



[4T's Annual Progress Report 2014](#)

MESSAGE FROM THE BOARD

Monique Lopez, Board Chair

Two years ago I became the Board Chair for 4T's. My commitment to the organization came first and the position assignment is secondary. Therefore the title did not increase my want to make a change but rather solidified my view that the organization is going places and I will have a hand in it. This is an inspiring and humble position to be in.



Prior to my joining the organization 4T's had no established marketing strategy to communicate our efforts. We now have up to date accounts on the most popular platforms thanks the excellent work done by our marketing department. In addition, the webpage received a complete face-lift and logo redesign. The brand and purpose is more boldly stated in the logo, "4ts - Teaching Teens To Think." Weekly operational meetings are held. Phase 1 was branding. I believe we've accomplished that goal. Phase II is funding, which is our focus for 2015. The organization is moving towards focusing its efforts towards obtaining seed funding to expand the operation. We are in the process of securing a research intern to help source grant funding opportunities and plan how we should offer our services.

2014 has been filled with many victories that came as a result of relentless hard work and dedication of our President, staff, and volunteers. The Board and I would like to thank our president Kayode Bentley for successfully implementing workshops for which he has received rave reviews and acquired a contract with the NYPL to seasonally give workshop exhibitions.

MESSAGE FROM THE PRESIDENT

My personal highlight of 2014 was discovering and working with the new group of wonderful people who have joined the organization. I am both humbled and honored to be able to call on my staff, a fantastic group of young professionals who are passionate and believe in 4T's mission of helping inner-city youth.



We have developed and established a strong partnership with the NYPL's County Cullen Library. The partnership has grown stronger over the past year in large part to effectiveness of 4T's workshops and panel discussions has its patrons who now depend on and look forward to the information we provide. The library now counts on 4T's to continue engaging and inspiring its patrons, especially their youth and students and are happy with our support and services.

We have been able to build relationships with schools such as: Bread & Roses Integrated Arts High School, Thurgood Marshall Academy High School, and Frederick Douglas Academy High School. We have also been able to form a solid relationship with The Salvation Army's Harlem Temple Corps, which has been very helpful in

providing venues for our roundtable discussions. We have been able to strengthen our partnership with NYPL for long-term collaborations in the future.

4T's has been able to effectively build people capacity for operations, establishing relationships with schools and organizations for facilitating its presentations, workshops and panel discussions. 4T's marketing, events and research departments have expanded our social media presence enabling us to reach large demographics of students and youth through various inner-cities, facilitating workshops providing youth the invaluable information they need to re-engage their education in order to complete school and host panel discussions with professionals that provide youth resources in order to prepare for college and the workforce.

STAFF MEMBERS' THOUGHTS ON 2014

"I've seen a lot change at 4T's over the last 15 months with 4T's. We've drastically improved our presentation to investors and supporters to be more cohesive. Throughout this time, I've worked with staff who have impressive backgrounds, as well as aided in the recruitment of new staff members who possess relentless energy and creativity."

Claudia Blackman (Marketing Coordinator)

"4T's, since its inception, has augmented its staff and stakeholders along with its programs and services. 4T's has also expanded its outreach to various communities and partners by way of social media and its website."

Patrick Delices (Senior VP of Administration)

"In 2014 4T's made great progress in moving from a small organization with a much larger mission to a more focused, stronger (in staff, board of directors, and external relationships) organization that, therefore, has more potential for achieving its mission."

Having very different backgrounds and interests was shown to be a plus for staff collaboration."

Joan Eilbott (Business Affairs Director)

"I joined 4T's in July of 2014. I can see how everyone truly believes in 4T's mission and are really passionate about their roles. The staff has really inspired me to do well and really push myself to be the best that I can be. 4T's has accomplished so much and have inspired so many in 2014. We are definitely ready for what's to come in 2015."

Kelly Rizo (Marketing Assistant)

"I've been with 4T's for only a short while but the amount of change I've seen from when I began till now is immense. We have altered many of our presentation tactics to cater to our needs. I am happy to see our organization is growing together."

Rachel Bassett (Administrative Assistant)

"I joined 4T's at the end of 2014 and have been excited to see how much progress has been made in just the last few months. Everyone I have met who is connected to and strongly believes in its mission has been really supportive. I'm surrounded by people who care so much about making a positive difference in education and the lives of students."

Sammi Phillips (Blogger)

KEY ACHIEVEMENTS

- **80% Youth Engagement:** In 2014 4T's presentations and workshops effectively engaged all the students and youth in attendance. 4T's has received praise from the youth in attendance and they want the organization to continue providing these services. 4T's has proven to be very successful in inspiring youth to re-engage their education and plan for their professional future.

This has been measured by examining recommendation letters and surveys completed by the students. The indicators put in place to track youth engagement are based on requests received from the youth, organizations, and schools 4T's served to provide more presentations and workshops in the future.

- **Institution, Schools and Organizations Support:** In 2014 4T's established a solid partnership with the NYPL (New York Public Library) and relationships with schools and organizations in the inner-city, some of which include Bread & Roses Integrated Arts High School, Thurgood Marshal Academy, Frederick Douglas Academy and The Salvation Army's Harlem Temple Corps.
- **Pro Bono > for-fee Service Provider:** In 2014 we put measures in place to shift 4T's from a pro bono service provider in schools and community centers to a for-fee provider of workshops and panel discussions in NYPL facilities as a means to generating income for the organization.

OTHER ACHIEVEMENTS

Grew our staff 60% from 2013 - 2014

- Marketing department's impressive increase of social media marketing exponentially expanding social media platform of one article every other month to approximately 32 articles per week thus building a following of over 100 followers within the span of 10 months and over 4,120 website visits per month. Events Department's effective facilitation of services provided to organizations and schools.
- Research Department's strategic acquisition of tools such as Salesforce to record and process metrics from 4T's service and event models to effectively track the impact of 4T's services on educators, students, and youth.
- Public Relations/Blogger engagement efforts in posting content designed to encourage feedback and input from 4T's supporters as well as communicate the organization's voice on trends relevant to our target community.

GOVERNANCE

Carried out risk assessments and executed due diligence around issues such as youth appearing in videos, their names appearing in 4T's content, aided by a legal counsel who has been added to 4T's administration.

STRATEGIC PARTNERSHIPS

In 2014 we grew the number of strategic partners we are affiliated with. We formally established partnerships with Re:Life, Inc. and Salvation Army: Harlem Temples Corp.

SELF-ASSESSMENT

As a young organization, we are constantly assessing and re-evaluating the programs and services we offer, and our operations for putting our plans in action. The areas we are most looking to improve in 2015 are:

- **Evaluating Organizational Potential:** In 2015 the organization needs to be more ambitious in setting some stretch goals in order to truly make a mark. There also may be a need to re-evaluate the appeal of certain vehicles as they pertain to today's youth.
- **Increase Customer Feedback:** Despite 4T's having 80% youth engagement, it has been difficult to get written testimonials and thank-you letters from clients describing their experience. In 2015, we look to receive more feedback from the educators, professionals, and students in writing and sharing that feedback with current and future supporters.

GOALS FOR 2015

In 2014, 4T's set out to expand financial capacity providing information and guidance on how to identify their inherent skill sets, re-engage in their education, complete school, and prepare for the workforce through our services and programs to groups of students and youth in schools and organizations in the Harlem community.

We successfully built the organization's people capacity by hiring bright and young staff to help with operations in the departments of marketing, events, and research. This growth enabled us to provide services to more schools and youth development organizations, which enabled us to establish and build strong partnerships with the youth as well as educators.

In response to the amount of support 4T's has received in 2014 from students, youth and educators we are emboldened as well as encouraged to set bigger goals for 2015. These goals include the following:

- **Financial Sustainability Goal:** 4T's focus is to secure annual contracts from Charter schools by becoming listed on the Board of Education's Charter school resource list. This will help establish solid connections with schools boards and superintendents for referrals to public schools in the community willing to incorporate 4T's programs in their after-school curriculum.
- **Improved Governance Goal:** 4T's is focused on building solid relationships with experienced non-profit leaders who are willing to offer guidance and advice regarding the Board, committee structure, and organization as a whole.