



YOUNG BLACK LEADERSHIP ALLIANCE

We Build Leaders

Letter from the Founders



What a wonderful year we have had! We experienced unbelievable growth within the organization in previous years and 2017 was no exception. Last year was, in a word, amazing! Our statistics reflect unprecedented progress. The changes we implemented demonstrate our respected and growing position as a change agent in our community and internationally.

The number of students in our Top Scholars and Ambassador program increased by 119%. We are now directly impacting more than 520 students in our annual leadership programming. More than 2,000 students and parents attended our four leadership conferences. Outreach efforts led to more than 100 law enforcement officers attending our community engagement events where they personally interacted with our young leaders.

We started the year with a small executive office and one employee. In 2017, we moved from that executive office into our Leadership Development Center in North Charlotte. We brought on board six full-time staff, six part-time consultants, and five training facilitators. We also increased our board membership from six to thirteen last year.

In addition to our impressive corporal growth, our young leaders are excelling in our core focus area of leadership, education, and service. We are extremely proud to announce that twelve of our Ambassadors have graduated from college. The national college graduation rate is 38% for blacks

and 54% for all students. The college graduation rate for our Ambassadors is now a remarkable 92%! Our high school graduation rate is still 100% and our college attendance for 2017 was also 100%. Our students are dedicated to achieving academic success.

Our young leaders continue to demonstrate impressive involvement. One of our Ambassadors represented his university as a White House HBCU Summit participant. Several of our young leaders traveled with us to Haiti and the Dominican Republic as part of our yearly mission efforts. One student became the President and Content Coordinator of the Charlotte chapter of the international, student-run nonprofit organization, TILE Talks. Our students mentored at two elementary schools. They also served the homeless by preparing more than 2,000 bag lunches and collecting donations totaling 700 pairs of new socks for distribution.

Our expanded impact with the addition of young black women led to the need for a new name to adequately reflect our growth. We are now Young Black Leadership Alliance. Our website and branding proudly herald our development.

We ended the year with a great leadership and cultural trip to Dubai and Abu Dhabi with several of our young leaders. This trip allowed our young men and women to experience international travel, increase their cultural intelligence and awareness, and practice their leadership skills.

As we move into 2018, we have great expectations. We want to increase the impact we have on our student, parents, and community. Just as important, we want to expand the impact and influence our young leaders have with their peers, younger students, in our community, and beyond. As our leaders fully actualize the “train one, impact many” model, our success will continue to expand, and we will continue to Create A New Reality.

Best Regards,

John Martin, CEO and President, YBLA

Tammy Martin, VP of Programming, YBLA

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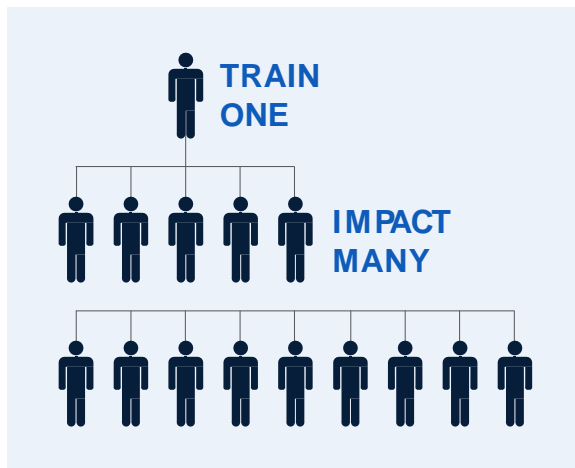
PGA Beyond the Green

On August 7, 2017, the PGA of America partnered with Young Black Leadership Alliance (YBLA) to host a one-of-a-kind career development experience at the PGA Championship. The Beyond the Green event was held in The PGA of America chalet on 18th hole of the Quail Hollow Golf Club.



We Educate, Develop and Empower Young Black Leaders

to have a **POSITIVE IMPACT**
in their communities **and beyond.**



YBLA students are Leadership Multipliers in their community. Our goal is to train young leaders who will then impact and influence others within their circle of engagement. We empower our young leaders to be a positive impact in the world.

We Train One to Impact Many

2017 YBLA Ambassadors (YBW Cohort CI & YBM Cohort CVI)



ROW ONE (left to right): Logan Long, *Mallard Creek High School*; Ava Burgess, *Mallard Creek High School*; Nia Lewis, *Mallard Creek High School*; Desiree Lucas, *Phillip O. Berry Academy of Technology*; Nilaja Brown-Roberts, *Phillip O. Berry Academy of Technology*

ROW TWO: Dashaun Simpson, *Phillip O. Berry Academy of Technology*; Kaseen Smith, *Cato Middle College High School*; Anthony Treadaway, *South Mecklenburg High School*

ROW THREE: Joshua Ussery, *North Mecklenburg High School*; Mikai Francis, *Carmel Christian School*; Sarai Williams, *North Mecklenburg High School*; Angel Carrington, *Mallard Creek High School*; Jasming Jones, *Davidson Day School*; Jillian Parham, *Mallard Creek High School*; Janylah Smith, *Mallard Creek High School*; Jameel Moore, *Harper Middle College*; Verdant Julius, *Mallard Creek High School*; Terrence Graham, *Levine Middle College*; Kavon Lewis, *Phillip O. Berry Academy of Technology*

YBLA Peace Breakfast

On September 21, 2017, YBLA joined thousands of people around the world to celebrate International Peace Day. Given the local and national unrest and the one-year anniversary of the Keith Lemont Scott shooting, the YBLA team thought it was a perfect time to host a breakfast to promote a spirit of peace, develop relationships and build bonds of trust among diverse groups within the Charlotte community.

More than 100 attended the Charlotte Peace Breakfast. Young leaders from YBLA joined CMPD law enforcement officers, Charlotte-Mecklenburg Schools leadership, and many community or business leaders to break bread and share ideas and opinions.



YBLA National Scholars Day

Tremendous media attention goes to promising athletes when they select the college of their choice. “Signing Day” is a pivotal time in an athlete’s life. We want every student to receive as much attention, have that same feeling of importance, and feel just as excited about their academic accomplishments.

YBLA National Scholars Day is modeled after National Signing Day which is when athletes announce their collegiate selection. YBLA National Scholars Day offers a unique opportunity to celebrate our graduating high school and college seniors, showcase our young leaders and inspire more young people to proudly take the first steps on their journey to higher education.



Our College Ambassadors



COLLEGE GRADUATES



2017 Highlights

YBLA TAKES DUBAI

YBLA launched its Global Leadership Program with a transformational trip to Abu Dhabi and Dubai. Twelve high school and young college leaders embarked on a cultural educational and leadership experience.



60K RAISED AT YBLA LEADERS BALL

YBLA's young leaders, working with YBLA board members, raised a record \$60,000 at the YBLA Leaders Ball.



YBW COHORT I

Ten remarkable young ladies were selected as YBLA's first cohort of YBW (Young Black Women) Ambassadors. These young ladies are exceptional leaders who are going to have a tremendous impact on our community and beyond.

90% COLLEGE GRADUATION RATE!

YBLA Ambassadors are producing outstanding results! We are proud to recognize our first Ambassador cohort of college graduates. The first cohort achieved a 90% college graduation rate.



THREE YEARS TO COLLEGE GRADUATION!

Congratulations to Ambassador Wesley Miles for graduating from University of North Carolina Wilmington in three years and Ambassador Randy B. Stitt for graduating from East Carolina University in three and a half years. These young men are setting a new standard!





100% COLLEGE ATTENDANCE!

One hundred percent of our College Ambassadors and YBW Co-Founders graduated from high school and moved forward with their post-secondary education by attending four-year colleges.



WHITE HOUSE HBCU SUMMIT REPRESENTATIVE

YBLA Ambassador William Gibson represented Winston-Salem State University at the White House during the HBCU Summit.



AMBASSADOR RETURN ON INVESTMENT

Ambassador Jalen Roddey (YBM Cohort I) is our first college graduate to financially invest in YBLA, thereby completing the chain of investment. Jalen is a graduate of North Carolina A&T University.



FROM ZERO TO SIXTEEN AND BEYOND

On December 22, 2017, CEO and Founder John Martin becomes YBLA's first full-time employee. After ten years of 100% volunteer activity, YBLA has grown from zero to 16 paid staff and, thankfully, countless volunteers.

Our 2017 Success Results

LEADERSHIP

YBM & YBW LEADERS HAVE PROVIDED

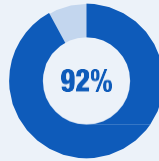


MORE THAN **40**

mentoring
hours



attend four YBLA
Leadership Conferences



increase in student
membership



TWELVE

students in Global Leadership
Program to Dubai/Abu Dhabi

EDUCATION



high school
graduation



college
attendance



college
retention



college
graduates*

*see appendix for list of colleges

SERVICE

COMMUNITY PROJECTS INSPIRED, DEVELOPED AND LED BY YBM & YBW LEADERS



Mission trips to Haiti
and the Dominican
Republic



Established a
Computer Lab in the
Dominican Republic



1,000 shoes provided
to Haitian and
Dominican children



1,200 meals provided to
the homeless in Charlotte
and Greensboro

Our Corporate Partners

COMMUNITY SPONSORS



TOTAL GOAL:
\$4.5 million

INDIVIDUAL INVESTORS

Brett Carter

Jesse Cureton

Hugh McColl

Mark Reynolds

Bert Scott

Myra and Darwin Smith

OPPORTUNITIES UNDER CONSIDERATION:

Bank of America, CHS, Deloitte, Hendrick, Lincoln Harris, Novant Health, PGA of America, TIAA

TOTAL RAISED:
\$1,000,800

2017 Results & 2018 Goals

2017 GOALS

1. Increase corporate partners & investors
2. Increase # students by 135% (250 to 600)
3. Hire & onboard staff
4. Assemble team focused on revenue generation
5. Enhance the leverage of our existing technology (Salesforce.com)

2017 RESULTS

1. Raised \$1M toward \$4.5M campaign goal
2. Secured 4 additional corporate partners & investors
3. Increased # students by 108% (250 to 520)
4. Hired and on boarded 14 staff members
5. Assembled team of 2 focused on revenue generation
6. Secured consultant and implemented Salesforce.com

2018 GOALS

1. Raise an additional \$1M toward \$4.5M campaign goal
2. Secure 6 additional corporate partners & investors
3. Increase # students by 44% (520 to 750)
4. Implement a second chapter in South West Charlotte
5. Secure audited financials

FINANCIALS

INCOME	For the Year Ended December 31, 2017
Corporate	\$305,938.94
Individual & Fundraising	\$160,723.78
Grants	\$58,500.00
Program	\$247,254.36
Total Income	\$772,471.08

EXPENSES	For the Year Ended December 31, 2017
Program Expenses	\$507,584.92
Operations	\$90,814.70
Program	\$48,001.08
Total Income	\$646,400.70

Board of Directors



TREY ACKERMAN
Market Managing Partner,
Dixon Hughes Goodman LLP



KIRK BEATTY
President & CEO, Datatech
Information Services, Inc.



JODY BILLIARD
Vice President & CAO, Coca-Cola
Bottling Co. Consolidated



RALPH BREEDEN
Principal & Owner,
The Woodbury Group



RICHARD DeVAUGHN
President & CEO, The Arcadia
Group International, LLC



DR. TAE-SUN KIM
Director, Multicultural
Affairs, Davidson College



JOHN MARTIN
CEO / Founder,
YBM Leadership Alliance



TAMMY MARTIN
Founder,
YBW Leadership Alliance



RAKI MCGREGOR
VP, Value Based Care - Business
& Technology, Novant Health



JASLYN ROBERTS
YBLA Board Secretary



GAYNOR RUSSELL
Managing Director, Senior
Compliance Officer, TIAA



WYATT SMITH
Marketing Executive - The Carolinas
Bank of America Merrill Lynch



EBONY THOMAS
Senior VP, Talent Acquisition
Executive, Bank of America



ANTHONY TROTMAN
Assistant County Manager,
Mecklenburg County



ERIC WATSON
President & CEO, Carolinas - Virginia
Minority Supplier Diversity Council

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