

THE PHOENIX
AKARAMA FOUNDATION

2022 ANNUAL REPORT

Mrs. Shawn E. Gear - President

phxakarama.org



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(Programming)



Ms. Sherry McFadden
Second Vice-President
(Operations)



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Ms. Desheania Martin
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Mrs. Tonette Echols
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Mrs. Carla Gentles
Member-at-Large



Mrs. Tracy Lewis
Member-at-Large



Mrs. Vernita Petty
Member-at-Large



Dr. LaVern Tarkington
Consultant



Mrs. Jeni Williams
Fashionetta Chair



Mrs. Michelle Coro
Scholarship Chair

PRESIDENT'S REPORT

The **Phoenix AKARAMA 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 2022, it is my pleasure to report that during the decrease of the 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.

We contributed community service hours both virtually and in person; 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 virtually. 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 about 100 participants, and we look forward to returning in-person in 2023. The annual **Historically Black College and University (HBCU) Fair** was an outstanding success. We served over 500 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 29th 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 Foundation touched thousands of lives in 2022 with programming that impacted health, wellness, global and local socio-economic issues, education and scholarship.



500+ PARTICIPANTS HEALTH AND WELLNESS PROGRAMMING

From heart health to summer hydration and breast cancer awareness, the foundation hosted informative sessions, workshops and a series of videos surrounding health and wellness.

- **Pink Goes Red for Heart Health** – featuring board certified cardiologists and healthy exercise options.
- **Summer Hydration Video Series** – featuring tips for staying hydrated in Arizona
- **Breast Cancer Awareness** – hosted in partnership with the Zeta Alpha Chapter of Alpha Kappa Alpha Sorority, Incorporated at Arizona State University and the Coalition of Blacks Against Breast Cancer, attendees learned about life saving measures against the deadly disease.



1,000+ DONATIONS TO LOCAL AND GLOBAL IMPACT ORGANIZATIONS

Foundation members made impacts in tangible ways with donations to local and global organizations:

- More than 200 bras donated to **The Bra Recyclers**
- Nearly 600 pairs of shoes donated to **Soles4Souls**
- Nearly 200 eyeglasses donated to the **Lions Club**
- Nearly 100 dresses and shirts made for **children in Africa**

100+ PARTICIPANTS EDUCATION AND TRAINING FOR THE FUTURE

The foundation hosted a virtual Black, Brown and College Bound Boot Camp for students in high school and community college, with a focus of providing information about the college admission process, financial aid, degrees of the future and information for parents.



700+ PARTICIPANTS HISTORICALLY BLACK COLLEGE AND UNIVERSITY FAIR

Returning to an in-person setting, the annual HBCU Fair saw record attendance, following two-years of a virtual event, with a school and student waiting list. The event included six student-focused workshop and one parent workshop, along with more than two dozen HBCU and educational outreach tables, providing information to future college students and families.



SUPPORT OF THE ARTS OPPORTUNITIES TO LEARN ABOUT PAINTING AND MUSIC

Despite the challenges of the pandemic, events were held for children and youth to learn about the arts, including painting and music, with interactive virtual activities.



FASHIONETTA REPORT

INCOME

LINE ITEM	ESTIMATED	LINE ITEM	ACTUAL
Sponsors	\$10,000	Sponsors	\$7,500
Pink & Green Captain	\$1,500	Pink & Green Captain	\$1,500
Digital Ads	\$1,000	Digital Ads	\$1,653
Donations (Give Lively)	\$500	Donations (Give Lively)	\$1,359
Auction House Income	\$7,000	Auction House Income	\$50,578
Ticket Sales	\$1,500	Ticket Sales	\$19,725
Matching Gift		Matching Gift	\$3,934

ESTIMATED INCOME \$21,500

ACTUAL INCOME \$86,258

EXPENSES

LINE ITEM	ESTIMATED	LINE ITEM	ACTUAL
Virtual Production	\$5,000	Virtual Production	\$5,000
Fashion Company	\$5,000	Fashion Company	\$14,700
Art Design	\$500	Art Design	\$500
Auction House	\$5,000	Auction House	\$31,004

ESTIMATED EXPENSES \$15,500

ACTUAL EXPENSES \$51,204

ESTIMATED NET PROFIT\$37,000

ACTUAL NET PROFIT \$35,054

SCHOLARSHIP REPORT

A total of \$21,500 in scholarship funds were awarded in 2022. Four of the recipients are attending a Historically Black College or University. In addition, care packages were sent to each of the students. Congratulations to each of the 2022 recipients.

The Scholarship Committee is committed to overseeing the annual scholarship distribution from the Phoenix AKARAMA Foundation in a fair and timely manner and in accordance with all federal and state laws and 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.

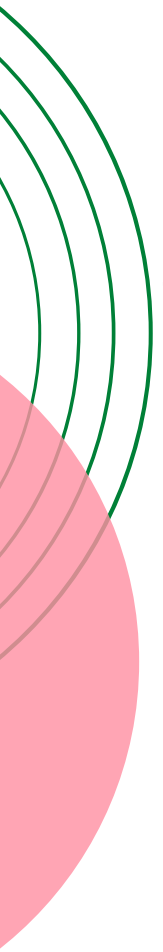
RECIPIENT	AMOUNT AWARDED	ATTENDING
Donasia Akins	\$2,000	Howard University
Karasi Colter	\$2,500	UNC Chapel Hill
Renaja Engermann	\$1,000	Northwestern Oklahoma State
Imani Fair	\$500	Gateway Community College
Milan Harris	\$3,500	Alabama State University
Briana Jemerson	\$2,500	Grand Canyon University
Amani Johnson	\$1,000	Tennessee State University
Emiya Stringfellow	\$2,000	University of Arizona
Jordan Wiley	\$3,500	University of Southern California
Sorraya Wright	\$2,000	University of New Mexico
Kendal Young	\$500	Spelman College
Victoria Young	\$500	Grand Canyon University

FINANCIAL STATEMENT

Total Funds Available January 1, 2022

\$360,432

INCOME



Fashionetta	\$74,805
General Donations	\$14,751
Restricted Funds	\$2,500
Charity Charm Fundraiser	\$1,877
Total Income	\$93,933

EXPENSES

Fashionetta	\$41,232
Scholarships	\$25,839
STEM Camp	\$19,514
Fundraising	\$7,800
HBCU Fair	\$5,295
Operations	\$4,037
Computer Camp/College Prep	\$3,000
Community Contributions	\$2,500
Educational Advancement Fund	\$2,400
Other	\$1,130
Total Expenses	\$112,747

CHECKING BALANCE AS OF DECEMBER 31, 2022	\$341,619
SAVINGS BALANCE AS OF DECEMBER 31, 2022	\$32,561
TOTAL FUNDS AVAILABLE AS OF DECEMBER 31, 2022	\$374,180

FOUNDATION SUPPORT

EXPENSES

A. Arts	\$600
B. EAF Contribution	\$1,900
C. HBCU Call to Action	
• #CAP	\$2,000
• Kids Computer Camp	\$1,500
• HBCU 4 Life	\$250
• Think HBCU-HBCU College Fair	\$3,900
TOTAL EDUCATIONAL ENRICHMENT	\$7,650
D. Building Economic Legacy	\$1,200
E. Global Impact	\$100
F. Connections	\$1,050
G. Women's Health/Wellness	\$1,000
H. MLK Day of Service	\$50
I. Scholarships	
• Awards	\$20,000
• Meals (2 guests + recipients @ \$60)	\$1,800
• Donor Families	\$1,600
• Expenses (postage/programs)	\$500
TOTAL SCHOLARSHIPS	\$23,900
J. Ads	\$1,000
K. Contributions	
• Urban League	\$200
• NAACP	\$300
TOTAL CONTRIBUTIONS	\$500
L. Contingency	\$600

**TOTAL 2022 PHOENIX AKARAMA
FOUNDATION GRANT**

\$39,550



GOALS

As part of the on-going effort to expand and grow the Phoenix AKARAMA Foundation, the following goals and objectives have been established for 2023 and beyond.

NETWORKING AND COLLABORATION

- Develop partnerships, collaborations and communications with other agencies that have similar programming opportunities in order to maximize community involvement
- Investigate forming or expanding partnerships with other organizations that provide similar services
- Maximize networking among other community organizations

PUBLIC RELATIONS AND MARKETING

- Establish an ongoing evaluation process for all programs to assess program results, quality of services and our ability to address the changing needs of the community
- Hold a Board retreat to plan for future needs and assess capabilities
- Review strategic plan and make changes as needed
- Assess changing community environment
- Establish and maintain protocols for data collections, data entry, and outcome evaluation
- Build public awareness of the Phoenix AKARAMA Foundation, Inc., in the community through increased media coverage of activities
- Update marketing collateral

GOALS

- Continue support of Computer Camp
- Increase youth development program activities South Mountain area
- Increase youth development program activities through partnership with other organizations

PROGRAM DEVELOPMENT AND CAPACITY

- Develop and maintain an effective, active, and informed directors whose governance and support help achieve the Foundation's mission
- Membership
- Review the recruitment plan to attract new board members
- Develop a board orientation and ongoing training program

BOARD OF DIRECTORS AND MEMBERSHIP

- Pursue additional funding from grant opportunities
- Seek grant writer to prepare grant applications

FUNDRAISING

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 Fund

Links, Phoenix Chapter

Lions Club International

Leadership Consortium

Maricopa Community College Districts

My Brother's Keeper, Phoenix

Phoenix College

Soles4Souls

South Mountain Community College

Top Ladies of Distinction, Phoenix Chapter

MEMBER SHIP

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

MICHELLE ADAIR
JANET ADAMS
DOLORES ADKINS
KAREN ALLEN
KAREN ATKINSON
MARIE AUSBERRY
JULIE AYO-MAY
MARIA BAILEY BENSON
MONICA BAIRD
GLORIA BAKER
DANETTE BARTON
TETONIA BLOSSOM
CARLA BOATNER
CHESLA BOATNER
CHERIE BOND
LAUREN BONNER
JEAN BOOKER
ERIKA BRANTLEY
TRACEY BROWN
ALEAN BROWN
LILLIE BROWN
KEELY BROWN
TARA BUIE
DIANE CAMERON WILLIS
CANDYCE CAMPBELL
JANENE CANADA
MAIYA CHEEKS
COURTNI CLAY
DELORES CLEMONS
ISHA COGBORN
SYLVIA COOK
MICHELLE CORO
DEBORAH COTTON
EBONI COTTON
ERICA COTTON- LEONARD
WENDY COUNCIL
MELISSA COX
LISA CRITE
JOANNE CURRY
SHERIOLYN CURRY
ERIKA DARBY
JOY DARDEN
LISA DAVIS
CLARISSA DAVIS-RAGLAND
BOBBIE DAWSON-HOOKS
EULA DEAN
CHAROLETTE DENSON

VANESSA DIGGS
TALIAH EAST
TONETTE ECHOLS
AVA EVANS
JACQUELINE FAIN
MIKO FISHER
KAREN FLETCHER
JOI FLETCHER
FLORENCE FRANKLIN
APRIL FULLER
EVE-LYNN GARNETT
KIRA GATEWOOD
SHAWN GEAR
CARLA GENTLES
JULIE GILL
QUINCY GILLESPIE
NATALIE GOODE
CORENTHIEL GREENE
LINDA GROOMES
MICHELE HALYARD
MARLENE HANNSBERRY
BRENDA HANSERD
ANDREA HARDIN
KAREN HARDIN
RACHELLE HARDIN-
CHAMBERS
JENNIFER HARPER
LYNNETTE HARRIS-SCOTT
JASMINE HAWTHORNE
CHEYENNE HEDRINGTON
SONYA HELAIRE
ANN HIGHTOWER
JANET HOLLOWAY
REGINA HOLMES
AMAYA HOUSTON
JACKIE HUNTER
CIERA JACKSON
KENNESHIA JACKSON
KIM JAMES
DANA JAMISON
JENNIFER JASPER
SANDRA JENKINS
ANGELA JOHNSON
GEORGIA JOHNSON
JEWEL JONES
CHRISTLE JONES
VICTORIA JONES

VICTORIA JONES
TAMERA JORDAN
CLARA KEAL
ROSALYN KEITH
SHARI KIRSHNER
LOTTIE LECIAN
TRACY LEWIS
MASSIEL LEWIS
KONYA LINDSEY
W. RUTH LOUIS
JOYCELYN LOUIS
TERESA MALCOLM
DESHEANIA MARTIN
MONIQUE MASON-BURRELL
SHANITA MATTHEWS
ERYNN MAY
PETRA MCCRAW
CHANDA MCDONALD
BRYANT
SHERRY MCFADDEN
JLYNN MCRAE
MICHELLE MILLER
CHANTE MITCHELL
JALA MOORE
TONYA MOORER
ANGELA MULLINS
JANICE NOLEN
ANISHA ODEN
LISA OLIVER
JANET PARKER
VERNITA PETTY
KATHRYN PIERCE
SONYA PIERCE-JOHNSON
TERRI PINA
SONYA ROBINSON
JOYCE ROSETTE
KEYSHA RUSSELL
NATALEE SANSONE
KANISHA SAUNDERS
ROMONA SAUNDERS

KRISTY SCOTT
CECI SHELL
JOAN SHERWOOD
ROCHONNE SIMMONS
JACQUELINE SMITH
MARTHA STEWART
GRACE STRAUTHER
TAMARA SUMLER
VERNOLA SUMNER
ALLISON SWANSON
LAVERN TARKINGTON
IMAN TAYLOR
SHANNON TOLBERT
ERIKA TOWNSEND
BARBARA TROTTER
TISHA TROUTMAN
CAROL WALDRON
WHITNEY WALKER
NIA WARE
KAREN WATKINS-BRYANT
CAMILLA WESTENBERG
ERICA WESTENBERG
KARA WHITE
LAVERNE WHITE
BARBARA WHY
KAMARIA WILLIAMS
GRETCHEN WILLIAMS
TRAYCE WILLIAMS
HAZEL WILLIAMS
AEISHA WILLIAMS
JENI WILLIAMS
PENNY WILLRICH
GENEVA WILSON
CONNIE WILSON
JANELLE WOOD
LATRICIA WOODS
ALICIA WRIGHT
PHELEISHA YOUNG

THE PHOENIX AKARAMA FOUNDATION **2022 ANNUAL REPORT**

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