



The Other Side Academy

2019 Annual Report

The Other Side Academy is a registered
501(c)3 non-profit organization



Our Mission

We save lives by changing behavior

The Other Side Academy is a 2.5 year self sustaining, residential, vocational, and life skills training program for men and women determined to break their cycle of long-term criminality, substance abuse, and homelessness.

Instead of incarceration, The Other Side Academy helps convicts, substance abusers and homeless individuals rehabilitate their lives through a community and pro-social, vocational learning

Letter from the CEO

Our biggest focus in 2019 has been **expanding capacity** for The Other Side Academy, so we can serve more people as they work to change their lives. We did this in three ways.

1. We **launched our second campus in Denver**, Colorado. Now, those in Colorado that are lost and caught in the vicious cycle of toxic and destructive behaviors can come sit on our second bench and learn how to change their lives for the better.
2. We **expanded our physical facilities in both cities**. In Salt Lake, we purchased the Avenues Senior Living Center that was directly adjacent to the Armstrong Mansion. This addition will allow us **to grow our population up to 150 students** as well as turn our apartment buildings into transitional housing for our graduates. In Denver, we were able to acquire the beautiful Parkside Mansion on York Street, directly across from the City Park. This facility, when remodeled, will **house up to 60 students**.
3. We **expanded our staff**. We were able to bring on two additional Delancey Street graduates, Beau Clark and Robert Davalos. We have been greatly enriched by their talent, their devotion, and their expertise. In 2019, we also hit a significant milestone in our progression. We were able to hire our own graduates as staff for the very first time. No longer are we only dependent upon hiring Delancey graduates, but we are now able to start growing our own future leadership.

We are so appreciative to the very generous donors that continue to help us expand our capacity so we can reach more of the most lost among us. We also acknowledge the significant in-kind support we receive from so many organizations, companies, and individuals. And we appreciate all those who have helped clear the path for us to operate and succeed.

In 2019, we continued to see **growth of our Salt Lake City moving company** as well as the **launch of The Other Side Movers in Denver** as well. The Other Side Movers Denver is receiving the same level of acclaim of exceptional service by their customers in Denver as The Other Side Movers has continued to receive in Salt Lake.

Our Thrift Boutique store, with its combination of great value in a clean, inviting environment and superior customer service along with the most charming, campiest sales videos you will find anywhere has led to such high demand that we are **announcing the launch of a second Thrift Boutique store in the Salt Lake Valley** that will launch in the beginning of 2020 in Millcreek, Utah!

We also continued to receive **broad attention and coverage from media and community leaders**. We have had the great privilege of having famed **New York Times columnist and author David Brooks and notable author Anne Snyder visit us** at our campus and then write about us in their books, "The Second Mountain: The Quest for a Moral Life" by David Brooks and "The Fabric of Character" by Anne Snyder.

While all of these advancements are exciting, the most important work has been the growth of our students and the success of our graduates. As of the end of 2019, we had **102 students in Salt Lake City and 11 in Denver**. At the end of 2019, we had **69 graduates** of The Other Side Academy and **70% of them were living Drug-Free, Crime-Free and Employed** lives.

With gratitude,

Tim Stay

CEO, The Other Side Academy



The Problem – National Incarceration Crisis



45%

Long term studies show 45% of prisoners are rearrested within 1 year of release, 79% within 6 years, and 83% within 9 years



\$31k

Incarceration costs \$31,000 average per prisoner annually



57M

In 2019, 57.2 million people used illicit drugs in the past year



567k

At least 567,715 people were homeless on any given night in January of 2019

About The Other Side Academy

The Other Side Academy is a 2.5 year residential life skills and vocational training program for men and women determined to break their cycle of long-term criminal behaviors, substance abuse, dysfunction, and homelessness.

Ours is more than a school program. It's about giving determined individuals the opportunity to learn vocational, pro-social, and life skills essential to succeeding on "the other side." Students earn their GED, learn marketing skills, business skills, and gain experience in a variety of trades. Within our walls, lives are rebuilt by learning and keeping promises, choosing integrity, accountability, and honesty. Our students have opportunities to work in several vocational training schools; The Other Side Movers; The Other Side Thrift Boutique; The Other Side Builders.

The "students" represent society's most serious social problems - and yet, remarkably, as a group they provide solutions to one another's challenges. The Other Side Academy believes in restoring the human dignity of all people and accepts men and women ranging from 18 to 68 years of age without regard to race, gender, nationality, sexual orientation, or physical handicap. We accept applicants pre- and post-sentencing and from within the jails and prisons throughout Utah. We accept applicants pre- and post-sentencing and from within the jails and prisons in Utah, Colorado, and nearby states.

The Other Side Academy is a place for all adults wanting to make a better life for themselves and willing to put in the work necessary to confront and change lifelong patterns of destructive behavior. It's a place where they are taught, guided, and mentored by seasoned students and staff who have walked similar paths and have committed to changing their mindset, understandings, and behavior thus creating a new person ready to help others.

Our community believes "as A helps B, A gets better!" Honesty is at the core of everything we do and self-realization, radical candor-type correction, and patience with self and others pays off. The Other Side Academy is the place where the most lost among us can completely turn their lives around. Our thoughts influence our choices and determine our actions. For our graduates, reaching "the other side" is reality and success is defined as a life free from addiction, crime and destruction, to one full of honesty, empathy, and accountability.

The Twelve Beliefs

1 You alone can do it, but you can't do it alone

We grow as we learn to connect with others. Community is the antidote to personal alienation. The way out is to let others in.

2 Make and keep promises

The primary requirement for entry to The Other Side Academy is a sincere desire to change. To change from the inside out we must learn a completely new set of habits and skills. We are here because we asked to come - and made a promise to do our best.

3 Self-reliance. There is no free lunch

We support ourselves – and keep our doors open for others who wish to change their lives by running businesses. It's pretty simple, if we don't work we don't eat.

4 Impeccable honesty

Many of us have lived both inside and outside of jails, prisons, and rehab programs. We have perfected the skills of lying, manipulating and using those around us. While at The Other Side Academy you will learn and be expected to practice impeccable honesty about your actions, thoughts and feelings.

5 Act as if

As self-discipline, hard work, and rigorous honesty become ingrained habits, feelings of self-worth, peace, and happiness take root and begin to grow. Until then, we “act as if” we are honest, caring, curious, and humble. Over time we become that which we habitually do.

6 Embrace humility

One of the most difficult gifts The Other Side Academy family gives us is feedback. Our job is to help others see the truth about their self. To be aware is to be alive. Humility accelerates awareness.



The Twelve Beliefs



7 Each one teach one

Our primary focus is not ourselves, it's others. As we become instrumental in lifting and serving others, we discover a source of motivation, worth and satisfaction unlike any we've ever experienced. When A teaches B, A gets better. We improve our own lives when we focus on helping others.

8 200% accountability

Everyone at The Other Side Academy is accountable not only for our own actions, but to watch over those around us.

9 Forgiveness

It takes time and effort to rebuild our lives. If we feel wronged, we
1) speak out rather than act out or check out, 2) work on me first, you second, and 3) let go.

10 Boundaries

Setting and maintaining boundaries is the process through which we develop character. We set strong standards to strengthen the mental and emotional muscles needed to make critical personal change.

11 Faith friendly

We are supportive of any beliefs that help lead to a healthier and more connected life. We are not a 12--step program. We support our fellow students in worshipping or not worshipping according to our own principles and beliefs.

12 Pride in work

The way we live demonstrates the value we place on ourselves. You get back what you put in. The best way to create a feeling of well-being is to do any job with joy and love.

2019 Review in Numbers



69

Number of students graduated from our Program



70%

Percentage of graduates living drug-free, crime-free and employed



113

Current Students



541

Years of incarceration suspended (for students in the academy for 2019)



\$16M

Dollar value saved by the State of Utah

Our Students

2019 Student Stats

Total Admissions to Orientation: 250*

** We define admissions as candidates accepted into our orientation*

Total Commitments after Orientation: 178*

** We define commitments as students who have completed the two-week orientation and fully enrolled in the 2.5 year program*

Retention Rate: 57%**

*** This is the percentage of students who made the 2.5 year commitment and kept it.*

This is for the 2016-2018 cohort.

5 Year Results As of 12/31/2019¹

51% Retention Rate

The total percentage of people who make a commitment to stay 2.5 years and who are still present at the end of the 2.5 years.

62% Elect to Stay an Optional Third Year

The number of people who complete their required two-year commitment and without any court requirements, choose to stay a third year within the program.

100% Employed upon Graduation

The percentage of people who had a job when they graduated from The Other Side Academy.

15% Recidivism Rate of Graduates

This is the percentage of people who have completed the minimum 2.5 year program and have been rearrested after graduation.

70% DCE Rate of Graduates

DCE means Drug-Free, Crime-Free, and Employed for all graduates of The Other Side Academy.

89% DCE Rate of Graduates who Stayed 3+ Years

This is the Drug-Free, Crime-Free, and Employed rate for those students who elected to voluntarily stay a third year in the program.

¹ The following data was collected as of December 31, 2019 from internal records as well as from surveys conducted by The Other Side Academy. It covers the period of 2015 to 2019.

Continuing Our Growth Initiatives

Purchase of the Michelangelo in Salt Lake City, UT

February 2019



Expand our capacity by 50%

Launch of Second Campus in Denver, CO

May 2019



Our first expansion outside of Utah

Purchase of the Parkside Building in Denver, CO

Currently Under Renovation



Doubling our capacity in Denver

Denver Campus Highlight

Introduction to Our Managing Director



Lola Zagey Strong

Founding Managing Director

The Other Side Academy Denver

Lola is the Managing Director of The Other Side Academy's Denver campus. She joined The Other Side in 2015 where she leveraged her business sense and financial acumen to contribute immensely to our organization's growth.

- Co-creator of a The Other Side Academy organization and world-class Utah campus with nearly 100 students
- Developed financial and operational controls for The Other Side Movers and The Other Side Thrift Boutique; both #1 rated companies in Utah and Colorado
- Engaged in global innovation studies to improve The Other Side Academy programs incorporating consultations with luminaries such as Albert Bandura, David Deitch, and George DeLeon
- Represented The Other Side Academy to business and professional groups including the World Federation of Therapeutic Communities in Bangkok.
- Effective advocate for state legislation in Utah to protect unique therapeutic community models like The Other Side Academy
- Recognized, with her co-founders, by Ernst & Young as 2018 Utah Entrepreneur of the Year

Lola is a graduate of the Delancey Street Foundation. A residential self-help organization serving former substance abusers, ex-convicts, and homeless. Following the completion of her time as a student with Delancey Street, Lola volunteered and helped manage the Los Angeles campus for more than three years. Most important to her, is the satisfaction and fulfillment of doing what she set out to do years ago; using her life story, her formidable skills, and her determination to give others a chance to change their lives. Her sole motivation is to continue this work until The Other Side Academy graduates number in the thousands.

Denver | An In-depth Look

Overview



Facility with
40 beds



Founded by
leadership team and
9 TOSA graduates



Expecting to take
36 students by end
of 2019

Leadership Team



Lola Strong
Managing Director



Steve Strong
Director



Justin Allen
Program Staff

Advisory Council



- Kelly Brough, Denver Metro Chamber of Commerce
- Sean Campbell, Formativ
- Bob Deibel, OfficeScapes
- Steve Foster, Convercent
- Anthony E. Graves, Office of Mayor Michael B. Hancock, City and County of Denver
- Margie Mauldin, Executive Forum
- Kirk Monroe, Vectra Bank
- Andrew Schmidt, Core Contractors
- Councilman Chris Herndon, City and County of Denver
- Bruce James, Brownstein Hyatt Farber Schreck
- Kittie Hook, NGKF
- Regina Huerter, Office of Behavioral Health
- Ceyl Prinster, Colorado Enterprise Fund
- Amy Venturi, State of Colorado
- Kirsten Vermulen, Denver Metro Chamber Leadership Foundation
- Beth Wolfson, Leadership Consulting Services
- Andrea Young, Colorado Technology Association

Community Engagement | Visits to Our Campus

During the year

- David Brooks and notable author Anne Snyder visit us at our campus and then write about us in their books, "The Second Mountain: The Quest for a Moral Life" by David Brooks and "The Fabric of Character" by Anne Snyder.
- SLC Mayoral Debate held on SLC Campus with our students asking questions of candidates
- Visit by SLC Mayor Elect Erin Mendenhall
- Visit by Utah Speaker of the House, Greg Hughes
- Visit by North Dakota First Lady Kathryn Burgum
- Visit by Lisa Eccles, President and COO of the George S. and Dolores Doré Eccles Foundation
- Visit and presentation by Gail Miller, Chair of the LHM Group



Visits from Gail Miller



Visits from Lisa Eccles

Community Engagement | External Presence

During the year

- Dave Durocher presents at the 2019 Annual Conference for The Philanthropy Roundtable in Carlsbad, California
- Joseph Grenny presents at Ogden TEDx "What I Learned About Happiness From a Hundred Felons"
- Chris Nelson addressed the 68th Annual United Nations Civil Society Conference in SLC ([Link](#))
- David Durocher, Tim Stay, Gareth Bozung, and Matt Sims presented at the Global Homeboy Network put on by Homeboy Industries in Los Angeles
- Conference collaboration with HABILITAT in Hawaii, TROSA in North Carolina, and Red Barn in Farmington, UT
- Dave Durocher presents at Take A Stand Catalyst Summit in San Diego sponsored by Stand Together. ([Link](#))



David with Charles Koch at the Stand Together conference



Community Engagement | Articles and Press

During the year

- Stand Together Foundation published an article about the launch of our Denver campus.



- KSL TV does feature on our model in SLC



- Article in Denverite about our model



- Report on CBS Denver 4 about our launch and model



- Report on ABC Denver 7 about our launch and model



- Report on Fox13 TV about The Other Side Academy Movers assisting the Pleasant Grove Police Department



- Report on Park City TV about our Thrift Boutique



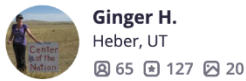
- The Other Side Academy featured on Upworthy's Facebook channel with this video of Dave Durocher's story



Social Enterprises

One of the most difficult life changes our students make is learning to re-engage, using healthy communication styles, with the people and community around them. To do so, we ask them to “Act As If.” Over time, we believe that we can become that which we habitually do. The Other Side Academy provides real time opportunities every day, in which our students can practice healthy behaviors within the contexts of community living and consistent work life. We provide a variety of vocational training opportunities both on and off campus. Our current social enterprises, run entirely by students, are incredibly successful and consistently receive five-star reviews from customers; The Other Side Movers and The Other Side Thrift Boutique. Making new connections, understanding self, building personal and employable skill sets, and work experience are all part of rebuilding lives.

The Other Side Academy’s vocational training components include culinary arts, accounting, business administration, corporate development, construction, warehouse management, retail sales, billing and bookkeeping, marketing and advertising.



Ginger H.
Heber, UT
65 photos 127 likes 20 comments

★★★★★ 6/25/2019

I can't say enough good things about these movers. On time, fast fast fast, and courteous. I had some pieces which were a huge pain (in my eyes) but heard no complaints about any of my stuff.

As I unpack I keep waiting to find "The Broken Item" but it doesn't seem to exist. They carefully wrapped a delicate, 100+ year old glass-fronted bookshelf, antique coffee table, tea cups, and my late father's telescope (which has a large mirror). All survived without a scratch.



Jeff T.
Las Vegas, NV
123 photos 220 likes 191 comments

★★★★★ 1/2/2019

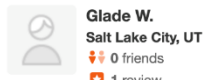
A quite outstanding experience. I needed a move from SLC to Park City at very short notice and these guys stepped up. Quick response, they told me they could be there in 30 minutes! Quite amazing. All furniture was protectively wrapped before loading and when they got to destination they moved some existing large furniture prior to placement of the furniture they were delivering. Polite and friendly, I highly recommend. Top notch. Six stars would be appropriate.



Lindsey H.
South Jordan, UT
22 photos 14 likes

★★★★★ 11/14/2019

All of the 5 star reviews are no joke. These guys are at the top of the heap when it comes to professionalism, speed, communication, and genuinely taking care of the items they move and the people they move for.



Glade W.
Salt Lake City, UT
0 friends
1 review

★★★★★ 9/11/2019

I had to give it five stars. I had been shopping for a reasonable price twin bed. I was ready to give up and go home. I drove by and saw the sign for the store, I thought I may as well stop. I was happy I did. The service was great, the price was just right, I found what I was looking for and it is in excellent condition. To top it off the delivery was perfect; on time, well dressed, courteous. They shared with me the mission of the academy. Totally Impressive. I will recommend to everyone to check it out. I plan to go back again soon.



Shawn N.
American Fork, UT
0 friends
1 review

★★★★★ 1/12/2019

This thrift store is amazing. Not only are the items quality but the staff are truly outstanding and their customer service. They are honest, friendly and very accommodating. Every single week, two times a week, these staff get together and hold each other accountable to make sure that their customers get the best experience possible. What other thrift store in the world truly does this. 10 Stars 10 Stars

Student Story



Jordan Holdaway

***The Other Side Academy Salt Lake City
Joined The Other Side Academy Staff in 2020***

“I learned to put other’s needs ahead of my own and grow into a man of integrity, honesty, determination and purpose”

This is my story....

I was raised by a single mom and was a rebellious, thrill-seeking kid without any respect for authority. I tested any and all boundaries and drifted into a life of drugs and crime during high school and into adulthood.

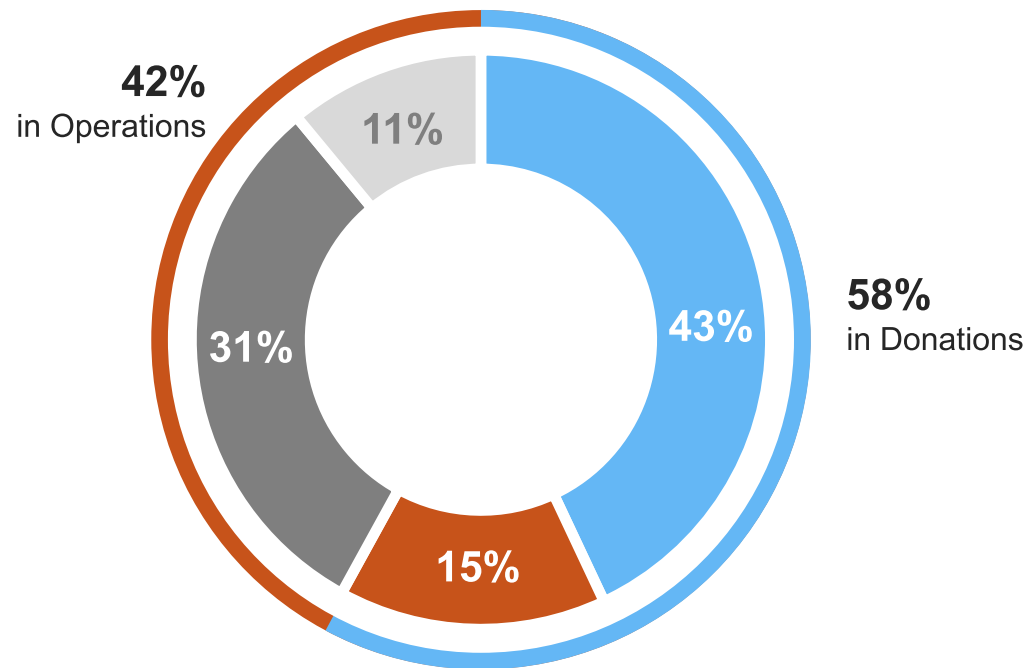
My anti-social tendencies and addiction to methamphetamines led to my first felony charges when I was 23 years old. This marked the beginning of quite a few years in and out of the prison system. I chose a life as a career criminal and drug dealer. These decisions cost me 11 years of incarceration and took an unimaginable toll on my family and community.

In 2016, I was facing a 15-year prison sentence and knew I had to change! I applied for an interview with The Other Side Academy. I was lucky and grateful to be accepted. When I first arrived at the Academy in Salt Lake City, I was stuck in an ex-convict mindset and spent many months battling old habits and behavior patterns. I came close to leaving the Other Side and almost threw away this opportunity to build a new me. My path became brighter when I chose to finish my two-year commitment to The Other Side Academy and stayed another two years voluntarily. I learned to take responsibility for my own behaviors; good and bad. I faced the damage my decisions and actions had caused my family and community. Most importantly, I learned to put other’s needs ahead of my own and grow into a man of integrity, honesty, determination and purpose. Now, I thrive on helping put the world together rather than tearing it apart.

I graduated from The Other Side Academy and was hired to manage The Other Side Builders construction company and Property Management in 2019. I’ve worked hard to regain the trust and support of my family and community and value the opportunity to help other broken people do the same.

Summary Financials

Income Breakdown (2019)



Total: \$9,283,005

Summary of Operations (\$)

	2019	2018
Revenues		
Moving services revenue	2,858,803	1,974,087
Thrift store revenue, net of cost sales other	1,065,829	862,309
Other	2,000	59
Total revenues and support	3,926,632	2,836,455
Expenses		
Vocational and life skills training	3,017,175	2,347,664
Management and general	535,841	303,251
Fundraising	79,485	56,034
Total expenses	3,632,501	2,706,949
Net Income (w/o Depreciation)	294,131	129,506
Net Assets at Beginning of Year		
In-kind Donations (Not included)	1,381,446	1,869,154
Donations	3,974,927	6,654,829
Depreciation	- 567,373	-265,628
Net Income (w/o Depreciation)	294,131	129,506
Net Assets at End of Year	\$13,288,336	\$9,586,651
Total Income (Donations and Income)	9,283,005	11,360,438

Executive Team



Joseph Grenny

Chairman of the Board



Ted Broman

Board Member



Tim Stay

CEO



David Durocher

Executive Director

Delancey Grad



Lola Zagey Strong

Co-Founder

Managing Director of
Denver Campus

Delancey Grad



Lindsey Nelson

Executive Assistant

John Volken Grad

Program Staff

THE OTHER SIDE ACADEMY SALT LAKE CITY



Chris Nelson

Manager

Delancey Grad



Sharon Tidwell

Manager

Delancey Grad



Tori Dixon

Program Staff

Class of 2019*



Matthew Sims

Program Staff

Class of 2019*



John Libutti

Program Staff

Class of 2019*



Tiffany Blair

Program Staff

Class of 2019*



Robert Davalos

Senior Program Staff

Delancey Grad



Robyn Paxton

Program Staff

Class of 2019*



Beau Clark

Program Staff

Class of 2019*

THE OTHER SIDE ACADEMY DENVER



Steve Strong

Director

Delancey Grad



Justin Allen

Program Staff

Class of 2019*

* Denotes graduating class from The Other Side Academy

Support Us



DONATIONS

Although our social enterprises provide the funding needed to support our programs and students basic needs, we continue to seek funding to expand residential capacity, and launch additional vocational training components; all of which lead to increased organizational self-sufficiency. The Other Side Academy is a 501(c)(3) public nonprofit organization. Your thoughtful donations are tax-deductible and critical to our ability to grow and save more lives. We are grateful for all donations and will happily provide information for making one-time or ongoing individual, foundation, and corporate monetary gifts.

[Click Here to Donate Now](#)



VOLUNTEER

The Other Side Academy is grateful for the time, talents, and support of our surrounding communities. Opportunities to volunteer with our organization include mentoring and teaching life skills, and donation of professional expertise in areas like graphic design, website design, social media, advertising, marketing, accounting, legal, construction, and more. If you are interested in volunteering in our organization, please email us at volunteer@TheOtherSideAcademy.com



IN-KIND DONATIONS

All donations clothing, food, supplies, tools, gear, etc. help reduce our operating expenses. They also allow us to achieve self-sufficiency sooner. If you or your business can provide these items, please contact us. We will come to your location to pick up these in-kind items, making your thoughtful contribution hassle free. In-kind donations are also tax deductible.



HIRE US

Need help moving? Give the Other Side Movers a call! This helps us to give our students training opportunities and stay self-sustaining. Please consider hiring our moving crews for your next residential or commercial move. For more information, go to: [The Other Side Movers](#)

SHOP ON AMAZON SMILE

Once you set your [Amazon Smile](#) charity designation to "Other Side Academy," Amazon will donate a percentage of each purchase to our organization.



Thank You



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The Other Side Academy is a registered
501(c)(3) nonprofit organization