



**AFTER
SCHOOL
HUSTLE**

2020 ANNUAL REPORT

First Draft | English Version
Berlin, 11 January 2021

INTRODUCTION AND SUMMARY

The year 2020 was difficult for us. We were not able to run our workshops for almost half of the year due to Covid-19. Recruiting of coaches and fundraising was also much more challenging than we had expected when we started this year.

Our purpose and our approach have stayed the same. We tried our best to make up for the restrictions and problems due to Covid-19 and developed some exciting new online programs, such as After School Photo, After School Radio and After School Basics. So while we were not able to meet our initial goals, we think that we have continued to provide value to our main audience: The teenagers of Berlin.

As we are writing this, the outlook is uncertain. Berlin is under lockdown, fundraising for non-profits is more difficult than ever, and our community was not able to interact in a normal way since spring.

This moment calls for a pause. We do not know what the future will bring and currently do not plan to continue our regular workshops in 2021. However, we have created something remarkable in the last three years. In 142 workshop we were able to inspire, skill and connect almost 400 teenagers. Many of them will remember this program for the rest of their lives.

This would not have been possible without our magnificent coaches and other partners. The Beisheim Foundation was our main financial supporter and instrumental in our achievements. But many others were also involved in this journey.

So the point the we want to make here is:

Thank you!

Berlin in January 2021

Pawel Mordel

Founder and Director

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OUR PURPOSE

Our purpose is based on the diagnosis that teenagers are not always able to realize their full potential. Large investments are being made in the education sector, but they are still not sufficient.

Considering the fundamental importance of competence, character and awareness of possibilities – for the individual as well as for society – we dedicate our efforts to increasing the support that teenagers have for their development.

In particular, we believe that tangible skills are an area where improvement is necessary and attainable. Mastering of skills is fundamental for two reasons:

The ability to manipulate the world around them gives humans relevance and meaning. They recognize themselves in the things they produce or change. Without this sense of impact, they suffer from resignation, lack of self-worth and doubts about their ability to influence their own life.

Learning itself is another source of pride and vital in changing economics circumstances. Attempting to learn something may be painful, as it exposes deficiencies. But with confidence and some grit many challenges can be overcome. Whether one is able to continue learning is partly an issue of character, not just talent.

However, possessing valuable skills and being able to learn new ones is not enough. It is crucial to be aware of the options that life has to offer in order to make use of them.

After School Hustle was conceived to address all three of those issues simultaneously. The next section outlines that main guideposts that are underpinning our approach.

CONCEPTUAL GUIDELINES

Our goal is to build a new module in the education system. To do this effectively and efficiently, guidelines are necessary to focus attention and inform decisions.

Outside of school and voluntary

We want to create a new context for experiencing education – one that is similar to professional life. Teenagers are encouraged to come to our workshops, but they are not forced to. They have to decide for themselves if they want to participate and do the work that is usually expected in such situations: sign up, find out where the workshop is held and what the requirements are, and finally show up and contribute.

Personal

While new technology is fundamental for the realization of our program, it should be limited during the education experience. We are establishing a decidedly non-digital program. In our workshops people come together and learn in direct conversation and practice, using devices only when absolutely necessary.

Free of charge

Our program has to be accessible for everybody – as long as they are a teenager. Hence everything is free of charge for participants, including materials and food. As the coaches are not paid either, the education experience happens in a context without financial transactions.

Taught by professionals

All our workshops are taught by people who really understand their craft. They can answer any question that may arise, making each education experience tailored to the needs of the participants. Importantly, they are good role models and showcase an inspiring biography.

Funded through donations

We tailor our program to the needs of teenagers, not the requirements of grant providers. We are confident that high quality and absolute transparency can entice additional funds for education from corporations, foundations and individuals.

IMPLEMENTATION

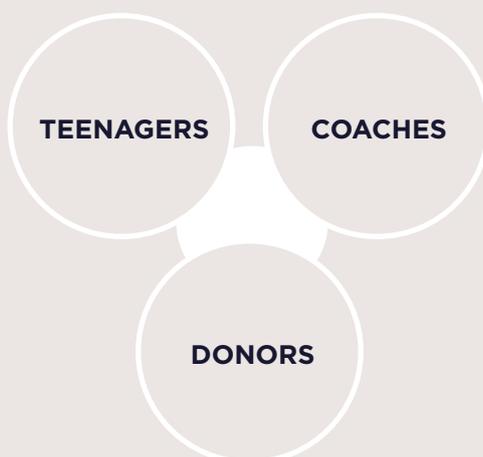
After School Hustle is based on one crucial observation: There are plenty of qualified people who could take responsibility for teaching the next generation, but who do not have a structure that enables them to do so.

We created a three-sided platform that brings together teenagers, coaches and donors. Each of those groups is treated as customers for whom we want to create value. Clever use of technology allows us to stay nimble and to create high quality programs with low cost. It also allows us to make potential customers and partners aware that these programs exist.

In 2020 we aimed at creating two workshops per week – every Saturday and every Sunday. However, the Covid-19 pandemic reduced our output significantly.

Such a workshop has a duration of about 5 hours. On average we had eight participants in every workshop. This is by design – small class size is a core quality marker for us. Almost every workshop was fully booked, as we adjust our marketing efforts depending on the number of sign-ups.

The workshops are highly practical. We establish a professional environment and work with the teenagers on challenging exercises. The goal is always to teach them the outlines of a particular skill, so that they have the foundation for further study on their own. The topics are diverse, but always relevant for a productive lifestyle and with visible achievements and conducive to personal growth.



OUTPUT INDICATORS AND FEEDBACK

Our work is aimed at producing as many well-attended workshops as possible while maintaining very high quality. Hence we take the collection and analysis of data very seriously.

Number of workshops in 2020

34

Teenagers who participated in at least one of these workshops in 2020

125

Percentage of those 125 teenagers who came to more than one workshop in 2020

36%

Average number of workshops each of these 125 teenagers attended in 2020

1.7

Average number of participants in a workshop

6.4

We aim at 8 teenagers per workshop in order to ensure a productive atmosphere. Most of our workshop are fully booked or even overbooked. Due to Covid-19 we reduced the workshop size.

Workshop topics in 2020

Marketing, Entrepreneurship, Branding, Spreadsheets, Sales, Data Science, Project Management, Photography, Film, 3D Design, Product Design, Instagram Face Filters, Curating, Drawing, Merch and DIY Clothing, Webdesign, Creative Writing.

See all topics and coaches on our website

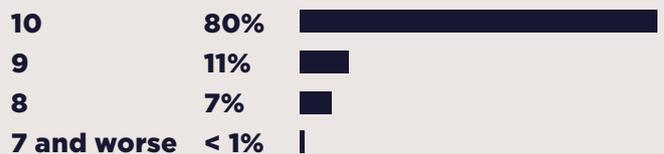
Average grade received by teenagers (1-6)

1.23



Recommendation score (10-1)

9.71



We collected feedback sheets from 96% of participants and all of those sheets contained at least one of the measures, 97% had both.

OUTPUT SINCE THE VERY START

After School Hustle started with 4 trial workshops in the fall of 2017, followed by 36 workshops in 2018 and 68 workshops in 2019.

In total, we have produced 142 workshops.

392 teenagers have participated in at least one workshop, 45% of those teenagers in more than one.

Average number of participants per workshop: 7.4

57 teenagers have attended 5 or more of our workshops, 21 teenagers have attended 10 or more.

IMPACT OF COVID-19

PROMISING BEGINNING

The year started very positively. We were on schedule to produce a workshop every Saturday and every Sunday. This would have led to a total of about 100 workshop in 2020.

FIRST LOCKDOWN

Unfortunately, our plans did not work out due to the pandemic. We produced 18 workshops in the beginning of the year. But in early March, we had to cancel the upcoming 6 workshops. We invested the time into creating several new online formats.

DIFFICULT RESTART

At the end of May 2020, we resumed our workshops. We worked under strict rules concerning hygiene, such a reduced group size (6 instead of 8 teenagers).

However, starting the program up again was not as easy as we had hoped. Our coaches are all volunteers and many of them were negatively affected by Covid-19. Many had to focus on their careers, some moved away. Furthermore, our workshops need time to schedule and prepare – weeks or even months in advance. After the lockdown we started planning, but there was a lag before we could produce at our normal rate.

COACH RECRUITMENT

Continuous activity generates publicity. Coaches refer other coaches, we host community events or get to know potential coaches at meet-ups and other gatherings of the creative class. All of this disappeared during the months after Covid-19 spread to Berlin. Without a budget for recruiting of coaches through advertisements, we started active recruitment, which is rather time-intensive.

BACK TO NORMAL AND SECOND LOCKDOWN

Towards fall 2020, things were finally starting to normalize and we had a steady supply of coaches to work with. Since restarting in May we were able to produce 16 more workshops and the pace was picking up. However, in October it became impossible to do physical workshop once again. We had to cancel 6 workshops that we had already prepared and have not resumed our activities since.

ONLINE FORMATS

Workshops are the core of our program. They can have a direct impact on skills, career outlook and network of the teenagers. As a natural by-product, we are building a community of teenagers that like what we have to offer – currently we have 1500 followers on our main Instagram channel.

In 2020, the Covid-19 pandemic put limits on our work. We took this as an opportunity to intensify our efforts for online experiences, ranging from virtual workshops to co-creation formats and exhibitions.



AFTER SCHOOL HOME VIDEOS

March 2020

As the pandemic first hit and everyone was confined to their home, we started an initiative around creating short videos. Based on a new Instagram account, we invited teenagers to contribute their videos and offered workshops in editing techniques and provided input on possible video concepts. However, the demand for this program was limited.



AFTER SCHOOL BASICS

April 2019

Also during the first lockdown, we ventured into publishing instructional material for teenagers, so that they can enhance their skills on their own. The result was a website and a daily Instagram post with a recommendation. This ran throughout April, resulting in 30 recommendations.

afterschoolhustle.org/basics



AFTER SCHOOL PICKS

Since Summer 2019

We supported a group of our teenagers in developing the concept for this publishing project and helped them with the implementation. It is centered around recommendations for things to do online and in the real world. The created 24 post and have almost 600 followers on Instagram.

instagram.com/afterschoolpicks



AFTER SCHOOL PHOTO

AFTER SCHOOL PHOTO

Since Fall 2019

A platform for teenagers to show their work. The main pillar is an Instagram channel which features photos submitted by teenagers. Some of them have been shown in a real life exhibition at Berlin Photo Week in 2019. In 2020, we posted more than 300 photos submitted by teenagers this year and now have over 500 followers.

instagram.com/afterschoolphoto



After School Radio

AFTER SCHOOL RADIO

Since Winter 2019

Started as live DJing format in collaboration with CCTV Radio, in 2020 this has morphed into a publishing channel run by some of our teenagers. They post music recommendations sourced from other teenagers in Berlin and create their own graphics. The channel has almost 400 followers. Additionally, we worked on a special project for Christmas: A physical CD with music selected by the community that will be released in a limited quantity and send to our community via mail.

afterschoolhustle.org/radio



AFTER SCHOOL WISDOM

AFTER SCHOOL WISDOM

Since Winter 2020

Another publishing project that recommends material that can guide teenagers in their life. Long from discussions of ethics, values and goals in life.

afterschoolhustle.org/wisdom

FINANCIALS

Our finances are so simple that we decided to publish them in a legible format, rather than by accounting standards. Values are rounded and in Euro. Our assets are almost entirely cash. Liabilities or receivables are insignificant.

2020

CASH 01 JAN 2020	3 060
DONATIONS	+ 64 420
	<i>+ 67 480</i>
STAFF	- 48 210
MARKETING	- 1130
WORKSHOPS	- 1970
RENT	- 950
HEAD OFFICE	- 4130
ADMIN	- 1810
	<i>- 58.200</i>
CASH 31 DEC 2020	9280

2019

CASH 01 JAN 2019	66 570
DONATIONS	+ 45 610
	<i>+ 112 180</i>
STAFF	- 80 840
MARKETING	- 10 060
WORKSHOPS	- 6550
RENT	- 5000
HEAD OFFICE	- 4310
ADMIN	- 2310
	<i>- 109 070</i>
CASH 31 DEC 2019	3060

Compared to 2019, our budget in 2020 was just over half as big (53%). As can be seen on page 5, the number workshops produced went down to exactly half. Even though the year was challenging, we were able to maintain the efficiency in the creation of our core output – the workshops. Additionally, 12 workshops that have already been planned had to be canceled due to the lockdowns in Berlin.

STAFF

In addition to the director Pawel Mordel, two college students were permanently employed and other person hired for specific projects of short duration. Most of the work was done by volunteers.

MARKETING

Mainly spent on online ads and stickers that were sent out by mail.

WORKSHOPS

Direct expenses for our program, such as food and drinks for the participants, technical equipment, utensils and paper products.

RENT

The workshop space in 2020 was generously donated by Betahaus.

HEAD OFFICE

Expenses that are not directly tied to running workshops or marketing: Technical equipment, software and other office materials, travel, memberships and subscriptions.

ADMIN

Legal, tax advisory, insurance.

DONORS 2020

(Donations above 1000 Euro)

Beisheim Stiftung *(Our founding partner)*

Betahaus

Stiftung Pfefferwerk

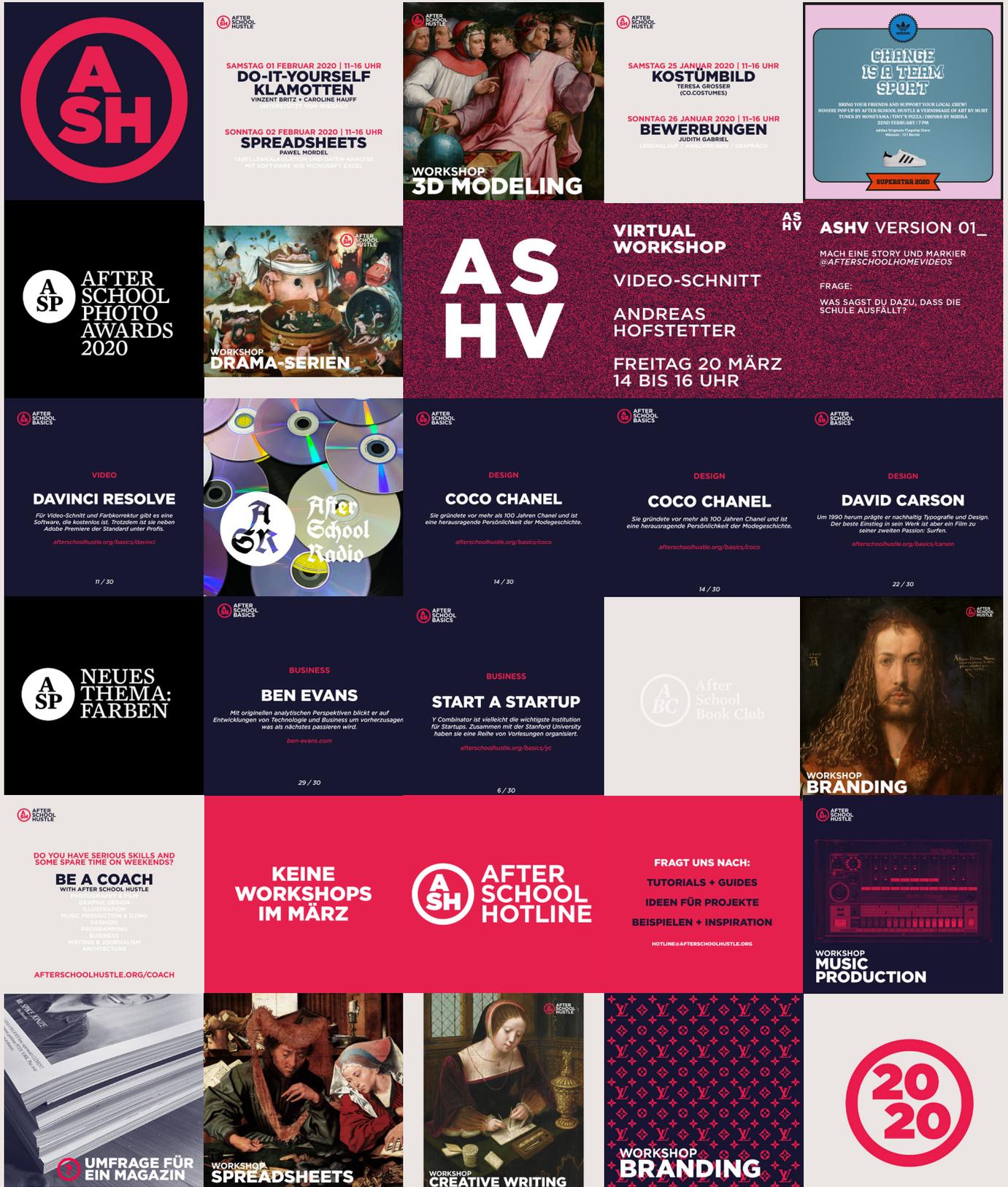
Amazon

Qatar Foundation International

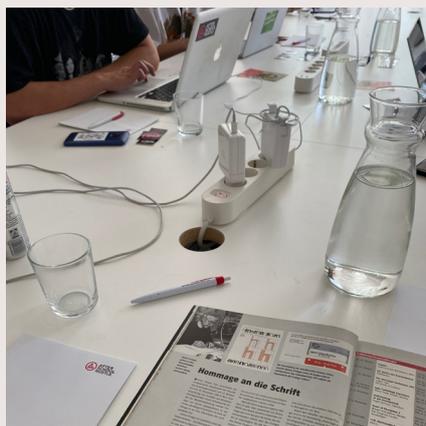
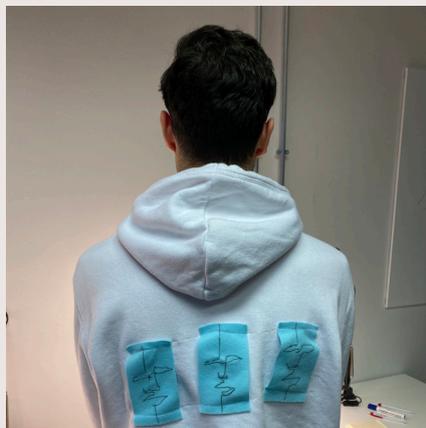
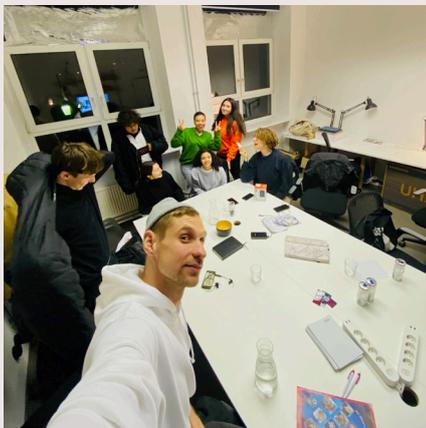
And many smaller donations from individuals.

SOME OF OUR FLYERS AND POSTS

Most of our announcements happen on Instagram (@afterschoolhustle). But we also print posters and flyers.



IMPRESSIONS FROM OUR WORKSHOPS



LESSONS AND PROGRESS

The Covid-19 pandemic hit us hard. We had to cancel many workshops due to the lockdowns. And it was more difficult to recruit coaches, as many people struggled with their careers and personal lives. Fundraising was especially challenging.

Yet we found many people who were eagers to work with us and to support us financially. In sum we were able to deliver a solid program for the teenagers in Berlin and created a range of online offerings which have proven their relevance. The recognition of the brand After School Hustle and our expertise have grown over the past 12 months. This is a great asset.

OUTLOOK FOR 2021

Even though we managed to navigate through 2020 successfully, we will be slowing down in 2021. Instead of continuing with our regular program of 2 workshops per week, we will limit ourselves to online activities as long as the pandemic persists. But we are also eager to continue with real-life events as soon as possible.

After School Hustle is morphing from an organization with a steady budget and a steady output to a studio and network that creates experiences for teenagers in Berlin. Over the last 3 three years we have worked with a range of partners and supporters and hope to work with them again. Our impact would not have been possible without them and we are curious what the future will bring.



After School Hustle is a limited liability company registered in Germany and recognized as a non-profit. It is owned and managed by its founder Pawel Mordel.

After School Hustle ist eine gemeinnützige Unternehmergesellschaft. Pawel Mordel ist der einzige Gesellschafter und Geschäftsführer.

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