

# IMPACT 2022 REPORT

for

Coastal City



...YOUR LIFE

For Come

FESTIVAL

WILLIAMS CHICKEN  
5  
WILLIAMS CHICKEN  
5  
WILLIAMS CHICKEN

PIVOTEERS  
PIVOTEERS  
COM



# COMMUNITY

For  
Oak City

FOR THE  
PEOPLE



PEOPLE



Throughout history, we've witnessed world-changing ideas, inventions, and movements birthed from a problem. To create radical, innovative solutions, we seek the wisdom of our collective community and our ancestors, and we listen to the dreams and imagination of our youth. In 1955, fifteen-year-old Claudette Colvin was asked to give up her bus seat in Montgomery, Alabama, because of her race, and she refused. Colvin believed that she shouldn't forfeit her seat because she paid the exact bus fare as everyone else. From this problem, the Civil Rights Movement of the '60s commenced because of Claudette Colvin's courage not to be displaced by discrimination. By her bold and courageous actions, she changed the course of history for everyone.

For Oak Cliff is a movement created from problems identified by 4th-grade students at W.W. Bushman Elementary School in 2015. As a first-year teacher, I guided my students through activities to identify what they believed needed to change in our community. From our anchor chart of problems, we started organizing meetings with other concerned community members.

Our collective meetings created the idea of a back-to-school festival to provide: school supplies, voter registration drive, college fair, and a job fair. The inaugural back-to-school organizing was the inception of For Oak Cliff, our movement dedicated to the liberation of our community from systemic oppression.

# PEACE

For Oak Cliff has experienced remarkable growth and development in our seven years of service. The festival derived from a need that has evolved into a place-based movement serving neighbors in many ways. We believe that galvanizing the community towards transformational change is our unique value proposition. Data is necessary to illuminate the problems plaguing our neighborhood. At this moment, South Oak Cliff hosts devastating data points ranging from incarceration rates, household income, postsecondary education, and general health and wellness. We must face these issues head-on; although, we must not get stuck in them.

Focusing on compassion, love, and unity will lead to the root cause solution. There's been an unmeasured impact derived from the organic social capital within our communities. We hope to improve and build upon relationships as we move towards solutions together for the greater good.

Resilience is our muse while working towards our mission of liberation. At For Oak Cliff, we've been prudent servants with the hope to make an impact on our families in South Oak Cliff. We see our services through a dual-gen lens to repair our family unit. The supple diligence of our families inspires us to remain devoted.

For Oak Cliff is a people's movement led through the spirit of gratitude and service. Our neighbors and their love are our encouragement to move the mission forward. Our partners and their willingness to collaborate have provided us with the resources needed to serve the community. We've gained counsel, wisdom, and security from our meticulous board members.

Our team has executed our goals and experienced miracles, which are blessings to our Oak Cliff community. We're grateful for the prayers of our ancestors and the dreams of our youth. We're honored to serve Oak Cliff daily and provide foundational support for our community. Standing firm in the responsibility assigned to us, we're grateful for the collective movement of our community.

With everlasting love and eternal commitment,

**TAYLOR TOYNES**

Humble Servant



## **OUR THEORY**

We believe in a Two-Generation (2Gen) approach to building communities and breaking free of oppression. A 2Gen approach builds community strength and wellbeing by addressing the needs of both children and adults in their lives in parallel. Family can come in all shapes and sizes and is defined by the people within it; the 2Gen approach honors this diversity.

Our 2Gen approach aims to increase the social mobility and social capital for all in the 75216 Superblock through programs and advocacy that build a strong culture of education.

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**CHILD-FOCUSED**

**CHILD-FOCUSED**

**WITH PARENT ELEMENTS**

**WHOLE  
FAMILY**

**PARENT-FOCUSED**

**WITH CHILD ELEMENTS**

**PARENT FOCUSED**



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## **OPPRESSION**

Because of the entrenched system of racism that has oppressed Black communities for generations, South Oak Cliff has experienced a lack of access to quality education and low standards for academic success.

# LIBERATION

For Oak Cliff provides culturally responsive initiatives in South Oak Cliff to liberate the community from systemic oppression, create a culture of education, and increase its social mobility and social capital.

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# HOW WE

## EDUCATION

We believe in creating a culture that sets higher expectations for the education of our children, and we believe that in order to create a true culture of education, we need to educate adults and children alike (2Gen).

## ADVOCACY

We believe our systems are broken, and in order for us to have an equitable system that works for all, we have to change policy strategically.





## COMMUNITY BUILDING

We believe in building a stronger community together, leveraging our strengths and providing avenues to use these strengths to support one another.

## ARTS

We believe art is the most creative expression of liberation. In order to awaken the artists of our community, we must increase access to the arts, artists, and avenues for creative self-expression.

# BELIEVE

# THE SUPERB!



# OAK

THE COMMUNITY  
FOR OAK CLIFF SERVES,  
WHICH IS REPRESENTED  
BY THE 75216 ZIP CODE

65%  
OF THE SUPERBLOCK IS  
AFRICAN AMERICAN

32%  
OF 3RD GRADERS MEET  
THE LITERACY BENCHMARK

67%  
OF SUPERBLOCK RESIDENTS ARE  
EXPERIENCING POVERTY

38%  
OF ADULTS DID NOT  
FINISH HIGH SCHOOL

\$23,456  
MEDIAN INCOME

644  
PEOPLE INCARCERATED  
THE MOST IN ANY TEXAS ZIP CODE

# CULTURE OF EDUCATION

OUR IMPACT

## LENA

LENA Start is an evidence-based program designed to engage families by helping them learn how to increase conversation with their children during the first few years of life. Interactive talk — specifically back-and-forth conversation — has been proven to be a key factor in healthy early brain development. The “talk pedoemters” provide the talk technology for this data driven program.

## OUT OF SCHOOL TIME (OST)

Our OST programs aim to engage our K-12 youth with culturally relevant programs when school is not in session. Students and families participate in academic enrichment, enhance and promote personal growth, social and emotional activities, unique learning experiences designed to enhance and promote personal growth.





## **GED COURSE**

A vital component of our 2Gen approach, this free course allows participants to earn their GED, as well as a monetary stipend upon successful completion.

Our self-paced, integrated instruction is in the areas of science, reasoning through language arts, social studies, and mathematical reasoning prepares individuals to take the GED examination.

## **BOOM FREEDOM SCHOOL**

In 2016, we launched the first Freedom School here in Dallas. Now, Building Opportunities & Opening Minds (BOOM) leads Freedom Schools as an official sponsor of the Children's Defense Fund (CDF) Freedom Schools.

## **PHLEBOTOMY COURSE**

In an effort to increase social capital through the Methodist Community Collaborative we host a free Phlebotomy course at the For Oak Cliff community campus. This workforce program is in partnership with The Methodist Health System, and the Phlebotomy instruction is provided by Empowering the Masses.

## **TEEN INTERNSHIP PROGRAM**

The Teen Internship Program provides opportunities for student engagement in the Oak Cliff community and experiential learning. This summer role aims to support our teens to visualize college and career pathways they previously thought were unattainable.





# COMMUNITY

## **BACK TO SCHOOL FESTIVAL**

Our annual Back to School Festival is our biggest event for students, their families and the community at large for eight years running. Historically, we take to Glendale Park and serve the Superblock with backpacks full of school supplies, on-site college and job fairs, voter registration, free meals, live music and carnival games. Although the pandemic forced us to pivot to a drive-through format in 2020 and 2021 this event has served over 30,000 families to date.

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### **2020 - 2022 Back to School Festival**

Over 14,000 backpacks distributed

6,000 meals donated

120 registered voters

\$300,000 raised

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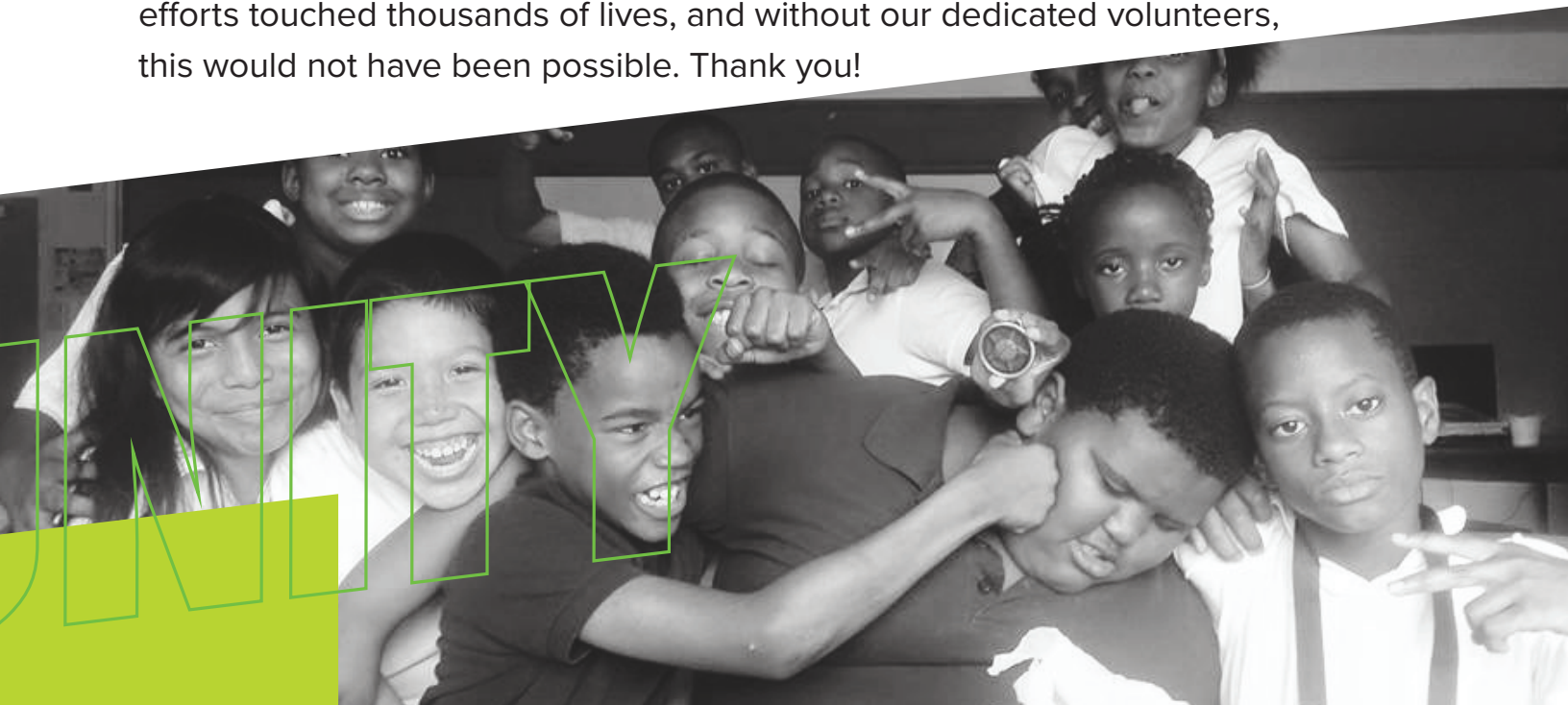
# COMMUNITY

# BUILDING

## **CORPORATE AND COMMUNITY VOLUNTEERS**

We're eternally grateful for the 1,500+ volunteers who have donated their time to help mission-driven initiatives like our Back to School Festival, free food programs and holiday drives. We cultivated upwards of 80+ corporate and non-profit partnerships to increase Superblock impact. Countless volunteer partners have demonstrated their commitment to our Superblock community.

**VOLUNTEERS** THANK YOU to our dedicated family of neighbors, staff, and volunteers. In the midst of Coronavirus restrictions, volunteers came consistently in rain or shine, in freezing cold or sweltering heat. These efforts touched thousands of lives, and without our dedicated volunteers, this would not have been possible. Thank you!





## FOOD JUST

### FACING THE PANDEMIC

Prior to the Coronavirus pandemic outbreak in early 2020, For Oak Cliff was providing educational services out of our Glendale Shopping Center location. Until then, we had not been a direct provider of food assistance to families in the Superblock. When the Coronavirus became a national emergency, we conducted a Community Care survey to assess specific needs of the families we serve. Of 150 respondents, 56% reported lost employment due to COVID19 and 93% said they need immediate assistance with food and basic essentials. We distributed almost 2 million pounds of food to meet the dire needs of 2020 and 2021. As 2022 began, there was still an ongoing need for produce and for summer and after school meals, which we have provided at our Glendale Shopping Center and Ledbetter locations for all programs.

	2020	2021	2022	TOTALS
# of food distribution	30	36	29	95
lbs of food distributed	991,296	924,219	49,764	1,965,279
\$ amount of food distributed	\$1,060,399	\$766,722	\$99,023	\$1,926,144
# meals distributed	826,080	770,183	41,680	1,637,943
lbs of fresh produce	295,517	13,680	24,250	333,447
# volunteer hours	2,250	1,200	560	4,010



## **FOR OAK CLIFF FARMERS MARKET**

In April of 2022, partnering with Dallas County Health and Human Services, we launched For Oak Cliff's Farmers Markets, held monthly in 2022 with plans to expand in 2023 and beyond. The United States Department of Agriculture (USDA) invested over \$120,000 in our farmers markets to help reduce the impact of food deserts in our region and to increase our locally grown food systems. We have shifted our food focus to fresh, healthy food access and increasing resilience of our local food systems to address inequities in access.





ADVO

CAMA

## **UPTOGETHER PARTNERSHIP**

For Oak Cliff partnered with UpTogether and United Way Metropolitan Dallas to provide \$300,000 cash investments to 125 families in the Superblock and surrounding areas. The cash investments are funded by the Targeted Eviction Prevention Program Fund. Each family will receive \$250 over 12 months. The total investment is \$3000 per family. This partnership builds upon For Oak Cliff's Family Success Program that provides \$250 over 12 months to nine single mothers in the SuperBlock.

## **RENTAL AND UTILITY ASSISTANCE**

The COVID-19 Pandemic created an economic burden on many families, especially the most marginalized members of our community. This economic burden increased the amount of community members that face homelessness and housing insecurity. In response to this, For Oak Cliff provided rental and utility assistance to 60 families for a total of \$50,000 through funding made possible by Drivers of Poverty, an initiative of The City of Dallas.

## **POLICY CHANGES**

For Oak Cliff endorsed the legislative platforms of key partners advancing justice for the Superblock, including Lone Star Justice Alliance, who aims to expand parole eligibility for those who committed crimes while under the age of 18. Additionally, we back legislative action through the Texas Food Policy Roundtable's work to expand food security for all Texans.



## **STUDENT MURAL**

Thank you to Hibbett Sports and Jordan Brand for supporting our new multimedia lab -- complete with cameras, studio lights, and touch screen big screens! Big shoutout to Jeremy Biggers (@stemandthorn) for creating such a beautiful mural featuring our FOC students!

## **HONORING AN ADVOCATE**

Nipsey Hussle was a friend to For Oak Cliff, the Superblock, and Black Americans across the country. An advocate for Black ownership and entrepreneurship, he visited For Oak Cliff at the Glendale Shopping Center – a Black-owned facility – a mere month before his untimely death. To honor his commitment to community and to Black progress, he is now immortalized in a stunning mural painted by Dallas artists on the Glendale Mall itself.

**ARTS  
INITIATIVES**



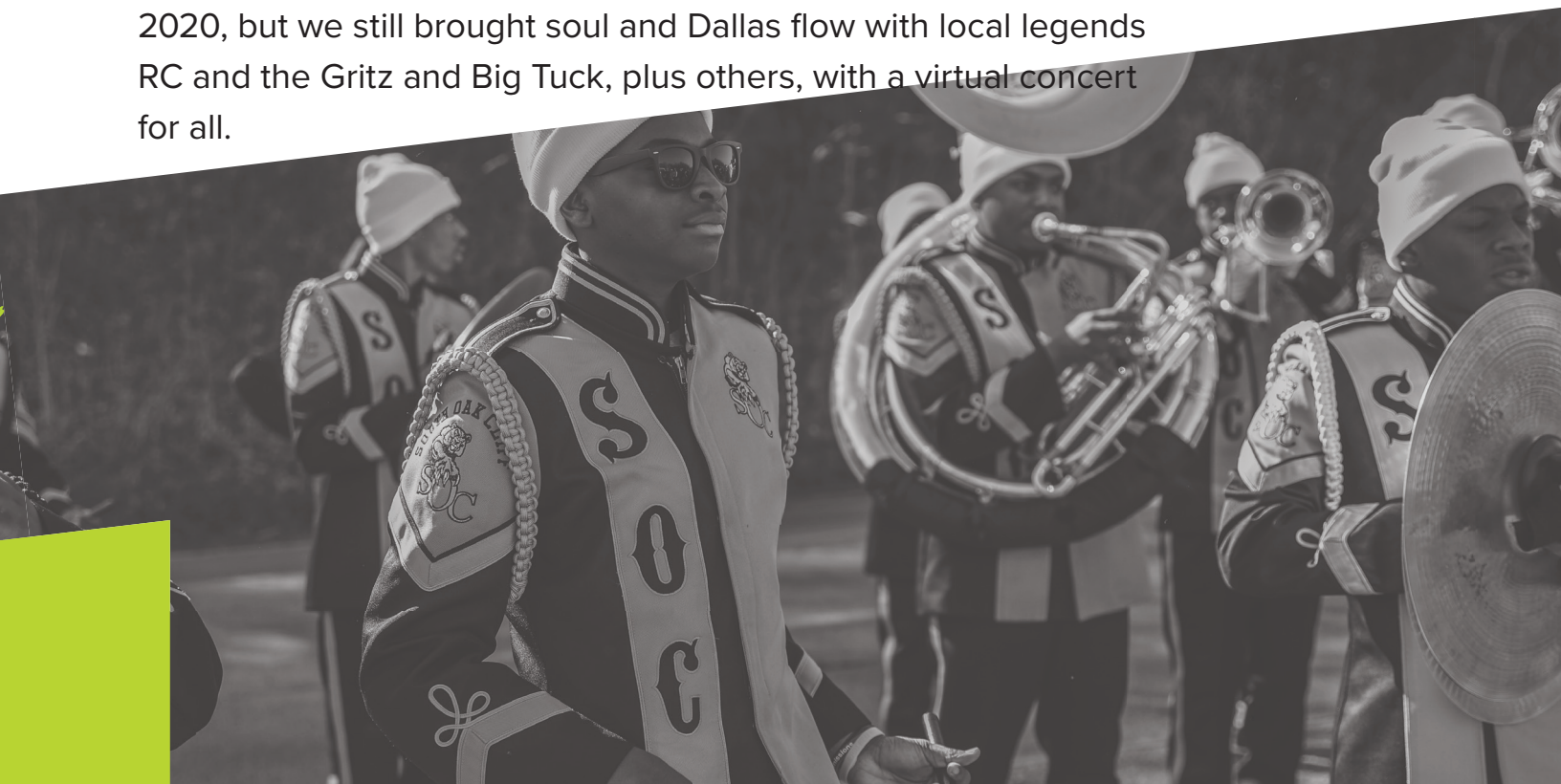
# ARTS

## **AMPLIFY MIXTAPE**

Amplify is a summer program organized by For Oak Cliff, the University of North Texas at Dallas, and The Dallas Morning News, that connects through local students through hip hop. Over the course of 4 weeks, students learn about the history of hip hop and connect it with the craft of writing and storytelling and get into the studio to create and record their own mixtapes.

## **VIRTUAL BACK TO SCHOOL MUSIC FESTIVAL**

Our annual Back to School Music Festival looked a bit different in 2020, but we still brought soul and Dallas flow with local legends RC and the Gritz and Big Tuck, plus others, with a virtual concert for all.





## **FILM WORKSHOP**

For Oak Cliff partnered with the Oak Cliff Film Festival, to host a filmmaking workshop for high school students. Students were provided with an opportunity to learn about a range of film topics, from production, to storytelling, to working hands on with equipment. Students heard from industry experts, like Disney director David Lowery and award-winning filmmaker Nick Brooks. Thank you to our sponsors, Amazon, and the Richards Group.

# ARTS INITIATIVES

# ARTS

## **ESPOSURE & MAVS GAMING**

For Mental Health Awareness Month, we partnered with the Dallas Mavs Gaming to host an Esports experience for youth. The day started with discussion about mental health and gaming led by panelist Dr. Nyaz Didehbani from UT Southwest Medical Center, and Mavs Gaming Head Coach LT Fairley. After the discussion, Esposure led a gaming free play and Rocket League Tournament here in our FOC Gaming Lab.





## **JUNETEENTH GRAND OPENING**

On Juneteenth 2021 we cut the ribbon and opened the For Oak Cliff Community Campus at the former Moorland YMCA. This was a monumental day for our community and organization. We're grateful to inherit such a historical and dynamic space. The 10 acre property provides all the outdoor space and amenities necessary for our work. Our new home hosts 20,000 sqft., space that's ideal for programming to increase the quality of life of our families.

## **MAVS COURT RENOVATION**

The Dallas Mavericks selected For Oak Cliff for its NBA 75th Anniversary Legacy Project. The Mavs are renovating our basketball court providing fresh paint, a mural, refinishing the floor, adding Mavs and FOC logos, installing new hoops, and donating new equipment and wall pads! This gym renovation will culminate with a dedication and ribbon cutting event in March.



# BIG DASH

## **REOPENING COMMUNITY POOL**

Thanks to the Parish Charitable Trust we've been able to repair our pool and provide swimming lessons, water aerobics, and other pool activities.

## **ECHOING GREEN FELLOWSHIP**

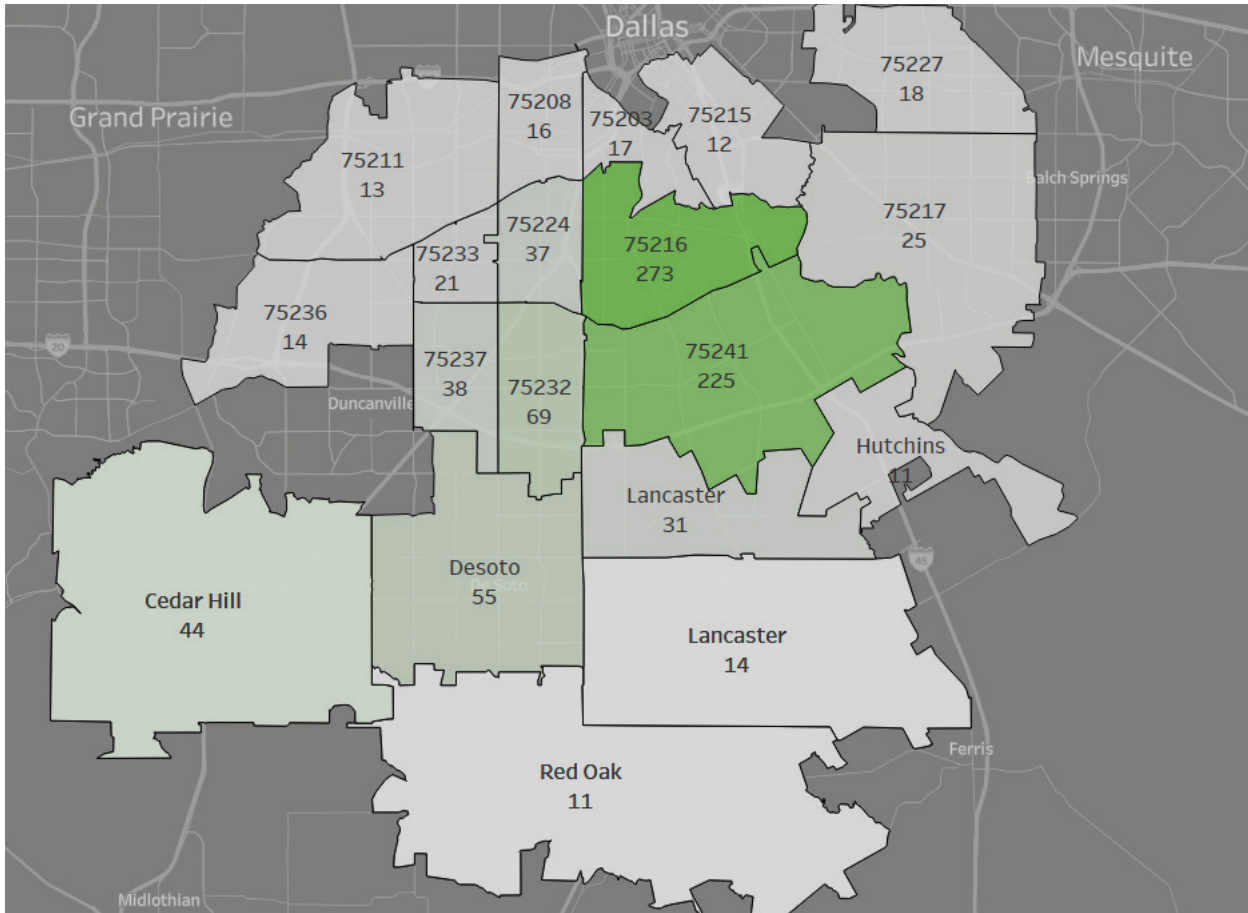
After a 10-month vetting process, For Oak Cliff was selected for Echoing Green. We join 13 winners from a pool of 3,134 applicants from 161 countries. After a 10-month vetting process, For Oak Cliff was selected for Echoing Green. We join 13 winners from a pool of 3,134 applicants from 161 countries.

## **WRESTLEMANIA**

At Wrestlemania 38, the WWE selected For Oak Cliff as Community Champions! During the April PPV at AT&T Stadium, Oak Cliff's new tag team partners Taylor Toynes & Xavier Henderson received an official Community Champions Belt and were also gifted with a \$20K donation on behalf of WWE & Doordash! Thank you to WWE Community!

# PEOPLE POWER

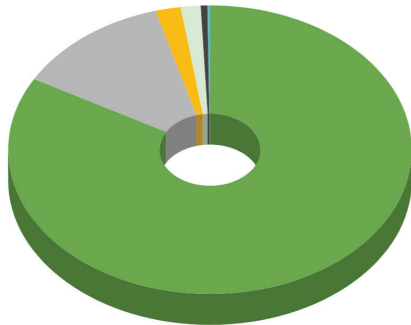
## FOR OAK CLIFF 2021 TO 2022 MEMBERSHIP INFORMATION



This map displays only the Zip Codes/cities with 10 or more members. By looking at our membership in this way, we can identify that most of our membership comes from areas south of I-30, with our core still at 75216 and 75241.

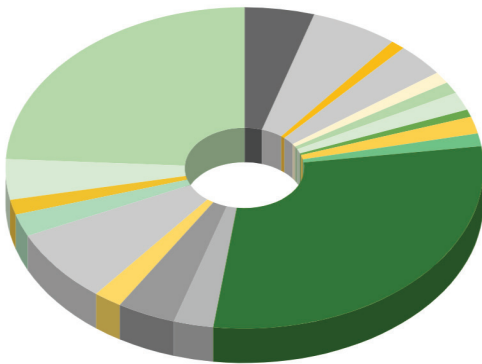
# FOR OAK CLIFF 2021 TO 2022 MEMBERSHIP INFORMATION

## CHART 1 FOC MEMBER BY RACE



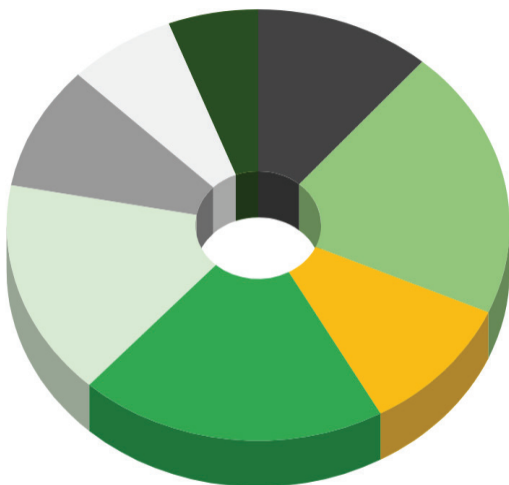
- African American/Black
- Hispanic American/Latino
- Caucasian American/White
- Prefer not to answer
- Asian/Pacific Islander/Alaskan/Native American
- Middle Eastern
- Native American

## CHART 2 FOC MEMBERS BY ZIP CODE



- 75104
- 75115
- 75116
- 75134
- 75141
- 75154
- 75203
- 75204
- 75208
- 75215
- 75216
- 75217
- 75224
- 75227
- 75232
- 75233
- 75236
- 75237
- 75241

## CHART 3 FOC MEMBER BY AGE



- 1 - 10
- 11 - 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



# FOR THE COM





# COMMUNITY

# THANK

**DR. FROWSA  
BOOKER-DREW  
NICK  
EVEN  
SARAH  
LOSINGER  
DR. DELORES  
SEAMSTER**

**LYNN  
MCBEE  
JONATHAN  
FEINSTEIN  
BYRON  
SANDERS  
DERRICK  
BATTIE**

**JAMIE  
JENKINS  
VERONICA  
TORRES  
LAUREN  
EMBREY  
JIM  
NUGENT**

**OUR  
BOARD**

# YOU

**TAYLOR TOYNES**  
CHIEF EXECUTIVE OFFICER

**UNESHA WELLS**  
DIRECTOR OF OST

**SYDNEY CHANDLER**  
DIRECTOR OF EXTERNAL AFFAIRS MANAGER OF COMMUNITY ENCOURAGEMENT

**HELEN JOYNER**  
OFFICE ADMINISTRATOR

**CALEB PATTERSON**  
FACILITY ATTENDANT

**XAVIER HENDERSON**  
CHIEF DEVELOPMENT OFFICER

**DR. STACI WILLIAMS**  
DIRECTOR OF EDUCATION

**COURTNEY THOMAS**

**LACEY TOYNES**  
EXECUTIVE ASSISTANT

**FRANK BYERS**  
ATHLETICS COORDINATOR

**DESTINI WATTS**  
INTERN

**AMBER BROWN**  
DIRECTOR OF OPERATIONS

**JULIANNA BRADLEY YEEFOON**  
DIRECTOR OF FOOD JUSTICE

**MICHAEL BERRY**  
COMMUNITY ENCOURAGER

**BERRY SHAW**  
OFFICE ADMINISTRATOR

**TAYLOR WORTHAM**  
AQUATICS MANAGER

**CRYSTAL ROBERTSON**  
FOOD JUSTICE COORDINATOR

# OUR STAFF

**WE ARE THANKFUL FOR  
OUR FOR OAK CLIFF BOARD & STAFF**

A group of individuals committed to our mission  
and community here in the superblock!



# DOWNPOURS

THE  
"MC

THE

## SUPPORTERS

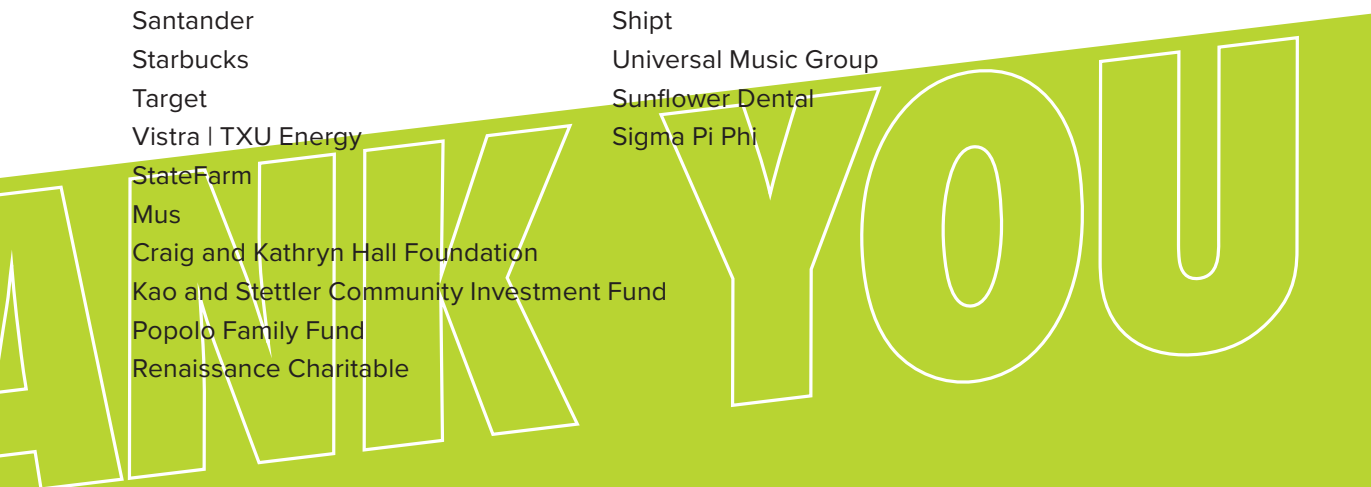
Sealark Foundation  
Kershaw Challenge  
Moody Foundation  
Harold Simmons Foundation  
Byrne Family Foundation  
Parrish Charitable Trust  
Dallas Mavericks  
AT&T  
Teaching Trust  
MicroSoft  
Rainwater Foundation  
Dallas Foundation  
Communities Foundation of Texas  
United Way Metropolitan Dallas  
Methodist Health System  
George & Faye Young Foundation  
CBRE  
Echoing Green  
Camelback Ventures  
Borealis Philanthrphy  
Education Trust  
Harlem Childrens Zone  
Commit Partnership  
Teach For America  
CitySquare  
South Oak Cliff Alumni Assoc.  
PepsiCo & Frito-Lay  
Texas Womens Foundation  
Young Women's Advisory Council  
Barkley Family Foundation  
Mike and Mary Terry Family Foundation  
Williams Chicken  
DTLR  
Hibbett City Gear  
Jordan Brand  
Footlocker  
Santander  
Starbucks  
Target  
Vistra | TXU Energy  
StateFarm  
Mus  
Craig and Kathryn Hall Foundation  
Kao and Stettler Community Investment Fund  
Popolo Family Fund  
Renaissance Charitable

## SUPPORTERS

Dallas ISD  
Dallas Regional Chamber  
City of Dallas  
Park & Recreation Department  
University of North Texas - Dallas  
Credit Union of Texas  
Truist Bank  
Comerica Bank  
Charles Schwab & Co., Inc.  
Fidelity Investments  
Slalom Foundation  
Frost Bank  
Blue Meridian  
Play Studios  
Apex Fintech Solutions  
Ernst & Young  
Hunt Cares  
Alpha Phi Alpha Fraternity Inc.  
Urban League Young Professionals  
Junior League  
EarthX  
WWE - World Wrestling Entertainment  
Southern Gateway Deck Park  
State Fair of Texas  
Atmos Energy  
Cooley Family  
Spectrum  
Walmart  
RelyOn  
Texas Organizing Project  
Dallas AfterSchool  
Expensify  
Yardi  
Blue Cross Blue Shield  
Jack and Jill of America Dallas Chapter  
Salesforce  
Shipt  
Universal Music Group  
Sunflower Dental  
Sigma Pi Phi

## CAMPUS CAPITAL CAMPAIGN

Trevor Rees-Jones Foundation  
Hoblitzelle Foundation  
John. R. McCune Charitable Trust  
Embrey Family Foundation  
McDermott Foundation  
Hamon Foundation  
Esping Family Foundation  
Theodore and Beulah Beasley Foundation  
Cotton Bowl Foundation  
Lyda Hill  
Hillcrest Foundation  
Hoglund Foundation  
Rainwater Foundation  
AT&T  
Boone Family Foundation  
Park Place





For Oak Cliff is grounded in resilience and commitment to our neighborhood. Since our first Back to School Festival in 2015, there are countless successes and challenges we could name, but never a loss of focus on our greater mission of liberating Oak Cliff from systemic oppression. Our South Oak Cliff community battles countless challenges due to systemic oppression. From leading Texas with incarcerated inmates, to the ongoing unrepaired consequences of Black American chattel slavery, the violent legacy of Jim Crow, red lining and mass incarceration in Black communities like ours – the list goes on unfortunately. Now, with COVID-19 and its widely unequal impacts exacerbating the issue in communities like ours, we must continue to raise the need for neighborhood advocates to disrupt and dismantle the long-unaddressed issues of inequity and disproportionate access to social mobility and social capital. Despite these nuanced challenges, we live and operate in a community wealthy in resilience toward living out our dreams. This resilience is reflected in For Oak Cliff's monumental growth in such a short time. We are thankful for such a phenomenal community of dedicated students, parents/ caregivers, families, staff, board, and community members at large. We thank you for supporting our mission in various capacities, aiding us to rise to the challenges, as we always have and will continue to do.

Supporters like you continue to exceed expectations by continually having our back and supporting our real-time growing needs. All of us affiliated with For Oak Cliff and the work are humbled by, and grateful for, your support. Each gift of financial energy aids us in meeting the needs in our new home, the For Oak Cliff Community Campus. Our campus is a place where the collective power of our community and the genius of our youth can be nurtured and channeled to create a liberated community. Your dedication is an investment in our people, dual-generation education, culturally relevant programs, and wrap-around all aimed at responding to the needs of our community. Growing up in South Oak Cliff and Pleasant Grove, it's clear to me why our mission is important. I'm inspired that supporters like you contribute to our proximate and responsive services recognizing the necessity in bringing our mission to life. Your belief in the Superblock is encouraging; and trust me when I say, these are the "secret ingredients" to our success. Depending on who you are, you either inspired, joined, supported, paved or will one day carry our movement; so thank you.

With love & joy,

**XAVIER HENDERSON** | HUMBLE SERVANT

THANK YOU



Visit [www.foroakcliff.org](http://www.foroakcliff.org)

