

 usher's new look

2020-2021 DONOR IMPACT REPORT

Transforming the lives of teens who
change the world.

MISSION

UNL's mission is to transform the lives of underserved youth through our programs that develop passion-driven, global leaders.

VISION

Our vision is to become the premier youth-serving organization in the development of purpose-driven, youth leaders educated and equipped to compete in the global market.

Our goal is to certify youth in four leadership pillars—talent, education, career and service—to ensure their success as leaders throughout the world. UNL's "secret sauce" is the use of its peer-to-peer program model that provides access, awareness and empowerment to youth and sets them on a pathway to leadership, better education and stronger career opportunities.

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A MESSAGE FROM USHER + CARESHIA

"UNL feels like it's a family. You're part of a family and they really help you try to succeed in life."

- Leadership Academy Student, Ashely Foster



Dear Supporter,

We are writing this update filled with joy and gratitude for all we have overcome this past year. As a community at-large, we have all weathered through some tough storms to get to this point. Many of us have suffered through great loss, challenges and obstacles, but we proved the human spirit is greater than anything in this universe. In one of the most unprecedented times and despite the world shutting down, we accomplished so much. We're proud to lead a team that pivoted effortlessly with one goal in mind - staying connected to our youth.

Not only did they need us to continue guiding and uplifting them as their worlds seem to fall apart both at school and within their social lives, but we also needed them. These young people taught us to be brave, even when you can't clearly see the road that lies ahead. This



impact report highlights our achievements, but also the true spirit of Usher's New Look, our mission and our core values. You will learn of areas of expansion and where you can continue to lean in.

We thank you for continuing to support this important work and with your intentional generosity, we have the ability to do even more.

Sincerely,

Careshia Moore
President & CEO, Usher's New Look

Usher Raymond IV
Founding Chair, Usher's New Look



IMPACT STORIES

"The opportunities that are there for the young people to experience are definitely gonna last a lifetime, and they have the opportunity to learn real life things that would actually change their lives and impact it."

- Parent, Lisa Joseph Mayers



"UNL has provided me with a positive environment through high school where I have been able to explore my spark and thrive. I am thankful for my mentors and the experiences they have provided me."

- Ryann Richards,
Leadership Academy Student

"I am thankful for all that UNL has poured into Ryann throughout her high school years. She was able to realize her spark and be involved in activities that allowed her to grow and flourish. We are grateful to be a part of the UNL family."

- LeAnn Richards,
Leadership Academy Parent



"My year with Usher's New Look was full of new experiences. Outside of the regular Leadership Academy sessions, I had so many opportunities to explore my spark and invest in myself while serving others. My highlights definitely include facilitating sessions like the Entrepreneur Crawl where I got to interview professionals from various backgrounds including Dr. Key from the Village Market, serving as the summer marketing intern for UNL, doing behind the scenes projects for the Disruptivator Summit and creating content for UNL social media. My affiliation with UNL has provided me with lots of opportunities to serve others in my community, try new things and be creative. I'm grateful to be part of this program, family and this team!!"

- Alicia Washington,
Leadership Academy Student



"I started with Usher's New Look in the Leadership Academy during my sophomore year of high school and now I am a Sophomore in college in the Moguls in Training program. UNL has presented me with so many opportunities within just a few years and I feel this is a life-long affiliation for me. UNL taught me how to take my strengths and learn how to leverage them for a future leadership role. I'm starting an Internship this year and that's because UNL has prepared me for this new opportunity. Because I have been exposed to business leaders who have mentored me first-hand, I feel comfortable taking on a role within the corporate world. UNL is all about giving and I absolutely love it."

- E'Shanti Tardy,
Mogul in Training Student



OUR PROGRAMS

"This goes deeper than just talent, education, career and service. We are breaking boundaries and we're making our communities uncomfortable, but in a good way...We're breaking family generational curses as well...Thank you for investing in us. You won't be let down!" - Maryka Carter, Moguls in Training Alumna



POWERED BY SERVICE

Powered by Service is a one day, 4-6-hour intensive leadership program, powered by the Emory University Goizueta Business School and the Truist Foundation. It introduces middle school students to the benefits of local servant leadership, explores career paths, teaches financial literacy, and nurtures their passions with an emphasis on education. Through peer-to-peer mentorship, students are able to identify their unique "spark," while developing creative solutions to positively influence their communities.



LEADERSHIP ACADEMY

This four-year program exposes high school students to the tools and skillsets needed to achieve success after high school, while helping them identify careers that align with their spark [passion]. This curriculum is designed to provide students with the opportunity to experience each of UNL's four pillars: Talent, Education, Career and Service. From SAT prep to navigating the college financial aid process, students are provided with key opportunities to develop themselves academically while honing their leadership skills and serving their communities nationally.



MOGULS IN TRAINING

Students meet virtually every month to discuss higher learning challenges and receive strategic resources. Sessions foster personal development, productive college matriculation, and transitioning into adulthood. Students also receive assistance from UNL partners while seeking and securing internships. Maintaining the peer-to-peer model, the monthly sessions are led by a UNL alumnus and industry experts who've developed unique, dynamic learning models which ensure success before, during, and after college.



DISRUPTIVATOR CLUB

Usher's New Look has been serving youth for 21 years in limited cities across the nation. For years, partners have been asking for Usher's New Look programming to expand to their communities. Through the Disruptivator Club, educators and youth will be able to create an Usher's New Look chapter in their schools. As a youth led organization, Usher's New Look's Disruptivator Club provides high school students with the opportunity to develop into and grow as leaders, take actionable steps towards their futures, embrace the power of being in service to their communities and become a part of a larger community of global Disruptivators!



POWERED BY SERVICE

(Middle School)

LOCAL LEADERSHIP CERTIFICATION

This one day, 4 – 6-hour intensive leadership program, powered by the Emory University Goizueta Business School and the Truist Foundation, introduces middle school students to the benefits of servant leadership, teaches financial literacy, explores career paths, and nurtures their spark with an emphasis on education.

1,212

Served in
4 states



Georgia



Illinois



New York



Nevada



Total Youth
Served
1,212



Total
Schools
9

May 11th

Bunche Middle School
Atlanta, Georgia
30 Youth Participants

May 14th

Washington High School
Atlanta, Georgia
12 Youth Participants

May 13th

Centennial Academy
Atlanta, Georgia
40 Youth Participants

May 17th

Bedford Academy
Brooklyn, New York
40 Youth Participants

May 19th

Susan S. McKinney
Brooklyn, New York
30 Youth Participants

May 20th

Charles Drew High School
Atlanta, Georgia
35 Youth Participants

May 26th

Disruptivator Clubs
Georgia & Normal, Illinois
25 Youth Participants

July 13th

Cheyenne High School
Las Vegas, Nevada
1000 Youth Participants

LEADERSHIP ACADEMY



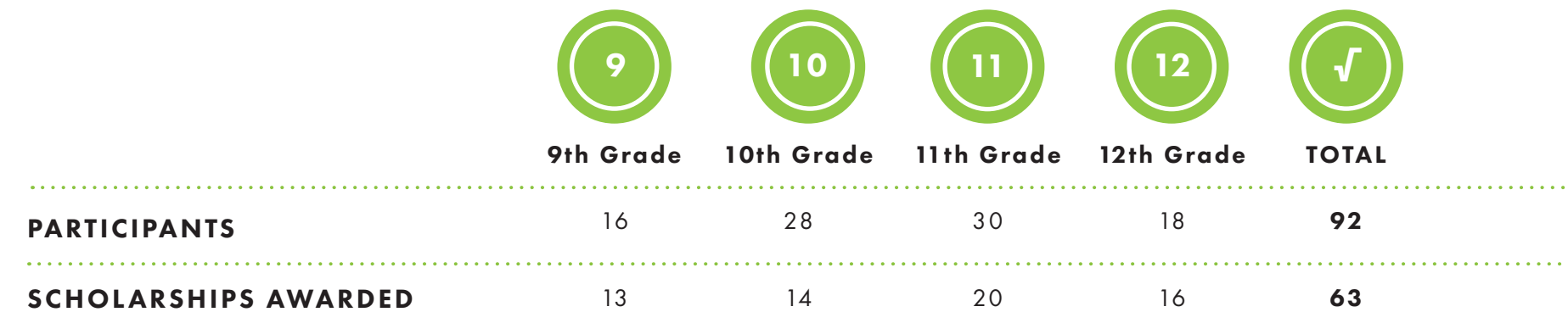
(High School)

THE NATIONAL LEADERSHIP CERTIFICATION

Backed by the Emory University Goizueta Business School, this four-year, 400-hour training program challenges high school students in our four Leadership Pillars: Talent, Education, Career, and Service. Students are educated on how to use their spark to be of service nationally. This program works to ensure every student graduates from high school and empowers them to have agency over their journey.

ATLANTA LEADERSHIP ACADEMY YOUTH PARTICIPATION

A total of **92** youth, grades 9-12, participated during October 2020 - August 2021 (20 graduating seniors). Leadership Academy scholarships were awarded to **63** youth at the end of the school year. The Leadership Academy was virtual for the entire year.



ATLANTA LEADERSHIP ACADEMY

ATLANTA HIGH SCHOOL PARTNERSHIPS

During the school year of 2020-2021, we served students from **28** different high schools in Atlanta, Georgia.

BEST Academy High School
Campbell High School
Chapel Hill High School
Charles Drew High School
Charles R. Drew Charter School
Columbia High School
DeKalb School of the Arts
Douglas County High School
Elite Scholars Academy
Genesis Innovation Academy

Georgia Cyber Academy
Hillgrove High School
Jonesboro High School
Kennesaw Mountain High School
KIPP Atlanta Collegiate
Marietta High School
Mundy's Mill High School
North Atlanta High School
North Cobb High School
North Springs High School

Phillips Exeter High School
Riverwood International Charter School
Rockdale County High School
Salem High School
St. Anne Pacelli Catholic School
The Paideia School
Westlake High School
Woodward Academy



28

Total Number of
Partnering Schools



36

Total Number of
Youth Participants

NEW YORK LEADERSHIP ACADEMY

NYC LEADERSHIP ACADEMY YOUTH PARTICIPATION

A total of **65** youth, grades 9-12, participated during October 2020-August 2021 (16 graduating seniors). Leadership Academy scholarships were awarded to **32** youth at the end of the school year.

	9	10	11	12	✓
	9th Grade	10th Grade	11th Grade	12th Grade	TOTAL
PARTICIPANTS	13	18	17	17	65
SCHOLARSHIPS AWARDED	11	7	---	14	32

COMMUNITY SERVICE

Youth Participated in 4 community service events that totaled 3 hours. A total of **26** participants were present and together their accumulated hours were **57.3** hours of community service.

COMMUNITY SERVICE PROJECTS



FUNetix
Reading Tutoring
13 Youth Participants



Georgia STAND-UP!
Text Banking
18 Youth Participants

28 Total Number of Youth Participants



The Children's Home of Easton
(provides foster care for over 50 young adults in Easton, PA)
17 Youth Participants

57.3 Total Service Hours

NEW YORK LEADERSHIP ACADEMY

NEW YORK HIGH SCHOOL PARTNERSHIPS

During the school year of 2020-2021, we served youth from **22** different high schools in Brooklyn and Harlem, New York.

Bayside High School
Bedford Academy High School
Benjamin Banneker Academy for Community Development
Brooklyn College Academy
Brooklyn Institute for Liberal Arts (BILA)
City Polytechnic High School
Dr. Susan S. McKinney High School for the Arts
Eagle Academy for Young Men
Frank Sinatra High School

High School for Health Professions and Human Services
High School for Human Rights
High School for Telecommunications Arts and Technology
High School of Art and Design
John Dewey High School Life Academy
High School for Film and Music
MESA Charter High School
New Visions for Advanced Math and Science III

New Visions Charter School for Humanities III
Uncommon Charter High School
Uncommon Leadership High School
Urban Assembly School for Law and Justice
Young Women's Leadership School of East Harlem



22
Total Number of Partnering Schools



64
Total Number of Youth Participants

ATL & NYC LEADERSHIP ACADEMIES



ATL & NYC LEADERSHIP ACADEMIES

In addition to weekly curriculum, youth participated in enrichment activities.

ATL & NYC LEADERSHIP ACADEMIES HIGHLIGHTED EVENTS

NLLA Open House • NLLA Orientation • UNL Halloween Party • UNL Friendsgiving Event • UNL Day of Code • UNL Black History Month - Women Inventors • Career Spark Day • 9th Grade Talent Showcase • 10th Grade College Presentations • 11th Grade End of Year Networking Event • 12th Grade Service Projects • Senior Celebration • ATL & NYC Year-End Celebration • Camp New Look

PARENT ADVISORY COUNCIL (PAC)

Parent Advisory Councils were established for both Atlanta and New York parents with youth in the UNL Leadership Academies in the respective cities. Parents learn about the activities and calendar, volunteer opportunities, and how they can have a deeper engagement with their youth and the Usher's New Look Leadership Academy program. We hosted one (1) workshop for the PAC focused on Financial Literacy organized by Jessica Washington, UNL Financial Literacy Director. Meetings with Executive PAC (Leadership) and General PAC were held by the Program Coordinator in each city.



MOGULS IN TRAINING

(College)

THE GLOBAL LEADERSHIP CERTIFICATION

This advanced program engages participants formally from their freshman year until they land jobs in their field of study. Students receive a virtual college and career support system which develops them professionally and personally, while helping them secure internships. As participants advance, they are empowered to become official UNL peer trainers who travel nationally and internationally leading trainings including Powered By Service.

PROGRAM PARTICIPANTS: **83**

|

GRADUATING SENIORS: **9**



STATES REPRESENTED (HOMETOWNS): **38**

Albany, GA
Annandale-On-Hudson, NY
Athens, GA
Atlanta, GA
Baltimore, MD
Baton Rouge, LA
Brooklyn, NY
Buffalo, NY
Campbellsville, KY
Columbia, MO

Columbia, SC
Columbus, GA
Dahlonega, GA
Decatur, GA
Fort Valley, GA
Frankfort, KY
Hampton, VA
Iola, KS
Jackson, MS
Kennesaw, GA

Kirtland, OH
Knoxville TN
Lakeland, KY
Lincoln, IL
Long Beach, CA
Milwaukee, WI
Montgomery, AL
Morrow, GA
Nashville, TN
New York, NY

Normal, IL
Pretoria, South Africa
Rochester, NY
Savannah, GA
Terre Haute, IN
Tuskegee, AL
Washington, DC
Wingate, NC

COLLEGES REPRESENTED: **53**

Agnes Scott College
Alabama A&M University
Albany State University
Allen Community College
Atlanta Metropolitan State College
Atlanta Technical College
Augustusburg University
Aveda Institute New York
Bard College
Benedict College
Berkeley College
Bryant and Stratton College - Syracuse
Campbellsville University
Clayton State University
Columbus State University
Fort Valley State University
Georgia State University
Georgia Tech

Hampton University
Heartland Community College
Howard University
Hunter College
Illinois State University
Indiana State University
Jackson State University
John Jay College of Criminal Justice
Kennesaw State University
Kentucky State University
Lakeland Community College
Long Beach City College
Lincoln College
Louisiana State University
Marymount Manhattan College
Medgar Evers College
Metropolitan College of New York
Morehouse College

Morgan State University
Polk State College
Rochester Institute of Technology
Savannah State University
South College
South Suburban College
Spelman College
Tennessee State University
Tuskegee University
University of Georgia
University of Kentucky
University of Missouri
University of North Georgia
University of Pretoria
University of Tennessee Knoxville
University of Wisconsin - Milwaukee
Wingate University



UNL EXPANDS: DISRUPTIVATOR CLUB

(8th Grade – High School)

NATIONAL LEADERSHIP CERTIFICATION

Usher’s New Look has been serving youth for 20 years in limited cities across the nation. For years, partners asked for Usher’s New Look programming to expand to their communities. Through the Disruptivator Club, educators, youth, families and communities will be able to launch an Usher’s New Look Disruptivator Club in their community or educational organization. As a youth led organization, Usher’s New Look’s Disruptivator Club provides 8th grade – high school level youth with the opportunity to develop into and grow as leaders, take actionable steps towards their futures, embrace the power of being in service to their communities and become a part of a larger community of global Disruptivators!

HOW DO YOUTH ENGAGE WITH THE DISRUPTIVATOR CLUB?

Youth are provided with a minimum of 4 hours of programming monthly and are supplemented with guest speakers, outside activities, service programs and opportunities to share their talents or “spark.”

MONTHLY SESSIONS		EXTENSION ACTIVITIES
Career Exploration Health & Wellness Art & Music Financial Literacy Social Emotional Learning	Spark Exploration Personal Branding Leadership Post-Secondary Preparation	Advisors receive practical application ideas for students to apply learning from each session.



SPECIAL PROGRAMMING



FINLIT

DISRUPTIVATE



FINLIT (FINANCIAL LITERACY)

PROGRAMS

First Friday Scholarship Check In

Parent Sessions with The Scholarship Academy

Count on Your Future w/Warrick Dunn Charities (5-Session Series)

Money Spark Day

1199SEIU Employee Childcare FundScholarship Workshop

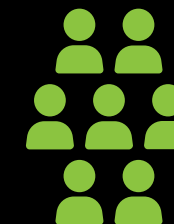
1st Virtual Entrepreneurship Crawl

Powered By Service Training



30

Sessions



1,810

Youth & Parents



21

Partners Engaged

DISRUPTIVATE EVENTS

DISRUPTIVATE is a culturally and socially responsive platform for youth empowerment. These events are inspired by and for young people and aims to provide a positive and encouraging platform for youth to address concerns, discuss issues and engage directly with key community leaders. The goal is to identify actionable steps towards better communication and improved lives for all.



"I CAN'T BUT YOU CAN" (ICBYC) is a youth-led voter registration and awareness campaign that helps youth to become better informed about democracy and the democratic process.



OTHER ICBYC EVENTS

Making Sense Of The Moment:
Fighting For Voting Rights

Voter Suppression and
Advocacy Training

Your Vote Is Your Voice

DISRUPTIVATOR SUMMIT: NEXT GEN LOADING...

242
Participants

JULY 21-22ND
2021

ATLANTA, NYC, CANADA,
BARBADOS, ST. LUCIA, DOMINICAN
REPUBLIC AND MORE

The Disruptivator Summit held July 21-22 was an inspiring, virtual gathering of forward-thinking youth in 9th grade through 12th grade. Across two days of fun and insightful programming, youth participants experienced dynamic speakers, networking events, performances, and tons of awesome surprises!



RESPONSE TO COVID

UNL VIRTUAL ACADEMY + COVID RELIEF FUND DISBURSEMENT

Since the COVID-19 pandemic, Usher's New Look has been providing our students and families with the support they need to receive supplemental educational opportunities and emergency funds. Here is an overview of what we have contributed to families across the country over these past few months through our UNL summer virtual program for high school and college students ages 14-24 and our COVID-19 Emergency Fund. We were able to meet the needs of our youth through strong partnerships and donations.

"The pandemic was really tough for me to navigate. I felt like my whole world shut down. Just when I was about to give up hope, UNL reached out to let me know they were going to continue their programming. It gave me the much needed outlet I needed to stay connected and really lifted my spirits at a time when so much was unknown."
- Shelby Chamblin, Leadership Academy Student

CREATED UNL VIRTUAL ACADEMY + UNL UNIVERSITY TO KEEP STUDENTS ENGAGED



433

Summer Virtual
Programming
Registrants



EXPOSED OUR STUDENTS TO HIGH- LEVEL INDUSTRY EXPERTS

- Financial Literacy • Social Media Branding • Mental Health
- Sports • Scholarship • Post-Secondary Prep
- Motivational Monday • Creative Writing • Spark Exploration
- Entrepreneurship • Job Shadow • Social-Emotional Learning
- Storytelling • STEM • Job Shadow



Hosted over

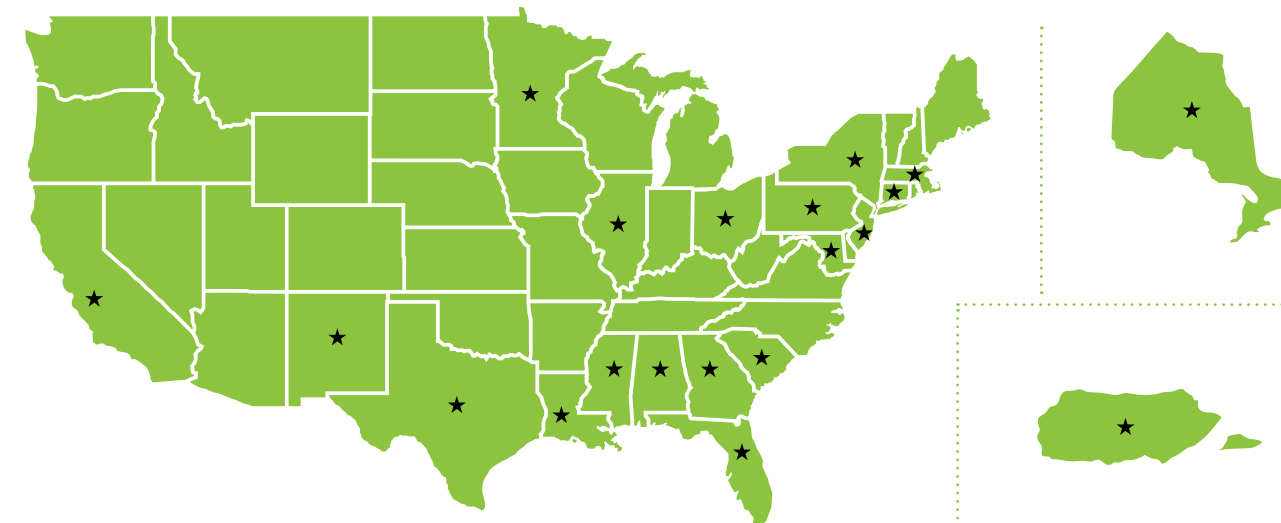
350

hours of enrichment programming

"Being a part of the UNL family during COVID was a tremendous help to me and my family. Not only did they provide my kids with the mentoring they needed, but they also provided us with much needed financial assistance to help me keep some things on track. I will be forever grateful for their support."

- Leadership Academy Parent

VIRTUAL ALLOWED US TO REACH MORE STUDENTS OUTSIDE OF ATLANTA AND NEW YORK



Alabama, California, Connecticut, Florida, Georgia, Illinois, Louisiana, Maryland, Massachusetts, Minnesota, Mississippi, New Jersey, New Mexico, New York, Ohio, Ontario (Canada), Puerto Rico, Pennsylvania, South Carolina, Texas

OUR FINANCIALS

"I just want to say, you guys have really impacted Lena's life, creatively. She's comfortable with who she is, she is able to express herself through music with you guys and I really appreciate that."

- Sabine Santanta, Leadership Academy Parent



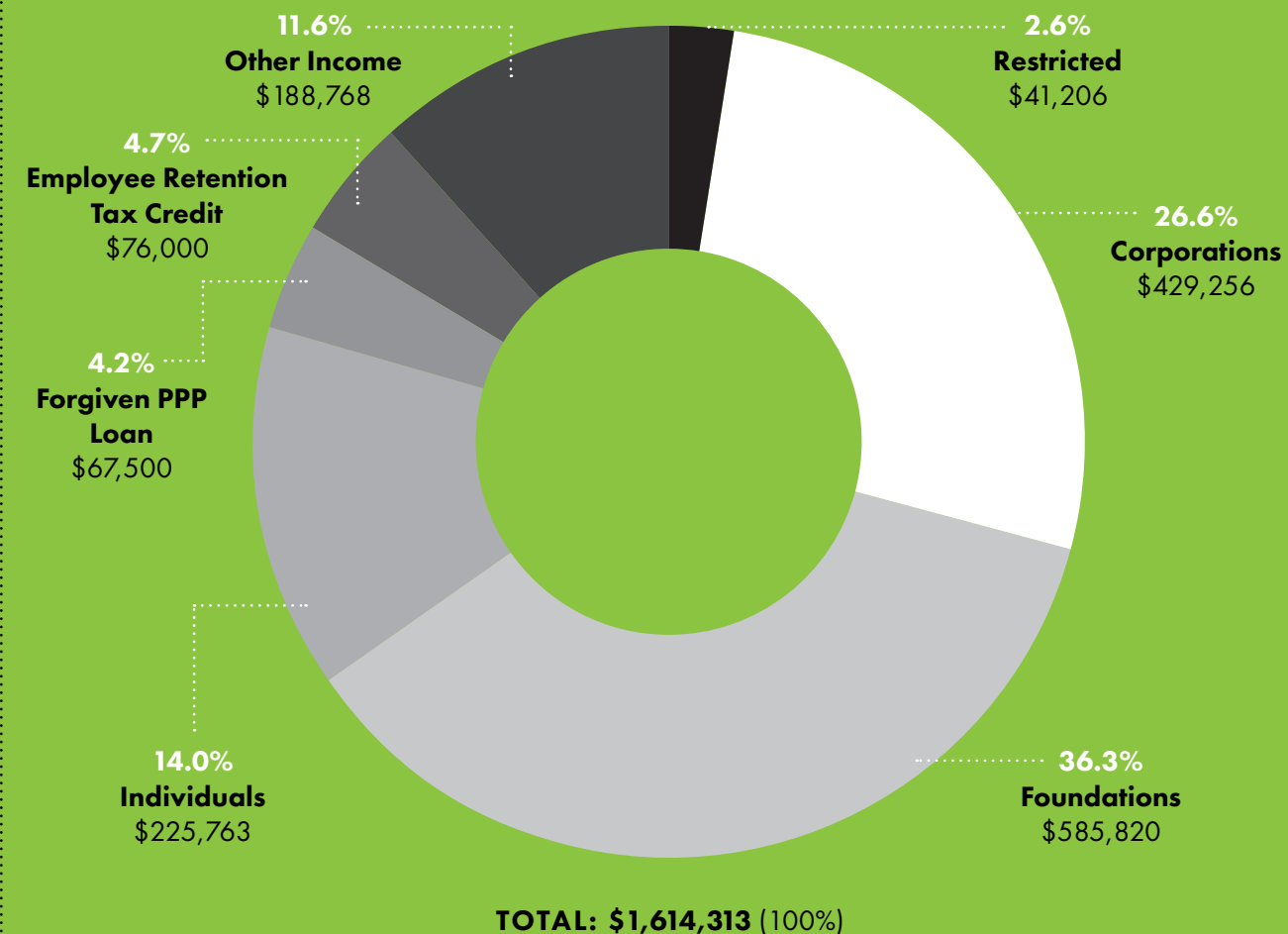
usher's new look

As a 501(c)(3) public non-profit, Usher's New Look relies on the generosity and investment of many partners to create impact.

During the 2020-2021 fiscal year, our Community of Givers provided a total of **\$1,614,313** to power our mission of **transforming the lives of underserved youth and developing passion driven global leaders.**

Thank you to each individual, corporation and foundation who has provided contributions that support our work as we could not be successful without your engagement and partnership.

2020-2021 REVENUE BREAKDOWN



2020-2021 EXPENSE BREAKDOWN



PARTNERS, DONORS + SPONSORS

"We have the best partners in the world. They give so much of their talent, time and resources to make sure our youth have the best experiences and opportunities. We couldn't be more proud to partner with so many great organizations."

- Avery Floyd, Program Manager, Atlanta

PARTNER ENGAGEMENT



Amazon Photos
Careers in Tech, Careers In Marketing, Resume Review & Mock interviews



Captain Planet Foundation
Disruptivate Environmental Justice, Disruptivate Environmental Justice: Food Justice & Security (during the Disruptivator Summit)



Christopher Wolf Crusade
CRM Skills MIT Session, Disruptivator Summit Motivational Minutes, CWC Scholarship Awarded to 3 MITs



Coca-Cola Women In STEM
STEM Careers in the Food & Beverage Industry



Emory University
Emory University Executive MBA Students served as volunteers for our MIT Resume Review and Mock Interview sessions



Johns Hopkins University
Disruptivate: COVID-19, Current State of Pandemic, Vaccine Education, Mental Health Impact on Youth, Hopkins HEAT Corps COVID-19 Teaching Series with Johns Hopkins University, Kick Off of 8-session COVID-19, Teaching Series (ex. Mathematical Models, Physics Behind the Mask, Chemistry of Hand Hygiene, Mental Health & Wellness 2 Parts, Myth Busters)



Masterclass
Free Masterclass Membership



Salesforce
Job Shadow Session



Travelers
Driving Into Your Career (Charting Career Path)



VMWare
New Grad Panel, Careers In Technology

Total Sessions: 28

Total Participants: 400+

Total Partners: 10

BOARD OF DIRECTORS

"I am honored to be apart of the UNL family. Thanks to UNL, I am surrounded by an amazing supportive community, one that has motivated and encouraged me to pursue my life's passions with intentionality. I have found my spark at UNL, and I intend to light up the world." - Hannah Byrd, 12th Grade



Usher Raymond IV
Founding Chairman,
Usher's New Look



Virgil Roberts (Chair)
Managing Partner,
Bobbitt & Roberts Law Firm



Cammie Rice
Founder,
Christopher Wolf Crusade



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Careshia Moore
President & CEO,
Usher's New Look



UNL STAFF

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Program Coordinator

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Jessica Washington

Financial Literacy Director

Janay White

GEAR UP Ambassador
Program Coordinator

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