



ANNUAL REPORT

— 2023 —

Phoenix AKARAMA Foundation



phxakarama.org

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DIRECTORS



Mrs. Shawn E. Gear
President



Ms. Angela Johnson
First Vice-President
(Programming)



Mrs. Sherry McFadden
Second Vice-President
(Operations)



Ms. Desheania Martin
Secretary



Ms. Lisa Davis
Treasurer



Mrs. Kamaria Williams
Financial Secretary



Dr. Eula Saxon Dean
Immediate Past President



Dr. LaVern Tarkington
Consultant



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



Mrs. Michelle Coro
Scholarship Chair



Mrs. Jeni Williams
Fashionetta Chair

PRESIDENT'S REPORT

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 expand the amount of community participation in our programs as well as increase the financial support we receive from the public. The financial support received from the public is paramount.

For 2023, it is my pleasure to report that 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. We contributed community service hours touching the lives of children, students and families with our community service projects and scholarships, by successfully doing common things in uncommon ways.

The **Black, Brown and College Bound Boot Camp** was held in-person at Arizona State University. Designed to introduce high school and transfer students to higher education opportunities, the presentations and workshops focused on college and careers, what to expect after high school graduation, financial/FAFSA education and paying for college, self-care, and pathways to gainful employment. The impactful presentations and information reached more than 350 participants. The annual **Historically Black College and University (HBCU) Fair** was an outstanding success. We served over 600 high school students and their advisors from around the valley in attendance, and the return in-person created a wait list of schools and students.

The Phoenix AKARAMA Foundation completed its 30th year of service to the Phoenix community, knowing that we were accomplishing our mission and vision.

On behalf of the Board of Directors, we want to thank the foundation for the opportunity to serve this past year. It has been my personal pleasure and honor to serve my community in this capacity. We have taken great pride in making a special effort to review and update the bylaws as well as update the media material to share with our donors. The Phoenix AKARAMA Foundation will be in good hands with its new leadership and will continue to dedicate itself to the mission of funding educational opportunities, empowering the community and serving the needs of the Phoenix metropolitan community.

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

FOUNDATION PROFILE



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, Alpha Kappa Alpha Sorority, Incorporated®, the Phoenix AKARAMA Foundation has established itself as a leading voice of influence in the greater Phoenix area.

The foundation is engaging in several community programs that support the mission, 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 is held annually on the first Saturday of December, and funds raised help support the service programs and scholarships awarded during the year.

Historically Black College and University (HBCU) Fair – a one-day event held in September, that is designed to expose 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.

Childhood Hunger Initiative – providing weekend and holiday meals to under-served families.

Youth Leadership Institute – a youth-led leadership development program designed to empower and engage 11-13-year-olds.

Supporting Women Entrepreneurs – providing opportunities to support, celebrate, enhance and empower women-owned businesses, and providing greater revenue-generating opportunities.

Tree Planting, Waste Reduction and Recycling – in partnership with local organizations, the foundation is providing environmental resources and support, adopting area streets and holding shredding and electronic recycling days.

PROGRAMMING

The Phoenix AKARAMA Foundation's reach into the greater Phoenix area continues to expand, allowing event organizers to create virtual components that reached more individuals in need.

350+ MEALS FOR CHILDREN CHILDHOOD HUNGER INITIATIVE POWER PACK

CHIPP provides weekend and holiday meals for children within local communities and is targeted to be Alpha Kappa Alpha's most ambitious childhood hunger program to date.



\$100K 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.



100+ SUSTAINABILITY INITIATIVES

ENVIRONMENTAL AWARENESS

Year-round campaigns to plant trees, street clean-ups, recycling and carpooling that help create an overall more sustainable Arizona.



PROGRAMMING



\$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.



STUDENT DEVELOPMENT DEVELOPING THE NEXT GENERATION OF LEADERS

The Youth Leadership Institute is creating pathways to leadership development for 11-13-year-olds and opportunities for personal growth and development.

600+ 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 to the HBCU Endowment Initiative.



FASHIONETTA®

REPORT

EVENT HIGHLIGHTS

We were excited to be back in person, **Fashionetta® 2023: Back with Brilliance**, was held at the J.W. Marriott Desert Ridge. In addition to the fashions provided by Mario B and Runway Elites, the event also featured a silent auction by Pacific Auction Company, a raffle with gifts from black owned businesses and the experience of Boutique Shopping during designated shopping hours.

- **Diamond Sponsor:** Adair Family Foundation
- **Gold Sponsors:** 1st Place Tutoring, Comfort Keepers, Greater Phoenix Urban League Board of Directors, Integrity Roofing, Mahogany Xan Communications, Mitrikos Group, LLC, Modern Acupuncture Gilbert, Tez Adams State Farm Insurance Agency, Tony & Florence Franklin
- **Table Sponsors:** Dr. Edmond & Gloria Baker, The Gentles Agency, Dr. Camilla & Erica Westenberg
- **Advertisers:** Tetonia Blossom, Charli Clips, Iris Lash Peterson, HBCU All Star Game, National Quarterback Club Hall of Fame, Echols Riley Wealth Management, Arizona Humane Society, Darriah Naturals Salon, Reyone International, Owen Law Firm, Red Level Entertainment, Nikki Ironwood, LLC, First Institutional Baptist Church, Dr. Wooten, Regarding You, My Blissful Craft, Ai Melanin, Licensed Connections, LLC, Realtor Cynthia Brown, Black Globe International, LLC, Joe Petty, BLK Tax Services, Greater Phoenix Urban League, Women's Health Coalition of Arizona, Achieving My Purpose Board of Directors, Southminster Presbyterian Church, Gilette Art Studio, Wellness by Joyce and New Vision Behavioral Health and Wellness, LLC.

KEY COMMITTEE LEADS

- Jeni Williams - Chairman
- Rochonne Simmons - Co-Chairman
- Maiya Cheeks - Chairman, Vendors Sub-Committee
- Tonette Echols - Chairman, Budget & Finance Sub-Committee
- Michelle Halyard - Chairman, Hostesses
- Cheyenne Hedrington - Chairman, Raffle & Auction Sub-Committees
- Tracy Lewis - Chairman, Event Production & Digital Advertisements Sub-Committees

FASHIONETTA®

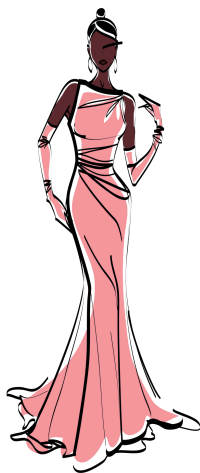
REPORT

BUDGET REPORT

INCOME

LINE ITEM	ACTUAL
Auction House	\$16,255.00
Assessments	\$10,013.00
Champagne Sales	\$4,000.00
Digital Advertisements	\$4,000.00
Donations	\$2,982.00
Matching Gifts	\$2,987.20
Raffle Tickets	\$7,237.00
Sponsorship	\$30,000.00
Table Sponsors	\$6,750.00
Ticket Sales	\$133,750.00
Vendors	\$6,975.00

ACTUAL INCOME	\$225,749.20
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EXPENSES

LINE ITEM	ACTUAL
Auction House	\$11,820.00
Audio/Visual	\$45,833.39
Champagne	\$4,000.00
Contingency	\$2,054.68
Decorations	\$2,2207.84
DJ	\$625.00
Hotel	\$66,598.75
Logo Design	\$500.00
Master/Mistress	\$500.00
Ceremonies Gifts	
Modeling Agency	\$16,677.30
Parking	\$5,966.21
Photographer	\$500.00
Printing	\$1,090.00
Raffle	\$529.31
Service fees	\$500.00
Vendor/Model	\$405.63
Refreshments	
Videographer	\$4,000.00

ACTUAL EXPENSES	\$161,808.11
NET PROFIT	\$61,941.09

SCHOLARSHIP REPORT

The charge of the Scholarship Committee is to oversee the annual scholarship and to ensure the timely and fair disposition of scholarship funds. The committee is charged with publicizing and soliciting applications and making decisions based on the applicants' responses. It is also the responsibility of the committee to distribute the scholarship(s) and follow up with recipient(s) to ensure the scholarship(s) awarded is received.

A total of \$20,000 in AKARAMA scholarship funds are in the process of being awarded to the 2023 recipients at the luncheon on May 20, 2023. As a follow-up to the awards, budgeted funds of \$500 will be used for care packages mailed to students at their respective college addresses by the sub-committee.

RECIPIENT	AWARD AMOUNT	UNIVERSITY
Kennedy Johnson	\$3,500	Spelman College
Ashley Maddox	\$3,500	Arizona State University
Naedia Williams	\$3,000	Spelman College
Hope Helaire	\$2,500	Arizona State University
Sasha Murray	\$2,500	Howard University
Makayla Carroll	\$2,000	Howard University
Micah Akers	\$2,000	Grand Canyon University
Tajea Leach	\$1,000	Arizona State University

FINANCIAL STATEMENT

Total Funds Available January 1, 2023

\$341,649

INCOME

Fashionetta	\$229, 937
Gila River/City of Phoenix	\$103,567
General Donations	\$6,567
Restricted Funds	\$3,600
Charity Charm Fundraiser	\$1,375
Other	\$412

Total Income **\$345,474**

EXPENSES

Fashionetta®	\$182,173
STEM Camp	\$62,684
Scholarships	\$18,021
HBCU Fair	\$5,744
Operations	\$4,794
Educational Advancement Fund	\$3,000
Other	\$1,301
Community Contributions	\$1,050

Total Expenses **\$278,769**

CHECKING BALANCE AS OF DECEMBER 31, 2023	\$408,324
SAVINGS BALANCE AS OF DECEMBER 31, 2023	\$32,564
TOTAL FUNDS AVAILABLE AS OF DECEMBER 31, 2023	\$440,888

FOUNDATION SUPPORT TO DBO

EXPENSES

EAF CONTRIBUTION	\$1,900.00	
SOCIAL JUSTICE	\$500.00	
LOCAL COMMUNITY		
1. #CAP	\$2,000.00	
2. Kids Computer Kamp	\$1,500.00	
3. HBCU 4 Life	\$250.00	
4. HBCU College Fair	\$3,900.00	
TOTAL EDUCATIONAL ENRICHMENT		\$7,650.00

SCHOLARSHIPS

1. Awards	\$20,000.00	
2. Meals @ \$60.00 each	\$1,800.00	
3. Donor Families	\$1,600.00	
4. Expenses	\$500.00	
TOTAL SCHOLARSHIPS		\$23,900.00

ADS	\$1,000.00	
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CONTRIBUTIONS

1. Urban League	\$200.00	
2. NAACP	\$300.00	
TOTAL CONTRIBUTIONS		\$500.00

CONTINGENCY	\$600.00	
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TOTAL 2023 PHOENIX AKARAMA FOUNDATION GRANT	\$36,050.00
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GOALS

20%
**CAPACITY
INCREASE**

PUBLIC RELATIONS AND MARKETING

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

2
**NEW
PARTNERSHIPS**

NETWORKING AND COLLABORATION

Develop partnerships and collaborations 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, creating new development programs and activities, and continuing to expand 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 creating a recruiting campaign to attract new members and new fundraising opportunities.

SUPPORTERS

The work of the Phoenix AKARAMA Foundation could not happen without the **support of our community partners and supporters.**

Alpha Kappa Alpha Sorority, Incorporated® - Delta Beta Omega Chapter

Alpha Kappa Alpha Sorority, Incorporated® - Zeta Alpha Chapter

Arizona Community Foundation

Arizona State University

Bra Recyclers

Coalition of Blacks Against Breast Cancer

Coalition of Blacks Against Cancer

City of Phoenix, Arizona

College Depot, Phoenix Public Library

Community Outreach & Enrollment Development at Mesa Community College

Gila River Indian Community Grant

Helios Educational Foundation

Links, Phoenix Chapter

Leadership Consortium

Maricopa County Branch NAACP

Maricopa Community College Districts

My Brother's Keeper, Phoenix

Phoenix College

South Mountain Community College

South Pointe Elementary School

Top Ladies of Distinction, Incorporated

MEMBERSHIP

The work of the Phoenix AKARAMA Foundation could not happen without the **support of our foundation members** and their generous contributions.

MICHELLE ADAIR
JANET ADAMS
DOLORES ADKINS
AMBER ANDREWS
KAREN ATKINSON
MARIE AUSBERRY
JULIE AYO-MAY
MARIA BAILEY BENSON
GLORIA BAKER
DANETTE BARTON
TETONIA BLOSSOM
CARLA BOATNER
CHESLA BOATNER
CHERIE BOND
LAUREN BONNER
JEAN BOOKER
ERIKA BRANTLEY
ALEAN BROWN
KEELY BROWN
LILLIE BROWN
CHANDA BRYANT
TARA BUIE
DIANE CAMERON WILLIS
CANDYCE CAMPBELL
DANIELLE CAMPBELL
KRISTEN CAMPBELL
NATALEE CAMPBELL
JANENE CANADA
MAIYA CHEEKS
COURTNI CLAY
DELORES CLEMONS
TRUVAE COLEMAN
MICHELLE CORO
DEBORAH COTTON
MELISSA COX
JOANNE CURRY
SHERIOLYN CURRY
ERIKA DARBY
JOY DARDEN
LISA DAVIS
CLARISSA DAVIS-RAGLAND
BOBBIE DAWSON-HOOKS
EULA DEAN
CHAROLETTE DENSON
CIERA EARLEY
TONETTE ECHOLS
CONSTANCE ESCOBAR

JACQUELINE FAIN
MIKO FISHER
KAREN FLETCHER
JOI FLETCHER
FLORENCE FRANKLIN
EVE-LYNN GARNETT
KIRA GATEWOOD
SHAWN GEAR
CARLA GENTLES
CARLA GIBSON
JULIE GILL
QUINCY GILLESPIE
NATALIE GOODE
LYNDA GORDON
CORENTHIEL GREENE
LINDA GROOMES
MICHELE HALYARD
MARLENE HANNSBERRY
BRENDA HANSERD
ANDREA HARDIN
CARNELLA HARDIN
KAREN HARDIN
RACHELLE HARDIN-CHAMBERS
JENNIFER HARPER
LYNNETTE HARRIS-SCOTT
CHEYENNE HEDRINGTON
SONYA HELAIRE
JANET HOLLOWAY
REGINA HOLMES
TALEI HORNBACK
AMAYA HOUSTON
JACKIE HUNTER
KENNESHIA JACKSON
JOYCE JAMERSON
KIM JAMES
DANA JAMISON
JENNIFER JASPER
SANDRA JENKINS
ANGELA JOHNSON
ARDYCE JOHNSON
GEORGIA JOHNSON
JEWEL JONES
VICTORIA JONES
TAMERA JORDAN
CLARA KEAL
ROSALYN KEITH

SHARI KIRSHNER
LOTTIE LECIAN
ROSALYN LENOIR
TRACY LEWIS
KONYA LINDSEY
W. RUTH LOUIS
JOYCELYN LOUIS
TERESA MALCOLM
CHANTE MARTIN
DESHEANIA MARTIN
MONIQUE MASON-BURRELL
ERYNN MAY
PETRA MCCRAW
SHERRY MCFADDEN
MICHELLE MILLER
TONYA MOORER
ANGELA MULLINS
JANICE NOLEN
ONQUANETTE
NOWLES-PIERCE
ANISHA ODEN
LISA OLIVER
JANET PARKER
VERNITA PETTY
SONYA PIERCE-JOHNSON
TERRI PINA
CESLEY REYNOLDS
ALYSSA ROBILLARD
JOYCE ROSETTE
KANISHA SAUNDERS
ROMONA SAUNDERS
KRISTY SCOTT
DEENA SELLERS
JOAN SHERWOOD
ROCHONNE SIMMONS
JACQUELINE SMITH-BURNS
INEZ STAPLES
MARTHA STEWART
GRACE STRAUTHER
TAMARA SUMLER
LORA SUMMERS-FRANKLIN
VERNOLA SUMNER
ALLISON SWANSON
LAVERN TARKINGTON
SHANNON TOLBERT
ERIKA TOWNSEND
TISHA TROUTMAN

CAROL WALDRON
WHITNEY WALKER
NIA WARE
KAREN WATKINS-BRYANT
LARHONDA WELLS
CAMILLA WESTENBERG
ERICA WESTENBERG
KARA WHITE
LAVERNE WHITE
BARBARA WHY
AEISHA WILLIAMS
GRETCHEN WILLIAMS
JACYNA WILLIAMS
JENI WILLIAMS
KAMARIA WILLIAMS
TRAYCE WILLIAMS
PENNY WILLRICH
LATRICIA WOODS
ALICIA WRIGHT
PHELEISHA YOUNG



ANNUAL REPORT

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The Phoenix AKARAMA Foundation

Post Office Box 64971
Phoenix, Arizona 85082

877-252-1908
technology@phxakarama.org
finance@phxakarama.org

The AKARAMA Foundation does not discriminate in its educational service programs or activities on the basis of race, color, national or ethnic origin, ancestry, age, religion or religious creed, disability or handicap, sex or gender (including pregnancy, sexual harassment and other sexual misconduct including acts of sexual violence such as rape, sexual assault, sexual exploitation and coercion), gender identity and/or expression (including a transgender identity), sexual orientation, military or veteran status, genetic information, or any other characteristic protected under applicable federal, state or local law. Retaliation is also prohibited. **The AKARAMA Foundation** will comply with state and federal laws such as M.G.L. c. 151B, Title IX, Title VI and Title VII of the Civil Rights Act, the Americans with Disabilities Act, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination in Employment Act, and other similar laws that prohibit discrimination.