

EXPOSURE PROJECT

LEARN CREATE GROW

2022-2023 Community Impact Report



Leanna Calvin, LCSW
Founder | CEO

Letter from Our Founder

The EP Journey continues! This year was a year of dreaming with and for the Exposure Project. I can still recall such a beautiful sight of our EP community taking a moment to tap into their childhood dreams during our "Dream with EP Brunch." It was even more impactful to have our community connect their dreams with the dreams of our Game Changers and explore how they could be a part of making these dreams become a reality.

As our community dreamed, so did our Game Changers. We decided to launch our first hoodie campaign where Game Changers creatively designed and showcased their dreams on a hoodie. To witness their excitement as they had the opportunity to model their hoodie during a professional photoshoot was an unforgettable moment. Imagine being in the presence of young people when they share their dreams and their perspectives begin to shift as they their desires begin to manifest!

As the Founder and Executive Director, it was important that I also dreamed and this year one of my dreams became a reality. I dreamed of EP having an experiential Youth Summit where kids from all around the community would come and have the most immersive experiences and guess what? It came true, it really really came true! Words simply cannot describe my gratitude to our community, partners, donors, parents, and Game Changers. We appreciate you all for being on this journey with us. In the spirit of dreaming I leave you all with this:

"The world needs dreamers and the world needs doers. But above all, the world needs dreamers who do." ~Sarah Ban Breathnach"



Vision

Learn. Create. Grow.

Mission

Exposure Projects mission is to equip middle and high school youth with the practical tools for career and character development by curating transformative experiences that impact future economic opportunities.

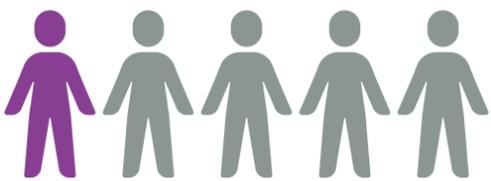
Purpose

Create a culture of hope and provide youth with creative space to find their purpose through self-exploration while simultaneously exposing youth to hands-on career experiences.

Why it Matters

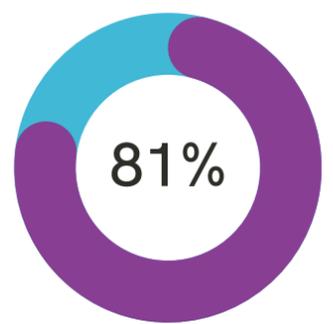
After observing middle and high school youth in several states struggling with self-knowledge and sharing a common desire to emulate professionals in entertainment and sports careers, we found it imperative to provide resources and tools to expand their vision and prepare for real life experiences.

Exposure Program was created from the desire to expose youth to various opportunities outside of their immediate environment.



1 in 5 young people have misaligned career aspirations and educational attainment which may contribute to persistent educational and employment disparities.

4 out of 5 high school dropouts stated that more opportunities for real-world learning, experiential learning and an authentic connection between school and getting a good job would improve graduation rates.

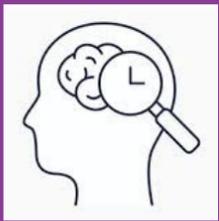


Sources:

Bridgeland, John et al. *The Silent Epidemic: Perspectives of High School Dropouts*. A report by Civic Enterprises in association with Peter D. Hart Research Associates for the Bill & Melinda Gates Foundation. March 2006.

Mann, Anthony et al. *Dream Jobs: Teenagers' Career Aspirations and the Future of Work*. Published by OECD. January 2020.

Six Core Elements



Character Development



Exposure Trips



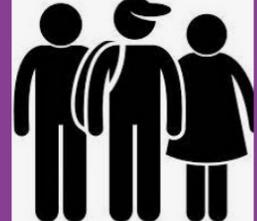
Shadow Industry Experts



Service Learning



Culmination Events



Parent Engagement

"Every child deserves a champion—an adult who will never give up on them, who understands the power of connection, and insists that they become the best that they can possibly be."

Rita Pierson, Educator



What Our GameChangers Are Saying

"I learned about different careers and ways to get to college. I learned how to feel comfortable with talking to other peers" -Chassity

"I learned that I have more patience than what I thought, and I am really good at debating." - Amerie

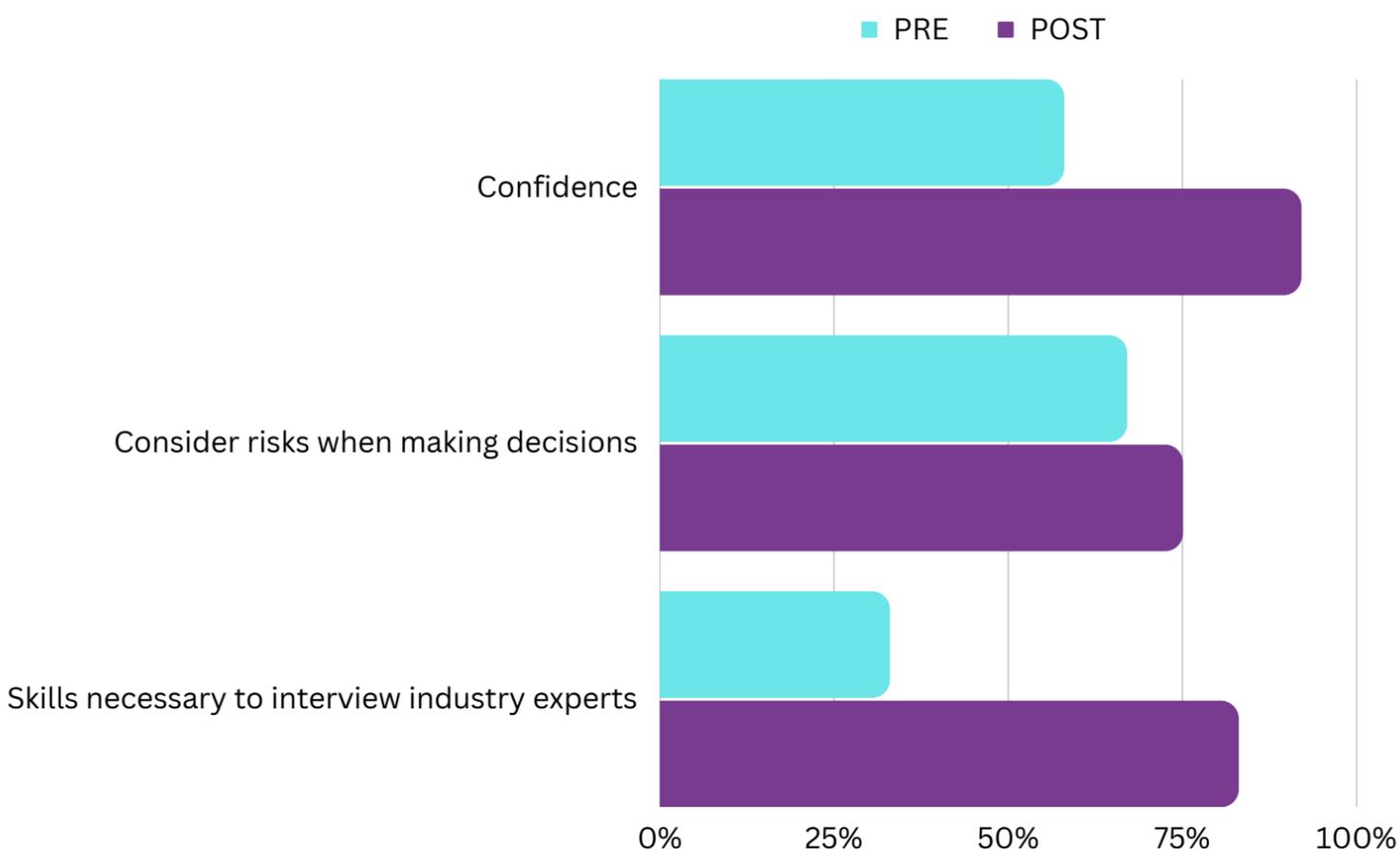
Examples of future career paths:

- Biomedical
- Animator
- Forensic scientist
- Entrepreneur (apparel design)
- Film director
- Clinical massage therapist



Impact

Program participants (aka Game Changers) demonstrated improvements in the following areas:



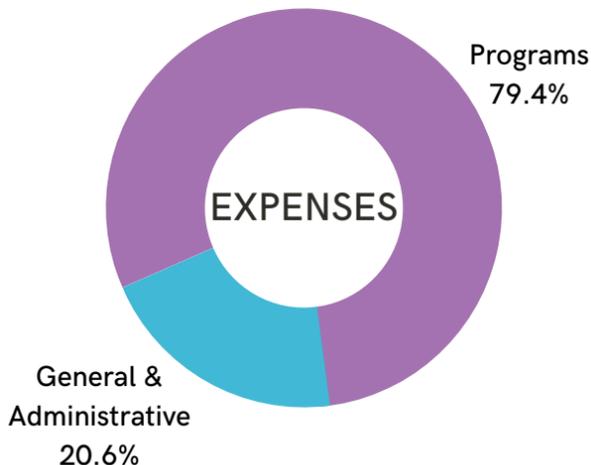
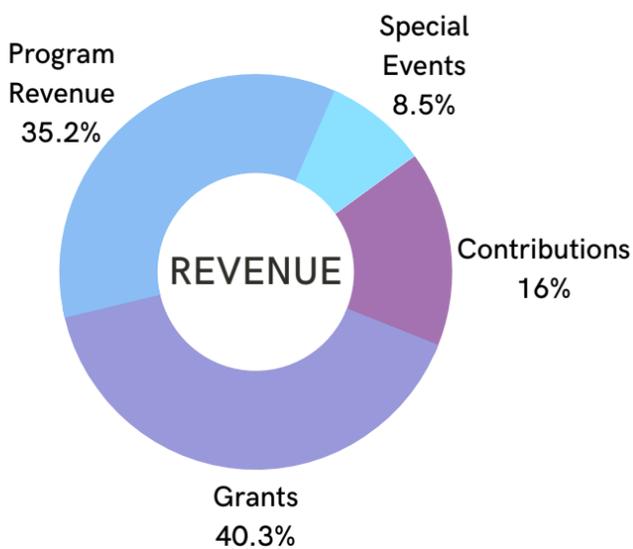
Youth Summit participants that were able to ask a career expert a question--an opportunity they would have missed had they not attended the Summit.



Youth Summit participants introduced to a skill that could be use in a future career.

124 youth served
 80 parents/guardians engaged
 276.5 hours hours of programming
 Youth have shadowed 65 experts in 70 different career fields since 2019.

Financial Summary



Contributions	\$16,285
Grants	\$41,035
Special Events	\$8,617
Program Revenue	\$35,964
Total	\$101,902

Programs	\$78,804
G&A	\$20,411
Total	\$99,215

Funding & Grants



United Way of Greater Charlotte



ALBEMARLE FOUNDATION



Community Partners



Abigail Pasmore
Amber Ellis
Andrea Hillary
Angela Thompson
Angela Kollmer
Angela Simpson
Ashley Everett
Ashley Mitchel
Aubrey Yeboah
Brad Butler
Brandy Buyers
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Camille Hughes
Charles Tabor
Chef Jorel
Chris Headecker
Cordrell Colbert
d'Arquoia Conner
d'Artagnan Connor
Deniro Farrar
Erika Stokes
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Tameka Watson
Tanya Taylor
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Our Team

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Founder/CEO

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