



Annual Report 2016



Letter from the Executive Director

Dear Friends,

Thank you for being a part of the LIFE community! Thanks to the support of our sponsors and partners, it was an unprecedented year of impactful programming for our students and their families.

In 2016, we held our 17th Annual Youth Education Conference (YEC) at Laney College. We had over 100 students, parents, and volunteers participate. During the YEC, students learned basic principles of creating a community-based business (ranging from for-profit businesses to non-profit community service organizations), formed teams and pitched their business to a panel of judges. The teams were incredibly creative and innovative with their businesses. Meanwhile, the parents learned how to advocate for their children with their school's administration.

We explored a new partnership with PWC, whose employees presented financial literacy seminars to our LIFE students and parents in celebration of the Martin Luther King, Jr. Holiday, in our Dreams in Action program. LIFE also continued to balance our academic focus with social and networking activities. During 2016, LIFE sponsored our families and volunteers to an Oakland A's game, a Warriors game, and Super Bowl L events, giving our students and their parents once-in-a lifetime experiences.

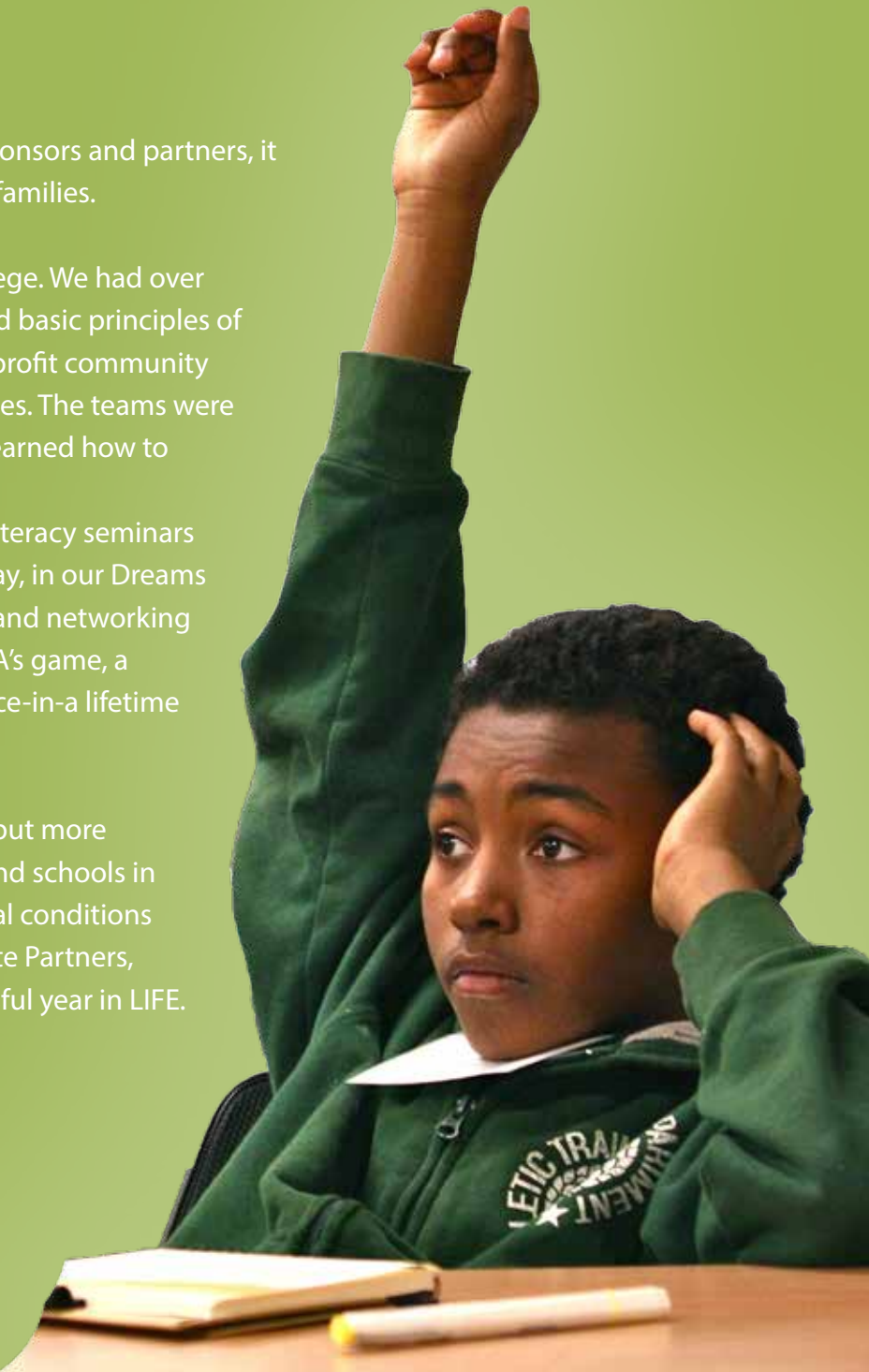
Your involvement fuels LIFE's programmatic offerings and organizational growth, but more importantly, it fuels a transformation in the lives of our students who live and attend schools in 'high stress' areas where violence, drugs, increased trauma and poor environmental conditions have a heavy impact on the community. We are extremely grateful to our Corporate Partners, Supporters and Volunteers who make our work possible. Here's to another successful year in LIFE.

In Gratitude,

Tyehimba Jelani

Co-founder and Executive Director

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SASHA W.



YEC 2013

LIFE Experiences

SASHA

Sasha was introduced to LIFE Courses when she was 12 years old and participated in her first YEC. Her team presented the winning pitch to the panel of judges. Sasha opened her first college savings account with her winnings—a matching fund voucher from LIFE partner Bank of the West. And now, Sasha contributes to and monitors her college savings with great enthusiasm. Sasha has gone on to participate in several LIFE Courses events which has helped fuel her personal goals. Sasha is a technologist and an avid computer programmer and video gamer. Her participation in LIFE has exposed her to financial education and the fundamentals of entrepreneurship, and she now aspires to start her own technology company. With the seeds self-empowerment planted, Sasha is a real LIFE success story.

YOLANDA AND SASHA

Sasha and her mother Yolanda, have attended all LIFE Courses events together. For example, at Dreams in Action, hosted by LIFE partner PWC, they participated in financial literacy workshops. Now they discuss financial pitfalls and strategies for growing their investments at the dinner table. Sasha and Yolanda attended their first ever Golden State Warriors game, when LIFE Courses was hosted by the Warriors Community Foundation. They enjoyed the game immensely, and found themselves discussing the business of basketball and counting the many jobs and opportunities the team creates just as much as the highlights of the game. Their collective exposure to business applications has been one of the most valuable experiences they have gained from LIFE Courses.



LIFE AT WARRIORS GAME, JAN 2016



LIFE AT FRITZ POLLARD ALLIANCE AWARDS, SUPER BOWL L

Mission, guiding principles and purpose:

To help transform underserved families, by providing them exposure to financial education, entrepreneurship training and global mobility to rise above their current environment.

Our four guiding principles: **LEARN, INSPIRE, FOCUS and ELEVATE (LIFE).**





LIFE's Four Pillars

LIFE seeks to build self-esteem and global mobility and promote the academic excellence, financial literacy and entrepreneurial skills of our students, through programs and activities under our Four Pillars: Getting Ahead of the Game; Culture, Sports and Play, When I Grow Up and Beyond Your Block. Through our programming, we provide a “practical approach to education.”

GETTING AHEAD OF THE GAME

focuses on developing the technical skills necessary for our students to succeed in their futures as professionals.

CULTURE, SPORTS & PLAY

focuses on enhancing the social skills necessary for our students to become confident, well-rounded and successful adults, by exposing them to social activities, local sporting events, museums, and the performing arts.

WHEN I GROW UP

focuses on honing the professional and personal development of our students through mentorship and role-modeling and by providing workshops on professional etiquette, personal branding, and digital citizenship.

BEYOND YOUR BLOCK

focuses on exposing our students to people, places and activities outside of their daily norms.





Our People

The LIFE team represents a broad cross section of experiences and skill sets. Our synergy is built on a foundation of friendship and mutual respect for our individual contributions and accomplishments. Because we share a passion for encouraging young people to succeed in education, we have joined forces to improve the lives of underserved youth, one middle school student at a time. Together we are LIFE.

Photo: Tyehimba Jelani, Shani Blevins (co-founder), Jacqueline Felix-Atkins, Ayana Curry, Enikia Morthel, Krystal Shields, Okorie Ramsey (top row). Nicole Felix, Gina Wolley (sitting), Donald Duggan (not pictured)

Metrics

YOUTH EDUCATION CONFERENCE



Parent Youth Education Conference participants were very satisfied with the program

LIFE COURSES, INC. PROGRAMS



Youth Education Conference Parents would like their children to participate in future LIFE courses.

ATTEND COLLEGE

100%

Youth Education Conference students desire to attend college.



FIRST TO ATTEND COLLEGE



25%

Youth Education Conference students will be the first member of their family to attend college

INTERESTED IN ENTREPRENEURSHIP

65%

Youth Education Conference students are interested in starting their own business

PARTICIPANT LOYALTY



Youth Education Conference students have participated in other LIFE Courses, Inc. programs.

LIFE Supporters

LIFE Courses, Inc. is dedicated to enhancing the educational experiences of students from underserved communities who would otherwise face an unsure future. Our supporters, corporate partners, individual donors, and volunteers share in our zeal for this work. Their contributions enable LIFE to offer programs and activities that build self-esteem and global mobility and promote academic excellence, financial literacy and entrepreneurial skills.

CORPORATE PARTNERS:



SPONSORS:



Many individual contributors and in-kind contributors.