

ANNUAL REPORT

2024

SHOW ME
THE WORLD



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LETTER FROM OUR EXECUTIVE DIRECTOR

Twelve years ago, while teaching at Vashon High School in St. Louis, I led my students in a school swap with a more affluent district just miles away. The experience was eye-opening. **My students stepped into a building with updated facilities, abundant resources, and while at lunch they saw a huge poster on a wall saying, "international learning experience, sign up here."** My students were shocked. When we returned, they asked: Why don't we have access to the same opportunities? Why not us?

But they didn't just ask—they advocated. With clarity, pride, and purpose, they made it known: they deserved more. In that moment, I knew what had to happen. **Our students needed access to the world—not because our community lacked value, but because the world needed to see them, and they needed to see the world.**

That moment sparked the creation of Show Me The World Project. And today, in my first year as full-time Executive Director, that same urgency continues to guide our work. We are committed to opening doors—helping students step beyond what they know, explore what's possible, and return home with the tools to lead.

In 2024, we turned dreams into reality. **We doubled our student reach from 31 to 60**, built three new school district partnerships, and achieved a historic milestone: our first international learning experience in Ecuador. Students explored the Amazon rainforest, studied biodiversity, and engaged in conservation efforts that brought classroom learning to life. More than a trip, it was a transformational journey that deepened confidence, leadership, and global perspective.

But our impact extended beyond travel. We prioritized workforce readiness and entrepreneurship, equipping students with the skills to lead, innovate, and thrive. We prioritized workforce readiness and entrepreneurship, equipping students with the skills to lead, innovate, and thrive. Through more than 200 hours of hands-on learning, students operated 80 coffee pop-up shops, gaining real-world experience in customer service, sales, and business management. A new coffee roasting field trip deepened their understanding of global trade, ethical business practices, and sustainability.

Research backs what we see every day: A 2022 Journal of Experiential Education study confirms that global exposure and hands-on learning significantly boost leadership, cultural awareness, and academic success—especially for students from under-resourced communities.

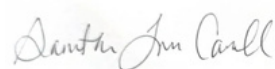
Looking ahead, 2025 marks our boldest leap yet. We're launching our first Kansas City cohort, nearly doubling our reach again and reinforcing our commitment to accessible global education. Since 2012, we've supported 250 students through life-changing international experiences that expand minds and elevate futures.

As we grow, we remain focused on sustainable expansion—strengthening partnerships, refining our entrepreneurial model, and ensuring that every student, regardless of background, has the chance to see the world and their place in it. Change happens when a committed community unites to break down barriers and expand opportunity. With every student we support, we are not just transforming lives—we are shaping a more inclusive, connected, and empowered world.

Thank you for believing in this movement and standing with us. Together, we are building a future where every student steps into the world with confidence, curiosity, and the tools to thrive.

With gratitude,

Samantha Lurie Carroll



SAMANTHA LURIE CARROLL

EXECUTIVE DIRECTOR, CO-FOUNDER



OUR MISSION

Our mission is to provide youth from under-resourced communities with equitable access to transformative educational experiences at home and abroad.

OUR VISION

We aim to create a world where every young person unlocks their full potential through transformative education—achieving economic mobility, leading with confidence, and fostering vibrant, connected communities across cultures.

OUR PROGRAM

LEADERSHIP

Supporting students to unlock their potential to overcome challenges, inspire others, and create meaningful change in their communities



WORKFORCE DEVELOPMENT

Empowering students with the tools to achieve economic mobility, financial independence, and long-term success



GLOBAL COMPETENCY

Equipping students with the skills to understand global issues, embrace cultural diversity, and communicate across boundaries



STEM EDUCATION

Fostering critical thinking and analytical reasoning, empowering students to evaluate evidence, solve problems, and make informed decisions



IMPACT

Indica incredibly increased her GPA from a **2.3** to **3.5** and attendance from **85%** to **95%** in just one semester before traveling.

"Show Me The World Project motivated me by giving me something to work towards and keeping me focused when I wanted to give up. What motivated me to come to school and focus on my grades is understanding that the opportunity and life-long effect will pay off. Being around people who were also just as willing to put in effort, encouraged me to keep my determination through the process. Having a specific gpa requirement and being acknowledged for the growth I've made drove me to not just do the bare minimum but, to believe in myself and prove that I can do more than what I'm used to. Ultimately, to have an experience I've dreamed of."

— Indica, Show Me The World Student





OUR IMPACT



STUDENTS SERVED **250**

FIRST-TIME GLOBAL
TRAVELERS **98%**

LOW-INCOME **91%**

UNDERREPRESENTED
MINORITIES **97%**

BEFORE SMTW
AVERAGE GPA **3.0**

DURING SMTW
AVERAGE GPA **3.3**

BEFORE SMTW
SCHOOL
ATTENDANCE RATE **87%**

DURING SMTW
SCHOOL
ATTENDANCE RATE **92%**

2024 HIGHLIGHTS



60 Students Served

5 School Partnerships

80 Student-led farmers markets and pop-up events

50 Workshops focusing on STEM, Entrepreneurship, and Global Competencies

98%

Students met or exceeded their workforce readiness market commitment

90%

Of student leaders and parents attended more than 90% of all family meetings.

\$68, 241

Revenue from coffee sales and market pop -up events

1500+

Hours students spent developing workforce readiness skills

2024 HIGHLIGHTS



* STUDENTS TRAVEL TO ECUADOR FOR THE FIRST TIME

In 2024, we expanded our program to include Ecuador as a new destination. Students experienced its vibrant culture, breathtaking landscapes, and inspiring community projects.



* FUNDRAISING EVENT WITH UNIVERSITY CITY MAYOR

University City Mayor Terry Crow brought together donors, supporters, and leaders to support the first Show Me The World Project cohort at University City High School. Students were excited as they shared their stories, ran a coffee booth, and experienced incredible generosity and enthusiasm from their community.



* STUDENTS FEATURED ON ST. LOUIS PUBLIC RADIO

We are grateful to St. Louis Public Radio Host Abby Llorica for interviewing Show Me The World Project students at the farmers market and on the radio to highlight Show Me The World Project's mission and story.



* FIRST EVER SMTW SCHOOL COFFEE SHOP

The Kairos Chapter launched the very first school-based coffee shop that students staff during their breaks in the school day. The initiative has received overwhelming support from peers and teachers at the school.



ALUMNI

*survey covered 60% of alumni population



100% agree that Show Me The World Project helped them develop the skills, confidence, and perspective needed to succeed in the workforce

87% agree that participating in the Show Me The World Project influenced their decision to travel more and explore new cultures

80% said the Show Me The World Project had a significant or major life-changing impact on them

MOST LEARNED WORKFORCE READINESS SKILLS

Growth Mindset

Communication

Leadership

Collaboration

Critical Thinking

100% are likely to recommend the program to others

64% pursued higher education after high school

65% were first-generation college students

33% pursued entrepreneurship and built their own businesses





STORIES FROM OUR COMMUNITY

“Show Me The World Project represents excellence in all aspects of the program. Students are encouraged to expand their thinking, explore new ideas, and truly embody a sense of togetherness through fundraising, workshops, and other activities. I've seen tremendous growth in students' ability to lead among their peers. They are more committed to something that impacts the broader community and understand the importance of work ethic and simply showing up.

I continue to reference the confidence students gain because it is a key factor in determining success. University City has amazing students, and Show Me The World Project has enhanced their brilliance. Show Me The World Project is a game changer that is helping our district elevate the educational experience. Our students deserve the quality, rigor, and exposure Show Me The World Project provides.”

DR. SHARONICA HARDIN-BARTLEY

Superintendent, The School District of University City



“Due to the goals and high standards that Show Me The World Project had set , Jalen has become a well-rounded person. He has learned self-control, leadership, and hard work. He is excited to work, especially at the coffee shop, which has shown him how to make money and be responsible. His younger siblings can't wait to join the program, especially my seventh-grade daughter, who wants to follow in her big brother's footsteps.

When Jalen left for Ecuador, I was nervous, but Show Me The World Project's staff and travel group made me feel comfortable. When he came back, he was more independent, and I felt more trust in him. I tell other parents that Show Me The World Project is worth it. In the program, they learn responsibility, and it benefits parents too. Trust them and the process—Show Me The World Project really does change lives.”

KRYSTLE ADAMS

Parent of SMTW Student



FROM FIRST STUDENT TO FIRST TEACHER

Alumni, Sep'Tisha Riley's Full Circle Journey



In 2013, Sep'Tisha Riley made history as a student leader in Vashon High School's first Show Me The World Project cohort to Costa Rica. That experience ignited her passion for global learning and leadership, shaping her future in unimaginable ways. She graduated as Vashon's Valedictorian, earning a scholarship to Kalamazoo College, where she studied Anthropology & Sociology and returned to Costa Rica to study public health.

After college, Sep'Tisha joined Teach For America, teaching in South Carolina for four years before returning to St. Louis as an educator for Show Me The World Project's first-ever Show Me The World Project class. Until this year, Show Me The World Project has been an after school program but now Sep'Tisha teaches the program that once shaped her path. She has led two international trips and will guide her third cohort to Costa Rica this March.

FROM FIRST STUDENT TO FIRST TEACHER

Alumni, Sep'Tisha Riley's Full Circle Journey



“As someone who directly benefited from the program, I’ve seen firsthand how transformative it can be”

Sep'Tisha reflects: “The combination of educational experiences, leadership development, and global travel was life-changing. It’s fulfilling to watch that transformation unfold throughout the school year and accelerate once students are abroad. As a participant, I was pushed outside of my comfort zone, and that helped me grow and challenge myself. As a teacher, I get to pay that forward. Guiding students through their own journeys and helping them discover new things about themselves. It’s also been a powerful reminder that experience is the best teacher, and our learning shouldn’t be limited to the classroom.

“Since the first chapter, Show Me The World Project has launched more initiatives like the Show Me The World Coffee program, they’ve developed their leadership curriculum, and the program now reaches more students, equipping them with the tools they need for college, careers, and a global future.”

Sep'Tisha’s journey—from student to leader—proves the power of access and opportunity. As she shapes the next generation of globally-minded changemakers, her story embodies Show Me The World Project’s mission: empowering students to dream beyond their circumstances and step boldly into their futures.

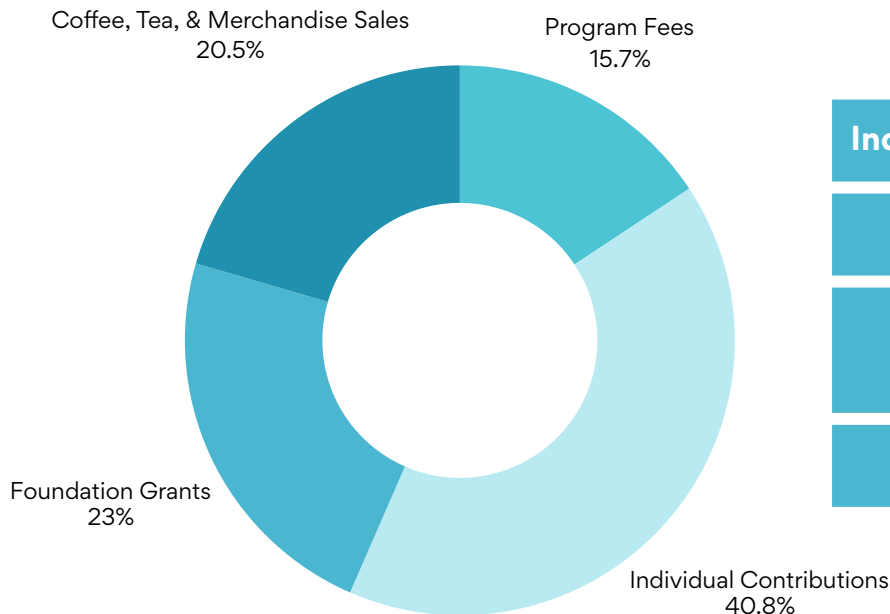
Ms. Sep'Tisha’s experience makes her a relatable and motivating leader. She knows how to encourage us to do our best because she’s been in our shoes before and serves as a dependable support for Show Me The World Project students.

From Sam, student in the first Show Me The World Project Class



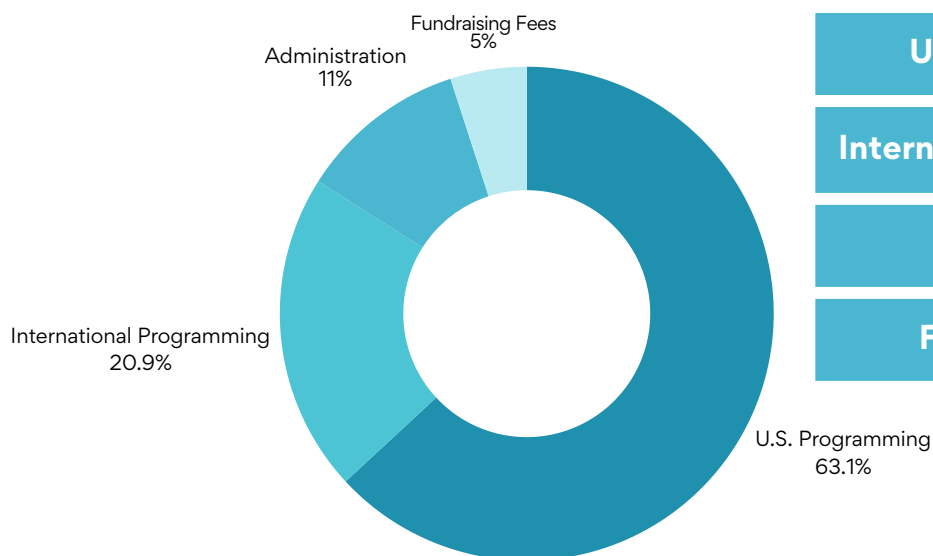
FINANCIAL STATEMENT

2024 REVENUE \$504,825



Individual Contributions	\$206,173
Foundation Grants	\$115,996
Coffee, Tea, & Merchandise Sales	\$103,406
Program Fees	\$79,250

2024 EXPENSES \$404,434



U.S. Programming	\$255,226
International Programming	\$84,500
Administration	\$44,487
Fundraising Fees	\$20,221

MISSION SUPPORTERS

FOUNDATIONS

CLARK FOX FAMILY FOUNDATION
DANA BROWN CHARITABLE TRUST
OPTIMIST INTERNATIONAL CLUB OF
ST. LOUIS
ST. LOUIS PUBLIC SCHOOLS FOUNDATION
THE OPPORTUNITY TRUST
THE REGIONAL BUSINESS COUNCIL
THE SAIGH FOUNDATION
THE SCHOOL DAYS FOUNDATION
TOO FLY FOUNDATION

CORPORATIONS

BANK OF AMERICA
EDUCATION FIRST TOURS
MARSON FOODS
WORLD WIDE TECHNOLOGY

SCHOOL PARTNERS

KAIROS ACADEMIES
SOLDAN INTERNATIONAL STUDIES
HIGH SCHOOL
UNIVERSITY CITY SCHOOL DISTRICT
VASHON HIGH SCHOOL

COMMUNITY PARTNERS

DELISH ON DELMAR
FESTIVAL OF NATIONS
FOOD CITY STL
LATTE LOUNGE
LIT SHOP
MISSOURI BOTANICAL GARDEN
MR. LESLIE'S CHEESECAKES
NEXT PREP
OPE CAST PODCAST
PBS NINE NETWORK
SAUCE HARVEST FESTIVAL
SCHNUCKS
STL MADE
STL PUBLIC RADIO (NPR)
TERRY CROW, MAYOR OF UNIVERSITY
CITY
TOWER GROVE FARMERS MARKET
TRACY JANE WEIDEL PHOTOGRAPHY
UNIVERSITY CITY FARMERS MARKET
UNIVERSITY OF MISSOURI- ST. LOUIS
WASHINGTON UNIVERSITY-
YOUNG SCIENTIST PROGRAM



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FARMER'S MARKET MANAGER

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GET INVOLVED. TRANSFORM LIVES.



Gift of Travel

Help a student take their first step toward a global education. Your donation supports travel costs, passports, and program fees, ensuring students have access to transformational experiences. Visit

showmetheworldproject.org/donate



Show Me The World Project Travel Kits & Volunteer Opportunities

Support students by purchasing or assembling travel kits with essential items for their journey. You can also volunteer to help pack and distribute kits, directly contributing to their travel readiness.



Real-World Learning Opportunities

Host a Show Me The World Coffee pop-up shop or coffee service at your event! These student-led experiences provide hands-on learning in entrepreneurship while supporting global education.



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[@showmetheworldproject](https://www.facebook.com/showmetheworldproject)



[Show Me The World Project](https://www.linkedin.com/company/showmetheworldproject)



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Scan To See Our Journey
in our most recent PBS
Documentary Story

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