



eal
green

2020
Funding futures

Celebrating milestones

EAL creates scholarships and educational opportunities for financially disadvantaged students at post-secondary institutions through placement of donated inventory and other resources.

– EALgreen Mission

Dear Friends,

2020 was an extraordinarily challenging year. No area of society—or the economy—was spared by the unavoidable foe of Covid-19. When faced with this threat, EAL sprang into action with a plan to keep our team safe while meeting our mission without disruption. I am enormously proud of our Board of Directors, our donors, educational partners and team for demonstrating their commitment to our mission during this most unusual and difficult year. Their resiliency, generosity, and professionalism allowed management to press forward and powerfully advance our mission of providing scholarships for students with financial need.

EAL achieved pace-setting milestones in the midst of adversity. We funded the first \$1 million in cash scholarships to colleges and universities to assist a record number of students: a total of 1,005 students received financial aid generated from donations of excess and surplus inventory. During the year of Covid, EAL successfully designed and implemented a world-class transportation system to serve our donors and college partners. This new capability translates into value across the EAL-community including cost efficiencies and measurable progress toward sustainability practices. With our innovative business model solution of reducing inventory waste, we created nearly \$2 million dollars in financial aid for students and helped reduced Co2 emissions. In 2020, EAL received a Platinum Seal of Transparency from GuideStar. These achievements collectively further EAL's commitment to ESG goals (environment, society, and governance) through a proven circular economy.

Looking to the future, we see endless opportunities for partnering to improve the world. EAL believes in education as a worthwhile pursuit for all, we believe companies want to be champions for sustainability and we are committed to carrying out our mission with purpose and integrity. As we approach our 40th anniversary in 2022, we renew our commitment to these values. EAL expresses humble gratitude to those donors and college partners that share in our journey to assist 19,341 students over four decades to realize their own dreams of how to improve the world.

We invite you to learn about the EAL 2020 scholarship recipients as well as the colleges and universities they attend. We hope you marvel at their talent and curiosity and the wide diversity of curricula EAL supports through their majors. Without EAL scholarships, these students, and the programs they attend are at risk.

Please schedule a call with us to learn more about the EAL business model and hear how your excess and surplus inventory can find a useful new life to help students and the planet.

Claudia Freed,
President and CEO
and 1st EAL Scholarship Recipient

Claudia Freed
President and CEO,
EALgreen



2020 Milestones

EALgreen assisted
1,005 students
with financial need through
its scholarship programs.
These students attend higher
education partners located
from coast-to-coast.

EAL awarded
\$2.8MM
in Scholarships
including, for the first time,
\$1,000,000 through its
Cash Scholarship Program

EAL saved
38 tons
of carbon emissions
through shipping
optimization

BY THE NUMBERS **EALGREEN'S IMPACT** 2020



**1,005
STUDENTS**



FROM **68**
COLLEGES,
UNIVERSITIES
& TECHNICAL SCHOOLS



\$2,708
AVERAGE
SCHOLARSHIP

DIVERSITY



533 FEMALE
453 MALE
19 UNDECLARED



468 INVENTORY
SCHOLARSHIPS



537 CASH
SCHOLARSHIPS



255 FRESHMEN
243 SOPHOMORES
228 JUNIORS
241 SENIORS
38 GRAD



\$2.8 MILLION IN
SCHOLARSHIPS
FROM DONOR
SUPPORT

TOP DEGREES EARNED ACADEMIC YEAR 2019-2020

STEM, Health Sciences, Accounting, Sports Management,
Criminal Justice, Advanced Manufacturing, Marketing
& Communications and Elementary Education

100 PERCENT OF EALGREEN SCHOLARS
DEMONSTRATE FINANCIAL NEED AT EACH OF THE
INSTITUTIONS THEY ARE ATTENDING.

AMERICAN INDIAN OR ALASKA NATIVE
ASIAN
BLACK OR AFRICAN AMERICAN
HISPANIC/LATINO OF ANY RACE
MULTI-RACIAL
NATIVE HAWAIIAN OR PACIFIC ISLANDER
WHITE



EAL CAMPUS PARTNERS INCLUDE FOUR-YEAR
LIBERAL ARTS COLLEGES AND UNIVERSITIES,
HEALTH SCIENCE UNIVERSITIES, NATIVE-
AMERICAN COLLEGES, COMMUNITY COLLEGES,
MUSIC CONSERVATORIES, AND GRADUATE
SCHOOLS IN **20** STATES.

SINCE 1982, DONORS LIKE YOU
HAVE MADE IT POSSIBLE FOR
19,341 STUDENTS WITH FINANCIAL
NEED TO OBTAIN A COLLEGE EDUCATION,
GRADUATE WITH LESS DEBT AND BECOME
CONTRIBUTING MEMBERS OF SOCIETY.

Creating value

Environment, social and governance (ESG) issues were first mentioned in the 2006 United Nations' report consisting of the Freshfield Report and "Who Cares Wins." Over the next 15 years, the embrace of the core principles would expand from 63 investment managers to more than 2,450 signatories. At the outset the original cohort was making choices for \$6.5 trillion in investments; today that number exceeds \$80 trillion of available assets under management. ESGs, now an accountability framework managed by the Big 4 accounting firms, offer concrete solutions to these priorities.



(aligns with SDG 12)
 Reduced CO2 by 38.90 tons
 4,125 tons of landfill avoidance
 33,774 pallets recycled



(aligns with SDG 4)
 \$2.8MM Scholarships
 1,005 students
 Community PPE Donations



(aligns with SDG 17)
 Team Safety = Job #1
 Diversity, Equity & Inclusion
 Platinum Award from Guidestar in transparency



Collaborating through priorities

EALgreen seeks to do business with companies that declare a commitment to protect the environment, find ways to assist their communities in times of plenty as well as in times of crisis and through a system of governance that seeks to recruit and empower a diverse workforce with whom it shares practices and priorities.

“A company’s ability to manage environmental, social and governance matters demonstrates the leadership and good governance that is so essential to sustainable growth.” — Larry Fink, CEO of BlackRock as quoted in ESG History and Status (2020)



Anonymous



The EALgreen Model Prepares to Turn 40

EARLY EALgreen will soon celebrate 40 years of its unique model of building financial aid. As a nonprofit, the original Educational Assistance Limited, opened for business in February 1982. Proof of the concept arrived when W. W. Grainger donated two motors that North Park University acquired for a small handling fee while simultaneously creating a \$500 scholarship for the young student who would one day return to lead the mission. Like North Park, the first campus partners were recruited through the personal relationships of Board members. In those early days, the donations were personally solicited by founders Dan Mickelson and Verne “Swede” Roskam. There was no staff. Board members interviewed applicants. In the first decade, the dollar value of scholarships created crested the \$1 Million threshold only once.

GROWTH AND DEVELOPMENT From small warehouses where donations had to be carried upstairs, and available items were faxed to participating campus representatives, the business continued to grow. A part-time staff allowed the Board members to delegate operations to a professional team and to focus on early frameworks for equity and inclusion. Scholarship creation from savings exceeded \$1 Million for the second time in 2014 and even exceeded \$2 million in 2019. As more items found new purpose on college campuses, the realization that EAL was both a financial aid resource and an earth friendly initiative challenged leadership to recognize both outcomes. A rebranding journey resulted in the adoption of a new name—EALgreen—a new logo and new marketing and outreach strategies. Two new revenue streams provided sufficient cash flow to launch a Cash Scholarship program that grew quickly from its original funding of \$46,000.

TODAY AND TOMORROW Scholarships for talented students with financial need continue to drive EALgreen to do more. In 2020 for the first time, the Cash Scholarship program awarded \$1,000,000 total to the network of colleges and universities that collaborate with EAL to assist students while selecting the equipment and supplies to operate their campuses from this unique green business model. Working with donors to achieve their DEI and ESG goals through contributions of excess inventory, EAL then facilitates the interface for campuses to give these items purpose and a lifetime of service within the higher education community. New donors, larger cash scholarships and a greater number of students assisted is the trajectory of growth that EALgreen envisions for its mission. **We invite everyone to join this imaginative and resilient nonprofit in its mission to serve society.**



American Welding Society

Career & Technical Education

Beginning in the COVID-19 year of 2020 and continuing into 2021, the emphasis of current outreach involves academic programs that connect students to the types of jobs that inspire them to want to get up and go to work each day as well as those who create employability with a single certification even while EAL continues to welcome new EAL Scholars at every level of post-secondary education.

CALIFORNIA

Butte Community College
Laney College
Shasta College
Sierra College

ARIZONA

Central Arizona College –
Coolidge and Araviapa
Campuses
Cochise College
Mohave Community College

We connected with the American Welding Society due to its mission. Abiding by EAL's guidelines that we only collaborate with nonprofit higher education, we were able to identify an initial cohort of nine campuses for scholarship outreach. Even as EAL engages the certificate and associate degree programs at these institutions, we continue to encourage partners to select students with the highest levels of demonstrated financial need pursuing higher education for EALgreen's scholarship programs.

EAL's outreach to community colleges in Arizona and California that sponsor American Welding Society student chapters was inspired by these campuses' decision to connect with their communities by creating an opportunity for recognition and future assistance with employment for their students. Networking is critical to success in most fields and is highly valued at EAL.

Growing EAL's Higher Education Network of Partnerships


ALABAMA

Birmingham-Southern College Birmingham 
Stillman College Tuscaloosa

CALIFORNIA

Colburn School Los Angeles
Southern California University
of Health Sciences Whittier
University of La Verne La Verne
Western University
of Health Sciences Pomona

ILLINOIS

Black Hawk College Moline/Galva
Danville Area Community College
Danville
Dominican University River Forest
Elmhurst College Elmhurst
Judson University Elgin
North Central College Naperville 
North Park University Chicago
Olivet Nazarene University Bourbonnais
Quincy University Quincy
Robert Morris University Chicago
Roosevelt University Chicago
School of The Art Institute
of Chicago Chicago
Trinity Christian College Palos Heights
Trinity International University Deerfield
University of Saint Mary
of the Lake Mundelein

INDIANA

Bethel College Mishawaka
Butler University Indianapolis
Calumet College of St. Joseph Whiting
Goshen College Goshen 
Grace College/Theo. Sem. Winona Lake
Saint Mary's College Notre Dame

IOWA

Faith Baptist Bible College
and Theological Seminary Ankeny
Graceland University Lamoni
Saint Ambrose University Davenport

KANSAS

McPherson College McPherson

MICHIGAN

Davenport University Grand Rapids
Madonna University Livonia

MINNESOTA

Carleton College Northfield

NEBRASKA

Nevada State College Henderson 


NEVADA

Carleton College Northfield

NEW YORK

Houghton College Houghton
Manhattan School of Music New York
Roberts Wesleyan College Rochester
Yeshiva Derech Chaim Brooklyn

OHIO

Ashland University Ashland
Capital University Columbus
Columbus College of Art & Design Columbus 
Defiance College Defiance
Ohio Northern University Ada

OREGON

Willamette University Salem

PENNSYLVANIA

Gwynedd-Mercy University Gwynedd Valley
Yeshivath Beth Moshe Scranton

SOUTH CAROLINA

Claflin University Orangeburg

TENNESSEE

Lee University Cleveland
Maryville College Maryville

TEXAS

Jacksonville College Jacksonville
Lubbock Christian University Lubbock

VERMONT

Sterling College Craftsbury
Common

WISCONSIN

Beloit College Beloit
Lakeland University Sheboygan
Maranatha Baptist University Watertown
Northland College Ashland

 Indicates new partner in 2020

EAL continues to grow its network of college campus partners. While most private nonprofit and public campuses are welcome to join EALgreen's network, three sectors of higher education are currently receiving priority in the recruitment process: community colleges' career and technical education programs, the 107 Historically Black Colleges and Universities and 38 Tribal Colleges and Universities.

Given EAL's mission-driven commitment to assist students in achieving their dreams while acquiring as little debt as possible, these types of institutions provide inviting gateways for first generation students.



Building on the \$438,453.72 contributed since 1990 to 308 students (average of \$1,423.55/student) attending five campuses—two community colleges, two HBCUs and one TCU, EAL intends to expand participation across each cohort. These existing and prospective members of the EAL network share in providing many first-generation college graduates with their families' first success in higher education while celebrating community and sustaining cultural traditions.

Investing in their dreams



Maleah Lightfoot

Hometown: Placerville, California
Charter Connections Academy

Shasta College
California

Welding



Ben Miller

Hometown: Rome, New York
Rome Free Academy

Houghton College
New York

Biology



Cierra Desmaratti

Hometown: Glen Ellyn, Illinois
Glenbard East High School

North Central College
Illinois

Actuarial Science



Dr. Cliston Liu

Undergraduate Degree

**Western University of
Health Sciences**
California

Veterinarian Medicine



Joshua Su

Hometown: Chula Vista, California
Bonita Vista Senior High

Trinity Christian University
Illinois

Divinity/Ministry

EAL beyond these pages

EAL continues to develop its social media presence and to offer a collection of videos and interviews. Selected opportunities to learn more via Internet are featured at the following links:

Meet Maleah Lightfoot in her own voice:

https://youtu.be/LIO_tNo_Kpc

Cierra Desmaratti presented her research on underrepresentation of women in STEM at:

https://youtu.be/lu4COYaO_FA

EAL's new website will debut in 2021:

www.ealgreen.org



Samaa Al Bayati

Hometown: Damascus, Syria
Damascus Countryside High School
Columbus College of Art and Design
Ohio

Advertising and Graphic Design



Tiimyra Hawkins

Hometown: Upper Marlboro, Maryland
Dr. Henry A. Wise Jr. High School

Stillman College
Alabama

Psychology



Ali Mammadoff

Master of Arts Piano
Bachelor of Arts Piano

Manhattan School of Music
New York

Funding futures



Like Kappa Alpha Theta's symbol the kite, Allison seeks the freedom in herself and EAL is delighted to provide lift to her journey. "KAO has helped me grow in all areas of my life and I can't wait to continue to be inspired by the women around me!"

A biology major, this Newburgh, Indiana, Bulldog entered Butler University with an award-winning academic and athletic resume enhanced by community service. She is putting her many leadership skills into the Chief Operating Officer role for her sorority.

Allison Welz, Butler University



With a passion for everything under the hood, Francisco moved half-way across the country from his native Bakersfield, California, to enroll in the only bachelor's degree program in auto-restoration located in Kansas at McPherson College.

Aspiring to graduate from his undergraduate degree with as little debt as possible, Francisco successfully applied to the Student Debt Project which integrates financial aid, jobs and regular mentorship to assist students in providing the resources for their degrees as they move through the program. EALgreen is delighted to now be included in the financial assistance package that will allow Francisco to leave college ready to thrive without the burden of heavy debt.

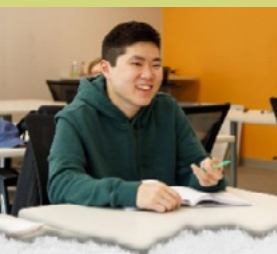
Francisco Montoya, McPherson College



No matter what the task, Kendra makes every effort to crush her goals. She brings this can-do approach to her studies as a Pharmaceutical/Healthcare Business major at Ohio Northern as well as to her role as Campus Manager for the University Tees company.

Working for a company founded and staffed by college kids and dedicated to providing the best customer experience for purchasing custom apparel, she thrives as her campus' leader to hit competitive milestones.

Kendra Arnold, Ohio Northern University



An Engineering Management major, Juhwan easily shares the world with the computers and technology that provide the tools for his own academic path.

As a Bethel ambassador to those who are exploring how to find their own place on the Mishawaka, Indiana campus, this international student from Thailand shares his perspective on understanding how these amazing pieces of hardware work: "Knowing how to use a computer has become one of the most important aspects of following the fast-changing technology world. I am passionate about learning programming since it makes us communicate with computers and lets us build strong tools...Knowing computers and knowing to program is the future."

Juhwan Paeng, Bethel University



Tracing her passion for environmental activism to fourth grade when Simran founded a club at her elementary school to pick-up trash throughout her neighborhood, that entrepreneurial trait would express itself repeatedly in high school and her selection of part-time employment around her Portland, OR hometown.

The search for a place to major in environmental science landed her at Carleton College in Northfield, MN, where she is able to "further my understanding of the challenges currently facing the planet" in the classroom as well as in her role as an assistant in the Sustainability Office.

Simran Kadam, Carleton College



James is planning for a new role at Birmingham Southern College: Community Coordinator of New Men's Residence Hall. As James shared on Facebook, "This is a huge accomplishment because I've only been a Resident Advisor for this school year and I have enjoyed every moment of being a RA. Those relationships I've built with our staff and residents allowed me to become a better RA. Wow, I'm overwhelmed with joy because this was one of my biggest goals I wanted to achieve in college. Can't wait to see the impact the New Men's experience will have on our future students. The relationships I've built on campus have taken me so far along side of the hard work and long nights to get me to where I'm at now. Everything my Dad, Uncles, Pop, and Mentors have taught me have always been about how I carry myself as a man and a person."

James Theus, Birmingham-Southern College

Please visit our website www.ealgreen.org to learn how your institution can become part of the EAL network that supported \$2.8MM in financial aid for higher education during 2020.

EALgreen seeks new donors and new campus partners. Call **630-690-0010** to explore collaborating.

Governing through experience



Elaine Cartier
Chair



Jason Manning
Vice Chair



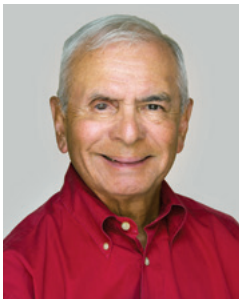
Pamela Bozeman
Secretary



Karen Belling
Treasurer



Dan Mickelson
Co-Founder



George Armenta



Patrick J. Arnall



Albert R. Harris



Terry B. Hatfield



Steve Hoselton



J. Douglas McDaniel



Dr. Greg Morris



Steven Morris



Hari Pillai



Sam Nelson

“From a moral and societal perspective, the coronavirus pandemic has highlighted to many people how we are all in this together.”

– Samantha Azzarello,
global market strategist at
J.P. Morgan Asset Management



BBB Accredited Charity

Among the values that EALgreen shares with its many constituencies is resiliency.

As the common link in a circular business model that champions people and the planet while understanding the essential role of profits, 2020 proved to be a great opportunity in which to demonstrate both endurance and flexibility.

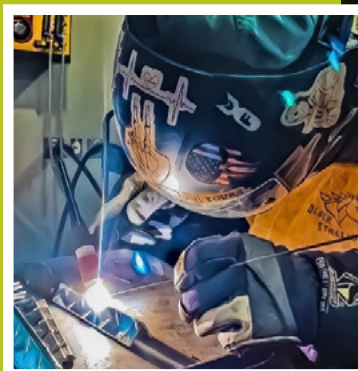
EAL launched 2020 with the recruitment of a cohort of new and re-activated West Coast, Midwest and East Coast campus partners. Our new partners, including Carleton College, partnered in the discovery of new opportunities amplifying EAL's core mission: in assisting students to achieve their own dreams.

A surprising common denominator curriculum emerged during 2020: welding. Perpetually responsive to feedback from partners, early in Carleton's first year EAL learned that the art department faculty rather than facilities administrators were our most active members from this Minnesota-based community. As Carleton's savings began to quickly add up—the new partnership kicked off 2020 as the fifth most active member of the network and stayed in that position all

year. We also were fielding inquiries from donors who challenged us to build partnerships with academic programs where students can gain familiarity with their products. These include career and technical education units of community colleges. Finally, as the challenges of the pandemic crashed already stressed economic frameworks that impact higher education, the availability of certificate programs to provide an accelerated gateway to meaningful jobs proved attractive. As the pandemic challenged the EAL Team to listen and learn in new ways to serve both its donor and campus partners, a new network revealed that career programs—HVAC, auto repair, construction management—receive comparatively few opportunities for scholarship support according to new and prospective partners.

2020 was a great time to be EAL and to live out the definition of resilient.

Lucius Long, a welding student at Butte College in Oroville, California, demonstrates his technique.



One of the largest items that EAL ever placed on a campus, a Miller Big Blue welder is now serving Olivet College students in Michigan.



Carleton College's Stephen Mohring demonstrates a MIG welder. Carleton's first year of nearly \$100,000 in savings from access to the inventory cart included more than \$60,000 in orders for the art department most for its new metal fabrication lab.

	2020	2019	DIFFERENCE
REVENUE			
Contributions and grants	\$4,528,652	\$5,052,190	\$(523,538)
Investment income	\$8,464	\$9,403	\$(939)
Total revenue	\$4,537,116	\$5,061,593	\$(524,477)
EXPENSES			
Program	\$4,022,080	\$3,856,253	\$165,827
Fundraising	\$263,944	\$279,202	\$(15,258)
Administration	\$297,676	\$308,214	\$(10,538)
Total expenses	\$4,583,700	\$4,443,669	\$140,031
NET ASSETS OR FUND BALANCES			
Revenue less expenses	\$(46,584)	\$617,924	\$(664,508)
Total assets at end of year	\$2,568,184	\$2,523,487	\$44,697
Total liabilities at end of year	\$126,187	\$34,906	\$91,281
Net assets/fund balances at end of year	\$2,441,997	\$2,488,581	\$(46,584)

For a complete copy of EALgreen (EIN: 36-3166932) Form(s) 990 and Audited Financial Statements, please visit www.ealgreen.org

“It’s when we forget ourselves that we accomplish tasks
that are most likely to be remembered.”

- Bessie Coleman, the first African American female pilot.
The centennial of her accomplishment is June 2021.