

Evolving the Access Brand



Every student. Every chance. Every day.

Our Mission

Access propels middle school students who have been historically underserved through high school and on to college and career success with enrichment, counseling, and scholarships.

Our Vision

A vibrant St. Louis community where equity in education allows every child to think, dream, and achieve big.

Our Values

At Access, we are committed to:

- bolstering equity in education
- focusing on individual student needs
- strengthening our communities
- collaborating with like-minded organizations

Our Target Audience (Donor)

Adults age 35+ who are rooted in the St. Louis community and are identified by like-minded interests, influencers, or economic capacity.

Our Tone of Voice

Proud, energetic, inspirational, and aspirational

Our Elevator Pitch

Access is a **nonprofit** that envisions a world where every student has every chance, every day. We are unique in our **commitment** to the development of the total child from **middle school through college**, providing customized **counseling, enrichment programming**, and high school and college **scholarships**. We provide access to a **high-caliber education** and create **personal growth opportunities** that are essential to our students' future **success**. The goal is to expand their worldview and give them the chance to dream big, go big, and achieve big.

3500 Lindell Boulevard
Fitzgerald Hall, Room 200
St. Louis, MO 63103
314.898.0430
accessacademies.org



Evolving the Access Brand



Every student. Every chance. Every day.

Our Positioning Statement

Why does the organization exist? What problem(s) is it attempting to solve?

There is a lack of or limited support, resources, and educational opportunities for historically underserved communities in the St. Louis region.

How does the organization tackle the problem(s)?

Access makes a decade-long commitment (middle school through college) to every child's academic, social, and emotional well-being by providing scholarships, enrichment programs, and individualized counseling to its students.

The results: How are its programs impacting the world?

Access is making a difference and impacting the world by increasing high school graduation, post-secondary enrollment, and post-secondary completion rates for historically underserved students.

What makes the organization uniquely qualified over its competitors?

The long-term student engagement Access achieves ensures we build relationships and create avenues for success that are unique to each student. This commitment establishes trusted, caring interactions with adults and helps students overcome challenges while fostering their personal strengths. The result is a student empowered to think, dream, and achieve big.



Evolving the Access Brand



Every student. Every chance. Every day.

Our Values (Full)

Bolstering Equity in Education

- We supplement our partner middle schools' curricula with academic, arts, leadership, and character development through extended school day and summer programs
- We fund scholarships to area private, college-prep high schools, colleges, and post-secondary programs.
- We believe in the value of higher education and mentor our students in and through their college and post-secondary program
- We employ actionable data for continuous improvement, innovation, and informed decision-making

Focusing on Individual Student Needs

- We build solid, long-term relationships with each student and their family and network, assisting and advocating for each based on individual needs
- We support the development of the whole child—academic, social, emotional, physical, and spiritual

Strengthening Our Community

- We serve in neighborhood schools and the communities in which they are located
- We celebrate the diversity of our students and the mutual value of their inclusion within area high schools and colleges
- We believe every child in our schools we serve deserves opportunities, and accept all students into our program

Collaborating With Like-Minded Organizations

- For the betterment of underserved youth in our region, we cultivate strong partnerships with educators in middle schools, high schools, and colleges and post-secondary institutions
- We partner with our individual donors, corporations, foundations, and supporters, committing to be the utmost stewards of their gifts

