

CCM FOUNDATION

2023 ANNUAL IMPACT REPORT



INTRODUCING



The Clutch City Art Project

ISSUE NO.2023

Inside:

- What Have You Done For Me Lately
- Art on the Streets Transforms to Clutch City Art Project Surpasses 6 Million Views
- NACCHO Voice First Blog - EHE Superstars
- Clutch City Art Celebrated At APHA Expo
- New Collaboration Produces 2024 Calendar
- World AIDS Day With Janet Jackson

www.hivawareness.org

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FROM CCM FOUNDATION

Educating youth about HIV/STDs and HIV stigma is crucial for several reasons.

Firstly, knowledge empowers young people to make informed decisions regarding their sexual health. Understanding how HIV and STDs are transmitted allows them to practice safe sex and reduce their risk of infection.

Secondly, education combats the harmful stigma surrounding HIV/AIDS. By openly discussing these topics and dispelling myths, young people can learn empathy and acceptance towards those living with HIV. This fosters a more inclusive environment and reduces the psychological burden associated with the disease.

Finally, early education equips young people to be advocates for themselves and their communities. They can become informed voices promoting safe sex practices, advocating for accessible testing and treatment, and challenging the stigma associated with HIV/AIDS. This proactive approach paves the way for a future generation better equipped to address these crucial public health issues.


Corey Deane
CCM Foundation

LESTER VASQUEZ

CCM: WHAT HAVE YOU DONE FOR ME LATELY

2023: A YEAR OF TRIUMPH FOR THE CCM FOUNDATION

By Corey Green

Photography by Prescilla Graham

Art by: Jocelyn Ajucum & Louisa Picard

Building on Momentum: The CCM Foundation carried the success of its "Cancel COVID-19" campaign from 2022 into 2023.

National Recognition: Abstracts submitted in 2022 for poster presentations were not only accepted but also presented at prestigious national conferences like the National Coalition for STD Directors and NACCHO 360. This national recognition highlighted the impactful work of the foundation.

Media Spotlight: The CCM Foundation's innovative "Art on the Streets" project garnered national attention with a feature in the NAACHO Voice article, showcasing its effectiveness in raising youth awareness about HIV in Houston.

Award-Winning Work: An abstract submitted for the APHA Annual Meeting not only received acceptance but also earned an "Excellence in Abstract Submission" Honorable Mention, further solidifying the foundation's dedication to excellence.

Strategic Evolution: Recognizing the project's potential, the CCM Foundation made a significant

move by renaming and rebranding "Art on the Streets" as the "Clutch City Art Project." This strategic shift aimed to broaden the project's appeal and impact.

Global Stage: The impact of the Clutch City Art Project transcended local boundaries. Two finalist artworks were chosen for prestigious national events – the Janet Jackson World AIDS Day concert and NRG in Houston.

Unmatched Reach: The "Clutch City Art Project" remained the largest display of youth artwork in Houston/Harris County, exceeding a remarkable 6 million impressions through its "On the Street" component. This signifies the project's immense reach and influence.

Fruitful Collaborations: The year 2023 saw the CCM Foundation actively collaborate with various organizations. Notably, the collaboration with Baylor College of Medicine resulted in the creation of a 2024 calendar, while a 10' x 10' mural titled "The 35" commemorated World AIDS Day.

A Year of Accomplishment: With numerous successful projects, collaborations, and national recognition, 2023 undeniably stands out as a year of remarkable achievements for the CCM Foundation.



05

High School Winner
Jocelyn Ajucum
Grade 12 Westbury High School



Middle School Winner
Louisa Picard 7th Grade
Meyerland Middle

WE ARE: CLUTCH CITY ART PROJECT

FROM HUMBLE BEGINNINGS TO A HOUSTON POWERHOUSE: THE EVOLUTION OF CCM FOUNDATION'S SIGNATURE PROGRAM



By Corey Green

Photography by Priscilla Graham

Logos by: Mosaic Media Solutions

In 2015, the CCM Foundation launched "Art on the Streets," a program that would quickly blossom into a Houston powerhouse. This initiative empowered young people by providing a platform for creative expression. Throughout the years over 3,500 students from middle and high schools across the city wielded their artistic talents, tackling crucial topics like HIV/AIDS and STD awareness.

Art with Impact:

"Art on the Streets" wasn't confined to gallery walls. The project's ingenious "On the Streets" component ensured its message reached a massive audience. By displaying artwork directly on Houston's streets, the program has garnered over 6 million impressions, effectively engaging Houstonians in their natural environment. This impactful strategy placed crucial health information right where it mattered most.

Award-Winning Innovation:

Throughout its years, "Art on the Streets" garnered much more than just attention. The program's groundbreaking approach to raising awareness and fostering prevention education resonated with experts. The initiative's innovative spirit was acknowledged through numerous accolades and awards, solidifying its position as a leader in youth health education.

A Name Change for a Growing Legacy:

As "Art on the Streets" flourished, the CCM Foundation recognized its unique character and effectiveness. To distinguish this program from similar initiatives, a strategic move was made.

Birth of a Local Icon:

Understanding the program's deep connection to the Houston community, the foundation christened it the "Clutch City Art Project." This new name wasn't just a catchy moniker; it served as a badge of honor, reflecting the program's local roots and setting it apart as a true Houston icon.

ART ON THE STREETS

Is Now



Clutch City Art Project

NAACHO360

NACCHO360 IS THE LARGEST CONVENING OF LOCAL HEALTH DEPARTMENT LEADERS AND PUBLIC HEALTH PROFESSIONALS IN THE UNITED STATES

By Corey Green
Photography by Unknown



CCM Foundation submitted an abstract that was accepted for poster presentation at NAACHO 360. The 2023 NACCHO360 Conference saw a robust participation of over 2,500 local public health professionals and stakeholders, either in person in Denver, Colorado, or virtually. Under the theme "Elevating Public Health Practice for Today and Tomorrow," this year's conference delved into navigating ongoing crises while embracing both traditional and innovative strategies to safeguard community health nationwide. Attendees were immersed in a dynamic program featuring sharing sessions, expert-led panels, and interactive discussions aimed at addressing pressing public health issues. Moreover, the conference provided a platform for professionals to reconnect with peers, fostering collaboration and knowledge exchange. Alongside professional development opportunities, attendees were encouraged to prioritize mental health and self-care through various wellness activities, such as Pet Therapy, Morning Yoga, and Chair Massages, highlighting the holistic approach to public health advocated at the conference.



Art On The Streets poster presentation at NACCHO 360 in Denver, CO, July 2023

NAACHO VOICE - EHE SUPERSTARS

USING ART TO IMPROVE YOUTH HIV AWARENESS IN HOUSTON

By Julia Zigman, Anthony Green

Reprinted from NAACHO.org Sept 25, 2023

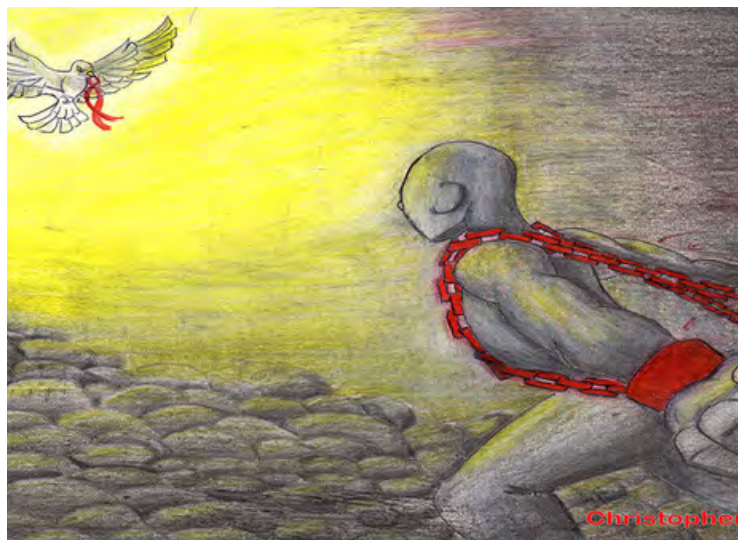
This is the first blog in a new series highlighting collaborative work between health departments and community partners in jurisdictions working to improve community health and inequities through the national Ending the HIV Epidemic (EHE) Initiative. The EHE Initiative aims to reduce new HIV infections in the United States by 75% by 2025 and by 90% by 2030. To recommend a program to be featured, reach out at hiv@naccho.org.

Health departments and community partners know that HIV awareness and sexual education plays a large role in supporting young people to stay HIV-negative or undetectable. Nationally, 20% of new HIV diagnoses in 2020 were among young people aged 13-24, and almost half of those living with HIV do not know their status. Reaching youth with effective and accurate information about HIV can be difficult, but one multi-sector collaboration in Houston, TX is thinking creatively to reach local students.

At the NACCHO360 conference held in July 2023, visitors to the poster hall learned about the Art on the Streets World AIDS Day project, an innovative and interactive campaign aiming to raise youth awareness of HIV and reduce stigma around HIV in the Houston area where youth of color are disproportionately impacted by HIV. Through the campaign, students across the Houston region are invited to design posters about HIV prevention, treatment, and stigma in honor of World AIDS Day for the chance to win scholarships and have their posters displayed throughout the city. The project – the largest display of youth art in Houston and Harris County- is a collaboration between the Houston Health Department (HHD), the Houston Independent School District, and the Changing Communities Movement (CCM) Foundation, an organization using music and art to educate adolescents about sexual health and wellness.

This fall, NACCHO had the pleasure of sitting down with poster presenter Corey Garrett, Community Liaison at HHD, to get an inside look at how the Art on the Streets initiative supports Houston’s Ending the HIV Epidemic goals. Garrett has worked in HIV/STI prevention since 1993 and attests to the need for unique approaches to reach Black and Latino youth.

“Basically, [Art on the Streets] is a way for youth at the middle school age to not only express themselves creatively, but educate themselves while gaining some awareness on HIV/AIDS and ways to prevent it,” says Garrett. Using World AIDS Day as a prompt, students conduct research about HIV and create a piece of visual art based on their learnings. The call for submissions is disseminated every September to art teachers in the Houston Independent School District, where healthy relationships curriculum starts in seventh grade. The project is open to grades 6-12 in efforts to reach students before they become sexually active.



cont... According to Garrett, HHD appoints a panel of community members living with or affected by HIV to judge the submissions each year. The panel consists of health department employees, members of the LGBTQ+ community, local sponsors, and community partners of the county's Multi-Service Centers, which provide educational resources, direct services, referrals, and access to basic needs for Houstonians.

Finalists in the Art on the Streets contest attend an awards ceremony hosted by the health department on World AIDS Day where the student artists present their pieces and inspiration. CCM and HHD staff educate participants about HIV transmission and lead discussion among students, their parents, and school officials about HIV prevention, the history of the epidemic, and the realities of living with HIV. As Garrett recounts, the event creates space for students to share not only their learnings about HIV but also feelings and stories they may not know how to express otherwise.

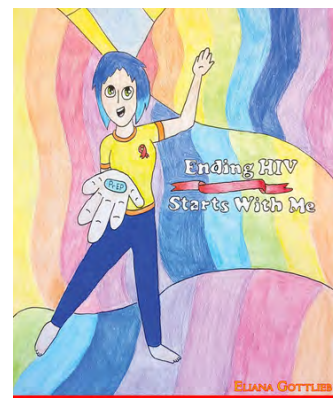
Winning art is reproduced on banners, posters, and other mediums around the city, which are also featured as centerpieces of the City of Houston's public World AIDS Day Remembrance events. HHD plays a central role in identifying locations where the art displays will have the highest impact, focusing on sites in zip codes with high HIV or STI morbidity. Houston Health also works with CCM to ensure that the art displays highlight local resources for HIV testing and prevention, and CCM partners with the Texas Department of State Health Services and the Baylor Foundation of Medicine to create a yearly calendar featuring selected art pieces.

Finalists setting up their World AIDS Day posters at a Houston Multi-Service Center
Multi-sectoral collaboration makes this work possible: The program is supported in part by funding through the Houston Arts Alliance, a local arts and culture organization whose principal work is to implement the City of Houston's vision, values, and goals for its arts grantmaking and civic art investments. The support is supplemented by local companies serving as event sponsors. For the 2023 contest, Art on the Streets is distributing over \$4,000 in cash prizes to winners and to teachers from schools with a high volume of submissions. In addition, Art on the Streets partners with the Museum of Fine Arts Houston to provide winners with a scholarship for courses at their Glassell Junior School of Arts.

While Art on the Streets is crucial to Houston's recent Ending the HIV Epidemic strategies to reduce HIV stigma and support prevention of HIV transmission among young people, Houston Health's partnership with CCM dates back to 2007. Since the contest's launch in 2015, Art on the Streets has received over 3,500 submissions, reaching an estimated 5,000,000 individuals via billboards, calendars, street displays, exhibits, social media, websites, conferences, postcards and more. Beyond the Art on the Streets campaign, Houston Health Department and Harris County Department of Health have also partnered with CCM to place artistic billboards in the Houston area featuring messages about HIV and congenital syphilis to spread awareness about the importance of testing.

Garrett believes that art should be a vital key tool in our toolbox, asking why it isn't used more widely as a tool by public health practitioners: "Just look its presence in our lives since we were kids – at some point in our lives, we've colored or used stick figures or whatever the case may be. Art reflects how we understand the world around us." As Garrett's work with Houston Health and CCM shows, visual art brings a perspective that can be a vital aid in eliciting the empathy required to tackle issues as a community.

To learn more about the Art on the Streets World AIDS Day project and view students' artwork, please visit CCM's homepage at hivawareness.org. For more information about how youth are impacted by HIV, check out these resources from the [CDC](http://www.cdc.gov) and [Advocates for Youth](http://www.advocatesforyouth.org).



APHA EXPO 'S CCM

Art on the Streets Wins Excellence in Abstract Submission
among All Presenters--Honorable Mention



APHA 2023
ANNUAL MEETING & EXPO
ATLANTA | NOV. 12 – 15

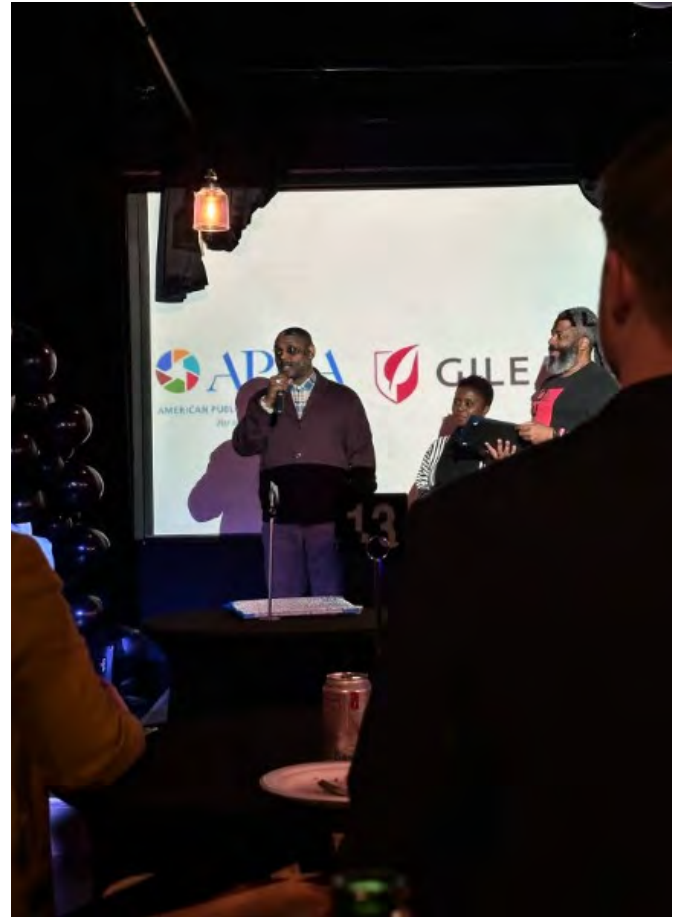
**CREATING THE HEALTHIEST NATION
OVERCOMING SOCIAL & ETHICAL CHALLENGES**

APHA 2023 — Creating the Healthiest Nation: Overcoming Social and Ethical Challenges

We must build public health capacity and address the social and ethical challenges that threaten our nation's health. With a stronger public health infrastructure, we can expand essential prevention and health promotion efforts at the community, state and federal levels to tackle threats from communicable diseases like COVID-19 and mpox, substance misuse, climate change and health disparities. Join APHA this November as we come together to overcome these threats to well-being and work to achieve a healthier nation.

Message from APHA:

As HIV/AIDS Section Chair, allow me to be the first to congratulate you for **winning this year's Excellence in Abstract Submission among All Presenters--Honorable Mention**. Your submission impressed not only all of the abstract reviewers, but our section leadership as well. Again, congratulations to you for a highly deserved award! You will receive a certificate and be given recognition at our section social on Monday evening November 13th, 2023 6:30pm-8:00pm.



**COREY GARRETT
ACCEPTS THE AWARD
CERTIFICATE AND
RECOGNITION FOR
ART ON THE STREETS
AT APHA 2023**



STD ENGAGE

Exhibit at STD ENGAGE

The Art On The Streets World AIDS Day Art Project, which has showcased talented young artists work around Houston since 2015, is a collaborative effort between Houston Health Department, CCM Foundation and Houston Independent School District (HISD). In addition to supporting the creative vision of some of Houston's most talented young artists, raising awareness and encouraging prevention of HIV/AIDS to middle & high school students, the artwork featured in this multi-location, public art exhibit was highlighted at the official 2021 City of Houston World AIDS Day remembrance ceremony which was held at Sam Houston Park.

STD ENGAGE
COMING BACK STRONGER
NEW ORLEANS • MAY 2023

May 15-19, 2023 | New Orleans, LA



Art on the Streets submitted an abstract that was accepted for poster presentation at STD Engage in New Orleans - May 2023

**Art On The Streets:
World AIDS Day Art Project**
Corey Garrett, Community Liaison,
Houston Health Department

- Each September, a call for artwork submissions goes out to all Houston Independent School District middle & high schools that have an art program. Art teachers tell the students to look up World AIDS Day and based on their findings the students create visual artwork inspired by what they discover.
- Artwork is judged, finalists are chosen and the selected finalists' artwork is re-created on a 3' X 5' vinyl banner and publicly displayed Dec. 1 - 8 at various Houston Health Department Multi-Service Centers located in communities where HIV/STI morbidity is highest.
- Impact surveys were developed and administered to randomly selected students who participated in the project to gauge the

2022 Impact Survey results

- 21 randomly selected students, Grades 6-8 from 4 participating middle schools
- Students age range 11-14
- No high school students surveyed in 2022. Only middle school students
- 5 question survey developed. 3 of the 5 questions gauged project effectiveness. The remaining two questions were formulated to ask how can the project be improved

Question	Yes	No
Has your school or World AIDS Day event participated in this project?	15	6
Used social media (Twitter and how to prevent HIV/AIDS) in this project?	17	4
Used social media (Twitter and how to prevent HIV/AIDS) in this project?	12	9

Conclusion

Since 2015, this project has received submissions from 2,230 middle & high school students in HISD. Students in HISD middle schools are introduced to the sex education curriculum in 7th grade, but this competition has been the initial introduction to HIV awareness among 6th-grade students on the middle school campuses that participate. The success of the project, since its inception, has resulted in collaborations with Baylor College of Medicine & Texas Department of State Health Services on HIV prevention initiatives.



CANCEL COVID-19 CAMPAIGN

TAKING AIM AT COVID-19: CCM FOUNDATION'S "TAKE YOUR BEST SHOT" INITIATIVE MAKES A DIFFERENCE

By Corey Green
Photography by Various



Take Your Best Shot Project

Launched in 2022 and successfully concluded in 2023, the "Take Your Best Shot – Cancel COVID-19" initiative by the CCM Foundation stands out for its targeted approach to combating the pandemic.

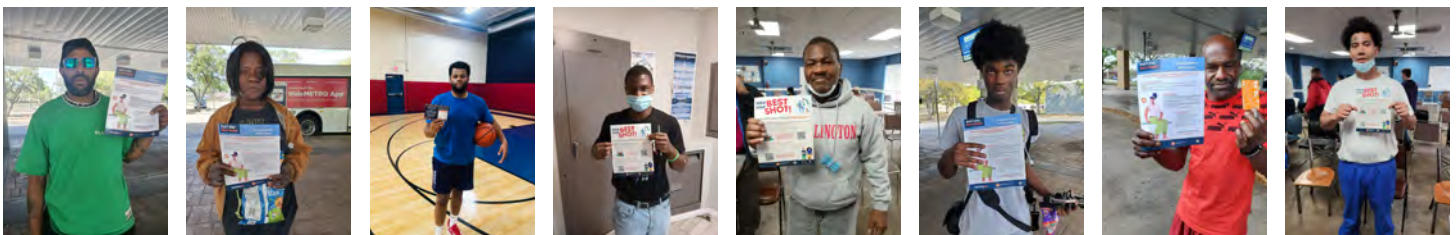
Reaching High-Risk Communities: Recognizing the disproportionate impact of COVID-19 on specific populations, the initiative focused on raising awareness within high-risk locales. This strategic approach ensured that crucial information reached those who needed it most.

Building Partnerships for Impact:

- **Collaboration with METRO:** A key element of the campaign involved partnering with Houston's METRO system. Through this collaboration, the foundation effectively distributed bus cards to survey participants, facilitating their involvement in the initiative.

Engaging Diverse Audiences:

- **Strategic Outreach:** The "Take Your Best Shot" initiative wasn't confined to a single location. By strategically engaging with participants at various venues and events, the program ensured a wider reach.
 - **Examples:** The campaign actively participated in diverse settings like the Cheyenne Center, The Swishahouse Holiday Food Drive, the Delta Sigma Theta Job Fair, and various METRO transit centers across Houston. This multi-pronged approach ensured that the message resonated with a broader audience within the target communities.

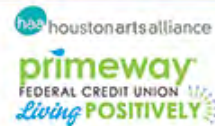


THE 35

MARKING A MILESTONE: UNVEILING "THE 35" MURAL

By Corey Green

Artwork by Houston Area Students



The fight against HIV/AIDS continues, and in 2023, the CCM Foundation took a powerful step to commemorate the 35th anniversary of World AIDS Day.

A Collaborative Masterpiece: Inspired by the exceptional creativity displayed in the "Art on the Streets" World AIDS Day art project, the foundation embarked on a unique endeavor.

"The 35" is Born: This innovative project involved the creation of a captivating mural aptly named "The 35." The mural serves as a powerful testament to the ongoing fight against HIV/AIDS and a tribute to the 35 years of tireless efforts in raising awareness and promoting prevention.

A Grand Stage Awaits: Adding further significance to the project, the unveiling of "The 35" was planned for a prestigious event – the Janet Jackson World AIDS Day concert at NRG Arena in Houston on December 1st, 2023. This was part of CCM's plan to maximize visibility and reinforce the message of unity and hope in the fight against HIV/AIDS.

CCM'S ANNUAL CALENDAR PROJECT

CCM FOUNDATION'S 2024 CALENDAR: CREATIVITY MEETS COLLABORATION IN HIV/AIDS AWARENESS

By Corey Green

Artwork by Houston Area Students

The CCM Foundation's popular calendar series continues its impactful journey, reaching year four with the 2024 edition. This year's iteration goes beyond showcasing the artistic talents of Houston's students.

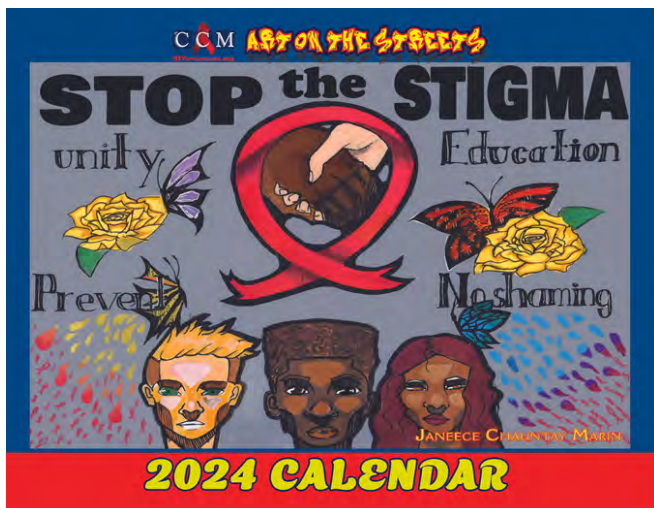
A Powerful Platform: The calendar serves as a powerful tool for:

- Art Exhibition: Providing a platform to exhibit the original artwork created by local students.
- HIV/AIDS Awareness: Continuing the crucial mission of raising awareness about HIV/AIDS and the associated stigma.

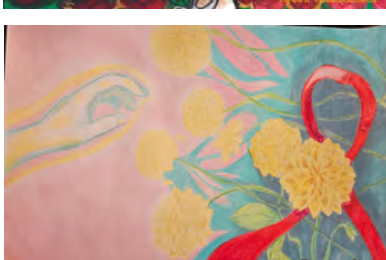
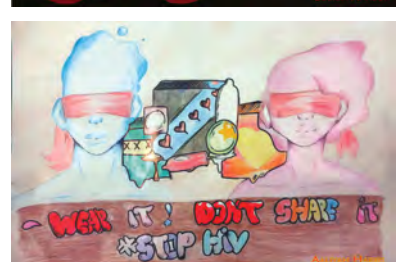
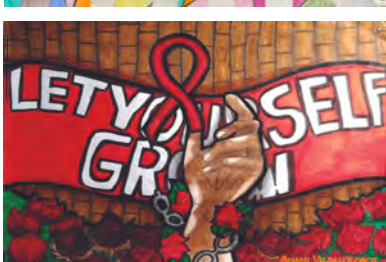
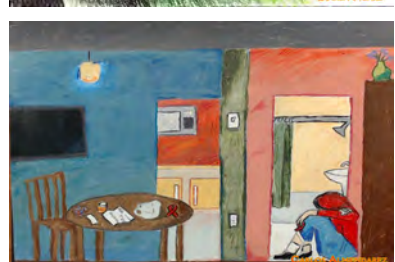
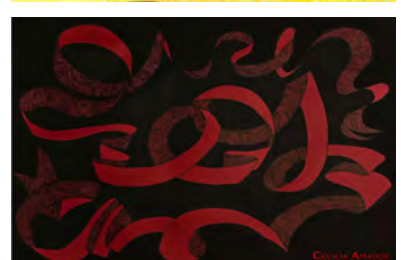
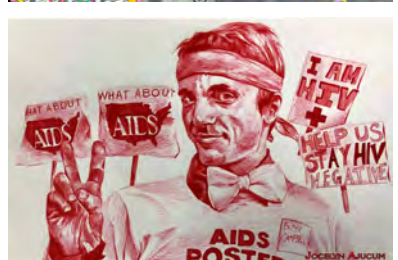
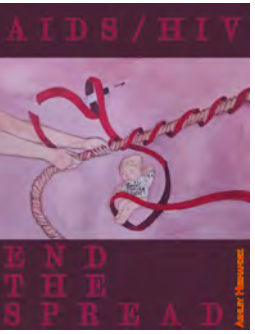
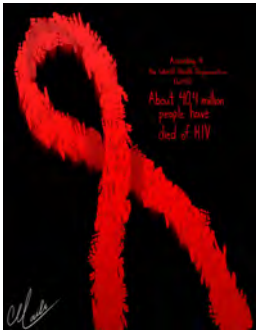
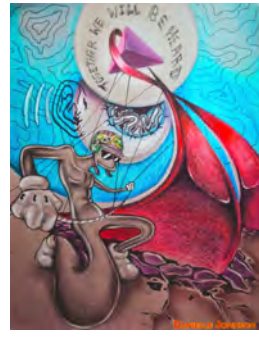
Expanding the Reach:

This year's calendar signifies a remarkable growth in collaboration. The CCM Foundation joined forces with:

- HISD (Houston Independent School District): This partnership expands the program's reach within the local student population.
- Houston Health Department: The collaboration leverages the expertise of the health department in promoting HIV/AIDS awareness initiatives.
- Baylor College of Medicine: This prestigious institution's involvement adds further credibility and scientific backing to the awareness campaign.



2023 FINALISTS ARTWORK



JANET JACKSON IN H-TOWN

CCM FOUNDATION'S 2024 CALENDAR: CREATIVITY MEETS COLLABORATION IN HIV/AIDS AWARENESS



By Joey Guerra - Houston Chronicle
Photography by Bob Levey/Getty
Images for AIDS Healthcare
Foundation
Reprinted from: Houston Chronicle
online edition Dec. 2, 2023

Packed together in a single set, Jackson’s catalog of pop, dance and R&B hits is truly astounding. The slow burn of “That’s the Way Love Goes” was an early standout and inspired one of the loudest singalongs. The “Control” hits — “What Have You Done for Me Lately,” “Nasty,” “When I Think of You” and “The Pleasure Principle” — still pulse with urgency and were accompanied by much of the original '80s choreography.

There were surprises, too. Jackson dedicated “Because of Love” to “all my diehards” and even included “The Best Things in Life are Free,” a 1992 duet with the late Luther Vandross. Every song, every dance sequence felt like a celebration.

A NIGHT TO REMEMBER FOR ALL

Jackson’s dedication to AIDS awareness and the LGBTQ+ community extend beyond music. She has advocated for safe sex since the ‘80s and been honored by the Human Rights Campaign, GLAAD and amfAR for her work. Her 1997 album, “The Velvet Rope,” deftly explored gender and sexuality at a time when it was virtually unheard of by mainstream acts. continued...

cont... Jackson sat at the lip of the stage and slowed things down during “Come Back to Me” and “Again.” She’s truly an underrated balladeer and smartly uses her vocal limitations as a tool to add nuance and emotionality.

Debbie Allen, Blair Underwood, Janet Jackson, and President of AIDS Healthcare Foundation of AHF Michael Weinstein attend World AIDS Day presented by AHF at NRG Arena on Dec. 1 in Houston.

Bob Levey/Getty Images for AIDS Healthcare Foundation

The songs of “Rhythm Nation 1814,” arguably Jackson’s greatest album, closed the set, along with a run through “Scream,” her fiery duet with late brother Michael Jackson.

“I want us to always stay strong, always give and always move forward to better days,” Jackson told the crowd before ending with “Better Days,” a deep cut from 2001’s “All for You” album.

With Jackson providing the soundtrack, that brighter future seems all but guaranteed.

CCM FOUNDATION & JANET

Once again, the CCM Foundation and the “Art on the Streets” project received recognition when the AIDS Healthcare Foundation (AHF), as the concert and event sponsor, selected two artworks from the 2023 World AIDS Day art contest. These chosen pieces were prominently displayed at the entrance of the concert venue. Additionally, the two talented artists and their parents were honored with third-row tickets to the concert, further highlighting the impact and importance of their contributions



"AOTS harnesses the power of student artwork to ignite conversations and foster awareness about HIV and STDs, weaving together creativity and education to spark meaningful change in our communities. Through the vibrant expressions of young artists, we aim to dismantle stigma, promote understanding, and empower individuals to make informed decisions about their sexual health. Together, we paint a brighter future, one brushstroke at a time."

Corey Green - CCM Foundation

344

Number of individuals reached through the Cancel COVID-19 project

252

Student artwork submissions for AOTS

7000+

Artwork exposure at Janet Jackson concert

607,006

Art on the Streets impressions - Number of times students artwork viewed on the streets

6,000,000

Art on the Streets surpasses 6 Million total impressions since it's 2015 inception

Top Projects

Details

Outcome

Art on the Streets (AOTS)

Largest student art exhibit in Houston/Harris County

- The AOTS project broke new ground and continued to expand awareness of World AIDS Day, establishing a lasting legacy of heightened consciousness surrounding HIV/STI awareness.

Take Your Best Shot - Cancel COVID-19 project

Project to continue awareness and help to prevent/protect against COVID-19

- CCM directly engaged with high-risk populations residing in zip codes characterized by elevated rates of COVID-19 infection.



Financial Statement

ASSETS

GRANTS/GOVERNMENT FUNDING

Houston Health \$38,250.00

Foundation

Houston Arts 2,400.00

Alliance

SPONSORSHIPS

HEB \$4,000.00

Primeway FCU \$1,000.00

Baylor College of

Medicine \$1,750.00

DONATIONS

Individual Donors \$2,600.00

Total Operating Support \$50,000.00

LIABILITIES & NET ASSETS

OPERATING EXPENSES \$48,020.00

NET ASSETS \$1,980.00



Funding summary

\$2,600
Donations

\$6,750
Sponsorships

\$40,650
Grants/Government
Funding