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Dear Friends,

Welcome to 2014 Annual Report. This year’s report is on the difference your donations and support have made in the lives of more than 800 students from over 170 high schools across Georgia. Your investments in 2014 allowed us to continue to advance our mission, inspiring youth to lead with our youth leadership development programs.

For the past 23 years, I have had the privilege of serving as Executive Director of 21st Century Leaders. I am proud of the growth of our organization has experienced over the years—from impacting 31 students at eight high schools to the more than 10,000 students from 250 schools. We have accomplished this in large part due to supporters like you who have invested your time, talents, and resources in our mission. I am also thankful for the dedication of the Board of Directors and staff who help support the work that we do each day in the lives of so many.

As we begin our 24th year of service to youth, I am excited by new opportunities to expand the reach and impact of our programs. Our new Leadership Connect program will transform the ways in which students approach and navigate future careers, and I am looking forward to realizing the impact of this program. I invite you to get involved in 21CL in a way that is meaningful to you. Your continued support of our organization through your time, talents and resources allows us to ensure that high school students across Georgia are prepared to lead.

Finally, thank you for your support of 21CL in 2014. Your partnership grants access for hundreds of high school students to our programs each year. Your commitment to help build future leaders makes this possible.

Sincerely,

Robert Watson
Executive Director
Our Mission

21st Century Leaders is a collaboration of business and professional leaders inspiring high school students to take on leadership positions, seek out opportunities, and give back to their communities by connecting them with a diverse group of enthusiastic peers, passionate professionals and powerful ideas, transforming their skills, attitudes, and abilities through training and hands-on experiences.

Connect.

21CL connects high school students to a diverse group of peers, professionals, ideas and organizations.

More than 800 high school students across Georgia participated in 21CL programs, workshops and trainings this year.

21CL youth also engaged with more than 500 volunteers from the business, educatational, and non-profit sectors in over 40 days of interactive business experiences.

Transform.

21CL transforms student's skill-sets, ideas and attitudes.

Our year-round youth leadership development programming provides critical tools young Georgians will need to be prepared to assume leadership positions.

Through more than 50 corporate partnerships, 21CL provided students with robust and stimulating corporate and professional experiential learning opportunities.

As a result, 90% of students report an increase in their teamwork skills, critical thinking and business knowledge after attending our programs.

Inspire.

21CL inspires youth to lead.

21CL provides high school students with the training, guidance, and encouragement necessary to enter college and the workforce with a highly developed set of leadership skills and qualities. Students leave 21CL embodying our five core values. A leader is passionate, resourceful, service-oriented, able to leverage diversity, and forward-thinking.

98% of students who have participated in our program take on new leadership roles in their schools, places of worship and communities.

21CL students engaged in over 3,000 hours of community service through the Youth Action Centers.
Meet Our 21st Century Leaders

“The respect I am given empowers me and motivates me to pursue my professional goals and dreams. In 21CL, we are not simply teenagers - we truly are leaders of the future, on level with every adult, looked to for our input, and admired for our determination in advancing society.” - Angela Jiang, GSMST Class of 2015

“As a result of taking part of the 21st Century Leaders program, I have further developed as a person. I’m now more prone to help others and it has given me the extra motivation I needed to take the next step in many of the organizations I am in, by aiding me in obtaining many leadership roles.” - Tariq Johnson, Blackstone Academy Class of 2014

“21st Century Leaders provides me with collaborative opportunities to work with other leaders and complete complex projects. 21st Century Leaders has transformed me from a very shy individual to an outgoing leader, and I can’t be more thankful.” - Raahul Archarya, Northview H.S. Class of 2015

Meaningful engagement with business and non-profit organizations to deliver positive and life-changing outcomes for students are critical to our success as a youth leadership development program.

“The students I met overwhelmed me with their poise, enthusiasm and overall credentials. They were strong examples of student leaders hungry for more opportunities to learn and develop leadership skills. From this initial experience, I was hooked on helping 21st Century Leaders reach and connect to more student leaders throughout Georgia.” - Jeff Gregor, Chief Marketing Officer, Turner Broadcasting System
The 6th annual Georgia Youth Leadership Awards were held at the Crowne Plaza Atlanta Perimeter at Ravinia in Atlanta on February 27th to recognize 20 extraordinary students across Georgia. Kashish Gupta was the recipient of the Turner Voices Innovative Leader Award. Kashish’s organization, Small World Learning, is dedicated to helping underprivileged classrooms through web-based learning around the world receive the education they deserve. In total, the GYLA raised more than $70,000 to support youth leadership development programs for 21CL.

Training & Workshops

Goizueta Youth Leadership Summit (Theme: Pushing Boundaries, Driving Change)
- Total number of attendees: 70
- Total number of volunteers: 50 (Goizueta Gives MBA students and Atlanta area professionals)
- Service project: year-long toiletry drive collecting items to build care packages of veterans. All proceeds donated to VEO which received over 200 care packages.

Back 2 School Kickoff (Theme: Servant-Leadership)
- Total number of attendees: 71
- Total number of volunteers: 16 (Alumni and FYE volunteers)
- Total donation items collected: Over 250 | Dollars donated: $660
- 90% of students reported they are now more motivated to continue developing their servant-leadership skills because of B2SK activities.

Youth Action Centers
- 11 active partner high schools
- 82 projects completed
- 3,869 hours of service
- 2,508 students engaged in service

Fundraisers & Special Events

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In October 2013, 21CL hosted its first golf outing at the East Lake Golf Club in Atlanta. With only 8 foursomes, we raised $20,000 to support our youth leadership development programs.

On November 13, 2013 for Georgia Gives Day, we raised $4,900 from 29 donors and received a matching grant from the SunTrust Foundation.

21CL welcomed two new staffers: Kate Hewitt, Communications & Marketing Manager, and Kantrice R. Rose, Director of Development.
Financials

Income

Contributions: 17%
Corporate: 45%
Other: 1%
Grants: 17%
Foundation: 2%
Special Events: 18%

Total Contributions: $653,832

Your Investment at Work

92 cents of every dollar given to 21CL is directly invested in the mission

Direct Youth Program Expenses: 52%
Special Events: 4%
Program Staff Expenses: 36%
Administrative & Resource Development: 8%
2014 Donors

21CL regrets any inadvertent omission of donor names.

Corporations
Accenture
AGL Resources
AT&T
Benevolink Corporation
Bigelow Advertising
Catlin Group
Community & Southern Bank
Cox Enterprises, Inc.
DeNyse Companies
Duffey Communications
GE
Georgia Power
KPMG
KSU Coles College of Business
McGuireWoods LLP
Promo Entertainment Group
Slalom Consulting
TalentQuest
The Coca-Cola Company
Turner Broadcasting System
ZeroChaos

Foundations
The Kiwanis Foundation of Atlanta
The Nordson Foundation
Tunstall P. Rushton Charitable Fund
The Sessions Family
SunTrust Foundation

Government
Fulton County Department of Human Services
Cobb County Nonprofit Grant

In-Kind Donation
The Arby’s Foundation
Chick-fil-a Foundation
City of Refuge
Cox Enterprises
DeNyse Companies
Goizueta Business School
Georgia Clean Air Campaign
Georgia Power
Goizueta Business School
Microsoft at Lenox
Nelson Mullins Riley & Scarborough, L.L.P.
Promo Entertainment Group
Society of Human Resource Managers, Atlanta

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21CL is proud to manage the SCANA Energy Homework Centers.
Be inspired.

Your gifts truly make a difference.