NOW IS THE TIME FOR A CHANGE IN EDUCATION

We founded TEA on some important guiding principles and core values. In modern times like these, we must lean on them to guide us forward, together.

• Compassion. As global citizens, we empathize with and advocate for others.
• Collaboration. Earth is a shared resource, so we are collaborators and stewards of our environment.
• Courage. We intentionally push ourselves outside of our comfort zones, where the learning really happens.
• Creativity. We embrace change because relentless iteration is essential for growth.
• Call to Action. We engage young people in real problems because they are highly creative and capable of effecting positive change in the world.

These values and beliefs are core elements of our culture at TEA today. They are embedded in our learner outcomes, guide schoolwide decisions, and embody the most important elements for which we stand.

Our mission is to provide students with opportunities to develop their own critical thinking, sense of self, and ability to engage with one another and the world. To do so we must provide multiple perspectives and foster learning environments that allow for and support healthy, constructive discourse, even with polarizing topics.

A fantastic example of this kind of conversation occurred during our 2019 Winter Film Festival when a group of ten TEA high school students presented their short film about “Gun Control.” In a packed house of 150+ people, they had an open dialogue about this heated topic and held fast to their conflicting beliefs. This constructive discourse was a perfect example of the kind of dialogue we support and encourage.

Look ahead, we are excited for our students to continue showing us the way forward, together, in this complex, fast-paced world.

TAYLOR SIMMERS,
CO-FOUNDER
TEA: WE ARE REAL WORLD PROBLEM SOLVERS

TEA'S VISION:
WE BELIEVE IN THE INFINITE POWER OF YOUNG PEOPLE

We are a fully accredited, Pre-K-12 school developing creative, resilient and character-rich youth who are using their intelligence to improve the world. Our students are actively solving real-world problems in hands-on environments, all alongside highly trained teachers and trail-blazing industry leaders.

TEA'S MISSION:
EMPOWERING A NEW GENERATION OF CREATIVE PROBLEM SOLVERS WITH A SOCIAL CONSCIENCE

Powered by Constructive Adversity®, TEA’s forward thinking educational design combines academic excellence, character building, and real world adventures to develop confident and creative problem solvers who thrive in and contribute to dynamic and challenging environments.
**TEA’S VALUES:**
**BUILDING CHARACTER FOR A BETTER WORLD**

- We fight for a society that encourages young people to explore, experiment and take healthy risks—so they can turn adversity into growth.
- We are global citizens who empathize with and advocate for others and who are collaborators and stewards for the environment.
- We connect academic and emotional learning to real work on the most meaningful challenges of our time and place.
- We harness the power of young people—not by “preparing future leaders,” but by tapping their radically creative contributions right now.

To bring this mission and vision to life, TEA focuses on the cultivation of eight essential character-based values, which are enabled and strengthened by incredible TEAchers and role models.

<table>
<thead>
<tr>
<th><strong>HABITS OF SCHOLARSHIP</strong></th>
<th><strong>RELATIONAL CHARACTER TRAITS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Collaboration:</strong> learning how to work together in a variety of environments</td>
<td><strong>Empathy:</strong> showing the ability to understand and share the feelings of another</td>
</tr>
<tr>
<td><strong>Craftsmanship:</strong> attending to the quality of work in the things we create</td>
<td><strong>Stewardship:</strong> taking action and care of the environment</td>
</tr>
<tr>
<td><strong>Perseverance:</strong> having resilience in the face of adversity</td>
<td><strong>Advocacy:</strong> showing public support for people, causes and initiatives</td>
</tr>
<tr>
<td><strong>Responsibility:</strong> taking accountability and ownership for one’s actions and interactions</td>
<td><strong>Gratitude:</strong> giving appreciation for one another, ourselves and our environment</td>
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</tbody>
</table>
There are three primary categories of brain science that support our modern experiential approach called Constructive Adversity®.
1. BIOCHEMISTRY CREATES LASTING LESSONS AND MEMORIES

**Research Summary**
Adrenaline secreted during challenging and thrilling experiences burns the experience, memory and information into the long term memory bank. The limbic system includes the hypothalamus, the hippocampus, the amygdala, and other important brain structures that govern emotional responses, behavior, and long-term memory. The release of adrenaline increases levels of activity in these areas of the brain and has been associated with improved memory.

**Resources:**

2. HARDWIRING THE BRAIN FOR DIVERGENT THINKING

**Research Summary**
As a person gains new experiences, some synapses are kept and strengthened while others are eliminated. Synapses that are activated more often are preserved. Neurons that do not receive or transmit information gets damaged and die through apoptosis, a process termed synaptic pruning. By developing new connections and getting rid of weak ones, the brain adapts to the ever changing environment.

**Resources:**
https://www.star2.com/living/viewpoints/2015/08/02/your-brain-changes-with-every-new-experience/

**Research Summary**
Instead, Kathy Hirsh-Pasek and Roberta Michnick Golinkoff, well-known early childhood specialists, argue that today’s young people must complement content knowledge with skills like collaboration, communication, critical thinking, creative innovation and confidence. With the total corpus of information doubling every two-and-a-half years, our children will only become successful adults if they can readily adapt to new circumstances and make meaning from new information.

**Resources:**

3. HAPPINESS, CONFIDENCE AND SUCCESSFUL LEARNING COME FROM RISK TAKING

**Research Summary**
Positive psychologists, Robert Biswas-Diener and Todd Kashdan, claim that truly happy people understand “happiness is not just about doing things that you like. It also requires growth and adventuring beyond the boundaries of your comfort zone.”

**Resources:**

**Research Summary**
“The willingness to take risks is an important characteristic of an effective learner.”

**Resources:**
https://www.nurseryworld.co.uk/digital_assets/291/LDAAllaboutRisk.pdf
TEA FUNDAMENTALS:
BUILDING ON A SOLID FOUNDATION

• TEA is an active 501(c)(3) non-profit organization
• TEA is fully accredited by the Western Association of Schools and Colleges (WASC) for Pre-K-12th grades until 2024
• TEA uses national academic standards as foundational pieces of the program: Common Core State Standards, Next Generation Science Standards, Art and Music Standards, National Social Science Standards and National Foreign Language Standards
• All High school courses are University of California A-G approved

STAFF:
• 51 full time faculty and staff - hired nationally
• 8:1 student to teacher ratio in 2019-20

STUDENT BODY:
• 2011: 72 students in Pre-K-8th grades; 2019: 272 in Pre-K-12th grades
• Projected enrollment is 300 students for 2020-21
• Scholarships (FLEX Tuition) awards total over $1,200,000 in 2018-19 and $1,460,000 in 2019-20, with over 33% of families receiving financial assistance and faculty/staff receiving free tuition for their children.
• TEA enrolls students from Reno, NV and Truckee and North Tahoe, CA. Many families have moved to the area to attend the school from places like the NYC, Philadelphia, San Francisco Bay Area, Southern California and Europe.
We strive to enrich the lives of all students. Equally, we desire our community to demand and deliver exceptional contributions to the growth and success of our school. Our culture is one in which people want to be part of TEA in order to be their best selves.

We are building a school that develops change makers, empowers future leaders, and cultivates lifelong passions. To accomplish this goal, we have aligned every inch of our organization to the stated path forward and the five following goals:

**GOAL 1**  **GROW OUR STUDENT BODY & DELIVER ON STUDENT OUTCOMES**

We strive to enrich the lives of all students. Equally, we desire our community to demand and deliver exceptional contributions to the growth and success of our school. Our culture is one in which people want to be part of TEA in order to be their best selves.

**GOAL 2**  **REFINE & SCALE TEA MAGIC**

We are committed to being creative problem solvers with a social conscience who are addressing one of the world’s challenges by updating education for today’s world. To do so, we aspire to reach thousands of students, teachers and leaders through innovative and scalable educational programs, products and services as well as partnerships with like minded organizations and corporations.

**GOAL 3**  **ATTRACT, DEVELOP & RETAIN THE BEST TEAM**

Our teachers don’t just teach - they guide and challenge, support and engage students in much more than classroom academic excellence. They cultivate character development and create real world adventures that open doors, create opportunities, inspire passion, and most importantly, facilitate a lifetime love of learning in our students.

**GOAL 4**  **THRIVE FINANCIALLY**

We plan for today and create a foundation for the foreseeable future. All of our planning is fiscally responsible in order to reach our stated goals and to develop a sustainable business with strong and diversified revenue sources.

**GOAL 5**  **DEVELOP LEARNING SPACES DESIGNED FOR TODAY’S WORLD**

Along with the Martis Valley Education Foundation, we are currently building an innovative school campus in Truckee, CA that will serve as a home for TEA as well as an integral community resource that will add value and recognition to the region.
RECRUITING PLAN: HAPPY STUDENTS AND ENGAGED FAMILIES

Recruiting the right students and families is a top priority. Since the school’s inception, we have nearly quadrupled our student population with students and families who are interested in a more relevant, purposeful and engaging learning environment.

We continue to recruit locally (Truckee, Reno, Lake Tahoe) as well as regionally and nationally to take advantage of the migration to our pristine Tahoe environment from large metropolises like the Bay Area and Southern California.

TOPLINE RECRUITMENT GOALS

INQUIRY DEMOGRAPHICS

• 31% Truckee / Incline Village / North Lake Tahoe
• 24% Bay Area
• 17% Reno
• 11% Southern California
• 5% Other California
• 12% Other Nationally

PSYCHOGRAPHIC PROFILE

• Growth mindset
• Risk takers
• Entrepreneurs
• Changemakers

GROWTH TRENDS FROM 2017 TO 2019

• 46% growth in tuition revenue
• 47% increase in non-tuition revenue (camps and clubs)
• 103% increase in admissions inquiries

Our best recruiters are our existing families. Word of mouth is key to our success, which is why our Net Promoter Score of 9.3/10 in 2018-19 school year by current families is such an integral part of our recruiting plan. Simply, our happy students and engaged families result in recruitment success.
TEA’S FINANCIAL ECOSYSTEM

There are four primary ways we generate revenue to fuel our school. We are working hard to increase non-tuition revenue and to keep tuition as low as possible, all the while offering a robust scholarship program and a fantastic experience for all of our students.

#1 TUITION REVENUE:
OUR GOAL IS TO REACH CAPACITY OF 350 STUDENTS BY 2023

Enrollment Projections:
- 2018-19: 224
- 2019-20: 261
- 2020-21: 300

Net Revenue Projections:
- 2018-19: $3M
- 2019-20: $3.5M
- 2020-21: $5M

#2 NON-TUITION REVENUE:
OUR GOAL IS TO DIVERSIFY SOURCES

Summer Camps, Clubs, Athletics
- 2017-18: $250K
- 2018-19: $330K
- 2019-20: $480K (Projected)

Events: Auction, BBQ, Community Events
- 2017-18: $500K
- 2018-19: No Events Held
- 2019-20: $650K (Projected)

#3 SUMMIT CAMPAIGN:
REPRESENTS THE RESOURCES NEEDED FOR TEA TO REACH SUSTAINABILITY

TEA Summit Campaign:
$14M for Learning buildings & support for student experience and scholarships
- Year in Review: 2018-19. $3.7M Raised
- Two Years Ahead: 2020-21. Goal: $2.9M

#4 ANNUAL FUND:
The Annual Fund is key for living our values and to attract external support

- 100% participation goal every year, where we are all giving at a personally meaningful level
- One in the same as the Summit Campaign through 2021
- TEA Events are focused on supporting the student experience and scholarships; Auction, BBQ, Community Events

FINANCIAL SUSTAINABILITY BY 2021
Since the launch of the Summit Campaign in 2018, thanks to generous support from the Martis Valley Education Foundation and other major donors, we have raised $3.7M of $14M for student experience, scholarships, and facilities.

### 5 parent driven community fundraising events
- $1M+ raised from 3 different outside foundations
- 6 new donors who gave $25K or more
- 3 new donors who gave $500K or more
- $3.7M raised
- $2M for facilities
- $1.7M for scholarships and student experience

### IMPACT OF YOUR PHILANTHROPY
By expanding our donor base, externally and internally, we achieved these results:

#### #1: ROBUST STUDENT BODY
- Enrollment reached the highest in school history @ 224 students
- $1.3M in need-based scholarships are awarded
- 38% of families receive a need-based scholarship

#### #2: REAL-WORLD PROBLEM SOLVING
- Collaborated with 118 organizations and 238 industry experts
- Completed 4,080 hours of stewardship and service
- Spent 279 days and 93 nights in the field tackling real problems
- 224 students pushed outside of their comfort zone, where the learning really happens

#### #3: ONE CAMPUS
- We moved from 5 different sites to 1 amazing Martis Valley Campus
- Began utilizing Building One for classes, tours, and events which showcases what a school designed for today looks like.
- We completed trails, outdoor classrooms, the athletic field and the Early Childhood Education building.

“In today’s world, resilient, independent, thoroughly prepared, compassionate kids are not the norm; they are bell-curve outliers. TEA graduates are those outliers.”
To get to this exciting stage of our development, our biggest supporter has been the Martis Valley Education Foundation (MVEF), whose mission it is to invest in programs and technologies that help young learners explore healthy risks and create meaningful work. With their efforts and investments over the past seven years, MVEF has given us the opportunity to do something great for education, our community and our children. This campaign will fund student experience and scholarships through the 2021-22 school year and will help us provide incredible classrooms for 350 students.

CAMPAIGN TIMELINE & PROGRESS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>SCHOLARSHIPS AND STUDENT EXPERIENCE</th>
<th>FACILITIES</th>
<th>YEAR-END GOAL</th>
<th>SUMMIT CAMPAIGN CUMULATIVE TOTAL</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018-19</td>
<td>1.7M</td>
<td>2M</td>
<td>3.7M</td>
<td>3.7M</td>
<td>COMPLETED</td>
</tr>
<tr>
<td>2019-20</td>
<td>1.4M <strong>BY 12/31/19</strong></td>
<td>3M <strong>BY 12/31/19</strong></td>
<td>7.4M</td>
<td>11.1M</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>2020-21</td>
<td>2.9M</td>
<td></td>
<td>2.9M</td>
<td>14M</td>
<td>FUTURE</td>
</tr>
</tbody>
</table>
FACILITIES PLAN:

We're working hard to develop facilities to serve our students, our community, and the larger education community. To do this, we are working with the Martis Valley Education Foundation (MVEF), a public charity started to develop and protect this truly world class campus.

MVEF's mission is to invest in programs and technologies that help young learners explore healthy risks and create meaningful work. Their projects transform outdated schooling into sustainable, distributed learning ecosystems that dramatically expand what we can collectively accomplish for the world.

2016
- Land acquisition completed
2017
- Infrastructure completed
2018 - SPRING
- First signature building completed and is now used on a daily basis as a real world collaborative learning environment
2018 - FALL
- Entire TEA student body on one campus for the first time ever
  Athletic field completed, hosted first home games in spring 2019
2019 - SPRING
- Early Childhood Education space completed & utilized for our Tahoe Summer Camps

We are actively fundraising for subsequent learning buildings and amenities to realize the vision of the campus and our program.
THE TEAM:
EXPERTS IN EDUCATION AND INNOVATION

TEA has built an internal and external team of experts to guide and lead the school now and into the future. We are committed to hiring the best administrators and teachers. We are committed to creating an exceptional learning and life experience for our students. It is for these reasons that we also have an exemplary group of individuals who have come forward to volunteer and participate in building this school and changing the future of education.

EDUCATION AND PROGRAM LEADERSHIP TEAM
• Matt Morrison, Pre-K & Elementary Director
• Mara Jenkins, Middle and High School Director
• Laura Quarin, Middle and High School Instructional Guide

ADMINISTRATION AND OPERATIONS
• Ken Martin, Interim Head of School
• Taylor Simmers, Co-Founder, Director of Admissions and Community Relations
• Dawna Kissmann, Director of Operations and Finance
• Greg Wright, Director of Marketing and Communications
• Eric Martin, Director of Summer Program and Activities
• Brian Collier, Facilities Manager
• Jack Benter, Director of Adventure, Risk Manager

TEA BOARD OF DIRECTORS
• Lisa Toutant, Vice Chair (Acting Chair)
• Tori Long, Secretary Voting Member
• Alice Hahn, Treasurer, Voting Member
• Ken Martin, Voting Member
• Taylor Simmers, Non Voting Member

ADVISORS AND ADDITIONAL SUPPORT
• Hayes Parzybok, Facilities Strategy and Development
• Bill Bryan, Educational Consultant and Strategic Planning Specialist
• Alexis Robin, Executive Coach
• Stephanie Pereira, TEA’s Association of Parents, President
• Jake Knight, Fundraising Committee
Our most important result is the work our students are doing to make the world a better place. These are just a few examples of our students’ current efforts to have a positive impact:

- Saving Endangered Species (Kindergarten)
- Improving Food & Agriculture Systems (1st grade)
- Keeping a Native Language from Extinction (2nd grade)
- Improving Water Resources (4th & 6th grades)
- Tackling Renewable Energy (5th graders & High School)
- Advocating for Immigration Policies (Middle School)
- Supporting Social Activism for Underrepresented Populations (High School)
- Improving Voter Turnout in America’s Youth (11th & 12th graders)
- Addressing the Refugee Crisis in Syria (12th graders)

To date, TEA students have traveled to complete 6 International Expeditions to engage with the world’s toughest challenges. Learning destinations include: Panama, Europe, Iceland, Dominican Republic, Guatemala, and Barbados. It is with this global approach that we are able to expose our students to real life applicability to their learning. We like to think that our students begin internships for life in kindergarten, not beginning in high school or college.
MORE EVIDENCE
OF SUCCESS IS HERE:

TESTING

With ACT and SAT testing data starting with class of 2017, our students have performed above the national averages. As our first three graduating classes are relatively small, with a total of 15 students, we present these three-year averages.

COLLEGE ACCEPTANCES 2017 - 2019

California State University Channel Islands
Case Western University
Chapman University
Colorado College
Eckerd College
Edinburgh Napier
Emerson College
Ithaca College
New York University
Northeastern University
Portland State
Principia College
Scripps College
Simon Fraser University (Canada)
South Dakota School of Mines
Tulane University
UC Berkeley
UC Santa Cruz
UC San Diego
University Colorado Boulder
University Colorado CO Springs
University of British Columbia
University of Denver
University Oregon (Honors)
University of San Francisco
University Washington
Western Washington

SNAPSHOT OF THE CLASS OF 2019

INDIVIDUAL SENIOR INTENSIVE

Each senior creates, develops and implements their own multi-week field intensive study. This capstone experience empowers students to create positive impacts on the world and to demonstrate what they are able to do, before going to college.

SNAPSHOT OF REAL WORLD PROBLEM SOLVING OVER THE PAST FOUR YEARS

With over 120 days/nights in the field over the past four years, the class of 2019 is comfortable with change, uncertainty and travelling the world. Through dozens of stewardship and service learning projects, our graduates understand how to do good for others and the environment. With over 300 hours spent working alongside industry experts from organizations like Patagonia, TESLA, JPL / NASA, NOAA, National Geographic, United Kingdom Political Studies Association, and the Marine Mammal Center our students have learned how to combat important issues in the world that are happening now.

This world map previews a small selection of the real world problems and field study highlights experienced by students from the class of 2019.

- **ICELAND FIELD STUDY**
  Geothermal and Renewable Energy Study to investigate lessons that can be applied to our place here in Northern California.

- **CRIMINAL JUSTICE**
  Equality and Justice for All to help reintegrating inmates into their local and regional communities

- **DOMINICAN REPUBLIC FIELD STUDY**
  Global Service for the Greater Good to give back to international communities

- **UNITED KINGDOM FIELD STUDY**
  Political Engagement Study to increase voter turnout in America’s young people
We are working hard to increase non-tuition revenue and to keep tuition as low as possible, all the while offering a robust scholarship program and fantastic real world experiences for all of our students. Every student at TEA gains the academic knowledge for college and career, character education for life and 30 days/ nights of adventure for lasting memories and changed lives, all included in a lower tuition than local private schools and national averages.

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>NAIS PRIVATE SCHOOLS MEDIAN</th>
<th>LAKE TAHOE SCHOOL</th>
<th>SUGAR BOWL ACADEMY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TUITION RATES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grade 1: $22,759</td>
<td>Grade 1: $18,437</td>
<td>Grade 1: $24,435</td>
<td>Grade 1: n/a</td>
</tr>
<tr>
<td>Grade 8: $26,082</td>
<td>Grade 8: $19,467</td>
<td>Grade 8: $25,725</td>
<td>Grade 8: $38,038</td>
</tr>
<tr>
<td>Grade 12: $29,745</td>
<td>Grade 12: $25,645</td>
<td>Grade 12: n/a</td>
<td>Grade 12: $38,038</td>
</tr>
</tbody>
</table>

| **ACADEMIC, COLLEGE AND CAREER READINESS** | Yes | Yes | Yes | Yes |
| **CHARACTER EDUCATION** | Varies by school. | Yes, for all students. | Yes, but varies. | Yes, but varies. |
| **REAL WORLD EXPERIENCES** | Varies by school. | Yes. 30 days / nights per year in the real world is included in tuition for all students. | Yes. 5 days / nights per year. | Yes. 5 days / nights per year. Does not include travel for competitions, which is not included in tuition. |
| **TACKLING REAL WORLD PROBLEMS** | Varies by school. | Yes | No | No |