



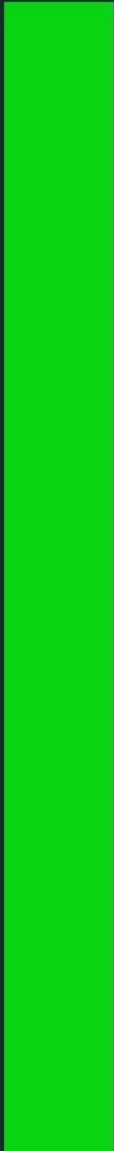
# ANNUAL IMPACT REPORT 2024

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CLUTCHCITYART.ORG





# A Message From Our Founders

As we reflect on the past year, I am filled with immense pride at the achievements of the CCM Foundation. Through the collaborative efforts of our dedicated team, partners, and supporters, we have made significant strides in raising awareness about HIV/AIDS and STDs within our community. Our signature program, the Clutch City Art Project, engaged hundreds of young artists, transforming their creative expressions into powerful messages of prevention and awareness. Collaborations with esteemed organizations like Delta Sigma Theta Sorority, Inc. have amplified our reach and impact. Furthermore, our new partnership with the Metropolitan Transit Authority (METRO) has enabled us to expand our message and reach even more individuals across the Greater Houston area. These accomplishments are a testament to the unwavering commitment of the CCM Foundation to creating a healthier and more informed community.

I invite you to explore this report to learn more about our impactful initiatives and the positive change we have brought about together. Also, as a part of our branding updates the main website for CCM is changing from [HIVAwareness.org](http://HIVAwareness.org) to [CCM.Foundation](http://CCM.Foundation).



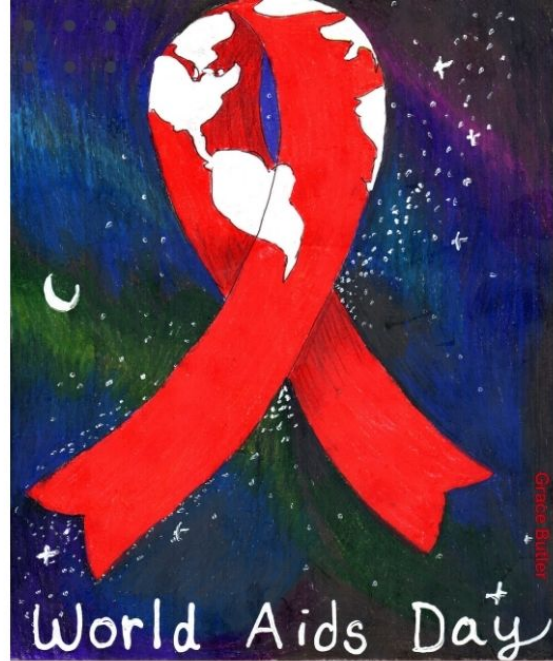


# Our Mission

The CCM Foundation is committed to empowering youth and young adults, particularly those within underserved communities, through the strategic integration of arts and education. We provide platforms for creative expression, facilitate access to critical health information, and cultivate the skills necessary to make informed lifestyle choices. Our goal is to actively reduce health disparities and promote a future where all young people have the opportunity to thrive.

## Vision

To serve as a leading voice in the community, recognized for pioneering innovative strategies in STI, HIV, and cancer education and prevention. We aspire to be a trusted resource, delivering targeted and accessible information to our youth demographic. Ultimately, we envision a future free from new HIV diagnoses, contributing to the eradication of AIDS.



## Collaboration

We are committed to strategic partnerships with organizations sharing our mission and visionary goals. By providing a reliable resource for youth engagement expertise, we enable collaborative partners to maximize their impact and leverage their core strengths.

## Outreach

Our outreach initiatives prioritize education and awareness for African American, Latino, and LGBTQ+ youth. We strive to dismantle ignorance and stigma through impactful events and multi-platform communication, including street-level engagement, dynamic social media campaigns, informative YouTube content, and targeted public service announcements on cable and streaming platforms.





# CORE VALUES



## Empowerment

The foundation prioritizes empowering youth and young adults to make informed decisions about their health and lives. This is achieved through education and artistic expression.



## Health Equity

A strong commitment to reducing health disparities within underserved communities, ensuring equitable access to information and resources.



## Innovation

The foundation seeks to pioneer innovative strategies in health education and prevention, particularly regarding STIs, HIV, and cancer.



## Accessibility

Information and resources are delivered in a targeted and easily digestible manner, ensuring they are accessible to the youth demographic.



## Collaboration

Strategic partnerships are valued as a means to amplify impact and leverage collective strengths in reaching youth.



## Relevance

Outreach efforts are tailored to the specific needs and frame of reference of underserved target youth groups.



## Social Justice

The foundation actively works to dismantle ignorance and stigma related to health issues, promoting social justice.



## Community Leadership

The organization aims to be a leading voice in the community, recognized for its expertise and impact in health education and prevention.



## Multi-Platform Engagement

Utilizing diverse communication channels, including street-level events, social media, and digital content, to maximize outreach and engagement.



# 2024 Year in Review

Corey Green - CCM Foundation

The CCM Foundation marked 2024 with a series of impactful initiatives, beginning with the successful rebranding of its flagship program. Now known as the Clutch City Art Project, this initiative, formerly 'Art on the Streets,' celebrates the creative talents of hundreds of local secondary school students. Culminating in a prestigious exhibition at Houston's Multi-Service Centers and an awards ceremony, the project awarded gift cards to promising young artists as well as a \$1000 Grand Prize, underscoring CCM Foundation's commitment to nurturing artistic expression and raising awareness within the community.

In collaboration with the Houston Public Library and Rice University, the Foundation also presented 'Straight Flexin' No Plexin!,' an exhibit chronicling Houston's profound influence on hip-hop culture. This exhibition, featuring archival materials and artifacts, notably highlighting the legacy of Chad "Pimp C" Butler, traced the city's evolution as a pivotal force in the genre.

The Foundation further partnered with Rice University to honor Mia X, the esteemed 'Mother of Southern Hip-Hop,' with an induction into the university's Hip Hop Archival Collection. This event recognized her significant contributions as an artist, educator, and advocate, solidifying her status as a cultural icon.

Expanding its community engagement, the CCM Foundation collaborated with Metro to display HIV awareness banners at transit centers throughout Greater Houston, extending vital public health messaging.

Finally, the Foundation proudly participated in the City of Houston's proclamation of December 29th as 'Pimp C Day,' a testament to the late rapper's enduring legacy. This honor, building upon the Foundation's 2009 conceptualization of the Pimp C - World AIDS Day Health and Wellness Festival, reflects the Foundation's deep-rooted dedication to celebrating and preserving the cultural heritage of Houston.

CCM accomplished all this and more in 2024. Read on for the full story on these events and initiatives and more...



# Houston is Clutch City

## Introducing: The Clutch City Art Project

# CCM FOUNDATION

ARTS - HEALTH - AWARENESS

WWW.CCM.FOUNDATION



The Clutch City Art Project enlists Houston area middle and high school students to submit artwork based on a particular theme. Currently, the theme is "World AIDS Day." To date, students have received over \$30,000 in scholarships and prizes

## Campaign Highlights



2007-Present - Substantial goals have been achieved through continuous support and collaboration with HISD and Houston Health Department (HHD). Collaboration with these two agencies on this youth focused initiative has been beneficial and effective in the ongoing fight to end the HIV epidemic.



2018 - Exhibited at the Texas Department of State Health Services HIV/STD Conference in Austin, TX



2019 - Present  
Abstracts were submitted and accepted for poster presentation at the following conferences: National Sexual Health(2019), National Coalition for STD Directors(2023), National Association of City & County Health Officials(2023), American Public Health Association(2023)



2020 - Commissioned Houston artist Mathieu Jean Baptiste is inspired by the Clutch City Art Project and creates a 20ft mural banner entitled 'The Preventions'. The banner is displayed publicly and has been archived at the Fondren Library in the Woodson Research Center of Rice University



2020-Present - Collaborative effort with Baylor College of Medicine, Texas FIMRSH and Texas Department of State Health Services to produce an annual calendar featuring artwork from the project.



2021 - Banners are displayed at the City of Houston's World AIDS Day Remembrance ceremony held at Sam Houston Park in Downtown Houston



2023 - Abstracts written and submitted in 2022 for poster presentation consideration were accepted and presented at the National Coalition for STD Directors in New Orleans, La. and at NACCHO 360 in Denver, CO leads to NAACHO Voice article - EHE Superstars: Using Art to Improve Youth HIV Awareness in Houston



2023 - APHA Annual Meeting & Expo - CCAP wins Excellence in Abstract Submission among All Presenters--Honorable Mention



2024 - AOTS now rebranded the Clutch City Art Project, display featured at the Presidential Advisory Council on HIV/AIDS (PACHA) council meeting.

CCAP display banners have received over \*7.5 million impressions in communities with high HIV/STI morbidity.

\*Source: 2023 Geopath Impressions

CCAP is the largest public display of youth artwork in Houston/Harris County

Since 2015, middle & high school students from Houston have submitted over 3500 pieces of artwork to CCM's Clutch City Art Project.

Sponsored in part by:





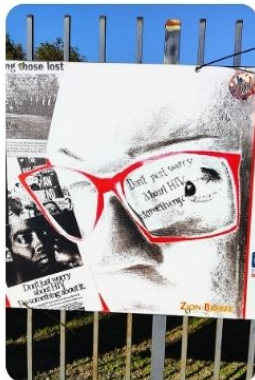
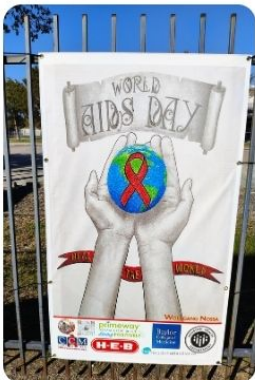
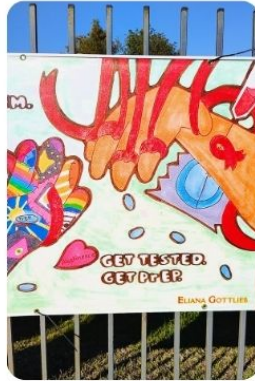
**2024 FINALISTS ARTWORK**



# Photos from the Clutch City Art Project



# Photos from the Clutch City Art Project



"Imagine art that changes lives. That's the heart of CCAP. We unleash the raw power of student creativity to spark vital conversations about HIV and STDs, transforming canvases into catalysts for change. With every vibrant stroke, we're not just creating art – we're dismantling stigma, igniting understanding, and empowering communities to embrace sexual health. Join us as we paint a future where knowledge triumphs over fear."

*Corey Green - CCM Foundation*



167

Number of attendees at the Clutch City Art Project Award Ceremony/Brunch

279

Student artwork submissions for AOTS

1,200,000

Clutch City Art Project impressions – Number of times students artwork viewed on the streets in 2024. The new METRO Collab has greatly increased impressions

7,500,000

Clutch City Art Project surpasses 7.5 Million total impressions since it's 2015 inception

*Top Projects*

*Details*

*Outcome*

**Clutch City Art Project (CCAP)**

Largest student art exhibit in Houston/Harris County

- CCAP's groundbreaking initiatives not only expanded World AIDS Day awareness but also cemented its role as a leader in fostering lasting consciousness around HIV and STIs.

**New METRO Collaboration**

Expands the "On The Streets" aspect of the Clutch City Art Project throughout the year.

- CCAP stands to reach millions more by maintaining displays at local METRO centers.



## 15th Annual Howard University International Conference on Stigma Convening November 19-21, 2024

Conference theme is "Stigma No More...It's 2024!"

Cedric Mobley

Nov 14, 2024 3 minutes



### CLUTCH CITY ART PROJECT FINALIST ARTWORK SUBMITTED TO AND WINS PRIZE IN HOWARD UNIVERSITY INTERNATIONAL ART CONTEST - PAOLA TRUDO RECEIVES THIRD PLACE

The CCM Foundation is committed to showcasing our students' exceptional artistic talents throughout the year. We're thrilled to announce that Paola Trudo, a past CCAP finalist and talented middle school student, recently earned third place at the prestigious Howard University International Conference on Stigma. This achievement underscores the power of our students' work and the platform we provide for their voices to be heard. Details about the competition are provided below.

WASHINGTON, DC, November 14 – Howard University announced today the convening of the 15th Annual Howard University International Conference on Stigma, scheduled for November 19-21, 2024. This year's theme is "Stigma No More...It's 2024!" The purpose of the conference is to end negative beliefs and unfounded perceptions surrounding HIV, mental health, sickle cell disease, epilepsy, substance use, and other intersecting health issues, particularly those disproportionately affecting marginalized communities.

Each year, the International Conference on Stigma brings together a full roster of researchers, educators, policymakers, activists, faith leaders, students, youth, and community leaders to discuss strategies to overcome health-related bias, which impedes treatment and prevention. This year's conference will include open discussions on diagnosis, health equity, internalized stigma, and other topics. It will also include mental health education and leadership training led by Chantelle Fitzgerald of Mindset Strategies, LLC entitled, "Self-Compassion as a Tool to Defeat Stigma."

Virtual sessions will take place November 19-20, and an in-person main session will be held on location at Howard University's Armour J. Blackburn Center on Thursday, November 21. Most events will be livestreamed, including the November 21 main session. Registration information and a complete conference agenda can be found at [www.whocanyoutell.org](http://www.whocanyoutell.org).

"The stigma associated with health conditions is a major problem and impedes treatment and prevention efforts," said Sohail Rana, M.D., professor of pediatrics at the Howard University College of Medicine and conference director. "To address stigma, love and community are the cure. Most people with stigmatized illnesses like HIV have suffered layers and layers of trauma. Today, addressing different forms of stigma involves providing people opportunities to tell their stories without facing rejection."

Notable Speakers include:

- Keynote Speaker: S. Mandisa Moore-O'Neal (she/her), Executive Director, CHLP, New Orleans
- Topic: "HIV Decriminalization as a Necessary Strategy to End HIV Stigma"
- Rana Family Speaker Series for Social Justice in Health Speaker: Laila El-Haddad, MPP
- Topic: "Dehumanization...A Toolbox for Genocide"
- Additional Speakers:
  - Alicia Lucksted, Ph.D., research psychologist (University of Maryland and the Veterans Health Administration)
  - Ekpereka Sandra Nawfal, MBBS, MPH, scientific abstract winner (Florida International University)
  - Reggie and Dionne Smith, HIV advocates
  - Charles Carrington, "Sickle Cell Warrior"
  - Ofosuwa M. Abiola, Ph.D., Howard University professor and director, Africana Theatre and Dance Collection, Chadwick A. Boseman College of Fine Arts





## HOUSTON CELEBRATES "PIMP C DAY" 2024: A LEGACY ENDURES

Houston, Texas – December 29th, 2024, marked a poignant and powerful day for the city of Houston, as it officially commemorated "Pimp C Day," honoring the late Chad "Pimp C" Butler, a true icon of Southern hip-hop. The day served as a testament to the enduring influence of the UGK co-founder, whose music and persona continue to resonate deeply within the city and beyond.

The celebration, a culmination of years of advocacy and appreciation, was a vibrant display of Houston's unwavering respect for Pimp C's contributions to music and culture. The event, spearheaded in part by the CCM Foundation, a long-time champion of Pimp C's legacy, brought together fans, fellow artists, and community members to reflect on his impact.

"Pimp C Day" was more than just a commemoration; it was a celebration of Houston's unique musical heritage. Pimp C, alongside his UGK partner Bun B, played a pivotal role in putting Texas hip-hop on the map, forging a sound that was distinctly Southern and unapologetically authentic.

His lyrics, often raw and reflective of the realities of life in the South, spoke to a generation and continue to inspire artists today.

The CCM Foundation's involvement in "Pimp C Day" was particularly significant, given their history with the late rapper. The organization, which conceptualized the first annual Pimp C - World AIDS Day Health and Wellness Festival in 2009, has long recognized the importance of Pimp C's voice and platform. For them, "Pimp C Day" was a "true labor of love," a way to honor a man whose influence extended beyond music.

The day's events included tributes from local artists, screenings of archival footage, and discussions about Pimp C's lasting impact. Fans shared stories of how his music resonated with them, and artists spoke of his influence on their own careers. The atmosphere was one of celebration and remembrance, a testament to the enduring power of Pimp C's music.

The City of Houston's official proclamation of "Pimp C Day" was a significant moment, solidifying Pimp C's place in the city's history. It was a recognition of his artistic achievements and his cultural significance, a reminder of the power of music to shape a city's identity.

As the sun set on "Pimp C Day" 2024, the city of Houston stood united in its appreciation for a musical legend. Chad "Pimp C" Butler's legacy lives on, not just in his music, but in the hearts of those who continue to be inspired by his artistry and his unwavering authenticity. The celebration served as a reminder that his influence will continue to shape the sound of Houston for generations to come.



# Straight Flexin', No Plexin'

**AI CONDENSED VERSION OF THE ARTICLE THAT APPEARED IN TEXAS MONTHLY ABOUT CCM EVENT BY DAN SOLOMON**

**Artifacts From Hip-hop History Are on Display in Houston**

June 21, 2024



Houston's "Straight Flexin' No Plexin'" exhibit showcases the city's significant contributions to hip-hop culture over four decades.

## Exhibit Overview

- "Straight Flexin' No Plexin'" is on display at Hiram Clarke Multi-Service Center through June 2024.
- The exhibit highlights Houston's hip-hop history, starting from 1981 with Lester "Sir" Pace's KTSU broadcast.
- It features collaborations between Houston Public Library, CCM Foundation, and Rice University's CERCL and Fondren Library.

## Pimp C Display

- Displays include lyric sheets written by Pimp C during his incarceration in 2002.
- Items include a drum machine, floppy disks with music sequencing, and sunglasses worn in the "International Players Anthem" video.
- The exhibit showcases Pimp C's studio equipment and personal artifacts lent by his widow, Chinara Butler.

## Swishahouse Display

- Artifacts from Swishahouse, a major Houston hip-hop label, are featured, including a skateboard and "Still Tippin'" vinyl.
- The display includes signed memorabilia from a 2022 exhibit and original hand-drawn artwork by Chamillionaire.

## Pimp C Art Contest

- Artwork submitted to the 2014 Smoke Something art contest is displayed, inspired by Pimp C.
- The exhibit includes a figure created for a clothing collaboration featuring Pimp C.

## Pimp C's Famous "Money" Jacket

- A brown jacket with a dollar print worn by Pimp C during a photo shoot is showcased.
- Accompanying pants with the same print are also displayed.

## HaviKoro Crew

- Items from the HaviKoro breakdancing crew, formed in the 1990s, are included in the exhibit.
- The display features a documentary poster and custom-made sneakers representing the crew's legacy.



## PICTURES FROM THE DISPLAY



### **COMPLETE VERSION ON THE TEXAS MONTHLY WEBSITE**

[HTTPS://WWW.TEXASMONTHLY.COM/ARTS-ENTERTAINMENT/HOUSTON-HIP-HOP-EXHIBIT-STRAIGHT-FLEXIN-NO-PLEXIN/](https://www.texasmonthly.com/arts-entertainment/houston-hip-hop-exhibit-straight-flexin-no-plexin/)

### **MORE ARTICLES ABOUT THIS HIGHLY SUCCESSFUL EVENT**

[BRAES OAKS MANAGEMENT DISTRICT](#)

[HOUSTON STYLE MAGAZINE](#)

[GAZELLE MEDIA GROUP](#)

[CULTUREMAP HOUSTON](#)

[CW39 HOUSTON](#)

[RICE UNIVERSITY - NEWS & MEDIA RELATIONS](#)

[KTVZ - BEND, OREGON](#)

[HOUSTON PUBLIC LIBRARY](#)

[CONCHO VALLEY - SAN ANGELO](#)



# Hip-hop pioneer Mia X inducted into Rice University's hip-hop archives

## CCM Foundation collaborated with CERCL on this event

HOUSTON — Mia X, who's known as the Mother of Southern Hip-Hop, has officially been inducted into Rice University's Hip Hop Archival Collection. The hip-hop icon is the first woman to be inducted into the university's hip-hop archives. She spoke with KHOU 11's Ugochi Iloka about the honor.

"When I got the call I was shocked because they told me that I would be the first woman that would be inducted," Mia X said. "I just took it all in for a moment and just thought about how grateful I am to see a genre of music that I fell in love with in 1979 and to see us come this far."

Anthony Pinn, the founding director of the university's Center for Engaged Research and Collaborative Learning (CERCL), said the center is excited by Mia X's contributions.

"Mia X is a major figure in the history of hip-hop, blazing a path many others have followed," he said. "We are excited to bring Mia X to campus, and we look forward to our ongoing connection."

Rice said Pinn founded the archive in an effort to preserve hip-hop's cultural importance while also highlighting its role as a platform for community leadership.



RICE UNIVERSITY - MEDIA RELATIONS  
CULTURE MAP HOUSTON  
BLACK ENTERPRISE

A vertical event poster for Mia X's induction. At the top, it says "PRESENTED BY RICE UNIVERSITY CERCL" with the university logo. Below that is a portrait of Mia X. To the right of her portrait is the date "SEPT 18TH". Below the date is the time "6:30-8:30PM" and the text "SOLDIER. SURVIVOR. SAVANT." in large, bold letters. To the right of this text are three small portraits of guest speakers: Dr. Anthony Pinn, Chinara Butler, and G Dash. Below the portraits, it says "JOIN US AS MIA X IS INDUCTED INTO CERCL'S HIP HOP ARCHIVE AT RICE UNIVERSITY'S FONDREN LIBRARY WOODSON RESEARCH CENTER". At the bottom, it lists "GUEST SPEAKERS: DR. ANTHONY PINN, CHINARA BUTLER &amp; G DASH" and "REGISTER AT: CERCL.RICE.EDU". Logos for CCM Foundation, Rice University Fondren Library, and Viiv Healthcare are at the very bottom.



# THE CALENDAR PROJECT

CCM FOUNDATION'S 2025 CALENDAR HIGHLIGHTS THE NEW CLUTCH CITY ART PROJECT BRANDING

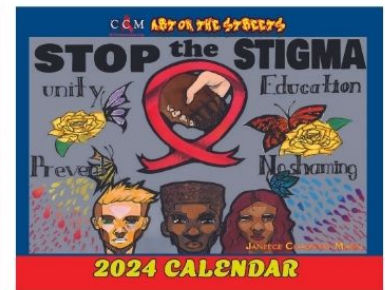
By Corey Green

Artwork by Houston Area Students

The CCM Foundation's highly regarded calendar series advances into its fifth year with the release of the 2025 edition, continuing its mission to amplify both student artistry and vital health awareness. This year's calendar serves as a dynamic platform, not only showcasing the original artwork of Houston's talented students but also reinforcing the critical message of HIV/AIDS awareness and stigma reduction.

Building upon previous successes, the 2025 calendar marks a significant expansion in collaborative partnerships. The CCM Foundation is proud to announce its continued collaboration with:

- School Districts - HISD (Houston Independent School District), YesPrep, Alief ISD: Strengthening our connection with local students and expanding the program's reach within the educational community.
- Houston Health Department: Leveraging their expertise to enhance the effectiveness of our HIV/AIDS awareness initiatives.
- This project was funded from generous grants and donations from many of our wonderful sponsors, including: Primeway Federal Credit Union, Adobe Corporation, Microsoft, Mosaic Media Solutions and more.



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Donors & Partners: Dr. Manish Mehta, Baylor, www.ccmfoundation.com, 713-545-3343



# HHD EHE EARLY VOTING & ELECTION DAY MSC OUTREACH NARRATIVE SNAPSHOT

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HIV rapid testing and PrEP general knowledge questionnaire collection performed October 21 – November 5, 2024, at Hiram Clarke, Sunnyside and Acres Homes Multi-Service Centers.

St. Hope Foundation performed syndemic screening (HIV, HCV, syphilis) and AIDS Healthcare Foundation performed rapid HIV testing. One (1) Hispanic male that identified as MSM tested positive for syphilis (700). After a RS was performed by HHD Surveillance team member it revealed that it was an old 700 case and the patient was treated BICX3 8/30/24.

The age range of those tested were 15 – 69 and 17 individuals received syndemic screening


The age range of those that completed a questionnaire were 18 – 50+

The total number of impressions the HHD EHE informational table received during Early Voting period was 3,367

A total of 98 PrEP questionnaires were started, but only 94 were completed.

Gender of those completing questionnaire: 74% females and 25% males and 1% preferred not to answer their gender

Race of those starting the questionnaire: 75% Black 12% Latino 6% White 4% Other 1% American Indian

- Zip codes of questionnaire respondents: 77583, 77075, 77530, 77004, 77087, 77071, 77064, 77093, 77084, 77028, 77008, 77086, 77338, 77074, 77036, 77015, 77056 (each had 1 respondent); 77048, 77034, 77099 (each had 2 respondents); 77022, 77051, 77035, 77085 (each had 3 respondents); 77088, 77091, 77021 (each had 4 respondents); 77047, 77053 (each had 11 respondents); 77045 (had 25 respondents)
- 

# Photos from the Clutch City Art Project



# Financial Statement

## ASSETS

### GRANTS/GOVERNMENT FUNDING

Spartan Foundation 12,750.00

### SPONSORSHIPS

HEB \$4,000.00  
Primeway FCU \$5,000.00

### DONATIONS

Individual Donors 9,000.00

Total Operating Support 30,750.00

## LIABILITIES & NET ASSETS

OPERATING EXPENSES 27,500.00

NET ASSETS 3,250.00

