



# "THE MORE YOU KNOW, THE MORE YOU OWE"



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# **Alive & Free**

### 30 years of History



1987 Omega Boys Club Begins

1991 Street Soldiers Radio Launches



1993

First Omega Student Graduates from College

1995 Eleven Omegas Graduate from

College



1997 Street Soldiers documentary

airs on public TV across the country

### 1999

50 College Graduates!

2000

School

Adoption

Program

Begins





1988 First

Omegas

College

Sent Off to

1989

Second Group

of Omegas

Leave for

College

Academic Prep

### 1992

"First Street Soldiers ``KnowledgeConference"



### 1994

The Awards Roll In... Dr. Marshall receives the MacArthur Genius Award and Essence Award



First Alive & Free Training Institute

1998

Six Omegas Graduate from College



### 2002

Omega Appears

on Oprah:

Dr. Marshall

receives Oprah

Your Life Award

Winfrey's Use

22 Omega Students Are Sent to College -Our Largest Entering Class



1990

Omega

Launches

Programs,

Honored by the

White House

### 2017

Alive & Free Celebrates 30 Years and 225 College Graduates

Street Soldiers Radio Turns 25

Alive & Free Receives California Prize for Service and The Common Good



### 2005

100 College Graduates

Jack Jacqua is honored at the San Francisco Public Defender's



Alive & Free launches into South Africa

### into

Street Soldiers launches official website

2009

### 2011

Alive & Free in Berkeley and Haiti

### 2013

Alive & Free in Fairfield, Washington D.C., and Botswana

### 2015

Alive & Free Celebrates 200 College Graduates



Dr. Marshall joins Police Commission

2003

The 75th

graduates from

Omega

college

Alive & Free School Adoption reaches 3,491

### 2008

Alive & Free takes root in Baltimore and Canada

Dr. Marshall receives the Jefferson Award for Community Service

2006

1st National

Conference

Street Soldiers

### 2010

Alive & Free in Richmond

### 2012

Alive & Free spreads message of nonviolence to 10 cities

### 2014

Alive & Free in Pasedena

Ms. Estell receives Bayview Leadership Award

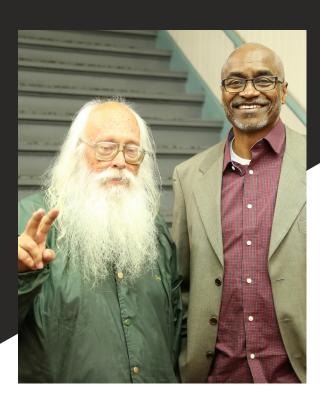






Alive & Free Policing

# To Our Alive & Free Family:



Dr. Joseph Marshall & Jack Jacqua

(Co-Founders)

It began in February 1987 at the Potrero Hill Neighborhood House where 16 kids showed up at our first meeting. It was the height of the crack cocaine epidemic, turf wars were rampant, and the streets were dangerous to say the least. We

knew something had to be done.

*I was a math teacher and administrator in San Francisco.* and teamed up with Jack Jacqua, a community activist on behalf of youth rights. We decided too many valuable lives had been lost to street violence. We said 'enough is enough.' We vowed to keep it real for young people and work tirelessly to empower them to make choices for themselves that would lead to a path away from violence and toward bright futures. And though we admit we didn't have any big vision back then, what we were doing was working. Every Tuesday night we kept the light on, whether 100 or five showed up. And they've showed up — week after week for 30 years and 1,562 Tuesday nights — to hear what we've had to say, to be heard and to give voice to their dreams and struggles. In the early years, Alive & Free was a way to keep kids on track and literally out of jail, and the Tuesday night meeting was the hub of everything, and all other programs evolved out of that.

In 2017, we celebrate our 30-year anniversary. We believe that's a huge accomplishment and one we're a bit nostalgic about as we look back over what we've achieved as an international violence prevention organization. From our conferences, to the awards we've won, to our partnerships

with the community and the law enforcement, we're empowering youth to make better choices. We're keeping young people **Alive and Free**, unharmed by violence and free from incarceration.

We're now celebrating our 225th college graduate and are proud to say that Alive & Free graduates go on to become leaders and successes in all walks of life. They've embraced our motto - "The more you know, the more you owe" - and give back to their communities. We've continued to work with young people everywhere, touching thousands of lives — from one generation to the next.

So how did we get here? Think hip-hop music, a gritty movie, straight-talking-street-smarts, and those Tuesday night meetings that kept on rolling along.

### Soldiering On

In 1991, Rap performer Hammer had an idea for a show that focused on social issues. The Street Soldiers Radio show, a weekly call-in program on 106 KMEL-FM, discussed violence, gangs, drugs, and other issues affecting the community. After the first episode aired, we became Hammer's successor and permanent host, and today the show is an important part of Alive & Free's work with youth. Now live-streamed on the Internet, iTunes Podcast, and on iheart radio with thousands of weekly listeners, it has run continuously for 25 years.

### A Gritty Inspiration

In those early years, we knew we were onto something but weren't exactly sure what. After seeing a critically acclaimed film, Menace II Society, a raw portrayal of urban violence and the gang lifestyle in Los Angeles, things started to solidify with our approach. Looking back, we were performing our own CSI-style inspection of the risk factors for violence, and fleshed out a medical-style prescription to stop the violence by viewing it as a social disease with an explicit treatment process. Called the Alive & Free Prescription, it has become the heart of what we do here. We emphasized the risk factors, the commandments of violence

that put youth at risk, and important rules for living. Our methodology taught young people that nothing is more valuable than an individual's life and that you can never kill an enemy. Never.

Going National, then International

The Prescription allowed us to reach a broader audience beyond Tuesday nights at the Club, and it gave us the methodology to teach others worldwide, all based on the idea that violence spreads like a disease and is a public health issue. In 2003, at the request of Street Soldiers across the country, we launched the Alive & Free National Consortium, a group of professionals and organizations dedicated to preventing violence by using and promoting our violence prevention model.

Expanding our reach beyond the U.S., in 2005, the State Department asked us to visit Nigeria to teach our methodology. In the years to follow, Alive & Free has taken root in Haiti, Botswana, Canada, Thailand, and South Africa, and we are confident that this is just the start.

### **Engaging on All Fronts**

Today, we're more focused than ever on partnerships with the community and law enforcement. Our partnerships with Job Corps, 100% College Prep, Operation Genesis, and other community programs provide our Leadership Academy classes to a network of young people helping them to stay on track. Our Alive & Free School Adoption Program is infusing our methodology into the fabric of schools, and has enabled us to train 1,200 teachers and staff at 29 schools, reaching more than 15,000 students. Our Alive & Free Training Institute is teaching adults about the disease of

violence and how to help others live a violence-free life.

Our work with the College Bound Brotherhood is enabling Bay Area school districts to better serve students of color. And our collaboration with the Richmond Pulse community newspaper is allowing youth voice to tell their own story about issues that are critical to them.

With the city of San Francisco, we've teamed up on a unique Community Ambassador Program and are working with the San Francisco Police Department to improve the relationship between the police and the community. We know that if policy can justify some of the horrendous police shootings that have taken place in this country, then policy has to change, and we're determined to play a key role in police accountability and reform.

In this year's report, we talk about our partnerships and programs with the community and highlight two of our many generational Alive & Free success stories.

As Jack likes to say, "We're here to help youth understand what they can do for themselves. It's ALL love. They change themselves. We are the conduit, the motivators, the counselors."

We're proud of our accomplishments, and the path that got us here today will continue to inspire and direct our future. It's been three decades and counting, and we couldn't do it without your continued support. We thank you for helping us keep young people Alive & Free.

Not all of us can be famous, but we can all become great because greatness is defined by the service we give to others.

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Dr. Joseph Marshall

Executive Director, Co-Founder

Jack Jacqua

Co-Founder, Peer Counselor Coordinator



# **Programs & Partnerships**

Community Ambassador Program: Meet San Francisco's Urban Peace Corp

Community Ambassador Alton Moore wears a bright black and yellow jacket, has a broad grin, and loves uplifting the lives of San Francisco residents in the Chinatown district. He says all Ambassadors focus on what they are best at. His thing? Performing wellness checks. If he sees someone sleeping on a bench or on the grass, he makes sure they are okay, and provides referrals to free meals, shelter, medical treatment, offers directions, and even escorts them to the nearest bus. Moore is one of 30 Ambassadors who patrol five areas of the city today. Started in 2010 to ease multicultural tensions in San Francisco, the Community Ambassador program has been wildly successful.

According to Adrienne Pon, Executive Director of San Francisco's Office of Civic Engagement and Immigrant Affairs,

"With Alive & Free's history of violence prevention, they are a key partner. After the initial pilot, surveys found that the program was shifting the public perception of safety in transit centers and high crime areas in San Francisco."

Now in its seventh year, the paid Ambassador program is considered one of the most successful citywide. It covers downtown, South of Market, the Tenderloin, the Mission, and Chinatown. Ambassadors spend 18 to 24 months in the program before finding permanent placement in private/public or non-profit sectors. Every Ambassador gets significant training on city programs, de-escalation strategies, CPR, and disaster/trauma relief in addition to Alive & Free's training.

Pon adds, "The Ambassadors 'love' Dr. Marshall, and say the training has changed the way they look at their own lives. It's not just a technique; it's a philosophy for living."

Dr. Marshall believes it is a model program that other cities should adopt. But to Ambassador Moore, it is simply enough that it's his dream job for now.

"Working the streets is the best training. I sometimes get called derogatory terms, but thanks to the Alive & Free training, I know how NOT to respond," says Moore, who admits that he had issues of his own to work through. "I've learned that hurt people hurt people", says Moore. "That's why I take the Alive & Free coaching so seriously. I know all the commandments of violence by heart. Every morning and night, I say ... I am Alive & Free."



*Above*: A diverse team of devoted individuals represent the community ambassador program.



Above: Chief Bill Scott and Dr. Marshall shaking hands before a Police Commission Meeting.

### The Changing Face of Policing - New Rules, New Policies, Better Outcomes

We all know that policing is hard work, tensions are always high and the stakes are even higher. San Francisco, like many other cities around the country, had some serious work to do when it came to police accountability and reform. Alive & Free set out to do something about it.

"No one wants storm troopers any more, those days are gone,"

says Assistant Chief Toney Chaplin, a 25 year veteran of SFPD. "Policing is about community engagement and partnerships today. As an example, two citizens foiled a recent kidnapping of a 13-year-old-girl. They dragged the teen out of the car and gave police a partial license plate number. This was great work from citizens but," Chaplin asked, "Why did it take so long to get to this point? A lot of issues are about miscommunication."

As a member of the City's Police Commission, Dr. Marshall helped to craft a new de-escalation use of force policy based on the notion of "time and distance." The Commission also crafted two other new

general orders: one requiring body cameras to be worn by all officers and another creating Crisis Intervention Teams to better deal with citizens in crisis. All of this has been accomplished in the last 15 months. With time and distance, police officers are being retrained to back off tense situations, rather than advance — even when knives or guns are involved. The goal is to replace deadly force with words, and teach officers to simply slow down. With these policies now in place, there have been several encounters where there was no loss of lifeeither for the citizen or the officer.

When the Department of Justice came in to evaluate the SFPD, they cited a number of things to be improved upon, with the goal that the department will become a national role model. Thanks to Dr. Marshall and Alive & Free Policing, SFPD had already started implementing a number of the recommendations.

Several officers attend Alive & Free Training Institute every year and are often "blown away" by what they learn. "I worked with gangs for 15 years and one of the things that Alive & Free really pushes is that you can never kill an enemy. Problem is kids think you can. But we have to teach them that respect comes from within and that they can be an agent of change," says Assistant Police Chief Chaplin. "With gangs, 90 percent of our time is spent having a dialogue — 10 percent is enforcement. Alive & Free's teachings play a big role in that dialogue. It's a transformative program." The San Francisco Police department is also leveraging Alive & Free principles

Says Assistant Chief Chaplin, with nearly three decades of police work nearly behind him, "I want to walk out of this profession with things better than when I walked in. With Alive & Free and our other partners,

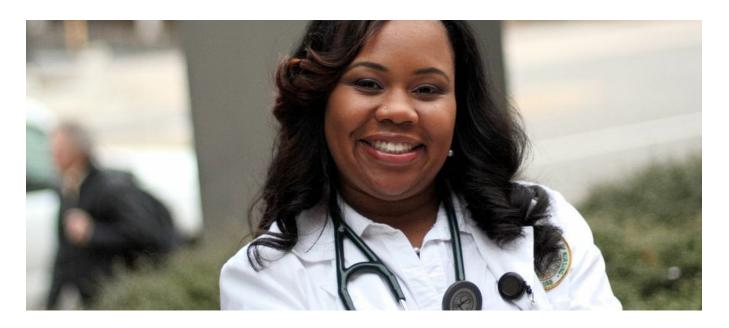
with other community partners including

Foundation, and Operation Genesis.

the San Francisco 49ers, the San Francisco

# **Generational Alumni Stories**

### From Mother To Daughter



At 15, Kai Smith's mom left her, her stepfather was on drugs, and her biological father was in prison. At 17, she was pregnant. After barely making it through high school, she was living on the streets in Oakland when a friend suggested she join her at Alive & Free on a Tuesday night. That first meeting changed everything. She recalls reading excerpts at the meeting from a book, "Streets of Yam," that reflected on how sexism and racism impacted the emotional health of black women. It really resonated with her because it was book about healing and making the hurt go away.

Kai Smith and her daughter Kalah Regis are today success stories. Mom Kai admits that she never would have had any of her success if Alive & Free had not given her a chance.

It was in the early days of Alive & Free when Dr. Marshall asked her if she wanted to go to college, and told her not to worry about food, clothing, or a place to stay. As she recalls, she didn't even know what a dorm was, "I didn't know who I was, and my self-esteem was broken." The offer of food and clothing convinced her to go to college, so she packed up her two boxes of



Left
Kai and Kalah spending
quality time together.



Alabama. Along the way she married her college sweetheart and had two more kids. She admits she didn't really get back on her feet until she was 34, but paying

Her daughter Kalah was being raised by her grandparents in Oakland, Calif., but had been shuttled back and forth from California to Alabama far too much. Kai encouraged Kalah to attend Alive & Free on a Tuesday night. Admits Kai, "Kalah had her own emotional scars as the child of a teenage Mom. Kalah's life was unstable because mine was."

it forward was important to her.

Kalah started attending Alive & Free when she was a sophomore. Always an honor student, she had some "negative influences" going on in her life at that time, and admits she was not always the perfect child.

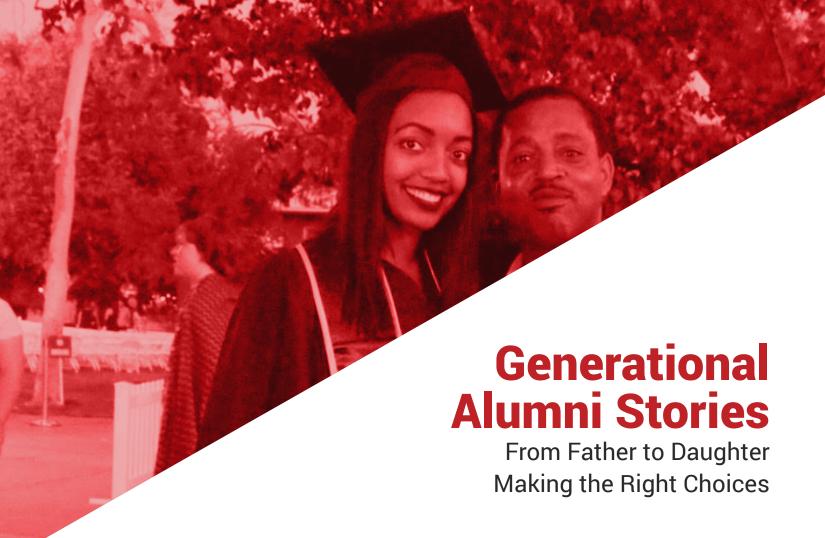
"School was my safe haven, anything scholarly caught my interest, and Alive & Free was like going to class but we talked about so much more than algebra and grammar. "

close to home. Before her senior year, a boyfriend lost his life to street violence.

She became even closer to her Tuesday night Alive & Free "family" who convinced her to leave California for college. But she also credits her grandmother's words for pushing her to succeed by always saying: "Eat your books, are you eating your books?" Turns out, she was. Kalah earned a degree in nursing from the University of Alabama at Birmingham, and is now working on her graduate degree in education, and considering a fast-track program for her Ph.D.

At 24, she became a homeowner and now lives near her Mom's business in Alabama. While working on her graduate degree, she's also working as an ICU trauma nurse and travel nurse.

Kalah's mom is exceptionally proud of Kalah. When she asked her where she got her drive, Kalah simply responded: "I am looking at her."



Jaleel Abdullah knows a thing or two about "backing up the line." As a two-time All-American linebacker, he was used to being the defensive quarterback and coach on the field. Playing that same role in his life with his kids was the right move, but getting there was not an easy path. Growing up in a poor neighborhood in Richmond, California, he admits he got into some trouble as a youth. At 15, he had his son Jaleel, and at 17, his daughter Portia. As a teenage parent, he faced intense pressure to keep it all together. The marriage didn't last, but he was determined to get his life back on track and pursue his real love — football.

Practicing with the football team and struggling to make it all work, Jaleel heard about Alive & Free from a friend when he was going to college at Sonoma State. Commuting back and forth from his home in Richmond to campus in Rohnert Park, California was taking its toll on him. But once he started attending weekly Alive & Free on Tuesday nights, things started to change.

"I went to the meetings every week for two years and it changed my life," explained Jaleel. He ended up going to Menlo College, with financial support from Alive & Free and graduated with a degree in mass communications with a minor in media management. Today he runs his own real estate company, Serenity Financial.

"I wouldn't have any of this if it wasn't for Dr. Marshall," says Jaleel, who adds, "Coming from the ghetto, I had lots of distractions and temptations, and just having an outlet telling you it was okay to be educated was a beautiful thing."

He was determined to have his daughter and son go to Alive & Free as well. Acting as their life coach, he basically told them this: "You are going to Alive & Free, that's it, and once you do this, you can do anything!"

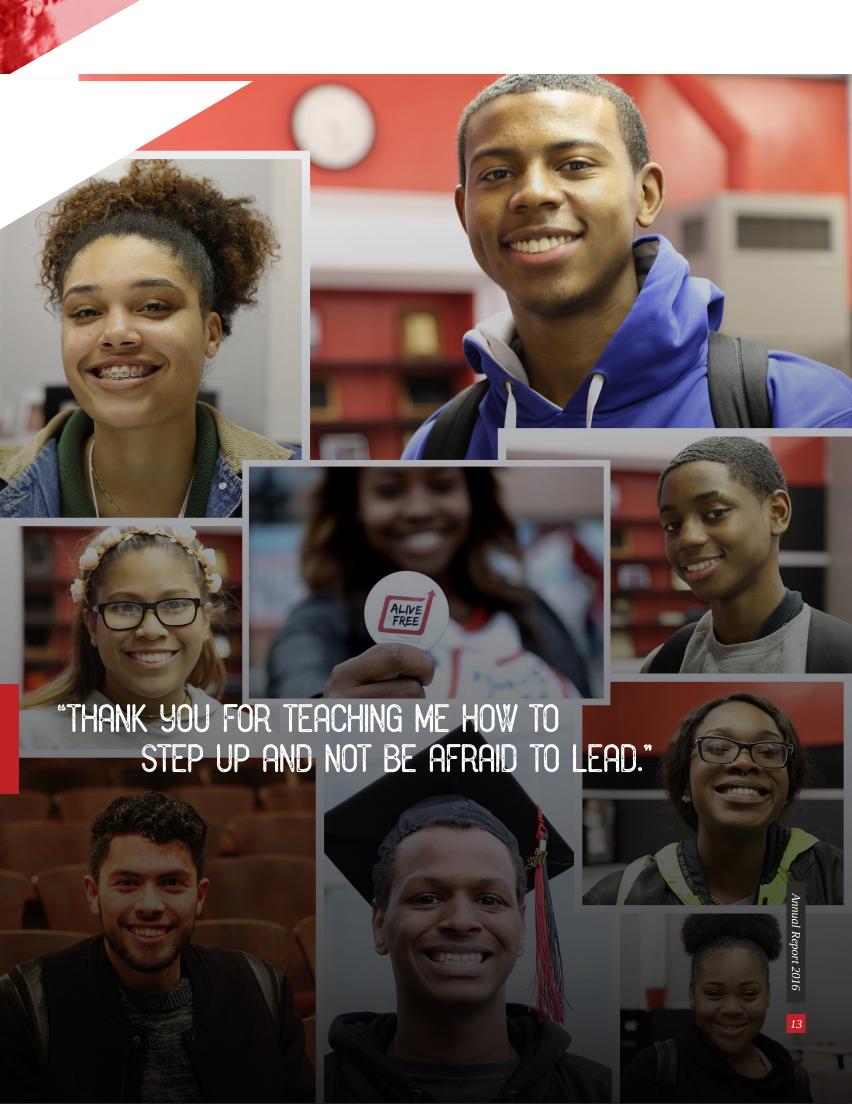
So every Tuesday, Portia and her brother would make the trip on BART from Albany to San Francisco after school.

Says Portia, "We learned a lot of things we didn't learn in school — and watched

movies about the black community and culture, and learned about credit, loans, and budgeting."

With financial support from Alive & Free, Portia graduated with a degree in creative writing from the University of California at Riverside, and Jaleel is going to music school in Los Angeles.

"I learned things from Alive & Free that really stuck with me. As an example, a real friend will never leave you in danger, so be aware of the company you keep," says Portia. "And always remember that what doesn't work, doesn't work so don't keep doing the things that don't work."



### **DONOR PROFILE:**

# Susan Kitazawa

Giving Youth a Place at the Table Believing "You Are Somebody"



Susan Kitazawa believes that the barriers of poverty and the constant bruising of one's soul — being told you are not as worthy as others — can have a devastating impact on the choices you make in life. It's part of why she has been a long-time donor and champion of Alive & Free's programs. Now retired, she spent 25 years as a registered nurse working for the San Francisco Department of Public Health and the San Francisco Unified School District. While working as an elementary school nurse, she remembers all too well when six young students at one of her assigned schools had older brothers or cousins shot to death on the streets in just a two-month period.

"It was such a tragic waste of young lives," recalls Kitazawa, "and a deeply scarring experience for the younger siblings and cousins." Hearing of this street violence over and over, she became more committed to supporting Alive & Free because of their effective approach to addressing these problems in the community.

Through fellow RN Gunilla Napier, she learned more of the work done by Alive & Free. She had already met Dr. Marshall and Jack Jacqua at community events and was impressed with their deep commitment to youth who faced daunting challenges. She knew that the founders had worked as SF public school staff and understood the risks that students faced. Dr. Marshall and Jack Jacqua believed in young people, talked to them in their language, and told them they could be somebody. Dr. Marshall's prescription for violence resonated with her.

"My parents, grandparents, aunts, and uncles were incarcerated under an Executive Order during World War II, even those who were born here were incarcerated, just because they were of Japanese ancestry. And I was a teenager during the American civil rights movement in the 1960s. What I learned from all of this has become even more relevant today in the context of new threats to people's basic rights. It's important that we work to develop leadership in the community," she says. She believes Alive & Free's programs do that. Alive & Free sees young people as the capable individuals that they are, supporting these young people to grow into seeing their true potential. It's a demanding program that expects results. It's not just a hand-out to those seen as incapable of more.

"Alive and Free uses money they receive wisely, and I believe it is a labor of love for Dr. Marshall and co-founder Jack Jacqua," she says.

Just as she has been inspired by Alive & Free, she inspires us. At 70, and legally blind, she's actively involved in the disability community. She also recently had a piece published in the anthology Standing Strong that celebrates the enduring spirit of the African American and Japanese American communities of San Francisco's Western Addition. And when not cajoling friends to donate to Alive & Free, she's singing (in Spanish!) in the Community Music Center's senior choir Coro Solera, writing more, and dancing Argentine tango.

# 30 Years

Of Impact By The Numbers



In the past 30 years, Alive & Free has spread the message of nonviolence to more than

200,000

INDIVIDUALS THROUGH IN-PERSON PRESENTATIONS



STREET SOLDIERS RADIO REACHES MORE THAN

150,000

**LISTENERS** 

per week and has produced 1,300 shows over 25 years

### **NATIONAL & INTERNATIONAL**



Alive & Free has hosted 42 Training Institutes and trained

1,567

### **INDIVIDUALS**

in The Alive & Free Prescription



# **24**

replicating the Alive & Free Prescription across the U.S., as well as South Africa, Thailand, and Canada



2,402

### **INDIVIDUALS**

have attended International Conferences and Workshops

### LEADERSHIP ACADEMY

9,911

### **YOUNG PEOPLE**

attended Alive & Free Leadership Academy

1560

### **MEETINGS**

held every Tuesday night over 30 years



225

**COLLEGE GRADUATES** 

**65** 

**POST-GRADUATE DEGREES** 



**COLLEGE GRADUATION RATE** 

Over

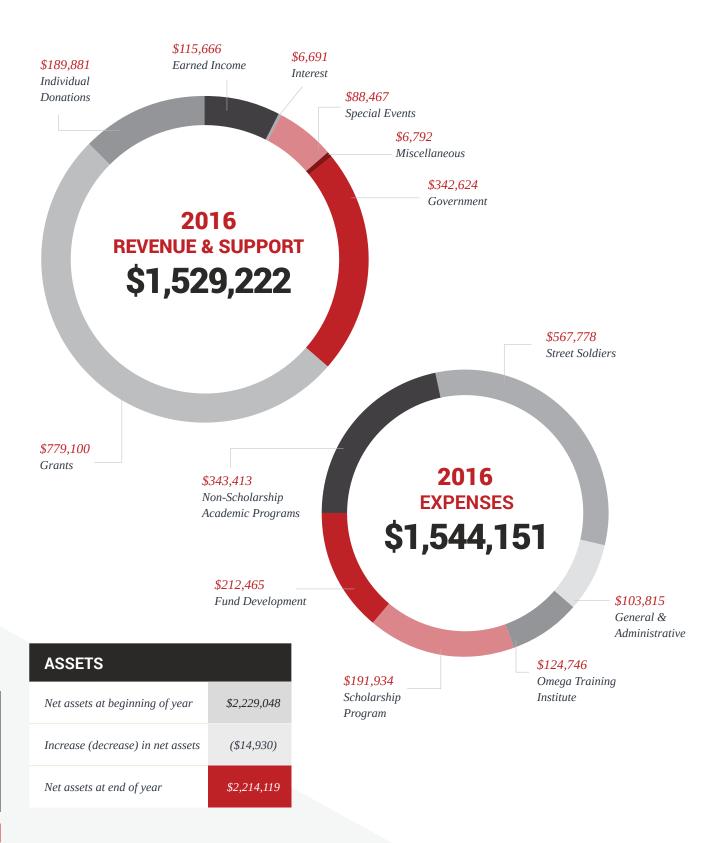
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# Annual Report 2016

# **Financial Highlights**

Alive & Free



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### JACK JACQUA

Co-Founder

### TAMARA DROSSART

Marketing & Development
Director

### ANDRE AIKINS

Operations Manager

### DEBRA PATTERSON

Administration Manager

### **DEMETRA JONES**

Math Instructor

### DEBORAH ESTELL, M.S., L.M.F.T.

Leadership Academy Coordinator

### ANN BASSETTE

Administrative Assistant, Videographer

### **Consultants**

### **BURT F. BOLTUCH**

Attorney

### DAVID BROWN

Accountant

### MARLENE LYNN

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### MALCOLM MARSHALL

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University of San Francisco, Stanford University

### HOWARD LINDSEY

Goldman Sachs & Co.

### SIESEL MAIBACH

San Francisco, California

### JOSEPH MARSHALL, JR., PH.D.

Alive & Free/Omega Boys Club

### LEE SEWARD

San Francisco, California

### **CHARLES SMITH**

AT&T Western Region (Retired)

### LAWRENCE SOLOMON

Capital Group Companies

### DON STRAND

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### WAYNE LIPPMAN

Lippman CPA's





current events impacting the community.









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