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# ANNUAL REPORT

**BUILD CAREER PATHS. END POVERTY.**





**YOUR DREAM ALIVE TEAM**

Welcome to the 2021 DREAM Alive annual report. This past year brought us much growth and new opportunities. We served more students than ever before, added staff and programming, returned to in-person programming in the fall, and received grants from major benefactors. Here are some key 2021 highlights. More details can be found throughout this report.

- **Record number of youths served: 756**
- **Record number of volunteers: 146**
- Added a new site, Urban Act Academy, to serve more middle school youth
- Doubled our full-time staff from three to six
- Corporate partnerships increased to a record high of 68
- Continued our 100% high school graduation rate for the 10th straight year

This growth in program outcomes would not be possible without our amazing staff and the financial support from our generous partners, donors, and volunteers, all of whom can be found and recognized in our annual report. While each partnership is vital to impacting youth, I believe it's worth mentioning our gratitude in receiving a significant grant from the Lilly Endowments Enhancing Opportunity in Indianapolis initiative in 2021. The \$631,490 grant was awarded in April 2021 and will be used over the next three years to grow and enhance current programs and to help make DA's services replicable in more schools across Indianapolis.

We've taken that first replicable step by launching a new site at Urban Act Academy, our first new middle school in eight years. The school on Indianapolis' near-east side is a perfect site for us to grow. It serves students and families on the same side of town as our other two middle schools, and most of their students end up attending the same IPS high schools DREAM Alive already serves. We were also grateful to return to in-person, on-site programming in the fall, which includes field visits and after-school sessions. We served 391 students in-person in our first semester.

While these highlights show the great strides DA achieved in 2021, we continue to need the support of our generous volunteers and corporate partners. More programming brings with it the need for more mentors and volunteers. Our middle school scholars are starving for relationships, and our high school scholars are searching for mentors. Please continue to remain involved via volunteer and corporate partnership opportunities.

We look forward to growing together with you in 2022 and beyond. Thank you so much for all you do to support DREAM Alive as we continue changing lives and making dreams.

Sincere thanks,

Eric Müller  
DREAM Alive Executive Director



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# MISSION

A young man with dark hair and a backpack is looking thoughtfully to the side. The image is in grayscale and serves as a background for the text on the left side of the page.

## **DREAM ALIVE SEEKS TO BREAK THE CYCLE OF POVERTY BY HELPING VULNERABLE YOUTH DISCOVER CAREER PATHS AND BY MENTORING THEM FROM SEVENTH GRADE UNTIL HIGH SCHOOL GRADUATION.**

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We partner with schools, communities, and corporations to provide scholars with three key opportunities: mentoring relationships, character development, and experiential learning. DREAM Alive helps break the cycle of poverty through mentoring, with 100 percent of high school seniors graduating ready for college or their career.

Our end product is a group of young men and women of integrity and character who are confident, skilled, and willing to serve the community.



# HOW WE WORK





# **DREAM ALIVE MEETS SCHOLARS WHERE THEY ARE: SCHOOLS.**

**WE CALL IT SITE-BASED MENTORING.**

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DREAM Alive targets seventh-grade students and makes a six-year commitment to help them through high school, partnering with Indiana companies to provide internships, field trips, and various mentoring programs.

96%

YOUTH IN COLLEGE,  
MILITARY, OR CAREER  
IMMEDIATELY  
AFTER GRADUATION



95%

ETHNIC  
MINORITY

34%

LATINO

61%

AFRICAN  
AMERICAN

28

GRADUATING  
SENIORS

85% AT OR BELOW  
POVERTY LEVEL

4

SCHOOL  
SITES

100%

HIGH SCHOOL  
GRADUATION  
RATE

756

SCHOLARS  
SERVED

75

EXPERIENCE  
TRIPS  
ANNUALLY

MENTORING  
7-12<sup>th</sup>  
GRADERS



146

VOLUNTEERS

68

CORPORATE PARTNERS  
PROVIDING SUPPORT

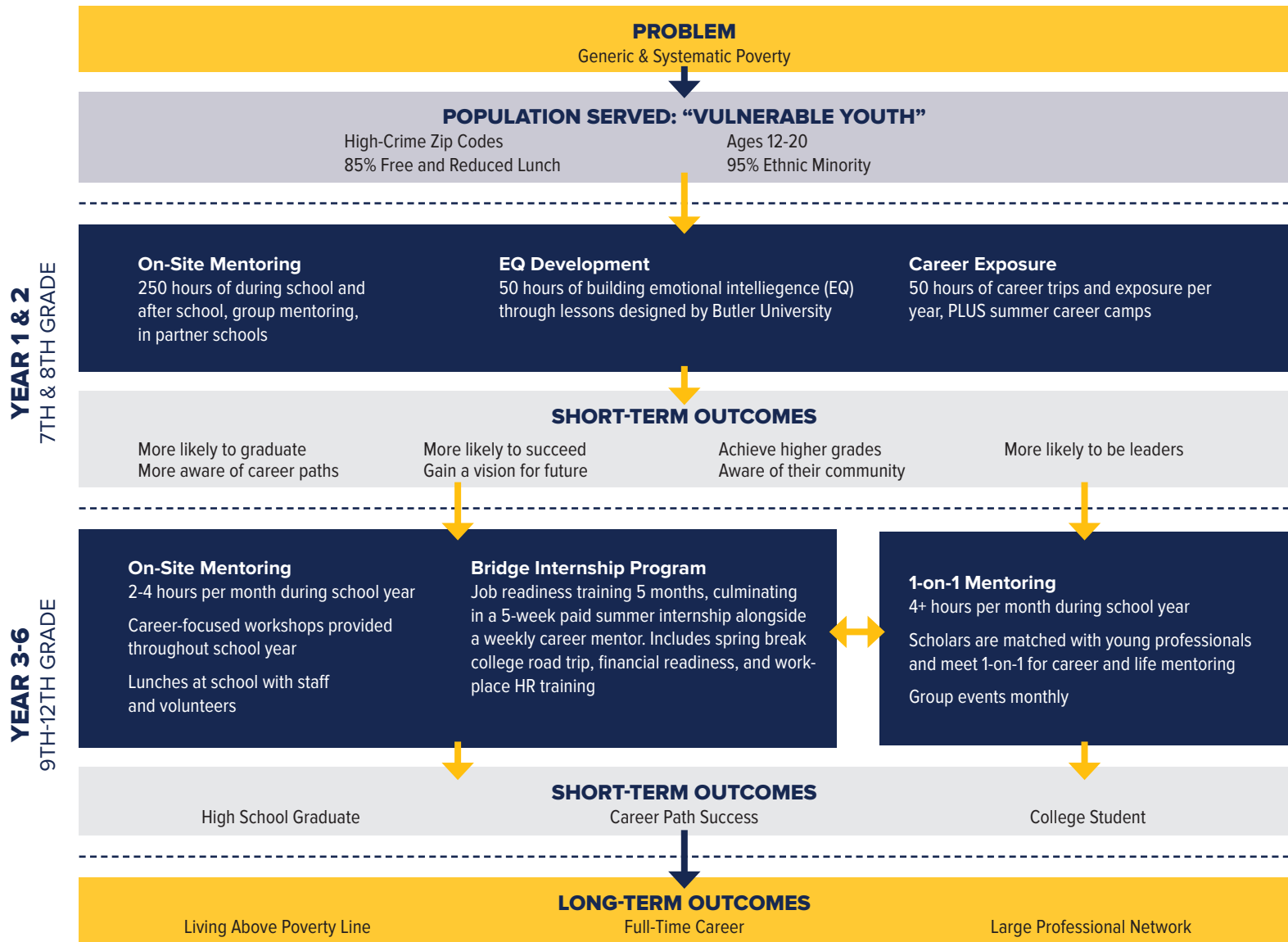


# ABOUT OUR PROGRAM



**WE ARE COMMITTED  
TO BUILDING SERVANT  
LEADERS BY GIVING  
YOUTH **OPPORTUNITIES**  
TO DISCOVER THEIR  
COMMUNITY, GROW IN  
CHARACTER, AND  
ACHIEVE THEIR DREAMS.**

# DREAM ALIVE THEORY OF CHANGE



# WHAT OUR SCHOLARS ARE DOING

250 MENTORING HOURS EACH YEAR PER SCHOLAR

Experiential learning has been proven by research to help youth become aware of their community, achieve higher grades, and develop as leaders.



EXPERIENTIAL  
LEARNING TRIPS

Vulnerable youth with positive adult mentors are five times more likely to graduate from high school and 136% more likely to hold leadership positions.



MENTORING



CHARACTER  
DEVELOPMENT

## 60+ HOURS

With Butler University's partnership, we address character and build emotional intelligence (EQ) skills. Research shows that people with strong EQ are more likely to succeed than those with high intelligence quotients or relevant experience.



CORPORATE VISITS,  
CAREER DAYS, AND  
COMMUNITY  
SERVICE

## 50 HOURS

Community service provides youth an avenue for thinking beyond themselves and grow in leadership. Corporate visits and careers days give our scholars opportunities to dream and see what's possible.



# HIGHLIGHTS







## **DREAM CHRISTMAS DELIVERS JOY**

Our 17th annual DREAM Christmas provided holiday presents to 86 Indianapolis elementary school-aged children. This year we provided gifts for children attending Theodore Potter Spanish Immersion School 74 on Indianapolis' east side. In-person shopping trips for our scholars to purchase gifts for their sponsored children returned in 2021 thanks to generous sponsors and volunteers stepping up to make the event possible at Meijer. Our scholar shoppers received budgeting tips from Regions Bank staff to make every dollar count when shopping.

Nine in-person wrapping parties also took place at which scholars joined with volunteers to wrap their presents. Many volunteers joined with DREAM Alive staff to meet at Midtown Church to pick up the wrapped presents and deliver them to gift recipients and their siblings. Our scholars presented one special gift to their child during a DREAM Christmas celebration on December 14 at Harshman Middle School. Everyone enjoyed music from a DJ, food, photo booth for selfies, and crafts. A very special thank you to our sponsor companies for providing an avenue allowing DREAM Alive scholars to serve our community in this way: American Structurepoint, Chick Fil-A of Southport, Delta Faucet Company, Elements Financial, Enterprise, Hoosier Heights, Indianapolis Indians Charities, Indianapolis Zoo, MISO, Regions Bank, Rise N Roll of Fishers, Tinker Coffee Co., and Zotec Partners.

## MEET OUR NEW TEAM MEMBERS

We expanded our full-time staff in 2021. Our new staff translates into improved programming, more opportunities for our scholars, and better coordination of volunteer activities. Read on to learn more about our newer staff members.

### **JESSICA GUTIERREZ** VOLUNTEER ENGAGEMENT DIRECTOR

Jessica joined DREAM Alive in March 2021. She is a 2015 graduate of IUPUI with a bachelor's degree in social work. Jessica works to connect our volunteers to DREAM Alive's mission and vision. She also collaborates with corporate partners to host career field trips; recruits, interviews, and trains prospective mentors to work alongside our high schoolers; and ensures our after-school volunteers are well-equipped to build successful relationships with our scholars. "I love the diversity in my role," says Jessica. "I get to connect with our scholars, train volunteers, and help on the administrative side."

### **PENNY JOHNSON** DIRECTOR OF OPERATIONS

Penny joined DREAM Alive in July 2021. She is responsible for managing daily operations, from coordinating corporate and school relationships to overseeing staff administrative operations and helping set up systems to better manage volunteers and data. Penny is a 2012 graduate of Milligan University with a BA in business administration. "My favorite thing about working at DREAM Alive is helping provide structure and organization to our processes and procedures," Penny says.

### **ANDY CONRAD** SITE DIRECTOR

Andy joined DREAM Alive in September 2021 as the site director at Harshman Middle School. He graduated from IUPUI in 2016 with a bachelor's degree in psychology and earned a master's degree in school counseling from IUPUI in 2019. Andy has a true passion for working with and serving youth and their families. In his DA role, Andy enjoys the variety of experiences he shares with the Harshman scholars. "Whether we are serving the community through service field trips or exposing our scholars to different career paths on field trips to our many corporate partners' offices, I have the privilege of building relationships with our scholars," Andy says.



**JESSICA GUTIERREZ**



**PENNY JOHNSON**



**ANDY CONRAD**



**BRANDON HIMES**



**PATRICIA SHUNK**

## MEET OUR NEW BOARD MEMBERS

The DREAM Alive Board of Directors added new expertise in 2021.

### **BRANDON HIMES** ASSISTANT TRUCK BRANCH MANAGER, ENTERPRISE

Brandon, a graduate of Indiana State University, began serving DA as a volunteer in 2013. He became a DREAM coach mentor in 2013, joined our Young Professional Board in 2019, and was elected to the board of directors in December 2021. He has provided so much to our scholars, program, and organization over the past nine years, and we are excited to welcome him to our board!

### **PATRICIA SHUNK** DIRECTOR OF INTERNAL AUDIT, CITIZENS ENERGY GROUP

Patricia is a graduate of Ball State University where she was an All-American track athletic, Olympic qualifier, and a 2021 inductee into the Ball State Athletics Hall of Fame. She and her family recently moved to the Indianapolis area from Atlanta. We are thrilled to welcome her to our board of directors.

## **PROGRAMMING EXPANDS IN 2021**

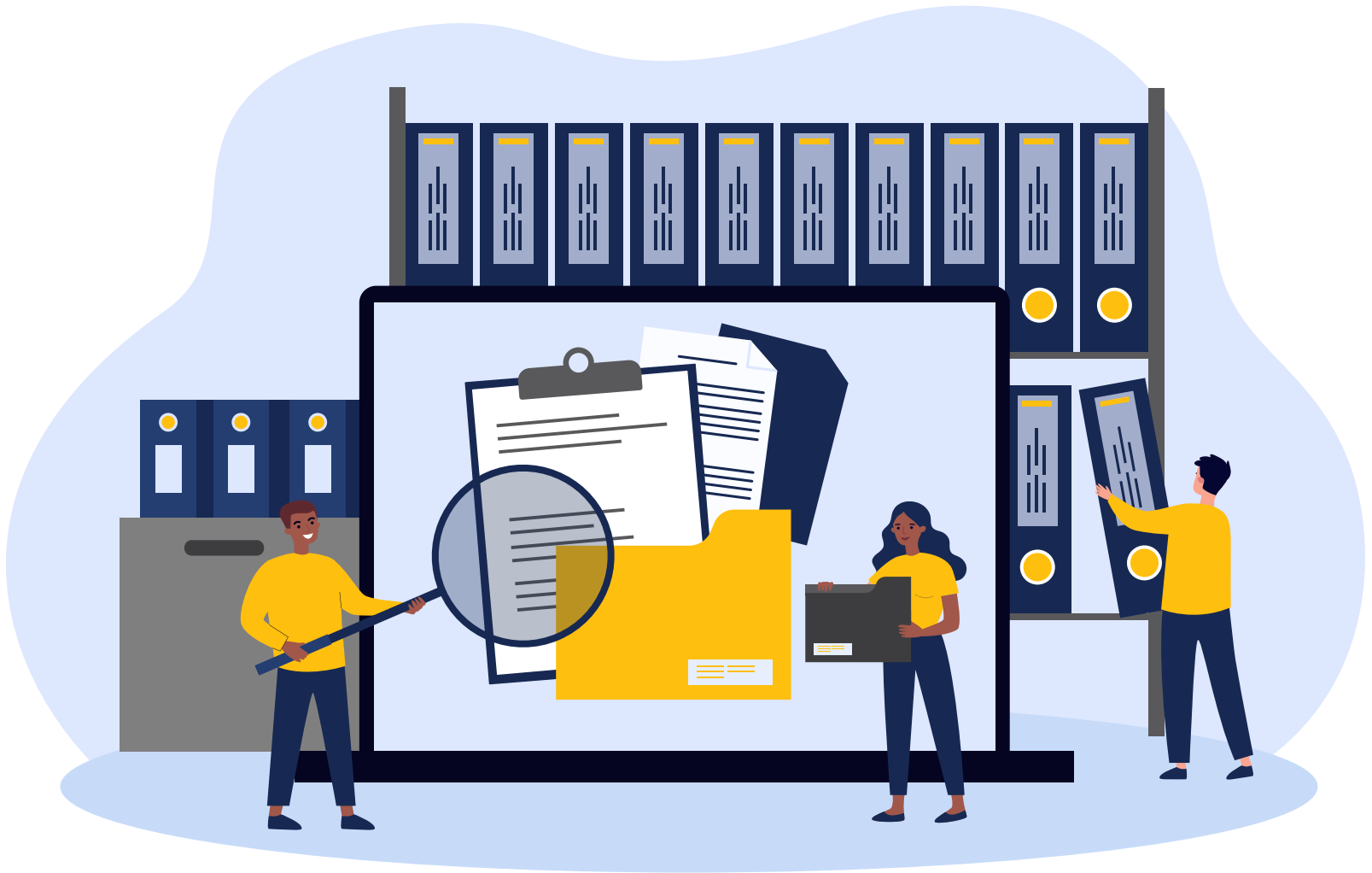
DREAM Alive made big strides in our programming for 2021. We upgraded our technology for better relationship management with our scholars, which leads to better service. We can see at a glance the number of sessions a scholar has attended and the progress scholars are making. We also went all virtual for applications, permission slips, waivers, and communications with parents.

By adding Jessica as a volunteer engagement director, we recruited 146 volunteers in 2021, our most ever. Jessica and Penny, our operations directors, teamed together to schedule career trips for every week of the fall 2021 semester, our most ever as well. In 2022, we will have nearly 34 trips before May 2022! This means many more experiences for our scholars and new career paths to explore.

Our senior scholars also have more access than ever to next-step opportunities beyond high school. Our seniors can access college scholarships, pursue a military career, or land full-time jobs with partner companies.

Most of all, we were super excited to return to in-person sessions at our four sites and the possibilities of expanding our in-person offerings in 2022.







## **DREAM ALIVE LAUNCHES SCHOLAR STORIES**

### **POSITIVE. POWERFUL. LIFE-CHANGING.**

These are the outcomes depicted in our new scholar stories video series. The first video, Salma's Story, launched in late December 2021. Salma shares her DREAM Alive journey and the impact DREAM Alive has had on her life.

Salma found herself struggling academically in seventh grade. "I didn't think about my education or my future. I was just kind of lost," Salma says in the video.

Salma's English teacher recommended the DREAM Alive program and Salma soon joined. DREAM Alive partnered her with a mentor named Melissa. They built a relationship and explored ways for Salma to achieve her dream of owning a houseplant business with a coffee house vibe. DREAM Alive's programming and mentorship gave Salma the tools to improve in school and the confidence to attend the University of Indianapolis to study entrepreneurship.

Salma says this about her life before and after DREAM Alive. "It's just an environment that you're in and you get sucked into it. DREAM Alive shows you there is something other than that and helped me think about my future."




**YOU CAN CHECK OUT THE VIDEO HERE.  
LOOK FOR TWO OTHER SCHOLAR STORIES COMING IN 2022.**

# JOIN OUR CAUSE FOR RACIAL EQUALITY

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Racial equality is now a topic of conversation everywhere across the world, but what can be done to truly end racism? It's not an easy conversation, and it's not a simple solution. However, the NAACP lists six focus areas to end race-based discrimination: advocacy, education, economic opportunity, criminal justice, health, and environmental justice.



DREAM Alive addresses at least two of the focus areas **every day**. While our mission is to mentor and help our youth develop career paths, we do that by providing education and economic development programs for our youth. The reality is that **over 95% of our youth are minority in ethnicity**, and we've consistently been on the front lines of advocating for our scholars, their education, their future, and their personhood. Together as a DREAM Alive family, we have always been breaking down barriers and building a community.

So if you're thinking about what more could you do to eradicate racial inequality, partner with us, volunteer with us, invest in our scholars, and share our mission with others who want to make a difference on the front lines of seeking racial equality.

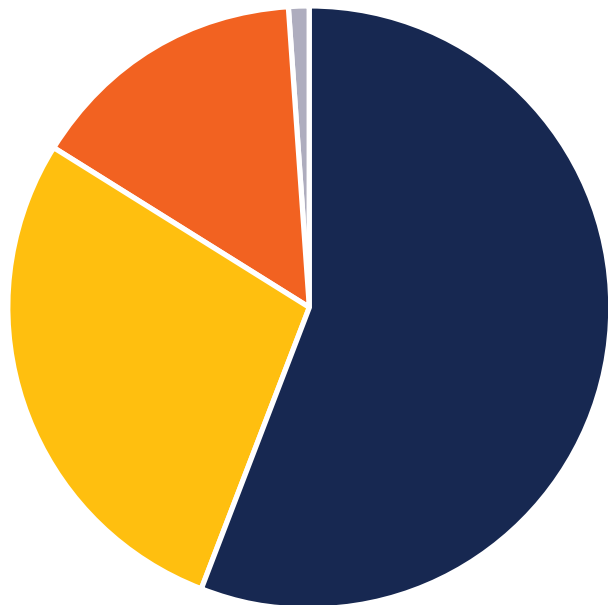
***Together, we can make a difference. Together, we can build a healthy community. Together, we can change lives. Together, we are DREAM Alive.***



# FINANCIAL STATEMENT



## KEY SOURCES OF DONATIONS



- CORPORATIONS & BUSINESSES **56%**
- GRANTS **28%**
- INDIVIDUALS **15%**
- EVENTS **1%**

*Note: this percentage does not include the capacity building grant from Lilly Endowment*

## OUR PROGRAMMING VS. ADMIN COST



- PROGRAMMING EXPENSES **98%**
- ADMIN/SUPPORT **2%**



**TOTAL INCOME**  
**\$966,050**

**OPERATING EXPENSES**  
**\$350,015**

**MENTORING COST  
PER STUDENT SERVED**

**\$1,695**  
NATIONAL  
AVERAGE

**\$463**  
2021 DREAM  
ALIVE COST

**DREAM ALIVE WAS PLEASED TO RECEIVE SEVERAL END-OF-YEAR GRANTS FOR 2021 TO ADD CAPACITY TO OUR STAFF.**

# LILY ENDOWMENT PRESS RELEASE

## DREAM ALIVE AWARDED ENHANCING OPPORTUNITY GRANT FROM LILLY ENDOWMENT

**March 31, 2021**

DREAM Alive (DA) on Wednesday announced it has received a grant of \$631,490 from Lilly Endowment Inc. through its initiative, Enhancing Opportunity in Indianapolis. The grant will support DA's work of growing and enhancing current programs and exploring the replicability of DA's services.

DREAM Alive is one of 28 organizations being supported through Enhancing Opportunity in Indianapolis, an initiative designed to improve the livelihoods of individuals and families facing complex and varied challenges associated with poverty and financial insecurity.

"We are incredibly humbled by Lilly Endowment's support for our commitment to more meaningfully reach and serve youth throughout the Circle City," said Eric Müller, DREAM Alive's Executive Director. "The financial support this grant provides will be transformational in allowing us to do that. We look forward to stewarding this opportunity to further develop young leaders, inspire them to career paths, and encourage them to achieve their dreams."

DA currently serves students in Indianapolis Public Schools, and, with the strong collaborative support of nearly 60 organizations in Indianapolis, mentors vulnerable youth helping them to identify and achieve their career dreams. Founded by retired Indianapolis Colts player Tarik Glenn, DA has a 100% high school graduation rate since 2010. The organization has had limited capacity to reach and serve additional youth due to limited resources. LEI's Enhancing Opportunity initiative aligns with the organization's strategic plan, addressing those needs with an expansion of high school partnerships and professional and volunteer resources.

"We are grateful for the tremendous response we received from the Indianapolis community during a time when organizations were called upon to significantly ramp up their existing programs and services in response to the acute needs brought on by the COVID-19 crisis," said Rob Smith, Lilly Endowment's senior vice president for collaborative strategies. "We believe that the projects being funded through this initiative have the potential to improve the lives of a significant number of Indianapolis residents facing the challenges of poverty and financial insecurity."

Lilly Endowment launched Enhancing Opportunity in Indianapolis in 2019 because poverty and financial insecurity have been persistent challenges in Marion County. Research has indicated that around 20 percent of residents in the city have been living in poverty and an additional 20 percent have been living close to poverty and struggling to make ends meet.

Through Enhancing Opportunity in Indianapolis, Lilly Endowment invited eligible organizations to consider how they would work comprehensively with other community partners and employers to help residents make progress toward achieving lasting economic self-sufficiency. Due to the number of high-quality proposals Lilly Endowment received and the compounding challenges COVID-19 brought to bear on already vulnerable individuals and families, Lilly Endowment nearly doubled its initial funding commitment to more than \$93 million.

### **ABOUT DREAM ALIVE**

DREAM Alive (DA) is a local nonprofit which helps break the cycle of poverty by mentoring at-risk youth from 7th grade through 12th grade, helping youth discover career paths. DA was originally founded by retired Indianapolis Colts' Tarik Glenn in 2001. Serving over 500 youth per year, DA boasts a 100% high school graduation rate and an 89% career path placement rate. To learn more about DREAM Alive, please visit [www.dreamaliveinc.org](http://www.dreamaliveinc.org)

### **ABOUT LILLY ENDOWMENT INC.**

Lilly Endowment Inc. is an Indianapolis-based, private philanthropic foundation created in 1937 by J.K. Lilly, Sr. and his sons Eli and J.K. Jr. through gifts of stock in their pharmaceutical business, Eli Lilly and Company. Although the gifts of stock remain a financial bedrock of the Endowment, it is a separate entity from the company, with a distinct governing board, staff and location. In keeping with the founders' wishes, the Endowment supports the causes of community development, education and religion. The Endowment funds significant programs throughout the United States, especially in the field of religion. However, it maintains a special commitment to its founders' hometown, Indianapolis, and home state, Indiana.



# ABOUT OUR PROGRAM

# YOU CAN SUPPORT DREAM ALIVE IN SEVERAL WAYS.

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- Shop [smile.amazon.com](https://smile.amazon.com) and choose DREAM Alive, Inc. as your charity.
- Get your company involved by providing a one-hour career trip for our scholars. Please contact Jessica at [jessica@dreamaliveinc.org](mailto:jessica@dreamaliveinc.org).



Scan the QR code to visit our website and make a donation. You can choose a one-time or monthly donation to make dreams and change lives.

## DREAM ALIVE LEADERSHIP

Tarik Glenn, Co-Founder and President Emeritus  
Matt Conrad, Board President  
Charles Akinbola, Treasurer  
Kim Borges, Secretary  
Eric Müller, Executive Director

## YOUNG PROFESSIONAL BOARD

Libby Harris, Helmer Scientific (President)  
Brandon Himes, Enterprise (Vice-President)  
Caleb Hawks, Protective Insurance (Treasurer)

## BOARD OF DIRECTORS

Kim Borges, Vice President, Market PR Specialist, Regions Bank  
Jeff Joyce, Chief Financial Officer and Executive Vice President, Elements Financial  
John Siefer, Retired, Citizens Energy Group  
Matt Conrad, Attorney, Frost Todd Brown  
Charles Akinbola, CUDE, Talent Acquisition Partner, Elements Financial  
Tarik Glenn, University of California Berkeley  
Brandon Himes, Assistant Truck Branch Manager, Enterprise  
Patricia Shunk, Director of Internal Audit, Citizens Energy Group

## DREAM ALIVE STAFF

Eric Müller, Executive Director  
Amanda Caesar, Program Staff  
Andy Conrad, Site Director  
Keon Dowdell, High School Director  
Jessica Gutierrez, Volunteer Engagement Director  
Penny Johnson, Director of Operations  
Stephen Smith, Program Director

## DONORS: CORPORATE PARTNERS

### THE LEGENDS (\$20,000+)

American Structurepoint  
Arthur Dean Family Foundation  
Bastian Solutions  
Central Indiana Community Foundation  
Indianapolis Colts  
Lilly Endowment Inc  
National Football League  
Zotec Partners

### THE ELITE (\$5,000-\$19,999)

Citizens Energy Group  
City of Indianapolis - CDBG  
Delta Faucet Company  
Elements Financial  
Enterprise  
Helmer  
MERL  
Regions Bank  
Rodgers Family Foundation  
Stimulus, LLC  
TCC

### THE CORE (\$1,000 - \$4,999)

Circle Financial Planning  
Central Security & Communications  
Fifth Third Bank  
Indianapolis Indians Charities  
Marian University  
McGowan Insurance  
Midtown Church  
Republic Waste Services  
Verizon Wireless  
SupplyKick



## **DONORS:**

### **COMMUNITY PARTNERS**

**(In-kind gifts and gifts up to to \$1,000)**

Arlington Middle School  
Arsenal Technical High School  
Butler University (School of Business)  
C-Spring  
Castlevew Church  
Chick-fil-A (Southport)  
Chimney Masonry (CMO)  
Conner Prairie  
DeveloperTown  
Emmis Communications  
Encore Soetheby's  
Harshman Magnet Middle School  
Homelight  
Hoosier Heights Indianapolis  
Google  
Gregory & Appel  
Indiana Pacers  
Indianapolis Public Schools  
Indianapolis Zoo  
Legends Global  
Meijer (North Keystone)  
MISO  
Money Concepts  
Müller Lawncare  
Myriad Health + Fitness  
Patachou Foundation  
Prime Smile  
Purdue University  
Rise'n Roll Bakery (Fishers)  
Salesforce  
Shortridge High School  
St. Joseph's of Marian University  
Tinker Coffee Company  
Trifectom  
Urban Act Academy  
Walker Family Foundation



**2021 ANNUAL REPORT**

