

2021 ANNUAL REPORT

THE PHOENIX
AKARAMA
FOUNDATION



phxakarama.org

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AKARAMA

BOARD OF DIRECTORS



Mrs. Shawn E. Gear
President



Ms. Angela Johnson
First Vice-President
(Programming)



Mrs. Sherry McFadden
Second Vice-President
(Operations)



Mrs. Lisa Davis
Treasurer



Mrs. Kamaria Williams
Financial Secretary



Ms. Desheania Martin
Secretary



Dr. Eula Saxon Dean
Immediate Past President



Mrs. Michelle Adair
Member-at-Large



Mrs. Tetonia Blossom
Member-at-Large



Mrs. Tonette Echols
Member-at-Large



Mrs. Carla Gentles
Member-at-Large



Mrs. Tracy Lewis
Member-at-Large



Mrs. Vernita Petty
Member-at-Large



Dr. LaVern Tarkington
Consultant



Mrs. Rochonne Simmons
Fashionetta Chair

FOUNDATION

PRESIDENT'S WORDS

The Phoenix AKAKRAMA Foundation extends a humble thank you to our contributors and donors for their generous donations provided for our efforts to service the Phoenix Community. We will continue to provide service to the Phoenix community as we work to achieve our mission and vision. With our strategic alliances, we will continue to grow the amount of community participation in our programs. The financial support received from the public is paramount.

For the 2021 budget year, it is my pleasure to report that during this pandemic and through the collaborative effort of our generous donors and sponsors, the Phoenix AKARAMA Foundation was able to award \$20,000 in academic scholarships to deserving young high school students, throughout the Phoenix Metropolitan area.

Thousands of community service hours were contributed. We have continued to touched the lives of numerous children, students and families with our virtual community service projects and scholarships, by successfully doing common things in uncommon ways. Our annual **Historically Black College and University (HBCU) Fair** was deemed successful, with over 200 high school students, advisors and parents participating, although in a virtual capacity. Over 1,500 participants were reached under the **Health and Wellness Programming**, including heart health, mental health and breast cancer awareness via virtual town halls and workshops.

The Phoenix AKARAMA Foundation supported the **Building your Economic Legacy Program**. The focus has been of members supporting Black-owned, Women-owned and non-black Minority-owned businesses. Members spent over \$145,000 to support this initiative. Financial literacy workshops, retirement planning tools and under the Operation AKA Assist sub title, assisting those with layettes for newborns and toiletry items for those in need were also done.

The Foundation funded **The Arts** program. Seven (7) events were offered featuring local artists to create space for the community to learn the art of painting, exploring films and providing exposure to the Black Arts Movement. We exhibited social responsiveness by supporting the **Global Impact** program by partnering with Soles4Souls, the Lion's Club International and organizations that assist with Refugees in our community; ultimately being donating over 2,000 items in gently used shoes, glasses and books. Building on the success of the past years, our focus will be reaching even more people with the focus of education, health, fiscal responsibility, the Arts and globally making an impact.

It has been the pleasure of the Board of Directors to serve the Phoenix AKARAMA Foundation this past year; I commend the 2020-2021 annual report of the Foundation. It has been my personal pleasure and honor to serve my community in this capacity. The Phoenix AKARAMA Foundation will continue to dedicate itself to the mission of funding educational opportunities, empowering the community, explore additional opportunities in the area of partnerships and grants, and serving the needs of the Phoenix metropolitan community.

Shawn E. Gear, MBA
President, The Phoenix AKARAMA Foundation

FOUNDATION PROFILE

PHOENIX AKARAMA FOUNDATION | 05

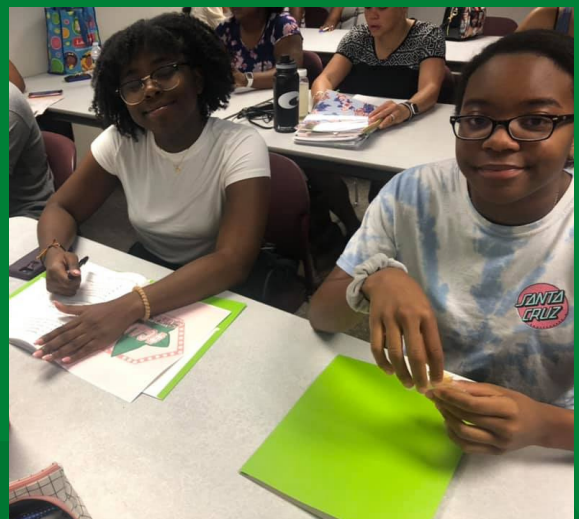


The mission of the **Phoenix AKARAMA Foundation** is to raise and award funds for programs that advance leadership development, encourage academic excellence, improve health, support those in need and educate about the value of philanthropy. As a non-profit arm of one of the most historic organizations, comprised mainly of African-American women, the Phoenix AKARAMA Foundation has established itself as a leading voice of influence in the greater Phoenix area.

Currently, the foundation is engaging in several community programs, including;

- **Black, Brown and College Bound Boot Camp** – a one-day workshop focusing on preparing high school juniors and seniors for college admission, and assisting community college students with transitioning to a four-year university.
- **Fashionetta Scholarship Breakfast and Fashion Show** – the signature fundraiser of the foundation that he is held annually on the first Saturday of December, and funds raised help support the service programs and scholarships awarded during the year.

- **Global Assistance Activities** – includes partnerships with global organizations providing assistance to the under-served and under-represented around the world, including Lions Club International, the Refugees in America Assistance Program and Soles 4 Souls.
- **Health Programs** – a series of engaging community forums and discussions that focusing on uplifting and addressing health disparities in communities of color, as well as providing health information and access to medical care.
- **Historically Black College and University (HBCU) Fair** – a one-day event hosted in partnership with Phoenix College every September, that is designed to expose hundreds of high school students to higher education institutions that are a tradition in the African-American community, along with other educational resources and schools across Arizona.
- **Youth Development Programs** – a series of workshops and partnerships are cultivated each year to address concerns of predominately inner city and under-served youth, with the goal of educational empowerment, including the College Readiness Program, or #CAP, and summer Computer Camp held in partnership with Arizona State University.



FOUNDATION PROGRAMMING

PHOENIX AKARAMA FOUNDATION | 06



The Phoenix AKARAMA Foundation's reach into the greater Phoenix area expanded, due in part to the on-going coronavirus pandemic, allowing event organizers to create virtual components that reached more individuals in need.

1,500+ PARTICIPANTS

WOMEN'S HEALTH AND WELLNESS PROGRAMMING

From heart health to walking activities and a concerted impact on breast cancer awareness, the foundation touched thousands of lives through in-person, virtual town halls and workshops.

\$26K IN SPENDING

BUILDING YOUR ECONOMIC LEGACY PROGRAMMING

From supporting African-American owned businesses to financial literacy workshops and retirement planning tools, the foundation touched thousands of lives through in-person, virtual town halls and workshops.



2,002 DONATED ITEMS

GLOBAL IMPACT PROGRAMMING

Year-round campaigns to collect gently used shoes, eyeglasses and more helped support the foundation's global efforts through partnerships with Soles4Souls, the Lion's Club International and more.

FOUNDATION PROGRAMMING

PHOENIX AKARAMA FOUNDATION | 07

\$20K IN SCHOLARSHIPS EDUCATIONAL ADVANCEMENT PROGRAMMING

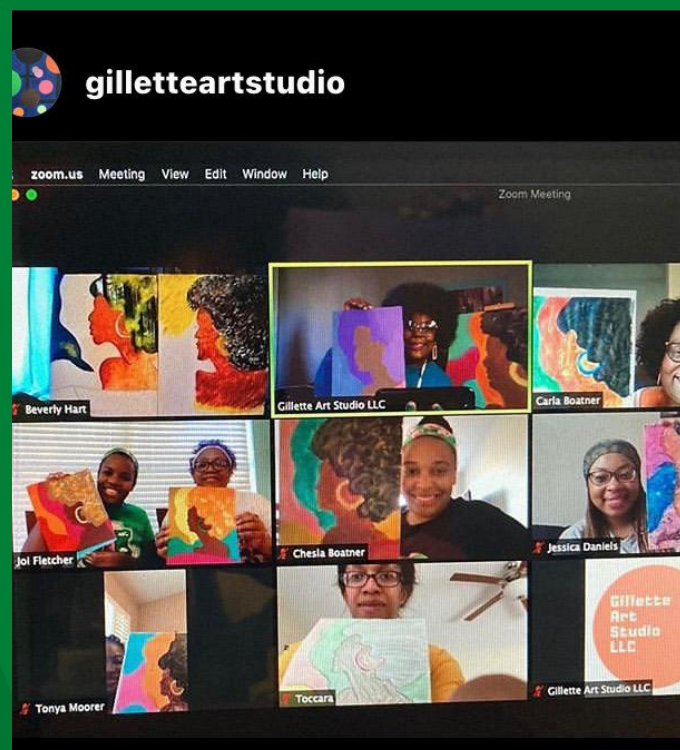
Programming geared toward moving high school students through the college admissions process and helping students transition to college led foundation efforts to award more than \$20,000 in scholarships.

7 VIRTUAL EVENTS BLACK ARTS MOVEMENT PROGRAMMING

From spotlighting local artists to creating spaces for the community to learn how to paint, and even exploring films that focus on African-American stories, played a key role in the foundation's efforts to highlight the black arts movement.

500+ PARTICIPANTS HBCU CALL FOR ACTION PROGRAMMING

Challenging students to learn more about Historically Black College and Universities continued to be a key component of the foundation's educational thrust, along with supporting HBCU's financially by donating more than \$10,000 to the HBCU Endowment Initiative.



2021 FINANCIAL STATEMENT

PHOENIX AKARAMA FOUNDATION | 08

Total Funds Available December 31, 2020

\$281,446.00

INCOME

A. Restricted Funds

1. Gila River Indian Community	\$48,262.00
2. Jean Williams	\$3,500.00
3. Helios Educational Fund Grant	\$1,500.00
4. Margo Monroe Scholarship	\$500.00

TOTAL RESTRICTED FUNDS

\$53,762.00

B. Other

1. Benevity Fund	\$4,911.00
2. HBCU	\$4,219.00
3. JPMorgan Chase	\$2,000.00
4. State Farm Insurance	\$2,000.00
5. Valley of the Sun United Way	\$2,572.00
6. Arizona Community Foundation	\$3,500.00
7. Blackbaud	\$1,580.00
8. Network for Good	\$1,437.00
9. Nationwide Insurance	\$1,400.00
10. D. Atkins	\$1,000.00
11. AP N & Associates	\$1,000.00
12. Charities Aid Foundation	\$380.00
13. Amazon Smile	\$224.00
14. APS	\$48.00
15. Mesa United Way	\$22.00

TOTAL OTHER

\$26,294.00

B. FASHIONETTA

• Assessments	\$11,824.00
• 2021 Fashionetta	\$55,108.00

TOTAL FASHIONETTA

\$66,932.00

2021 FINANCIAL STATEMENT

PHOENIX AKARAMA FOUNDATION | 08

TOTAL FUNDS AVAILABLE	\$146,988.00
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EXPENSES

A. STEM Camp	\$29,421.00	
B. Fashionetta	\$14,073.00	
C. Scholarship	\$15,080.00	
D. HBCU	\$2,563.00	
E. Operations		
1. Insurance	\$450.00	
2. Accountant	\$1,325.00	
3. Postage	\$188.00	
4. Quickbooks/Intuit	\$929.00	
TOTAL OPERATIONS		\$2,892.00
F. EAF	\$1,900.00	
G. Women's Health & Wellness	\$298.00	
H. Contingency	\$1,775.00	

TOTAL EXPENSES	\$68,001.00
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CHECKING BALANCE AS OF DECEMBER 31, 2021	\$360,432.00
SAVINGS BALANCE AS OF DECEMBER 31, 2021	\$32,558.00
TOTAL CASH AVAILABLE AS OF DECEMBER 31, 2021	\$392,990.00

2021 FOUNDATION GRANT

PHOENIX AKARAMA FOUNDATION | 10

EXPENSES

• A. ARTS		\$600.00
• B. EAF CONTRIBUTION		\$1,900.00
• C. HBCU Call to Action		
1. #CAP	\$2,000.00	
2. KIDS COMPUTER KAMP	\$1,500.00	
3. HBCU 4 Life	\$250.00	
4. THINK HBCU-HBCU COLLEGE FAIR	\$3,200.00	
TOTAL EDUCATIONAL ENRICHMENT		\$6,950.00
• D. BUILDING ECONOMIC LEGACY		\$1,200.00
• E. GLOBAL IMPACT		\$100.00
• F. CONNECTIONS		\$750.00
• G. WOMEN'S HEALTH/WELLNESS		\$750.00
• H. MLK DAY OF SERVICE		\$50.00
• I. SCHOLARSHIPS		
1. AWARDS	\$15,000.00	
2. MEALS @ 40.00 EACH	\$1,500.00	
3. DONOR FAMILIES	\$1,600.00	
4. EXPENSES (POSTAGE/PROGRAMS)	\$500.00	
TOTAL SCHOLARSHIPS		\$18,600.00
• J. ADS		\$1,000.00
• K. CONTRIBUTIONS		
1. URBAN LEAGUE	\$200.00	
2. NAACP	\$300.00	
TOTAL CONTRIBUTIONS		\$500.00
• L. CONTINGENCY		\$600.00

TOTAL 2020 PHOENIX AKARAMA FOUNDATION INC. GRANT.

\$ 32,250.00

2022 GOALS

PHOENIX AKARAMA FOUNDATION | 11

20%
**CAPACITY
INCREASE**

PUBLIC RELATIONS AND MARKETING

Continue to increase visibility and community awareness of the foundation by evaluating programs, hold board retreats to plan for future needs, establish better protocol for data collection and continue to build awareness.

2
**NEW
PARTNERSHIPS**

NETWORKING AND COLLABORATION

Develop partnerships and collaborations in order to maximize community involvement by investigating, forming or expanding partnerships with other like-minded organizations.

1
**NEW
EXPANSION
OPPORTUNITY**

PROGRAM DEVELOPMENT/EXPANSION

Increase youth outreach by building on community partnerships and creating new development programs and activities, while continuing to grow current programming.

2
**NEW BOARD
MEMBERS**

BOARD DEVELOPMENT AND GROWTH

Continue to develop and maintain an effective, active and informed Board of Directors who are helping forward the foundation's mission, while developing a recruiting campaign to attract new members and new fundraising opportunities.

2021

PHOENIX AKARAMA FOUNDATION | 12

MEMBERSHIP

MICHELLE ADAIR
JANET ADAMS
DOLORES ADKINS
KAREN ALLEN
LATONYA ALLEN
SARAH AMUKA WILLIAMS
KAREN ATKINSON
MARIE AUSBERRY
JULIE AYO-MAY
MARIA BAILEY BENSON
MONICA BAIRD
GLORIA BAKER
JESSICA BAKER
DANETTE BARTON
TETONIA BLOSSON
CARLA BOATNER
CHESLA BOATNER
CHERIE BOND
LAUREN BONNER
JEAN BOOKER
TOCCARA BRIGGS
LULA BROOKS
ALEAN BROWN
LILLIE BROWN
TRACEY BROWN
TARA BUIE
DIANE CAMERON WILLIS
CANDYCE CAMPBELL
JANENE CANADA
ISHA COGBORN
JASMINE CORO
MICHELLE CORO
DEBORAH COTTON
EBONI COTTON
ERICA COTTON-LEONARD
MELISSA COX
JOANNE CURRY
SHERIOLYN CURRY
ERIKA DARBY
JOY DARDEN
LISA DAVIS
CLARISSA DAVIS-RAGLAND
BOBBIE DAWSON-HOOKS
EULA DEAN

VANESSA DIGGS
HARRIET DOOLITTLE
TONETTE ECHOLS
AVA EVANS
JACQUELINE FAIN
MIKO FISHER
JOI FLETCHER
KAREN FLETCHER
APRIL FULLER
KIRA GATEWOOD
SHAWN GEAR
CARLA GENTLES
JULIE GILL
QUINCY GILLESPIE
NATALIE GOODE
LYNDA GORDON
CORENTHIEL GREEN
LINDA GROOMES
MICHELE HALYARD
MARLENE HANNSBERRY
BRENDA HANSERD
ANDREA HARDIN
KAREN HARDIN
RACHELLE HARDIN-CHAMBERS
JENNIFER HARPER
LYNNETTE HARRIS-SCOTT
CHEYENNE HEDRINGTON
SONYA HELAIRE
ANN HIGHTOWER
STACEY HILL
COURTNI HIVELY
JANET HOLLOWAY
REGINA HOLMES
JACKIE HUNTER
CIERA JACKSON
KENNESHIA JACKSON
KIM JAMES
DANA JAMISON
JENNIFER JASPER
SANDRA JENKINS
ANGELA JOHNSON
GEORGIA JOHNSON
CHRISTEL JONES
JEWEL JONES

VICTORIA JONES
TAMERA JORDAN
ROSALYN KEITH
MARY KING
SHARI KIRSHNER
LOTTIE LECIAN
MASSIEL LEWIS
TRACY LEWIS
KONYA LINDSEY
JOCELYN LOUIS
W. RUTH LOUIS
THELMA LOVETTE MORRIS
TERESA MALCOLM
DESHEANIA MARTIN
MONIQUE MASON-BURRELL
SHANITA MATTHEWS
ERYNN MAY
SHIRLEY MAYS
PETRA MCCRAW
SHARON MCDONALD
CHANDA MCDONALD BRYANT
SHERRY MCFADDEN
J'LYNN MCRAE
TONYA MOORER
ANGELA MULLINS
JANICE NOLEN
ANISHA ODEN
LISA OLIVER
JANET PARKER
BEULAH PERRAULT-LEWIS
VERNITA PETTY
SONYA PIERCE-JOHNSON
RENE PILOT
TERRI PINA
TALECIA RICHARDSON
SHALISHA RIGSBEE
SONYA ROBINSON
JOYCE ROSETTE
NAKETA ROSS
JEYSHA RUSSELL
NATALEE SANSONE
KANISHA SAUNDERS
ROMONA SAUNDERS
KRISTY SCOTT

CECI SHELL
JOAN SHERWOOD
CANDACE SHIELDS
ROCHONNE SIMMONS
JACQUELINE SMITH
MARTHA STEWART
GRACE STRAUTHER
TAMARA SUMLER
VERNOLA SUMNER
ALLISON SWANSON
LAVERN TARKIGNTON
SHANNON TOLBERT
TEMITOPE "TEMI" TORIOLA
ALISE TOWNSEND
ERIKA TOWNSEND
BARBARA TROTTER
TISHA TROUTMAN
BETTY VEREEN
CAROL WALDRON
WHITNEY WALKER
NIA WARE
KAREN WATKINS-BRYANT
CAMILLA WESTENBERG
ERIKA WESTENBERG
KARA WHITE
LAVERNE WHITE
BARBARA WHYE
AEISHA WILLIAMS
CRYSTAL WILLIAMS
GRETCHEN WILLIAMS
HAZEL WILLIAMS
JOHNETTE WILLIAMS
KAMARIA WILLIAMS
TRACIE WILLIAMS
TRAYCE WILLIAMS
AMAYA WILLRICH
PENNY WILLRICH
CONNIE WILSON
GENEVA WILSON
LATRICIA WOODS
GLORIA YOUNG
PHELISHA YOUNG

FOUNDATION

ANNUAL REPORT

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