

2021

URBAN BRIDGE

ANNUAL
REPORT





**LET'S BUILD BRIDGES,
NOT WALLS.**

DR. MARTIN LUTHER KING, JR.



MARCUS JACKSON EXECUTIVE DIRECTOR

2021 WAS A YEAR WHERE OUR DREAMS OF BUILDING TANGIBLE BRIDGES OF HOPE THROUGH THE CREATION OF THE BRIDGE IMPACT CENTER BECAME A REALITY. I'VE ALWAYS KNOWN "IF YOU BUILD IT THEY WILL COME!" I AM GRATEFUL BEYOND WORDS FOR THE PROGRESS AND SEEING STUDENTS IN OUR FACILITY EACH DAY. I LOOK FORWARD TO WHAT'S IN STORE FOR ALL OF US AS WE CONTINUE TO BUILD AND GROW TOGETHER.



DEAR FRIEND OF URBAN BRIDGE,

THERE ARE NO WORDS THAT CAN CAPTURE AND EXPRESS OUR GRATITUDE FOR YOUR INVOLVEMENT AND PARTNERSHIP WITH THE MISSION OF URBAN BRIDGE THIS YEAR.

IN THIS UNPREDICTABLE WORLD, YOU HAVE PROVIDED STABILITY, SUPPORT, AND HOPE. YOU HAVE BUILT BRIDGES THAT BREAK DOWN BARRIERS CREATED BY POVERTY. YOU'VE PROVIDED PATHWAYS TO HEALTH, WHOLENESS, AND GREATER ECONOMIC OPPORTUNITIES.

THANK YOU.

WE ARE GRATEFUL FOR YOUR FINANCIAL CONTRIBUTION AND INVITE YOU TO CONTINUE YOUR FINANCIAL PARTNERSHIP WITH US IN 2022.

IT IS AN HONOR TO HAVE YOU ON THE URBAN BRIDGE TEAM. PLEASE STOP BY THE CENTER ANY TIME AND SEE YOUR GIFTS IN ACTION. KNOW THAT YOU ARE APPRECIATED AND THAT YOU ARE MAKING A BIG DIFFERENCE! THANK YOU FOR YOUR GIVING TO URBAN BRIDGE AND BEING A PART OF PROGRESS AND IMPACT IN OUR COMMUNITY.

HOPE FOR FAMILIES IN NE OKC,

MARCUS JACKSON
EXECUTIVE DIRECTOR

2021

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MISSION

DEDICATED TO IMPROVING THE QUALITY OF LIFE IN THE COMMUNITIES SERVED, BY EMPOWERING FUTURE LEADERS THROUGH MENTORSHIP, EDUCATION, AND ENTREPRENEURSHIP PROGRAMS, URBAN BRIDGE IS A COMMUNITY DEVELOPMENT ORGANIZATION THAT EXISTS TO BRIDGE THE POVERTY GAP IN TRADITIONALLY UNDER-REPRESENTED COMMUNITIES.

MENTORSHIP IS JUST THE START OF THE FUTURE IMPACT WITH OUR YOUTH. OUR HOLISTIC APPROACH - MENTORSHIP AND BEYOND - IS FOCUSED ON THE FUTURE AS WELL AS THE INDIVIDUAL AND HIS OR HER CHALLENGES TODAY. THROUGH OUR WORK, BRIDGES OF HOPE ARE CREATED FOR YOUTH THROUGHOUT OUR COMMUNITY!

LOOKING BACK

URBAN BRIDGE WAS FOUNDED IN 2015 BY 3 COMMUNITY LEADERS AND PASSIONATE CHANGE-MAKERS - MARCUS JACKSON, VERNON DEAS, AND JAMES JACKSON. THESE MEN HAD A COMMITTED DESIRE TO IMPROVE THE QUALITY OF LIFE IN THE COMMUNITIES SERVED THROUGH EDUCATION, EXPOSURE, EMPOWERMENT, AND ECONOMIC DEVELOPMENT. ALMOST 4 YEARS AFTER INCORPORATING AS A NONPROFIT THEY FINALLY EXPERIENCED SOME FUNDING AND OPPORTUNITY BREAKTHROUGHS. ENABLING MARCUS TO FOCUS FULL-TIME ON REALIZING THE HOPES AND DREAMS THAT WERE BIRTHED MANY YEARS PRIOR. IN 2021, FACILITY RENOVATIONS WERE COMPLETED AND THE GRAND OPENING TO THE COMMUNITY WAS HELD. NOW MORE THAN EVER URBAN BRIDGE IS POISED FOR EXPONENTIAL GROWTH!



THIS YEAR, YOU MADE IT POSSIBLE TO...

- FINISH THE BRIDGE IMPACT CENTER FACILITY RENOVATIONS AND HOLD OUR GRAND OPENING TO THE COMMUNITY.
- ENROLL MORE THAN 70 STUDENTS AND SERVE MORE THAN 35 FAMILIES.
- ENGAGE MORE THAN 45 VOLUNTEERS.
- LAUNCH ART, DANCE, STEM, CULINARY, AND ATHLETIC PROGRAMS.
- EXPAND TO INCLUDE MENTAL HEALTH SERVICES AND HAVE A FULL-TIME THERAPIST AVAILABLE.
- RECEIVE MORE THAN \$815,000 IN GIFTS AND ALREADY OVER \$500,000 IN PLEDGES FOR 2022.
- REBRAND OUR VISUAL BRAND FOR URBAN BRIDGE & THE BRIDGE IMPACT CENTER.
- HIRE A PART-TIME ADMINISTRATIVE COORDINATOR.
- RECRUIT 42 NEW DONORS AND RECEIVE 4 NEW GRANTS.
- BE FEATURED IN THE DAILY OKLAHOMAN AND STORIES ON NEWS 9 AND NEWS 25.
- SERVE 27 FAMILIES AND 86 CHILDREN & YOUTH AT CHRISTMAS!
- PREPARE TO LAUNCH OUR NEW MONTHLY DONOR OPPORTUNITY - THE DECK - WHERE ALL GIFTS ARE DOUBLED!

EXECUTIVE DIRECTOR MARCUS JACKSON, OUR STAFF TEAM, AND URBAN BRIDGE'S BOARD OF DIRECTORS ARE ALL READY FOR 2022 AND BEYOND!

THANK YOU FOR BEING A PART OF TEAM AND THE AMAZING WORK GOING ON AT URBAN BRIDGE!



THE MODEL

OUR APPROACH IS BASED UPON 4 “E’S” THAT COLLECTIVELY AIM TO BRIDGE GAPS THAT PLAGUE UNDERSERVED COMMUNITIES.



EDUCATION - THROUGH ACADEMIC INCENTIVE PROGRAMS, READING AND MATH COACHING, TUTORING, STEM, AND CREATIVE ARTS PROGRAMS, EDUCATIONAL ADVANCEMENT OCCURS AND ACADEMIC GOALS ARE ACHIEVED.



EXPOSURE - INDIVIDUAL AND COLLECTIVE CAPACITY IS BUILT IN THE COMMUNITY THROUGH FOCUS AND OPPORTUNITY WITH TECHNOLOGY AND CODING, HEALTH & WELLNESS PROGRAM, CULTURAL EVENTS, AND FIELD TRIPS.



EMPOWERMENT - URBAN BRIDGE PROVIDES OPPORTUNITIES FOR ADVANCEMENT AND ACHIEVEMENT. KEY OPPORTUNITIES INCLUDE MENTORSHIP, COMMUNITY SERVICE PROJECTS, JOB PLACEMENT ASSISTANCE, SPIRITUAL DEVELOPMENT, MENTAL HEALTH THERAPY, COACHING ON LIFE SKILLS, AND HELP WITH PLANNING FOR COLLEGE.



ECONOMIC DEVELOPMENT - EQUITY IS BUILT AND INDIVIDUALS ARE EMPOWERED TO HAVE FINANCIAL OPPORTUNITY THROUGH PROMOTING FINANCIAL LITERACY, PROVIDING REFERRALS FOR EMPLOYMENT TRAINING, AND FOSTERING A SPIRIT OF ENTREPRENEURSHIP AS WELL AS PROVIDING VALUABLE CONNECTIONS AND OPPORTUNITIES FOR BUSINESS GROWTH.





OUR PROGRAMS

THE BRIDGE IMPACT CENTER: RUN BY MARCUS JACKSON, THE BRIDGE IMPACT CENTER STRIVES TO CREATE AN ENVIRONMENT AND POSITIVELY IMPACTS YOUTH, FAMILIES, AND NEIGHBORHOODS IN TRADITIONALLY UNDER-REPRESENTED COMMUNITIES THROUGH MENTORING, TUTORING, COLLEGE & CAREER PREPARATIONS, FINANCIAL LITERACY, THE ARTS, SPIRITUAL DEVELOPMENT AND COMMUNITY PARTNERSHIPS. IN ADDITION TO MEETING BASIC LIFE NEEDS, THE BRIDGE OFFERS BOTH ONSITE AND OFF-SITE PROGRAMS STRUCTURED TO CREATE FORMATIVE, HOLISTIC DEVELOPMENT OPPORTUNITIES FOR YOUTH AND YOUNG ADULTS.

COMMUNITY ADVOCACY & PARTNERSHIPS: URBAN BRIDGE PARTNERS WITH CIVIC, GOVERNMENT, COMMUNITY-BASED, AND PARTNERS THROUGH THE BRIDGE IMPACT CENTER TO CREATE AND DELIVER RESOURCES FOR NEIGHBORHOOD STABILIZATION AND REVITALIZATION AND ADVANCES INITIATIVES TO HELP EMPOWER CITIZENS AND COMBAT GENERATIONAL POVERTY.

SOCIAL VENTURES: URBAN BRIDGE IS DEVELOPING A SERIES OF SOCIAL VENTURES STRATEGICALLY LOCATED TO MAXIMIZE EMPLOYMENT, INCOME AND JOB TRAINING FOR MEMBERS IN IDENTIFIED COMMUNITIES. WE ARE PILOTING THIS CONCEPT CURRENTLY WITH GROUP FLY.





THE BRIDGE IMPACT CENTER GRAND OPENING

WE CANNOT EVEN BEGIN TO SHARE HOW HONORED WE WERE TO HAVE SHARED THIS SPECIAL MOMENT WITH SO MANY OF YOU WHO WERE PHYSICALLY PRESENT OR PRESENT IN SPIRIT.

THANK YOU FOR YOUR LOVE, PRESENCE, AND SUPPORT ALL THESE YEARS TO GET US TO THIS POINT. WITHOUT YOU, THE MOMENT WE SHARED WHEN THAT RIBBON WAS CUT WOULD NOT HAVE HAPPENED.

IT WAS A PRIVILEGE TO REFLECT ON WHAT YOU HAVE DONE AND THE DIFFERENCE YOUR INVOLVEMENT HAS MADE IN THE LIVES OF MANY IN NE OKC.

THANK YOU
FOR THE INVESTMENT IN THE COMMUNITY AND THE MISSION OF
URBAN BRIDGE!

"TO LOOK OUT OVER THAT ROOM AND SEE YOU ALL - IT JUST FELT LIKE WE WERE WITH FAMILY. A LOT OF YOU HADN'T SPENT MUCH TIME TOGETHER OR EVEN MET - BUT THERE WAS A WHOLE LOT OF LOVE IN THE ROOM AND I KNOW WE ALL FELT THAT. THANK YOU."

**MARCUS JACKSON, EXECUTIVE DIRECTOR &
CO-FOUNDER OF URBAN BRIDGE**





OUR PARTNERS



CALM WATERS (NEW IN 2022) - PARTNERING TO BE ABLE TO FACILITATE GRIEF GROUPS TO OUR STUDENTS AND FAMILIES.



CITY CENTER (SINCE 2019) - COLLECTIVELY SHARING IDEAS & STRATEGIES, COLLABORATION WITH EXECUTIVE DIRECTORS & SITE DIRECTORS, SHARED SERVICES AND EXCHANGE OF RESOURCES.



DELL (NEW IN 2022) - PROVIDING INVOLVEMENT FROM DELL'S DIVERSITY GROUP TO CONNECT WITH STUDENTS AND DISCUSS CAREER PATHS, ON-SITE TRAINING FOR STUDENTS & MENTORSHIP.



INNOVATION DISTRICT - PARTNERING TO CONNECT BUSINESSES & PROVIDE EXPOSURE FOR URBAN BRIDGE.



FLIGHT (SINCE 2021) - COLLABORATING TO STRENGTHEN THE TECH AND MEDIA SKILLS OF OUR YOUTH THROUGH TECH MENTORSHIP WITH TECH EQUIPMENT AND SUPPLIES.



FLOURISH OKC (SINCE 2020) - OFFERING CONSULTATION, SERVICES & RESOURCES TO PROMOTE ORGANIZATIONAL HEALTH & STABILITY, AS WELL AS PROVIDING STAFF / LEADER SUPPORT.



FREEDOM CITY (NEW IN 2021) - PROVIDING SERVICES FOR STUDENTS YOUNGER THAN OUR RANGE AND VICE VERSA, FORMED A TUTORING COLLABORATION TO TUTOR OUR STUDENTS DURING THE WEEK.



HALO PROJECT (NEW IN 2021) - CREATED MENTAL HEALTH SERVICES CURRICULUM (BY CINDY LEE WITH THE HALO PROJECT), PROVIDING TRAINING TO STAFF & VOLUNTEERS.



OSU DISCOVERY (NEW IN 2022) - MENTORING, TEACHING, & PROVIDING INNOVATION & TECH SERVICES TO STUDENTS & STAFF .



OU CAPTIVATING CREATIVE CULTURE ART PROGRAM AND OU FOOTBALL TEAM (NEW IN 2022) - PROVIDING MENTORSHIP & CAREER EXPOSURE.



VALOR BANK (SINCE 2021) - PROVIDING NEEDS-BASED FUNDING & ENGAGING WITH FINANCIAL LITERACY ELEMENT.



WOMEN OF TASTE (SINCE 2021) - OFFERING CULINARY CLASSES FROM ACTUAL CHEFS TO OUR STUDENTS.



FINANCIAL PARTNERS

WE ARE GRATEFUL FOR THE GENEROSITY OF SO MANY FINANCIAL PARTNERS! CORPORATIONS, LOCAL BUSINESSES, CHURCHES, NONPROFITS, AND NUMEROUS INDIVIDUALS AND FAMILIES FUND THE MISSION OF URBAN BRIDGE. WITHOUT YOUR INVESTMENT, NONE OF THIS WOULD BE POSSIBLE. **THANK YOU!**



ARNALL FAMILY FOUNDATION



OKCPD / F.A.C.T. PROGRAM



CLEVYR



SALIS ENERGY



FLOURISH OKC



SECRET PLACE COMMUNITY CHURCH



GAMING CAPITAL



SKYLINE CHURCH



GROUP FLY



TEARFUND



HOBBY LOBBY



VALOR BANK



JASCO GIVING
HOPE FOUNDATION

....AND NUMEROUS INDIVIDUALS AND FAMILIES!



WHAT IS NEXT

WE KNOW THAT THERE IS GREAT NEED AND OPPORTUNITY IN OUR COMMUNITY. WITH THE OFFICIAL OPENING OF THE BRIDGE IMPACT CENTER, WE ARE POISED TO CONTINUE TO FORM PARTNERSHIPS, RECRUIT VOLUNTEERS, OFFER MORE PROGRAMS, PROVIDE MORE SERVICES, AND REACH MORE STUDENTS. THANKS FOR JOINING US IN THIS JOURNEY - COULDN'T DO IT WITHOUT YOU!



URBAN BRIDGE

2022 - 2023 GOALS AND OBJECTIVES

+ CAPITALIZE ON FULL-TIME HIRE OF MENTAL HEALTH SERVICES DIRECTOR AND CONTINUE EXPANDING MENTAL HEALTH SERVICES.

- TRAIN STAFF AND VOLUNTEERS IN MENTAL HEALTH APPROACHES.
- OFFER STAFF MENTAL HEALTH INITIATIVE AND TRAINING AS WELL AS PROFESSIONAL AND LEADERSHIP DEVELOPMENT.
- ADD MORE MENTAL HEALTH & PROGRAM PARTNERSHIPS.
- OFFER THERAPY GROUPS TO DEAL WITH TRAUMATIC LIFE EXPERIENCES BY DEVELOPING INDIVIDUAL SELF WORTH.
- PROVIDE EVEN MORE SERVICES TO PARENTS & GUARDIANS AND EXTEND SERVICES TO FAMILIES.
- START GRIEF SUPPORT GROUPS IN PARTNERSHIP WITH CALM WATERS - STAFF, VOLUNTEERS, TO BE DREAMED.
- INCREASE PARTNERSHIP AND IMPACT IN LOCAL HIGH SCHOOLS - EXPLORE OFFERING MENTAL HEALTH SERVICES FOR DOUGLASS HIGH SCHOOL.
- PROVIDE MORE GROUP (STUDENTS AND COMMUNITY) INDIVIDUAL-BASED SERVICES (MORE THERAPISTS).

+ FOCUS ON WELLNESS & NUTRITION WITH OUR POPULATION BY OFFERING PROGRAMS AND EDUCATION.

+ INCORPORATE WELLNESS EVENTS, INCLUDING THINGS SUCH AS ART SPACE, PARK, JOB SHADOW, NUTRITIONAL COOKING CLASS.

+ PARTICIPATE IN LOCAL EVENTS TO SPREAD AWARENESS & ENGAGEMENT.

+ SECURE ADDITIONAL LAND / PROPERTY BEHIND OUR CURRENT FACILITY TO EXPLORE MULTIPLEX ADDITION TO OUR CAMPUS.

+ BUILD A COMPREHENSIVE SPORTS FACILITY.

+ DEVELOP PROGRAM CURRICULA/ TRAINING FOR STAFF & VOLUNTEER TRAINING AND EVENTUALLY TO SHARE EXTERNALLY.

+ LAUNCH OUR PLANS FOR A COMPREHENSIVE OUTCOMES MEASUREMENT PROGRAM.

+ RAISE OVER \$1 MILLION TO FUND OUR OPERATIONAL BUDGET AND SPECIAL PROJECTS.

+ INCREASE AND STRENGTHEN PARTNERSHIPS WITH BUSINESSES, CHURCHES, AND OTHER NONPROFITS IN THE COMMUNITY.



FINANCIALS





FINANCIALS

PLEASE VISIT OUR WEBSITE, URBANBRIDGE.ORG/ FOR MORE INFORMATION OR CHECK US OUT ON FACEBOOK.
PROFILES ON GUIDESTAR.ORG, GIVEMARTOKC.GUIDESTAR.ORG, ECFA.ORG, AND GREATNONPROFITS.ORG COMING SOON!

	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u> ¹
Youth Reached (est.) (Includes onsite & offsite programs)	130	75	70	275
Volunteers & Mentors (est.)	60	25	45	100
INCOME:				
Individuals	\$1,825	\$8,005	\$87,969	\$75,000
Corporations	\$883	\$85	\$259,176	\$125,000
Churches	\$0	\$0	\$10,000	\$25,000
Foundations	\$0	\$365,000	\$458,067	\$550,000
Other ²	\$32,707	\$55,033	N/A	\$0
TOTAL INCOME:	\$35,415	\$418,123	\$815,212 ³	\$775,000
Note: We have a special projects list that we want to pursue as we receive designated funds. The projects available for funding total over \$250,000. Our funding goal for 2022 is \$1 million to accomplish all we believe we can & want to do!				

¹ These are projected & budgeted numbers only for 2022.

² Currently, we are in the process of strengthening our donation processes and records. Some donations made by check from various sources were classified as "other". Retroactively, we will be determining the source and updating this chart.

³ This includes \$120,000 given to help us establish & maintain a reserve fund to aid in addressing past cash flow challenges.



FINANCIALS

EXPENSES:				
I. Direct Programming	\$936	\$180,343	\$184,656	\$545,000
II. Marketing and Development	\$0	\$11,721	\$56,452	\$85,000
III. Administration	\$7,903	\$60,852	\$70,202	\$45,000
IV. Other	\$5,420	\$59,490	\$0	\$0
V. Facility Renovations	\$772	\$131,979	\$204,000	N/A
TOTAL EXPENSES	\$14,259	\$312,406	\$515,310	\$775,000 ⁴

THANK YOU

YOUR GIVING MAKES ALL OF THIS POSSIBLE!

THANK YOU FOR CHANGING LIVES THROUGH YOUR SUPPORT.

GET INVOLVED



SHARE

LIKE AND SHARE ON FACEBOOK AND INSTAGRAM:



VOLUNTEER

APPLY HERE: WWW.URBANBRIDGE.ORG
OR CONTACT SITE DIRECTOR, DERRICK WARD, AT
DERRICK@URBANBRIDGE.ORG



PARTNER

TALK TO US ABOUT HOW WE CAN WORK
TOGETHER!
EMAIL EXECUTIVE DIRECTOR, MARCUS JACKSON,
AT MARCUS@URBANBRIDGE.ORG



GIVE

GO HERE: WWW.URBANBRIDGE.ORG
MAIL OR DROP OFF A CHECK TO OUR LOCATION:
1915 N MLK AVENUE, OKLAHOMA CITY, OK 73111

SPECIAL PROJECT FUNDING OPPORTUNITIES
ARE AVAILABLE AS WELL. LET MARCUS KNOW
YOU'RE INTERESTED!



LEARN MORE ABOUT HOW TO MAKE YOUR GIFT
GO FARTHER! **JOIN THE DECK AND GET ALL
YOUR GIFTS DOUBLED.**

MORE INFO AT URBANBRIDGE.ORG



"I AM SO GLAD TO BE A PART OF THIS. I CAN'T WAIT TO SEE AND DO MORE!"

MONTHLY DONOR



**BUILDING BRIDGES
OF HOPE.**

URBAN BRIDGE
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1915 N MLK AVENUE, OKLAHOMA CITY, OK 73111