PRIVATE SCHOOL VILLAGE

MUCH MORE THAN A MOVEMENT

2019-2021 Review
Dear PSV Community & Supporters,

As you know, our first full fiscal year of operations ended with the onset of one health pandemic only to be immediately followed by another after the murder of George Floyd. Despite operating in a heightened state of uncertainty, with the help of parent volunteers and school partners, PSV quickly pivoted and reconsidered programming. We found new ways to virtually educate and support our community in the best way possible through unprecedented challenges.

The subsequent deep reckoning with systemic and institutionalized racism that started in our schools or switched into higher gear is promising. For many, a possible culture-shifting, norm-changing, reality-check movement started. But for Black families, this time was about much more than a movement. What was suddenly new to many was nothing more than a reflection of our lived understanding of being Black in private school. With all of this, we felt broad support to share experiences and started to explore institutional and systemic challenges in a deeper way than perhaps before.

This moment has been generations in the making and it won’t be defined by the pivotal events of last summer but by what follows in the days, months, and years to come. In that light, much of our work starts now. We are excited to welcome 25-year organizational operations executive Pinkie Nolan to our leadership team as our inaugural COO. She brings a wealth of expertise to PSV and she will surely help ensure that what we’re building is strategic and sustainable.

We have a solid foundation on which to continue to build and this retrospective highlights some of that important work. It also celebrates the donors and volunteers who stepped up to support PSV at a time when many small, new, Black organizations did not survive COVID-19 related challenges. We will always be grateful for their partnership and support; they also understand this moment is so much more than a movement.

Yours in service,

Lisa Johnson

Lisa Johnson
Founder & Executive Director
Dear PSV Family and Friends,

I want to acknowledge upfront a harsh reality. This has been a difficult year for most of us, personally and professionally. There have been unprecedented challenges, and we’re still uncertain where and when life will return to “normal.”

However, in just three short years, Private School Village (PSV) flourished. We have grown tremendously, in fact, faster than we could have anticipated. Now we find ourselves in the middle of tremendous opportunity and poised to make a difference in the lives of countless Black families.

Our success as a community is because of your ongoing support. Our village relies on the generous time of parent volunteers at all levels of our community as we are 100% volunteer led. I am especially grateful to each parent that has donated time and resources to further the PSV mission. It’s inspiring to see what’s possible and how our community can benefit when we come together.

On behalf of the entire PSV Board, we are also grateful to PSV Founder and Executive Director Lisa Johnson. She has volunteered for three years as if this were a full-time job, and we know you agree that her dedication to developing our community is contagious and unmatched. I am personally grateful for the countless webinars to keep the PSV community informed and educated, for leading our fundraising efforts with the Sneaker Soirees, with schools, and with families, and for organizing opportunities to mentally pause and socially connect through virtual events like the Moms Night Out and Parent-2-Parent Mix & Mingle.

I’m equally proud of the Board’s work over the past several years. I’ve enjoyed watching this leadership group grow from our inaugural Board, who helped create our mission statement and spearheaded our first Sneaker Soiree, to our current Board, who is centered on multi-year strategy and growth. The shift is significant, and I’m excited to see the continual development of this group in the years ahead.

To all of our volunteers, donors, partners, advisors, and others who have generously supported our work, I offer my sincere gratitude for entrusting us to lead and create this village.

Sincerely,

Deepa Janha

Deepa Janha
Board Chair
A LEAGUE OF OUR OWN
PSV is the first, unique, inclusive, nonprofit community of support created for Black families, by Black families, that focuses on the challenges associated with private school once admitted.

ORGANIZATIONAL GROWTH
In our first few years of operation, which included 17 months of COVID-related restrictions, PSV has demonstrated a high rate of growth in terms of members, school partners, and programmatic offerings. In FY2019, PSV started with roughly 219 members, and as of May 2021, PSV has built a network of over 3,400 community members.

FINANCIAL PERFORMANCE
Despite the challenges presented by the pandemic, PSV experienced a 332% revenue increase and a 138% margin increase from FY2019 to FY2020. And although there was a 12% decrease in revenue from FY2020 to FY2021, which was primarily due to COVID, this was offset by a 40% decrease in expenses, resulting in a 49% margin increase. This is important as PSV plans for sustainable resource growth.

PSV EARNED A GOLD SEAL OF TRANSPARENCY
The seal is awarded by Candid, a charity watchdog organization that helps donors find out where nonprofit money comes from, where it goes, and why it matters.
IMPACTING MORE TO MAKE A DIFFERENCE

Total Number of Attendees or Participants Served Through PSV
Note: Virtual events are counted by the number of zoom windows which is counted as one participant when really, a zoom window could have multiple participants in one window; additionally, some events are limited capacity by design.

4,771

Total Number of Events & Programs to Date
Note: Not including fundraising events or events not produced by PSV.

57

Number of People on the Private Facebook Group Page
Note: Must request access via Facebook groups.

740+

Number of Signatures Currently on the Letter of Solidarity

1030+

$46

Average Cost Per Person to Participate in PSV Events & Programs
Note: Not including PSV fundraising events or events where PSV families are guests.

Total Number of PSV Students That Completed Black History From a Decolonized Perspective 8-week Virtual Course
Note: This does not include other classes such as the Black Lives Matter @ School series, the summer book club, and more.

73

(Since Jan 2019)
2019: A Quick Rewind

Private School Village (PSV) was founded in 2018 after hundreds of Black families came together because they yearned to have their children “see” more of themselves in the private school setting. The organization started with tremendous energy and possibility. By August 2019, we hosted Dr. Howard Stevenson for a conversation with students and parents at the Skirball Cultural Center about racial literacy against the backdrop of Kwame Braithwaite’s wonderful “Black is Beautiful” exhibit. In September, we kept the momentum going by hosting a #Hashtag Lunchbag community service project that yielded 400 bagged lunches for those in need, followed by a lively discussion with students, parents, and current and former police officers about engaging with police. Then, in November 2019, we hosted the years most memorable event, the PSV Sneaker Soiree. This unique fundraising event celebrated the importance of parent socialization, the cultural impact and fun of sneakers in our community, the progress of PSV in general, and it raised operational funds to support our growing village.

Racial Literacy

What is it? How do you deal with racial stress?

Wednesday, August 21
5:00 pm - 8:00 pm
Skirball Cultural Center

See the iconic images that amplified one of the most influential cultural movements of the 1960s: “Black is Beautiful.” The exhibit features over forty photographs of black women and men with natural hair and clothes that reclaimed their African roots, Black Is Beautiful: The Photography of Kwame Brathwaite.

Then, join us for a conversation with one of the nation’s foremost experts on racial literacy and health. Dr. Howard Stevenson will facilitate important conversations with students and their families about the health impact of racial stress and provide “In the moment (ITM) and down to Earth (DTE)” strategies and skills that both students and parents can employ to promote racial health and well being.

Dr. Howard Stevenson is the Constance Clayton Professor of Urban Education, Professor of Africana Studies, in the Graduate School of Education at the University of Pennsylvania. Dr. Stevenson is Executive Director of the Racial Empowerment Collaborative (REC), an organization that brings together community leaders, researchers, families, and youth to study and promote racial literacy and health in schools and neighborhoods. He is also the Director of Forward Promise, a national program that supports organizations working to improve the health of boys and young men of color and their families as they heal from the trauma of historical and present-day dehumanization, discrimination, and colonization.

RSVP by August 14 at www.privateschoolvillage.org/events
Much of what was being planned following those events (see page 9) would go on to be cancelled because of COVID-19.

However, the cancellation of the remaining events planned for the year and the sudden shift to the virtual world ultimately helped clarify a hybrid future for PSV as we started presenting several webinar discussions.
Pre-Covid Plans
or so we thought
(Cancelled due to Covid)

Sunday, May 17 | 3 - 6 PM
Dave & Buster’s Hollywood

Young Kings: Being a Black Man

Join us for a fun & frank conversation for caregivers & boys in grades 6-12. Emmy-Award Nominated Actor & Author Dondré Whitfield will lead a discussion about what it means to be a man, how we can best support one another, and much more. RSVP: www.privateschoolvillage.org/psv-events

More tickets to the March 22 matinee performance of Alvin Ailey will be added to the PSV website shortly. Tickets are discounted to $35 and are located in Section J/ Main Balcony (rows E&F). Please check our IG and/or Facebook page for updates on ticket availability. Or, check the PSV website regularly.

Interested in a Day of Ski School?

Sunday, March 15
(Registration Deadline: January 31)
Bus pick up: 6:00 am  Bus drop off: 6:30 pm
Bear Mountain Resort at Big Bear

PSV has coordinated with Freedom Snow Riders to invite students for a day of ski or snowboard lessons at Big Bear. Any skill level is welcome (grades 1st - 8th).

The cost and registration, directly managed with Freedom Snow Riders, is a discounted fee of $195 which includes roundtrip transportation, lift ticket, and instruction. While students can bring their own ski equipment, Freedom Snow Riders offers ski equipment rental options as well as options for lunch/snacks for an additional fee. Parents should make every effort to accompany their kids on the round-trip bus or follow the bus directly. Freedom Snow Riders can also coordinate arrangements in advance for parents interested in skiing while students are in ski school.

Visit www.freedom.org/snow/weekends-and-trips to learn more and to register (note the website address has three “s”es). Once you're registered and have signed the waivers, please be sure to let Freedom Snow Riders know that you are with "PSV" so that they can add you to the PSV group.

NOTE: As the parent and/or caregiver, by registering with Freedom Snow Riders through this promotion, you do so on your own free will and assume all responsibilities associated with this outing. This is not an official PSV event, PSV is merely advertising information and you release, hold harmless and indemnify PSV and its employees/volunteers for any claim of yourself or a minor.
With the launch of our "Candid Conversations" webinar discussions, we experienced tremendous growth in all aspects of our work. From realizing our largest monetary donation from a single donor of $25,000 to having over 640 RSVPs for a 2-hour webinar about race, PSV continued making an impact when many other organizations struggled to pivot. In addition, we learned a great deal about the need for increased education around race, particularly across virtual mediums.

The challenges of the time led PSV to issue the organization’s K-12 Climate Survey, which produced key recommendations for schools and parents. This exercise highlighted common themes that led to several recommendations, and it pointed out gaps in necessary related research. In January 2020, PSV launched a program to address representation and meet the need for increased interest in parent engagement — the PSV Parent Ambassador Program. The PSV Parent Ambassador Program allows parents to use their leadership skills to play a central role in working with schools to improve the experiences of Black families in private schools. This program is essential to PSV as it empowers parents to successfully partner and advocate for children, reinforces the pride and power of community building and support, and highlights a shared belief in a strong family-school partnership optimal for student achievement.

This time also led PSV’s Founder, Lisa Johnson, to complete years of personal research to pen a position paper, How to Improve the Private School Experience for Black Students.
The history of our schools, various research related to the lifelong implications of not feeling a sense of belonging in the school community, and more are detailed in Johnson’s position paper. It explains the rationale for the organization’s initial programmatic focus on racial socialization, racial literacy, representation, and related research.

While webinars continued throughout the year, additional virtual classes were also offered. These included one-off opportunities such as a LEGO Stem class, Stock Market Simulation Class, and a pilot NBA 2K Tournament. We ultimately identified a few online offerings that were in high demand and reinforced key programmatic pillars—Black History from a Decolonized Perspective and Black Lives Matter @ School. These online classes are current programs addressing racial socialization and racial literacy, and they are helping to shape additional future programs.

In Memory: Summer Medford

Summer Medford, rising 10th-grade student at Crossroads School for Arts & Sciences, passed away in June 2020 after a courageous fight with systemic juvenile idiopathic arthritis.

Summer was a 14-year old, one-of-a-kind ray of sunshine who left a remarkable imprint on the lives of everyone she met, including the new and old friends she was connecting with in PSV. A straight-A student who particularly enjoyed Art and English, Summer didn’t let her illness prevent her from living fully. On the contrary. Summer approached everything with energy and a kind smile — a smile that many of us remember fondly as motivation to be strong, determined, ambitious, and full of life and joy.

PSV is working on a unique way to honor Summer that will bring smiles to others. We look forward to sharing more about that later this year.
Thank you to our Founding School Champions!
They believed in the vision and early mission of PSV and provided support for our growth during our earliest of days. We are forever grateful!

MORE THAN APPRECIATE
OUR FOUNDING SCHOOL CHAMPIONS

Representing
September 2018 - June 2021
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September 2018 - June 2021
Thank You to Our Founding Champions!

Like Founding School Champions, Founding Champions believed in the vision and early mission of PSV and provided support for our growth during our earliest of days. Thank you for your support!

Anonymous
Kirsten Albrecht & Marc Evans
Mike Bauman & Carmen Wolf
Kafi & Bob Blumenfield
LaTisha & Paris Boyd
Kelli Hill Brazier & Jason Brazier
Tarik* & Kirsa Brooks
Kawanna & Jay Brown
Brian & Jameelah Carver
The DeWitt/Livingston Family
Iman & James Farrior
Shawn & Michelle+ Gee
Shelly & Ron Gillyard
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Mrs. Althea Sweet Lucas
Nick & Ashley Luengo
The Marcum Family
Sonya Makunga & Michael Cook
Andrea Nelson Meigs & John Meigs
Huey Merchant & Steve Artiga
Mia & Roger Novack
Sean & Rita Patikas-Hunter
Channing & Scott Power
Leah & Dana Pump
Kara Sax & David Ball
Chris & Vanessa Spencer
de Winter & Seema Stewart
Amelia & Derrick+ Williamson
Fredrick Wilson
Aaron & Kelly Zeigler
Collette Bowers Zinn* (Zinn Education Management)

Note: Representing Sept 2018-June 2021
+Denotes Former Board Member
*Denotes Current Board Member
A Special Thank You...
We want to thank the following individuals for providing much-needed advice and counsel, gifts, and/or in-kind resources and time over the past three years. Thank you for your generous spirit and dedication to the PSV mission. You helped make PSV what it is today!

Alonda Casselle*
Alycia Brown
Amelia & Derrick+ Williamson
Andrea Nelson Meigs
Anita Hutchinson-Martin
Bita Van Gilder
Cathy Shelburne
Chris & Beth Gibbs
Chris Spencer
Cindy Virani*
Collette Bowers Zinn*
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Kelli Hill Brazier
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Shawn Stevenson
Shelley Walter
Shelly Tochluk
Staci Walker Lynch
Stefanie Brown James
Tarik Brooks*
Thommy Guerrero*
Terra Potts
Tiffanie Anderson
Michael & Trina Gary
Valerie Mekki
Vida Cornelious
Wendy Wallace

*Denotes Current Board Member
+Denotes Former Board Member
Private School Village (PSV) builds community by providing programs, organizing events, collaborating, and sharing resources that support Black families throughout the private school experience.

Does anyone in your family identify as Black/African-American? Join other families in local private schools as we work together to build a community of support. Together, we can build racial literacy, racial socialization, enhance representation, and further related research. Together, we can ensure our children thrive!

Join Private School Village (PSV)!
(It's Free & Easy!)

Visit www.privateschoolvillage.org and sign up to receive PSV emails about events, activities & resources. That’s it!

Questions? Email us!
psvadmin@privateschoolvillage.org
**It Takes A Village!**

**Why Support PSV?**
- Academic outcomes are better for ALL students when a school community is RACIALLY diverse;
- Unresolved, generational trauma can otherwise persist if left unacknowledged;
- When admitted to private school, Black students are often not accepted which can manifest as indifference, silence, and segregation (Admitted But Left Out/NYT, 2012);
- There is a positive and significant relationship between school belonging and reduction in self-esteem, positive mental health, extracurricular activities, & more;
- Suicidal behaviors and thoughts among Black high school public & private school teens is far outpacing trends among white peers (Nov 2019/Pediatrics). Couple this trend with the fact that anxiety and depression can be as high as six times the national norm in many high-achieving schools, where children’s mental health is affected by pressure to achieve;
- PSV is the first, unique, inclusive community of support created for Black families, by Black families, that focuses on challenges associated with private school once admitted; PSV works to positively transform the private school experience for specific under-represented groups.

This year, PSV will launch our first annual giving campaign to build our ability to fortify the infrastructure of PSV and grow our programs. While there is no membership fee and/or cost to join PSV, there are hard costs associated with hosting programs, events, and activities. Even more, however, we have to implement sustainable operations, processes, and systems to ensure PSV continues to grow and help families for generations to come. Please consider making a tax-deductible donation of any amount — even consider setting up a regular, monthly donation. Big or small, it all makes a difference.

Your contribution is a powerful statement to schools, other families and the community, foundations, and corporations. Strong participation from parents, in particular, is a powerful signal. 100% giving participation from parents, no matter what giving level, would be meaningful — it takes a village!

**Annual Giving Levels**
- Village Innovators $50,000 - $99,999
- Village Visionaries $25,000 - $49,999
- Village Legacy $10,000 - $24,999
- Village Heritage $5,000 - $9,999
- Village Circle** $2,000 - $4,999
- Village Friends $500 - $1,999
- Community Gifts Up to $499

**Donate Today**
Donate at www.privateschoolvillage.org/donate or via mail at Attn: Private School Village, 4335 Van Nuys Blvd., #269, Sherman Oaks, Ca 91403 (EIN: 83-1829449)

**It Takes a Village!**

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**It Takes a Village!**
Every donation is meaningful and will ensure PSV programs and services grow and are sustained for generations.

Imagine impacting the private school experience of every current and future Black private school family such that they walk in the school community KNOWING that they are not alone and they are “the gift,” worthy and deserving of being seen, safe, valued, and positioned to thrive fully! Your support of PSV helps make that possible!

It Takes a Village!

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