

A faded, grayscale image of a city skyline, likely New York City, featuring several prominent skyscrapers. The image is used as a background for the text.

Welcome to the CULTIVATE **2021 Cohort Graduation**

Welcome to the 2021 Cohort Graduation!

We'd love to know who is in the "room" with us today.

Please introduce yourself in the chat and using only emojis tell us how your day is going so far.

Select "Speaker View" for the best view and thank you for staying muted throughout the presentation.

**CULTIVATE Alumni
Organizations**

**2021 CULTIVATE
Cohort Members**

**Nonprofit Leaders
& Board Members**

Philanthropists

ESG Leaders

**Corporate Social
Responsibility**

**The Charlotte
Community**

**Next Stage
Clients**

A special thank you to:

The 2021 Selection Panel

- Dianne Bailey, Bank of America
- Jennifer DeWitt, Leon Levine Foundation
- Charlie Elberson, Reemprise Fund
- Dominique Johnson, Duke Energy Foundation
- Blair Primis, Surgical Care Affiliates
- Charles Thomas, Knight Foundation



Our Partners



Who is Next Stage?



Introducing the 2021 Cohort



2021 In Review

Q1

Theory of Change & Vision for Impact

- Aligning Mission, Vision and Values
- Building Program Fidelity
- Seeking Partnerships that Make Sense

Q2

Human & Financial Resource Needs

- Strengthening the Board of Directors
- Sourcing and Managing Human Resources
- Ensuring Best Operational Practices

Q3

Constituency Building Strategies

- Designing a Marketing Plan
- Building a Pipeline of Individual Donors
- Mastering Grantsmanship

Q4

Business Planning & Theory of Growth

- Leveraging for Sponsorship
- Onboarding Earned Revenue
- Refining the Strategic Business Plan

2021 Year In Review

"IT'S HARD TO BEAT
A PERSON WHO
NEVER GIVES UP." –
BABE RUTH

#MID-WEEK MOTIVATION
@GenOneCLT



Adoption
Clinician Alliance



Joining together to better serve
adoptive families in Charlotte



#Itsallabouttrust



Who do you
trust?



PROJECT BOLT



IT'S OFFICIAL!

SBTC Plumbing
program is a
NC State Certified
Pre-Apprenticeship

2021 Year In Review

Module #4 Workshop

Strengthening the Board of Directors

Next Stage



Lessons Learned



ADOPTION
SUPPORT
ALLIANCE

Together.
for families.
Forever.

ADOPTION SUPPORT ALLIANCE

Our vision is to ensure all adoptive families get the support they need to thrive.

Our mission is to help adoptive families through the unique challenges of building their forever families.

Engaged.

Giving back to the organization in order to increase capacity.

Encouraged.

Providing adoption-competent, professional counseling for individuals or families touched by adoption.

Supported.

Creating opportunities for connection, support and impact that builds community.

Community Building

Connected

Connection Groups

Supported

Adoptive Families

Engaged

Counseling

Encouraged

Classes

Equipped

Connected.

Building community by providing informal opportunities for connection and relationships.

Equipped.

Educating on the uniqueness of adoption to give families the information needed to navigate the adoption process at any stage.



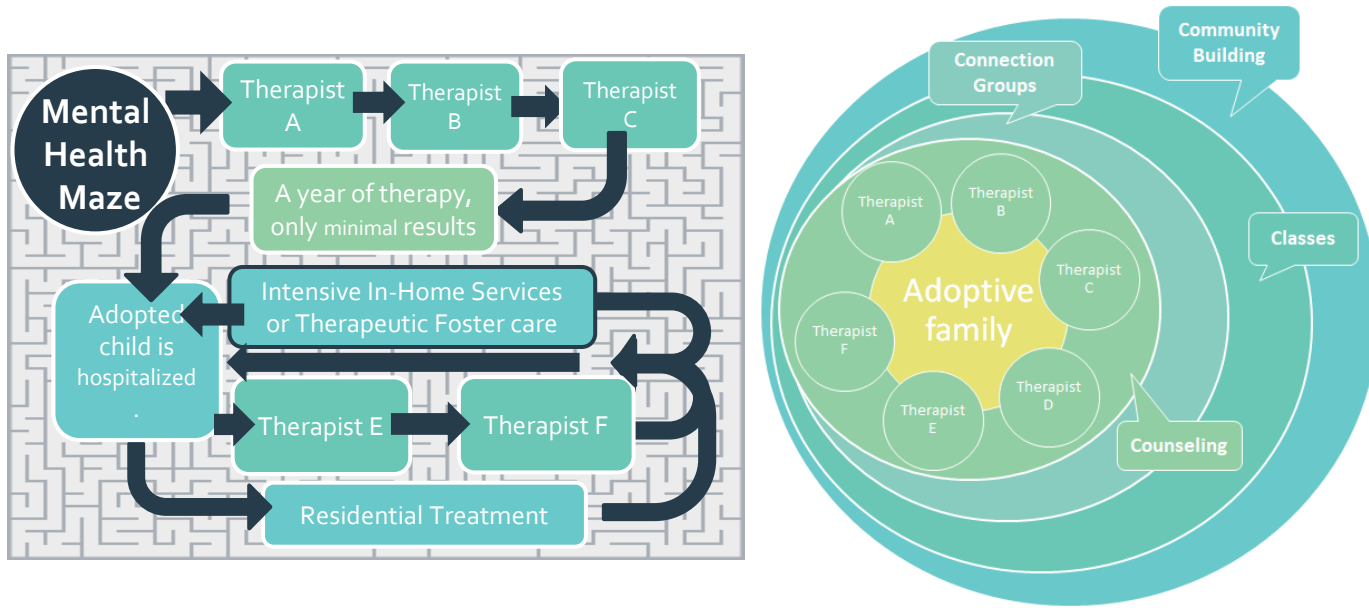
ADOPTION
SUPPORT
ALLIANCE

NEXT **STAGE**

CULTIVATE - an incubator for nonprofits



ADOPTION Clinician ALLIANCE





**EST.
2018**

240
Total
Fellows
in 2022

\$31M
in
scholarship
offers
since 2018

25
colleges
in 14 states

59%
attending
4-year
colleges
debt-free

THE NEED

- There are profound resource and opportunity gaps for minority and low-income students seeking to earn a degree that result in significantly lower college readiness, enrollment, and completion outcomes than their peers.
- The HS student to counselor ratio in CMS is nearly 400:1 & low-income students (26%) attend college at half the rate of peers (52%).
- Even the most motivated, under-resourced students often lack the right tools and guidance necessary to fully maximize their potential.

OUR MISSION

- CYC prepares high-performing, under-resourced students to enter, excel in, and graduate from college.
- We provide CYC Fellows the best college-preparatory and persistence resources money can buy — for free — so they can maximize the value of their degrees, build the life they want for themselves, and interrupt generational poverty cycles.

OUR FOCUS

- COLLEGE - Eliminating barriers to post-secondary educational entry and attainment
- CONSCIOUSNESS - Building students' self-efficacy and belief in their ability to reach their full potential
- COMMUNITY - Cultivating a tight-knit, uplifting network of motivated students and caring adults

OUR FELLOWS

- Highly-motivated
- 1st generation college students
- Pell-grant eligible families
- 9th grade - college

TORCH FELLOWS PROGRAM

Individualized guidance and 1:1 mentorship while applying to college

ACT prep, tutoring, writing coaching, college tours & career exploration.

Leadership & self-advocacy skills development.

Connection to scholarship opportunities

Free, multi-year, high-touch program ensures 9th–12th graders are academically, socially and financially prepared to enter their best-fit college.

COLLEGE FELLOWS PROGRAM

Financial assistance for emergency and educational expenses

1st-year transition case management

Connection to internship and research opportunities

Career mentorship

A college persistence program that connects Torch Fellow graduates— now college students—with myriad resources to ensure on-time graduation with strong prospects for the workforce or postgraduate studies.

Propelled toward economic mobility

Access to a life and career they can be proud of and excited about

Empowered to positively impact their communities

CULTIVATE



- Foundational knowledge for leading a sound and thriving nonprofit
- Practical tools and exercises to continue to build on the curriculum
- Tailored experience for organizations at this stage



- A different lens through which to view my role and the work of our organization
- Framework for understanding of the strengths and areas for growth
- Why not us?



- Community of peer leaders and peer organizations
- Expanded perspective on the social impact landscape locally and beyond
- Folks in our corner!



WHAT'S NEXT?

GOALS AND OBJECTIVES

- **Scale** our Torch Fellows Program to 250 high school students by 2024 and to 500 by 2028.
- **Codify** program models and **capture** cultural elements
- **Diversify** our funding stream through multi-year individual and corporate giving
- **Establish** university and corporate partnerships to streamline college and workforce entry
- **Deepen and expand** our collaborative efforts with other community organizations
- **Grow** our Board of Directors and YP Board
- **Continue to identify and cultivate** volunteer recruitment pipelines

GAPS

- We have outgrown our current program space - looking for a new location!
- Mentors and volunteers wanted for Fall 2022
- Internship opportunities for College Fellows
- Transportation
- Sponsorships available for Signing Day 5K on April 30th





We build creative confidence in youth through training in design, entrepreneurship and digital media so that they can turn their ideas into future opportunities.



80% OF
RESIDENTS
ARE POC

28%



28% of residents living in poverty.

33%



1 in 3 youth age 16-24 is unemployed

COO

ACTIVITIES



► RECRUIT UNDERSERVED YOUTH IN UNDER-RESOURCED COMMUNITIES TO ENGAGE IN DESIGN, ENTREPRENEURSHIP AND DIGITAL MEDIA.

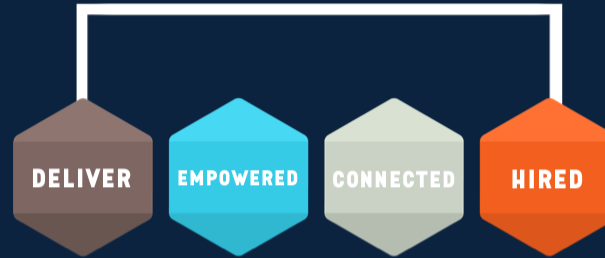
► DESIGN AND DELIVER CREATIVE CHALLENGED-BASED CURRICULUM THAT'S INDUSTRY-FORMED AND EMPHASIZES CRITICAL THINKING, PROBLEM SOLVING AND COLLABORATION SKILLS.

► CREATE PARTNERSHIPS WITH EMPLOYMENT AND EDUCATION PARTNERS WHO DEMONSTRATE A COMMITMENT TO TRAINING, RECRUITING, AND EMPLOYING OUR CREATIVES.

► DEVELOP A CREATIVE AGENCY MODEL THAT CAN BECOME A GATEWAY FOR YOUTH TO LEARN SKILLS, ACCESS POST-SECONDARY OPPORTUNITIES AND ACHIEVE ECONOMIC MOBILITY.

► PROVIDE A YEAR-LONG CREATIVE ACADEMY THAT TRAINS DISCONNECTED YOUTH AND PREPARES THEM FOR MEDIA, MARKETING AND DESIGN CAREERS IN CHARLOTTE AND THE SURROUNDING AREAS.

OUTCOMES



► CREATIVE PROFESSIONALS IN THE CHARLOTTE COMMUNITY DELIVER CREATIVE CURRICULUM TO YOUTH AND ENCOURAGE THEM TO PURSUE CREATIVE CAREERS AND CONTINUE ENGAGEMENT WITH DO GREATER CHARLOTTE AND THEIR CRTV LAB PLATFORM.

► YOUTH LEAVE DO GREATER CLT'S CREATIVE LAB PLATFORM WITH IN-DEMAND CREATIVE SKILLS AND CRITICAL SOFT SKILLS THAT EMPOWER THEM TO BECOME FUTURE IMPACT CREATORS FOR GOOD.

► THE CRTV LAB PARTICIPANTS ARE CONNECTED TO A CREATIVE PATHWAY THAT SUPPORTS THEM INTO THEIR CREATIVE CAREERS.

► INDUSTRY PARTNERS TRAIN, MENTOR AND HIRE THE CRTV LAB PARTICIPANTS INCREASING INCLUSIVITY AND DIVERSITY IN THEIR WORKFORCE.

IMPACT



► UNDERSERVED AND DISCONNECTED YOUTH FROM COMMUNITIES OF COLOR BUILD CREATIVE CONFIDENCE, UTILIZE SOFT SKILLS TO DEVELOP GOOD RELATIONSHIPS, CONTINUE THEIR CREATIVE EDUCATION, AND SECURE CREATIVE-BASED CAREERS.

TOC

CRTV LAB

BY DO GREATER

CREATIVE
DOERS



CORE VALUE UNIT
CREATIVE COLLISIONS

CREATIVE
DREAMERS



MIGHTY
NETWORK
ONLINE
COMMUNITY



CRTV LAB SPACES
WEST, NORTHWEST
EAST, CENTRAL



CRTV LAB ALUMNI



MOBILE CRTV LAB
TRUCK
TRAILER
SHIPPING CONTAINER

CRTV LAB AGENCY
DESIGN & SOCIAL MEDIA
MARKETING



CRTV LAB
Coffee



CRTV LAB ACADEMY

GenOne's Beginning



Challenges Faced

Capacity for Identification

395:1 Student:Counselor Ratio

CMS College Attainment Gap

Persistence

GenOne partners with talented, first generation students from underserved communities, helping them successfully navigate to and through college.



Building a “School-To-College Pipeline”

So students are “scholarship ready” by 12th grade and attain economic mobility after college graduation

Middle School: Identify & Intervene



9&10 Grade: Coach, Prep & Develop



College Persistence & Success



11&12 College Access Services



Cultivate Experience

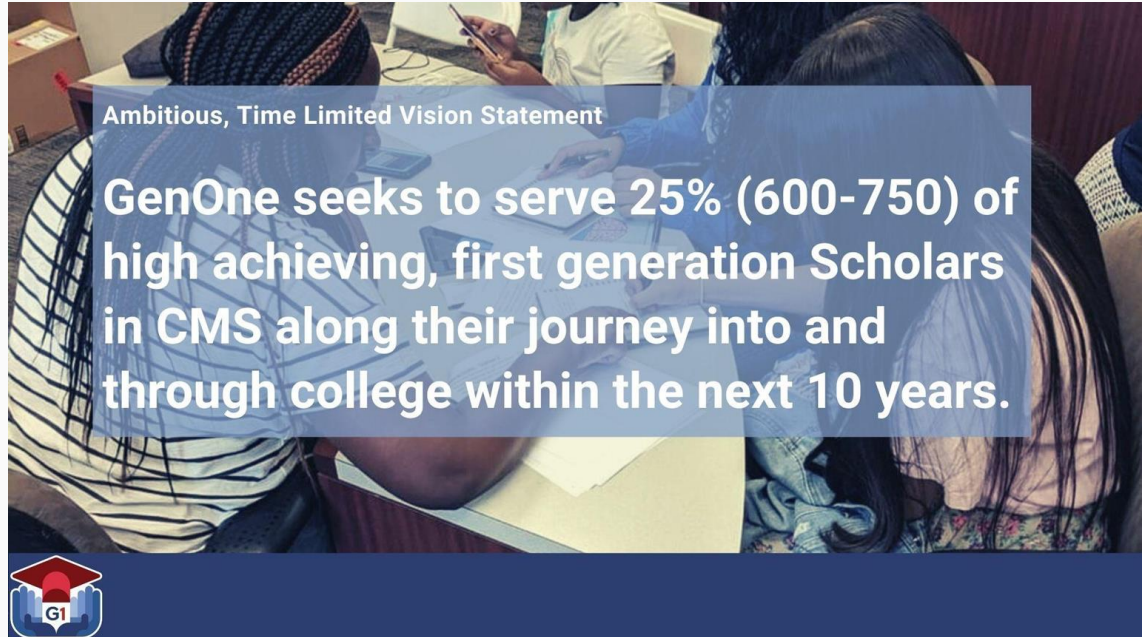


Executive Leadership Development

- Authentic Space for Growth
- People & Culture Best Practices
- Effective Storytelling

GenOne's Development

- Board Structure & Governance
- Official Vision Statements
- 3 Year Growth Plans



GenOne Needs & Your Support



1. 3-Year Growth Sponsors

- a. \$25,000 - Co-Sponsor Expansion Site
- b. \$50,000 - Title Sponsor Expansion Site
- c. \$100,000 - Meets 3-Year Expansion Plan!

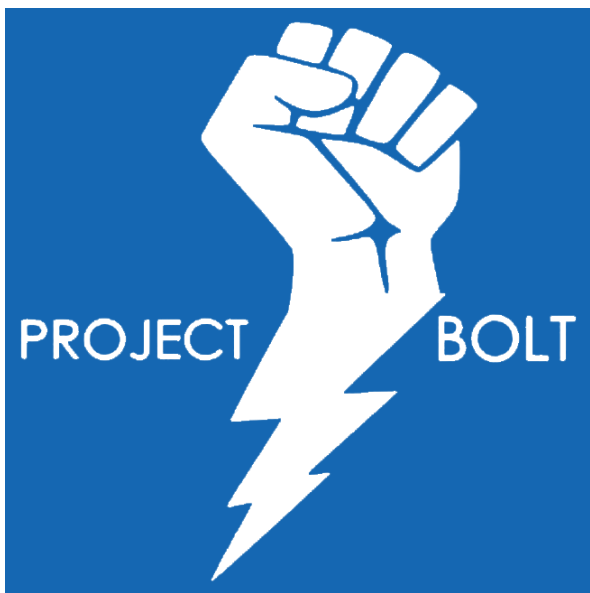
1. Navigator Partners

- a. Recruitment
- b. Sponsor Nav programs & appreciation

1. Transportation

- a. \$25,000 - Van purchase
- b. \$50,000 - After school bus drop off (middle school program expansion plans)





Building Outstanding
Lives Together

projectbolt.org



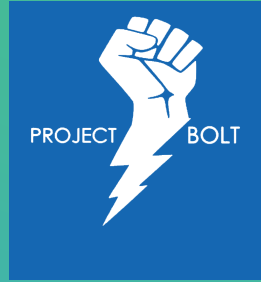
Jewel Hayden, VP & Founder



Gemini Boyd, CEO & Founder

Our Founders

Overview




Key Highlights

 **Founded**
2018

 **Our Vision**
“A community that is inclusive of all people”

 **Our Mission**
“To improve the quality of life for marginalized citizens in our community”

 **Our Background**
This organization grew from the vision of one of its co-founders, Gemini Boyd, who served 20 years in the federal prison system.

Youth Mentoring Program

The Peer Mentoring Program helps middle and high school youth develop the skills needed to develop healthy relationships.

Second Chance Program

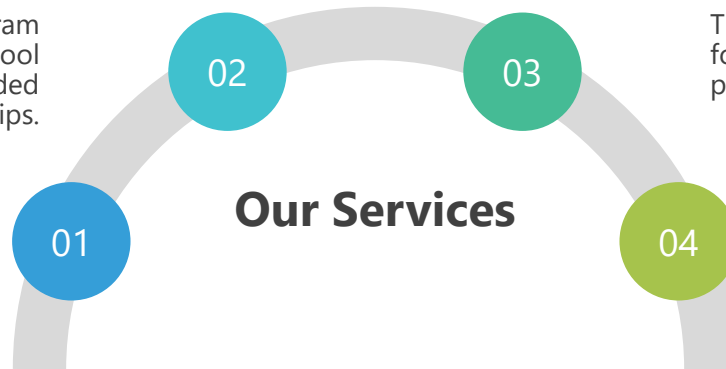
A program designed to meet the individual needs of returning citizens that will result in positive and sustainable outcomes.

Youth Organizing Program

The Youth Organizing Program is focused on training a base of young people in community organizing.

Community Needs Assessment Program

A grassroots-based process that will yield primary data and community buy-in for our clients.



PROJECT BOLT'S THEORY OF CHANGE
Mission: To improve the quality of life for marginalized citizens in our community

CURRENT CONDITIONS

Economic mobility: A lack of support and resources has contributed to intergenerational poverty.

STRATEGIES

- Building powerful longstanding alliances
- Engaging individuals to act
- Creating a culture of trust

ACTION

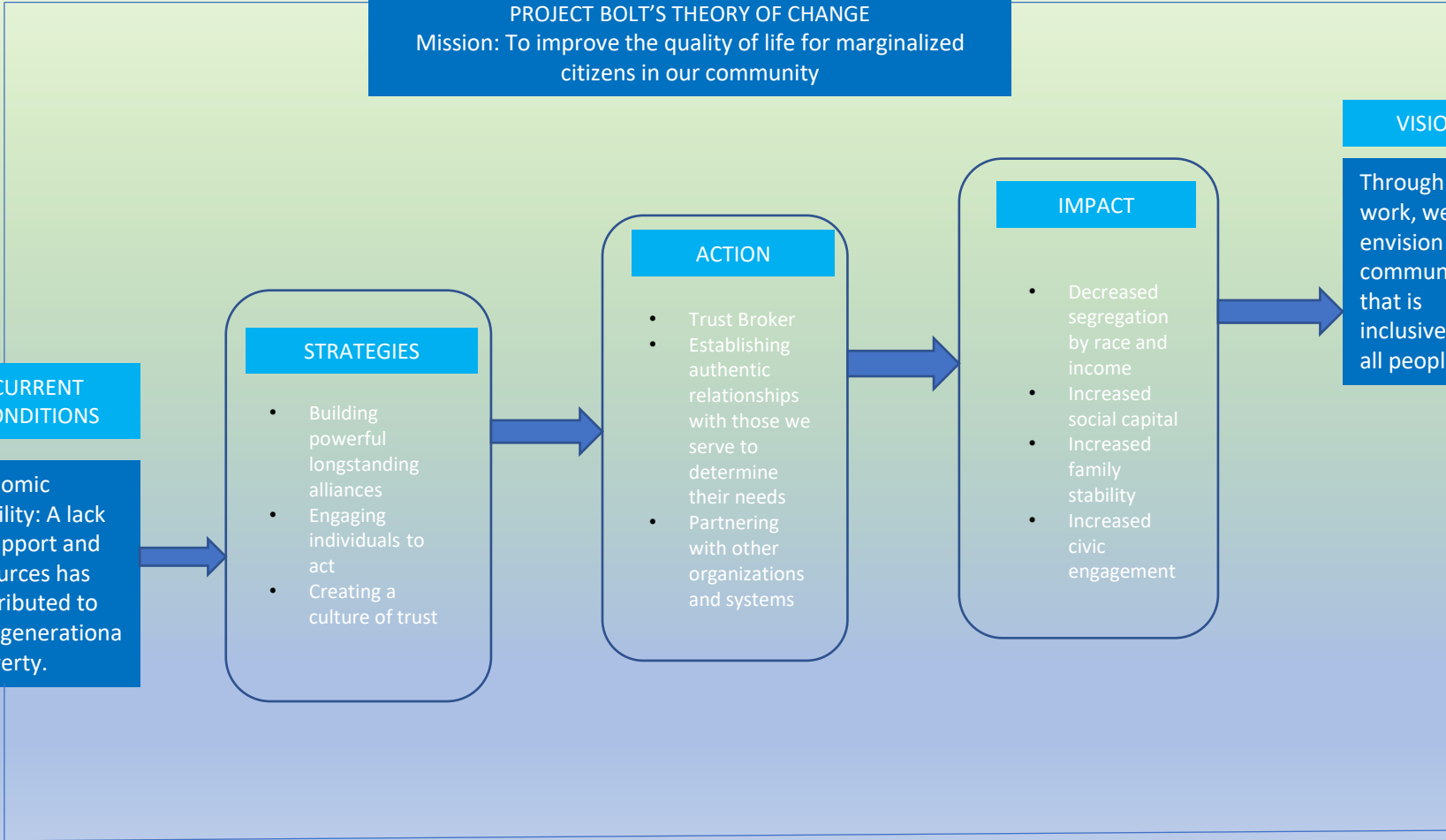
- Trust Broker
- Establishing authentic relationships with those we serve to determine their needs
- Partnering with other organizations and systems

IMPACT

- Decreased segregation by race and income
- Increased social capital
- Increased family stability
- Increased civic engagement

VISION

Through our work, we envision a community that is inclusive of all people.



What's Next

Grow

Grow the Trust Movement

Increase

Increase partnerships and expand our network

Build

Build additional Community Safe Spaces in the Charlotte Community

Mission:

She Built This City's mission is to provide **industry disruptive** programming that **sparks interest** and **builds pathways** to lucrative careers in the skilled trades for youth, women and marginalized communities.

Vision:

To **dismantle barriers** and stigmas in traditionally male-dominated industries through innovative, *sustainable* practices that prepare us for a future of jobs that have yet to be created.



Our Theory of Change

Place-Based Communities

(e.g. Renaissance West, Inlivan)

- Serve as referral partners
- Provide wrap-around support & stabilization
- Two-gen approaches

Women@Work Training Program

- 8-15 week programs
- Remove Barriers: Childcare, stipend, etc.
- Bridging the digital divide

Social Enterprise Apprenticeship Program

- Hire graduates
- Serve non-profits / low-income
- Launching pad for small business training

Program Long-Term Placement

- Training partners able to hire graduates
- Use our team for capacity building options
- Section 3 HUD

Exploratory Youth Programming

- Provide hands on exposure to trades
- Spark interest in non-traditional pathways
- Exposure to mentors / enhance social capital

Skilled Trade Professional Associations

- Partner on engagement & visibility
- Source teachers for training programs
- Direct pipeline for jobs



Cultivate

- Foundational Structures
- Engaging Sponsors on our terms
- Expansion Planning
- Launch of Social Enterprise



What's Next

- 2-Year Apprenticeship | Women's Repair Crew
- Community based programs / pathways
- 3D Printing / Virtual Reality
- Expansion

Text UnitedWeSpark to 44-321
email - marion.pulse@shebuiltthiscity.org



Q&A

What's Next For Cultivate?



CULTIVATE

Powered by **NEXT STAGE**



What is Cultivate?

Cultivate: Emerging Leaders is an online platform that supports the strong development of emerging nonprofits across six capacities - leadership & strategy, management, program development, HR, financial resources and operations. When leaders join Cultivate: Emerging Leaders, they become part of an inspiring social good community oriented around three core resources:



Curriculum

Curriculum will be self-paced and interactive and will include videos, guest speakers and more.



Cohorts

Cohorts will create meaningful, real-world connections for participants.



Community

Joining CULTIVATE means becoming part of an inspiring social good community.

Cultivate Platform



Cultivate

Join us at the intersection of social good.

Invite

Community

Cohorts

Three
Take
Aways



Curriculum

Modules Manage +

All Top Yours Newest Inactive

Emerging Leaders: Fundamentals Host
6 Members · Last Active 3d ago

Emerging Leaders: Programming Host
How to design programs, partner for impact and measure program results.
3 Members · Last Active 1w ago

Search Cultivate

Tanya Varanelli
Host
I am the Director of Operations and Talent at Next Stage...
Charlotte, NC

Janet Ervin
Host
I'm the Chief Marketing Officer at Next Stage and a true...

Helen Hope Kimbrough
Host
I champion Diversity, Equity, and Inclusion through...

Candice Latham
Host
Hello I'm Candice the Marketing Manager at Next Stage, L...

Who Can Participate?

Cultivate: Emerging Leaders will launch in May 2022 for leaders of emerging nonprofits. The platform will be free, but organizations must meet these requirements:

- An official 501c3 organization (IRS determination letter in hand)
- Less than 5 years old since its founding (no earlier than 2017)
- Located in Mecklenburg County

Registration is open | nextstage-consulting.com/register

For ongoing information about our social good community:

nextstage-consulting.com/subscribe



Cultivate Network



COMMUNITY
MATTERS
CAFE



Thank you!

Cohort Contact Information

Name	Organization	Website	Email Address
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William McNeely	Do Greater Charlotte	dogreater.org	wm@dogreater.org
Ian Joyce	GenOne	genoneclt.org	ian.joyce@genoneclt.org
Jewel Hayden	Project B.O.L.T.	projectbolt.org	info@project-bolt.com
LaToya Faustin	She Built This City	shebuiltthiscity.org	info@shebuiltthiscity.org