OMEGA BOYS CLUB

2011 ANNUAL REPORT

KEEPING YOUTH ALIVE & FREE

OUR VISION

Omega Boys Club leads a life-changing program called Alive & Free that helps young people steer clear of violence and stay out of prison in the Bay Area and around the world. Young people who have learned the Alive & Free prescription have a new set of life skills to make choices that help them go to college, succeed in life and give back to their communities.



Dear Friends of Omega,

Big developments are afoot on the eve of our 25th year. The Alive & Free prescription is continuing to grow—both locally and globally—and inspire more and more youth to go to college, succeed in life, and give back to their communities.

Last year the Alive & Free movement launched in another three locations. Omega-inspired programs are now in 24 cities in the U.S., South Africa, Thailand and Canada. I hope one day we'll be in Haiti, which I visited last year to give young people a taste of Alive & Free. The work there only has just begun.

We also marked the 20th anniversary of Street Soldiers Radio. Two prominent guests were Dr. Clarence Jones, Martin Luther King, Jr.'s personal lawyer, who helped him craft the "I Have a Dream" speech, and San Francisco Police Chief Greg Suhr, who cleared up some of the misconceptions surrounding the shooting death of Kenneth Harding.

We renovated our classroom to a state-of-the-art multimedia center and renamed it after "Coach" Wilbur Jiggetts, a grandfather figure to so many Omega youth whose "coachisms" live on today. Coach never missed the college graduation of an Omega—and we've had 163!

Numbers like that can tell the story of our successes, but it's the impact on the lives of youth that's most satisfying. Your support makes it all possible. We thank you for your generosity and encouragement.

Joseph E. Marshall, Jr., Ph.D. Executive Director



Dear Friends,

I've seen firsthand the power that the Alive & Free prescription has to transform the lives of youth. It's with that in mind that I'm excited to say that we continue to grow into a more effective organization, taking the Alive & Free prescription to as many youth as are willing to hear it.

2011 marked the first year of the Omega Board's five-year strategic plan, and we have already made progress in a few key areas.

- We developed the staff to support our growth. Administration Manager Debra Patterson and Development Director Iris Fluellen have made an immediate impact, with donations from both individual and corporate donors growing 10 percent in one year.
- We hired a prominent communications firm to help us re-brand to bring greater visibility to the Alive & Free movement. This re-branding will coincide with the celebration of Omega Boys Club's 25th anniversary in 2012.
- The board also resurrected the development advisory group. Because it has no governance duties, it can devote its time to one sole mission: raising money.

Other aspects of our strategic plan continue to move forward. At a time when many nonprofits are having difficulty continuing their mission, we're delighted to have met our budget and still have reserves. We're in the black.

Adrienne Riley Board President

JOURNAL FROM HAITI

Dr. Marshall brings the Alive & Free message to the earthquake-ravaged country

In the fall of 2011, the State Department came calling again. This time I was going to Haiti. Like millions of others, I had followed the story of the 2009 earthquake. We'd even done stories on Street Soldiers Radio. Now I was going to see things for myself.

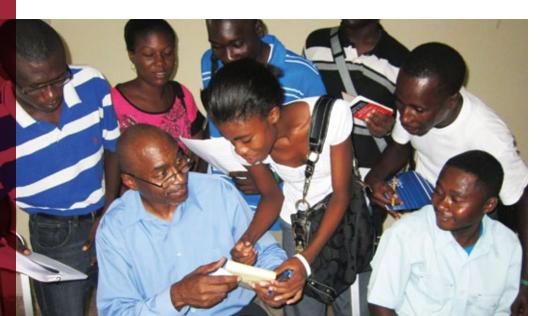
My first glimpse of Port au Prince told me a lot. Rubble was everywhere. It looked like the quake had happened yesterday. The streets were jam-packed with people hawking goods, pushing carts, selling anything and everything. People walked about with baskets of goods on their heads.

At the embassy I met Regine Rene, a Haitian American from New Orleans. She had set up a pretty daunting schedule for me—five speaking engagements from one end of the island to the other.

Over the next five days I spoke to a range of Haitian youth. No matter how different, the challenges they identified were the same. Parents and the government don't care about them. The educational system is very poor. Illiteracy, teen pregnancy, sex trafficking, violence, gangs, and guns are everywhere. And those who do manage to rise above it all then leave Haiti — 80 percent of educated Haitians live abroad—so they said they had no role models to show them a better way.

I was especially inspired when speaking with 13–20-year-old youth at the Juvenile Re-Education Center who had been locked up for murder, rape, robbery—you name it. In a small, hot and crowded room, I asked how many of them wanted to stay Alive & Free. Every hand shot up.

"I asked how many of them wanted to stay Alive & Free. Every hand shot up."





Left: Haiti's young people asking Dr. Marshall for his autograph

Right: Dr. Marshall delivers the Alive & Free message Across the country in Les Cayes, at the American University of the Caribbean, the magic of the Alive & Free prescription came through once again. All I had to do was tell the students the story of how I founded Omega Boys Club, why I did it, how long we've lasted and how successful Alive & Free has been. The students were so fascinating to listen and talk to.

The last presentation was probably the most Omega-like! At Les Cayes' only cultural center, in a shoddy building surrounded by mud and standing water and mosquitoes, I spoke to a small group of kids.

At Omega Boys Club we have big meetings all the time, but some of our best meetings are the small ones. And this turned out to be one of those. Watching the videos of youth "daring to be different" made them want to do the same. One by one they came to the microphone and shared their dreams and aspirations. It was all just great. It was Alive & Free in Haiti!

Since I've been back home, Haiti has buzzed through my mind. My translator Diogene Altema was a guest on Street Soldiers Radio, and he spoke about the students' positive reactions to the Alive & Free message. We're now talking to the State Department about bringing people from Haiti who work with youth to come to the Training Institute and get instruction in the Alive & Free prescription.



YOUTH EXPERIENCE LIVING HISTORY

Learning from the Legacy of Dr. Martin Luther King Jr.

On August 27, 1963, the eve of the March on Washington, Martin Luther King Jr. asked his lawyer, advisor and speechwriter Dr. Clarence Jones to hone the words that Dr. King was to deliver the next day before 200,000 people. His "I Have a Dream" speech would of course mark one of the seminal moments in U.S. history.

He was inspired to visit Omega Boys Club after meeting Dr. Marshall and reading *Street Soldier*.

In 2011, Dr. Clarence Jones shared his intimate knowledge of Dr. King with Omega on two occasions, first as Dr. Marshall's guest on Street Soldiers Radio and later at the Omega Leadership Academy. A scholar in residence at Stanford University's Martin Luther King, Jr. Institute and the author of two books about the civil rights leader, Jones discussed Dr. King's legacy for youth today.

"This was a big, big deal for the kids," Dr Marshall said. "This was living history."

At both forums, Dr. Jones's message was consistent: have self-respect, strive for personal excellence, and avoid drug and gun culture.

"Certain objective conditions have created adverse circumstances for African American and minority communities," he said, including the legacy of slavery, institutional racism and crack cocaine. "But the existence of those adverse conditions does not absolve us from our own personal responsibility for our own personal conduct."

He connected with the students by sharing his own story. The only child of domestic servants, Dr. Jones lived in four foster homes before being placed in a Catholic boarding school at age six. He went on to serve in the Korean War, became an intellectual property lawyer and financial executive, and raised five children who are now leaders in their fields.

While the Alive & Free prescription has been around for generations, it has not always been accessible. Dr. Jones said the Alive & Free prescription for treating the disease of violence "almost should be mandatory nationalized medicine for American society. There are very few programs dealing with this disease that on an empirical basis appear to work. Alive & Free is one of them."



"Meeting Joe Marshall was akin—although they were very different—to meeting Dr. King, in my experience," Dr. Jones said. "Very few people have had such a profound effect on me as Joe Marshall has. He's like a lighthouse that's pointing a beacon light. If you want to get through the storm, this is the course you must take."

"God bless Omega Boys Club and Dr. Joe for having that sort of entrée into the community, and a show like Street Soldiers that connects exactly with the folks who were so wanting more information," Chief Suhr says. "For me it was an unbelievable opportunity."

entrée es hief San Francisco Police Chief Greg Suhr on Street Soldiers Radio

A COMMUNITY HEALS

The Alive & Free message helps ease strained relations with police in Bayview

In August, Dr. Marshall invited San Francisco Police Chief Greg Suhr to be a guest on Street Soldiers Radio after a police shootout that left a young man dead and a community suspicious.

A couple of weeks before, Bayview residents witnessed Kenneth Harding, 19, die after a confrontation with the police, who had stopped him after he tried to beat the BART fare. No one saw a gun in Harding's hand. What they saw was a young black man dead.

The truth was a lot more complicated. Harding was on the run from Seattle, where he was suspected of a violent crime. He had a gun, and died after shooting himself.

Bayview residents had their doubts about the circumstances of the incident, and emotions ran

high. They boiled over at a community meeting with the police that resulted in more shouting than questions answered.

That's when Dr. Marshall, who is vice president of the San Francisco Police Commission, asked Chief Suhr to come on Street Soldiers Radio to talk with callers. "It worked out great," Dr Marshall said. "It was a two-way conversation rather than people shouting."

"God bless Omega Boys Club and Dr. Joe for having that sort of entrée into the community, and a show like Street Soldiers that connects exactly with the folks who were so wanting more information," Chief Suhr said. "For me it was an unbelievable opportunity."

One caller stands out in his mind. "She said

the upset wasn't really so much from exactly what happened, it was from how people felt from what they saw," Suhr said. "They hadn't had time to heal."

Her comments reminded him that "you can't just come into the community when something happens. You have to be in and stay in," he said. "And when something does happen, you have to understand that folks are feeling something other than just the facts."

His appearance has had lasting effects on police-community relations. "Just from the radio show and that woman's comments, I go to the community any time there's an adverse reaction to anything we do. We're building that relationship every day. It's important to gain the understanding of where each side is coming from."

BECOMING ALIVE & FREE

Isaac Munoz is just a few months into the Alive & Free program. He discusses the profound change it's already made in his life.

What was your life like before Alive & Free?

I worked in club promotion. My life was sleeping in the morning and going out at night, drinking with bad people. I came to the U.S. in 2008 to pursue a modeling career. I was raised in Mexico and Spain. The only friend I had was my cousin. To me, friends didn't matter. I lived a very lonely life.

What changed?

Before, I didn't give a damn. I wasn't looking forward to a career, and I wasn't looking forward to school. Now I'm learning stuff for my life—finance, how to judge if people are good or bad for you, how to escape the hood, how to help the community. And I didn't know I was this smart, to tell you the truth. It makes me think a lot and it triggers a lot of emotions. Now I know how to deal with them.

You said Alive & Free has taught you deal with your emotions in a healthier way. Can you give an example?

The full balloon was quite a lesson, because I learned what triggered my emotional residue. Most of it was my parents. Their being divorced, me leaving home at an early age. I realized that

was hurting me. So I called my mom. I told her how I felt. And she agreed with me. She said she was sorry. I didn't think I was going to get that response.

Did that change your relationship?

Wow! Yes. You can tell. Now sometimes I try to give her advice from what I learn through Alive & Free. She has the same problems we all are dealing with in class. That experience made me very happy. Very happy.

Will you get your GED soon?

Yes, I'll probably get my GED next month. I'm so excited. I know I can pass it with flying colors.

Today a community outreach counselor working towards her doctorate, Nzinga Mpenda explains the impact of Alive & Free on her education and career path.

How did you first come to Omega Boys Club?

In 2001, during my freshman year of high school, the mother of one of my friends told us, "You need to go. It's a great place." We went on a First Tuesday. We were late, and the room was really crowded, so I didn't go in. I'm an introvert. I went again the next week. And after that, unless I had a

basketball game, every Tuesday I was there. After that too, unless I was out of state for school. I'm still there as many Tuesdays as possible. I go to the family meeting.

What drew you in?

It's an inspiring place. For me to have seen at an early age successful African Americans— growing up in Bay View, we don't have that. I mean, my primary care physician, my dentist, they were all African American. But outside of that, there were no images of successful black people. So Omega Boys Club brought that to life for me. Also to see every summer people come back from college—that was really it for me.

You graduated from Shaw University in Raleigh, NC, in 2008. Did you get Omega Boys Club scholarship money?

I did. It's definitely a blessing when you can go to school and not have to worry about where the money is going to come from. Now I have my master's in clinical psychology, and I'm going for my doctorate in educational and organizational leadership at Saint Mary's College of California.

My goal in about 20 years is start up my own nonprofit organization similar to Alive & Free in philosophy, with a focus on youth in urban areas that have been cast aside or that the mainstream doesn't really want to deal with.

A TOUR OF HISTORICALLY BLACK COLLEGES

Demetra Schoby shows Leadership Academy students fresh possibilities and rich traditions

Leadership Academy instructor Demetra Schoby lead 10 students—seven from Omega Boys Club—on a tour of Historically Black Colleges in 2011.

Encouraged by Dr. Marshall "to go ahead and do it!" Ms. Demetra took the students to Atlanta to visit Morehouse College, Spelman and Clark Atlanta University, then headed south to Tallahassee to visit Florida A&M University.

"Many of them had never seen a Historically Black College," Ms. Demetra said. "Didn't even know they existed."

For 21-year-old Nick Adams, who is currently studying at Laney Community College, talking to civil engineers at Florida A&M opened his eyes to professional possibilities he'd never dreamed of.

"I saw them in their hard hats and construction boots, and it intrigued me," he said. "I've always liked to work with my hands, but I thought that kind of training was offered at community colleges or vocational training programs. I didn't realize you could do that at a university. I asked them a lot of questions: 'How did you get here? What classes did you take?' I soaked up all the information they gave me so I can get to where they are. That inspired me."

Adams hopes to finish his associate degree in 2014 and then transfer to a bachelor's program in civil engineering at a SoCal university.



LEADERSHIP ACADEMY CLASSROOM BECOMES "COACH" WILBUR JIGGETTS HALL

Following a state-of-the-art renovation, on September 21, 2011 the Leadership Academy classroom was renamed "Coach" Wilbur Jiggetts Hall in memory of the man who was an inspiration and guiding light for so many young men and women.

The Elder of Omega Boys Club, Coach began volunteering in 1988 and was a tireless presence until his death in 2003. He attended weekly meetings and classes, participated in Street Soldiers Radio, and provided guidance and direction to youth in detention facilities as part of the Violence Prevention Program. He crisscrossed the country to attend the college graduation of nearly every Leadership Academy graduate—now 163 and counting. Each student knew that when their time came to walk across the stage and get their diploma, Coach would be there, providing a fitting end to the academic journey that the Alive & Free prescription prepared them for.

Coach lives on with the Alive & Free movement through his legacy and especially his "coachisms"—wise sayings that so resonated with Alive & Free students that they memorized and repeated them. They still do today.

2011 COLLEGIANS

Nick Adams

Laney College

Amanda Aiisebutu

Los Angeles Trade Technical College

Thalia Andrade

City College of San Francisco

Shante Austin

San Francisco State University

Wayne Banks

Morehouse College

Andrea Battle

Laney College

Andrea Beasley

Grambling State University

Lvdia Blanco

Bennett College

Zerrel Breedlove

Los Medanos Community College

Evangela Brewster

Cal Poly Pomona

Christina Brown

Georgia State University

Latiece Brown

Norfolk State University

Ebone Carter

Fashion Inst. Merchandising & Design

Christian Clay

Merritt College

Michelle Curry

Merritt College

Rashad Deminus

Lanev College

Inicki Ellis

City College of San Francisco

Lashanae Everett

San Jose State University

Latu Fanaika

Berkelev City College

Daiia Foster

Spelman College

Leo Gi

St. Peter's College

Adreanna Grant

Tuskegee University

Charles Grant

Howard University

DeMario Hammond

Merritt College

Fontino Hardy

Tennessee State University

Aubrev'Nav Johnson

Cal State University Northridge

Alicia Marie Jones

University Hawaii at Maui

Cierra Jones

Morgan State University

Jaleel Kane-Abdullah

Santa Monica City College

Portia Kane-Abdullah

University of California, Riverside

Cherelle Lewis

Clark Atlanta University

Daniel Lindsev

Clark Atlanta University

Gary Mackey

Tennessee State University

Jocelyn Marin-Gutierrez

Cal State University East Bay

Anisa Mason-Freeman

Cal State University Los Angeles

Anthony May

San Francisco State University

Marlana McCants

Southern University

Trallonie McKinney

Spelman College

Leon Medley

City College of San Francisco

Celissia Mitchell

Laney College

Jordan Mojica

San Diego State University

Erika Monroe

Notre Dame de Namur University

LaShawn Moore

Howard University

Jasmine Owens

San Jose State University

Nailah Phelps

Cal State University Los Angeles

Keith Prater

Laney College

Ta'Darrell Randolph

Howard University

Kalah Regis

University of Alabama at Birmingham

Tanava Reid

San Francisco State University

Brenda Rivas

Cal State University East Bay

Charles Robinson

Tennessee State University

Angelica Salmeron

Holy Names University

Nicole Trammell

Contra Costa College

Cory Walker

Berkelev City College

Dana Ward-Robinson

Spelman College

Omar Williams

Grambling State University

Tiffany Williams

Cal State University Monterey Bay

D'Vondre Woodards

Contra Costa College

Jasmin Woods

Howard University

Jamelyyn Woodridge City College of San Francisco **ALIVE & FREE CONSORTIUM MEMBERS**

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Birmingham, AL

Berkeley Organizing

Congregations for Action

Berkeley, CA

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Fast Palo Alto CA

For Youth By Youth (FYBY)

East Palo Alto, CA

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Al Wooten Jr. Heritage Center

Los Angeles, CA

I Have a Dream Foundation-Los

Angeles Los Angeles, CA

D'Veal Family and Youth Services

Pasadena, CA

The Lucas Center

Pleasant Hill, CA

American River College

Sacramento, CA

Overcoming Gangs & Beyond

San Diego, CA

SFUSD/John Muir Elementary

School

San Francisco, CA

SAFE Organization, SAFE Healing Foundation Inc., and SAFE Inc.

Baltimore, MD

Omaha, NE

Koinonia House of Worship

Metrocenter YMCA/Seattle Street **Soldiers**

Seattle, WA 98104

Ubomi Youth Foundation

Cape Town, South Africa

YOUTHCAN Project and Youth Can Club

Nonthaburi, Thailand

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Oueen Elizabeth, CVI

Maurice Benson, Chicago, IL Jan Martin, Los Angeles, CA Tamiko Ferguson,

2011 ALIVE &. FREE TRAINING INSTITUTE ATTENDEES

Alameda County Public Health,

Oakland, CA Bayview Magic, San Francisco, CA

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Berkeley, CA **Berkeley Unified School District,**

Berkeley, CA

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City of Dreams, San Francisco, CA City of Richmond, Richmond, CA

CPC Counseling Center, Richmond,

Community Youth Center of SF (CYC), San Francisco, CA

CA

D'Veal Family Youth Services, Pasadena, CA Educate2Elevate, San Francisco, CA Family Mosaic Project, San Francisco,

DSHS. Juvenile Rehabilitation

Seattle, WA

Administration, Green Hill School,

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Program, San Francisco, CA Youth Treatment & Education Center.

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NEW FACES AT OMEGA BOYS CLUB

Recent hires are supporting the growth of the Alive & Free movement

Development Director Iris Fluellen brings 13 years of experience earned at the University of California, Berkeley and The Nature Conservancy, among other leading institutions. Her impact has been immediate: in 2011, she helped boost Omega Boys Club's coffers by 10%.

A lifelong Bay Area resident, Fluellen plans to expand Omega's fundraising efforts with an e-newsletter, a social media presence and a legacy giving program.

Administration Manager Debra Patterson came on as Dr. Marshall's executive assistant and Omega Boys Club's office manager. Previously, she worked in corporate America for more than 30 years, including at Levi Strauss and AT&T. She gets immediate gratification for her work at Omega: "Leaving the office to deposit funds into a student's account instead of mailing a check can make a tremendous difference for someone who needs to purchase books the next day. It's the little things like that that make me go the extra mile."



LARRY SOLOMON INVESTS MONEY AND TIME TO SUPPORT ALIVE & FREE

Advisory Council member and financial executive has raised \$600,000 in just five years

In 2011, Larry Solomon's fourth fundraiser, a luncheon held at the Waterfront Restaurant, brought in \$60,000 for Omega Boys Club. That's a big number for a nonprofit to generate in a recession, but it represents just a tenth of what Solomon's fundraising efforts have achieved. In just five years he's raised more than \$600,000 for Omega Boys Club.

The first event was held in 2007 shortly after Dr. Marshall visited his financial firm to talk about the Alive & Free movement. He was inspired by its "ability to take ambitious and intelligent young people who were living in a difficult place and a difficult time and give them the opportunity to improve their lives," he recalled. "After 3 minutes with Dr. Marshall, I knew I had to do everything I could to help him advance the Omega Boys Club."

Solomon invited dozens of his friends to a luncheon fundraiser. "I sent a FedEx to all 40 of the invitees including Dr. Marshall's book and a letter describing how strongly I felt about helping Omega Boys Club. I told them that I thought Alive & Free was the answer to rescuing young people from difficult, almost impossible, environments," he said. "Any one of us could've easily been born into these circumstances. We've had advantages in life that these people didn't have. But many of them are just as intelligent and ambitious as we are, and they deserve our help. We owe it to

the world and our community to give them a chance.'"

The luncheon raised \$250,000. "It was awesome," Solomon said. "I was very gratified that this group supported Omega in such a substantial way."

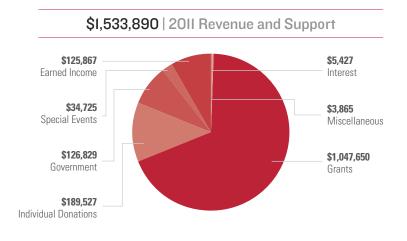
The way that the Alive & Free prescription brings life-altering exposure to the world of possibility resonates with Solomon, who sits on the Advisory Council for Omega Boys Club. When he was a teenager in a single-parent household in San Diego, he had to work to help pay for clothes and living expenses. "I had big ambitions, and I worked as hard as I could," he said. "I knew I wanted to do something important with my life, but I didn't even know where to start."

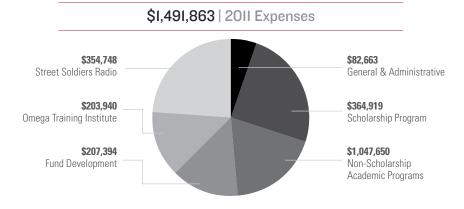
Then he was chosen to be his high school's representative at the American Legion—sponsored Boys State program to promote leadership qualities in young men. The experience exposed him to students with similar ambition, and these contacts soon led him to Occidental College. Today he is a senior vice president at an international investment company.

"One of the reasons I'm so supportive of the Alive & Free movement is that it's a way for a young person who's ambitious to get exposure to what's possible—the ability to springboard out of a difficult situation and into a whole new life," he said. "The idea that somebody who's in jail or in a gang or at risk can change their life and go to college, get a good job and support their family—that's a transformation. The Alive & Free prescription is one of those catalysts that can turn a person's life from one direction to another. I just think we need more of that in our society. That's why I chose to invest in Omega. 'Investment' is what I think I'm doing: investing money and time."



FINANCIAL HIGHLIGHTS





Copies of Omega's 2011 audit will be available for review at our office after June 2012. Our most recent IRS Form 990 is currently available for review at our office or at www.GuideStar.org.

| Assets | 2011 |
|---------------------------------|-------------|
| Net assets at beginning of year | \$2,421,633 |
| Increase in net assets | \$42,026 |
| Net assets at end of year | \$2,463,659 |

| OMEGA BOYS CLUB: BY THE NUMBERS | 2011 |
|--|-----------|
| Omega Scholarship Fund | |
| Scholarship Funds Awarded | \$364,919 |
| Collegians Receiving Omega Scholarships | 66 |
| Omega Leadership Academy | |
| Enrolled in College | 66 |
| College Graduates | 5 |
| Students in Academy Classes | 228 |
| Total Participants | 299 |
| Omega Training Institute | |
| Staff Trained at Adopted Schools | 31 |
| Students Taught Alive & Free at Adopted Schools | 200 |
| National/International Community Leaders Trained | 164 |
| Total Participants | 395 |
| Street Soldiers Radio Show | |
| Annual Callers | 369 |
| Radio Stations Carrying Street Soldiers | 7 |
| Alive & Free Presentations | F |
| California | 4539 |
| Nationwide (outside California) | 5619 |
| Haiti | 1227 |
| Total Audience | 11385 |

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\$200,000 and Above

CP Development Co., LP Grousbeck Family Foundation San Francisco's Department of Children. Youth & Their Families

\$100,000 to \$199,999

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