

# ALIVE & FREE

ANNUAL REPORT 2021



*Resilient and Achieving*

- “ —

**ALIVE & FREE TAUGHT ME ABOUT  
ACCOUNTABILITY AND TO HOLD MYSELF TO HIGH  
STANDARDS. THEY HELPED TO GUIDE ME ON MY  
JOURNEY TO AND THROUGH COLLEGE.**

— ” -

**DEMAJE ARDIS  
SAN JOSE STATE UNIVERSITY**



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# EXECUTIVE DIRECTOR'S STATEMENT

Greetings everyone. I'll begin by saying 2021 was year two of the Covid pandemic for all of us. It was a trying and difficult time for everyone, but our resilience shone through. Here at Alive & Free our young people persevered, and our programming remained strong. Five more college graduates, sixteen new collegians and a significant new partnership with the San Francisco Giants was formed. You can read about all of this and other features about some of our kids in this 2021 Annual Report.

This was the first time we did an entire year of Leadership Academy and College Prep classes virtually. It was so strange to not see the kids in person regularly. But what a magnificent job of teaching by our instructors! Ms. Estell, Ms. Demetra and Ms. Deirel make Zoom into a real classroom and the kids didn't miss a beat. When we finally all got to meet in person, you can imagine how happy they were to see us and each other and how happy we were to see them.

As always many, many thanks to the Board of Directors and Advisory Board. We couldn't do it without you. And to our amazing staff-the best an Executive Director could ask for. Together we are a great team! 2022 is the 35th anniversary of Alive & Free and the 30th anniversary of the Street Soldiers Radio show. Truly unbelievable! We'll be celebrating all year. You can believe that.

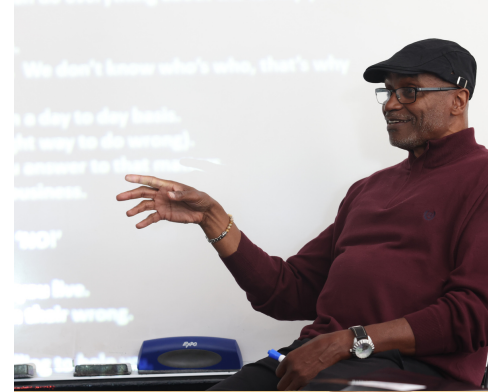
And to you-our wonderful supporters, donors and friends, thank you so much. You make this thing work. Alive & Free is just amazing to me. All the lives that are touched, all the young people that are saved, all hope that it brings to the world. Year thirty-five is going to be awesome. Let's keep it going. And remember-the more you know, the more you owe. Thank you.



**DR. JOSEPH MARSHALL JR.**

Executive Director

**ALIVE & FREE**



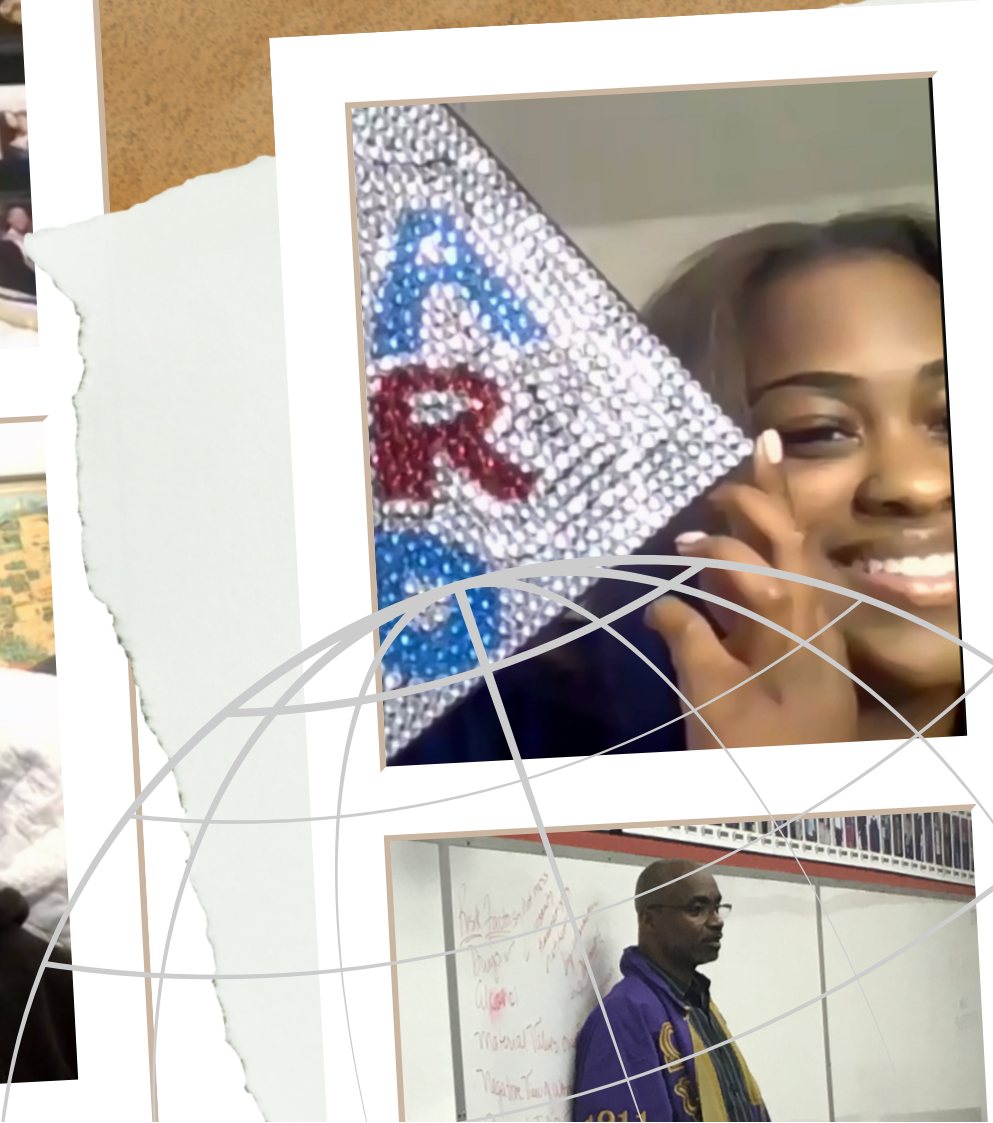
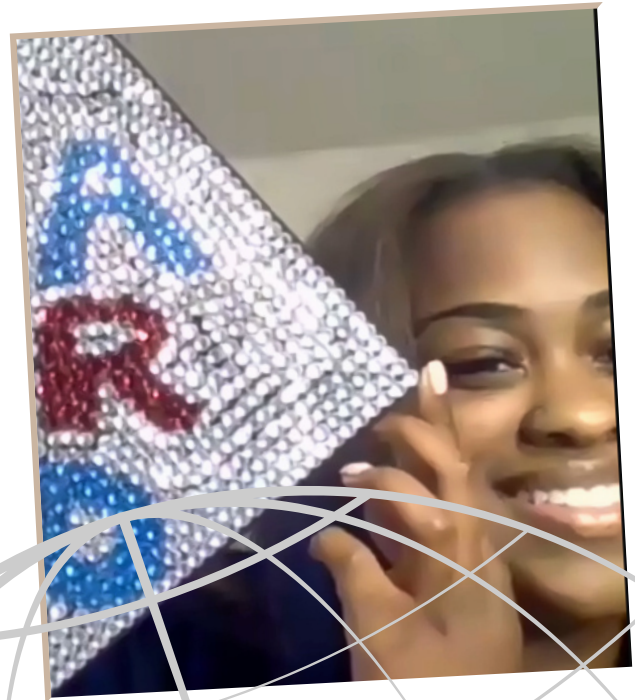
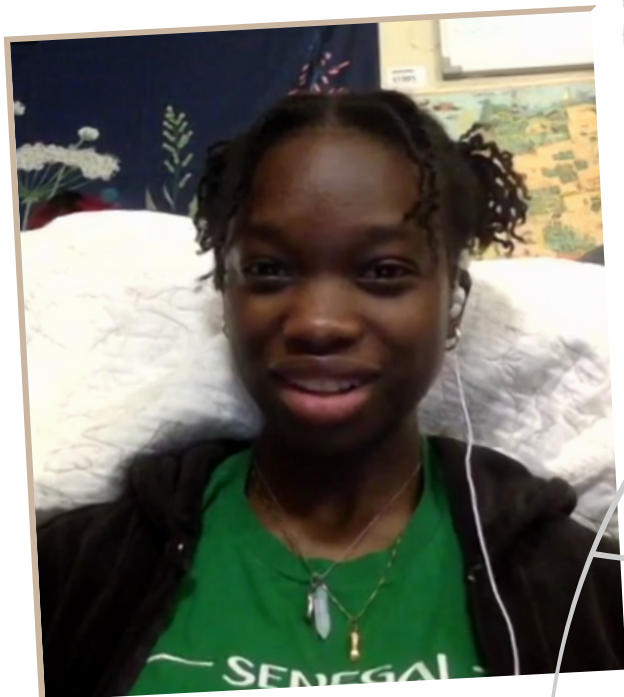


I MIGHT NOT BE ABLE  
*to save you from the world.*

BUT I  
CAN SAVE

*the world from you*

-Dr. Joseph Marshall-



Dear Friends and Colleagues,

## Message from our Board President

Alive & Free has now become the “go to” organization for young adults seeking to make sense out of a community ravaged by violence, apathy and unsafe practices. The proliferation of data from the news media, social media and even some community leaders, paint a picture of “doom and gloom” when there are many other alternatives awaiting young people.

The lens by which so many of us view the world has left very little hope that any of us can survive for too long, but let me tell you a truth that is never told. That side of the world wants many of us to give up and give in to violence and acts of destruction, deceit and hatred that would take one out of the competition for a better life, a peaceful life and a life filled with satisfaction and purpose.

The Alive & Free movement seeks to successfully give our young people the proper lens to view the events and through discussion and dialogue make a continuous effort to place these events in the proper context. This rationalization frees the mind to consider real possibilities, real opportunities that catapult a bright young adult into a pathway of success and fulfillment even in the midst of chaos. There are no false teachings or efforts to deceive or give conflicting meanings of those things which affect our lives. The focus has been and always will be on avoiding those things and people which would lead to jail and incarceration and use education as the access point for fulfilling dreams and access to the good life.

Those young adults who have come through the program and gone on to graduate from college have come from families and communities which have said it cannot be done and had all but given up on them. The Staff, Board, our wonderful supporters, donors and volunteers have said “no”. “We all don’t believe that and we will prove you wrong”.

We cannot and will not fail those young adults and maybe in our lifetime we will see a world at peace and a world free of hatred and a world free of unnecessary suffering and just maybe we can convince others to join our cause.

Every young adult is worth our efforts to give them at least the opportunities we had to be who they are meant to be.

Help us to help them accomplish that goal!



Every young adult is worth our efforts to give them, at least the opportunities we had to be who they are meant to be.

*Deacon Larry Chatmon*

**DEACON LARRY CHATMON**

Board President



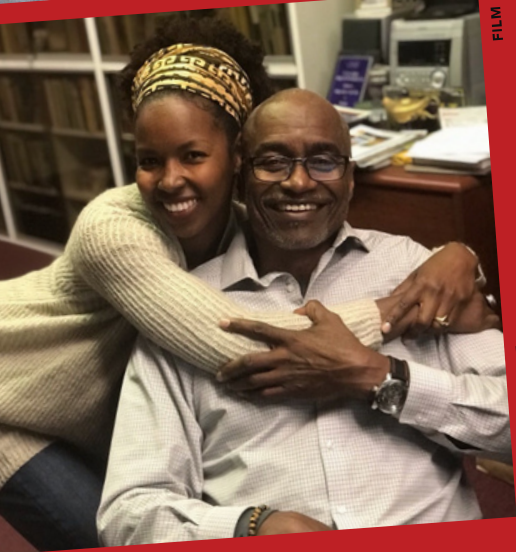
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# Community Partnership



## Willie Mays Foundation and the Giants Community Fund

In honor of living baseball legend and Giants Hall of Famer Willie Mays, the San Francisco Giants Community Fund has created the Willie Mays Scholars Program to provide new opportunities for Black youth in San Francisco. The program is designed to address social inequities in the education system and its mission is to empower young people to pursue and achieve their goals as future students and community leaders—to succeed in college and beyond. The youth will receive scholarship funding as well as wrap-around services to support their journey to make sure they have all the tools necessary for them to be successful. The Fund has partnered Alive & Free and 100% College Prep as community partners to ensure the success of the Scholars program.

"It is such an honor to be a part of the inaugural Willie Mays Scholar Program," shares Diane Gray, co-founder and executive director of Bayview's 100% College Prep. "To the scholars, we are here to support you academically, socially-emotionally and for whatever you need, we are here to support you and can't wait to watch you soar to the highest heights."

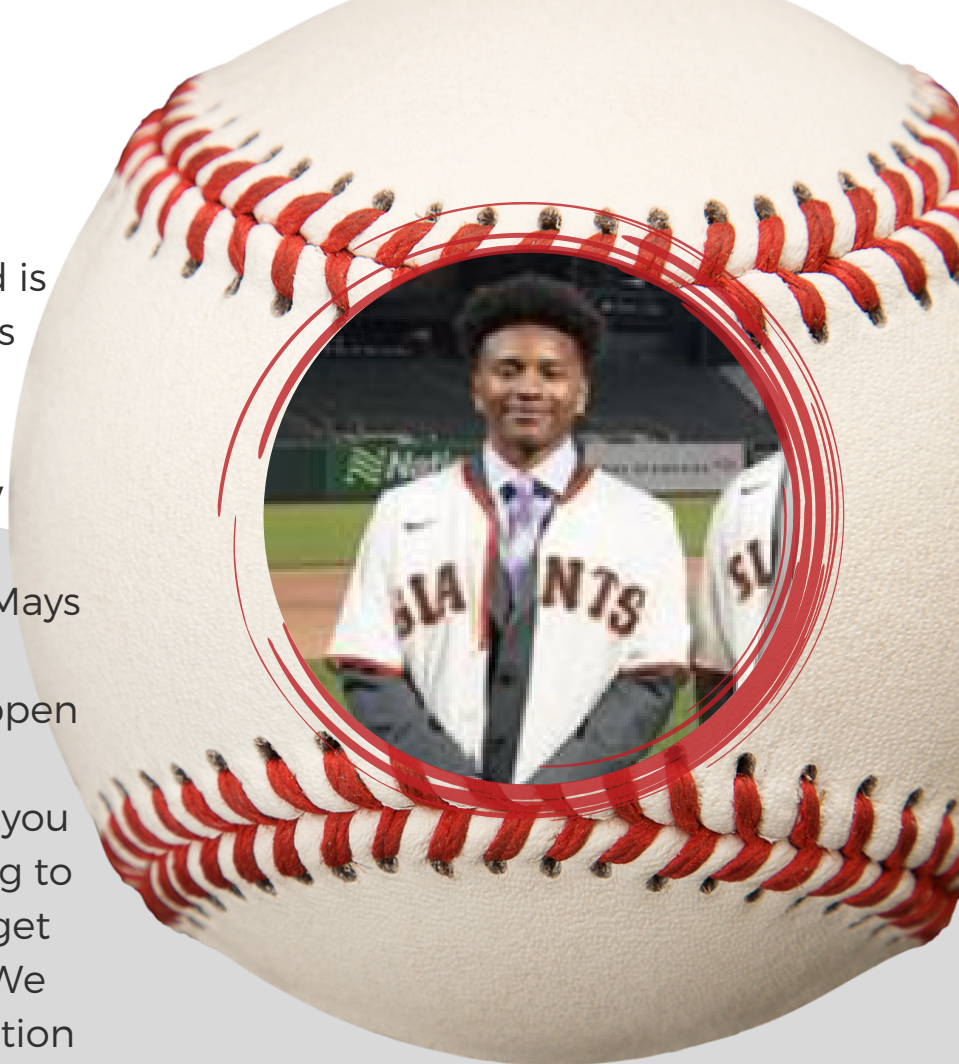


“The Giants Community Fund is really doing something that is historic,” shares Dr. Joseph Marshall, Alive and Free’s Executive Director. “We know what you young people have inside of you. Just like Willie Mays worked hard and made it happen, you can make it happen too. You don’t get to be the greatest on raw talent alone, you have to work at it. We’re going to coach you and guide you to get you to and through college. We want to get you to the education

World Series!”

Ordinary Willie Mays Scholars Program will give young people the power to alter the trajectory of their lives – dramatically so. It will open doors to possibilities that every child ought to have, and it gives us the opportunity to make a lasting, generational difference in this moment of racial reckoning in our country,” said Lindbergh Porter, Jr., vice chair Giants Community Fund Board.

The program became a reality in 2021 as the first five scholars—two ninth graders and three eleventh graders—(Jermaine Fulgham, Ryan Coleman, Arianna Cade, Jazmine Keel and Tigotae Brakey) were all surprised with a ceremony at Oracle Park. Their families and friends were invited to have dinner on the baseball field and the students were gifted with custom Giants jerseys. “I remember everybody was clapping for me after my interview. It was such a sentimental moment that I started crying,” reveals scholarship recipient Jermaine Fulgham. He dreams of attending Southern University and is dedicated to keeping his grades above a 3.5. The students will continue to develop their life and college-readiness skills by attending classes at Alive & Free and 100% College Prep. “Attending Alive & Free has been great,” says Jermaine. “Learning my history allows me to recognize that I am my ancestor’s wildest dreams.”



# Financially Alive & Free



Financially Alive & Free has become a key learning component in the College Prep class. Our students learn about their relationship with money and develop an understanding of how to stay in control of their finances as they begin their first years in college. The course instructor Ms. Demetra Jones loves teaching the class. "Being Financially Alive & Free allows you to do the work you love while understanding how to handle your money," she explains. "It gives you the freedom to live the life you want to live."

A few years ago Ms. Demetra decided to bring aboard Alive & Free alum Ms. Deirel Marquez-Perez to co-teach with her. "Looking at her, I know I got something right," she exclaims. "Ms. Deirel listens and listens well. I can see that with how she delivers the Alive & Free model. She's taking the class and making it her own."

"I felt a little challenged and intimidated at first," says Ms. Deirel, admitting that here admiration for Alive & Free instructors Ms. Demetra and Ms. Estell left her feeling a little challenged. "I had to overcome my fear of not being good enough. But Ms. Demetra has always been incredibly supportive and encouraging when it comes to my style of teaching." Ms. Deirel herself was a student in the Alive & Free classes while she was attending community college.

"I was a little older than many of my other classmates and I had a different experience

because I was already not living with my parents and was making decisions about my budget."

"As a teacher now, I think about what I may have needed in high school and what I would have liked and needed to hear." Ms. Deirel earned her degree studying international/global studies from University of California, Berkeley in 2019.

Shares Ms. Demetra: "I remember when Deirel invited me to sit in on her one of her workshops where she was teaching Financially Alive & Free. I was literally blown away. We usually teach young adults and high school students, but she was teaching a full room of adults who also waited to chat with her after class to gather more resources to help them with their finances. Witnessing the way Ms. Deirel presented the material and the engagement of her students was really something to behold. That's when I knew if I ever needed a replacement, I would want it to be her."

The plan is working, and Ms. Deirel has been co-teaching the Alive & Free students and doing it well. "The students share their own stories about money and how it has shaped their financial decisions. We know the right financial tools and the right curriculum can set up them for success. Our goal is to get them to be Financially Alive & Free."

**Welcome to the team Ms. Deirel!**



— “ —

**WE THINK ABOUT OUR ANCESTORS AND THE STRUGGLES THEY HAD TO ENDURE AND OVERCOME. WE STAND ON THEIR SHOULDERS AND DO THIS FOR THEM.**

— ” —

**DR. JANELLE GREEN  
DOCTORATE IN PODIATRIC MEDICINE  
CALIFORNIA SCHOOL OF PODIATRIC MEDICINE  
DR. MURRELL GREEN  
DOCTOR OF EDUCATION  
DREXEL UNIVERSITY**

# Welcome to E's World



*Enoch Hawkins was once a time bomb waiting to go off until Alive & Free-Omega Boys Club came into his life.*

Enoch and Dr. Marshall met in 1996 at McAteer High School in San Francisco where Dr. Marshall worked as a math teacher. Enoch had been kicked out of his last school and was now a student at McAteer. Dr. Marshall recalls their first encounter. "The teachers had a meeting I had to attend. I went to the front of the lunch line and Enoch didn't like that. He thought I was cutting the students, and in no uncertain terms let me know. He basically cussed me out and was sent to the Dean's office. When I sat down with him to talk, he offered a half-hearted apology, but I knew he didn't mean it. The Dean asked me if I wanted him suspended. I said no but asked instead to have him show up with his mother at the school's open house. That the beginning of the Doc and Enoch story."

"When I first started doing dirt, I was about 15. I wanted to be a part of the crew," shared Enoch in the 1997 documentary *Street Soldiers*, a film that gave the world a peek into what Enoch's life was like at home. "I never made excuses, even as a child. I grew up poor. We were poorer than poor. When I met Dr. Marshall, I was in a dark place. I was confused and I had a lot of anger. I didn't know what I was angry about, but I was angry. I grew up in Acorns, aka Dogtown in West Oakland. There was a lot going on back then and it wasn't easy. Life was hard and unforgiving. Dr. Marshall caught me at a time where I was becoming a man. I was 17 at the time, but I had to grow up fast."

"I remember when Dr. Marshall came down to Oakland's Acorns, That's how I knew there was something different about him. I thought if I went to Omega a couple times that he would stop bothering me. But I missed two weeks of class and he came looking for me," Enoch laughs. "He really helped to carry me into my adulthood. I made mistakes along the way, but he helped me figure things out."

When asked years later what it was like to film his own life Enoch says, "It was stressful at times because I realized I was filming my actual behavior, and some things you couldn't lie about. It was obvious. I couldn't pretty it up. A lot of the homeboys you see on the film are gone now, and it's crazy to think about because life was really like that."

“That was the thing, you just never knew what was going to happen,” shares Enoch. “It was just one of those things where you had to be ready on sight. That was as real as it got. Oakland used to average 200 murders a year. Going to school was a battle because I had to fight people. A lot of my friends from back then are either dead or in jail. But going to Omega, we were able to take off the mask and see the reality of the conditions we faced as Black men in America.”

Enoch faced many obstacles but was also able to overcome all of them. He worked diligently to earn his GED, which allowed him to go to college. “I felt like by me going to Omega every day made me a stronger person. Omega didn’t tell me stuff I wanted to hear, they told me stuff I needed to hear.”

“Little by little, Enoch was beginning to change his mindset. And Coach Wilbur Jiggetts had a huge influence on Enoch’s growth,” states Dr. Marshall. “One by one, he eliminated the Risk Factors and began dealing with his anger, fear and pain and finally replaced the code of the streets with the new Rules for Living.”

Now, at 48 years old, Enoch has been able to work hard and travel the world, but most importantly, he’s been present as a father to his son and daughter. “I enjoy being a father more than anything.”

As Enoch began to grow, his son, Enoch Jr. was watching. He joined Alive & Free’s Leadership Academy and College Prep and worked his way to UC Berkeley, earning his degree in Finance. “Being a father is my greatest achievement and I truly honor that. I didn’t have my dad around growing up and I didn’t want that for my children. I even earned a ‘Father of the Year’ award from the Oakland school district, and I thank my son for that.”

Says Dr. Marshall, “I’m proud of Enoch for a number of reasons. The way he talks and thinks about things have completely changed. He’s a world traveler now and is truly the person he was meant to be.”

“The men from Alive & Free have poured into Enoch,” says Ms. Estell, “and he accepted their love and let it flow through him. He has become an example for others and for other people’s children.”

“I always think about that incident with Dr. Marshall in high school, because if that didn’t happen, I don’t think I would be here. I let my guard down, stopped acting hard and tough and tried something new. I did what Dr. Marshall said, I turned right and kept going straight.”

# Terrence Hanserd is Living Proof 365

ACHIEVING HEALTH AND WELLNESS DURING THE PANDEMIC



Terrence Hanserd, also known as Coach T, spent most of his childhood growing up in San Francisco's Tenderloin district as a latchkey kid under the supervision of his single mother and older brother. He had been to juvenile hall 23 times by the time he graduated from middle school. But he did not let his past hold him back from stepping out of the shadows and into success.

"In ninth grade, I was sent to Log Cabin Ranch which is where I met people from the Omega Boys Club. I met Joe Thomas, Coach Wilbur Jiggetts and Jack Jacqua. That's when connections were made and my transition came about." Terrence also was able to play football in a field at the Ranch. "Football gave me something else to do. It introduced me to a different group and a different set of friends who had goals which gave me balance. I believe having balance all through life is important."

"When I was released I was at Omega every Tuesday. No matter what I was doing in the streets, bad or good, I made sure to get on that bus to get there. Sometimes Preston Worthy used to see me at the bus stop and would give me rides in his Buick Riviera. We would have talks and he was there whether I was doing good or bad. He became the positive role model as a father figure in my life."

“I still had to do the work. I had to learn how to step out of the shadows of being a follower and become a leader. I had to learn to keep a good, solid group of friends who would not let me go back to that negative lifestyle, because you only get so many chances. People feel like they have to keep these loyalties to these groups and the streets and blocks, but the concrete is undefeated. Nobody beats the concrete. Being able to step away from it is powerful. I had to learn how to make safe decisions. I chose to not put myself in danger anymore.”

Terrence attended Laney College and New Mexico State and graduated from Sonoma State University, playing football at all three. “Now I’m managing the right thing. I’ve been with AT&T for over 16 years. I also have my own business--Living Proof 365. That’s my motto. I’m structured, I’m disciplined and I live a healthy, wealthy and loving lifestyle 365 days a year. I feel that I am living proof that no matter where you come from, you can be successful.”

The pandemic helped to shine a spotlight on health and wellness for Terrence’s clients. They learned how to focus on their nutrition and portion sizes with meal prepping and to incorporate exercise into their daily routines. “It’s ‘the more you know, the more you owe’. It’s embedded in us.”

“Whenever I’m having a hard day, I repeat my mantra ‘Living Proof 365’. I am living proof that I’m winning. Winning isn’t always financial, it can be just waking up today. Winning can be showing up, and you have to show up to be a part of something. Omega has been very impactful in my life. It helped me to get to be Living Proof 365.”



## Board of Directors

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DION-JAY BROOKTER  
Executive Director  
Young Community Developers

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President  
Greenlining

GLENN HUNTER  
Retired  
Board Treasurer  
Chair-Finance Committee

LARRY CHATMON  
Deacon, St. Paul of the Shipwreck Church  
Board President

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Board Vice President

JERI MARSHALL  
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American River College

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Alive & Free/Omega Boys Club  
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Anchor Brewing Company  
Chair- Strategic Directions Committee

LYNN L. JONES  
Senior Client Manager  
EPIC Insurance Brokers  
Board Secretary

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ROBERT JACOBS  
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CHARLES SMITH  
AT&T Western Region (Retired)

BRENT JOHNSON  
Santiago Capital

LAWRENCE SOLOMON  
Capital Group Companies

## Consultants

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DAVID BROWN  
Accountant

MALCOLM MARSHALL  
Radio Show Producer

MARLENE LYNN  
Grant Writer

ANN BASSETTE  
Radio Show Videographer

## Staff

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JOSEPH MARSHALL, JR., PHD  
Executive Director  
Co-Founder

DEBORAH ESTELL, M.S., L.M.T.  
Leadership Academy Coordinator

DEBRA PATTERSON  
Administration Manager

JACK JACQUA  
Community Outreach  
Co-Founder

DEMETRA JONES  
Financial Literacy Instructor

EVANGELA BREWSTER  
Administrative Assistant

ANN BASSETTE  
Multimedia Marketing &  
Development Coordinator

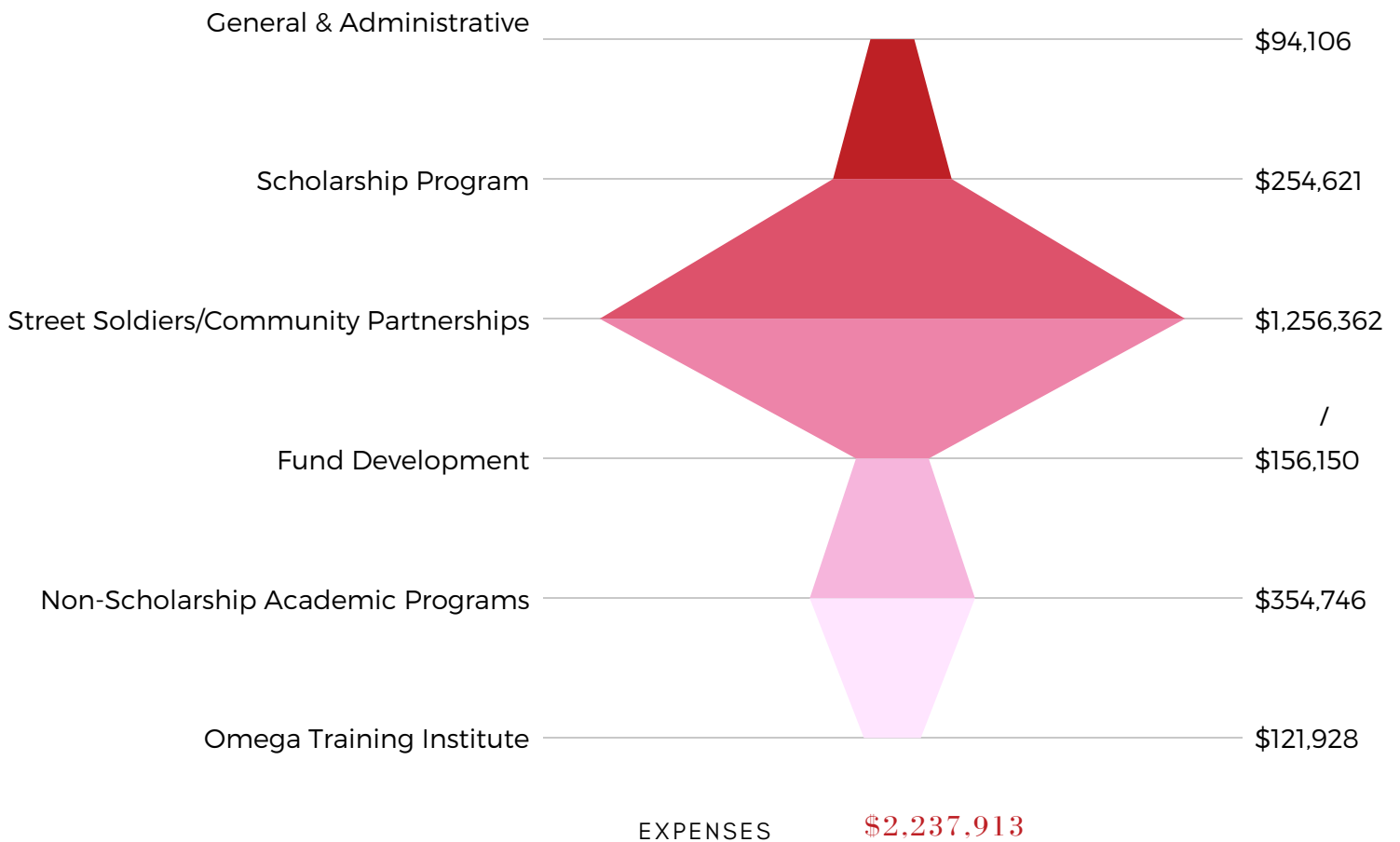
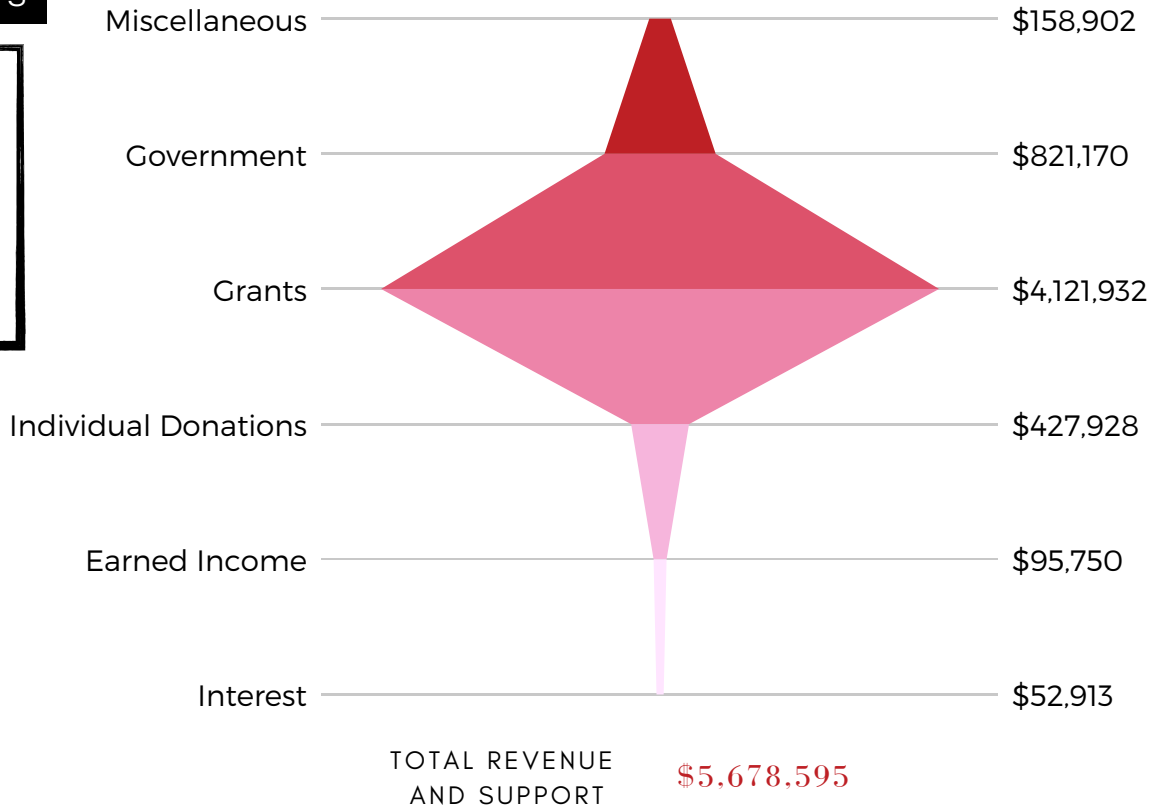
DEIREL MARQUEZ-PEREZ  
Financial Literacy Instructor



# Financial Highlights

## 2021 ASSETS

NET ASSETS AT BEGINNING OF YEAR	\$5,109,356
INCREASE IN ASSETS	\$3,440,682
NET ASSETS AT END OF YEAR	\$8,550,038





# MOTHERHOOD, COLLEGE & COVID

Making the decision to turn down invitations to parties during this past year has kept Alive & Free collegians Shayla & Kayla Branner safe from contracting the Covid-19 virus as sophomores at City College of San Francisco.

“I keep thinking about the Coachism, ‘You’re only one bad decision away,’” shares Kayla as she explains why she has declined party invitations this past year. “I can have fun at home and listen to music. Plus, I know too many people who have caught Covid this year, and I don’t want to bring that home to my nephew.”



Shayla & Kayla are sisters who share a strong bond as identical twins. They actively participate in sharing the responsibility of motherhood to Shayla’s one-year-old son, Jamarion, and diligently weigh the pro and cons of any decision they make. Their team effort to stay focused on their education and family values helps to keep them grounded. They are majoring in Administration of Criminal Justice and are looking to transfer together to Texas Southern University with the goal of working for the FBI.

Both girls were in Alive & Free’s College Prep class in 2020 before the pandemic moved the classes to an online format. “I have benefitted during the pandemic because I was able to stay home with my son and watch him grow. I watched him crawl, I watched him take his first steps and now he’s running and learning new words everyday,” said Shayla as the majority of her classes remain online. Her son now has a few front and bottom teeth, finds joy splashing in puddles and finds love and safety within both his mom and auntie’s arms. The sisters balance their schedules by alternating their time for child care and homework.

“I do like the online classes too. I didn’t want to put myself in danger of Covid when my sister was pregnant. Now that the vaccine is out and more people are getting it, I’m more open to being outside,” said Kayla. “I do miss being social at school. I have an in-person math class at City, so I made sure to make a lot of friends there.” Kayla is also grateful for the challenge of City College classes as she and her sister maintain honor roll status and are saving money before they both head to Texas.

The twins share a very real experience when it comes higher education. It’s a fact that you have to make the best decisions you can to keep on the path to reaching your goals. We are very proud of the Branner sisters and can’t wait for Jamarion to join our classes in the future!

# Thank You To Our Donors

## \$100,000 and Above

Cabin Road Foundation  
City & County of San Francisco  
Department of Children,  
Youth & Families (DCYF)  
Adelma LoPrest

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## \$99,999-\$25,000

Crankstart  
Bill & Barbra Wood

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## \$24,999-\$10,000

Anonymous  
The Capital Group  
Comerica Bank  
Dodge & Cox  
The American Endowment  
Foundation  
Leland & Susan Faust  
Paul Feasby  
William G. Gilmore Foundation  
Markel Insurance Company  
Grace Nixon Foundation  
Warren & Katharine Schlinger  
Foundation  
Lee Smith  
Dominic Tarantino  
Young Community Developers  
Youth Radio

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## \$9,999-\$5,000

Dana Abbott  
Anonymous  
The Brandi Law Firm  
Aaron Cooperband  
The Giants Community Fund  
Howard & Siesel Maibach  
Andrew Moyce  
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Pamela Rupright

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## \$4,999-\$2,500

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Sharon Dezurick  
Susan Kitazawa  
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John Yamaguchi

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The Brush Family Foundation  
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Landon Dickey  
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James & Anne LaPlante  
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Michael Millner  
Oakland Natives Give Back  
William Osher  
Kalah Regis  
Paul Sack  
Paul & Jackie Schaeffer  
Dan Scheinman  
Brooke Shields  
Don & Linda Strand  
Andrea Thomas  
Reginald Williams

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## \$999-\$500

Denise Childs  
Peter Collins  
Daniel Hackett  
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Jim Hess  
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Glenn & Dominique Hunter  
Jordan Lang  
Lennon BPO Inc.  
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Joseph Marshall  
Vincent McCarley  
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Smith & Fong Company, Inc.  
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Quinton Adams  
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America's Best Local Charities  
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Ronald Adrine  
Kay Alexander  
Ann Bassette  
Bayview Association for Youth  
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James Jones  
Gloria Jiggetts  
Joshua Karlin-Resnick  
Alexander Kughsev  
Mary Lee  
Rozelle Lee  
GB Levine  
Howard Lindsay  
Laura Lynn

## Janine May

Eric Metoyer  
Joy Metoyer  
Tina McArthur  
Mark Moorberg  
Toye Moses  
Nonprofits Insurance  
Kathy O'Brien  
John Popescu  
Bill & Adrienne Riley  
Margaret Roberts  
Robin Roth  
Herman & Kekoa Rivers  
Michael Rubino  
Carmen Ruelas  
Barry Sacks  
Harold Schneir  
Bill Schwartz  
Carolyn Serrao  
Ruth Ann & Lee Seward  
Douglas & Carole Sheft  
Ruth Sheldon  
Chantell Silva  
Michael Skarpelos  
Mahogany Spears  
Emmett Stanton  
John Swensson  
Marcos Tapia  
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Larry Walls  
Collin Walsh  
Eileen Wampole  
Andrew Williams III  
Audrey Williams  
Kipling Wilson  
David Whitehead  
YourCause Corporate  
Employee Giving Programs

# 2021

## BY THE NUMBERS



### STREET SOLDIERS RADIO

**200k**

Total Listening Audience

**46**

Radio Shows

**8,207**

Podcast Downloads



### OMEGA LEADERSHIP ACADEMY

**46**

Tuesday Night Meetings

**49**

Leadership Academy Participants

**54**

College Scholarship Recipients

**32**

Colleges Attended

**5**

College Graduates

**262**

Total College Graduates (YTD)



### SPEAKING ENGAGEMENTS

**21**

Speaking Engagements

**410**

Speaking Engagement Attendees



### TRAINING INSTITUTE

**6**

Workshops

**83**

Participants

**4**

Participating Cities

**755**

Overall People Trained



# Mekdes Clark

## **BENICIA HIGH SCHOOL SENIOR AND INCOMING USF FRESHMAN**

We want to introduce you to our College Prep and Senior Graduate Mekdes Clark. She is also the younger sister of our current collegian Yuri Clark!

"Starting and finishing my senior year in high school on Zoom was really weird for me. I always loved being in school, being in the classroom and talking with my teachers and other students. I was really distracted pretty much the whole year, except for when we're in Alive & Free. That's where I really would focus, listened to what everybody had to say and be heard."

"I look forward to Tuesday and Thursday classes at Alive & Free. I immediately go back and tell my dad what we talked about in class because he likes to learn with me. I love just learning about new things from Dr. Marshall and Ms. Estell that I genuinely would have never, ever talked about with anybody else. And after class is done, I feel more open. It makes me want to open up."

"My sister Yuri is a part of the program and would constantly talk about what Ms. Estell and Dr. Marshall taught her. She would take me to the Omega events and now she's really excited for me to be officially in the program too."

"The Kemba Smith story really stood out to me. It was so easy to criticize her and say I would never do that. And then when we met her face to face over Zoom, I realized this could be something that could really happen to me and it really just sat with me. I thought about how I could do something like this without thinking about my actions or thinking about consequences of things. It really sat with me after we spoke with her because I realized this is a *real* person. These are real experiences that happen and can happen to me."

"Alive & Free really helps me focus on my future and my plans. I'm excited to start my college career at the University of San Francisco. I am still unsure of what I would like to major in. The one thing that really sticks with me is 'there's nothing more valuable than my life'. I take that with me every day!"



— “ —

**I KNOW I WAS DESTINED  
TO BE ALIVE & FREE.  
ALIVE & FREE NEVER  
GAVE UP ON ME, AND  
THAT SUPPORT ALLOWED  
ME TO FINISH.**

— ” —

**YURI CLARK  
SAN FRANCISCO STATE UNIVERSITY 2021**



# ALIVE & FREE

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