

# Harlem Educational Activities Fund

**Annual Report Fiscal Year 2021** 



# Our Mission

HEAF changes the lives of young people from underserved communities beginning in middle school and continuing in college and beyond through a youth development approach that includes rigorous year-round academic enrichment, social and cultural exposure and constant individual attention.



# Reflecting on HEAF's 2021 Fiscal Year July 1, 2020 – June 30, 2021

Dear HEAF Community,

The 2020-2021 academic year was, in so many ways, a very challenging year for HEAF's students, their families, our teachers and staff. For example, in learning remotely, students often experienced unreliable internet access, inconvenient learning spaces, and a lack of classroom interrelationships; likewise, teachers expressed concern that because students' cameras were often unavailable or off, it was unclear whether their students were actively engaged in learning. Despite these enormous challenges, HEAF's dedicated teachers and staff continued to provide caring and supportive learning environments where students' interests, intellectual curiosity, creativity and kindness are valued.

HEAF doubled down in the throes of the pandemic to ensure that our students continued to benefit from academic enrichment, personal development, college and career exposure and ongoing support. We quickly moved forward with a remote Summer Quest not only for rising 6th through 9th graders, as in the past, but we added summer programming for our rising 10th through 12th graders as well to provide personal connections, bridge gaps caused by end-of-year pandemic disruptions, and to ensure success at the start of the upcoming school year. And, recognizing the impact of not interacting face to face, cancellation of internships and other key activities, we introduced Industry Immersion in partnership with our corporate supporters and individual volunteers to continue exposing students to careers, role models and mentors.

In retrospect, Summer 2020 through Spring 2021 taught us all to be nimble, to find unexpected solutions to new problems, and to rise to new challenges. Our students are exceptional; they overcame insurmountable obstacles, greeted each day with grace, grit and determination resulting in the successful outcomes at the end of the school year. We are thrilled that HEAF's staff, volunteers, board members and other supporters all came together to make a positive difference in the lives of our students and their families.

Thank you very much for your ongoing commitment to, and support of, the Harlem Educational Activities Fund which continues to provide opportunities for college and career success for all who enter our doors.

With warmest regards,

Fern Khan

Interim President and CEO

Firm J. Khan

Karla Maloof

Board Chair

## **Our Impact**

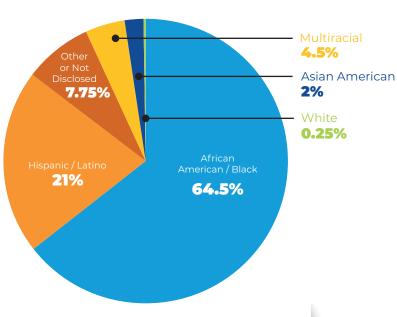
HEAF bridges academic and opportunity gaps for students from underserved communities across New York City. Our goal is to help students get to and through college and into meaningful productive careers.

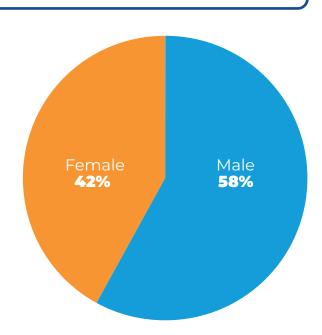
**July 1, 2020 - June 30, 2021 By The Numbers** 

# Students Served:



Harlem – **263** Brooklyn – **132** Oueens – **27** 





100% of HEAF students graduate high school on time

After graduating high school, nearly 100% of HEAF students enroll in four-year colleges

83.3% of HEAF students complete their college degrees In NYC the four-year high school graduation rate is 81.2% according to the NYC Department of Education

Nationwide, 66% of students immediately enroll in college after graduating according to the National Center for Education Statistics

62% of students who start a degree or certificate program finish the program within six years, according to the National Student Clearinghouse

## The HEAF Experience

#### 11-Year Continuum

HEAF offers our students experiential classroom learning, engaging real-world experiences, personalized youth development and counseling support, Specialized High School Acceptance Test (SHSAT) preparation, SAT preparation, college tours, international service-learning opportunities, college search and application support, financial aid application support, and comprehensive career-development opportunities through an 11-year continuum. The fully-funded, 100% tuition-free program is designed to help students from underserved communities bridge academic and opportunity gaps, gain exposure to college and career opportunities and succeed in their endeavors.

#### **High Expectations**

In grades 6-8, middle school students are prepared for admission to NYC's top public high schools through academic enrichment and youth development programs.

#### **College Quest**

Beginning in ninth grade and continuing through 11th grade, HEAF students continue their academic enrichment and personal development, are exposed to college and career experiences, are mentored by success coaches, attend extended overnight college tours, and receive college guidance and support.

#### **Onward**

HEAF students enter Onward in their senior year of high school. Our staff guides our Onward students every step of the way with college applications, securing financial aid and scholarship, and ultimately making college decisions. Once enrolled in college, our College Support Program provides our college students with academic and career resources as well as community support throughout college and into their careers.

#### **Fall/Spring Virtual Classes**

#### High Expectations

- Chess
- Learning for Social Impact
- Poetry
- Sign Language
- Art
- Journalism
- Astrophysics
- Graphic Design
- Coding

#### College Quest

- College Quest Seminar
- Students in Action
- Industry Immersion
- Learning for Social Impact

#### **Onward**

- College Prep Seminar
- Youth Development Seminar
- Student in Action
- Youth Development Interns
- Learning for Social Impact

#### **Summer Quest**

The four-week summer experience, typically for rising 6th – 9th graders, was expanded in summer 2020 to include all students entering grades 6-12. Students study Math, English & Language Arts, and choose from a broad range of experiential and enriching electives.

## **Summer Quest Curriculum High Expectations**

Core Curriculum

- Humanities SHSAT Prep
- HEAF Design (Fashion Club)

Zen it Up

BattleTrak

Youth Development

Electives

- DJing with HEAF

- **Enrichment** Classical Theater of Harlem HEAFer's Fitness Chess
  - Greener Thumb (Virtual Gardening)
  - Shark Tank
  - SHSAT/Test Prep

- Eat Smart (Nutrition/Healthy Cooking)
- Let's Get Lit(erature) (Book Club)

#### **College Quest**

#### Core Curriculum

- Transition to High School (for rising) 9th graders)
- Youth Development

- Industry Immersion (for rising 10th and 11th graders)
- Virtual College Tours
- SAT Prep

#### **Electives**

- HEAF Design (Fashion Club)
- DJing with HEAF

- Zen it Up
- BattleTrak

#### **Onward**

#### Core Curriculum

- 12th Grade Seminar Transition To College Series
  - Let's Get Organized!
  - A Whole New World! Networking
  - Your Mind Is Your Temple
  - Your Failures Can Produce Your Greatest Successes!
- SAT Prep
- Virtual College Tours
- Youth Development Seminar



Spotlight on Petiri Reed **HFAF Volunteer** 

Petiri serves on HEAF's Associate Board, and has volunteered with our students for more than three years. A colleague at Bloomberg invited Petiri to attend a HEAF Open House to learn more about volunteer opportunities and he has been committed to HEAF and its students. ever since.

## **Spotlight on Shark Tank**

HEAF Corporate Partner Houlihan Lokey collaborated with HEAF to launch HEAF to launch and run our own version of the entrepreneurial competition "Shark Tank," an integral component of Summer Quest for rising 7th graders. Students explore ideas for new ventures, develop a project plan and present their pitch to a panel of investment bankers.

HEAF Leadership Council Chair and Houlihan Lokey Director Robert J. Losquadro reflects on the impact of HEAF Summer Quest Shark Tank:

"HEAF's Shark Tank class teaches creativity, entrepreneurship and business acumen to its highly driven and curious 7th grade Summer Quest students. The class inspires innovation and real-life problem solving.

Houlihan Lokey has been proud to partner with HEAF on this initiative for more than five years! From the initial class, where a group of our investment bankers meet with students to explain our process for evaluating pitches through the final pitch, working with HEAF's students is a really meaningful experience for our team. We enjoy getting to know the students, helping them develop their concepts and broadening their exposure to careers in finance.

Pitch day is a highlight, whether hosted in our offices or over Zoom (in recent years) the excitement is palpable. I'm always blown away by the confidence and presentation skills of HEAF's 7th grade students. Their ability to present to a room full of senior investment bankers with relative ease is extremely impressive. The students are always very prepared with a detailed presentation and are eager to field questions about their business plan. After each year's pitch day, we often leave the day wanting to hire certain students who leave an extra impression as future finance professionals some day!

At one of the earliest Shark Tank presentations, one group of students pitched a suburban community composed primarily of 3D printed homes. At the time, our group of Shark Tank panelists were impressed by the creativity and overall design of such a project, but questioned the feasibility. A few years later, a colleague read an article in the Wall Street Journal about a 3D-printed home subdivision plan underway. It was an incredible moment as every one of us remembered the original Shark Tank pitch and how it was such an original idea, which was now coming to life!"



Spotlight on
Saint Thomas
Jacques
HEAF Student

"HEAF has helped me come out of my shell to share my ideas and opinions," Saint Thomas said. "The teachers helped by making the class a comfortable space for me to share."

Saint Thomas said he has enjoyed exposure to guest speakers from among HEAF's network of volunteers and supporters. Reflecting on his time so far at HEAF, he said participating in Book Club last summer and learning about food insecurity are two things that have had the biggest impact on him.

## **Spotlight on Industry Immersion**

In Summer 2020, 50 high school sophomores, juniors and seniors were matched with 30+ corporate partners; more than 20 companies assembled volunteers for one-time workshops, mentoring and networking, while 10 companies hosted a 4-week program in collaboration with HEAF.

In May 2020, as we grappled with the impact of the pandemic on our students and families, we knew the sudden shuttering of in-person learning threatened to broaden academic and opportunity gaps we work so hard to bridge for the students HEAF serves.

Recognizing the summer internships our high school students so look forward to were likely being postponed or canceled, we made the decision to expand our Summer Quest – typically for middle school students – to our high school students to keep them engaged and exposed to careers and mentors.

HEAF leaned into the socially-distanced virtual classroom to open doors for students like never before to create an innovative career development program that impacted the students and volunteers equally. With the support of our corporate partners, Industry Immersion was launched to ensure our students were exposed to and excited by careers spanning industries from medicine to entertainment, finance to marketing.

Rather than managing logistics to get students to the offices of corporate partners, or trying to get volunteers to Harlem, Brooklyn and Queens on a workday, we had the chance to bring volunteers into the virtual classroom from the comfort of their own home offices.

The benefit to our students was the opportunity to gain even more exposure to careers and role models, and with volunteers commuting less and isolating more in the first few months of the pandemic, our Industry Immersion program allowed volunteers to forge relationships with our students and each other, and give back in a meaningful way.

Another benefit of the virtual volunteer option was no longer limiting company volunteering to those in the NYC corporate offices, now someone from Jersey City, or Austin, Texas could just as easily participate.

Industry Immersion Partners			
Barclays*	Forbes*	Namely	
BlackRock	Fox	National Basketball Association	Sony
Bloomberg*	Goldman Sachs	Neuberger Berman	Turner
Bleacher Report	Group Nine*	Perella Weinberg Partners *	Warner Media
Casper	HBO	PricewaterhouseCoopers	
Chanel*	HSBC*	Related Companies *	
Chubb	Jeanette Cerami *	Royal Bank of Canada	
Digital Ocean*	KIND Snacks	S&P Global	
Elliott	LinkedIn	Skidmore, Owings & Merrill	

<sup>\*</sup> Summer 2020 Industry Immersion Launch Partners

Industry Immersion continues year-round at HEAF though semester-long classes as well as one-time workshops.

## **Spotlight on College Decision Day**

Each year, HEAF convenes College Decision Day (CDD) — a celebration of hundreds of graduating High School Seniors from twenty like-minded college access programs serving students from the most underserved communities across NYC and the surrounding area. CDD gives our students, their families, friends and college access program teams a chance to celebrate their successes, and their futures.

In 2021 our live remote event featured advice from leaders and influencers including Renée Elise Goldsberry, Michael Strahan, Gary Payton and more! Most of these students are the first in their families to apply to and attend college.

A cohort of seniors from all participating organizations collaborated on a speech about their shared and unique experiences, which was a highlight for all.

"One thing we have in common, as students of the college access programs being celebrated here tonight, is we were not alone in facing our challenges, setting goals, and making decisions.

We were not alone dealing with our concerns -- not just about our own situations but about events taking place in the world around us. Whether in our communities, across the city, nationwide, and even around the world."

-Class of 2021 Senior Speech

We celebrated our students' college decisions on social media and during our virtual event. HEAF is proud to partner with college access programs across NYC and beyond to deliver the celebration our high school seniors deserve. View the 2021 College Decision Day remote program here: https://heaf.org/college-decision-day-2021/



## **HEAF Class of 2021 College Commitments**

Bard College

**CUNY Baruch College** 

CUNY Borough of Manhattan Community College

**CUNY Bronx Community College** 

**CUNY City College of New York** 

CUNY College of Staten Island

**CUNY Hunter College** 

CUNY John Jay College of Criminal Justice

**CUNY Kingsborough Community College** 

**CUNY Lehman College** 

**CUNY Medgar Evers College** 

CUNY New York City College of Technology

**CUNY York College** 

Hampton University

**Howard University** 

New York Institute of Technology

Norfolk State University

Pace University

**Purdue University** 

Saint Francis College

Saint Leo University

Savannah College for Arts and Design

Seton Hall University

SUNY at Albany

SUNY Alfred State College of Technology

SUNY at Buffalo

SUNY Buffalo State College

**SUNY New Paltz** 

SUNY Oswego

SUNY Plattsburgh

SUNY Stony Brook University

Temple University

University of Massachusetts Amherst

University of Scranton

University of Southern Indiana

Wheaton College Massachusetts

#### **Featured CDD 2021 Speakers**







## **Public Recognition for HEAF**







- In February 2021, the month HEAF celebrated its 30th Anniversary, we were selected by corporate partner Morgan Stanley for its "Lights on Broadway" program which broadcasts images, messages and calls to action from nonprofit organizations across its Times Square digital signage. We also had the chance to speak to Morgan Stanley employees about HEAF's impact, and volunteer opportunities.
- In March 2021, HEAF student Angel Gomez was featured in a NY1 segment about NYC public school students returning to in-person learning, and the support he got from HEAF to keep motivated and on top of his studies during the pandemic.
- HEAF's public recognition in 2020 and 2021 caught the attention of young philanthropist Daisy Hampton's charity "Including You" which donated ten laptops to support distance learning for HEAF students in need.

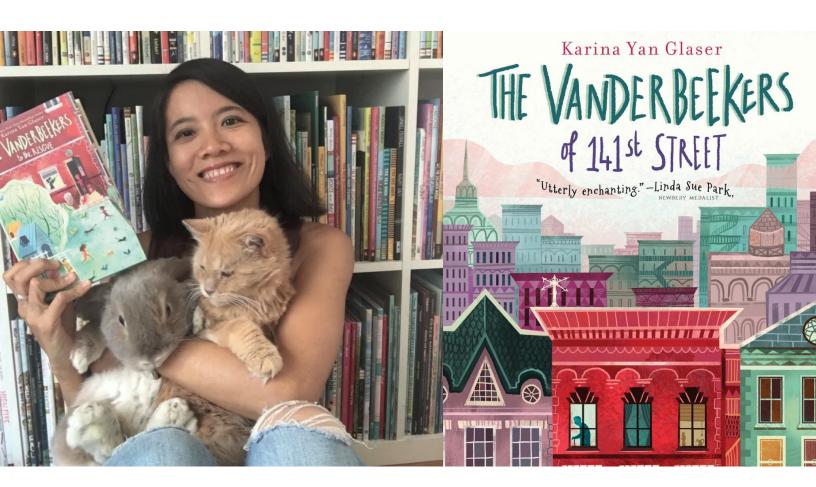
## **Spotlight on One HEAF, One Book**

#### "The Vanderbeekers of 141st Street"

HEAF Middle School Students welcomed Author Karina Yan Glaser for a special virtual Q+A.

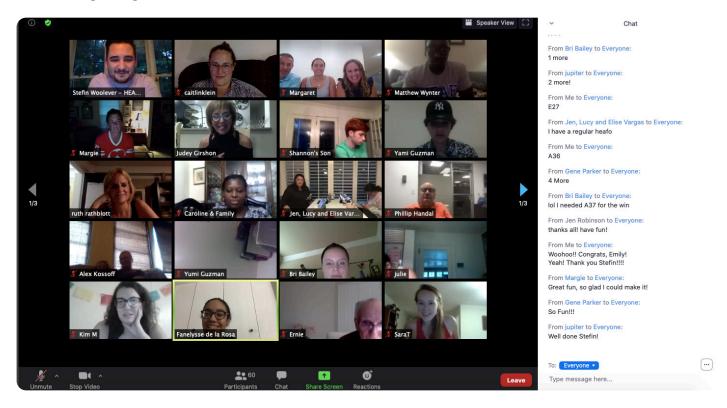
HEAF 6th-8th graders enjoyed reading and discussing The Vanderbeekers of 141st Street during Spring 2021. They related to the fictitious Vanderbeeker kids, and their plight to remain in their beloved Harlem home after their grumpy landlord decided not to renew their family's lease. Lively discussions abounded in our weekly classes, and our students relished the opportunity to meet virtually with the book's author, Karina Yan Glaser, to ask her about her inspiration for the book, her career as an author and her advice for the aspiring writers in the group.





# Our 2021 Fundraising Events July 1, 2020 – June 30, 2021

During a year of innovation and disruption, we pivoted our fundraising efforts and introduced many fun new activities from our We Make A Difference Series, which included virtual Kickboxing, Bingo and a 5K, to our first ever virtual Gala.



HEAF-O Virtual Bingo Fundraiser gathered supporters online early in the pandemic for fun and camaraderie.



HEAF supporters raised funds and ran a "virtual 5K" on their own time, in support of their shared cause to open doors to college and careers for students from underserved communities through HEAF.



"Throwdown for HEAF" brought supporters together to sweat it out during a live 45 minute no-equipment needed kick boxing class with Rumble instructor Morgan Rosenblum. We shared some laughs, learned a few new moves, and raised critical funds to support HEAF and celebrate the graduating class of 2020.

# Our 2021 Fundraising Events July 1, 2020 – June 30, 2021

#### **Virtual Innovation & Disruption Gala**

HEAF Celebrated Innovators & Disruptors at our first-ever virtual Gala in October 2020. Honorees Eric Schmidt, Former Executive Chairman & CEO of Google and Co-Founder of Schmidt Futures, and Alexandra Alger, Board Member of HEAF and Alger Funds were recognized for exceptional advocacy in education and making strides toward disrupting the status quo. The event marked HEAF's first-ever virtual gala. Online attendees had the opportunity to hear from the honorees and other thought leaders across

business and the nonprofit world on critical social justice and education issues, including an honest and in-depth discussion about racial inequity and socio-economic disparities contributing to gaps in education from the earliest grades through to leadership opportunities in business featuring **Roger W. Ferguson, Jr.,** Former President & CEO of TIAA, joined by **Ursula Burns,** former Chairman & CEO of Xerox and VEON, Senior Advisor at Teneo, and **Darren Walker,** President of the Ford Foundation.





Spotlight on

Cecil Brooks Jr.

HEAF Alumnus and
Board Member

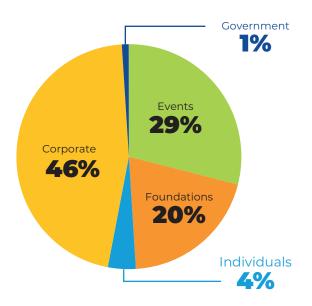
Cecil Brooks Jr. is not only a proud HEAF alum, but he is also a member of HEAF's Board of Directors. His dad learned about HEAF through a family friend in 2008, and Cecil never looked back. He said, "After our interview at the office, we both felt very welcomed and found ourselves among a family. One meaningful aspect of my support for HEAF is its deep connection to the surrounding community. HEAF remains a gem in the greater Harlem community, and I am so proud to have deepened my relationship with Harlem because of it".

When asked what HEAF means to him, Cecil said, "I always found an open line at HEAF. It took a village to raise me, and HEAF turned that village into an expansive system of resilient hospitality that gives me the confidence to make a home within any space. Aside from being a proud alum who owes so much to HEAF, I stay involved because I see so much promise in what this organization provides to my community".

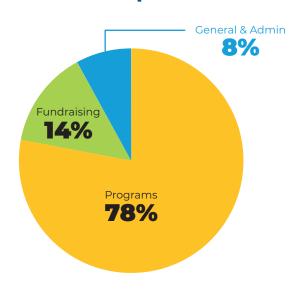
# Our 2021 Financials July 1, 2020 – June 30, 2021

HEAF's college access program is tuition-free. Thanks to generous support from corporate partners, individual donors, foundations and government grants, we are able to provide academic enrichment, college prep and career exposure for students who meet our admissions criteria and qualify for free or discounted school lunch, are from single-income households and/or would be first-generation college attendees in their families.

#### **HEAF Sources of Funding**



#### **HEAF Expenses**





Kiambra Griffin
HEAF Alumna

Kiambra Griffin is a proud HEAF alumna. She began her HEAF journey the summer before 7th grade, in 2009. Kiambra said, "My friends made coming to HEAF worthwhile. We were all there for a similar purpose and it always had something to do with enriching ourselves as we moved to the next level".

One aspect of her success that she attributes to HEAF is her confidence in public speaking. "HEAF has given me a number of opportunities to express myself out loud to my peers and to everyone supporting HEAF during different events. I have the confidence to tell my story and to show my passion to others.".

When asked what the most meaningful part of being in HEAF was, she answered, "the Learning for Social Impact trips. I have been on four LSI trips as a HEAFer and on one trip as a graduate assistant. My cultural awareness and tolerance has grown tremendously because I have been able to go beyond the streets of Harlem".

# Our 2021 Supporters July 1, 2020 – June 30, 2021

HEAF is grateful for the generous support of individuals, corporations and institutions, which allows us to provide exceptional academic enrichment, personal development, college access and more to students from underserved communities across New York City.

#### \$100,000 & Up

Alexandra Alger and Dan Chung Charles Hayden Foundation Chubb Fred Alger Management, Inc. Llewellyn Family Foundation Robin Panovka Eric and Wendy Schmidt Secunda Family Foundation

#### \$50,000 to 99,999

AIG
Bloomberg, LP
Booth Ferris Foundation
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Epstein Teicher Philanthropies

Insurance Industry Charitable Foundation J.E. and Z.B. Butler Foundation M.B. & Edna Zale Foundation Pinkerton Foundation Daniel and Joanna Rose

#### \$25,000 to 49,999

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Warner Media Group
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# Our 2021 Supporters July 1, 2020 – June 30, 2021

#### \$15,000 to 24,999

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West Harlem Development Corporation

#### \$10,000 to 14,999

Marc Haas Foundation

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Agnes Gund
Harlem Community Development Corporation
Hyde & Watson Foundation

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Janine Luke
Richard Mack
Nikos S. Kefalidis Foundation
Samuel I. Newhouse Foundation
Santander Bank
Sony Corporation of America



Spotlight on

Izalynel Mirabal

HEAF Student

Izalynel Mirabal attends Beacon High School. She learned about HEAF through her mom, who is a HEAF alumna. Knowing the impact HEAF could have on her future, she applied to enter as a rising 6th grader. "The friends that I have made and the opportunities HEAF has given me have been super meaningful," Izalynel said. "I had my first internship because of HEAF – I am super thankful for HEAF and everything they have offered me."

Izalynel said she enjoys the community HEAF has provided her and being able to work with her friends and teachers. Reflecting on her time at HEAF and what she has learned, Izalynel pointed out that HEAF has taught her that she needs to not only acknowledge her strengths but to be proud of them- and that is exactly what she is doing!

### **Our 2021 Supporters** July 1, 2020 - June 30, 2021

#### \$5,000 to 9,999

Hilary Alger

Nicole Alger and Zachary Karabell

Anthony and Nancy Bowe

Marco Caffuzzi James Clark

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# Our 2021 Supporters July 1, 2020 – June 30, 2021

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# Our 2021 Supporters July 1, 2020 – June 30, 2021

#### \$500 - 999

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Tyler Weiss

James Windels

TaQia Witherspoon

Edward Zimmerman





## Our 2021 Supporters July 1, 2020 – June 30, 2021

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