



ANNUAL REPORT





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Dear Friends,

Nothing is more life affirming than watching a child take charge of their world. It never gets old, seeing kids' eyes light up with the possibility of new Micro business breakthroughs, ideas for a fairer government, and action plans to right wrongs they see in the world. Micro kids' passion for work and learning through living is exhilarating.

We need all the energy and inspiration we can get right now. The pandemic brought terrible tragedy in 2020. We faced difficult restrictions on daily life, and coped with huge disruptions at school and work. Though the challenges continue, we pivot and persist because we know our youth will help change the world.

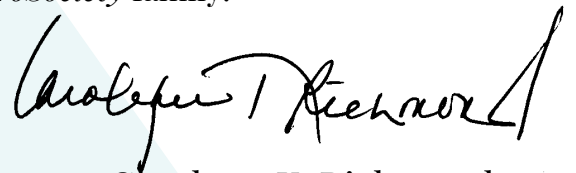
Despite the stunning demands, MicroSociety Inc. (MSI) has much to be grateful for as we enter our 30th year. We maintained relationships with every single site that gets training and consulting services from us, even though many had to put *MicroSociety* plans on hold while they invented online school. We were fortunate to receive vital support from the federal government: two Paycheck Protection Program forgivable loans that allowed us to hold on to all of our all-remote staff and consultants. More than 150 online donors gave nearly \$20,000 over the course of a difficult 12 months. To all who generously gave their time, dedication, commitment, and treasure, we send our heartfelt thanks.

This support allowed MSI not only to push ahead on important priorities for the organization, but to break new ground for the MicroSociety movement.

Early in the pandemic, we offered our teachers bi-monthly video MicroMissions, fun student-created activities for the home like "how to hold a family meeting" and "how to turn the laundry nightmare into a business venture."

We held monthly MicroMeetups with our school coordinators and launched a *MicroSociety* Alumni Association. We updated our collection of lesson plans and guidebooks and launched a new video-interview series for the web featuring young activists. And perhaps most importantly, we developed several exciting new digital products.

In 2020, we worked hard to turn setbacks into opportunities, and to lay the groundwork for a bright digital future. We can't wait to step into that future with you, our cherished *MicroSociety* family.



Carolynn K. Richmond
President & CEO



"As MicroSociety Inc. embarks on its 30th year, I'm more inspired than ever by the power of kids and their potential to do extraordinary things, if given the tools and opportunities to realize their dreams."

"In 2020, we saw a pandemic, presidential impeachment, racial reckoning, and unforgettable presidential election. Through it all, MicroSociety has been a constant that provided hope when the world was exhausted, lost, sad, chaotic, surreal, relentless and in quarantine. MicroSociety allowed us to turn 2020 into an opportunity and provide kids with perspective, excitement, purpose, hope, direction, organization, humanity and real-world learning."

Yvonne Aguilera

Instructional Specialist at
Ysleta Independent School District in El Paso, Texas



"The MicroSociety model prompts students to engage in deep levels of critical thinking and helps them develop problem-solving skills that go hand-in-hand with entrepreneurial abilities. I am incredibly grateful to be a part of this important work and have seen first hand how transformative the model has been for countless students over the years."

Chris Bozzone

Director of School Partnerships &
Community Relations



60,000+ Students

3,700+ Teachers

2,100+ Curriculum Downloads

120+ Schools

12 Out-of-School Programs

ABOUT MICROSOCIETY

MicroSociety Inc. (MSI) is a nonprofit consulting organization that was founded in 1991 by the inventor of the *MicroSociety* model, Dr. George H. Richmond. We offer training services to teachers and administrators at existing and new *MicroSociety* sites as well as an extensive library of curriculum and other products. MSI's professional-development model is built on 30 years of experience working with a wide range of schools, from high-poverty and low-performing to low-poverty and high-performing, and everything in between. The organization's focus is on nurturing exceptional 21st-century school-wide learning environments that use real-world learning experiences to inform curriculum and instruction throughout the day.

ACHIEVEMENTS

Designing Our Digital Future

MicroSociety's magic has always happened inside school buildings. We see it when kids get together to build businesses, buy and sell their products in the marketplace, take their disputes to court, and make laws to address their society's challenges.

But the Covid-19 pandemic has opened our eyes to the model's digital possibilities. And now, we're going to make magic happen online, too. We can't wait to take our high-impact program beyond the confines of school buildings and school hours. During 2020, MSI pursued three key digital initiatives, all of which will go live in early 2021:

- **MicroSociety 2.0**, a new Google Sites-based product, provides an online home for kids' business ventures and government agencies. Students run online job fairs, marketplaces, and banks. In fact, they create fully cashless economies. They can also visit a wellness center stocked with videos for managing stress and connect to a free tutoring service and a homework hotline. And they can see a curated selection of artwork by *MicroSociety's* founder, George H. Richmond, in the George Museum.
- **MicroEconomy**, a teacher-controlled online board game, teaches math, financial literacy, economics and entrepreneurship, and exposes kids to career possibilities not typically found in brick-and-mortar *MicroSociety* settings.
- **Online professional development**. MSI is now offering live and on-demand Zoom training sessions for teachers and administrators by MSI's faculty of training consultants. We'll also host our first ever virtual annual summer conference in July 2021!

With these new tools, we will ensure our kids gain the knowledge, skills, tools, and HEART they need to become caring citizens and successful adults in our high-tech, hyper-connected world.

Cultivating Kinship

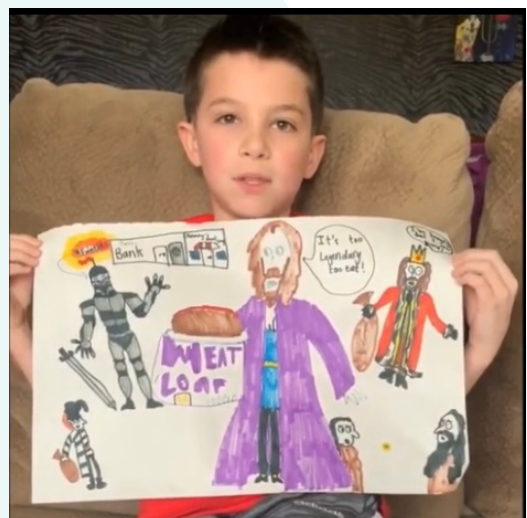
In 2020, MSI developed a new library of “Kinship” curriculum and support strategies to help teachers recognize and address the social emotional needs of children and youth—needs that have only grown more urgent as we cope with a deadly global pandemic, economic inequities, social injustices, and increasingly polarized politics. With the Kinship series, MSI seeks to turn these challenges into opportunities to enhance the society-building experience—and build better and more equitable societies.

The Kinship Series is designed to help increase self awareness and shift young people’s attitudes and perspectives toward people who are different from them.

Students will develop a sense of kinship that will influence the health and success of their community. They’ll be invited to embrace the democratic dreams and entrepreneurship of the nation’s Founders. Students will gain a greater understanding of what is required of citizens of a globally connected and interdependent world and be ready to seize the opportunities of the future. And finally, they will grow an appreciation for the role of kinship in moving forward with hope.

The Kinship Series

- Kinship With Self and Others
- Kinship in Community
- Kinship with the Dream of a More Perfect Union
- Kinship With the Earth
- Moving Forward with Hope

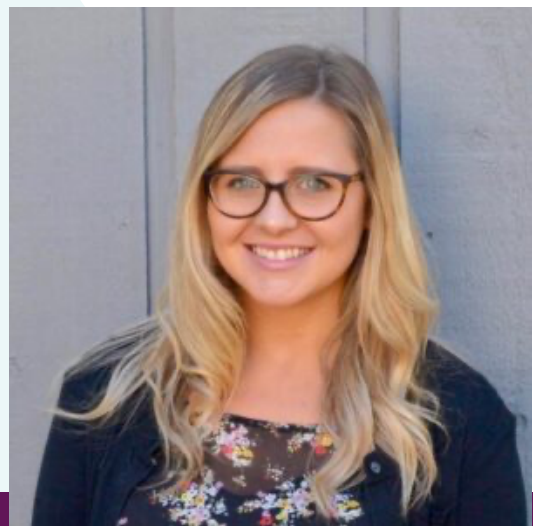


Connecting Our Community

MSI launched the MicroSociety Alumni Association (MSAA) in 2020 to bring together current and former *MicroSociety* students, parents, teachers, administrators and partner mentors in a community of support for each other and the *MicroSociety* model. MSAA members will create new professional connections, find gratifying opportunities for service in their former or local *MicroSociety* schools, build enduring friendships, and help strengthen the *MicroSociety* movement.

MSAA aims to link *MicroSociety* alumni across the globe and foster an engaged and passionate community connection to MicroSociety students and programs. It also works to advance the *MicroSociety* mission of empowering students to solve real-world problems, think critically, collaborate in diverse teams, and connect subject matter and experiences in ways that foster creativity.

Jewel Hurt
President of MSAA



"As a former MicroSociety student and now Community Liaison for a MicroSociety school, I've witnessed first-hand the natural camaraderie MicroSociety encourages. The Alumni Association aims to be another resource to stay connected and learn from one another—and a sustainable network of contacts, volunteers, and donors who care about the continued implementation and success of MicroSociety."

MICROSTEM

for Middle Schools

In 2020, we created a brand new Science, Technology, Engineering and Math program for the middle grades called MicroSTEM and launched it at Logan Middle School and Man Middle School in West Virginia.

Unlike MicroSociety, which occurs during its own period, MicroSTEM is part of the regular classroom experience. It offers project-based learning with a MicroSociety twist: Schools choose a STEM theme and then build a related student-run industry that lets them delve into STEM concepts and careers.

To select a theme, MSI starts with a student-interest survey and dialogue with the school community. At Logan Middle School, students were interested in agriculture, so we began with hydroponic and aeroponic gardening. Students researched native plants, selected edible flowers and foods to grow, worked with our expert training consultant to plant them, and tracked growth in an electronic log. Meanwhile, other students launched a podcast venture to report on the gardens, an art gallery to show botanical drawings and crafts, and a bank that offers loans to garden builders.

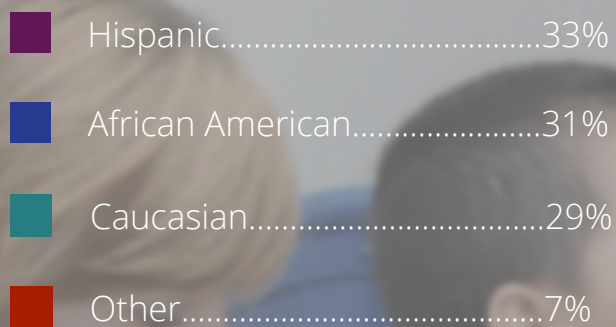
Man Middle School chose to create a tourism industry that will focus on West Virginia's beautiful natural environment. Next year, it plans to create a planetarium for stargazing.

To maximize the academic impact of MicroSTEM, we perform a gap analysis that looks at students' standardized test results and identifies areas of weakness. Then, we develop special lesson units to tackle those areas and connect key concepts to students' hands-on MicroSTEM experience. And by taking a new look at student job descriptions, we can build in ways for individual students to get practice applying these concepts on the job.

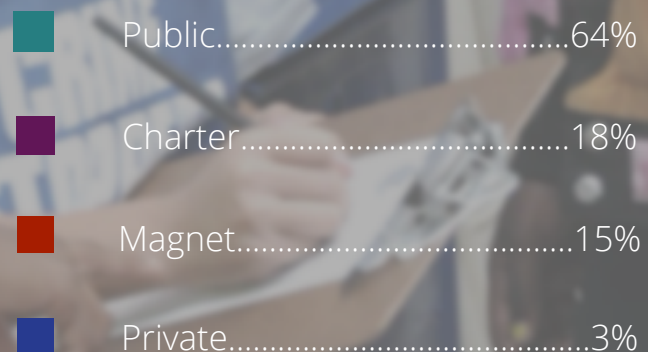
We think we have a winning formula for meaningful STEM learning in the middle grades, and can't wait to bring MicroSTEM to more schools in 2021!

DIVERSITY AND INCLUSION

Student Diversity



Types of Schools



MICROSOCIETY AROUND THE WORLD

MicroSocieties are located around the U.S. and in five countries.
All schools adapt their programs to reflect their country's economic
and political systems, and their needs and aspirations.

We are located in the following cities:

Arkansas

Jonesboro

Arizona

Phoenix

California

Chula Vista

Richmond

San Diego

Connecticut

Hartford

Florida

Brooksville

Miami

Kentucky

Louisville

Louisiana

East Baton Rouge

Shreveport

Maryland

Morningside

New Hampshire

Nashua

New Jersey

Clayton

East Orange

Jersey City

Mount Holly

Newton

Orange

Paulsboro

Pine Hill

New Mexico

Albuquerque

New York

Amsterdam

East Setauket

Far Rockaway

Jamaica

New York

Yonkers

Oklahoma

Cleveland

Sand Springs

Tulsa

Oregon

Salem

Pennsylvania

Philadelphia

Pittsburgh

S. Dakota

Sioux Falls

Texas

Austin

Brownsville

El Paso

Galveston

Hunt

Virginia

Dublin

Pulaski

Radford

Washington

Renton

W. Virginia

Logan

Mallory

Bermuda

Warwick

Canada

Ft. McMurray

Red Deer

Spirit River

Spruce Grove

Colombia

Chia

Kenya

Eldoret

S. Korea

Seoul

SUPPORTERS

Thank You to Our Supporters

We are so grateful for all of our 2020 supporters, who gave so generously of their time and resources. Your support helped MicroSociety Inc. weather a difficult year—and take important steps toward a more digital future.

Your donations are helping take our trailblazing education program online, including through new, customizable online *MicroSocieties*; a teacher-controlled MicroEconomy Game; and virtual training for faculty.

Thanks to your generosity—and to the hard work of MSI staff, consultants, Drexel University co-ops, and, of course, our MicroSociety school faculties—we will be able to create online experiences that are just as rich as our in-school ones, while preparing our students for the high-tech and hyper-connected world of the future.

We're excited about what 2021 will bring for our *MicroSociety* family — and it's all because of you. Thank you!

A special thank you to Drexel University and the talented college students who worked with us this year under the university's co-op program!

DIRECTORS

Chair: Richard B. Wickersham Jr., Esq., Partner, Post & Schell, PC, Philadelphia, Penn.

Jack D. Dale, Former Superintendent, Fairfax County Public Schools, Fairfax, Va.

Carolynn King Richmond, Ed.M., Esq., President and CEO, MSI

Stephen K. Mack, President, Gnomist, New York, N.Y.

David McCarthy, Former Director, Spencer Stuart, Claremont, Ca.

Board of Advisors

Roland S. Barth, Ed.M., Ed.D., Author, Founder, Principals' Center at Harvard University, Key West, Fla.

Alan Butkovitz, Esq., Former City Controller, City of Philadelphia, Pa.

Gerald Dawkins, Retired Superintendent of Schools, Shreveport, La.

J. Robbie Fabian, President, ABS CBN Foundation International, Los Angeles, Ca.

Mark Frazier, Chairman, Start Up Societies Foundation, President of Openworld, Inc., Washington, D.C.

Shintaro Kaido, Vice Provost for Innovation & Executive Director, Drexel Applied Innovation, Philadelphia, Penn.

John J. Mack, Retired Chairman of the Board, Morgan Stanley, New York, N.Y.

Lew Gantwerk, Ph.D., Director, Center for Applied Psychology, Rutgers University, New Brunswick, N.J.

Steve Mariotti, Founder, Network For Teaching Entrepreneurship, New York, N.Y.

Judith Stein, Ph.D., Adjunct Professor of Education, NOVA Southeastern University, Miami, Fla.

FINANCIAL REPORT

For the year ended December 31, 2019

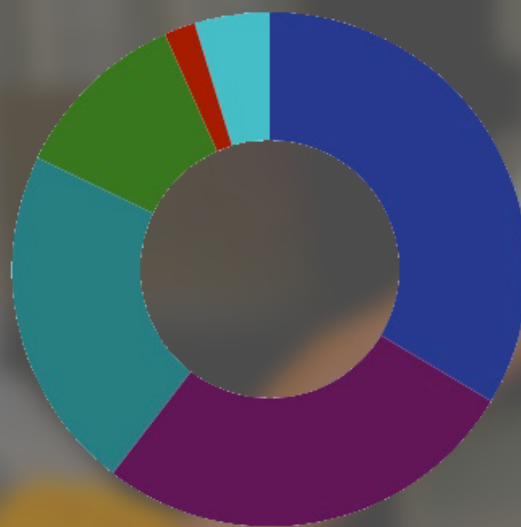
Revenue	Total
School, consulting, conference product revenue	\$ 320,820
Contributions	\$ 216,059
In-Kind Contributions	\$ 124,002
Interest Income	\$ 102
Total Revenue and Support	\$ 661,033
Expenses	
Program Services	\$ 600,850
Management and General	\$ 82,141
Fundraising	\$ 16,617
Total Expenses	\$ 699,608
Change in Net Assets	\$ (38,575)

All information from MicroSociety's independent audit report for the year ended December 31, 2019.

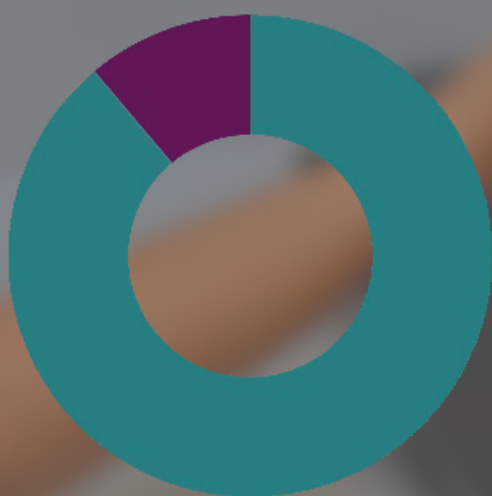
Professional Services Revenue

Schools received funds from the following sources to pay for MSI's professional services:

District Grants.....	33.6%
Charter School Grants.....	26.9%
Title 1.....	21.7%
Title 111.....	11.2%
Other.....	4.7%
21st Century.....	2%



Contributions



Foundations.....	88.9%
Individual Donations.....	11.1%



MICROSOCIETY, INC., a nonprofit 501(c)(3) organization founded in 1991, is one of the nation's leaders in providing professional development, coaching and a wide range of instructional materials, publications, and consulting services for adults who want to motivate student learning by making it relevant to their lives in the real world.

Our mission is to create the ultimate in project-based learning environments that motivate children to learn and succeed by engaging them in a world that makes classroom lessons relevant and connects them to their communities, real life, and the future.

MicroSociety Inc.
c/o University City Science Center
3401 Market St., Suite 200
Philadelphia, PA, 19104

(215) 922.4006
info@microsociety.org
www.microsociety.org