



The Other Side Academy

2020 Annual Report

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

Our program graduates cross the bridge to demonstrate their commitment to living value centered lives on "the other side."

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 provides a way for people with criminal histories, substance abuse, and homelessness to rehabilitate their lives through community, pro-social, and vocational learning

Letter from the CEO



Tim Stay

CEO,

The Other Side
Academy

Dear Friends,

The year 2020 always seemed to be a landmark year as I was growing up. You had 20/20 vision. You had 20/20 hindsight. Maybe because of the connection of clarity and vision, I always attached those qualities to the year.

2020 was definitely a landmark year for the world, but for very different reasons. None of us had the clarity or vision to imagine a world-wide pandemic as well as the social and political unrest that we all experienced during the year.

We started the year off with all cylinders firing in both Denver and Salt Lake. We were bringing in new students, our social enterprises were thriving and on February 1, we opened our second Thrift Boutique in Millcreek, Utah. It was open for only 5 weeks before we had to close it. The world collapsed and both campuses went into lock-down because of the pandemic. We closed the doors to our Thrift Boutiques and we parked all of our moving trucks in both Utah and Colorado.

It is during times of adversity that our character is tested and forged and I am proud to tell you that The Other Side Academy came through this fire proven with its commitment to help some of the most lost among us and become stronger as an organization.

Four experiences stood out to me:

1. The commitment to save lives.

Many programs made the decision to stop taking new residents from off the street or out of the jails. This decision didn't sit right with our staff and after brainstorming, the staff proposed that we create a quarantine space for new students. So when we accepted a new student, we would put them in quarantine until they passed their 14 days or until we could get test results back. During that time, other students and staff would care for them, feed them, and talk with them, all while practicing appropriate socially distancing. In Denver our quarantine space was across town, so this required Steve Strong, one of our Denver Directors, to spend weeks and weeks living in the quarantine space away from his wife and the rest of the community. I was so touched by the commitment to help those coming from dangerous streets or out of crowded jails find a safe and welcoming home.

2. The creativity of our students.

Besides quickly coming up with policies and procedures on how to keep 100 people who all live together safe and protected, our students also came up with creative ways to keep bringing in revenue. Even though both Thrift Boutiques had their doors closed, our students launched online stores with Poshmark, and eBay and started selling items online. They also created a curbside delivery option for contactless delivery and sold items through local online marketplaces. We were able to generate enough revenue from these online sources to cover our rent during the time we were shut down.

Letter from the CEO (Cont'd)



Tim Stay

CEO,
The Other Side
Academy

3. The tremendous support from our community.

Within a few days of having to shut down our social enterprises, we had sizable checks showing up without even us asking for them, from several of our staunch supporters. Even though everyone was going through their own hardships with the pandemic, we continued to receive meaningful support through cash and in-kind donations, and with help, support and assistance. We are so grateful to all of you for your support and friendship.

4. Our commitment to be part of the solution, not part of the problem.

On the day after riots in Salt Lake, without being asked by any authority, our students were out early the next morning picking up and cleaning up the trash and sweeping up the broken glass. Our community leaders noticed that and were so appreciative. A few days later, law enforcement were staging in a parking lot next to our SLC campus and 60 or 70 of our students walked over to thank the police for serving our community. Many of our students had been arrested by some of these very same officers in the past, so it is understandable that some of the law enforcement were wary seeing this large group approach them. But once they understood the intent of our students, there was warmth and embraces and even some tears.

Even with the pandemic, we have seen a strong year in the growth of our social enterprises. Even with shutting down for a good part of the spring, our summer and fall months were strong and we exceeded our estimates for revenue growth in most categories. Besides launching our second Thrift Boutique (by the way, did I mention we won Best of Salt Lake for our Thrift Boutiques in 2020?), we also launched our third social enterprise, The Other Side Builders. The Other Side Builders is run by one of our former graduates, Jordon Holdaway. After graduation, with our help, Jordon got his General Contractor's license under our name and now supervises and teaches the students that work for him as they do remodeling on campus and take on remodeling jobs out in the community. As you would expect, we are receiving rave customer reviews for their work.

We continue to garner attention from around the country and across the globe. We have worked with numerous parties who reached out to learn more about our peer accountability model both from the drug rehab industry as well as from others. For example, we have had a health organization in Nevada, as well as a coach of a Women's Hockey team, call us to better understand how to incorporate a peer culture of integrity and accountability into their organizations. Some of our most meaningful conversations have been with some police organizations from around the country about how they can bring more peer accountability into their organizations.

But most importantly, we are seeing this model work. After graduation, 88% of our graduates have not been rearrested. Remember, this is the same group that had been arrested over 25 times on average before arriving at The Other Side Academy. The recidivism rate for this group has dropped from close to 100% to 12%. And if you look at those who have stayed with us for more than 2.5 years, that recidivism rate drops to 4%.

The Problem – National Incarceration Crisis



2.2 Million

Currently incarcerated individuals in the U.S.



\$50k

Average annual comprehensive incarceration costs per inmate



85%

Of the prison population have active substance abuse disorders or were incarcerated for crimes involving drugs or drug use



25

Average number of arrests per student at The Other Side Academy



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 behavior, 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.

Our Philosophy



We believe people
can change



Although no one can rewind and remake their past, we can seek opportunities to balance the scales. Balance is achieved by doing good deeds and once again earning self-respect, decency, and a legitimate place as a contributing member in mainstream society.

We believe that women and men can choose to live drug-free, crime-free lives of purpose and integrity. Rather than following a medical or therapeutic model, we follow an educational “on-the-job” training model to solve social problems. We teach people to find and develop existing and new strengths and talents rather than only focusing on problems or their past. Our two and a half-year, and often longer, process of self-discovery leads to a personal understanding of the why’s and how’s behind poor past decisions and the process and benefits of positive problem solving in the future.

We are a living learning laboratory in which our students study (and teach) academics, vocational skills, and personal, interpersonal, practical and social survival skills. We believe the best way to learn is to teach. Person A teaches and helps person B.

Inevitably, not only does person B advance, person A does too. Critical learning takes place in the context of observed examples and daily life experiences.

We’re an extended family. We work, live, and learn together. Behavioral change takes place on our campus and within our vocational training infused social enterprises. Every member of our community holds one another accountable. We take a “no program” approach and are not staffed with academic experts. Everyone at The Other Side Academy is both a teacher and a student in an “each-one-teach-one” process with Senior Staff members that contribute decades of experience.

Economic and entrepreneurial boldness in our vocational training schools are central to our model’s financial self-sufficiency and to teaching residents self-reliance and life skills. We’re value-based in a strong traditional family system stressing a strong work ethic, mutual restitution, personal and social accountability, decency, integrity, honesty and caring for others.

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.

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.

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.

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.

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.

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.

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.

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.

8 200% accountability

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

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.

12 Pride in work

The way we live demonstrates the value we place on ourselves. You get back what you put in.

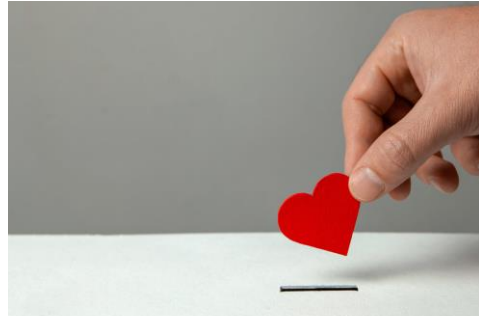
The best way to create a feeling of well-being is to do any job with joy and love.



What an Amazing Five Years it has been! (2015-2020)



Purchased 10 buildings
(Demolished one)



Raised \$13 million in
donations for capital
campaigns



Launched 2 campuses
(Salt Lake City and Denver)



Built a fleet of 35+ moving
trucks, vans, and other
vehicles



Generated \$12 million in
revenues to cover operating
costs



Provided over 130,000
days and nights of housing,
food, clothing, and training



Graduated 89 students



Saved taxpayers over \$11.5
million in incarceration costs

Our Journey: Saving One Life at a Time



Purchase of first property in SLC

The Other Side Movers is formed



Won Ernst & Young Social Entrepreneur of the Year Award

Launched the Millcreek Thrift Boutique and the Other Side Builders



Joseph Grenny and Tim Stay visit Delancey Street, and set the vision for The Other Side Academy

First students arrive



Purchased two additional properties and launched new businesses including Food Truck and Lawncare

Successfully passed House Bill 468 to protect the The Other Side Academy model



Launched Denver Campus



Our Students

2020 Stats

	Salt Lake City	Denver	Total
Total students served in 2020	226	81	307
Number of students on December 31, 2020	94	28	122
Students graduated in 2020	35	0	35
Years of incarceration suspended	453	160	613



By the end of 2020, 35 students completed the program and are now contributing members of their communities, gainfully employed, and successfully independent.

Growth Initiatives in 2020



Launched Millcreek Thrift Boutique

February 2020

Our second thrift boutique in Millcreek, UT



Launched The Other Side Builders

March 2020

Our latest social enterprise initiative

Community Engagement | Podcasts

We adapted to COVID-19 by expanding our community engagement activities to remote efforts such as podcasts



Joseph Grenny, talks with Boyd Matheson, Opinion Editor of the Deseret News

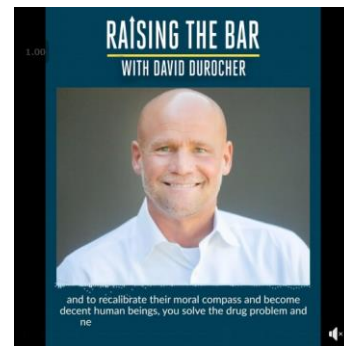
Revolution



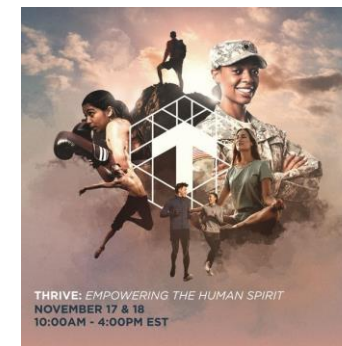
Joseph Grenny and David Durocher with author and Editor-in-Chief of Breaking Ground, Anne Snyder



David Durocher with Shaina Boe from the Behavioral Change Therapeutic Community



Raising The Bar Podcast



Dave Durocher on the Thrive panel

Student Story



John Libutti

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

“You must do the thing you think you cannot do” – Eleanor Roosevelt

What if we spent our childhoods avoiding things that challenged our abilities? Never experiencing what it's like to gain traction and move forward through life's muddiness. Looking back on the high and low points of his life, John Libutti, 2019 TOSA Graduate, describes himself as an avoider of conflict and confrontation that dodged all opportunities to take on life's harder challenges.

Raised in Provo, Utah by a mother and father that adored him, John was the youngest of three children. He recalls being that kid that bailed on his newspaper delivery job, lied constantly, sluffed class, and eventually dropped out of high school at age 17. Although he passed his GED exam, moved out of his parent's home, and quickly earned the status of foreman with a landscaping company, John began to sabotage his future by partying nightly with his friends, drinking, and smoking marijuana. His choices led him, within a year, to using heroine.

“I don't know how I made that huge leap from pot to heroine. It wasn't huge actually. I was trying to belong somewhere. I thought this was my pathway and lifestyle with these guys (my friends). I thought like I was Superman and if it came down to it, I could change if I wanted to.”

John passed up many opportunities to step away from his dysfunctional lifestyle; digging deeper by dropping out of college, manipulating physicians for prescriptions, stealing, dealing drugs. Eventually John was arrested, and served time in prison.

On May 5, 2016, John's life began to change for the better when he was accepted to The Other Side Academy.

“It took me about 9 months of being at The Other Side Academy to start to do the uncomfortable stuff. I started to care about the people around me. I started noticing that if I engaged in the program fully, that I could show I cared. Engaging wasn't as scary as I had always thought. At first, I would have to force myself to engage. I would quickly say something before I had time to talk myself out of it. I began to actually feel like I belonged. I started to receive advice from others, I was noticed, I started to feel part of something like I had always wanted to. I understood I could do hard things.

It was around my 1 year mark that my new “high” became mentoring others. I was still working as part of The Other Side Movers and really looked forward to checking in daily with the younger students that I was responsible for mentoring. This was magical for me. I started to love how I was feeling inside for me as a result of being able to help others. I had found my niche.”

John Libutti works full time as Program Staff at The Other Side Academy. He is responsible for half of the current male student population. John, like all staff members, lives on campus at The Other Side Academy and is always helping our students to understand that change is possible.

“NO matter what – life is hard. You're not going to get out of hard things. Learn how to do hard things, uncomfortable things. It'll help you. Life is better, even with them, than you could imagine.”

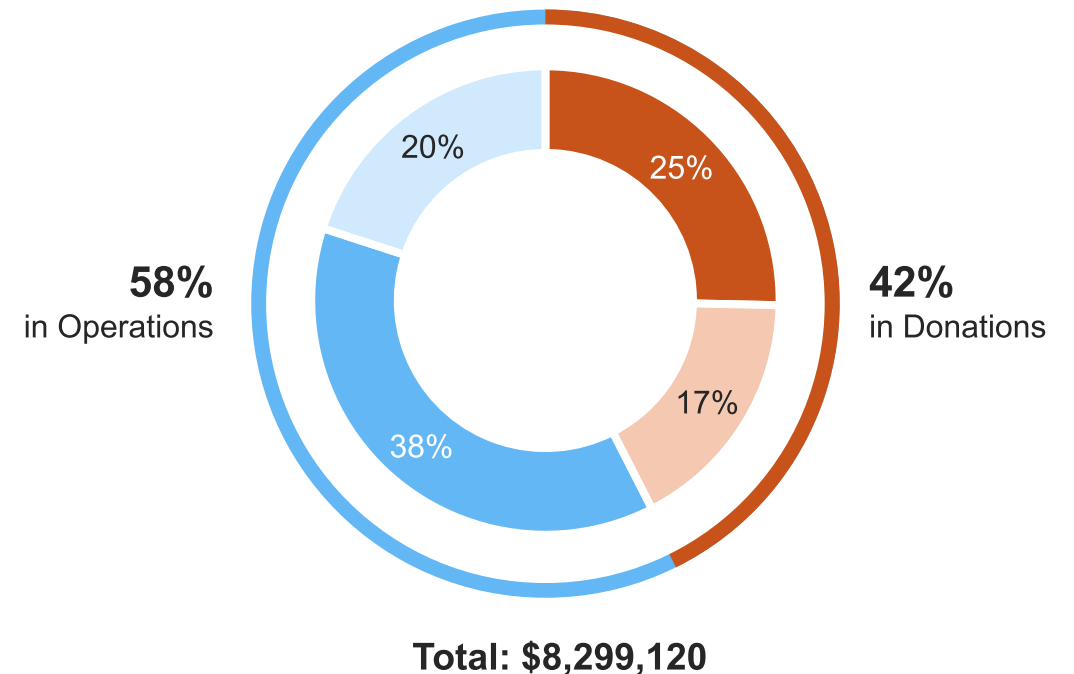
Summary Financials

Summary of Operations (\$)

	2020	2019
Revenues		
Moving services revenue	3,015,542	2,858,803
Thrift store revenue, net of cost sales other	1,595,186	1,065,829
Other	12,281	2,000
Total revenues	4,623,009	3,926,632
Expenses		
Vocational and life skills training	3,957,838	3,017,175
Management and general	375,267	535,841
Fundraising	77,170	79,485
Total expenses	4,410,275	3,632,501
Net Income (w/o Depreciation)	212,734	294,131
Net Assets at Beginning of Year		
In-kind Donations (Not included)	1,378,884	1,381,446
Donations	2,034,927	3,974,927
Depreciation	-583,457	-567,373
Net Income (w/o Depreciation)	212,734	294,131
Net Assets at End of Year	\$15,214,840	\$13,288,336
Total Income (Donations and Income)	8,299,120	9,283,005

Income Breakdown (2020)

Donations	\$ 2,034,927
In-kind donations	\$ 1,378,884
Moving services revenue	\$ 3,015,542
Thrift store revenue, net of cost of sales + Other	\$ 1,607,467



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



Cathy Holt

Director of Development



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*

THE OTHER SIDE ACADEMY DENVER



Steve Strong

Director

Delancey Grad



Justin Allen

Program Staff

Class of 2019*



Gregory Youngblood

Program Staff

Class of 2020*



Laef Burton

Program Staff

Class of 2020*

** 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 leads 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? Call the Other Side Movers! How about hiring The Other Side Builders to tackle your upcoming home remodel? Both organizations receive five-star reviews consistently!! Hiring our moving and construction teams helps us to provide our students with vocational training experiences. For more information go to:

[The Other Side Movers](#) & [The Other Side Builders](#)

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



Website

www.theothersideacademy.com



Email Address

info@TheOtherSideAcademy.com



Phone

+1 (801) 953-0409



Headquarter Address

667 E 100 S Salt Lake City, UT 84102

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