

# SA2020<sup>®</sup> SERVES AS THE CATALYST FOR PROGRESS ON THE SA2020 COMMUNITY VISION.

2014 ANNUAL REPORT

WE CONNECT THE COMMUNITY FOR A STRONGER SAN ANTONIO.

## WE MEASURE PROGRESS

[WWW.SA2020.ORG/PROGRESS](http://WWW.SA2020.ORG/PROGRESS)

### IN 2014, WE...

- Built an integrated, real-time data dashboard that shows up-to-date progress towards the SA2020 outcomes
- Objectively measured progress on the community's goals, using 58 measures of success
- Produced an annual report, highlighting successes and challenges
- Worked with CEOs for Cities to produce the SA2020 City Dividends™

"There is no city and there is no organization that is more impressive and is doing more than SA2020." - Lee Fisher, CEO, CEOs for Cities

## WE SUPPORT PARTNERS

[WWW.SA2020.ORG/PARTNERS](http://WWW.SA2020.ORG/PARTNERS)



**89 partners** provided opportunities for individual engagement on our website.

### DESTINATION COLLEGE

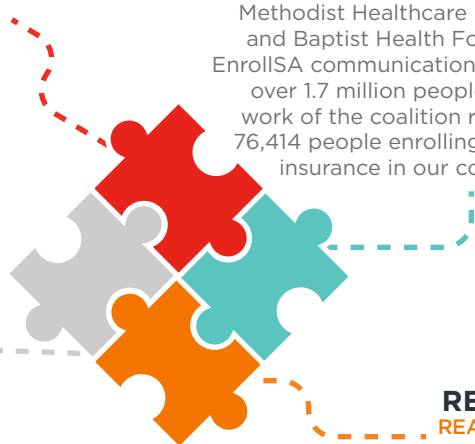
[IKNOWWHEREIMGOING.COM](http://IKNOWWHEREIMGOING.COM)

Together, with 15 other organizations, SA2020 hosted Destination College. In its fourth year, College Signing Day hosted First Lady Michelle Obama, who launched her Reach Higher campaign from UTSA. Plus, more than 2,900 students, parents, and chaperones participated in this week of free events created to celebrate San Antonio as a college town and a college-going town.

### TALENT PIPELINE

[SA2020.ORG/REPORTS](http://SA2020.ORG/REPORTS)

With funding from Lumina Foundation and JPMorgan Chase Foundation, SA2020 launched the Talent Pipeline Task Force, connecting industry and educational institutions to address San Antonio's existing and future workforce needs.



### ENROLLSA

[ENROLLSA.COM](http://ENROLLSA.COM)

SA2020 joined the EnrollSA/Get Bexar Covered coalition of over 40 healthcare and nonprofit organizations. With funding from CHRISTUS, Methodist Healthcare Ministries, and Baptist Health Foundation, EnrollSA communications reached over 1.7 million people, and the work of the coalition resulted in 76,414 people enrolling in health insurance in our community.

### READYKIDSA

[READYKIDSA.COM](http://READYKIDSA.COM)

SA2020 sub-contracted with United Way of San Antonio & Bexar County on ReadyKidSA, a new coalition of over 50 partners dedicated to providing early childhood resources for families.

"SA2020 is not just an organization - a noun - SA2020 is a verb. SA2020 is about action rooted in measurable data and a future focus on systemic change."  
- Andrea Guajardo, MPH, Director, Community Health, CHRISTUS Santa Rosa Health System

## WE ENGAGE THE PUBLIC

[WWW.SA2020.ORG/GET-INVOLVED](http://WWW.SA2020.ORG/GET-INVOLVED)

### IN 2014...



- 81 blogs were written by 32 community authors, including high school and college students, grassroots leaders, and local philanthropists.



- Our social media sites saw an average increase of 231% in followers.



- Our new endorsement program reached over 15,000 people in less than 4 months.



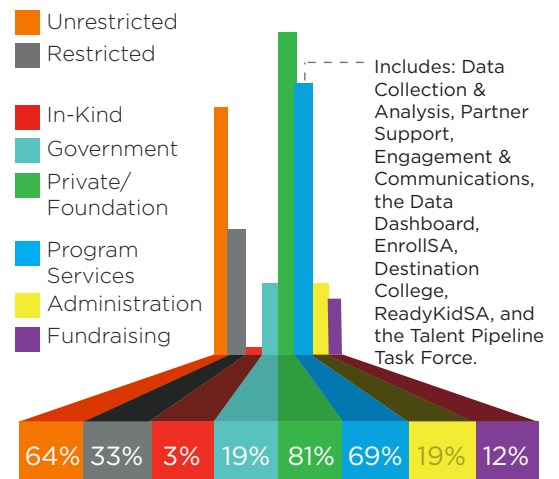
- SA2020 team members attended more than 120 community events.



- SA2020.org had a 55% increase in visitors, a 64% increase in pageviews, and a 51% increase in profiles created.

## AT SA2020 WE WORK TOWARDS OUTCOMES

### 2014 FINANCIALS



# SA2020® 2014 DONORS

## FOUNDATIONS

Baptist Health Foundation of San Antonio  
JPMorgan Chase Foundation  
Living Cities  
Methodist Healthcare Ministries of South Texas, Inc.  
A grant from the Katherine C. Carmody Fund of the  
San Antonio Area Foundation  
The Coca-Cola Foundation  
The Kresge Foundation  
Lumina Foundation  
Anonymous

## CORPORATIONS/OTHER

AAMCO Ingram  
AAMCO Speedway  
Asset Essentials  
Branton Hall Rodriguez Cruz, P.C.  
C.H. Guenther & Son, Inc.  
CENTRO San Antonio  
Chicago Title  
CHRISTUS Santa Rosa Health System  
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Swab Development  
The Arsenal Group  
The Rivard Report  
United Way of San Antonio & Bexar County  
VIA Metropolitan Transit  
Visionworks  
Water Exploration, Ltd.

## GOVERNMENT

City of San Antonio

## IN-KIND

Hornberger, Fuller & Garza, Inc.  
Page Barteau Catering  
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Silver Eagle Distributors L.P.  
Yelp San Antonio  
Rackspace Hosting

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