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General Information

Name of organization: Promoting Access to Specialized Schools in New York City (PASSNYC)

Address: 232 W 116th St #120, New York NY 10026

Contact Person: Ryan J S Baxter

Employer ID Number: 47-3824643

Phone: 212-616-5214

Fax 212-813-1938

Email: RJSB@PASSNYC.org

IRS determination of not-for-profit 501(c)3 status attached, page 10





About PASSNYC

Promoting Access to Specialized High Schools in New York City (PASSNYC) aims to identify talented underserved students within NYC's underperforming school districts in order to increase the diversity of students taking the Specialized High School Admissions Test (SHSAT). As a volunteer-run 501(c)3, we carry out this mission chiefly by sharing our network with students more deserving than us.

We began as a group of elementary and middle school classmates looking to give back. Inspired by the *Pathways to An Elite Education* policy brief, we set out to change the public debate regarding the specialized high schools (SHS); from a divisive back and forth on what the admissions process should entail, to a more collaborative effort to increase student participation in the process.

In just over one year of public facing operations, we have signed partnership agreements with 35 organizations, including the leading providers of test prep, school reviews and school choice advice, extracurricular activities, as well as mentoring and community services. All of our partners increase the number of families we're able to reach, provide us with advice and services, and believe in Collective Impact—the notion that we can do more and do better by working together.

In 2016, our partners enabled us to give away 500 hours of free in-person SHSAT instruction valued at \$22,000 (The Princeton Review Test Prep Contest). Since May 2016, we've provided over 1,225 students from over 600 schools with free online access to over 2,100 SHSATs and practice drills. For just over a year, we have worked with the NYC Department of Education (DOE) to implement \$15 million of new diversity initiatives aimed at increasing access and boosting diversity at the specialized high schools as well.

Our crowning achievement so far has been our First Collective Impact Summit, which brought together 43 different organizations. Over the course of a full morning, over 50 attendees networked, completed activities, crafted Collective Impact Efforts

to support our mission, and heard from the likes of Dr. Hazel Dukes, President of the NYS NAACP, and Harold Levy, Executive Director of the Jack Kent Cooke Foundation and former DOE Chancellor.

Our First Collective Impact Report shares the ideas we received at the Summit, including our first Collective Impact Effort (CIE#1). CIE#1, a collaboration between TestPrepSHSAT.com, Citizen Schools, Gooroo, NYC School Secrets, and the Stuyvesant High School Student Union, began in December 2016 and will provide almost 100 7th graders in 6 schools with 6,000 hours of free SHSAT prep online and in-person leading up to the 2017 SHSAT. The three measures we will use to evaluate the impact of CIE#1 are 1) each school's number of SHSAT registrations, 2) the confidence 8th graders feel heading into the 2017 SHSAT versus 2016, and 3) new SHS offers received by each schools.

We are eager to learn more about spurring new SHSAT registrations while providing more free resources to NYC's underserved families. **Our greatest opportunity in 2017 is to significantly ramp up our outreach efforts. We have not yet been able to replicate the 222% increase in SHSAT registration we saw after our outreach in D5's PS161 Pedro Albizu Campos. However, we believe we can hit quadruple digit increases in registrations by growing the scale of our outreach.**

Request

We are requesting an \$18,000 grant from the Beacon Group to assist PASSNYC in a major outreach project in District 5 (D5) in 2017. We will be focused on raising SHSAT awareness in 38 D5 schools with over 4,500 5th, 6th, and 7th graders. The funding will cover 1) \$7,040 in volunteer meeting experiences, 2) \$4,500 in development and promotional materials, 3) \$3,850 in insurance costs, and 4) \$2,610 in outreach materials.

About D5 and the need for intervention...

A substantial percentage of low- and moderate-income New Yorkers are demographic minorities. Unfortunately, their communities are too frequently without access to quality educational opportunities and are underperforming compared to citywide averages.

In D5, which covers Central Harlem, 52% of students are African American, 39% are Hispanic, 4% are White, and 3% are Asian. The area has a DOE Economic Need Index of 81% (defined as percent temporary housing + percent HRA-eligible*.5 + percent free-lunch-eligible*.5), the highest of any district in Manhattan. D5 has the lowest attendance rates and the highest percentage of chronically absent students (36%) of all Manhattan districts.

D5's 62% graduation rate is below the New York City-wide average of 67%. While the district's dropout rate is the same as the citywide average of 9%, D5's Regents graduation rate is 56%, below the citywide average of 64%. Black students in D5 have a 59% graduation rate with 9% dropping out. Hispanic students have a 57% graduation rate with 12% dropping out. As compared to a 97% graduation rate, and 2% dropout rate among D5's Asian students, while 76% of White students graduate and 7% drop out.

Based on Common Core testing, Asian and white students in D5 are more likely to be proficient than the average student in NYC, but less likely to be proficient than the average student in their racial group. Black and Hispanic students in D5 are less likely to be proficient than both the average student in NYC and the average student from their racial group. Black students are least likely to be proficient in D5. All students in D5 are less likely to be proficient in math than on ELA; the difference is particularly significant for White and Asian students. **Most importantly, D5's SHSAT participation is less than 20%, while the citywide average is closer to 33%.**

Although D5 has a long track record of having some of the lowest-performing schools in the City, there are some exemplary schools. Columbia Secondary School, Teachers College Community School, Thurgood Marshall Academy Lower School, KIPP Infinity Charter School, Democracy Prep and Frederick Douglass Academy are all stand out schools, and D5 is also home to the High School for Math, Science, and Engineering at City College, one of the specialized high schools.

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2015

Open to Public Inspection

A For the 2015 Calendar year, or tax year beginning 2015-07-01 and ending 2016-06-30

B Check if available

☐ Terminated for Business

☒ Gross receipts are normally \$50,000 or less

C Name of Organization: **PROMOTING ACCESS TO
SPECIALIZED SCHOOLS IN NEW YORK CITY**

232 w 116 st PO Box 120.

New York, NY, US, 10026

D Employee Identification

Number **47-3824643**

E Website:

passnyc.org

F Name of Principal Officer: **Ryan Baxter**

232 w 116 st PO Box 120.

New York, NY, US, 10026

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.



PASSNYC Board of Directors

Name	Position	Occupation	Years of Service
Ryan J. S. Baxter	Chairman	Real Estate Lobbyist	2015 - present
Max Brawer	Vice Chairman	Project Manager	2015 - present
Akil Bello	Director	Strategy Director	2016 - present
Mike Lin	Treasurer	Investment Banker	2015 - present
Diana McKeage	Secretary	Economic Researcher	2015 - present
Zachary Susskind	Director	Artist	2015 - present
Rande Rogers	Director	Restaurateur	2015 - present

PASSNYC Staff Bios

Please note, PASSNYC is a volunteer-run organization; all staff serve in a volunteer capacity.

Ryan J. S. Baxter, Founder and Chairman (2015 – present)

Ryan is the Founder and Chairman of PASSNYC. He also works as a real estate lobbyist and liaison in New York City, serves on Hunter College's alumni association board of directors, and on the advisory board for the young Eisner Scholars Program. Ryan was one of hunter's last academic lifers--having graduated with honors from the Macaulay Honors College at Hunter eighteen years after beginning his education in the former nursery school.

Akil Bello, Advisor and Board Member (2016 – present)

Akil is a supplemental education and test prep expert. Beginning as a proctor with the Princeton Review in 1990, Akil has worked in every level of test prep, has helped launch two companies, developed dozens of prep programs for more than ten different high-stakes tests, trained hundreds of instructors, and helped thousands of students achieve success. Akil was founding partner and CEO for bell curves, and is currently director of strategic initiatives at the Princeton Review, where his focus is helping public schools, non-profits, and community based organizations understand standardized tests and develop affordable solutions for their students.

Max Brawer, Co-Founder, Vice Chairman, Chief of Staff and Head of Research (2015 – present)

Max has lived in New York his entire life (with the exception of 4 years at northwestern university and a year of work in California). He has worked in many roles as a professional researcher and loves to write essays and perform music.

Diana McKeage, Secretary and Head of Strategy (2015 – present)

Diana is a Hunter College High School and Harvard University alumna. She currently works for Locus Analytics, a think tank that is building the academic field of systems economics and its applications.

William Rande Rogers, Partnerships Team (2015 – present)

William attended Hunter College elementary and high school with PASSNYC founder Ryan Baxter. While at Tufts University, William volunteered and taught in some of the toughest parts of Kenya. He was also an advisor to CEO of non-profit brand Haiti. Since, William has consulted for and helped grow marketing and infrastructure development startups. As the head of partner affairs, he is thrilled to be back in the non-profit space, and excited to put his contacts to work for the students of NYC.

Derek Jones, Partnerships Team (2015 – present)

Derek is a marketing associate and project manager in real estate, with a background in creative arts (MFA, New School). Derek has volunteered for the Red Cross, Visiting Nurse Service of New York and NYC Dept of Parks and Recreation, and has participated in NYC youth programs emphasizing dynamic academic exploration.

Michael Lin, Treasurer (2015 – present)

Michael Lin is a University of Michigan graduate and Hunter College High School alum, currently working as a financial analyst specializing in corporate and municipal restructurings. While at Michigan, he worked with UM's jumpstart program, a language and literacy program which seeks to close the achievement gap in Ann Arbor's public schools by partnering UM students with schoolchildren in the most underserved communities.

Aron Wander, Research (2015 – present)

Aron Wander attended Hunter College High School and Princeton University, where he studied political science and creative writing. Currently, he works as a research assistant at NYU, where he analyzes US and NATO troop movements in Afghanistan.

Shams Naim, Products and Research (2015 – present)

Shams is a graduate of Drexel University in Philadelphia, and has been actively involved in the global financial services industry for the past 6 years. His work has been in medium/large scale process and technology transformation, as well as data analytics, product development and technology enablement. He is currently designing solutions for educational partners to increase effectiveness and data analytics to identify trends and strategies.

Bridgette Roberts, Special Projects (2015 – present)

Bridgette is a seasoned government relations professional with a passion for understanding factors that contribute to the pervasive achievement gap between poor and minority students and their counterparts. As a Caribbean immigrant who attended public schools in the Bronx, she's seen how access to a great education can shape the trajectory of one's life. Bridgette received her Master's in public health from the City University of New York at Hunter College, and her BA in communications from SUNY Albany.

Monika Wysocki, Creative Director (2015 – present)

Monika is a creative marketing professional and content creator. She attended GWU's School of Media and Public Affairs, and has worked in a variety of roles advancing progressive causes, including healthcare and real estate technology, campaign work and immigration law.

Yemi Adewunmi, Designer (2015 – present)

Lesley Adeyemi Adewunmi is a UX designer and photographer, with previous experience in NYS government as a policy analyst and management consultant. Yemi received a master's in public administration from the Rockefeller College of Public Affairs and Policy at SUNY Albany, and a BA in politics and philosophy from the University of Pittsburgh.

Max Zamor, Finance (2015 – present)

Max Zamor is currently an MBA student at Duke University's Fuqua School of Business. Prior to duke, max was a New York City public high school mathematics teacher for four years, in Brooklyn and in the Bronx. As a teacher, Max also developed his own mathematics tutoring business. He is very excited to maintain his connection to the world of education through PASSNYC and use his experience as a teacher to enrich the organization.

Alicia Baksh-Ousman, Finance (2016 – present)

Alicia is currently pursuing her bachelor of science in accounting with a minor in economics at Hunter College and hopes to become a licensed certified public accountant in New York City after graduation. Through her involvement with the hunter college accounting society, where she is the current vice president, she has participated in the volunteer income tax assistance (vita) program for two consecutive years, providing free income tax assistance for low-income families in New York.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 18 2016**

PROMOTING ACCESS TO SPECIALIZED
SCHOOLS IN NEW YORK CITY INC
C/O RYAN J A BAXTER
232 W 116TH ST 120
NEW YORK, NY 10026-9998

Employer Identification Number:
47-3824643
DLN:
17053358365015
Contact Person:
KEVIN W PAYTON ID# 31454
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
April 22, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

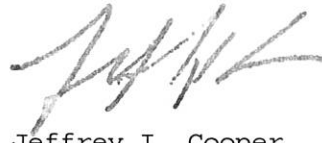
If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

PROMOTING ACCESS TO SPECIALIZED

Sincerely,

A handwritten signature in dark ink, appearing to read 'J. Cooper', with a stylized flourish at the end.

Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements