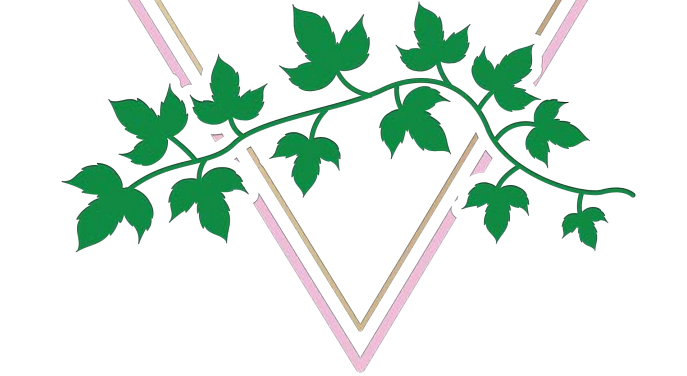


BAKERSFIELD
IVY LEGACY
FOUNDATION, INC.



Bakersfield Ivy Legacy Foundation, Inc.
www.bakersfieldivylegacy.org

Annual Report 2019-2020



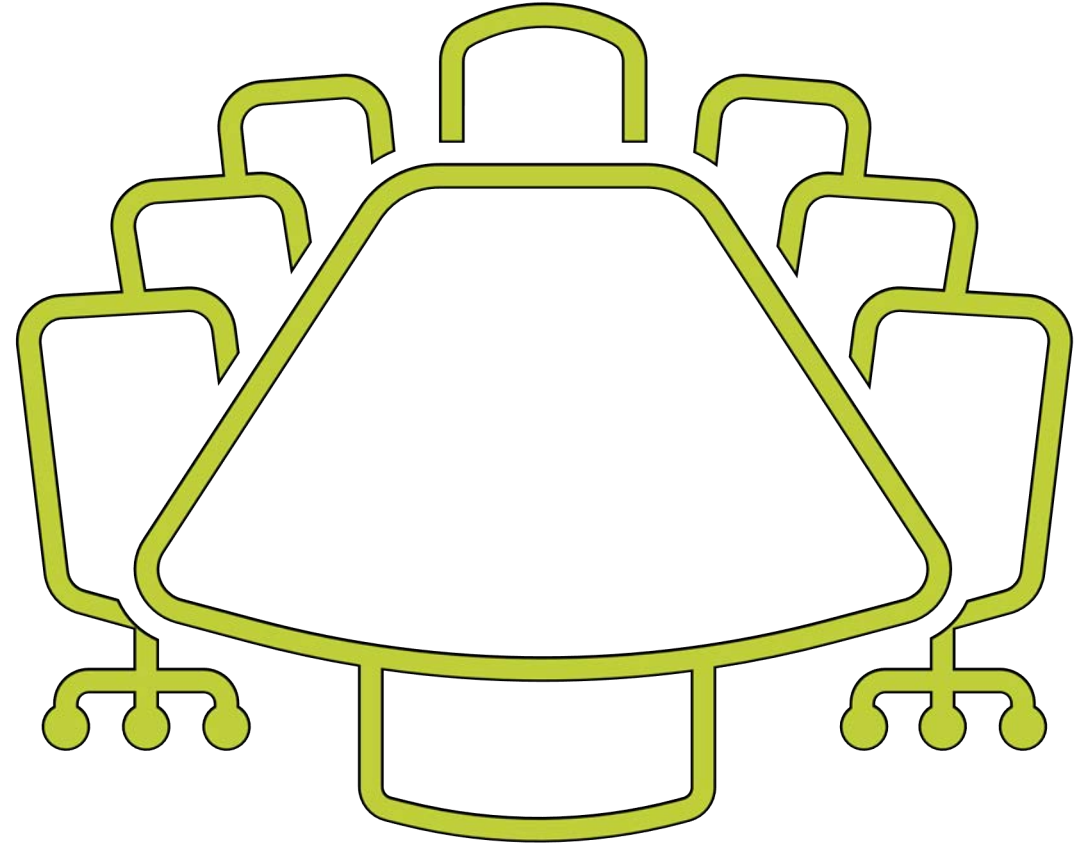
OUR MISSION:

Elevate.

The Mission of the Bakersfield Ivy Legacy Foundation is to collaborate with educational services, local businesses, community services agencies and individuals to secure and manage resources for educational, leadership and philanthropic programs of Alpha Kappa Alpha Sorority, Incorporated® Kappa Omega Omega Chapter.

2019-2020 Board of Directors

Raquell Jones, *Chairman of the Board*
Vivian Gayles
Shirley Gordon
Odella Johnson
Janet Ford Shell
Pam Smith
Linda McKnight, *AKA Chapter President*
Jeanie Hill, *AKA Chapter Program Chair*
Kimberly Fleming, *AKA Chapter Treasurer*



2019-2020 Officers

Raquell Jones, President
Shimeaka Hodges, Vice President
Cathy Powell, Secretary

Traci Powell, Treasurer
Christi Cramer, Financial Secretary

Solutions to problems in the community are found by working together. In 2014, Bakersfield Ivy Legacy Foundation (BILF) was birthed from the need to work together. We work closely with Alpha Kappa Alpha Sorority, Inc., Kappa Omega Omega Chapter (AKA) to increase funding for education, health awareness, financial literacy, fine arts, and global impact programs.

The **2019-2020** year kicked off with the 3rd Annual **Project Next Step Conference**. We were so proud to participate once again in planning and executing this one-day event. With Project Next Step, we seek to help students better connect with school personnel and experience higher levels of academic engagement, which is imperative to the students' long-term success.

Miss Fashionetta was another great event for this season. As our main fundraiser, this collaboration with Alpha Kappa Alpha Sorority did not fail in that over \$60,000 was raised!!

It was truly a blessing to give over \$6,800 in scholarships at the 40th Annual **African American Graduation Awards**. This amount is a whopping 70% increase from last year's giving. This is all because of increased giving from the community!

The **#CAP** Program was kicked off this year and we were able to host the online registration process. **#CAP** is focused on assisting high school students (Juniors and Seniors) with navigating the college admission process via workshops for students and parents.

We enjoyed several opportunities of increased visibility in the community as we participated for the third year in **Give Big Kern!** We also participated in **#GivingTuesday** for the very first time.

To expand the ability of the community to connect with us and learn more about our key programs we launched two new URLs in **projectnextstep.org** and **gradawards.org**. We're thrilled to watch traffic on those sites grow!

We are excited and continue working together with Alpha Kappa Alpha Sorority and the community to increase educational and leadership development in Kern County next year and beyond!

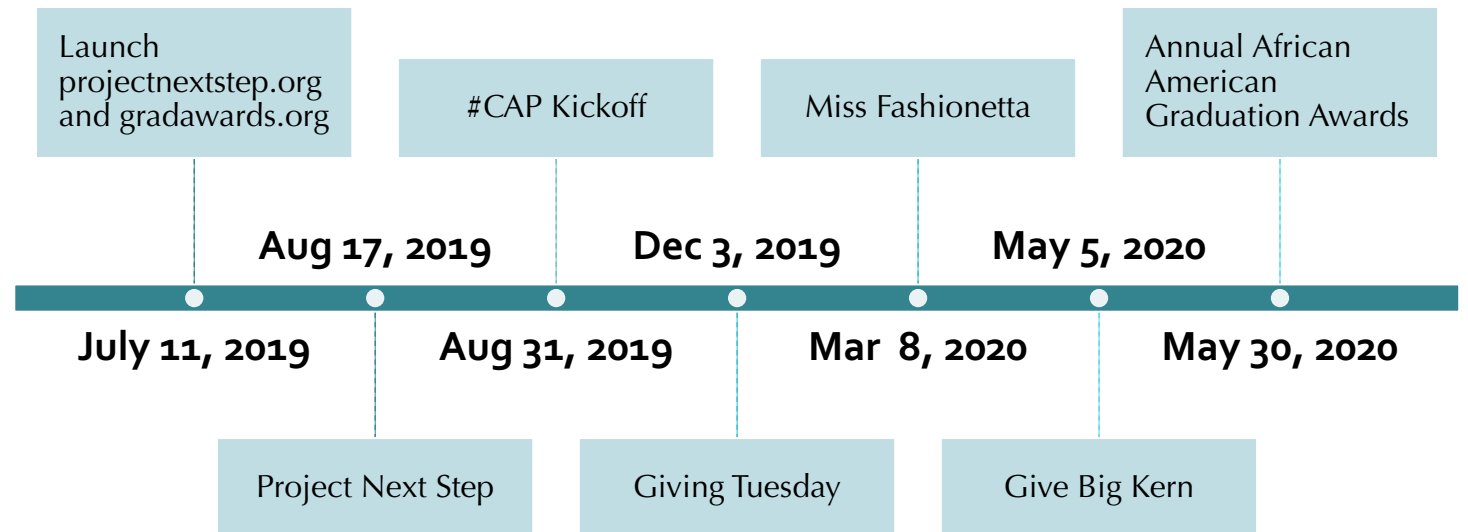
Raquell Jones
President

From the President



IVY LEGACY
Bakersfield

Program Year Key Dates



2019 – 2020 Operational Highlights

- ✓ Reactivated www.missfashionetta.com and expanded its ability for selling tickets, sponsorships and souvenir book ads
- ✓ Launched gradawards.org and projectnextstep.org to further brand both programs
- ✓ Participated in #GivingTuesday an international day of online fundraising



2019 – 2020 Funded Programs

Program	Served		Funded
Project Next Step	144 Students & Parents	*Collaborative event with KHSD, CSUB, BC, BCSD, Kern Community Foundation, Golden Empire Transit, Chick Fil A, McDonald's, Bakersfield NPHC and Others	\$950 (BILF contribution to Program cost)
African American Graduation Awards	34 Seniors 293 8 th Graders	*Award Certificates from Jean Fuller (California State Senate), Karen Goh (Bakersfield Mayor), Rudy Salas (California State Assembly) presented to BILF-AKA Scholarship recipients. *NAMI, Alpha Phi Alpha, Miss Fashionetta Sign-ups and Give Big Kern Info were available resources at the event	\$1,560 (Program cost) \$6,825 (BILF/AKA Scholarships) \$3,550 (Private Scholarships)
Miss Fashionetta	10 High School Students 6 Children (aged 4 - 6)	*Participants complete self-esteem classes, a mentoring program, career exploration, church fellowship, community service & academic enrichment workshops. * The program culminates in a pageant showcasing the young girls' leadership, poise & artistic talent.	\$60,200 (Revenue) \$34,500 (Program cost) \$17,300 (Scholarships)
#CAP			*dedicated page on Foundation Website



Program Highlight: Annual African American Graduation Awards

The 2020 program was The 41st Annual celebration. Themed “Stepping into Greatness- Academic Excellence,” it was held virtually on May 30, 2020 due to the unprecedented global COVID-19 pandemic. Despite being unable to meet in person to recognize African American middle and high school student achievement, the Bakersfield Ivy Legacy Foundation partnered with the local chapter of Alpha Kappa Alpha Sorority, Kappa Omega Omega, and community organizations to celebrate the academic greatness of Kern County youth virtually via www.gradawards.org. The online program has been viewed more than 750 times.

Twenty-seven high school students, with grade point averages between 3.2 and 4.4; 11 of whom had over 4.0 GPAs, were awarded over \$15,500. Community Donors awarded \$3,450 scholarships to sixteen students. Over 250 honor roll students from 23 middle schools received certificates of achievement.

Program Highlight: Project Next Step


The intent of this one-day conference and resource fair is to equip students and parents with relevant information that will help ensure student success in high school and beyond. 144 students along with just as many parents and family members were welcomed to the campus of Bakersfield College for this 2019 event. We met our goal of sharing resources to ensure student success with those attending. Students and parents are confident they have a greater chance for academic achievement this school year. Students in 9th, 10th, 11th and 12th grades were engaged. BCSD even brought middle school students to take part. We are excited to continue working with AKA, Kern High School District, California State University, Bakersfield, Bakersfield College, Kern Community Foundation other academic institutions and community organizations to increase attendance & resources available at next year's conference. More information at www.projectnextstep.com





Program Highlight: Miss Fashionetta

The Miss Fashionetta® Program is a true celebration of young ladies discovering who they are & who they can become. The positive mentoring of the program encourages them to dream, plan & take steps to ensure a positive future. The young ladies develop into stronger leaders on their high school campuses & many have gone on to rewarding careers in the fields of medicine, law, higher education, & business.

- 272 attendees were served a delicious meal at the Bakersfield Marriott on Sunday, March 8, 2020 at 3pm.
- The 7 Enchanting Pearls of Excellent and Grace looked beautiful! They were awarded a total of \$13,510 in scholarships.
- The 6 “Littles” were awarded a total of \$3,800.00 in scholarships.
-  See the program video at www.missfashionetta.com



Thank you for your support!

Miss Fashionetta 2020

Enchanting Pearls of Excellence and Grace

Alpha Kappa Alpha Sorority, Inc.
Kappa Omega Omega Chapter

Bakersfield Ivy Legacy Foundation, Inc.

Give Big Kern 2020 HIGHLIGHTS

Truly thankful for so many who gave this 3rd time participating – EVEN during the pandemic

35 PEOPLE
DONATED
THIS YEAR

13 OUT OF 35
NON-SORORS
DONATED



**GENEROUS
DONATIONS**

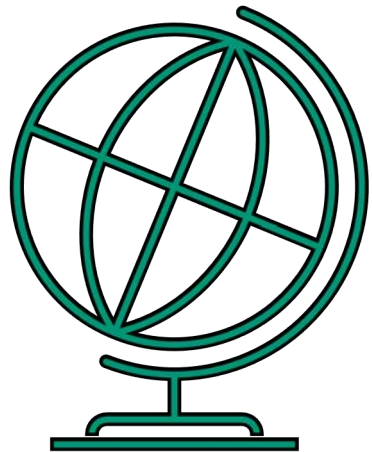


DONATED HOW



#GivingTuesday 2019 HIGHLIGHTS

December 3, 2019 was Bakersfield Ivy Legacy Foundation's 1st time participating in this worldwide fundraising event



Text to Donate | 3 donations | \$150 received

Our Website | 2 donation | \$50 received

TOTAL **\$200**



Text IVYLEGACY to 44321 To Give

“GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Since then, it has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.” more information at www.givingtuesday.org

“Increasing educational and leadership development in Kern County”

- B.I.L.F.

LOOKING BACK

Goal	Activities	Status
Increase donations/funding	<ul style="list-style-type: none">- Donation Link- Paypal Giving Fund- Amazon	<ul style="list-style-type: none">- Added to website- Established HERE- Smile.Amazon.com profile established
Community Reception	<ul style="list-style-type: none">- Find Venue- Develop program	<ul style="list-style-type: none">- Pending

LOOKING FORWARD

Goal	Activities
Increase Funding	<ul style="list-style-type: none">- Seek Corporate Sponsorships- Continue participation in Give Big Kern 2021 & #GivingTuesday- Establish Text to Donate- Grant Opportunities
Increase Awareness	<ul style="list-style-type: none">- Publicize New Target Programs- Add YouTube Channel

FUNDING

Areas to expand funding:

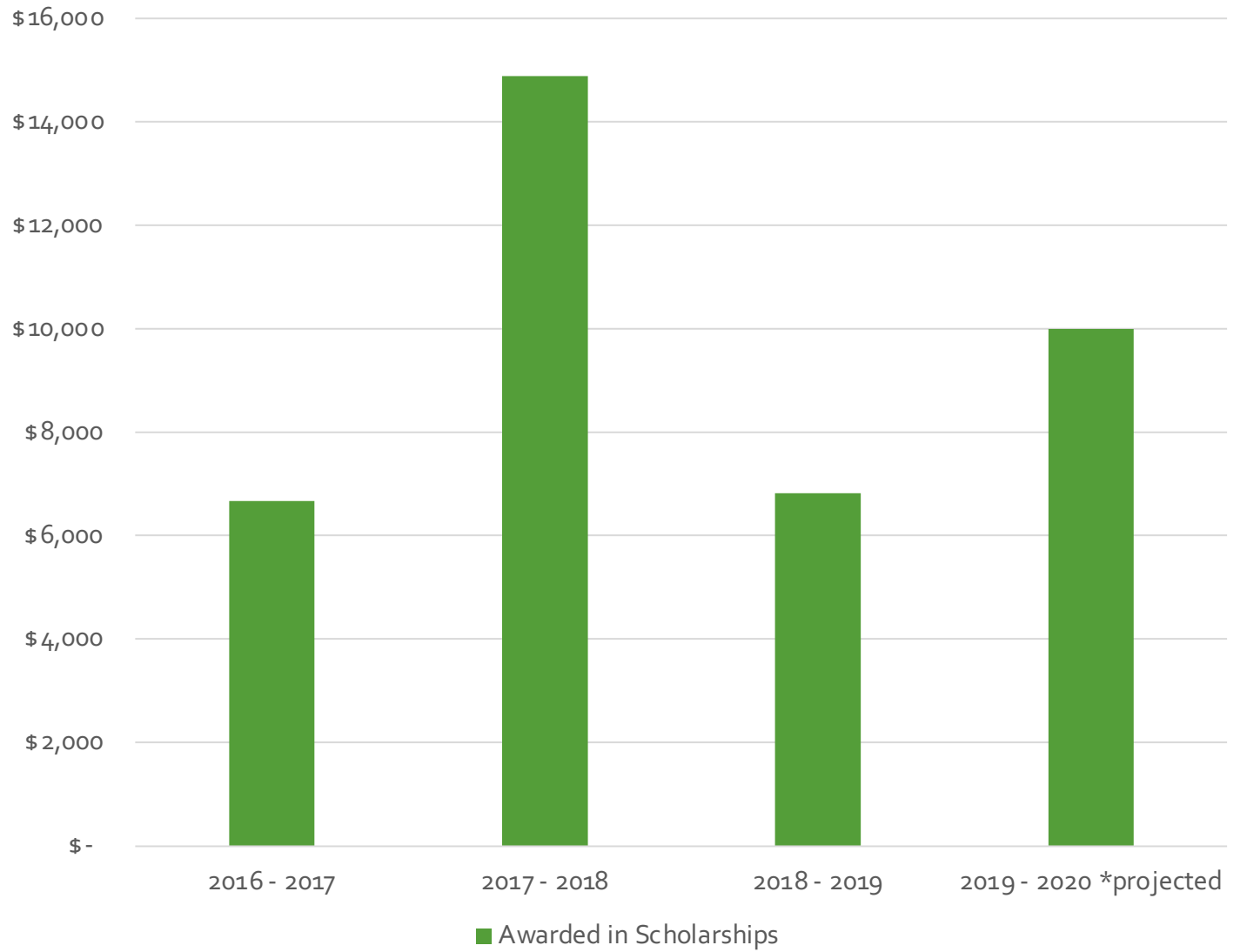
**Educational Enrichment*

**Health Promotion*

**Family Strengthening*

**Environmental Ownership*



**Global Impact*





Visit us online at www.bakersfieldivylegacy.org

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Thank You!



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