THE RICHARD BASIL FOUNDATION

“Embracing Empowerment”
Mentoring • Tutoring • Sports Training • S.T.E.M • Social Entrepreneurship

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Jump Start Initiative
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NEXT Steps YEP, Inc.
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678.570.0398
“Embracing Empowerment”
Mentoring • Tutoring • Sports Training • S.T.E.M • Social Entrepreneurship

The RBF 2011 Summer Training Programs & Initiatives were hosted in two locations:

The Community Achievement Center
4522 Flat Shoals Parkway
Decatur, GA 30034

Atwood Community Gardens
779 Atwood Street SW
Atlanta, GA 30310

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Atwood Community Gardens is a three year lease agreement between PAOCC and NSYEP
VISUALIZING THE IMPACT OF OUR END RESULTS
The NEXT Steps Regional Food Center & West End Eco-Tourism Project

“The circle of life when it comes to food”

How do you make this happen?
By breaking it down to where a child can build it -- starting with a solid, long-term strategic plan and implementing it -- one step at a time.
Atwood Community Gardens is a three year lease agreement between PAOCC and NSYEP

Atwood Community Gardens Project Key Benefits
- Support more minority farmers and produce more food for the local and regional market.
- Increase and improve infrastructure that supports diverse farm operations and value added processing.
- Expand economic opportunities in farming, access to land, and food system services.
- Improve farm viability, thereby expanding existing farm operations and opening opportunities for new farm incubation.
- Expand local food access.
- Engage communities in learning about and contributing to a viable local food system.
- Increase food security and self-reliance of communities and regions.
- Engage communities in retention of important agricultural lands for current and future productive usage.

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ATWOOD OPERATIONAL MANAGEMENT STRUCTURE

10-20 YEAR AGRICULTURE PLATFORM & STRATEGIC GROWTH PLAN

Atlanta Regional Food Center Mission Statement
Serve as a new and historical city destination that work within communities in the Southeast Region to increase physical and organizational infrastructure that support minority farmers, local and regional agriculture economies, and the health and vitality of low-income communities and families.

- Stimulate intergenerational wealth through self-sufficiency, community mobilization and historic preservation
- Reduce or eliminate key barriers to food insecurities within low-income communities
- Expand local food access, shorten supply chains, promote fair prices to farmers, increase efficiency, and support the success of farmers and food related business.
- Serve as new city attraction to boost tourism/travel and economic development
- Lead and introduce new trends in greening technologies
- Create better and more productive use of urban spaces
- Produce, deliver and distribute high quality goods and services
- Demonstrate a commitment to education, training and workforce development skills through therapeutic, educational, agricultural and horticultural gardening and food production to support S.T.E.M. career development and trends.

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2011 SUMMER INTERNSHIP @ ATWOOD COMMUNITY GARDENS
STRATEGIC COMMUNITY INVOLVEMENT GROWTH PLAN

Our Mission Statement
To provide a S.T.E.M.-based training program using three garden and farming models to demonstrate how to conserve the natural environment in the Beecher-Donnell neighborhood via African-American cultural preservation activities and youth social entrepreneur ventures.

- Reduce or eliminate key barriers to food insecurities within low-income communities
- Expand local food access, shorten supply chains, promote fair prices to farmers, increase efficiency, and support the success of farmers and food related business.
- Serve as new city attraction to boost tourism/travel and economic development in the West End
- Lead and introduce new trends in environmental stewardship
- Create better and more productive use of urban spaces
- Produce, deliver and distribute high quality goods and services
- Demonstrate a commitment to education, training and workforce development skills through therapeutic, educational, agricultural and horticultural gardening and food production to support S.T.E.M. career development and trends.

KEY CONTACTS:
Dana Jewel Harris, NSYEP, Inc.
djharris@nextstepsyep.org
678.570.0398

Sis. DeBorah Williams, Mother Clyde Memorial Garden
sisloveu@bellsouth.net
404.755.9441

Debra Robinson, SWOOM Market Projects
swoomatlanta@gmail.com
404.753.1160

Atwood Community Gardens is a three year lease agreement between PAOCC and NSYEP
INTRODUCING THE CIGS MODEL
Jalen Harris, Executive Assistant

CIGS (Community Involvement Growth Strategy) Model
- A strategic organizational communications tool designed to help project future growth and development of a project
- Used to help organize our business plans and Executive Management Team

Marq Neal, General Manager
Jalen Harris, Executive Assistant
Amari Cameron/Abeyon Gardener, Network Service Agency Directors
Geornean Andrews, Finance Director
Jazmyne White, Team Operations Director
Crystal Harper, Workshops & Special Events Director
Nicholas Neal, Communications & Distributions Director

8 of 9 NSYEP Business Plan Goals Accomplished (Mission Statement & Goals – 88%)
- Reduce or eliminate key barriers to food insecurities within low-income communities
- Expand local food access, shorten supply chains, promote fair prices to farmers, increase efficiency, and support the success of farmers and food related business.
- Serve as new city attraction to boost tourism/travel and economic development
- Lead and introduce new trends in greening technologies
- Create better and more productive use of urban spaces
- Produce, deliver and distribute high quality goods and services
- Demonstrate a commitment to education, training and workforce development skills through therapeutic, educational, agricultural and horticultural gardening and food production to support S.T.E.M. career development and trends.
OUR MAJOR ACTIVITIES THIS SUMMER
Jazmyne White, Team Operations Director

Site Tours
- On-Site: Key Educational & Revenue Generating Areas
- Off-Site: Educational, Environmental, Farms & Gardens

Host Volunteer Groups
- Corporate
- Non-profit Organizations

Junior Master Gardening Program
- Community Service
- Mentors
- Gardening
- Field Trips
- Entrepreneurism

5 of 10 NSYEP Business Plan Goals Accomplished (Team Operations – 50%)
- Composting/Recycling Ventures
- Transportation & Distribution
- Consumer Programs (Wholesome Wave/WIC/Snap)
- University Partnerships/Environmental Stewardship (Outdoor Nation/Clark/Morehouse)
- Information Technology/Communications (SMART Academy Workshops)
OUR CALENDAR & EXAMPLES OF OUR KEY ACTIVITIES
Crystal Harper, Workshops & Special Events Director

May
31 Orientation, Mentor Meetings:
   - Mr. Muhammad - Site Tour/Chicken Coop
   - Mr. Fulton Johnson – Profast Development Group
   - Ms. Vanessa Masters – Interior Design & Clothing Company

June
1 Introduction to Junior Master Gardening Program w/Sis. DeBorah Williams, Mother Clyde Memorial Garden
   Every Wednesday & Friday
2 Mentor Meeting: Mr. James Moss, Digital Marketing Company
3 West End Beltline Open Air Farmer’s Market (NSYEP Vendor)
   June 3rd & 17th
6 Good Shepherd Community Garden (Community Service)
   June 6th, 13th & 20th
8 Hands On Atlanta Site Tour (9/11 Hands On Atlanta Day)
9 Atlanta Promise Neighborhood Community Presentation & Dinner w/Morehouse College
10 Off-Campus Site Tour: Perdew Garden
11 Family Crop Mob & Formal Dinner (Volunteer Event)
15 Georgia Organics Site Tour
21 Lowe’s Site Tour; National Public Radio Interview; Georgia Organics Potluck Dinner @ the Wren’s Nest
23 Fishing Trip @ Lake Iris w/Jump Start Sports Camp
29 Scholarships for America Presentation @ 7th Day Adventist Church;
   Clark Atlanta Radio Interview; SCAD Blog Interview, Mentor Meeting: John & Pat Perdew

July
1 West End Beltline Open Air Farmer’s Market (NSYEP Vendor)
   July 1st & 15th
6 Junior Master Gardening Program w/Sis. DeBorah Williams, Mother Clyde Memorial Garden
   Every Wednesday & Friday
7 Off-Campus Site Tour: Besmaid Farms w/Bobby Britt
9 Outdoor Nation Teen Summit @ Clark Atlanta University & Sweetwater Creek (July 9th-11th)
13 Planning Meeting: Eric Allen, The Vigor Consortium Group
14 Campus Tour: Morehouse University
25 Quick Start Tennis & Photography Class (Jump Start)
26 Georgia Aquarium (Friends of Collier Park/Jump Start)
27 Lake Lanier Aqualand Marina w/Outdoor Activity Center & West Atlanta Watershed Alliance
28 Digital Gaming & Robotics Workshops (SMART Academy/100 Black Men)
29 Animation Workshop & Introduction to Solar Energy (SMART Academy/100 Black Men)

August
2 NSYEP Presentation/National Night Out (Community Service)
3 Aeronautics Workshop (SMART Academy/100 Black Men)

9 of 9 NSYEP Business Plan Goals Accomplished (WSE – 100%)
- Youth Entrepreneur Venture Launches
- In-school/After-school/Summer Internship & Training Programs
- Workforce Development/Farmer Training (STEM, Agriculture)
- Organic Food Production/Gardening Programs
- Career/Life Building Skills Training Courses
- Health & Wellness Education/Enrichment
- Seasonal Farmer’s Markets & Mobile Stands
- Cultural Arts & Exhibits (Agrotourism, Agritainment, Gastrotourism)
- Health Fairs, Screenings, Promotions & Events
OUR SUCCESS IN FORMING NEW PARTNERSHIPS
Nicholas Neal, Communications & Distributions Director

Site Tours
- On Site
- Off-Site

Host Volunteer Groups
- Corporate (Lowe’s, Hands On Atlanta)
- Non-profit Organizations (Crop Mob, Hands On Atlanta)

Junior Master Gardening Program
- Community Service – maintaining City of Atlanta Parks/Park Pride
- Mentors – John & Pat Perdew, Flip Johnson, James Moss, Baba “Yoga” Bey, Mr. Muhammad,
- Gardening – Mother Clyde, Atwood, Good Shepherd, Rose Circle, Perdew Gardens
- Field Trips – Lake Lanier Aqualand Marina, Lake Iris, Sweetwater Creek/Clark Atlanta University
- Entrepreneurism – West End Beltline Open Air Farmer’s market

9 of 9 NSYEP Business Plan Goals Accomplished (NSA – 100%)
- National Environmental Prog. Affiliates
- Political Offices/Representatives
- Existing Cooperatives & Collaborations
- Food Supply Chains & Networks
- State Health Industries & Depts
- S.T.E.M. Education Industries/Careers
- University/Dual Degree Programs

Environmental Stewardship at the Mother Clyde Memorial Community Garden
PHOTO GALLERY
Nicholas Neal, Communications & Distributions Director

Environmental Stewardship and Community Service at the Good Shepherd Community Garden & Perdews’ Backyard Garden

Participating in the Atlanta Promise Neighborhood Community Presentation w/Morehouse College.

Trying fresh, raw vegetables in a garden salad for the first time.
PHOTO GALLERY
Nicholas Neal, Communications & Distributions Director

Meeting and listening to our new mentors:
- Fulton Johnson, Profast Development Group
- Sister DeBorah Williams, Mother Clyde Garden
- Mr. Muhammad & Eddie Carpenter, Chicken Coop Builder
- Scholarships for America Teen Interns
- John & Pat Perdew, Perdew & Associates
- Mrs. Margaret Wilson, Inventor of the Snazzy Napper
PHOTO GALLERY
Nicholas Neal, Communications & Distributions Director

Participating in the youth environment movement at the Outdoor Nation Teen Summit Conference hosted by Clark Atlanta University and Sweetwater Creek State Park.
PHOTO GALLERY
Nicholas Neal, Communications & Distributions Director

Hosting our first formal dinner at Atwood with volunteers from the Crop Mob

Finding time to meditate Karate Kid style during our fishing trip to Lake Iris

Doing yoga with Baba “Yoga” Bey and a room full of seniors at the Sadie Mays Health Center

Going to an NPR “Story Corp” interview at the Hurt Building with Sister DeBorah
For a successful market venture, we had to make tons of phone calls to businesses, individuals, our family and friends throughout the week to remind them about the West End Beltline Open Air Farmer’s Market.

It always worked. We made a profit 3 out of 4 markets!!!
PHOTO GALLERY
Nicholas Neal, Communications & Distributions Director

Having fun and making fruit-punch lemonade from scratch at our pool parties!

Playing drums at the potluck dinner with Georgia Organics at the Wren’s Nest!

Canvassing the Beecher-Donnelly Community to meet our neighbors

Fun Day @ The Spot /Oakland Rec Center w/Councilwoman Cleta Winslow, Mr. Reed The Atlanta Braves and Atlanta Track Club
PHOTO GALLERY
Nicholas Neal, Communications & Distributions Director

Learning about photography and how to work the green screen at a live photo shoot!

Using water test kits to detect the levels of oxygen in Lake Lanier at the Aqualand Marina!

Learning about digital gaming and animation with SMART Academy instructors at the 100 Black Men of Atlanta HQs.

Having fun with the dolphins at the Georgia Aquarium.
## PAINTING OUR FINANCIAL PICTURE

Geornean Andrews, Finance Director

**NSYEP 3RD QTR Financial Report as of July 22, 2011**

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<td>To My Sweeties Catering</td>
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<td>DeKalb Farmer’s Market (Pool Party)</td>
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<td>5/31/2011</td>
<td>AntiFreeze - Sis. Deborah’s Truck</td>
<td>Transportation</td>
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<td>6/3/2011</td>
<td>Sis. Deborah (Gas For Use of Truck)</td>
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<td>Sis. Deborah (Gas For Use of Truck)</td>
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<td><strong>Total Transportation Expense</strong></td>
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PAINTING OUR FINANCIAL PICTURE
Geornean Andrews, Finance Director


<table>
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<tr>
<th>Total Income</th>
<th>$1,631.98</th>
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<td>Total Expenses</td>
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<td>Profit/Loss</td>
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Our Financial Lessons Learned:

- We learned that all business operations must track “money coming in and money going out”.
- We gained an understanding and functions of the terms: cost, price, price points, revenue, profit, loss, service agreements, allotments and shares.
- We created allocation charts to determine the percentage of income we received from the produce we sold.
- We created cost/unit charts to determine how to allocate revenue (estimate % shares, allocation distribution).
- We did a cost analysis to determine if selling a particular product at various prices is worth our time and resources.

Cost/Unit Breakdown

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<tr>
<th>Cost</th>
<th>Unit 1</th>
<th>Unit 2</th>
<th>Unit 3</th>
<th>Unit 4</th>
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<tr>
<td>Them</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Us</td>
<td></td>
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</table>

What’s the cost of selling each item to us and our supplier?

Allocation Chart

<table>
<thead>
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<th>Price</th>
<th>$ _____</th>
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<tbody>
<tr>
<td>Them</td>
<td>____% of Sales</td>
</tr>
<tr>
<td>Us</td>
<td>____% of Sales</td>
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What percentage of the sale is allocated to us and our supplier?

Determine “If It’s Worth It”

<table>
<thead>
<tr>
<th>Quantity #1</th>
<th>Price</th>
<th>Revenue</th>
<th>Owe</th>
<th>Profit</th>
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<tr>
<td>Quantity #3</td>
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</table>

What is the maximum profit we can make from selling items at different quantities and prices?

5 of 9 NSYEP Business Plan Goals Accomplished (Finance – 55%)

- Incubator, Microbusiness & Community Farm Operations (COOP)
- Discount Structures (WIC, Seniors, Special Needs)
- Agri-based Member Organizations (GA Organics, Crop Mob, Atlanta Community Food Bank)
- Donations/Sponsorships
- Credit Union/Retail Operations (West End Beltline Open Air Farmer’s Market)
**Summer Participation Results:**

- Reached over 200 DeKalb County families within a 15 mile radius
- Registered 55 youth participants (ages 5-19)
  - 48 – Jump Start Youth Initiative
  - 7 – NEXT Steps Herb & Farm Internship
- Field trips included:
  - Georgia Aquarium
  - Lake Iris Fishing Trip (2)
  - 100 Black Men Robotics & Resource Center Digital Gaming, Animation & Robotics Workshop
  - Lake Lanier Aqualand Marina
- Youth gains:
  - Sports training (fundamentals & basic foundation) in tennis, soccer, golf
  - Interns gained entrepreneurial and business management experience by operating and selling produce at the West End Beltline Open Air Farmer’s Market
  - Students were introduced to career options in science, technology, engineering and mathematics
  - Students received two meals and healthy snacks daily
  - Visits to local outdoor recreational venues for the first time

**Total Cost of Program Operations**

<table>
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<tr>
<td>Intern Stipend (7)</td>
<td>700</td>
</tr>
<tr>
<td><strong>Professional Trainers</strong></td>
<td></td>
</tr>
<tr>
<td>Tennis - $10 + $19 registration/child</td>
<td>6,545</td>
</tr>
<tr>
<td>Golf - $35/child</td>
<td>1,925</td>
</tr>
<tr>
<td>Soccer - $25/child</td>
<td>1,375</td>
</tr>
<tr>
<td>Photography - $140/child</td>
<td>7,700</td>
</tr>
<tr>
<td>Digital Gaming, Animation &amp; Simulation Workshop - $85/child</td>
<td>4,675</td>
</tr>
<tr>
<td>Browns Mill Aquatics Center</td>
<td>296</td>
</tr>
<tr>
<td>Georgia Aquarium - $28/child</td>
<td>1,540</td>
</tr>
<tr>
<td>Lake Iris Fishing Trip - $25/child</td>
<td>1,375</td>
</tr>
<tr>
<td>Lake Lanier Aqualand Marina - $35/child</td>
<td>1,925</td>
</tr>
<tr>
<td>Sweet Water Creek &amp; Outdoor Nation - $45/child</td>
<td>2,475</td>
</tr>
<tr>
<td>Arts &amp; Crafts - $2/child</td>
<td>110</td>
</tr>
<tr>
<td>Transportation - $10/child per trip (6)</td>
<td>3,450</td>
</tr>
<tr>
<td>Equipment</td>
<td>6,500</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>350</td>
</tr>
<tr>
<td>Lunch/Snack/Misc - $2.50/child daily (10 wks)</td>
<td>6,875</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td>$70,484</td>
</tr>
<tr>
<td><strong>Total Cost Per Child</strong></td>
<td>$1,282</td>
</tr>
</tbody>
</table>
THE SIGNIFICANCE OF OUR NEW PARTNERSHIPS
Marq Neal, General Manager

Key Benefits
- Had new experiences/tried new things (raw garden salad)
- Met new people we would not have met on our own
- Was introduced to several S.T.E.M. careers
- Gained new skills
  > Ran a business (Market)
  > Learned how to garden, mulch, plant plants, compost degradable food (Mother Clyde)
- Traveled to new places I’d never been before (Marina)
- Learned about companies that I didn’t know about before
- Visited college campus/100 Black Men HQs (Morehouse)
At a 78.6% success rate, we’d like to build upon our achievements and implement our next phase of growth:

- Secure funding for after school programs and extra curricular activities, multi-passenger transportation and increased youth participation (via SES Providers, AT&T Pioneers Programs, grant applications, investor/portfolio parties, gifts and donations)

- Host R&D TRENDS training with the SMART Academy Center of Excellence/100 Black Men (robotics, gaming, technology, engineering) to demonstrate relationship to urban agriculture

- Distribute quarterly newsletter to update supporters of our summer internship program’s success with the Richard Basil Foundation, the Jump Start Youth Initiative and the SMART Academy Center of Excellence

- Host 3-4 holiday fundraising and marketing events
  - Lowe’s Heroes Foundation Grant Award (Awarded August 5, 2011)
  - Hands On Atlanta Day (September 10, 2011)
  - Sankofa Ashe Outdoor Fall Festival (October 15-31, 2011 - pending)
  - Making of Men Honor’s Program (November 5, 2011)

- Continue strengthening partnerships with local university systems (Morehouse/Clark Atlanta/Georgia Tech), parks and recreation departments and national environmental partners (Outdoor Nation, National Parks Services, 4-H)

Saundra is my hard-working 11 year old 2001 4-Door Honda Civic. Her air conditioning hasn’t worked since 2008, her shocks and struts blew to bits in 2009 and who knows when her electrical system short circuited. Nevertheless, in spite of 100 degree weather and long summer days, Saundra endured and never complained. After these last two years of hauling summer interns, decorations, garden and special event equipment all across the city, the time has finally come to retire her.

We have identified three new replacements for Saundra. Craigslist.org posted a large sale of 20-passenger mini-vans for $2,999 ea (Jul 31, 2011) and a used pickup truck for $800. The replacements will help us pick up children and seniors for our after school and health & wellness programs. Please help us retire Saundra by making a donation to NEXT Steps @ http://bit.ly/gCGbNV.

- Dana Jewel