

*Help us transform the lives of
teens who change the world.*



**OUR
MISSION**

Usher's New Look® (UNL) is a 501c3 organization founded by Usher Raymond IV in 1999A. We mentor youth from historically marginalized communities through a 10-year, comprehensive program that develops passion-driven, global leaders.



We've been transforming the lives of youth for more than two decades.

Our mission is to transform the lives of historically marginalized youth through a comprehensive program that develops passion-driven, global leaders focused on discovering their spark/talent.

61% of UNL participants are first-generation college students.

We believe in four pillars of success:



TALENT: 100% of our youth can identify their SPARK which increases their confidence and self-expression and fuels their drive to pursue passion-driven college and career paths.



EDUCATION: 100% of our youth graduate high school and 98% go to college. An increased number secure significant college scholarships, become UNL ambassadors and active participants in our Moguls in Training post-secondary support program. An increased number also show strong interest in pursuing graduate studies.



CAREER: 100% of our youth say they feel equipped to engage in formal business events and move their careers forward. An increased number are in passion & purpose-driven careers and are recognized as national & global leaders. Our financial literacy curriculum also prepares our youth to successfully generate and manage good incomes at the start of their careers (or before) and increases their understanding of and interest in entrepreneurship.



SERVICE: 100% of our youth say they recognize that they have the power to create local and global change, and 100% are contributing and giving back to their communities in meaningful ways.

Our alumni use their SPARK to shape the world.



Meet Tony Bennett, Jr.

SPARK:
broadcast journalism

Read on a 3rd-grade level in 7th grade

8 active years of UNL, PBS trainer, local & national network internships

"They allowed me to find the tools within myself."

Currently
News Anchor & Reporter for ABC21 WPTA



Meet Brenda Khor

SPARK:
blogging, advocating for youth, broadcasting

First-generation American

Active MIT participant & PBS trainer

"UNL provided me with the tools to go out into the world and be a leader!"

Currently
Digital Activation Manager at The Coca Cola Company

Our deep support of youth spans 10 years!

We provide year-round after-school in-person and virtual programming beginning in middle school and continuing through college where youth discover and cultivate their passions as a foundation for embarking on their education, careers and life journey. Our programming encompasses peer to peer training, workforce development, post-secondary success and life skills.

100% of our youth graduate high school, 95% go to college.



Powered by Service® (PBS)
(8th - 10th Grade)

Local Leadership Certificate

An interactive, 4 – 6-hour intensive leadership program introduces students to new ways of thinking about education and financial well-being



Moguls in Training (MIT)
(Post-Secondary)

Global Leadership Certificate

A development platform for post-secondary students to garner essential life and business skills while practicing leadership through mentoring youth



Financial Literacy (FinLit)

Our financial literacy curriculum is infused throughout our programs and delivered individually to help close the generational wealth gap by building lifelong financial well-being habits.



Leadership Academy (NLLA)
(High School)

National Leadership Certificate

Four-year program that immerses students in the tools and skills needed for post-secondary education and career success—includes our annual

Disruptivator Summit®



Disruptivator Club
(Expanded Access)

An extension of UNL's Leadership Academy, where youth throughout the globe have online access to key sessions and are invited to participate in special UNL events

Areas of Service

We maintain two offices—in Atlanta (Headquarters) and New York City—but our programming extends nationally and internationally.



Give the gift of transformation.



"Through Usher's New Look, I was able to attend my school of choice, Tuskegee University, on a full ride scholarship. Without New Look, this would not have been possible."

~ Alexis Mitchell, Leadership Academy and Moguls in Training Alumna, First-generation college student

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Alexis Mitchell is the oldest of eight children and grew up helping to care for her siblings. When she was 10 years old, her father went to prison. She dreamed of going to college, but due to a lack of finances, she saw joining the military as her only path.

Alexis became a member of UNL's Leadership Academy while a student at Therrell High School, which at the time was one of Atlanta's lowest graduating schools. With the added UNL support, Alexis was able to secure a four-year, full-ride scholarship to Tuskegee University. Alexis was also an active MIT member while in college and is currently an Inside Sales Account Executive with FedEx Services.

With your support.

we have the ability to continue this important work and transform the lives of even more youth like Alexis, Brenda, and Tony.



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