



MOVEMENT SCHOOLS NORTH CAROLINA

OUR HISTORY

2008

Founded in 2008, amidst the financial crisis, Movement set forth on a mission to create a Movement of Change in industry, in corporate cultures and in communities.

2013

Movement Foundation founded to use the profits of Movement Mortgage to uplift others.

2017

Modelled after Sugar Creek, Movement Freedom launches in Charlotte.



2020

Movement Eastland launches during the Covid pandemic.



2021

Movement Pre-K launches in partnership with NC Head Start.

2022



2022

Movement Southwest launches in Charlotte.

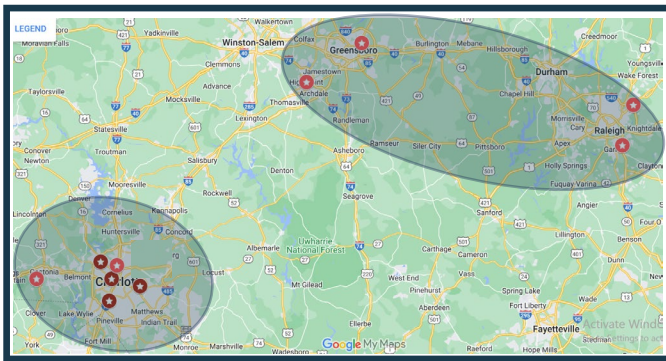
2023

Movement Northwest launches.



OUR GOALS

FIGURE 1



★ Existing Schools ★+ Future Schools

FIGURE 2

	GREATER CHARLOTTE	CENTRAL N.C.
2017-22	Freedom Eastland Southwest	
2023	Northwest	
2024		
2025	Gastonia(B) West Charlotte (B)	[Raleigh/Greensboro]
2026		[Raleigh/Greensboro]
2027		Garner
2028		Highpoint
	6 Schools	4 Schools

FOUNDATION SUPPORT

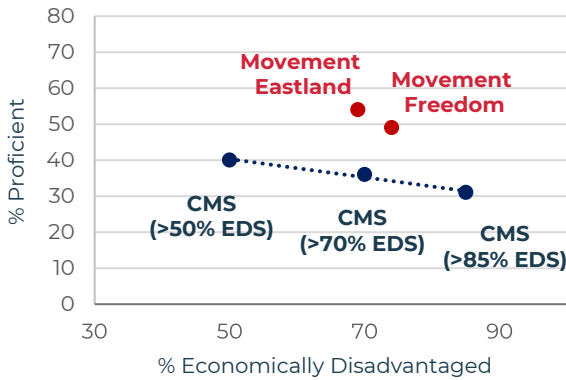
FIGURE 3

\$ in mm

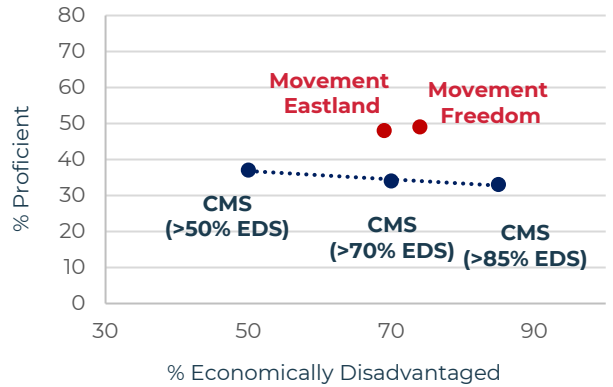
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	TOTAL
Grants													
CMO Grants	-	-	-	-	-	-	-	4.1	4.9	4.4	4.5	4.5	17.9
School Grants	0.5	-	-	0.5	-	0.5	0.5	-	2.0	-	0.5	0.5	4.5
Total Grants	0.5	-	-	0.5	-	0.5	0.5	4.1	6.9	4.4	5.0	5.0	22.4
Discounted Rent													
Market Rent	1.1	1.1	1.1	2.2	2.2	3.3	4.4	4.4	8.8	8.8	9.9	11.0	47.3
Less: Actual Rent	-	-	0.2	0.4	0.5	0.8	1.1	1.4	1.9	3.0	4.3	4.7	13.6
Savings	1.1	1.1	1.0	1.9	1.7	2.5	3.3	3.0	6.9	5.8	5.6	6.3	33.7
Grants+Discounted Rent	1.6	1.1	1.0	2.4	1.7	3.0	3.8	7.1	13.8	10.2	10.6	11.3	56.1
<i>Number of schools</i>	1	1	1	2	2	3	4	4	8	8	9	10	10

IMPACT

ALL STUDENTS ELEMENTARY PROFICIENCY



BLACK STUDENTS ELEMENTARY PROFICIENCY



RECENT PROGRESS

ACADEMICS

- IPM blocks for all teachers
- Using Lifelong Readers across all grades
- Expanded Eureka Math to K-5
- Launched Wilson Reading for EC
- Launched Wit & Wisdom 3rd-5th
- Added Financial Fitness Fridays
- Added specials: science lab+ drumming

ENROLLMENT

- ADM is 98% to max funded enrollment across network
- All schools above 90% to max ADM
- Added Britney Johnson as Director of Enrollment, formerly with YES Prep
- Built Salesforce platform to support enrollment and marketing

FINANCE

- 5/5 years of clean audits with no findings
- Added OCFO support, Jack Brown from Prestige
- Current budgets include 5% of revenue to reserve and 10% to centralized support
- Partnered with CSGF to complete 5-year financial model for schools and CMO

GROWTH PREPARATION

ENROLLMENT

- 120 student launch
- Expanding to growing communities
- Increased enrollment and marketing budget

TALENT

- Budgeted for above market pay
- TIR, DIR, PIR pathways established
- 69% of school leadership are internal promotions

FACILITIES

- Increased budget from \$12M to \$15M per school
- Increased focus on perimeter of metro areas (like Gastonia)
- Increase target purchase date to >24 months from launch