

# IMPACT REPORT



*2023-2024*



# LETTER FROM THE FOUNDER

Woohoo! We did it—we completed another year! So many lessons were learned, memorable moments created, and impactful experiences shared.

Our theme this year was “The Time is Now.” It was time to truly live out what The Exposure Project stands for, and we did just that.

The most memorable moments this year came in the subtle moments—the car rides when picking our kids up from school and getting the real scoop on what was going on in their lives. It was receiving emails from our Game Changers with their creative ideas for the year, hearing from parents why they entrusted us with their children, and the moments shared with my nonprofit peers during cohorts. This was the impact! It wasn’t just about the statistics; it was about relationships.

One of the most exciting moments this year was getting our very first space! That’s right—our team was thrilled to move from working at home into a new community that would become our home. Of course, with anything new, we cared most about what our Game Changers thought, and I felt a bit nervous the first time I showed a few of them our building. The moment that brought me to tears was when one of our Game Changers, who has been with us for the last three years, said, “Ms. Leanna, I’m proud of you. EP has come a long way from us doing programs in a little room.” That statement alone sealed the deal for me!

I’ll end with this: everything I do for The Exposure Project is with our Game Changers in mind—not just from the big picture, but thinking about the face of every child we serve. The Isaiahs, the Brysons, the Alonnas, the Aniyas—the list goes on.

So, this next year is for all of us. This next year is our YEAR OF JOY!

Until then,

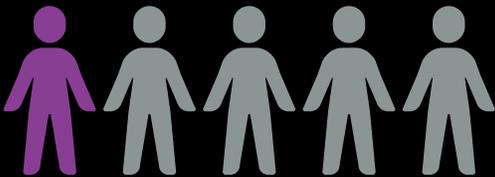
**LEANNA CALVIN, LCSW**  
EXECUTIVE DIRECTOR



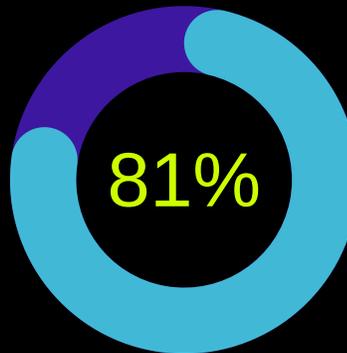
# WHO ARE WE?

The Exposure Project is a youth development initiative that equips middle and high school students with real-life experiences to help them make informed post-education choices.

## WHY IT MATTERS



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.

### 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.

### VISION

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.



# 6 ELEMENT MODEL

1



Character Development

2



Parent Engagement

3



Service Learning

4



Exposure Trips

5



Career Shadowing

6



Culminating Event

# PROGRAM OFFERINGS

## SUMMER POP UP EXPERIENCE

The Pop Up Experience is a creatively designed summer experience that offers opportunities for Game Changers to engage in various summer challenges while shadowing Industry Experts.

## EXPOSED PROGRAM

The Exposed Program runs yearly in alignment with the academic calendar. This program is an 8-month immersive experience focusing fully on the 6 elements of character development sessions, shadowing Industry Experts, service learning projects, exposure trips, parent engagement, and ending with a culminating event.

## EXPERIENTIAL YOUTH SUMMIT

The Exposure Summit is a single/ multi day event that allows for Game Changers to engage in a full day of exposure to careers through interactive activities and workshops hosted by Industry Experts.

# YEARLY HIGHLIGHTS



### Career Mystery Summit

Our Career Mystery Summit gave Game Changers the chance to participate in seven immersive career workshops while working together to solve the mystery of who "shattered Bobby's dream." This unique experience fostered team building and offered a deep exploration of what it takes to turn dreams into reality.



### Brand Partnership: T-Shirt Campaign

We had the privilege of partnering with the local brand BYOP ("Be Your Own Person"). The owner collaborated with our Game Changers over several months, guiding them in designing t-shirts that aligned with our yearly theme. The partnership culminated in a pop-up shop at the BYOP store, where our top four designers showcased their work.



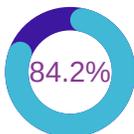
### Holiday Bake-Off Collab

Each year, we host several parent engagement events to strengthen family bonds and relationships. For this year's Bake-Off competition, we partnered with the Panthers, giving families the unique opportunity to team up with players as they competed together.

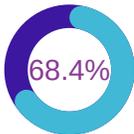
## PARTICIPANTS AKA GAME CHANGERS

### CAREER GOALS

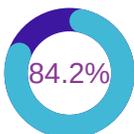
### SELF-AWARENESS



84.2% reported that The Exposure Project helped them build their skills for interviewing industry experts.



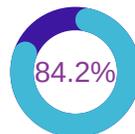
68.4% learned about careers they hadn't heard of before joining the program.



84.2% are interested in the careers they were exposed to during the program.



94.8% stated that they are aware of situations that cause them to feel happy, sad, angry, or frustrated.



84.2% expressed confidence in who they are.



79% consider the risks of a choice before making a decision.



111 youth served

303 Life of Program

231.5 hours of programming



Youth have shadowed 87 experts in 94 different career fields since 2019.

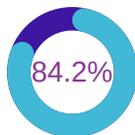
## PARENTS

### CAREER GOALS

### SELF AWARENESS



89.5% said that shadowing an industry expert provided their child with "real-world" experience related to that career.



84.2% of parents reported that The Exposure Project helped their children feel more confident in asking industry experts questions about their careers.



89.5% noted that since participating in the program, their child is more excited about their future.



84.3% of parents observed that their child is confident in who they are.



94.7% said their child can communicate with peers in a meaningful way.



100% noted that their child is aware of situations that cause them to feel happy, sad, angry, or frustrated.

# WORDS FROM OUR GAME CHANGERS

ACCORDING TO THEIR JOURNAL  
ENTRIES



One participant shared their vision of getting money and becoming closer to God. They said, "I think The Exposure Project is pretty smooth. I think everybody here is pretty cool. They feed me pretty good and make sure that I'm straight at all times. I like the trips we go on and the ones that are coming up. I hope nothing but good things happen with The Exposure Project." They also opened up about their career goals, expressing a desire to attend college for real estate and to be very successful, with multiple sources of income. They found the shadowing experience both informative and fun.

Another participant discussed their feelings of self-worth, saying they felt smart and powerful. They expressed frustration with society, describing it as corrupt and unjust, and believed more could be done. Their goal is to earn \$500,000 a year in the automotive industry.

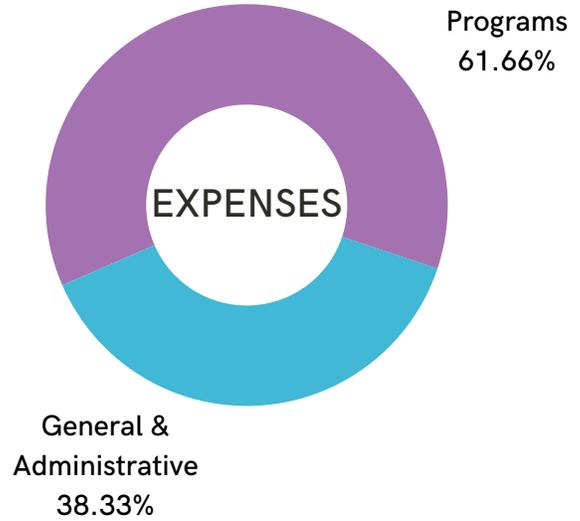
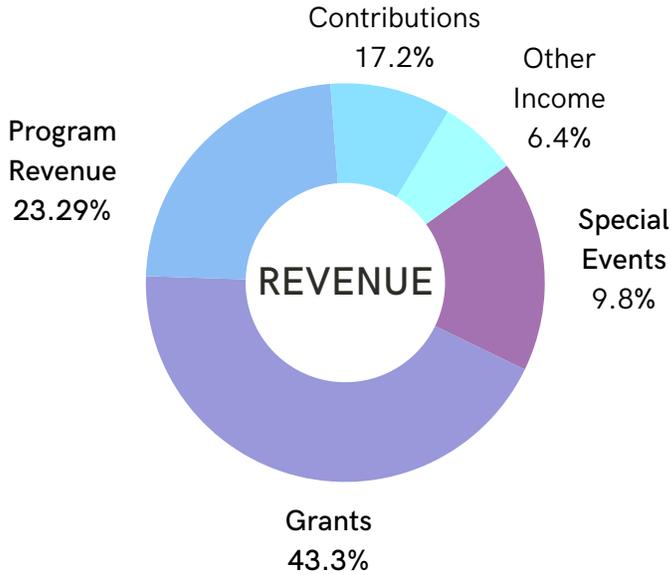
## AND THEIR PARENTS!

"I was able to connect with my son in a new way. I watched him find his voice and gain confidence. We communicate better now because he has the confidence to articulate his thoughts and the maturity to listen to my perspective."

"I learned more about what she wants to do as a career and spent more time with her by taking her to and from the program and activities."

"I learned how to be patient and just listen when she talks about her future plans. I'm excited that she's already planning her future."

# FINANCIAL HIGHLIGHTS



Program Revenue	\$32,250
Grants	\$60,000
Special Events	\$13,555
Contributions	\$23,762
Other Income	\$8,878
<b>Total</b>	<b>\$138,445</b>

Programs	\$70,743
G&A	\$43,985
<b>Total</b>	<b>\$114,728</b>



# FUNDING AND GRANTS



United Way  
of Greater Charlotte



# PARTNERS



Amber Ellis  
Alexis Hooper  
Able  
Ashley Mitchel  
Brandon Steven  
Camille Hughes  
Cordrell Colbert  
Darion  
David Butler  
Ebony Morman

Ebony Morman  
Isha  
Jaramial Lee  
Javin Daniels  
Krishana Oxner  
Lonnie Miguel  
Larry Bennett  
LaCara  
Niece Bellard  
N'Delo

Philip Hollaman  
Pamela Williams  
Rolsten Gabriel  
Shamar Allen  
Shammarah Hasty  
Stacey Michelle  
Tunrayo Badu  
Will White  
Will Jenkins

# OUR TEAM

VashTi Walker  
Youth Specialist

Leanna Calvin, LCSW  
Founder/Executive Director

Sade Porter  
MSW Intern

## BOARD MEMBERS

Jermile'Hayes  
Jordan Thompson, Esq.  
Chantel Grier  
Kaela Green  
Motunrayo Badru, AIA,  
ACHA, LEED AP BD+C



# HOST OF VOLUNTEERS!

