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READY Invests in GoodSchoolsRoc to Strengthen School Access and Ease Costs for Rochester Charter Schools

Investment reflects READY's broader strategy to support families, educators, and schools while strengthening Rochester's public education ecosystem

ROCHESTER, N.Y. — August 2026 — Rochester Education and Development for Youth (READY) announced a significant investment in GoodSchoolsRoc, a centralized enrollment platform that helps Rochester families explore and apply to participating public charter schools through a single application process.

The investment is part of READY's broader commitment to strengthening Rochester's education landscape by investing not only in schools, but also in the infrastructure, tools, educators, and family supports that help quality public schools thrive. READY works as an education catalyst across Rochester's public education ecosystem—district and charter—to expand access to high-quality schools and aims to increase the number of Rochester students enrolled in quality schools from approximately 3,000 today to 10,000 by 2034.

Reducing Costs for an Underfunded Charter Sector

A central purpose of READY's investment in GoodSchoolsRoc is to help offset expenses that would otherwise be borne by Rochester's public charter schools. Under READY's agreement with EDceptional, the nonprofit organization that operates GoodSchoolsRoc, READY committed to funding costs equal to those invoiced to participating Rochester charter schools for access to the platform's application, lottery, and enrollment systems for a one-year period.

For a charter sector already operating with significant funding constraints, READY believes reducing these shared costs allows schools to preserve more of their resources for what matters most: educating and supporting students.

"Strong public schools need more than great instruction inside the classroom—they need an ecosystem that makes it easier for families to find them, educators to serve in them, and schools to direct their limited resources toward students," said **Dr. Shanai Lee, CEO of READY**. "Our investment in GoodSchoolsRoc is one way READY can strengthen that ecosystem. By helping absorb a cost that would otherwise fall on individual charter schools, we are supporting both the schools and the families who rely on a simple, accessible way to navigate their options."

Helping Families Navigate School Choice

GoodSchoolsRoc has become an important part of Rochester's school-choice infrastructure, providing families with a centralized online system through which they can submit a single application to multiple participating charter schools.

One Investment, Part of a Larger Strategy

READY's support of GoodSchoolsRoc represents one piece of a much larger investment strategy for Rochester public education.

Since 2023, READY has attracted more than **\$6.9 million in national philanthropic investment** to Rochester's public education ecosystem, including nearly **\$2 million invested directly in ten schools**, impacting more than 5,000 students. "Families should have access to quality public schools, and schools should have access to the resources and infrastructure they need to serve those families well," Lee added. "That is the role READY is working to play in Rochester: identifying where targeted investment can remove barriers, strengthen our education ecosystem, and ultimately create more opportunities for Rochester's children."

About READY

Rochester Education and Development for Youth (READY) is Rochester's education investment and innovation partner, dedicated to expanding access to high-performing public schools—both charter and traditional district schools—and to building the conditions those schools need to thrive. READY invests across the education ecosystem by supporting school growth and improvement, developing educators and school leaders, empowering families, and advancing supportive policy.

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