

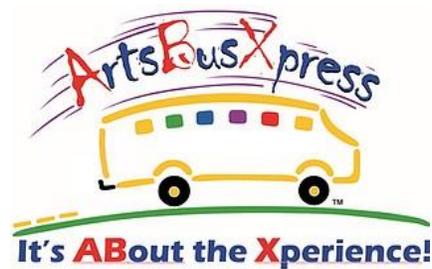


San Diego Air & Space Museum



San Diego Zoo

FY2021-22
ArtsBusXpress
ANNUAL REPORT



**Enriching Student Learning One Field Trip at a Time,
With or Without the Bus Since 2002!**

Prepared August 25, 2022



Letter from the President

What an exciting year it has been! We are thrilled to share with you our wonderful progress and bright future to bring San Diego County students on educational field trips in the years to come.

On behalf of the ABX board of directors and participating schools, teachers and students, we thank you for your continued support of our mission:

Enriching Student Learning One Field Trip at a Time, With or Without the Bus!
We support teachers to empower student learning by raising funds to pay for the costs of field trip **X**periences. We bring life-changing moments to students.

This past year's highlights include:

- Nearly doubled fundraising revenue year over year from \$85,129 to \$168,144.
- Increased field trip funding awards year over year by 73% from \$48,883 to \$84,388.
- Increased student participation year over year by 50% from 6,452 to 9,671 students.
- Ninety percent of students were from Title 1 schools.
- Seventy-eight percent of teachers completed their field trip surveys representing 7,588 students.
 - Sixty-three percent of 7588 students reported their first time visit to the selected venue.
- Teachers rated their field trip **X**perience a 4.8 out of 5 for excellence.
- 6,937 students visited thirty-three different venues.
- 2,734 students had a live and interactive virtual field trip **X**perience from 14 different venues.
- Mueller/Bayfront Charter School uses the ABX Pre-Paid Field Trip Program to send 1,446 of their own students on amazing field trip **X**periences.

We are excited to be celebrating our **20th Anniversary** this year! Co-founders Patty Smith and Jeri Denniston (both still highly active in our organization) had a vision that every child should enjoy the opportunity to visit San Diego's arts, culture, and science institutions without any restrictions. When they discovered that school districts did not have a line item in their budget for field trip learning, they stepped up by gathering their friends to raise money to pay for bus transportation to amazing places. Since then, ArtsBusXpress has expanded to fund all field trip **X**periences that include the traditional on-site visits to venues, live interactive online **X**periences on virtual platforms (introduced during the pandemic) and new this year...outreach programs bringing venue presenters and programs to the classroom. Teachers can access over one hundred local venues/institutions on the ABX website to select the right field trip **X**perience for their students to compliment their classroom curriculum. Students are learning subject matter not found in the classroom and have the opportunity to learn about careers never imagined. We genuinely believe **"It's ABout the Xperience!"**

We are delighted to welcome Julia McMeans, Executive Director, and Patty Womack, Program Administrator, to the ABX team. Julia brings ten years of experience as the Director of Education for two well-known museums. Patty joined us last summer after spending seven years working with a local museum and teachers,



where she assisted in arranging field trips. Together they are bringing their passion and leadership to “enrich student learning” in the best way possible.

We would not be able to deliver these educational experiences without the steadfast support of our donors and partners who share our passion. Many thanks!

Due to our recent growth, you can now designate your donations to fund field trips to specific institutions and/or schools. We just launched a new program funded by the Linda Brandes Foundation to send 1800 students to the Institute of Contemporary Art located in Balboa Park and Encinitas over the next three years. If you have a particular interest that fits our mission, please let us know.

A personal thank you to our board, staff and advisors who have worked tirelessly over the last few years to position us for long-term success and sustainability.

We need you on the “ArtsBusXpress!” Whether you desire to be a donor, board member or volunteer, please visit our website to learn more or give us a call. We would be delighted to share our vision for helping young people learn more about the world we live in.

Thanks again for your continued support.

“It’s time to get on the ArtsBusXpress. All aboard!”

Ted Peña

Ted Peña
President
760.715.1818



A special THANK YOU to our Major Donors!

THE
CONRAD PREBYS
FOUNDATION



Rice Family Foundation



The ABX Team Thanks You!

Board of Directors:

- Patty Smith, Co-Founder, former Principal, Art Expressions Gallery
- Ted Peña, President, formerly with IBM and The Visio Group
- Donna Burtch, Secretary, Union Bank Sr. Executive Assistant
- Tracy Weibel, Treasurer, Union Bank VP, Branch Manager
- Marisa Cooper, Member, Non-Profit Consultant
- Michelle Gilmore, Member, Coronado Education Foundation CEO
- Kathleen Kramer, Member, Lincoln High School Speech Pathologist

Staff:

- Julia McMeans, Executive Director
- Patty Womack, Program Administrator
- Jennifer Cooluris, Accountant

Advisors:

- Jeri Denniston, ABX Co-Founder, The Denner Group, CEO
- Judy Berman Silbert, Nonprofit Consultant, Grant Writer
- Patricia Frischer, SDVAN, Founder
- Dr. Irma Gigli, Professor Emeritus, University of Texas and UCSD
- Ron Jessee, Cal State San Marcos, Director of Professional Development for The Arts
- Barbara Metz, MetzPR, Founder
- Kathleen Stoughton, Former Director of UCSD University Art Gallery and Smithsonian Curator



We're On Our Way!



Longfellow Spanish Immersion School Visits the Japanese Garden

“Students loved their field trip and learned how principles of Japanese garden design intersect with principles of Buddhism and Shinto beliefs, and how they were used since the Middle Ages as rests for rest and meditation, and correlates with H/SS Standard 7.5.5: 9th-10th Centuries "Golden Age" of Arts in East Asia. It was a great trip, and we are so grateful for the transportation.” Ms. K. de Berzunza

Olympic View Elementary “Kinders” Visit the ZOO!

“The kindergarten students were so excited to attend their first field trip!

We went to the SD Zoo to observe animals that we have learned about in class. We learned about 5 animal classifications: mammals, birds, reptiles, amphibians, and insects. We were able to see animals from all the classifications that we had studied. The new ‘Wildlife Explorers Base Camp’ was amazing for kindergarten students to see animals up close. It was so wonderful to take our kindergarteners on this field trip to the San Diego Zoo after such a hard pandemic year. They all had an amazing educational experience. We truly appreciate your assistance!” Ms. S. Smith



Jamul Elementary 5th Graders “Fishin” Around at Birch Aquarium – La Jolla

“Students were able to get a hands-on experience by cutting up a mackerel and investigating the exterior and interior of the fish. They cut it open and dissected the mackerel. Students were able to locate the dorsal fins, the lateral lines, anal fins, gills, mouth and eyes. When students opened up the mackerel, they were able to locate the airbladder, the stomach. Students tried to see what the mackerel ate and where it landed on the food chain. Students were able to touch tide pool animals.” Ms. D. Manuel





Ira Harbison Elementary visits Casa Del Prado Theatre

“My students received more benefits than I can count! Additionally, to the lessons we studied beforehand and afterward, the trip to the theatre in and of itself has changed them. Their worlds have been broadened, from that of their neighborhoods to a beautiful park, fountains, museums, theaters, and restaurants. A world of dressing up and speaking in a different register. A world of possibilities.” – Ms. Clarken



High Tech High takes flight at San Diego Air and Space Museum.

“The entire trip was fantastic. We were really happy for your quick responsiveness to our grant request, which made it possible to provide our students with such a wonderful experience. Thank you!!”
Ms. Payne.

Bayfront Charter High School Meets the Actors

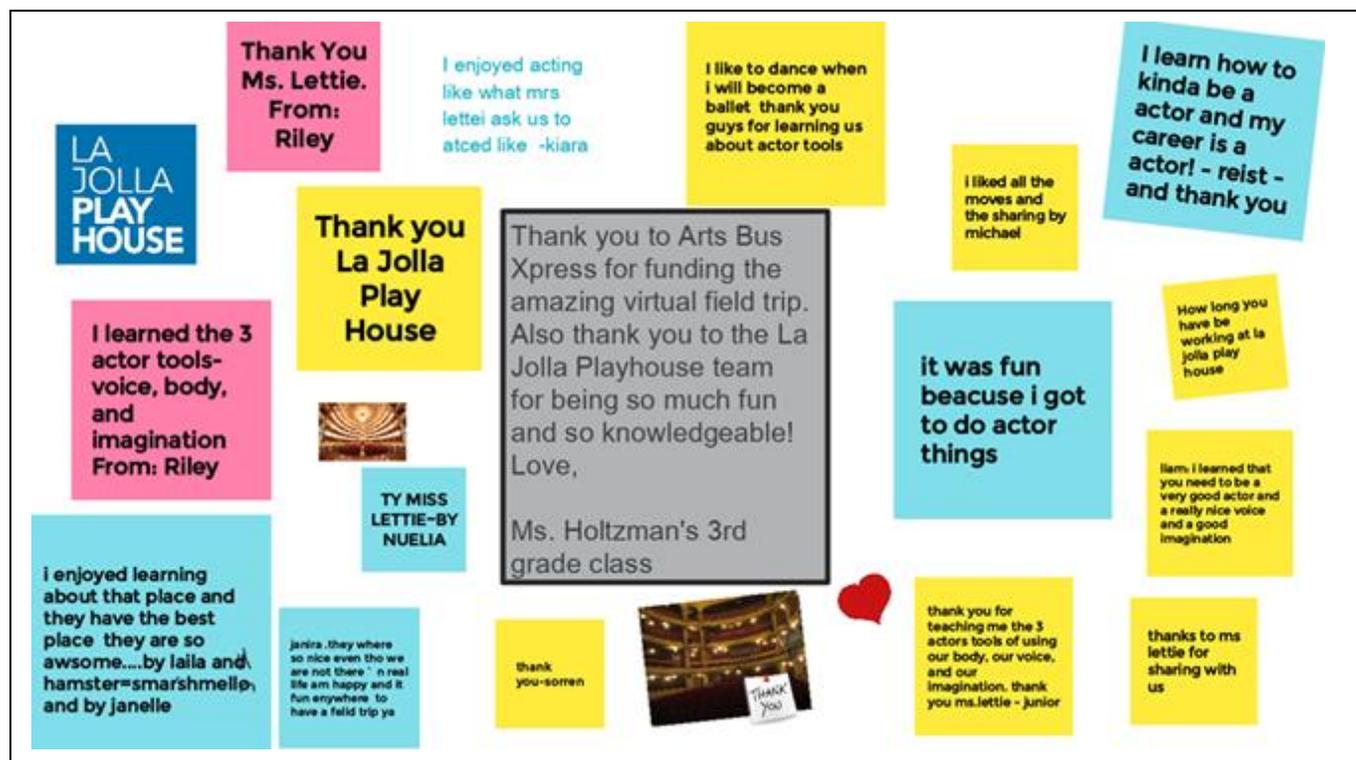
This world premiere musical connected with our students because it highlighted the search for identity. Mixed race, gender-curious and the overall question of "Do I fit in?" were illustrated with music and dance. At the same time, we learned about the culture of the Bhagra dance form. I can't say enough great things about this experience!" Ms. L. Libby

“I really liked the ‘talk back’ because you can see all the work the backstage crew and actors did.” Student





Ms. Holtzman's 3rd Graders all want to be actors!



A Side Trip for ABX - Backpacks to Go! Let the Learning Begin!

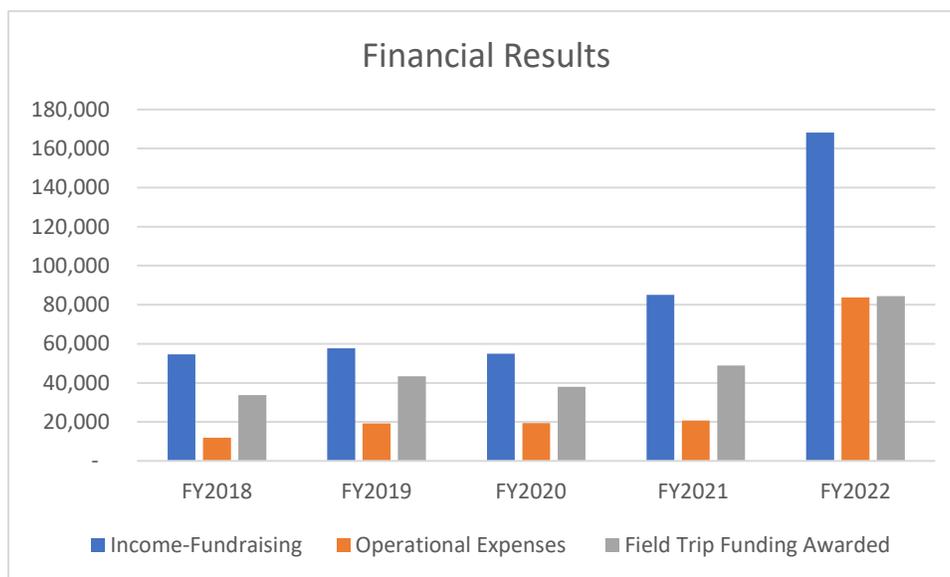
Through a generous donation from MUFG Union Bank, and in collaboration with ArtsBusXpress, 18 new backpacks filled with school supplies were presented to Lincoln High School on September 13, 2021. The backpacks were given out by school officials to students with the greatest need. Lincoln's Speech and Language Pathologist and ABX Board Member Kathleen Kramer, ABX Co-founder Patty Smith and ABX Secretary Donna Burtch delivered the backpacks. The presentation was made to Co-principals Stephanie Brown and Melissa Agudelo, Vice Principal Launa Romanowski, and students. Thank you MUFG Union Bank!





Financial Performance Over Five Years

Fifty-five bus field trips were cancelled on March 13, 2020, that slowed down our growth for a short period of time. The illustration below demonstrates our overall growth and success in responding to the continuing increase in demand for field trip learning experiences. Since 2018, our revenues increased by 313% annually, while simultaneously, field trip funding increased by 150% annually.



Adding Staff to the ABX Team!

Perhaps the most exciting news this past year was receiving two large grants (The Parker Foundation and The Prebys Foundation) to help us secure our first two employees. For long term sustainability, ABX needed to move from an “all-volunteer” working board to one with paid staff. This was a critical step forward for our organization and enables us to execute our mission more effectively. It has also greatly enhanced our ability to improve how we manage our day-to-day operations with full accountability and excellent service.

We are delighted to welcome:

- **Patty Womack**, Program Administrator, joined us in August 2021. Previously her experience spanned seven years with the San Diego Air and Space Museum as their Program Administrator.
- **Julia McMeans**, Executive Director, joined us this past July from the San Diego Model Railroad Museum where she was the Director of Education.



Hiring Patty was the key reason for our increase in expenses from \$20,865 to \$61,423 this past year to manage day to day relations with teachers and venues. This enabled our board to work more closely with our grant writer to raise more funds to support the ABX mission and hire an Executive Director.

Jennifer Cooluris, our Treasurer since 2019, stepped down to spend more time with her newborn twins. Instead, she now fills the ABX roll of part time accountant, a position for which we had been searching. We couldn't be more thrilled to keep Jennifer on the ABX team. As our past treasurer, Jennifer led the way to convert ABX to a more sophisticated donor and fiscal management system, a key accomplishment to support our long-term sustainability initiatives. This was no small undertaking. Thank you, Jennifer!

Pre-Paid Field Trip Program Gains Momentum

The ABX Pre-Paid Field Trip program is entering its third year at Mueller/Bayfront Charter School. Last year, 1445 of 1700 students at Mueller/Bayfront Charter School participated in an ABX Field Trip Xperience. With this experience in hand, ABX is ready to secure additional Pre-Paid Field Trip funding from other schools and districts in the coming years.

Program Benefits:

- Each teacher automatically qualifies for a classroom field trip, with or without the bus, which connects their students to educational opportunities not found in the classroom.
- In addition to the venue/institutions listed on the ABX website as qualified "Places to Go," unique venue/institutional programs not listed, but approved by the principals, are acceptable. This includes, but isn't limited, to programs that both celebrate student success and that strengthen their emotional and mental well-being.
- A minimum notice of two weeks is typically required to process a teacher's application when requesting the funding of a field trip. This time period will be waived and receive escalated priority by our ABX Program Administrator.
- For on-site field trips, our ABX program administrator searches all bus companies for availability and negotiates the best pricing/value on behalf of the school/district.
- ABX provides semi-annual management reports that track teacher requests, classroom information, field trip objectives, teacher ratings and field trip quality.
- ABX provides year-end summary of all field trip Xperiences.
- ABX also adds new teacher "user IDs" to the ABX online application system.
- ABX manages the invoicing and payment processing with all venues/institutions, special guest speakers and transportation companies.



One-Stop Web Portal

The ABX online teacher application and website continues to grow as a “one-stop shop” web portal for teachers to select their field trip **X**perience. Field trips can be in one of three formats: 1) on-site at the venue; 2) virtually online in a “live” format; or 3) venue brought into the classroom as an outreach program. To help teachers stay focused on teaching and offer an amazing curriculum, ABX manages all invoicing and payments to venues and to bus transportation companies. This lightens the teacher’s workload in arranging field trips. ABX is currently pursuing grant funding to help improve the website. ABX desires to provide easy to use search capabilities for teachers to select a field trip **X**periences based on subject matter, educational standards and grade levels.

FY2022-23 Goals

- Send 10,000 students on field trip **X**periences to the arts and science venues, with or without the bus!
- Double our fundraising revenue year-over-year.
- Surpass \$100,000 in field trip funding awards.
- Re-design the website to allow full search capabilities for teachers to select Field Trip **X**periences based on subject matter, educational standards and grade levels.
- Pursue critical grant opportunities to fund our staff and program requirements.
- Continue our focus on strengthening our venue, teacher and donor relationships.
- Expand our Pre-Paid Field Trip Program to include more school districts.

Challenges Ahead!

Last year, field trips on a bus represented 80% of our participating students. We recognize that teachers prefer to take their students in-person to see and touch first-hand a museum, theater, discovery center, etc. Several venues have informed us that they are reducing their commitment to deliver virtual field trips in the coming year while others are still providing the “Virtual Field Trip **X**perience”.

There are still challenges for funding on-site field trips, especially as demand continues to grow. They are:

- Fuel costs remain high
- Strict California bus permit regulations
- Lack of licensed bus drivers
- Charter bus companies closing

This past year, the direct cost “per student” participating in an on-site field trip was \$10. We anticipate a 20% increase, at a minimum, for the new year. We estimate our ABX internal operating costs for administration, general, administration and management expenses, including the bus transportation cost, to be \$25 per student. To meet the challenge ahead, ABX will double its efforts in fundraising and development.



ABX Financial and Statistical Information

	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	cum total since 2017	YTY Growth Rate
Income-Fundraising	40,684	54,619	57,658	54,950	85,129	168,144	461,184	98%
Operational Expenses	9,146	11,922	19,197	19,405	20,685	61,423	141,778	197%
Field Trip Funding Awarded	22,949	33,689	43,277	38,000	48,883	84,388	271,186	73%

FY2022 Results	Totals	Percentages of total
Applications Approved	167	
# of Title 1 applications	145	87%
On-site (bus) Field Trips	113	68%
Virtual Field Trips	54	48%
# of Teacher Reports	130	78%
Teacher Rating	4.80	5 = excellent
Total # of Students impacted	9671	
# of Title 1 students	8669	90%
# of students on a bus	6937	80%
# of students online	2734	39%
# of students in teacher field trip reports	7588	78%
# of first timers in teacher field trip reports	4750	63%
# of districts	23	
# of distinct schools	92	
# of destination venues	33	
# of virtual venues	14	
Average direct cost per student/bus	\$9.69	
Average direct cost per student/virtual	\$5.95	
Average Award per application	\$527.00	
Number of Buses	167	
Fees to Bus Companies	\$67,220	
Average Cost per Bus	\$402	