

New Study Finds Every \$1 Invested in NAZ Returns \$6 *Significant Net Savings to Society*

Embargoed until Thursday, March 19.

Wilder Research released a study that projects a societal gain of \$6.12 for every dollar invested in the Northside Achievement Zone (NAZ)—an organization dedicated to closing the achievement gap in North Minneapolis. Sondra Samuels, NAZ President and CEO, will share these results March 19 when she accepts the 2015 Best Nonprofit Award from the Minneapolis Regional Chamber of Commerce.

Key factors driving the projected rate of return include increased lifetime earnings for participants from educational attainment, improved health, reduced mortality, and increased tax revenues—in addition to savings to the justice system, the K-12 education system, and the public assistance and child welfare systems. “Our analysis shows the total expected social gains from NAZ surpass \$16.7 million in net benefits for every 100 participants,” said Ellen Shelton, Lead Researcher for the independent evaluation team at Wilder Research.

Arthur Rolnick, a Senior Fellow with the University of Minnesota’s Humphrey School of Public Affairs and nationally recognized economist said, “This is the kind of extraordinary return on investment, like that which was found in the nationally acclaimed HighScope Perry Preschool studies. This is well above the ROI of private investments.”

The results of the Wilder study underscore how Minnesota’s achievement gap—which is second worst in the nation—impacts the economic vitality of the region. “We’ve always understood that this work will have long-term implications beyond the children and parents who are enrolled in NAZ,” said NAZ President and CEO Sondra Samuels. “We have a sense of urgency in part because we know it’s also the collective future of the Twin Cities that hinges on the success or failure of communities like North Minneapolis.”

NAZ is an unprecedented collaboration of 44 organizations and schools, and a growing enrollment of 740 North Minneapolis families with 1,740 children. Together they are working to lift families out of multigenerational poverty through education. The breadth, depth and coordination of the collaboration enables NAZ to help families through education, health, housing, jobs and more—whatever it takes to put their children on a track to academic success. The collaborative approach drives more effective use of public resources, which further supports a net cost savings to society.

About NAZ

The Northside Achievement Zone is a 501c3 nonprofit and a collaborative of organizations providing a wraparound framework to support children in a designated zone of North Minneapolis so that they will graduate from high school prepared for college. NAZ targets the hardest-to-reach parents who have not traditionally been involved with promoting academic success in the community and partners with them as they become leaders in this effort. NAZ has a goal to reach full capacity of 1,000 families with 2,500 children annually in 2015.

END

Background Documents

[Summary of the Wilder Report](#)

[Full Wilder Report](#)

Interview Availability

Sondra Samuels, NAZ President and CEO

ssamuels@the-naz.org, (cell) 612-669-1980

Availability: Tuesday, March 17, 1 – 2 p.m.

Wednesday, March 18, 4 to 5 p.m.

Thursday, March 19, 9-10 a.m. and 1:30 – 3:30 p.m.

Note: The Chamber's [Best in Business](#) award luncheon is from 11:30 a.m. to 1 p.m. on Mar 19 at Loews, 601 First Ave. N. Minneapolis.

Ellen Shelton, Lead Researcher, Wilder Research

Ellen.shelton@wilder.org, 651-280-2689

General Press Contact:

Katie Murphy

Director of Communications at NAZ

kmurphy@the-naz.org

612-720-5932