



essential2life
urban youth solutions

relaunch campaign

BREAKING THE CYCLE OF POVERTY THROUGH EDUCATION

Founded in 1995, Essential2Life has been dedicated to making a difference in the plight of at-risk youth. From working within the public school system to the government housing communities that dot Atlanta's landscape, Essential2Life values the efforts of meeting at-risk youth where they are.

Today's generation of urban youth lack the leadership skills to stand as a positive voice for their peers and to pursue a life of purpose and distinction. One of the toughest things for at-risk students living in the margin is access to proper life / leadership skills and post secondary education. According to the National Center for Education, approximately 60% of youth living in poverty conditions will drop out of school at a rate six times that of students living in middle to upper-class households. These are the youth that are considered at-risk.



For these reasons, Essential2Life has strategically pursued implementing programs that are destined to revolutionize the opportunities for and perceptions of at risk youth, one student at a time. Our hope has and always will be to see a generation of urban youth move beyond poverty to discover a direction and purpose for their lives.

The mission of Essential2Life is to see a generation of urban youth move beyond poverty to discover direction and purpose in their lives. We do this by facilitating opportunities for life change through mentoring and educational/career opportunity programs. The hope of Essential2Life is to be the premier program for leadership and lifeskill development for at risk youth.

COLLEGES AND UNIVERSITIES ATTENDED

Morehouse College, Atlanta GA *
 Spelman College, Atlanta GA *
 Lee University, Cleveland TN
 Georgia Southern, Statesboro GA
 Georgia Tech, Atlanta GA
 Clark Atlanta University, Atlanta GA *

College of Wooster, Wooster OH
 University of Hawaii, Honolulu HI
 Voorhees College, Denmark SC *
 University of South Florida, Tampa FL
 Alabama A&M, Huntsville, AL
 Many More...

*Historical Black Colleges and Universities

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NEXT STEPS

We're making our focus to partner with local community leaders helping students move beyond the framework of poverty. We invite you to participate with us by building this story alongside of Essential2life and the FIFTEEN program. E2L will pursue its mission in 2013-14 through the following initiatives:

- › **Relaunch "FIFTEEN"** in Atlanta Public Schools (APS) to be the premier program for leadership and life-skill development for at-risk youth.
- › **Leverage Relationships** in the community who are excited about what we do and want to get involved, by offering different volunteer opportunities for people interested in working directly with (APS) students or supporting general operations at the organization.



Fifteen is a program that is much more intentional on getting students "through the door". Fifteen takes a deep interest, even on a personal level with their students. And it doesn't stop once students graduate from the program.

This is what Divante Brunson had to say about the intentionality and personal interest that Fifteen staff members and mentors took in him: "Upon starting college, I had trouble studying and connecting with a positive group of friends to attach myself to. I'm not quite sure the public school system helped me with this. However, during my first year of school, the leadership of "15" stood by me and visited me and asked how I was doing in school.

Fifteen was over with but they still wanted to help me and help mold me into a leader. They have been a big influence in my life. It was almost as if they took me in as one of their own and cared for me. So you can tell how much Fifteen deeply cares about the students that they have invested in. They're not doing it just to do it, or just for shape form or fashion, but because they care. The love they've shown me I have been able to give back to others because they have shown me not only how to be a leader, but also a great person."

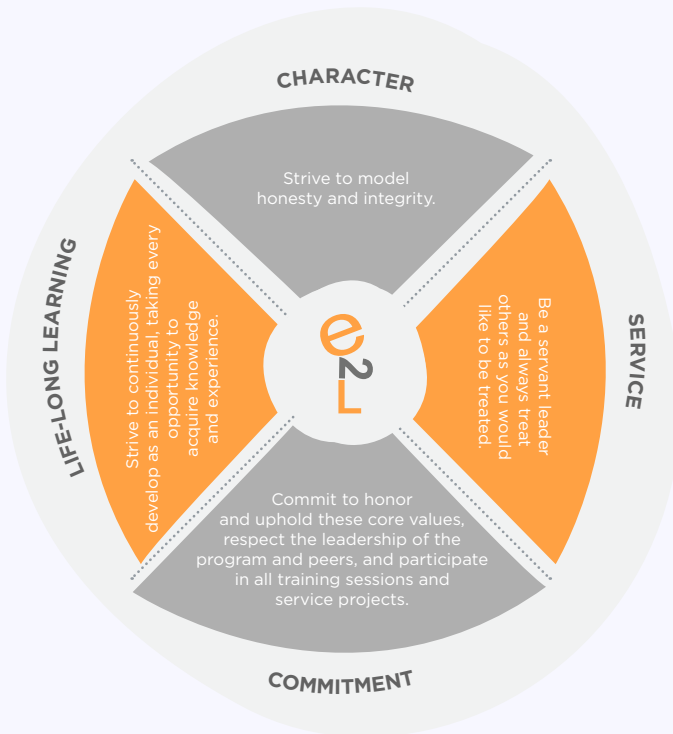
"E2L creates a lifetime of sustainable transformation in the lives of at risk youth."

- Daniel Homrich
Principal
Motto MO

DEVELOPING TOMORROWS LEADERS

Fifteen is the premier program for Essential2Life. Centered around the One Degree curriculum, Fifteen takes students through a three year program that focuses on social responsibility, self awareness, servant-leadership development, and life-skill development. Program participants are exposed to environments that provide the steps needed to go from current reality to realizing future goals.

Today's generation of youth lack the leadership skills to stand as a positive voice for their peers and to pursue a life of purpose and distinction. To that end Essential2Life has developed Fifteen, a program that is revolutionizing the perception of urban and at-risk youth one student at a time.



One of the toughest things for at-risk students living in the margin is access to proper life/leadership skills and post secondary education. As the United States becomes an increasingly multicultural society, E2L believes that the leaders of this new century should reflect the country's rich demographic mix. The key to a promising future for our nation rests on the ability of strong leaders from diverse backgrounds and through this development, social ills are eliminated from families living in generational poverty.

The goal of FIFTEEN is to develop emerging leaders within Atlanta Public Schools (APS) and, as a result, produce well-rounded individuals who take ownership of their future and promote social responsibility within their communities. Participants in the program are required to follow and uphold the following core values, which serve as a guideline for the program.

Program Outcomes and Successes

- 96% Participation Rate
- 100% Graduation Success Rate
- 89% Students in Post-Secondary Education

Individual Student Successes

- DeAngelo Harris - Gates Millennial Scholar
- Darrius Snow - MTV/TeenNick HALO Award Winner
- Anthony Major - APS Best of Show / Art and Film

"I had the privilege of being a volunteer with FIFTEEN and it brought immeasurable pleasure to my heart to see these students as they were realizing and living their true potential in life."

- Kavanaugh Tucker
Principal
SouthCap Brokerage
Group, LLC

"From Homelessness to College"

INDIA DURDEN | FIFTEEN | LEE UNIVERSITY



"Listening to students talk about the impact FIFTEEN had on their lives says it all – it is a program that works."

- Mark VanderBroek
Partner
TroutmanSanders, LLP

Without 15, I really have no idea what I would be doing with my life. Fifteen helped me get into a great private university and also given me the opportunity to be paired with amazing mentors that have helped me not only with academics, but with life challenges. I am glad that I was given the opportunity to further my education. As I look back I wish that all urban students could get into a program like Fifteen, because every other Saturday they helped me get my mind off of being homeless.

College life for me has been awesome. I am a rising junior and I have gotten the chance to actually be with people that are literally from all around the world. Even though I never left the country, I was in culture shocked, but in a good way. This is my junior year of college, and I am a part of the Video Production club and I am also a Big Sister for a local mentoring program. My sophomore year I was Secretary of a diverse group on campus called Umoja, which seeks to aid in the retention and recruitment of students of color.

I thought graduating High School would be my major life accomplishment, but college, is a whole new game for me. Sometimes it still shocks me that I am in college, and will be graduating soon.

FINANCES



■ 21% Administration
■ 7% Fundraising
■ 72% Programs

CAMPAIGN RELAUNCH GOALS

Need to Relaunch for 2014	\$253,000
Already Raised Committed	\$103,000
Matching Gift Commitment	\$20,000

Need to Raise	\$130,000
Need Funds by November 15th	\$55,000
Need Funds/Commitments by December 31st	\$75,000

Essential2life is a registered
501(c)3 non-profit organization.
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