



BUILD

ANNUAL REPORT
2021



THIS IS YOUR MOMENT TO JOIN OUR GEN E MOVEMENT

to bring Entrepreneurship Education
to every child in America



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Dear Friends & Supporters,

One of the many lessons the pandemic has taught us is that no one can truly predict the future. The past two years have seen incredible upheaval due to the pandemic, economic downturn, and our nation's racial reckoning. Thankfully through it all, BUILD is stronger than ever!

For our 2021 Annual Report, we celebrate the overwhelming resilience of the BUILD community by sharing the triumphant stories of a student, a mentor, a teacher, and an alumnus. Although it is always challenging to choose among our thousands of exceptional individuals who are part of BUILD, we hope you will read their stories and further learn about each of them by scanning over the QR Codes. As an innovative youth entrepreneurship program, BUILD uses the experience of helping teenagers start real businesses as a way to set them on a path to college, careers, and life success. Ultimately, we're helping young people become the CEO of their own lives.

If our country wants to build a strong future for tomorrow, we need to teach young students about entrepreneurship starting today. Nationwide, 41% of youth say that want to become entrepreneurs, and 50% believe they will invent something that will one day change the world. We want to harness that energy and shape a generation of entrepreneurial leaders and changemakers.

That's why we're on a mission: We're launching a national movement called Building Generation Entrepreneur, also known as Building Gen E. It's a national movement to bring entrepreneurship education to middle and high schools all across the country, with a focus on underserved communities. To get there, in 2020 we launched an ambitious \$15M growth campaign focused on digital acceleration, geographic expansion, and systemic change which you'll read about in this report.

We are so grateful to all of our supporters like you for helping BUILD flourish in the midst of the pandemic. The best way to predict the future is to create it. Join us in creating a more equitable future through youth entrepreneurship education. Join us in sparking a movement.

Shine on,

Ayele

Ayele Shakur

Chief Executive Officer, BUILD



THE PROBLEM

Too many are being left behind in our winner-take-all economy, creating growing racial inequality, larger wealth gaps, and less opportunity for upward mobility. Meanwhile millions of students graduate from high school each year with a diploma from a 19th century education system, unequipped with the skills and mindset they need to succeed in a fast-changing 21st century workforce. Entrepreneurship Education Can Change This!

41%



50%

of youth want to
become entrepreneurs

believe they'll invent something
that will change the world

OUR MISSION

Ignite the power of youth in under-resourced communities to build Career success, Entrepreneurial mindsets, and Opportunity. We help students become the CEO of their own lives!

VISION

BUILD envisions a world where all students—regardless of race, socioeconomic status, or neighborhood— develop the skills and connections needed to achieve economic power and freedom.





BUILD PROGRAM

At BUILD, students launch and operate real businesses—and earn real money. It is not a simulation. Students write business plans, pitch to funders, market to customers, and respond to setbacks. With support from community-based mentors, they explore career paths, network with industry professionals, track their academic progress, participate in internships, job shadows, and apply to college.

Students graduate from BUILD as empowered self-agents of their futures. They are equipped with an entrepreneurial mindset, 21st Century skills, improved financial literacy, technology skills, and increased social capital.

21st Century Skills "Spark Skills" Taught in BUILD



Communication



Collaboration



Problem Solving



Innovation



Grit

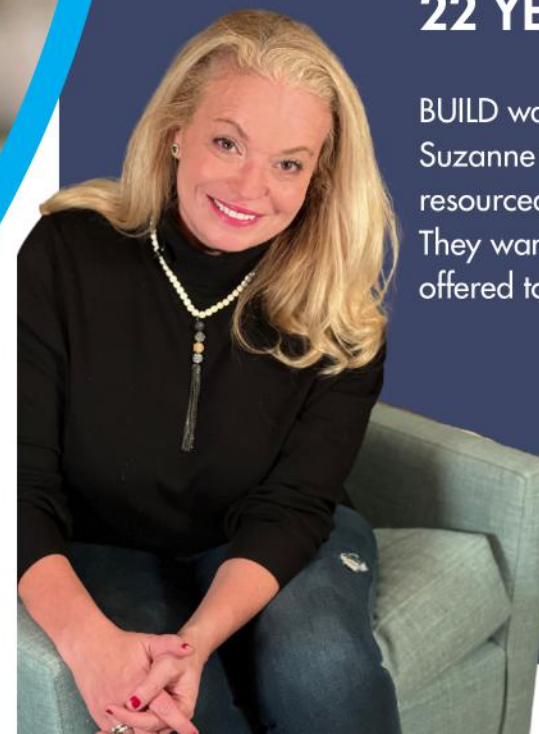


Self-Management

22 YEARS OF BUILDing ENTREPRENEURS

BUILD was founded in 1999 in East Palo Alto, CA, by Suzanne McKechnie Klahr. Suzanne was teaching free adult entrepreneurship classes in this highly under-resourced community when, one evening, four high school students walked in. They wanted to drop out of high school and start a t-shirt company. Suzanne offered to help, but only if the four youth agreed to stay in school.

With Suzanne's guidance, these four young men graduated high school on time, earned bachelor's degrees, and embarked on successful careers. This chance encounter changed the trajectory of their lives, and from there, BUILD was born. Since then, BUILD has equipped over 10,000 high school students across the United States to launch more than 2,000 real businesses.



BUILDing GENERATION Entrepreneur

With a focus on racial equity, BUILD envisions a world where students of color from under-resourced communities all across America are learning to think and act like entrepreneurs – with self-agency, voice, ownership, resilience, creativity, financial literacy, social capital, and 21st Century skills needed to adapt and flourish in a fast-changing world.

Towards that end, in 2021, at the height of the pandemic, we launched an ambitious three-year growth campaign called BUILDing Generation Entrepreneur, also known as Gen E, with three pillars:



DIGITAL ACCELERATION

Provide teachers with online tools

BUILD students are going digital! We are bringing our entrepreneurship programming online. Our digital offerings will be highly engaging, interactive, gamified, culturally responsive, and mobile-enabled. Our virtual design challenge has already reached students in 53 cities in our first year.

GEOGRAPHIC EXPANSION

Bring BUILD to new communities

BUILD currently operates hubs in the San Francisco Bay Area, where we are headquartered, Washington, D.C., Boston, and New York City. We are expanding our core program to new cities and communities, including Greater Pittsburgh and Memphis in 2022.

SYSTEMIC CHANGE

Support racial equity in education

BUILD is committed to championing innovation and change in public education, focusing on racial equity and social justice. We advocate for entrepreneurship in education and will not rest until entrepreneurship is taught to every child in America so they can become the CEO of their own lives.



6,000
Students Engaged

400+
Teachers Trained

104
School & Community Partners

BUILD is expanding to new communities across the country.



BUILD'S NEW DESIGN CHALLENGE HAS ALREADY REACHED 53+ CITIES ACROSS THE U.S.

- | | | | | |
|-------------|----------------|---------------|---------------|----------------|
| Antioch | East Palo Alto | La Mirada | Phoenix | St. Louis |
| Boston | El Segundo | Los Angeles | Pittsburgh | San Carlos |
| Camarillo | Glendale | Mission Hills | Portland | San Fernando |
| Canoga Park | Granada Hills | Mountain View | Redmond | San Francisco |
| Covina | Hawthorne | New York City | Redondo Beach | San Jose |
| Cudahy | Inglewood | Northridge | Redwood City | Woodland Hills |
| Culver City | Kansas City | Oakland | Reseda | Woodside |
| Daly City | Knoxville | Panorama City | Richmond | Worcester |
| Detroit | La Crescenta | Philadelphia | | |



BUILD CALIFORNIA

The BUILD California program was founded in the Bay Area in 1999 and now serves nearly 1,000 students at 17 schools across the state each year, particularly in Oakland, the Peninsula, Richmond and Los Angeles.

Programmatic Highlights in 2021:

- For the first time since the onset of the pandemic, students participated in in-person BUILD events such as career-readiness workshops, college visits, college counseling, and other activities to prepare for life after high school.
- Expanded our programming to Los Angeles by partnering with educators to deliver the BUILD curriculum through existing Career Technical Education (CTE) classes.



BUILD BOSTON

BUILD Boston was launched in 2011 with 90 students in four schools by Ayele Shakur, now CEO of BUILD. Under her leadership, the Boston site grew to serve more than 400 students per year in six schools.

Programmatic Highlights in 2021:

- Recruited, trained, and supported 107 volunteer mentors representing over 63 companies.
- Engaged our students and community members in new and creative ways. Favorites included webinars on "Building Resilience" and "Leveraging Technology to Promote More Equitable Access to High-Quality Education."



BUILD METRO D.C.

BUILD Metro DC was launched in 2008 and now serves nearly 250 students across seven partner schools and through our Digital Business Incubator – a dedicated afterschool program focused on student-run startups.

Programmatic Highlights in 2021:

- DC launched its first Business Development Virtual Incubator, a 12-week program for 8th-12th grade students that meets once a week, deepening students' understanding of business through hands-on exercises.
- In the Spring, students participated in a three-week virtual "Hackathon" to solve critical challenges in our community.



BUILD NYC

BUILD NYC was launched in 2016 and now serves 500+ students through school and summer programming, from 9-12 grade in six partner schools.

Programmatic Highlights for 2021:

- For the first time in BUILD's history, students created and optimized business websites, used social media for marketing and branding, and developed commercials for their products.
- BUILD juniors and seniors participated in several career-readiness opportunities on topics such as networking, LinkedIn, and resume writing, led by our corporate partners.



Generation Entrepreneur

When our students enter BUILD in 9th grade, none of our students believe they can launch a business at just 14- or 15-years-old, yet all of them do! We teach entrepreneurship, financial literacy, and 21st Century skills using BUILD's award-winning curriculum while changing mindsets, building confidence, and tapping into hidden potential. Through the empowering experience of running real businesses over four years in high school, students demonstrate increased proficiency in these critical competencies and develop a vital sense of self-agency over their education and careers.



Kaylynn Jackson

BUILD Oakland Student

Kaylynn Jackson, a senior at Lionel Wilson College Prep in Oakland, has always made the most of BUILD's opportunities no matter what adversity comes her way. In her freshman year, Kaylynn and her team, Berry Inc., developed an eco-friendly sunscreen after identifying a gap in the market due to changing state laws. When faced with a dreaded technical issue during their final Business Plan Competition, they maintained their composure and persevered with Spark Skills. Their determination paid off, and they took home the grand prize, including an investment in their business.

After COVID-19 thwarted her chance to present at the Annual Gala, Kaylynn and her team remained strong. Now known as Team Connect, they pivoted from selling sunscreen to developing a way for parents and students to stay connected in the era of social distancing through an immersive online game, an idea they pitched in front of a virtual audience of 5,000 at BUILDfest. Kaylynn's next challenge? Pursuing a degree in criminal justice and a career in law.

Student Spotlight

“ I hope to inspire other young black women of color, like myself, to make their own businesses, problem solve and think of solutions to help everyone. ”



Mentor Spotlight



“
**Because of Jim,
I felt comfortable
on campus.
I felt like I belonged.**”

The Power of Mentorship

Caring adult mentors from the business community are essential to our students' success, providing hours of support, and practical advice on school, college/careers, and life. Nearly 700 individuals volunteer at BUILD as mentors, dedicating more than 8,000 hours of their time to our students.



Jim Madison & Cendy Moliere

BUILD Boston Mentor & Student

Jim Madison is a shining example of many dedicated individuals who agreed to be a BUILD mentor. Jim began meeting with Cendy Moliere when she was a freshman in high school. At that time, neither could have predicted how solid and meaningful their student-mentor relationship would become to them.

“...I never imagined walking into a 9th-grade classroom and then fast-forwarding eight years...that she would be graduating from Bentley, my Alma Mater,” said Jim.

When Jim learned that Cendy wanted to pursue a career in marketing, he encouraged Cendy to research Bentley. But he did not stop there. Jim visited the campus with Cendy to help ease her fears and help her realize she belonged there.

“To have this stranger really care about you and to make sure that you are succeeding in the ways that you want to, it's really helpful,” said Cendy, who also recently joined BUILD Boston's regional board.

It was a proud moment for both Jim and Cendy when she walked across the stage to get her degree. What started for Jim as a simple way to help our students blossom into a beautiful partnership. Jim and Cendy continue to meet, talk, and connect today and expect to be forever in each other's lives.

It Starts With Great Teachers

Our students would not flourish without compassionate, committed, and skilled educators. More than 400 teachers across the country partner with BUILD to help our students succeed in, outside, and beyond school. Teachers like Ms. Ponder are among our nation's unsung heroes. They are bringing entrepreneurship to life in their classrooms and opening up a whole new world for our students.



Carleather Ponder

BUILD Metro D.C. Teacher

Ms. Carleather Ponder, 9th-grade Academy English and Middle Eastern Studies Teacher at Theodore Roosevelt High School, Ward 4, has been a BUILD teacher for numerous years. She knows how transformative project-based entrepreneurship learning can be. "This work is important to me because it allows students to start young, and to think outside the box," Ms. Ponder said.

As a former entrepreneur herself, Ms. Ponder also understands the significance of students' exposure to college and career options as well as receiving additional support as they figure out their paths in life.

According to Ms. Ponder, "The BUILD program gives students the opportunity to think about the possibilities and opportunities available to them to help them reach their dreams and potential. I did not have such opportunities when I decided to go into business, nor were such opportunities available to me as a young person."

Teacher Spotlight

“

BUILD empowered my students to follow their dreams, to pursue and fulfill their desires to be their own boss.

”



Alumni Spotlight

“
As a first - generation college student, I'm setting the standard and changing the status quo.
”



BUILD's Lasting Impact

Over our 20+ years, we have heard countless stories from our alumni of feeling “lost,” “disengaged,” “ignored,” or “disregarded” in school before joining BUILD. Youth of color in under-resourced communities face many life challenges, and BUILD provides the tools and caring relationships to help them rise above the barriers. We applaud our alumni who work diligently to create successful futures for themselves.



Hamid Cruz

BUILD NYC Alumnus

Hamid Cruz, who identifies as Mexican American and a first-generation college student, is studying Computer Science at Columbia University on a full scholarship.

In 9th grade, he joined BUILD and was the founder and CEO of a successful business called Round Cable, an innovative spool that prevented wires from getting tangled.

During his last two years at BUILD, Hamid applied what he learned as a young businessman to reach his post-high school goals. He created a plan for his future and worked towards each step, readjusting, and pivoting when needed. He took advantage of opportunities BUILD offered him to develop professional skills not taught in his high school like resume writing and performing well in an interview. He is thankful to BUILD for “changing his life”.

One of the most important things that BUILD taught Hamid was to develop his own identity and become confident of his capabilities. BUILD empowered him to create a life beyond his expectations. “As a first-generation student, I’m setting the standard...You can change the stereotype. You can change how people perceive you. I feel like that’s a very powerful thing to do.”

Success After BUILD.org

See where our BUILD Alumni are today



Aury



Franci



Manny



Frejoel



Germayoli



Eddie

AY'ANNA MOODY

DIRECTOR OF SOCIAL IMPACT, GOLDEN STATE WARRIORS
BUILD ALUMNA

“ BUILD shined a mirror into how I wanted to change and be a better me. Honestly, the program was so life changing. ”

Amplifying Youth Voices

With generous support from the Bill & Melinda Gates Foundation, BUILD launched the Youth Advisory Panel (YAP) in January consisting of a diverse array of our students and alumni selected to serve as co-creators and co-designers of youth-focused practices, policies, and programs. With this initiative, YAP Members are examining critical questions on authentic Assessment Systems, Culturally Responsive Education, and Career Pathways (with a focus on Early College) and providing their recommendations on how the Foundation can best invest in these areas. The YAP is one of the ways that BUILD is driving systemic change in K-12 education.



Thank You To Our Partners

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Jack Dorsey - #startsmall

CATALYST \$100K+

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Bill & Melinda Gates Foundation

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Liberty Mutual Insurance

The RME Fund in the New York Community Trust

Ronald & Ann Williams Charitable Foundation

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The Hearst Foundations

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The Cradle to Career (C2C) Initiative

The Pinkerton Foundation

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Bank OZK

Barrett Distribution Centers

BlackRock

Blackstone Charitable Foundation

The Boston Foundation

Boston Mutual

Brandwatch

Cabot Family Charitable Trust

Citizens Bank Foundation

EngageSmart

Fordham Street Foundation

Gemini Investors

GoTo

The Hamilton Company Charitable Foundation

Life Academy

Life Science Cares

Meta

Paul M. Angell Foundation

Qatalyst Partners LP

Quest Foundation

Robin Hood Foundation

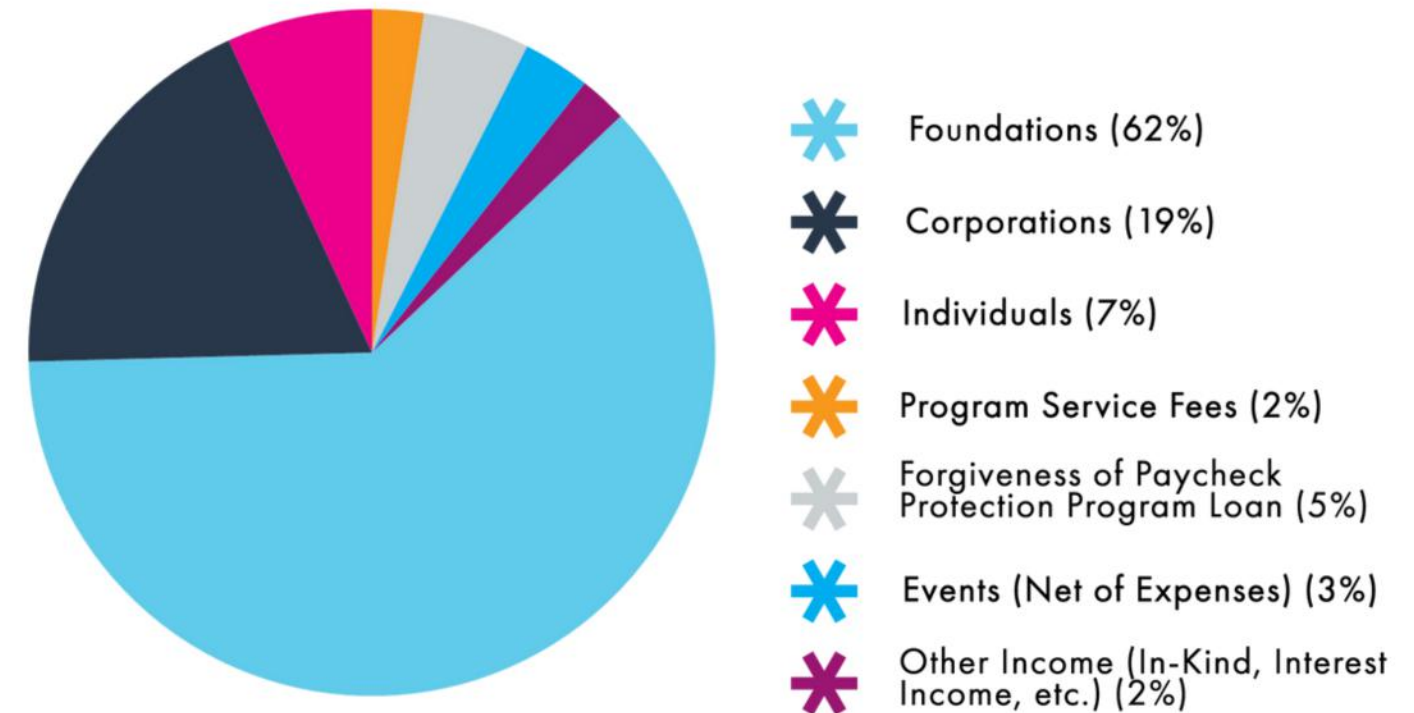
The Sand Hill Foundation

The Thomas and Agnes Carvel Foundation

Walker Family Fund

Webster Bank

Financial Report



Statement of Activities

Revenue and Support

Foundations	\$10,324,042
Corporations	\$3,108,375
Individuals	\$1,146,634
Forgiveness of Paycheck Protection Program Loan	\$843,400
Events (Net of Expenses)	\$531,471
Other Income (In Kind, Interest Income, Etc.)	\$379,658
Program Service Fees	\$406,724

Total Net Revenue \$16,740,304

Expenses

Programming	\$6,597,061
General Administrative	\$1,652,841
Fundraising	\$883,697

Total Expenses \$9,133,599

*Note: Net Revenue includes funds raised to support our three year growth campaign