



IMPACT REPORT

2023

LETTER FROM OUR EXECUTIVE DIRECTOR & FOUNDER



Wow, here we are, filled with more excitement than ever for this year's possibilities. I wanted to take a moment to share from my heart about Relay and what's next. Every company, organization, individual, and family had to adapt during the past few years because of the pandemic to overcome unprecedented challenges. Relay faced similar obstacles to staying relevant and accurate to our mission while adhering to guidelines mandated to keep people safe and healthy. With the unwavering support of our team, partners, and donors, we embraced communities, organized food distributions, developed an after-school program, adopted children for Christmas, and engaged in countless other community activities. We reached out to the underserved and underrepresented in ways we never thought possible through innovation and tenacity.

In 2020, Relay was transformed to ensure that our founding principles remained accessible to our students and families and provide assistance where needed. While we acknowledge that COVID-19 continues to be a global battle, and many have suffered the loss of loved ones, we take a moment to reflect on the victories and losses we have all experienced. As we enter 2024, we return to our organization's core principles while retaining some of the changes implemented during the pandemic.

What does this mean for you? It means we are more dedicated than ever to advancing college readiness by guiding individuals in choosing the right college, preparing financially to afford it, and engaging in meaningful conversations about the college experience. We offer financial literacy principles, tools, and resources to help individuals and families navigate credit, savings, budgeting, and more. We are proud to continue to provide Relay's scholarships for educational expenses to students in need, with our unique programs being offered once a year to make a lasting impact on students from kindergarten to adulthood.

We extend our heartfelt gratitude to all who have joined us on this journey as we continue championing college readiness, financial literacy, and scholarship. We eagerly anticipate celebrating with you, sharing our successes, and growing as an organization in the DFW Metroplex and surrounding areas. Together, we will make a difference.

Lottia

OUR STORY SO FAR

OUR MISSION

The mission of Relay: Heroes Today Leaders Tomorrow is dedicated to enhancing opportunities for individuals and families in the direction of financial responsibility and educational success.

OUR VALUES

Teaching individuals and families to run the race that life has given with patience and endurance.

OUR COMMITMENT

Relay was founded in 2017. Our establishment came out of a growing passion for helping individuals become college-ready and financially literate and assisting families and individuals in their overall sustainability goals. Our goal and mission connect individuals and families to resources that enhance their educational experience and opportunities. We want to empower all to pursue higher education and develop financial literacy as we teach everyone to run the race that life has given with patience and endurance.

OUR PURPOSE

Connect individuals and families to resources that enhance their educational experience and opportunities.

OUR VISION

To empower everyone toward resources aiding in the pursuit of education and the development of financial literacy.

37%

**STUDENT IMPACT
IN COLLIN COUNTY
THROUGH RELAY
PROGRAMS**

OUR 23/24

BOARD OF DIRECTORS



Lottia Fredo
Founder/Executive Director



Gregory Patrick
President



Peris Kabarú
Vice President



Alice Isbell
Treasurer



Stephanie Marsh
Secretary



Shanique Stevenson
Marketing Coordinator



Wendy Scott
Scholarship Coordinator



Crystal Ford
Ambassadors Coordinator



Tonya Brooks
Ambassadors Co-Chair

2023

ACCOMPLISHMENTS

WORKSHOPS

- COLLEGE READINESS
- FINANCIAL LITERACY
- SCHOLARSHIP

IMPACT: Relay hosted both in-person and virtual workshops for students K-Adults impacting 2,085 students



RELAY HOPE

- AFTER-SCHOOL POP-UP/TUTORING
- BACK 2 SCHOOL SUPPLY DRIVE
- END OF SCHOOL YEAR BLOCK PARTY
- FINANCIAL LITERACY SUMMER ACTIVITY

IMPACT: Relay engaged 8,167 individuals through our Relay Hope program by providing summer engagement, scholarships, school supplies, meals, tutoring, and financial literacy programming



SCHOLARSHIPS

- BUILDING LEADERS
- MEMORIAL SCHOLARSHIP
- K-5
- RELAY HOPE SCHOLARSHIP

IMPACT: Relay awarded six educational scholarships to students in need. Through our program we awarded \$7,500



RELAY AMBASSADORS

- STUDENT LEADERSHIP/DEVELOPMENT
- COMMUNITY ENGAGEMENT
- MENTORSHIP
- FINANCIAL LITERACY
- COLLEGE READINESS
- SCHOLARSHIP

IMPACT: Relay has had 24 students complete our ambassador program and the opportunity to earn up to \$16,000 in scholarships.



IMPACT STATEMENTS

“RELAY HAS HAD A POSITIVE IMPACT ON MY LIFE THIS YEAR. I HAVE LEARNED GREAT LESSONS ON MONEY MANAGEMENT, THE IMPORTANCE OF SAVING, AND PLANNING FOR THE FUTURE. IT ALSO HELPED ME PROFESSIONALLY AND ENABLED ME TO BUILD POSITIVE RELATIONSHIPS WITH PEOPLE. AS I WENT OUT TO VOLUNTEER A COUPLE OF TIMES FOR THE COMMUNITY, IT TAUGHT ME TO BE GRATEFUL FOR WHAT I HAVE AND NOT TO TAKE IT FOR GRANTED. EDUCATION WAS THE MAIN THING WE DISCUSSED, AND IT MADE ME REALIZE THAT EDUCATION IS VERY IMPORTANT. I’M VERY BLESSED TO BE A PART OF A WONDERFUL GROUP OF AMBASSADORS AND A GREAT PROGRAM. I WANT TO THANK RELAY HEROES FOR THE OPPORTUNITY”

TIM

“BEING A RELAY AMBASSADOR FOR THE PAST TWO YEARS HAS SIGNIFICANTLY IMPACTED MY LIFE. IN MY JOURNEY WITH RELAY, I HAVE LEARNED HOW TO GIVE BACK, HELP MY COMMUNITY, AND SEE OUR IMPACT FIRSTHAND. FOR EXAMPLE, WHEN WE ALL VOLUNTEERED TO SERVE BREAKFAST AT A SHELTER, SEEING THE LOOKS ON THE PARENTS AND CHILDREN’S FACES THAT MORNING AS THEY WERE SERVED TOUCHED ME AND HELPED ME NOT TAKE THE LITTLE THINGS IN LIFE FOR GRANTED. THOUGH I AM STILL WORKING ON MONEY MANAGEMENT, I HAVE COME A LONG WAY. I LEARNED HOW TO APPLY THE 50/20/30 RULE AND BE MORE ATTENTIVE TO THE MORE IMPORTANT PURCHASES THAN THE FUN ONES. AS FOR COLLEGE READINESS, WITH THE HELP OF MS. LOTTIA, I HAVE LEARNED HOW TO APPLY FOR SCHOLARSHIPS PROPERLY, THINK ABOUT HOW I CAN HELP PAY FOR COLLEGE AND UNDERSTAND THE IMPORTANCE OF PREPARING FOR COLLEGE”

JACEE

“THE BEST THING ABOUT RELAY IS THAT YOU GET OUT OF IT WHAT YOU PUT INTO IT. WHEN YOU BUY IN AND TAKE ADVANTAGE OF THE OPPORTUNITIES PRESENTED, YOU WILL REAP THE BENEFITS OF YOUR WORK, MORE SPECIFICALLY, IN COLLEGE READINESS. IN A SENSE, THE “HAVING AND BUILDING A PLAN” CONCEPT IS VERY REWARDING IN A WAY THAT MAKES YOU FEEL AS IF YOU’RE READY FOR YOUR NEXT BIG STEP”

BRYSON

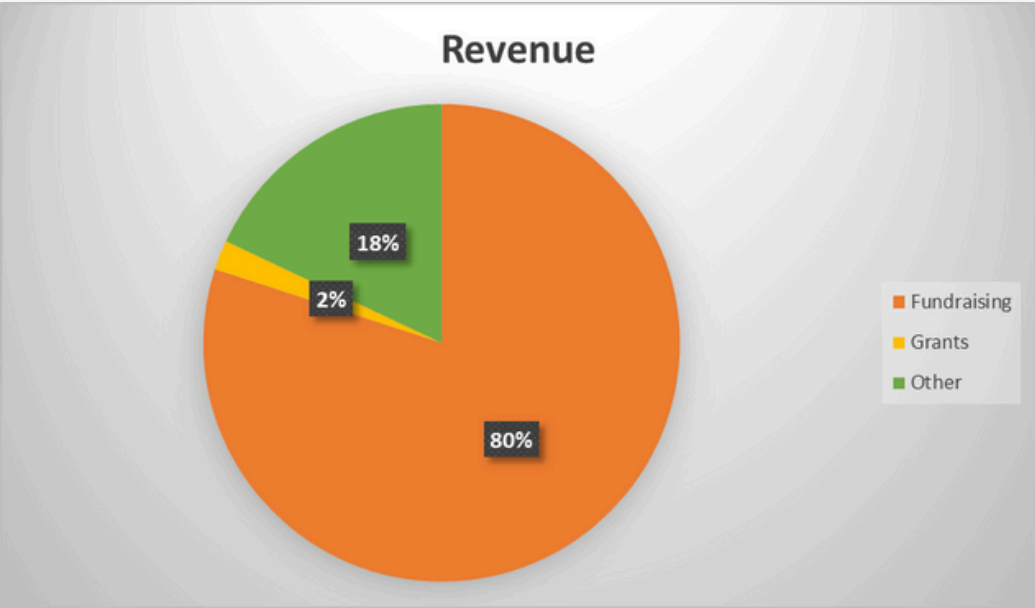


2023 HIGHLIGHTS

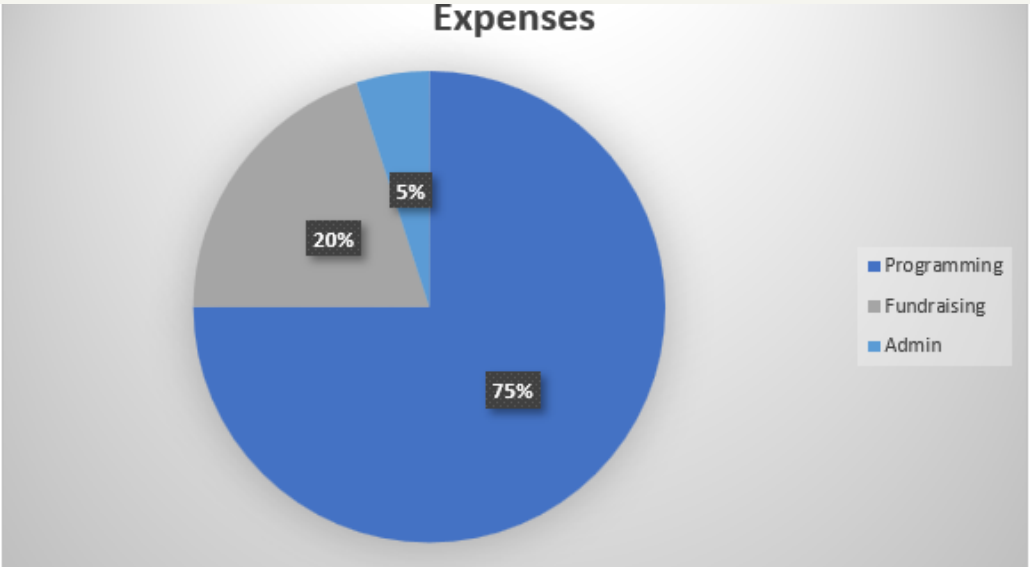


FINANCIAL STATEMENT

Relay Heroes Today Leaders Tomorrow is committed to promoting financial accountability and transparency in the pillars of service and within the communities that Relay serves. Donors can contribute with assurance, understanding that their generosity benefits initiatives assisting marginalized and underrepresented individuals, families, and students.



FUNDRAISING **\$28,098**
GRANTS **\$2,500**
OTHER **\$5,250**



PROGRAMMING **\$18,200**
FUNDRAISING **\$8,000**
ADMIN **\$3,600**

We would like to conclude our impact report with acknowledging the contributions of the people who worked tirelessly on the projects mentioned within.

Relay Executive Board Members

Relay Advisory Members

Volunteers

Community Partners

Supporters & Donors

Relay Heroes Today Leaders Tomorrow

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FOR A DIGITAL COPY OF THIS REPORT EMAIL INFO@RELAYHEROES.ORG

**WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS**