

Shaping futures, growing local talent
and investing in our community:



ANNUAL REPORT

E4 Youth's 2023 Journey of
Creative Empowerment



400+

HISTORICALLY-EXCLUDED
YOUTH SERVED THIS YEAR



SEEN

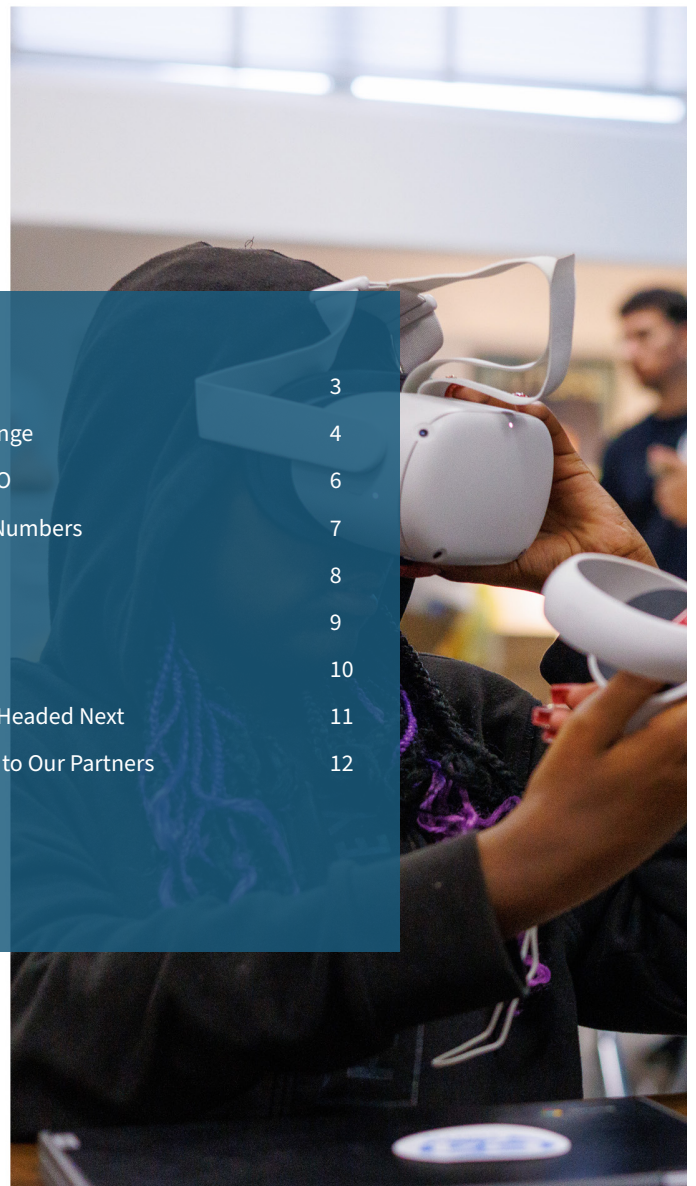
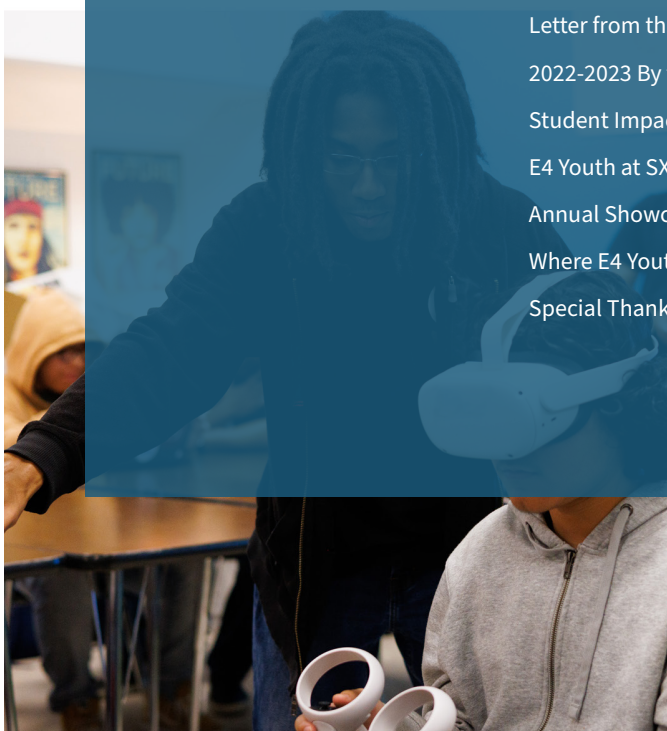


HEARD



HIRED

THANK YOU FOR YOUR CONTRIBUTIONS TO THE IMPACT
WE'VE MADE THIS YEAR



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Helping the youth of our community with the tools and skills to fulfill their creative potential

01

MISSION STATEMENT

MAKING AN IMPACT IS NOT A ONE-OFF EVENT, IT'S A FULL-TIME COMMITMENT

We invest in skills building, employability, and empowerment

OUR MISSION STATEMENT

E4 Youth is a 501(c)(3) NonProfit Organization based in Austin TX whose mission is to Engage, Empower, Educate and Employ the young talent of color an equitable future demands by ensuring that they are Seen, Heard and HIRED.

OUR THREE KEY INITIATIVES:

Creative Leadership Academy - Our core program to help our college-aged youth develop both their leadership skills and digital portfolios as they earn employment opportunities leading our high school enrichment clubs, serving as content creators that spearhead our community digital storytelling programs, and internships with our network of industry partners.

Get Creative Enrichment Clubs - Weekly in- or after-school program where our Creative Mentors work with high school students to develop their creative and employability

skills in order to build quality digital portfolios and qualify for education and employment opportunities.

What Once Was (WOW) - a location-based mixed reality (AR/VR) engine that builds community through storytelling and Web 3.0 technologies. The WOW platform and the curriculum associated with it support the exploration and preservation of Austin's vanishing cultures.



EXPERIENCES + RELATIONSHIPS
= SUCCESS

Our roadmap for impactful results for students, teachers, employers, and the communities they support.

OUR THEORY OF CHANGE



We believe that creative youth, particularly those from underserved communities are a drastically underutilized resource. We work with partners to invest cultural capital into these communities and deliver collective impact in the following ways.

- Employability Skills
- Exposure to high growth careers
- Extend Out of School time learning

Hands on learning and employment opportunities with peers, near peers and professionals

Cultural Capital

We define cultural capital as the sum of our experiences and relationships. The more quality experiences and relationships that we have, the better our health, wealth and educational outcomes.

We invest in student empowerment opportunities within the community

Results that matter in the places that need it most

WE INVEST DIRECTLY IN THE STUDENTS,
FACULTY, AND RESOURCES TO DRIVE

POSITIVE OUTCOMES

380+

STUDENTS PARTICIPATED
IN OUR PROGRAMS IN
2022-2023. WE'RE ON A
MISSION TO REACH EVEN
MORE. JOIN US!



EVERY DONATION DRIVES REAL IMPACT

Formula for Success

- We develop curriculum, tools and support that allow students to go through their own personal asset mapping process and accelerate their growth .
- As youth have experiences and demonstrate skills through portfolio content , they earn
- NFT-based digital badges and perks (cash, software, gear, etc), job shadowing, internships and employment opportunities.
- They pay it forward by coaching and mentoring their peers and near peers.



TECHNOLOGY

Access to the software & equipment needed to produce creative experiences



TRAINING

Training on multiple in-demand skills, plus portfolio building exercises



DIRECT SUPPORT

Active mentorship to build confidence, technical capabilities, and soft skills



03

A LETTER FROM THE CEO

Dear Friends,

As we look to the promising future of E4 Youth in 2024, I am honored by your unwavering support and belief in our mission. E4 Youth is committed to making a big impact in the lives of creative youth in 2024, and I hope you'll join us.

This past year has been a testament to the transformative power of creativity and opportunity. Together, we have witnessed the blossoming of young talents who, until recently, were shadows in underserved neighborhoods. Through our workshops, mentorship programs, and community engagements, these aspiring artists, designers, and creators have honed their skills and gained the confidence to dream bigger.

However, the journey does not end here. The upcoming

year presents new challenges and opportunities. We are at a crucial juncture where our continued efforts can significantly amplify the impact on these vibrant communities. But to do so, we need your continued support. Your contributions, whether financial, in-kind, or through volunteer work, are vital for the sustenance and growth of our initiatives.

In 2024, we aim to expand our reach to more communities, introduce additional afterschool club opportunities, and establish more robust networks with industry leaders to provide real-world exposure to our youth. These goals, ambitious as they may be, are attainable with your generous donations.

Your support is not just a monetary contribution; it is an investment in the future of these young creatives who have the potential to become change-makers in their communities and the world.

In 2023, we accomplished great things because we worked together. I invite you to continue this journey with us in 2024. Thank you once again for your commitment to our cause. Wishing you a prosperous and fulfilling new year.

Warm regards,

Carl

2022-2023 BY THE NUMBERS



OUR PROGRESS AND GOALS

It's been an incredible year for our club members, creative mentors and digital docents — and we couldn't have done it without you, our supporters. Whether you partnered with us, donated, volunteered or even attended one of our events, you had a hand in making this year a memorable one.

Here's a quick look back at our year of transformational learning:

72%
employment
for college-aged participants

CREATIVE LEADERSHIP ACADEMY

Key Outputs 2022 - 2023: 25 college-aged youth received weekly training and support. 18 earned direct employment opportunities with E4 Youth. Participants and alumni earned creative and technical employment opportunities with Cisco, Dell, Whole Foods, University of Texas at Austin, VISA, GSD&M, TNP Marketing and others.

282
students
in Austin high-schools served

GET CREATIVE ENRICHMENT CLUBS

Key Outputs 2022 - 2023: Through 10 clubs, we supported 8 teachers and served 282 high school youth. Over ⅓ of E4 Youth's direct hires are alumni of our high school clubs.

104
K-8 girls
impacted via sister nonprofits

WHAT ONCE WAS (WOW)

Key Outputs 2022 - 2023: Worked with sister nonprofits to provide curriculum, training and support to 8 Program Leaders and served 104 K - 8 girls who learned digital literacy, basic coding, design thinking, research and production skills.

Launched the Lost in Vending Machine activation at SXSW 2023 and garnered over \$4 million of earned social media and press coverage.

The training that E4Youth provides is designed to scale impact, from the creative mentors to the students they teach and the communities in which they live.

05

STUDENT IMPACT



ANTHONY JACKSON - 2023 CREATIVE MENTOR OF THE YEAR

Anthony's exceptional leadership, engaging facilitation style and hard work shows up in how his mentees are supported in building their digital portfolios.

E4 Youth's Get Creative Club Program is an interactive workshop series focused on the arts, a/v production, design, journalism, writing, and interactive media development.

In 2022-2023, we held 10 clubs in both Manor and Austin ISD, and plan to expand to more campuses in AISD. Our clubs are led by our trained Creative Mentors who are local college-age youth of color pursuing careers in the creative and technology industries. Creative Mentors work with teachers during school hours for one class period per week or facilitate a weekly after school club.

This quality interaction leads to skill-building in several areas, including:

- Animation
- Photography
- Audio/Visual
- Robotics
- Creative Writing
- Technology
- Game Design
- Visual Arts
- Journalism
- Yearbook
- Multimedia Production
- Newspaper

E4 YOUTH AT SXSW 2023



At SXSW 2023, Mixed Reality brings the past to life

E4 Youth brought together an interactive experiences for SXSW in 2023 with another free What Once Was community event.

This immersive event included a mixed reality (augmented and virtual reality) scavenger hunt, local vendors, and a panel discussion on Fostering Equity In Gentrified Communities featuring Dr. Peniel Joseph – Founding

Director, Center for the Study of Race and Democracy at the LBJ School of Public Affairs and others.

SXSW also served as the launch for Lostin -- an exclusive vending machine in the lobby of the historic Paramount Theater on Congress Avenue in downtown Austin.

Visitors were able to purchase branded gear

from local businesses that have been lost to gentrification. Items included favorites from Jumpolin, Highland Mall, L.C.Anderson, and more.

After SXSW concluded, the [Lostin experience](#) has moved to ecommerce, providing a way to for current Austinites to connect to the past.

Each year, we come together to celebrate the accomplishments of our high school Get Creative Club members, industry partners, and E4 Youth Employees

**SEEN. HEARD.
HIRED.**

07

2023 ANNUAL SHOWCASE



A YEAR OF SUCCESS FOR OUR E4 YOUTH STUDENTS AND STAFF

Every year, E4 Youth holds its largest annual event featuring original student work, volunteers and community partners.

We believe it's important to take the time to celebrate the accomplishments of our students,

the digital docents, and the creative mentors who help guide them. Their portfolios are a testament to all of the effort they've put into to creating, building, and learning new skills throughout the year.

Our showcase is the perfect opportunity for their hard work to be celebrated by parents, teachers and community members.

Partnerships, Expansion, and more coming in 2024

08

WHERE E4 YOUTH IS HEADED NEXT

BIG GOALS MEAN BIG IMPACT

Your 2024 donation supports all of these initiatives and more

01 Double Creative Leadership Academy Impact

Serve 50 college-aged youth with weekly training and support. 25+ will earn direct employment opportunities with E4 Youth.

10+ will earn internship and employment opportunities with E4 Youth industry partners and others.

02 Expand the Get Creative Clubs

15 clubs that support 10+ teachers and serve 400+ high school-aged youth with 70% of participants establishing mentor-reviewed digital portfolios.

03 Bring What Once Was to a Wider Audience

Work with sister nonprofits and schools to provide curriculum, training and support to 40+ Program Leaders and Teachers serving 500+ K - 12 youth.

Partner with local industry partners to provide employee engagement opportunities via activations, workshops and tours to 300+ industry professionals.



IN 2024 WE'RE FOCUSED ON MORE MENTORS, MORE TRAINING & BETTER RESULTS

04 Expanding Cultural Capital to More Youth

A crucial aspect of our program is the culture of giving back. Students contribute to the growth of their community by taking on roles as coaches and mentors, guiding their peers and those slightly younger than them.

This cycle of learning and teaching fortifies the foundation of both individual success and collective advancement.

**SUPPORT OUR 2024 GOALS AT
[E4YOUTH.COM/DONATE](https://e4youth.com/donate)**

This colorful

SPECIAL THANK YOU

TO OUR PARTNERS, SPONSORS AND
SUPPORTERS



SEEN. HEARD. HIRED.

Partner with us: e4youth.org/partner

Once Popular Black-
owned Movie Theater
becomes ashes
HARLEM THEATER

Rosewood
Park



YOUR SUPPORT
MAKES ALL THE
DIFFERENCE

e4
YOUTH

Ways You Can Contribute

1. **DONATE** - help provide skills training, program development, equipment & technology
2. **VOLUNTEER** - share your experience and expertise with our youth.
3. **PARTNER** - give back to the community and build your pipeline directly.
4. **SHARE** - spread the word to your peers and your community to help us build in 2024



LET'S MAKE 2024 GREAT, TOGETHER!

We appreciate your donations, volunteer efforts, and ongoing support. Every contribution helps. If you'd like to donate to E4 Youth in 2024, visit e4youth.org/donate

E4 YOUTH

E4 Youth is a 501(c)(3) Tax Exempt Non-Profit Organization

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Visit us online

e4youth.org



Email your questions

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Become a partner

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