



# The Other Side Academy

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2018 Annual Report



# Mission

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## Utah's Prison Crisis



The Salt Lake Tribune says Utah's prison **population is rising faster** than any state but one



According to a survey conducted by Vera, Utah spends **\$150+ million** in state prison expenditures



The new Draper prison is expected to cost the state **~\$780 million**

**Instead of incarceration, The Other Side Academy is a training school to help convicts, substance abusers and homeless individuals rehabilitate their lives through a community and pro-social, vocational learning**

# Letter from the CEO

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Wow! What a year!

The Other Side Academy had some of the most amazing things happen in 2018 as we have continued on our mission to grow and expand to save more lives!

We have grown our school in Utah by expanding our facilities. Our graduates continue to live a stable life free of crime. We have saved the State of Utah millions of dollars and hope to do the same as we expand into our second location in Denver, Colorado.

We saw our two main social enterprise training schools, The Other Side Movers, and The Other Side Thrift Boutique, continue to grow and maintain their status as the highest rated moving company and thrift store in their respective categories in terms of customer satisfaction.

Weekly, we have had individuals from the community, representing all walks of life, come share powerful, inspiring, touching, and sometime heartbreaking stories of their personal lives with our students. We have also given hundreds of tours to community leaders, business dignitaries, and religious leaders, including some of the top leadership of The Church of Jesus Christ of Latter-Day Saints.

We have been humbled by the overwhelming support we have received from our donors, which have included both cash donations as well as in-kind donations of every variety imaginable. These donations have come from generous individuals, families, foundations, and businesses. Their help has helped accelerated our growth and ability to save more lives.

During the year, we became part of the Catalyst Network, run by Stand Together. Their mission is to find effective non-profits who are serving those on the margins and help them scale and grow. Stand Together did a video about Dave Durocher, our managing director, and his journey of transformation, and it has now been seen over 750,000 times across the nation and around the world.

Of course, our most important accomplishment is the individual transformation that is happening in the lives of our students. The model is working and we are seeing our graduates go out, rejoin society, become employed, and become productive, crime-free members of their communities, reuniting with their families. Some of our graduates have elected to stay a 3rd year to continue to grow and be leaders in the house. A portion of these 3rd year graduates have been selected to be staff-in-training candidates so they can help us provide leadership to new sites in the future.

Thank you for helping 2018 be such an incredible year of growth and expansion. We invite you to come along with us for an exciting year to come in 2019!



# About The Other Side Academy (TOSA)

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## **The Other Side Academy is a life skills and vocational training school for those who've hit rock bottom**

It is a school where our students learn vocational, pro-social, and life skills so they can succeed on “the other side.” It’s a school where students can gain their GED, learn marketing skills, business skills, and gain experience in various trades. Our students learn how to make and keep promises and how to live life with integrity, accountability, and with love. Our students have the opportunity to learn to work in our various vocational training schools, such as The Other Side Movers and The Other Side Thrift Boutique. Graduate may choose to continue work at Upside Enterprises or continue on to our graduate program

Our school is for men and women, many of whom have lived a lifetime of addiction and criminal behavior, who now want to learn a better way to live. The Other Side Academy is available for these men and women pre- and post- sentencing and those within the jails and prisons in the state of Utah. We are also open to ex-convicts, substance abusers, homeless, and others who walk in off the street.

The Other Side Academy is a place for those who want to make a better life for themselves and who are willing to put in the work to change their destructive behavior. It’s a place where they will be supported by those who have come before them, and where they will be expected to support those who come after. It’s a place where “as A helps B, A gets better.” It’s a place where honesty is at the core of everything we do and where hard work, especially on ourselves, pays off. The Other Side Academy is a place where the most lost among us can change our lives to 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 truly connect for the first time in our lives. Community is the antidote to personal alienation. The way out is to let others in.

## 2 Make and keep promises

The only 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 out- side of jails, prisons, and rehab programs and have perfected 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 new habits they begin to create feelings of self-worth, peace and happiness. 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 themselves. To be aware is to be alive. Humility accelerates awareness.



# The Twelve Beliefs



## Each one teach one

7

Our primary focus is not ourselves, it is others. As we become instrumental in lifting and serving others we discover a source of motivation, worth and satisfaction unlike any we've ever felt. When A teaches B, A gets better. We are lifted as we lift and serve others.

## 200% accountability

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

## Forgiveness

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It takes time and effort to live the way we live. 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.

## Boundaries

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Setting and maintaining boundaries is the process through which we create our character.  
We set strong boundaries to develop the muscle to change our lives.

## Faith friendly

11

We are supportive of any beliefs that help you lead a healthier and more connected life. We are not a 12-step program and we support each other in worshipping or not worshipping according to our own conscience.

## Pride in work

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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.



# 2018 Review in Numbers

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**48**

Number of students graduated from our 2 Year Program



**93%**

Percentage of graduates with stable housing, employment and are crime free



**95**

Current Students



**+600**

Years of incarceration suspended



**\$28M**

Dollar value saved by the State of Utah

# Our Students

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**Total Admissions to Orientation: 250\***

**Total Commitments after Orientation: 178\***

*\* We define admissions as candidates we accepted into orientation and commitments as students who made a two-year minimum commitment following orientation.*

**Graduation following Commitment: 57%\*\***

*\*\* This is the percentage of students who made the 2-year commitment and kept it. This is for the 2016-2018 cohort.*

## Key Stats

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<b>0</b>	Cost to Government for on-going operations
<b>5</b>	Years old – Earliest age of using drugs (with mom)
<b>11</b>	Students who have been homeless 5+ years
<b>19</b>	Millions of \$ spent incarcerating students before arriving at The Other Side Academy
<b>25</b>	Average arrests of our students
<b>62</b>	% of graduate students voluntarily staying 3rdyr.
<b>90</b>	% of Students who have been homeless
<b>93</b>	% of Graduates employed and crime free
<b>95</b>	Current students
<b>100</b>	% of Students who pass drug test while in program

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# 2018 Key Achievements

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**EY Entrepreneur of the Year**  
(Utah Region)

Social Entrepreneur Award



**Emerging Elite Company award**  
**by Utah100 Awards**

First time in history that a non-profit  
was selected



**Catalyst Network**

Over 100 community-based  
organizations working to break the  
cycle of poverty in America

# Community Engagement

**HB468** facilitated the passing of a bill which creates a new licensing category for our model with the Utah State Government

## During the year

- We have had the honor to meet with Governors of 3 states (Utah, Colorado, and Iowa)
- We have met with District Attorneys from Denver, Atlanta, and San Diego,
- We have met Senators Mitt Romney, Mike Lee, and Cory Booker.
- We have had large delegations from Atlanta and Des Moines visit us and
- We have had numerous meetings with political and community leaders in Denver, San Diego, Atlanta, and Des Moines.



Visits from United States Senator Mitt Romney



Visits from United States Senators  
Cory Booker and Mike Lee

# The Other Side Movers | The #1 Rated Moving Company in Salt Lake City

The Other Side Movers is one of the training schools that helps former felons, substance-abusers and others get clean, stay clean, and learn how to live successful, productive lives. Our program is free of charge to our students, and through their own efforts they become self-sufficient.



The Other Side Movers Claimed

★★★★★ 64 reviews [Details](#)



Thumbtack



2019

# The Other Side Thrift Boutique

Opened on September 2017, the store serves as our second vocational training center where students will learn about all aspects of running a retail store, from running a cash register and maintaining inventory to pricing, marketing, and book-keeping.

The rehabilitation of a run-down eyesore building along State Street into a beautiful, bright, and welcoming storefront is an analogy for the redemption of some of the most lost among us as we see our students transform their lives into something wonderful and beautiful, leaving the toxic and destructive behavior behind them.



**The Other Side Thrift Boutique**



23 reviews

[Details](#)

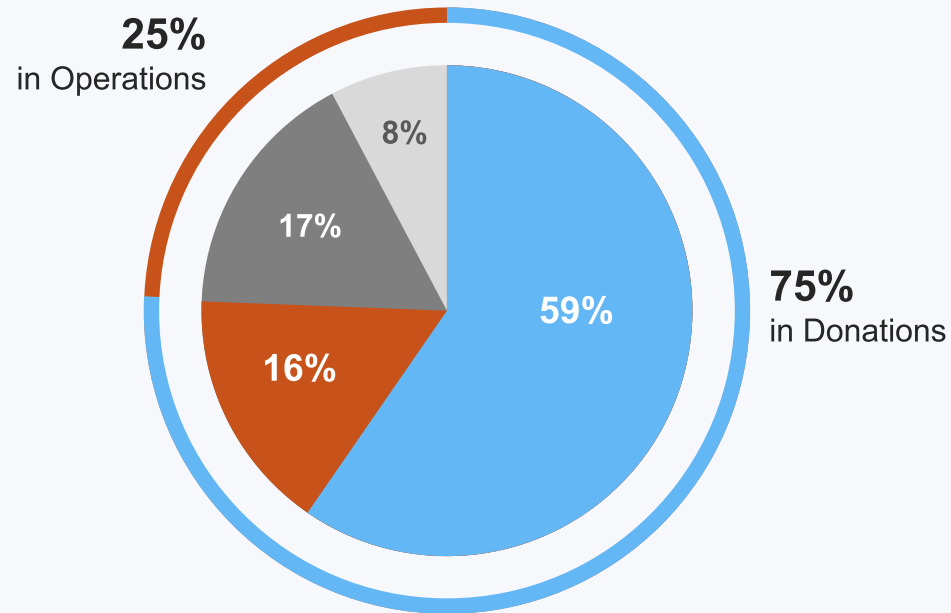




# Summary Financials

## Income Breakdown (2018)

- Donations 59%
- In-kind donations
- Services and sales revenue
- Thrift store revenue, net of cost of sales



**Total: \$11,360,438**

## Summary of Operations (\$)

	2018
<b>Revenues</b>	
Moving services revenue	1,974,087
Thrift store revenue, net of cost sales other	862,309
Other	59
<b>Total revenues and support</b>	<b>2,836,455</b>
<b>Expenses</b>	
Vocational and life skills training	2,347,664
Management and general	303,251
Fundraising	56,034
<b>Total expenses</b>	<b>2,706,949</b>
<b>Net Income (w/o Depreciation)</b>	<b>129,506</b>
<b>Net Assets at Beginning of Year</b>	
In-kind Donations (Not included)	3,067,944
Donations	1,869,154
Depreciation	6,654,829
Net Income (w/o Depreciation)	-265,628
<b>Net Assets at End of Year</b>	<b>\$9,586,651</b>
<b>Total Income (Donations and Income)</b>	<b>11,360,438</b>

# Leadership

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## Management Team

**Joseph Grenny**

Chairman of the Board

**Ted Broman**

Board Member

**Tim Stay**

CEO

**Lindsey Nelson**

Executive Assistant

## Staff

**David Durocher**

Managing Director

**Lola Zagey Strong**

Managing Director, Co-Founder

**Alan Fahringer**

Director

**Steve Strong**

Manager

**Chris Nelson**

Manager

**Sharon Tidwell**

Manager

**Nicholle Fahringer**

Program Staff

**Justin Allen**

Program Staff

**Beau Clark**

Program Staff

**Tori Dixon**

program Staff

# Support Us

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## "BRIDGE" FUNDS

We need start-up funds to help us bridge the gap between launching and getting our training revenues flowing enough so we can be self-sufficient. The Other Side Academy is a 501(c)(3) public non-profit organization, so your donations are tax-deductible. Please donate if you can help us during this launch phase. Please let us know if your company does matching donations as well.

## VOLUNTEER

The Other Side Academy has need of a broad range of volunteer opportunities, including mentoring and teaching life skills, as well as practical opportunities, such as helping with graphic design, websites, social media, advertising, marketing, accounting, legal, construction and so on. If you are interested in being a volunteer, please email us at [volunteer@TheOtherSideAcademy.com](mailto:volunteer@TheOtherSideAcademy.com)

## SHOP ON AMAZON SMILE

When you shop at [smile.amazon.com](https://smile.amazon.com) Amazon donates. Set your charity to Other Side Academy to support us

## IN-KIND DONATIONS

Any donations of clothing, food, supplies, tools, gear, etc. helps us reduce our operating expenses and allows us to get to self-sufficiency sooner. If you or your company have access to any of these items, please contact us. We can come to your location to pick up any donations, making your donation hassle-free. Any in-kind donations are also tax-deductible.

## HIRE US

Hiring us is a great way to help us. It gives our students training opportunities and it helps us to be self-reliant. Please consider hiring us for your next residential or commercial move. For more information, go to: [The Other Side Movers](#)



### Website

[www.theothersideacademy.com](http://www.theothersideacademy.com)



### Phone

+1 (801) 953-0409



### Address

667 E 100 S Salt Lake City, UT 84102



### Email Address

[info@TheOtherSideAcademy.com](mailto:info@TheOtherSideAcademy.com)