year, we begin 2022 with just over **\$47,000** in our account.

At the end of the year we also opened up a brokerage account for the organization under Charles Schwab. Moving forward, donors now have the opportunity to donate stock to our organization while they receive not only a tax break, but potentially avoid capital gains stocks on some of their winning positions. To learn more about how to donate stock, email joe@catalystcollective.community.

In 2022, we will set our annual budget at just under \$275,000 as we expect new revenue streams from products and services to begin supporting our mission and become more intentional about inviting others to financially support us. For access to our previous 990 filings visit www.catalystcollective.community/vision.

	Income	Expenses	Total Net
2014	\$95,170	\$92,352	\$2,818
2015	\$133,593	\$136,095	-\$2,502
2016	\$166,959	\$161,513	\$5,446
2017	\$160,764	\$152,246	\$8,518
2018	\$192,131	\$186,369	\$5,762
2019	\$169,807	\$171,046	-\$1,239
2020	\$174,807	\$149,288	\$25,519
2021	\$239,524	\$237,571	\$1,953

How to Get Involved

Our heart wants to say YES to every young person we meet that is looking for guidance, support, and counsel. The challenge is we do not have enough staff or volunteers available to connect with the number of young people we are meeting. The greatest gift you could give to the next generation is your effort. Here is how you can join the ground-breaking work Catalyst is doing and experience the development of your own gifts and passions at the same time.

Option 1:

Sign up for a Purpose Project private workshop yourself and become a certified guide afterward if you have one hour a week you can invest in a teen or young adult for 6 weeks. You can do this all remotely!. Get started right now at www.purposepro.org.

Option 2:

Become a financial partner and sponsor the next student or mentor who desires to experience the Purpose Project. Visit www.catalystcollective.community and select Donate.

Board and Sponsors

**A special thank you to all of this year's
corporate sponsors:**

Dell Computers

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Williamson County Juvenile Services

Topaz Sales Consulting

Ballistic Blade

Austin Christian Fellowship

Wilco Workspaces

Austin Foursquare Church

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Small Business Owner, Youth Advocate

Peyton Williams, Board Member (New for 2022)
Small Business Owner, Former Student

Andrea Austin, Board Member
(Stepping down for 2022)
Nokia, VP of Sales

Closing Thought

We hit the ground running in 2022 with a focus on presenting our mission to more of our city and state. Our plan is to end the year with over 45k in new services revenue (almost a 4x increase), 100 certified guides (3x our current status), and raise an additional 30k in new donations. We spent time establishing our foundation in order to grow and now it's time to do that. If there is something you have read here that interests you, we invite you to reach out and schedule time to connect.





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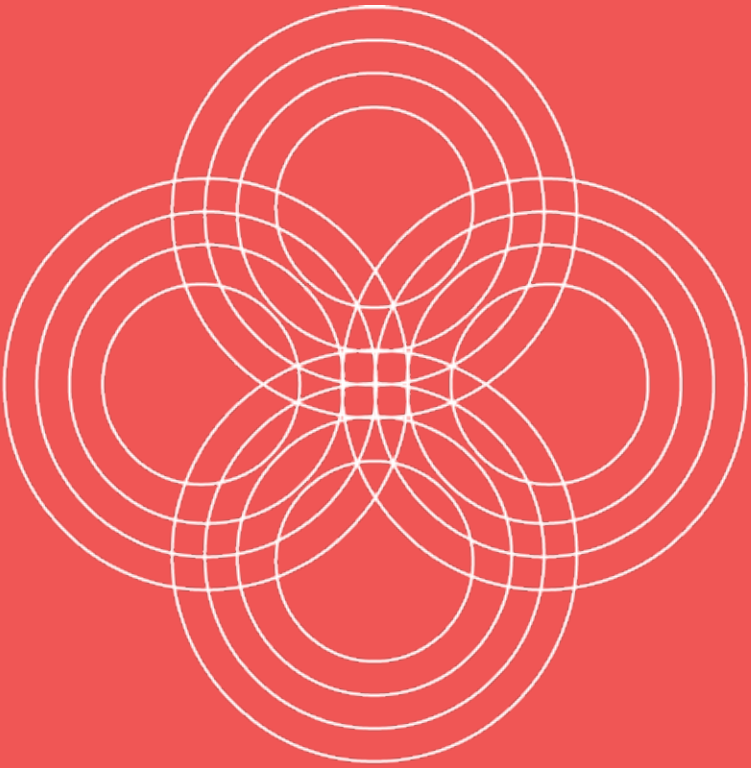
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Chat with us online at www.catalystcollective.community



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