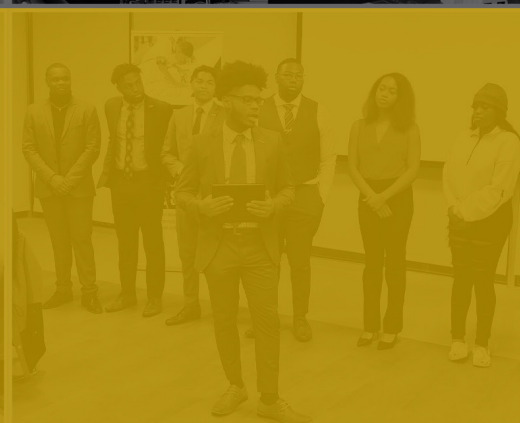


THE FOCUS IS

# MEE

MENTORING + EDUCATION + ENRICHMENT + EMPOWERMENT



100  
Black Men  
of Atlanta Inc.

2020 IMPACT REPORT



# BOARD OF DIRECTORS



## **Chairman of the Board**

**Kevin A. Gooch**

Partner  
Holland & Knight LLP

## **Chairman-Elect**

**Keith I. Millner**

Managing Partner/Co-Founder  
Coaching Catalyst, LLC

## **Treasurer**

**Wayne L. Pleasant, Jr.**

Associate Director, Technology  
Consultant  
Protiviti LLC

## **Secretary**

**Delvin L. Walker**

President & CEO  
Buildmasters, Inc.

## **Financial Secretary**

**Arthur L. Mills, IV**

Founder & President  
Mills Management Group

## **Parliamentarian**

**Sean C. Norman**

Chairman  
Northwest Atlanta Housing  
& Economic Development  
Partnership

## **Chaplain**

**Miguel S. Lloyd**

Owner  
Lloyd Media Group

## **Historian**

**Justin Triplett**

Founder & CEO  
Cloud IX Concepts

## **Immediate Past President (ex-officio)**

**Larry L. Johnson**

CEO  
Retired IBM Senior Executive

## **Executive Director/COO (ex-officio)**

Louis E. Negrón, Sr.

## **At-Large Directors**

### **Sidney D. Barron**

General Manager  
Bentley Atlanta

### **Winston K. Carhee, Jr., DC**

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Pain 2 Wellness Center, L.L.C.

### **Thomas W. Dortch, III**

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TWD, Inc.

### **Curley M. Dossman, Jr.**

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Physician/Medical Director  
Atlanta Gastroenterology  
Associates/Midtown Atlanta

## **Aaron N. Swain, President**

Columbia Residential Property  
Management, LLC

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Leadership  
Voya Financial

## **Elliott Turé**

Project Manager, ITIL  
Equifax

## **Robert J. Yancy, Ph.D.**

Professor Emeritus  
Kennesaw University

**Greetings to All:**

They say that “necessity is the mother of invention”. As we all know, 2020 was a year filled with uncertainty, fear, anxiety, grief and the complete disruption of society as we’ve come to know it. At the outset, 2020 looked like it was going to be the year of clarity of our mission and expansion of our in-person programs. But before the first quarter came to an end, the vision blurred leaving many of our families mentally strained, beloved lives lost in the wake of the pandemic and many organizations scrambling to evolve in ways to ensure survival. Many families were thrust into economic hardships never seen before as a result of the disruption caused by the global pandemic. Hand-in-hand with the global health pandemic, our country had to face the ugliness of systemic racism, police brutality and racial injustice as the world watched. For the 100 Black Men of Atlanta (100 BMOA), we knew that the moment called for our leadership and renewed commitment to our students, their families and this community that we served. We boldly leaned into the moment and accepted the challenge to do more!

I am so proud of how our community rallied together with a plan of action providing mentorship, resources and support to the communities that we serve. The results are nothing shy of phenomenal. Here are just a few highlights:

- We awarded more than \$160,000 in scholarships and other academic support to students in our programs.
- We were able to shift our Saturday School online and offer tutoring, coaching and mentoring four Saturdays a month virtually to approximately 75 students every week. We provided our scholars with virtual college tours and field trips to sites like Plant Vogtle and the City of Atlanta Water Treatment facility. Additionally, we provided leadership training through our virtual “Let’s Talk Leadership” series as well as weekly mentoring sessions virtually with men on one day and women on another day.
- The Robotics Alliance excelled by continuing our STEM education programs virtually and was

recognized with the “Thomas J. Moran” Award for non-profit program of the year by Mutual of America.

- We continued our Career Pipeline Program, which is a ten-week training and internship program to assist our high potential college students in developing the “soft skills” necessary to be successful in the workforce.
- We started our social justice program entitled “Operation Community Uplift” culminating in several listening sessions with our young people, several mental health seminars, the first ever 100 Day at the Capitol featuring Governor Brian Kemp and a Civic Engagement Seminar featuring Congresswoman Nikema Williams.
- In partnership with Goodr, The Mabra Firm, Protiviti, Dr. Winston Carhee and the Emerging 100 of Atlanta, we distributed more than \$20,000 in meals, gift cards and groceries to hundreds of families in our programs and community during these challenging times.

From Project Success and B.E.S.T. Academy to the Career Pipeline program, the stories of success go on and on. More highlights inside the report.

If you want to know how we did it, the answer is we chose to innovate and shift our focus instead of losing it. Yes, there were circumstances we could not control, but inside those circumstances were opportunities to be champions for our scholars in spite of the challenges. With the help of our greater community including you, we rose to the occasion and we simply figured it out because living the mission of improving the quality of life for our scholars superseded everything else. The results turned a year of social distancing into the year of virtual victory!

**With Highest Regards,**



**Kevin A. Gooch**  
Chairman, 100 Black Men of Atlanta







# OUR MISSION

The mission of 100 Black Men of Atlanta, Inc. is to improve the quality of life by supporting and enhancing educational and economic opportunities particularly for African-American youth in the Atlanta community.

100 Black Men of Atlanta, Inc. will become the city's strongest, most self-reliant African-American volunteer organization focused on education, enrichment and empowerment.

# OUR VISION



# OUR IMPACT

**\$160k**

in tuition assistance to students attending post-secondary institutions

**\$7.9M**

cumulative scholarship awards to graduates

**6,485**

youth exposed to program



high school graduation rate



post-secondary institution attendance



project success program retention

**\$24k**

in financial assistance per student

**3.0**

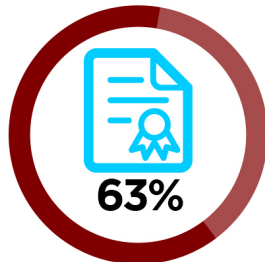
cumulative scholar GPA



college bound graduates



have been accepted to their first school of choice



are HOPE Scholarship eligible

**68.42%** college graduation rate beating the national average of **57.6%**

**1,268**

100BMOA Members, Emerging 100 of Atlanta, Collegiate 100 of Atlanta, and friends mentor and volunteer support hours

**80+**

students mentored through weekly virtual Saturday sessions (May 2020 - June 2020). Focused on Social and Emotional Learning,

## B.E.S.T. ACADEMY

**230** students impacted through program initiatives Pathways of Developmental Success, My Brothers Keeper, Emerging 100 and Collegiate 100 served as mentors

**90%** attendance rate

**3.0** average GPA maintained

**0** discipline related issues (virtually)



## 100 SCHOLARS ROBOTICS ALLIANCE

Provided instruction to more than **200+** students

Exposure to **6,000** students under 100 Scholars Robotics Alliance's FIRST LEGO League (FLL)

Participated in **(6)** leagues

Participated in **(1)** FIRST Robotics State Competition

**200+** students participated in Georgia Power 100 Scholars Robotics Alliance FIRST Lego League Expansion Project

**89** students from 6 states attended the virtual Georgia Power 11th Annual Robotics Showcase & Invitational

## COLLEGIATE 100 OF ATLANTA

**250+** volunteer hours

Formed **3** campus-based Chapters of Collegiate 100 (**Morehouse College, Georgia State University, Oglethorpe University, Spellman College**)

**46** undergraduate, male and female students make up our Collegiate 100 Network



## CAREER PIPELINE PROGRAM IMPACT

A cohort of **26** students completed the program from 5 universities (**Spelman College, Morehouse College, Kennesaw State University, Georgia State University, and Clark Atlanta University**)

More than **45%** of students were initially offered an internship (7 were either postponed or cancelled due to COVID-19)



# OUR PROGRAMS



## Project Success

Through Project Success, a nationally recognized post-secondary preparation, tuition assistance and mentoring program, 100 Black Men of Atlanta offers tuition-based scholarships to Atlanta Public Schools (APS) students.

## B.E.S.T. Academy

The Best Engineering, Science and Technology (B.E.S.T.) Academy is part of Atlanta Public Schools (APS). In a single-gender environment for grades 6-12, B.E.S.T. Academy students learn the power of collaboration and are empowered to be college and career ready.

## 100 Scholars Robotics Alliance

Acting as the STEM component of 100 Black Men of Atlanta's Project Success program, 100 Scholars Robotics Alliance exposes underserved elementary, middle and high school youth to the world of robotics and opens the doors to careers in technology, innovation and invention.

## Career Pipeline Program

Leveraging the expertise of members and partners, the Career Pipeline is a year-round program that helps college students develop their unique gifts and talents into marketable and successful careers.

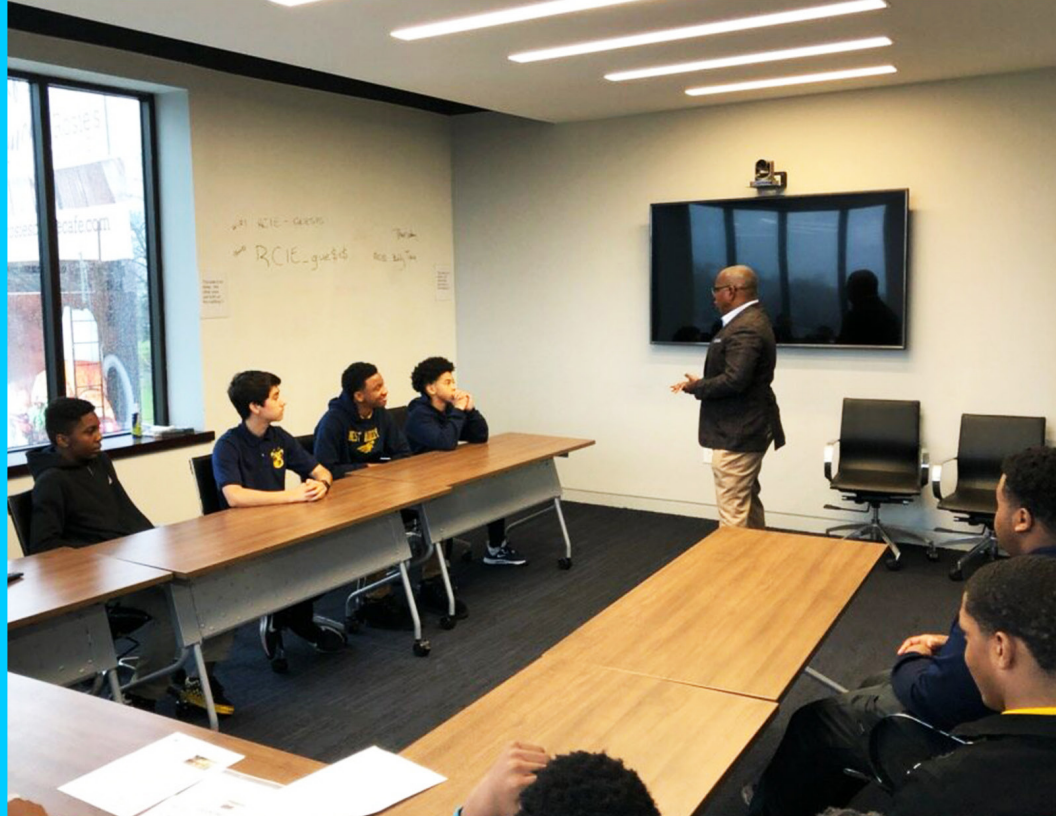
## Emerging 100®

The Atlanta Chapter of Emerging 100® acts as positive role models supporting 100 Black Men of Atlanta with initiatives that develop social, emotional and educational needs of youth involved in the organization's programs.

## Collegiate 100®

The Collegiate 100® is a campus-based student organization that supports the programs and services of 100 Black Men of Atlanta. The primary purpose of the Collegiate 100 is to provide one-on-one and group mentoring to students making the transition from high school to college.

# A CLOSER LOOK





## POINTS OF PRIDE



**25** laptops gifted to students from Elavon

**180** backpacks distributed for back-to-school at B.E.S.T. Academy

**25** mini desktop computers donated to shrink the digital divide (compliments of Asbury Cares Community Initiative and Sid Barron, General Manager, Bentley Atlanta)

Fed **100 families** in partnership with Goodr, The Mabra Firm, Protiviti, Dr. Winston Carhee, and 100 Black Men of Atlanta Members

Provided Thanksgiving packs to **80 families**

**9 families** blessed with Thanksgiving meals and groceries (Emerging 100)

Gifted **80+ families** with supplies for the Christmas holidays



# 2020 HIGHLIGHTS

## 100 Scholars Robotics Alliance

The 100 Scholars Robotics Alliance received the highly competitive Mutual of America's Thomas J. Moran award for its work with preparing students of color to excel in STEM disciplines. The award includes a \$100,000 grant and filming of an award video. In addition, the 100 Scholars hosted a virtual Robotics Showcase Invitational with more than 50 students.

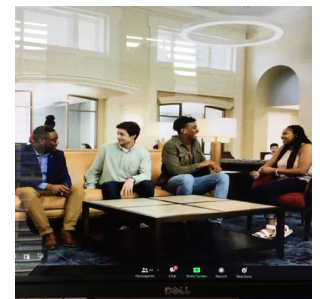


## Nissan Resume Challenge

During the January 2020 Nissan Next Gen Summit, students from six cities across the country (including twelve 100BMOA scholars) met with Nissan leadership, Tennessee Titan leaders and had the chance to meet Titan alumni including Kevin Dyson, Blaine Bishop and Chris Sanders. Students were selected by school recommendation and through rigorous 100 Black Men of America interview processes.

## Virtual Tours

Thanks to 100BMOA members, the Class of 2020 seniors were not deprived of the college tours experience. Scholars participated in virtual tours of Samford University, Princeton University and UGA. Additionally, students were treated with virtual trips to the Georgia Power Vogtle Plant and the Naval Academy.







# CLASS OF 2020

## Virtual Graduation

The Class of 2020 would not be denied graduation because of separation. 100 BMOA hosted a virtual graduation ceremony for the graduating class. The celebration included an inspiring commencement message from motivational speaker and author, Dr. Eric Thomas, senior class banners at B.E.S.T. Academy/Coretta Scott King Young Women's Leadership Academy compliments of 100 BMOA and Emerging 100 members along with a virtual prom hosted by Streetz 94.5.

## More Virtual Victories

Our scholars needed mentors and support. We leaned in and hosted:

- Virtual training sessions for 100 Robotics Alliance utilizing FIRST computer-aided resources
- Virtual Talk Up Tuesdays at Washington High School
- Virtual My Brother's Keeper Wednesday Sessions
- Virtual Emerging 100 Character Development Mentoring Sessions
- Single gender Collegiate 100 Mentoring Sessions - Males (Tues.) Females (Thurs.)

More than **100** students attended these sessions weekly.

# 2020 HIGHLIGHTS



## Collegiate 100® Induction Ceremony

Talk about leaning in! There were 22 students inducted into the Collegiate 100® program during the 2020 Induction Ceremony.

Fresh cuts all around for Collegiate 100® students courtesy of the Atlanta Hawks during HBCU Night at the Hawks game.

The Oglethorpe Chapter raised \$1,300 to donate to Nourish Hope, a non-profit food pantry in Clayton, GA

## B.E.S.T. Academy

Congratulations to the B.E.S.T. Academy Swim team

**placing 3rd in the APS Championship Swim Meet.**





## Conversation with Dr. Lonnie Johnson

The 100BMOA had the opportunity to hear from the great Dr. Lonnie Johnson, former Air Force and NASA engineer who invented the extremely popular Super Soaker, and were then treated to robotic demonstrations from this year's class of future engineers.

## Entrepreneurial POD at RICE

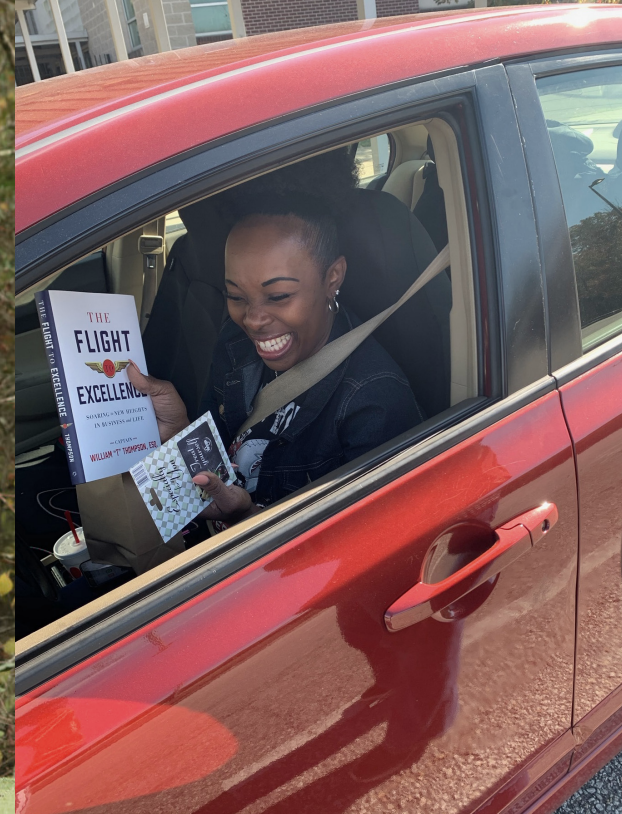
Scholars had a chance to lean in to the knowledge from Jerome Russell, president of H.J. Russell & Company during the Entrepreneurial POD at Russell Innovation Center for Entrepreneurs (RICE)

## 100 Golf Classic

Nothing goes better with golf than giving back. The 22nd Annual 100 Golf Classic was a sell out! It included 18 holes of golf, a silent auction, a golf clinic presented by Home Depot and so much more. Funds raised benefited Project Success.

## Help Around the Holidays

Although Thanksgiving and Christmas are traditionally seasons of family gatherings and celebrations, these holidays can also be a financial strain for some. The 100 Black Men of Atlanta stood in the financial gap for families over the holidays blessing nearly 200 families with a little extra jingle in their pockets, food in their fridges and even gifted them with some reading the mind with a copy of The Flight to Excellence by member, William T. Thompson.



# 2020 HIGHLIGHTS



## 100 BMOA THROUGH THE EYES OF A PARENT



Mr. Bart, Coach Tucker, and Dr. Lonnie Johnson, along with far too many mentors and students to name here, have made a permanent impact on the lives of those in our family. We are affectionately known as the Saafirs and have felt at home at the Johnson STEM and Activity Center (JSAC) ever since the first day we stepped foot through the door. Mr. Bart gave us one of his from-the-heart tours of the facility, and thereafter, we intuitively knew that we were in the right place.

Our four sons have been matriculating through the various STEM and FIRST programs offered through the 100 SRA since September of 2014. The eldest, Malik, is scheduled to graduate from college this May. He was a part of the 100 SRA FTC and FRC teams for three consecutive years during his high school years and has since come back to help with annual events hosted by the 100 SRA. Saleem, our second oldest, is a graduating high school senior heading to college in the fall. He has been a part of the 100 SRA FTC and FRC teams for the past five years. Our third son, Salahuddin, is a high school sophomore and has moved from the 100 SRA FLL team to the FTC and FRC teams. Quadir, the youngest, started out in the stroller at JSAC but is now a confident sixth grader and a part of the 100 SRA FLL team. They have each had the benefit of watching each other grow and develop through the programs.

***“I am filled with unspeakable joy and gratitude when I consider how our sons have grown, and are continuing to grow, in large part from the experiences they have had with 100 SRA over the years.”***

I am filled with unspeakable joy and gratitude when I consider how our sons have grown, and are continuing to grow, in large part from the experiences they have had with 100 SRA over the years. Dr. Johnson, Mr. Bart, and Mr. Tucker set a strong example of what it means to work hard and give back to the community with great passion and zeal. They are changing lives one student at a time. Our sons are not only learning about building and programming robots, practicing teamwork, and representing themselves and the alliance in the larger world, but most importantly, they are seeing firsthand how to give of themselves to those coming behind them. Furthermore, they are learning to see success and failure as two sides of the same coin. I realize with zero uncertainty that the Creator guided our family to become a part of the 100 SRA, and I am forever grateful.

**Afua Saafir**



We are well-positioned for the future because of the investments made in our organization over the past two years and because of our ability to be great stewards through a pandemic. With all of the things 2020 took from us, it also taught us a few things that will propel us into an even brighter future.

Our organization learned how to reach more people in very efficient ways utilizing virtual platforms. As the pandemic begins to wane and the expectation of reuniting face-to-face is realized, we will continue utilizing virtual platforms to expand our reach and impact across Atlanta and into the broader region through programming around leadership training, thought leadership panels, social justice initiatives and other community building activities.

For 35 years, this organization has focused on mentoring, education, enrichment and empowerment because building community with our young people is our lifeblood. The result has been nearly \$350,000 in scholarships and other academic assistance for our scholars. Looking ahead, we will be working with our partners to take the next step of preparing our young people to enter the workforce through our Career Pipeline Program. This ten-week training program prepares our students with the soft skills necessary to be successful in the workplace. Our goal is to ultimately connect our students with valuable internships.

We fully support the incredible opportunities our young people have to participate in the tech revolution. Therefore, we will continue to expand our STEM exposure and education programs through the 100 Robotics Alliance and our new partnership with Microsoft, which will ensure that

BEST Academy has a computer science curriculum going forward.

For our students interested in an entrepreneurial journey, we have created resources to prepare them for the entrepreneurs' path and leadership on our YouTube channel.

From an organizational standpoint, we recently hired Louis E. Negrón, Sr. as our Executive Director and adopted a new strategic plan with the support of EY-Parthenon, Ernst & Young's global strategy consulting arm. In the months and years ahead, we will leverage his leadership and the skills of his diverse and talented team as well as our board and membership to implement the strategic plan that includes changes focused on program development, capturing metrics, donor engagement and cultivation, member engagement and other operational improvements.

It's an exciting time to be connected to 100 Black Men of Atlanta. We look forward to working with our sponsors and supporters to continue to change lives through mentorship, education and community building activities that help us execute on our mission to improve the quality of life by supporting and enhancing educational and economic opportunities, particularly for Black and brown youth in the Atlanta-based communities we serve.

# LOOKING AHEAD



# OUR PARTNERS AND SPONSORS

*The work that we do could not be done without you.*



Allstate  
Foundation



BETTERNOI



Chick-fil-A®  
Foundation

citrix



THE SARA GILES MOORE  
FOUNDATION



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## **\$100,000 - \$299,999**

100 Black Men of Atlanta, Inc. Members  
Georgia Power Company  
Mutual of America

## **\$25,000-\$99,999**

100 Black Men of America, Inc.  
Clorox Foundation  
Community Foundation of Atlanta  
Cox Enterprises, Inc.  
Georgia Power Foundation, Inc.  
Google, Inc.  
Molson Coors  
PNC Bank Foundation  
Publix Super Markets Charities  
Sara Giles Moore Foundation  
State Farm Mutual Automobile Company  
The Home Depot  
The UPS Foundation  
Voya Financial (Brannigan Thompson)

## **\$10,000-\$24,999**

Better NOI, LLC  
Cassius L. Williams, Sr.  
Citrix Systems, Inc.  
COUNTRY Financial  
DLA Piper LLP  
Georgia Power Club of Hearts / UBACKS, Inc.  
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Nissan North America, Inc.  
TW Marian W Ottley  
U.S. Bank Foundation  
Watchtower Security  
William Lamar, Jr.  
YourCause Corporate, LLC

## **\$5,000-\$9,999**

1993 Russell Siblings Trust  
AHP Management Corporation  
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Windham Brannon Foundation, Inc.  
Winston K. Carhee Jr., DC

## **\$1,000-\$4,999**

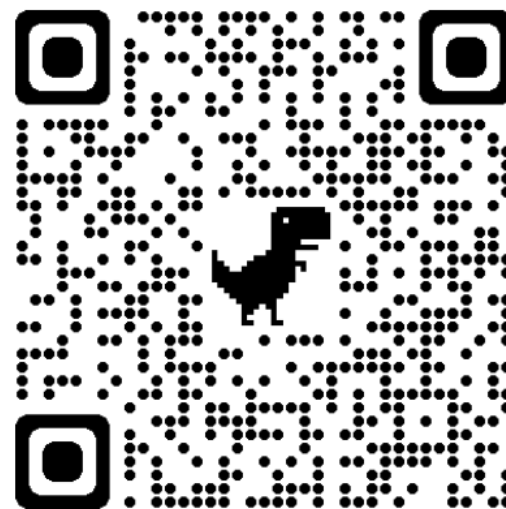
AARP  
AT&T Georgia  
Bill Chandler  
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Collin Rusch  
Danielle Joyner  
Darryl Harmon  
Delta Community Credit Union  
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Texas Instruments Foundation  
The Price Family Foundation Charity  
Thomas Rumph, Jr.  
United Way of Greater Atlanta, Inc.  
United Way of Greater Atlanta, Inc. (2178)  
Walmart  
William L. Thompson, Esq.

## **\$500-\$999**

Accenture  
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Brandi Gowdy  
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Facebook Payments, Inc.  
Henry A. Kelly  
Jack Lansky  
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Scan our **QR Code** below,  
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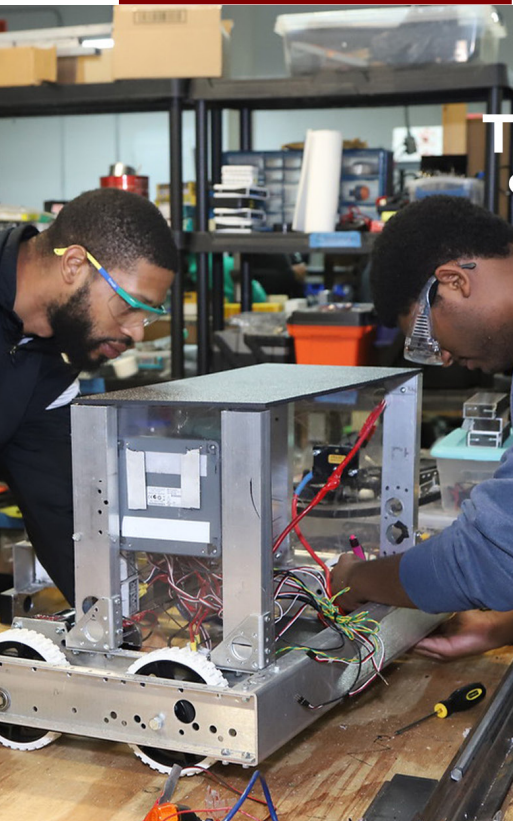
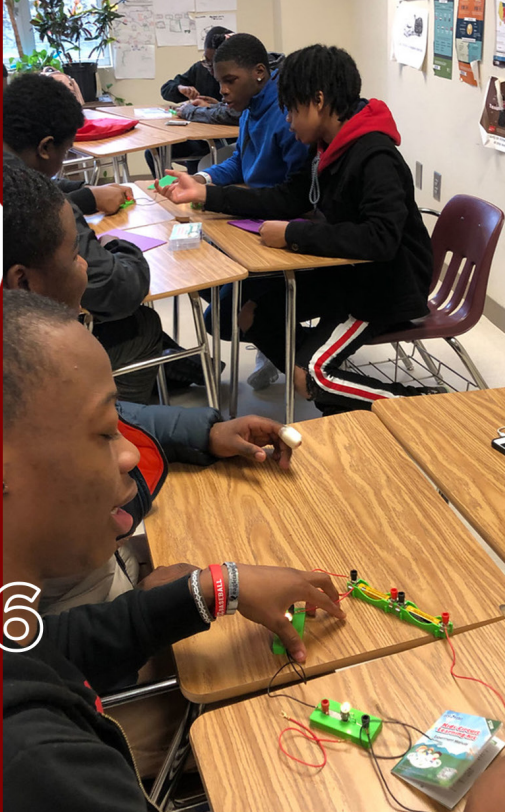
STATEMENT OF  
FINANCIAL POSITION

ASSETS

Cash & Cash Equivalents	\$756,396
Accounts Receivables	\$172,186
Prepaid Expenses	\$9,629
Long-Term Investments	\$659,434
Property & Equipment	\$136,985
Other Net Assets	\$205,116



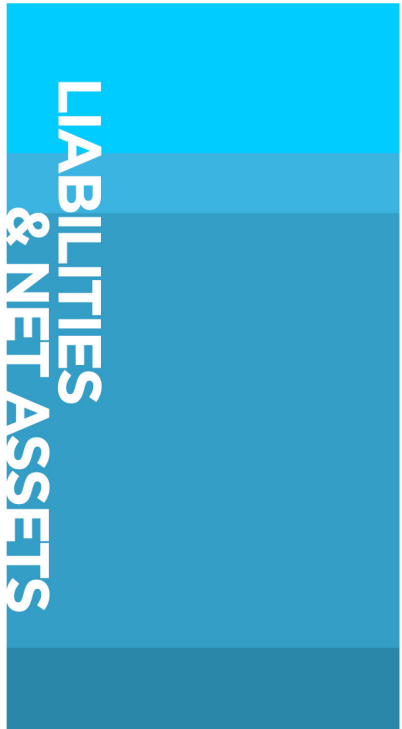
TOTAL ASSETS  
\$1,939,746



TOTAL LIABILITIES  
& NET ASSETS  
\$1,939,746



Total Current Liabilities	\$188,595
Total Non-Current Liabilities	\$205,116
Total Liabilities	\$393,711
Unrestricted Net Assets	\$1,270,373
Net Assets Released from Restrictions	\$275,662
Total Net Assets	\$1,546,035



LIABILITIES  
& NET ASSETS



## STATEMENT OF ACTIVITIES

**TOTAL REVENUE**  
**\$1,716,812**

**TOTAL EXPENSES**  
**\$1,278,852**

REVENUE

EXPENSES

### Individuals

\$87,226 **5%**

### Corporate & Foundations

\$1,262,004 **74%**

### Special Events

\$226,244 **13%**

### In-Kind Contributions

\$1,450 **0%**

### Total Public Support

**\$1,576,924**

### Member Dues & Assessments

\$170,883 **10%**

### Net Appreciation (Depreciation) of Investments

(\$26,212) **-2%**

### Other Income

(\$4,783) **0%**

### Other Support

**\$139,888**

### Special Events (Including In-Kind)

\$57,729 **5%**

### Project Success

\$794,609 **62%**

### Other Programs

\$278,268 **22%**

### Total Programmatic and Fundraising Expenses

**\$1,130,606**

### Management & General

\$148,246 **12%**



# 100

## Black Men of Atlanta Inc.

100 Black Men of Atlanta  
101 Jackson St, N.E. | 2nd Floor | Atlanta, Georgia 30312 | 404.525.6220

[www.the100atl.org](http://www.the100atl.org)

