# Pearls of Promise Foundation, Inc.

**Annual Report** 





### 2021 Annual Report

#### www.pearlsofpromisefoundation.com

The Pearls of Promise Foundation was established by eight women of the Metropolitan Detroit Community as a charitable organization whose primary purpose was to focus on the welfare of the youth. The signature programs, Miner Hall and the lyylettes, both focus on education, health, global poverty and economic security.

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## PRESIDENTS MESSAGE



## Greetings,

It is a great privilege to serve as the 11th President of the Pearls of Promise Foundation, Inc., and an honor to lead an organization with a board, leadership team, and membership of women volunteers dedicated to our mission of serving youth and families in the metropolitan Detroit community. Thank you!

The Pearls of Promise Foundation, Inc. was founded by seven women of Alpha Kappa Alpha Sorority, Incorporated ®, Lambda Pi Omega Chapter, in 2002 with a promise to our community to provide life skills, scholarships, and family strengthening.

As we entered our 19th year of service, we continued to conquer the challenges of serving during a global pandemic. Despite the external environment, we received over **\$142,000** in donations. Thank you!

Future of Pearls of Promise Foundation As a new leadership team, we set three strategic priorities to guide us. Our updated priorities introduced new opportunities for us to pursue, and we will continue these priorities in 2022:

Reimagine and Increase Program Excellence.

Award dedicated to first-generation college students. Our goal is to support students and families who are changing the trajectory of life outcomes for themselves, their families, and future generations. Second, we redesigned our Minor Hall Program to focus on career readiness for middle and high school boys and girls.

Finally, we enhanced the **Ivylettes' Program** advisor selection process to engage more members to contribute and share their skills and talents.

#### **Optimize Partnership**

We see strengthening our partnership with Alpha Kappa Alpha Sorority, Incorporated®., Lambda Pi Omega Chapter, as one of our anchors to success in serving the community. We made progress in several areas, which will serve as a strong foundation for the future. The leadership of both organizations participated in a fourpart workshop to better understand guidelines on how to effectively partner with the two organizations with different legal and IRS classifications. In addition, we re-ignited joint programming by hosting the Walk, Run, Bike-a-Thon fundraiser.

#### **Increase Operational Effectiveness**

Our leadership team took a deep dive into improving operational effectiveness, resulting in significant improvements. We initiated our external financial audit, built comprehensive insurance protection, and introduced an environmentally friendly approach through paperless processes and procedures, including online dues and donation payments, records management, and electronic reports. We diversified our leadership team to include the expertise and roles necessary for success.

#### Closing

Thank you to the leaders, board members, and donors who built and sustained the Pearls of Promise Foundation, Inc., and are on the journey to reimagine our future. Thank you to the program participants - past and present, for igniting our gratitude for service and support. You are the reason for our existence.

I am excited about our future and look forward to our crescendo of service.

Crystal U. Sewell

President



#### **MISSION**

#### PEARLS OF PROMISE FOUNDATION

The Mission of the Pearls of Promise Foundation, Inc. is to provide education opportunities, life leadership and entrepreneurial skills; health promotion, family strengthening and environmental stewardship to residents of southeast Michigan with an emphasis on youth. Our programs, mentoring and collaboration with others will result in a safer, healthier, and stable community and foster good citizens and future leaders.

#### **VISION**

#### PEARLS OF PROMISE FOUNDATION

The Pearls of Promise Foundation, Inc. is a premier foundation that provides life skills, scholarships, and family strengthening activities that lead to a brighter future for southeast Michigan and its residents.

#### **PURPOSE**

#### PEARLS OF PROMISE FOUNDATION

The primary purpose of the Foundation is to promote educational improvements in the Metropolitan Detroit community.









The purpose of the lyylettes is to provide mentoring and coaching to high school girls and create avenues for them to serve the community. The mentoring and training is designed to help the young ladies improve communication skills and assist them with academic needs. The areas of focus are college preparedness, positive thinking and maintaining a healthy spirit. The program also teaches them the importance of giving back to their community through community service projects.

The program had 20 active participants. In 2021, the foundation continued to operate within the limitations of COVID 19. Monthly sessions and workshops were held virtually. The two community service projects were done in person using COVID safety protocols. Participants collected and provided donated items in January to Samaritas House and in December to Covenant House.

Participants were actively engaged in all program activities. They provided positive feedback on all workshop presentations.

Congratulations to the four seniors, Tiarra Matthews, Kennedy Samuel, Joi/ah Tapp, and Amanda Young who graduated from the program and matriculated into college!

#### **Program Activities**

#### **January**

MLK Day of Service - COVID 19 Care Packages

#### **February**

Wellness Day - Yoga and Mindfulness Beauty and Stocks Program

#### March

College Essay Writing - Telling Your Story

#### April

Beauty from the Inside Out

#### May

Green and White Virtual Ball

#### June

Senior Recognition | Culminating Activity

#### October

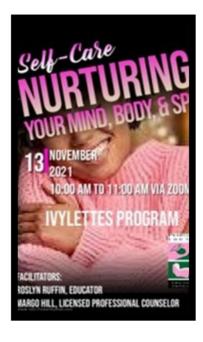
#CAP Program with Lambda Pi Omega Chapter

#### **November**

Nurturing your Mind, Body and Spirit Workshop

#### December

Community Service Project









## MINOR HALL

#### **Program Activities**

#### **January**

Get Fit with Yoga

#### **February**

Black History Celebration Painting with A Twist

#### March

Stop Suicide Presentation Mental Health Awareness

#### **April**

Financial Literacy Activity

#### May

Career Awareness Program

#### June

Program Culmination Event "Embrace Your Beauty"

Thank you to the speakers and local companies for in-kind donations to the program.

#### **A Special Thank You**

Junior Achievement of Southeastern Michigan
Kelsey Joseph, Yoga Instructor
Alexis Davenport
Optimum Tax Service, LLC
Dr. Derschaun M. Brown
President/Founder Helping Individuals Succeed
Sundt Love
Tauntis cosmetics



The purpose of Minor Hall is to provide mentoring and guidance to young middle school girls in the Metropolitan Detroit Area. Members of the foundation serve as mentors for the participants. The activities for the young ladies are designed to provide cultural, social and educational opportunities. The foundation strives to provide these students with exposure to these areas they may not ordinarily experience.

There were five participants that completed the program. All participants were students from Pace Academy and were selected based on a recommendation from the school. The program ran from September 2020 to June 2021.

In 2021, the foundation continued to operate within the limitations of COVID 19, so all activities were held virtually. There were some challenges with each participant being able to attend all sessions, however, all were able to complete the program.

The Culmination Event was held on June 12, 2021. The theme was "Embracing Your Beauty". Dr. Derschaun M. Brown conveyed an inspiring message to the young ladies: "You're the Gift Own It". The young ladies were provided with gift/swag bags through in-kind donations from local companies.

### Program Relaunch

As a foundation, all programs are assessed each year. The priorities for the program are being re-imagined and realigned with the foundation's new strategic priorities.



#### 2021 Recipients

*Wisdom Andino*Cass Technical High School

*Jay/en Body* Chandler Park Academy

Cole Clark
Detroit Country Day

*Tasnim Dina*Benjamin Carson High School

*Morxan Henderson* Renaissance High School

*Habiba Ktum*Detroit International Academy

*Michaiah Lixon*Southfield Christian High School

Evamelo O/eita Cass Technical High School

*Mahbuba Sumiya* Benjamin Carson High School

*Mya Williams* Mercy High School

*Amanda Younx*Stevenson High School

*Torrin Dewberry*Renaissance High School

#### Foundation Awards \$12,000

Awarding scholarships to locally deserving students is a highlight of each program year. The Pearls of Promise Foundation, Inc. has awarded scholarships since 2002. Scholarships are awarded annually to high school seniors that have been accepted to four-year universities. Each recipient received a \$1,000 individual scholarship. In 2021 we launched the Trailblazers Scholarship Award dedicated to supporting 1st generation college students.

























#### **Application Process**

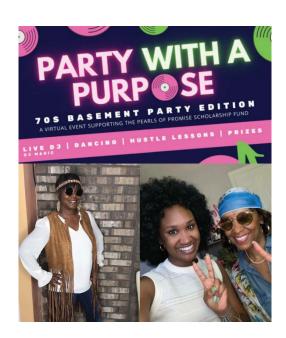
The application for scholarships opened in November 2020 and was accepted through February 2021. Applications are made public and advertised at local high schools, social media, and the Pearls of Promise Foundation, Inc. website. All applications were reviewed to ensure applicants met all criteria. Selected applicants were then interviewed via conference call thereafter the committee made their final selections. A Virtual Scholarship Recognition Program was held on June 13, 2021.

## FUND DEVELOPMENT

The Fundraising Committee is vital in supporting the foundations mission. Through the execution of fundraisers, the Fund Development Committee raises funds to support all of the programs presented by the foundation. During 2021, the committee hosted three successful events.

On May 13th the committee hosted "Party with a Purpose - 70's Basement Party Edition, a virtual event Guest danced down the virtual Soul Train Line, did the 70's Scramble Board, learned a few hustles, enjoyed a Best Afro, Best Outfit, and Best Dancer contest, and raised money for college scholarships.

Special thank you to DJ Magic, and hustle instructor Kewi Williams of Detroit Swag Team Hustlers!



### Total Amount Raised \$21,172.49

During the summer, the committee hosted "Get Fit for Scholarships" in August. Foundation members and supporters participated in a Walk, Run and Bike-A-Thon to raise money. Thirteen team captains took on the challenge and helped to make this event a great success.

The closing fund raising event occurred on Giving Tuesday. Supporters made electronic donations to support the foundation's efforts to reach a goal of \$40,000 for scholarships to be granted in 2022.







The Pearls of Promise Foundation, Inc. has been active in raising capital for a building. As our needs evolve, we will assess and update our feasibility study to reflect current needs and how to sustain a property. The strategic plan will be defined and will explore opportunities for a building.

Donations/Sponsorships \$117,313.25 Fundraising Income \$21,172.49 Membership \$4,251 .90 Miscellaneous Income \$2,775.52 Total Income \$145,513.16 Fundraising Expenses \$777.51 Operational Expenses \$4,683.33 Scholarship Expenses \$15,500.00 Miscellaneous Expenses \$1,347.10 Total Expenditures \$22,307.94

#### \$50.000 and Over

The Kresge Foundation

#### \$10,000 to \$14,999 Donors

Eugene and Crystal Sewell

#### \$5,000 to \$9,999 Donors

Alpha Kappa Alpha Sorority, Incorporated ® Lambda Pi Omega Chapter

#### \$1,000 to \$1,999 Donors

Cassandra Borders The Leroy Herndon Irrevocable Trust Mia White-Wheeler

#### \$500 to \$999 Donors

Shuree Boyd Ivy Fields-Releford/ State Farm Robyn Thomas

#### \$250 to \$499 Donors

Tasha Brunson Kelly James

<sup>\*</sup>Financial Summary includes Building and Property Fundraising Income of \$51,452.46 and \$0 Expenses.

## FOUNDATION MEMBERS

#### PEARLS OF PROMISE FOUNDATION

Rachelle Akinwusi Alecia Ashford-Taylor Tina Avery Tiffany Baker Denise Barnes LaGenya Bateman Yolanda Bates Kim Beasley

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Minor Hall Arese Robinson



loylettes Shantel Ross



Scholarship Jasmine Jackson



Nominating Trennese Jones



Crystal Washington



Building and Property Chrisynphia Grace



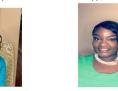
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## Pearls of Promise Foundation, Inc. 2021 Annual Report



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