



Greenhouse E3



2023 Annual Report



Supporting the charter sector,
By supporting the executives who lead it.

A Note from our CEOs

What a year! We look back on 2023 with an enormous amount of gratitude and pride. One year ago, our team had just begun the journey to support and develop the leaders of our sector. With one employee and a group of contractors, we launched with fourteen sponsoring partners and a handful of startup funders who shared our vision. THANK YOU!

Since then, our team has grown to ten employees, more than doubled our number of organizational partners, and more than tripled the number of leaders that we support across the country. These leaders are responsible for over 170,000 students - and we could not be more humbled and honored to support their work.

Already our E3 Fellowship and E3+ Coaching programs have seen incredible results. Our fellows find that they are learning new skills, becoming more effective leaders, and building meaningful connections with their peers. As we look forward to 2024, we are excited to expand our services and bring these results to even more leaders across the charter sector.

Today, we have one ask: spread the word. Every new and aspiring charter school executive deserves to be prepared and supported when they step up to lead. We need your help to make sure they know that Greenhouse E3 is their dedicated partner as they embark on their leadership journey.

We are deeply grateful for your support and for making our work possible. We'll see you in 2024.

Sincerely,
James Willcox & Veronica Conforme
Co-CEOs, Greenhouse E3



Our Mission

We develop and support current and future CEOs and other education executives that are representative of the diverse students that CMOs serve, so that they can quickly thrive and successfully lead the sector for years to come.

Our Vision

A thriving national community of prepared, supported, and deeply connected education executives that increases the sustainability, effectiveness, and longevity of CEOs and the success of the school systems they lead.



Photo credit: Alliance Public Schools, a partner of Greenhouse E3

Our Fellows

Our leaders come from around the country and reflect the diversity of the students they serve.

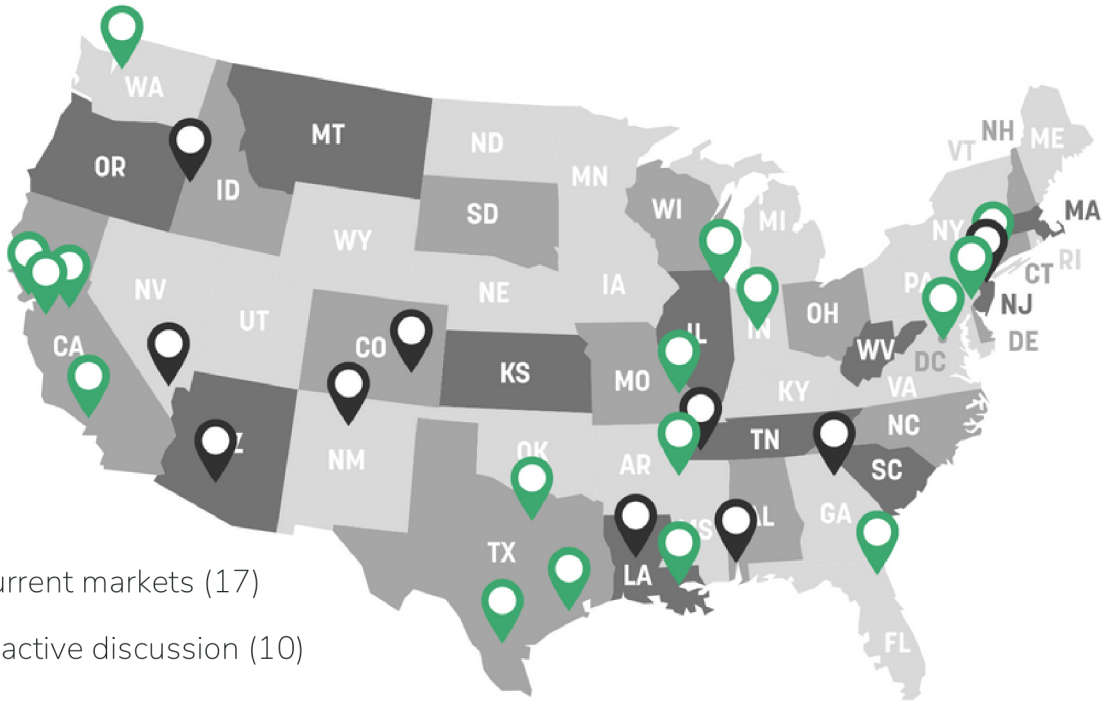
59
total leaders
served by one
of our programs



41
leaders currently
active in one of
our programs

48
total charter school
organizations served
by our leaders



Greenhouse E3 Cohorts 4 & 5 gathered in Lone Rock, CO in January '25



-  Current markets (17)
-  In active discussion (10)

Our National Presence

Greenhouse now serves a majority of the largest charter school markets across the country, including New York City, Los Angeles, Houston, Philadelphia, San Antonio, and Chicago.

Top 6

largest U.S. charter school markets served by GE3

17

total charter school markets served by GE3

10

new charter school markets in active discussion with GE3



Photo credit: Green Dot Public Schools, a partner of Greenhouse E3

Our Impact

With over 3.7 million students in the charter school sector, we're currently reaching only 4.6% of this student population.

322

schools served by
our leaders

171,000

students served by
our leaders

81%

qualify for Free or
Reduced Price Lunch



Program Success Metrics

The feedback we receive from our leaders is invaluable, and we are constantly iterating to meet the market's evolving needs.

4.8 /5

Overall Satisfaction
on Fellowship
Experience

4.8 /5

Overall Satisfaction
on Learning &
Development

4.8 /5

Overall Satisfaction
on Coaching
Relationship



The collaboration & thought partnership is invaluable. The Greenhouse team understands that leadership is lonely, but makes sure you never feel alone.

- Current E3 Fellow



I've had executive coaches in the past & none compare to my coach. She is an incredible listener, but most importantly a great activator for me. I always leave our sessions with the confidence that we've prioritized the right actions.

- Current E3+ Coachee



The most valuable aspect of the Greenhouse E3 [program] is the ability to show up as a student, share concerns, & be vulnerable with my Cohort members - but also talk through & think through the next steps.

- Current E3 Fellow



Greenhouse has been flexible in meeting my shifting needs. They have shared a massive amount of resources with me. I am thankful for their support.

- Current E3+ CEO

Goals & Key Metrics for 2024

We are guided by a few foundational metrics of success as we grow to a national scale to serve the CMO sector:



80*

Net Promoter Score from all Fellows & Partners (i.e. likelihood to recommend)



90%*

of Fellows feel a “Cohort Effect” (i.e. long-lasting connections with their peers)



75%

of Fellows are Leaders of Color & reflect the diversity of the students they serve

Long Term Measure of Success



Our North Star is supporting our fellows so that they have thriving tenures of at least 6 years once named to the CEO role.

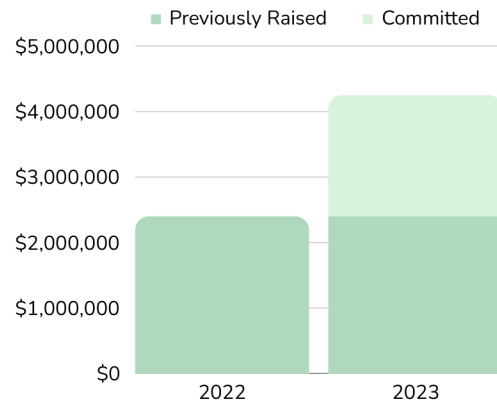
*Measured at the end of each Cohort Program, complete data expected by Fall 2025.

Key Financials

Within just one year, we are close to reaching our fundraising target of \$5M. In addition, we are on track to hit our goal of Program Revenue covering 40% of ongoing expenses.

Fundraising

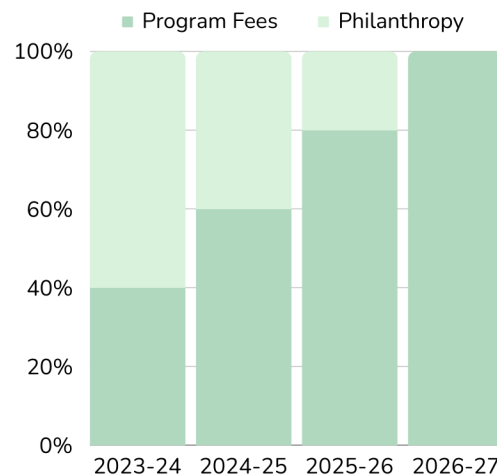
Previously Raised	\$2,400,000
<u>Committed</u>	<u>\$1,850,000</u>
Total	\$4,250,000
Target	\$5,000,000
Needed:	
*National Scholarship Fund	\$1,000,000
**Strategic R&D	\$700,000



Financial Sustainability

Program Revenue	\$1,255,269
<u>Total Expenses</u>	<u>\$3,255,384</u>
Budget supported by Program Revenue	39%
Target	40%

Our Financial Sustainability target is 100% of ongoing expenses are supported by Program Revenue by FY27.



Our Team

We've grown from just 1 employee to 11 over the past year. Join us as we work to support charter school leaders across the country.



Veronica Conforme
Co-CEO



James Willcox
Co-CEO



Tracy Epp
Chief Program Officer



Malka Borrego
Partner



Jessica Akoto
Partner



Herneshia Dukes
Fellowship Director



Jay Altman
Senior Advisor



**Nikeira Roker-
Harewood**
Project Coordinator



Quinn Donayre
Special Projects
Manager



Ana Lopez
Executive Assistant



**Shaneé Francher-
Donald**
Executive Assistant



Our Partners





www.greenhouseE3.org

2023

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