



U R B A N B R I D G E

Unstoppable **HOPE**

Transforming Lives, Shaping Futures
2024 Urban Bridge Annual Report

MESSAGE FROM OUR CEO



Dear Friend of Urban Bridge,

I want to express my sincere gratitude for your invaluable support in shaping Urban Bridge's impact in NE OKC. Your investment goes beyond financial contribution; it signifies a shared belief in our mission and the potential of our community's future leaders.

Your decision to join us validates our unconventional approach and underscores the power of non-traditional methods. Your willingness to embrace uncertainty and invest in potential rather than precedent is truly remarkable - thank you.

We see daily the challenges our community faces and continually adapt to address evolving needs. Your involvement allows us to strategically allocate resources where they will have the greatest impact.

As a proud Oklahoman, I feel a deep responsibility to our community. Urban Bridge's commitment extends beyond our neighborhood - we strive to make every part of Oklahoma a great place to live.

Your belief in our vision has been instrumental in shaping who we are today. Your support strengthens our confidence as we look forward to the opportunities of 2024.

Thank you for being an integral part of the Urban Bridge team. Here's to an outstanding year ahead!

Hope for families in NE OKC,

Marcus Jackson
Founder & CEO



**Hope is an unstoppable force. It transforms lives and reshapes futures.
Together, we're building bridges of hope for the next generation.**

Overcoming Obstacles, Creating Pathways, Mentoring Greatness.

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AT-A-GLANCE

In 2015, Vernon Deas, James Jackson, and I - 3 African-American innovators and passionate change-makers - had a committed desire to improve the quality of life in our community through the "4 E's" - education, exposure, empowerment, and economic development.

Together we said "yes" to taking steps forward to make a huge difference on the Eastside. It wasn't easy and we faced many challenges, but here we are.

As I start my 5th year leading this organization, I am humbled at how we've grown and what we've done. The Bridge Impact Center has been open two full years, we've raised more than \$2 million for this mission. And now, more than ever we are poised for incredible impact! Let's do this!

VISION

Bridging the opportunity gap in NE Oklahoma City for lasting generational impact.

OUR MISSION

Urban Bridge infuses hope into youth by creating pathways to health, wholeness, and economic opportunity.

OUR BOARD

Michael Carnuccio: Board Co-Chairman, Founder and CEO of The JTK Group

Vernon Deas: Board Co-Chairman, Founder of Group Fly and Co-Founder of Urban Bridge

James Jackson: Board Secretary, Raytheon Technologies and Co-Founder of Urban Bridge

Blake Kerr: Board Treasurer, CPA, B.A. Kerr Financial

Drake Scifers: CEO, Content Gym

Ilinda Jackson: Chaplain at Mable Bassett, Raising the Standard Ministries, Pastor at Secret Place Church



OUR TEAM

Marcus Jackson, CEO & Founder

Derrick Ward, The Bridge Impact Center Site Director

Shakera Jackson, LPC-S Mental Health Services Director

Les Thomas SR., Executive Director of Campus Engagement

Robbie Carpenter, Spiritual Health & Wellness Coordinator

Dymond McGary, Administrative Coordinator

Sahar Hasan, STEM Coordinator

David Meadows, Sustainability Coordinator

Michael James, Therapist

Brittany Couch, founder of The Growth School, RYT 200,
Integrated Wellness Practitioner

STARTED IN 2024

Sydnee Jefferson, Mental Health Services Administrative Coordinator

Marquece Bryant, Mental Health Services Community Care Coordinator

Shay Omokhomion, Therapist & Douglass High School Liaison

SERVED IN 2023

Shaniya Witcher, Programs Coordinator

Marrin Johnson, Summer Staff

Diamond Russell, Summer Staff



POWERING POTENTIAL

OUR MODEL & WORK

OUR APPROACH IS BASED ON FOUR PILLARS THAT WORK TOGETHER TO BRIDGE GAPS IN UNDERSERVED AND UNDER-RESOURCED COMMUNITIES.



EDUCATION - Advancing in academics through incentive programs that target reading, math, STEM, and creative arts.



EXPOSURE - Introducing new ideas, fresh perspectives, and real-world examples of success to build confidence and open mindsets of exploration and curiosity.



EMPOWERMENT - Providing access to mental health resources and mentorship that empower individuals to build self-esteem, resilience, and hope to take ownership of their future.



ECONOMIC DEVELOPMENT - Training in financial literacy and fostering a spirit of entrepreneurship while creating valuable connections and opportunities for future career paths.

Building Bridges to Healing, Opportunity,
Potential, and Empowerment.



OUR PROGRAMS

THE BRIDGE IMPACT CENTER

Summer & School Year Programs for
Middle and High School Students

HOPE CULTURE LEADERSHIP

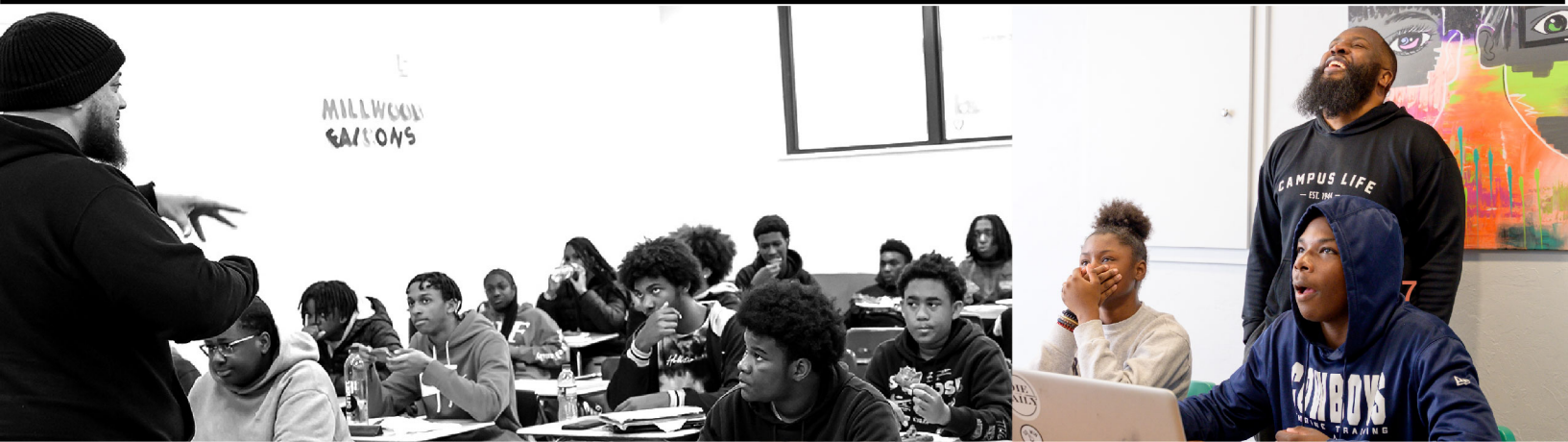
Campus Engagement & On-Site Programs

NATRUWELL MENTAL HEALTH SERVICES

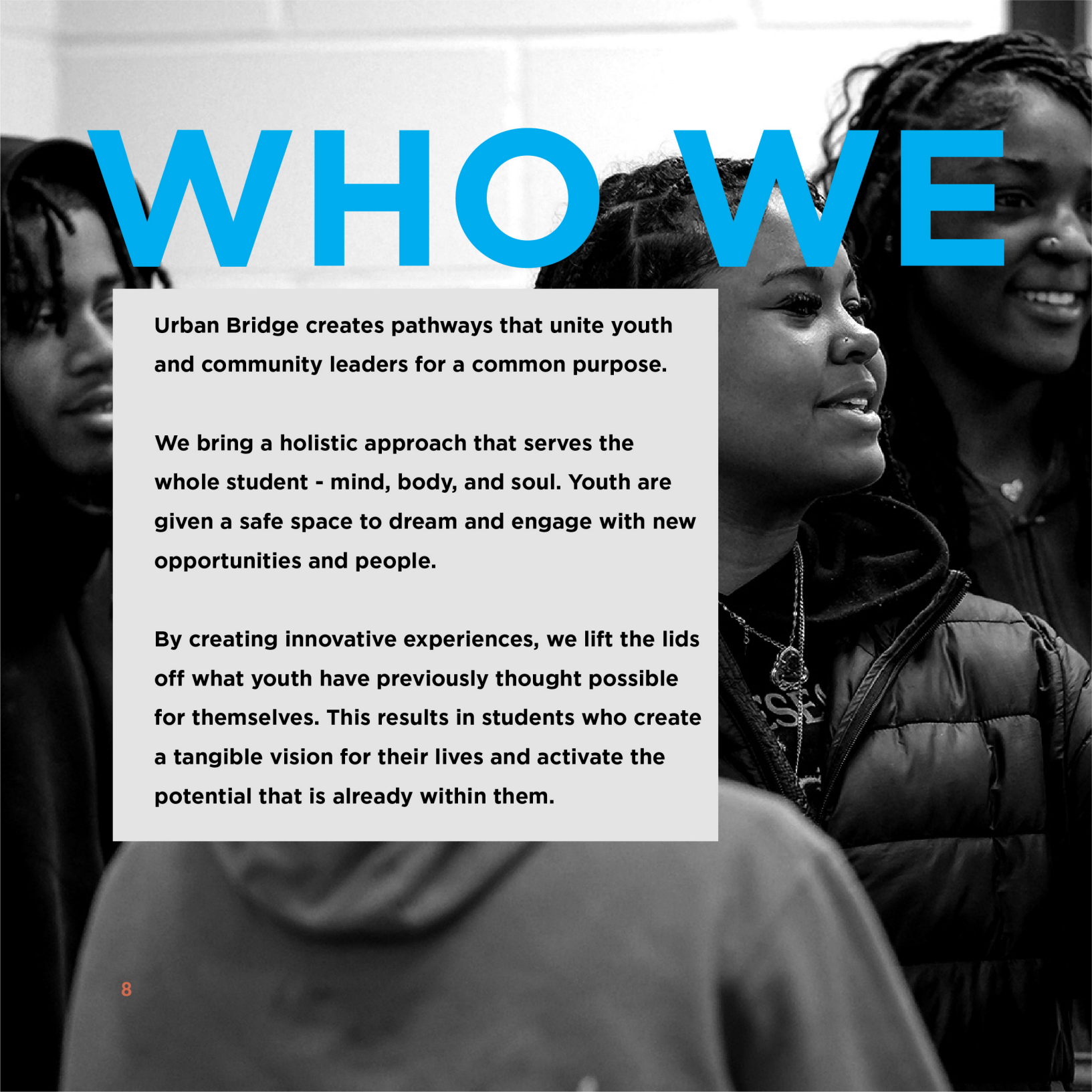
Individual, Group, and Other Therapy
Services & Programs

GROUP FLY SKATE CLUB / GROUP FLY AT UNITY PARK

Coming Soon!



WHO WE



Urban Bridge creates pathways that unite youth and community leaders for a common purpose.

We bring a holistic approach that serves the whole student - mind, body, and soul. Youth are given a safe space to dream and engage with new opportunities and people.

By creating innovative experiences, we lift the lids off what youth have previously thought possible for themselves. This results in students who create a tangible vision for their lives and activate the potential that is already within them.

SERVE



STAFF FEATURE

Derrick Ward

Derrick and Marcus grew up in the same area in Northeast OKC.
They first met when Derrick was 13 years old.

For youth in NE OKC, life can be hard and full of challenges.

That's why they need trusted men and women to come alongside them as mentors. They need someone to help them navigate the moments that lead to life-defining choices.

For years, Marcus and Derrick met. They walked through good times and tough moments. Derrick found a relationship with God.

Marcus watched as Derrick determined to dream big - it was HOPE that fueled his future.

Derrick went to trade school, landed a great job, got his degree, married, and started a family. He didn't become another statistic. He changed his future.

The power of mentorship shaped his life. It ignited a passion in both Marcus and Derrick to reach more youth.

Now Derrick serves as Site Director for The Bridge Impact Center. He's living proof of the unstoppable power of hope to transform lives and reshape futures!



DERRICK WARD
THE BRIDGE IMPACT CENTER
SITE DIRECTOR

“Every day we create opportunities for young people to not have to go through life alone. We surround them with love and guide them towards a future full of possibilities.”

Derrick Ward, Site Director at The Bridge Impact Center

THIS YEAR

Bringing Hope

MENTORSHIP

Mentorship provides youth with positive influences and people who truly care about their lives. **Your support opens the doors to new possibilities and powers unstoppable HOPE!**

Investing in the potential of youth ignites a lifetime of purpose.

Hope is an unstoppable force. It transforms lives and reshapes futures. Together, we're building bridges of hope for the next generation.

- Mentors provide a lifeline in the face of life's challenges.
- Academic programs & financial literacy break cycles of poverty.
- Safe spaces nurture a sense of security and belonging.
- Accessible mental health services offer healing and support.



PARTNERSHIPS

Building Bridges to Healing, Opportunity,
Potential, and Empowerment.

OUR PARTNERSHIPS

Program and Volunteer Partnerships:

Americorps (new in 2023)

Calm Waters (since 2022)

Cam's Print & Screening

City Center (since 2019)

Dell (since 2022)

FACT Centers (since 2022)

Flourish OKC (since 2020)

Freedom City (since 2021)

Group Fly (since 2015)

Halo Project (since 2021)

Hey TEENS (new 2023)

Innovation District (since 2022)

ISEA Studio (new in 2023)

Hey TEENS (new in 2023)

Life Church (new in 2023)

Metro Technology Barber

School/Cosmetology School (new in 2023)

North Church (since 2022)

Oklahoma Wildlife Department (since 2022)

OKC Dodgers (since 2023)

OKC Thunder (since 2023)

OSU Discovery (since 2022)

OU Captivating Creative Culture Art Program and

OU Football Team (since 2022)

Regional Food Bank (new in 2023)

Remington Park (new 2023)

Secret Place Community Church (since 2015)

Stand in the Gap (since 2019)

STEAM Engine (Since 2022)

Stronger Together / Peace Walks (new 2023)

The Come Up Foundation (new in 2023)

The Groovement Community (since 2022)

Tinker Federal Credit Union (new 2024)

Trendsetters OKC (since 2022)

Valor Bank (since 2021)

Women in Agriculture Outreach Center (new in
2023)

Women of Taste (since 2021)

Youth for Christ (since 2015)

STAFF FEATURE

Les Thomas, SR

It wasn't a judge that changed his life in that courtroom...

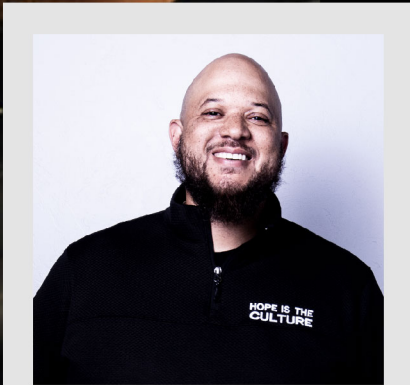
A nervous 12-year-old stood in front of the judge. It wasn't looking good. But destiny was calling. His mom grabbed his face and said:

"This moment will not define you. So don't allow people to say you're bad. You're called to do great things and you're going to impact the world."

Most people don't find hope in a courtroom, especially as a defendant. But that's exactly what hope can do - it transforms lives and shapes futures.

Now this kid is a grown man with children of his own. Les Thomas SR. is a "The Hype Man of Hope" as an author, speaker, musician, husband of 23 years, and leader of the Hope Culture Leadership Program at Urban Bridge.

Urban Bridge brings the Hype Man of Hope directly into places where hundreds of youth need to hear his story - to find the greatness in theirs.



LES THOMAS, SR
EXECUTIVE DIRECTOR OF
COMMUNITY ENGAGEMENT
& HOPE CULTURE LEADERSHIP FOUNDER

STAFF FEATURE

Shakera Jackson, LPC-S

Life is stressful. Are there days you feel heavy with the pressures in your life? These stressors are often multiplied for urban youth and families. They face staggering rates of poverty and addiction. This can lead to anger, depression, suicidal ideation, and despair.

Shakera is deeply passionate about helping youth deal with the difficulties of life. Her desire to help young people and families inspired her to become a licensed professional counselor. Now she serves as the Director of Mental Health Services at Urban Bridge.

Shakera creates safe spaces for youth to express themselves and process their emotions. Whether it's stress from school, striving to meet expectations at home, or past trauma, Shakera shares unstoppable HOPE in her work at Urban Bridge.

Offering mental health services is one way the seeds of hope can grow and flourish in the lives of the youth and families we serve.



SHAKERA JACKSON, LPC-S
DIRECTOR OF MENTAL HEALTH SERVICES

“We believe that everyone deserves the opportunity to lead fulfilling and meaningful lives, and it is our goal to support individuals in achieving their full potential.”

Shakera Jackson, LPC-S & Urban Bridge
Mental Health Services Director



GET INVOLVED

Urban Bridge works with youth, families, and schools in Northeast Oklahoma City to bridge the opportunity gap and break the cycles of poverty through hope-filled, holistic programs and services.



SHARE

Like and share on Facebook and Instagram:
@thebridgeimpactcenter and
@urbanbridgenow



PARTNER

Talk to us about how we can work together!
Email Les, Community Engagement,
at les@urbanbridge.org



GIVE

Mail or drop off a check to our location:
1915 N MLK Avenue, Oklahoma City,
OK 73111

Special project funding opportunities are available as well.

To meet or discuss opportunities, email David, Sustainability Coordinator, at david@urbanbridge.org



VOLUNTEER

Volunteer at The Bridge or on one of our Campuses we serve!

To Apply Email:
volunteering@urbanbridge.org



**FAMILY
FUN DAY**

2023





**CONSIDER
VOLUNTEERING OR
SPONSORING IN 2024!**



THANK YOU

WE ARE GRATEFUL FOR THE GENEROSITY OF SO MANY RESOURCE PARTNERS! CORPORATIONS, LOCAL BUSINESSES, CHURCHES, NONPROFITS, AND NUMEROUS INDIVIDUALS AND FAMILIES FUND THE MISSION OF URBAN BRIDGE. WITHOUT YOUR INVESTMENT, NONE OF THIS WOULD BE POSSIBLE.

Arnall Family Foundation	NDVR
Crossings Community Church	Oklahoma City Redevelopment Authority
Devon Energy	Oklahoma City Community Foundation
Flourish OKC	Remington Park Innovation District
First Grandfield / Valor Bank	The Way Church
Franklin Build	Tinker Federal Credit Union
Freezing Cow	Nextep Foundation
Garver	Valliance Bank
Jasco Giving Hope Foundation	We are the Village
Inasmuch Foundation	



MARCUS JACKSON
Urban Bridge
CEO & co-founder

WANT TO BECOME A RESOURCE PARTNER TOO?

Reach out to David Meadows, Sustainability Coordinator, to learn more! david@urbanbridge.org

We are currently very focused on 2 key needs:

Building a stronger and broader funding base to support our rapidly growing impact.

Securing designated gifts to fund operating expenses to alleviate the budgetary burden we face outside of specific programs funding.

TALK TO US FOR MORE DETAILS!

WHAT'S NEXT

ON THE HORIZON

- 3-Year Strategic Plan Finished and Implementing!
- More Events
- Campaign for Giving
- Launching eNews
- More Mental Health Services Expansion
- evolving partner relationships with schools in our local communityGroup Fly Initiatives (Skateboard Club & Unity Park)



Your path in life shouldn't be determined by your circumstances or where you live.

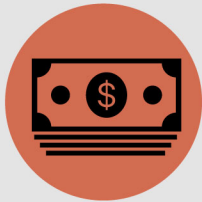
Marcus Jackson, CEO & Co-Founder, Urban Bridge

WHEN YOU GIVE

Urban Bridge cultivates ideas that create impact for lasting change in NE OKC.

We have a plan and a road map - but we're testing ideas and seeing what works best with our students and this ever changing world.

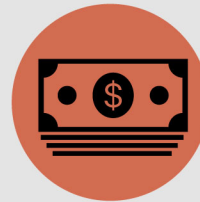
It's basically research & development - there is a collective problem and together we will seek answers and solutions.



YOU GIVE \$1

Your gift goes towards research, program development, exploration, implementation, and rigorous proof of concept testing. It directly impacts the present and future. Your gift reaches students today and helps us figure out how to best serve students in the future too.

The challenges we are addressing are ones everyone can relate to. We haven't figured out every answer yet for sure. But your money will go to figuring out those answers and creating solutions to these challenges.



J'S FOR A'S AND OUR BRIDGE STORE

Our incentive program rewards students for participating in the classes, mental health services, doing homework, exercising, and more. Students also have the opportunity to earn Bridge Bucks based on their grades and behavior. Bridge Bucks are accumulated and redeemed for items in the "Bridge Store", such as gift cards or tangible items, like shoes or tech items. We've learned that incentives work well with our students and for that reason we keep building out incentive programs.

YOU MAKE BIG THINGS HAPPEN!

OUTCOMES

We get to incubate the solutions and look at the outcomes.

We have the best people working on this.

All we do each day is try to find these answers!



Comprehensive Mental Health Services

Students' caregivers identified problems such as having "no respect for others" or "no interest in school" but we realized that there was actually deeper work needing to be done.

It wasn't just talking to a mentor - although that is a great component of our programming. We had to provide more comprehensive services from highly trained and skilled providers specializing in mental health. Now a mental health component is woven into everything we do to support and develop the whole person and achieving true success."



**WE ARE
URBAN
BRIDGE**

FINANCIALS

	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u> ¹
Youth Reached (est.) (Includes onsite & offsite programs)	130	75	70	275	1200	1500
Volunteers & Mentors (est.)	60	25	12	100	75	125
INCOME:						
Individuals	\$1,825	\$8,005	\$87,969	\$78,670	\$83,008	\$150,000
Corporations	\$883	\$85	\$259,176	\$42,915	\$72,986	\$200,000
Churches	\$0	\$0	\$10,000	\$11,500	\$34,001	\$50,000
Foundations	\$0	\$365,000	\$458,067	\$488,671	\$486,705	\$550,000
Other ²	\$32,707	\$55,033	N/A	\$0	\$0	\$0
TOTAL INCOME:	\$35,415	\$418,123	\$815,212 ³	\$621,756	\$676,700	\$950,000
<p>Note: We have a special projects list that we want to pursue as we receive designated funds. The projects available for funding total over \$250,000. Our funding goal for 2024 is \$1.25 million⁴ to accomplish all we believe we can & want to do!</p>						
EXPENSES:						
I. Direct Programming	\$936	\$180,343	\$184,656	\$504,073	\$656,649	\$715,000
II. Marketing and Development	\$0	\$11,721	\$56,452	\$106,663	\$120,893	\$100,000
III. Administration	\$7,903	\$60,852	\$70,202	\$50,367	\$53,611	\$75,000
IV. Other	\$5,420	\$59,490	\$0	\$0	\$0	\$10,000
V. Facility Renovations	\$772	\$131,979	\$204,000	N/A	N/A	N/A
TOTAL EXPENSES	\$14,259	\$312,406	\$515,310	\$661,103	\$831,153	\$900,000

¹ These are projected & budgeted numbers only for 2024.

² Some donations made by check from various sources were classified as "other" in past years

³ This includes \$120,000 given to help us establish & maintain a reserve fund to aid in addressing past [cashflow](#) challenges as well as 2022 funding given in advance to ensure we had sufficient operating capital throughout the year..

⁴ \$1,250,000 includes \$350,000 additional funding to go towards replenishing / building our reserve fund and / or expansion.

GIVE TODAY

EXCITED BY WHAT YOU'RE READING? MAKE A GIFT TODAY!

Here are just some of the ways your money can be used to change lives and futures on the Eastside.

\$40

Bridge

1 program hour at The Bridge (mental health, STEM, culinary, tutoring, athletics, person development, and just hanging out in a safe space) for 1

\$7500

Summer programming for 1 student per summer

\$18,000

School Year programming per student for the whole school year or \$3,000 month

\$500/mo

Funds specialty classes for an avg. of 25 students weekly (athletics, culinary, etc.)

\$150

1 new volunteer (trains / screens / preps)

\$1000/mo

Wednesday Night youth night / Spiritual Health & Wellness programming to 20 youth

\$50

1 youth for 1 Wednesday Night session

\$250

Campus

Lunch for 100 students on campus for 1 week

\$250

Serves one student in an HCL club for the year

\$350

Serving Mind, Body, & Soul

Wellness Club for 1 Week for 15 Students

\$1000

Individual & Group Therapy Sessions for 1 Month for 5 Students

\$500

For Christmas

Provides gifts & support for 1 family (1-3 kids)

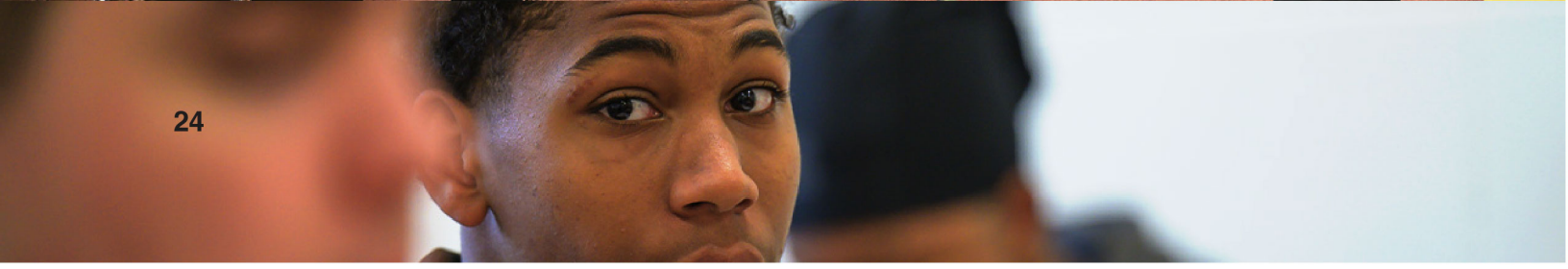
\$25k

Serves 50 Families

Sponsorships available for Family Fun Day and other Urban Bridge Events!

Contact us for more information.

David Meadows, Sustainability Coordinator,
david@urbanbridge.org











**BUILDING BRIDGES
OF HOPE.**

URBAN BRIDGE
URBANBRIDGE.ORG
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