

THE GREG JENNINGS FOUNDATION

2014 Annual Report



Core Values:

- Excellence
- Educational Achievement
- Leadership
- Advancement
- Effectiveness

“To Whom much is given, much is required.”



Mission

The Greg Jennings Foundation strives to partner with and assist other organizations in educating youth by providing the necessary resources in order for them to reach their academic potential.

Message from Greg and Nicole

Dear Friends,

“Never would I have imagined the positive energy and sensation I received during my visit at Woods Lake Elementary School. Walking the halls and witnessing the colorful murals took me back to my childhood days. As I entered the school cafeteria, an applause of over 300 3rd – 5th graders were heard throughout the room, eager to hear my speech. It’s liberating to know that I was able to have a positive effect on the students and their willingness to try harder and become better listeners in school. That was a great day!”

At The Greg Jennings Foundation, we continue to remain driven in our efforts to not only provide monetary grants, but to foster personal relationships. Physical presence is often overlooked and is an essential link to fostering improvement in youth behavior and youth education. Although monetary giving is highly valued for The Greg Jennings Foundation, we’re grateful for the ability to put our mission into *action*. I consider *time* to be a valuable resource to assist in educating youth and providing them with the necessary tools for them to reach their academic potential.

Our success is a result of collective leadership. Thanks to our supporters, donors and community partners, The Greg Jennings Foundation is able to continue to grow its impact in the Kalamazoo, Michigan and Minneapolis, Minnesota communities. We are grateful to our Board of Directors for their trust, support and continued advocacy and look forward to working with you as we remain committed to *excellence, educational achievement, leadership, advancement and effectiveness*.

Thank you for your partnership,

Greg Jennings
Founder

Nicole Jennings
President



Thank you!

A special thanks to our volunteers, community partners and supporters for your invested interest in The Greg Jennings Foundation. It’s gratifying to witness the growth and impact of our foundation. It’s an added blessing to be involved in an organization that truly has a heart for our youth.



Ebony Jennings
Director of Programs & Events

The Greg Jennings Foundation

IMPACTING

**Kalamazoo & Minneapolis
Communities Since 2008**

GJF Quarter Grants

\$58,250

Awarded

- + 40 community partners
- + 2,300 youth impacted

**Be GREAT After School Program
Grants**

\$150,000

Awarded

- + 20 community partners
- + 2,700 youth impacted

GJ Football & Cheer Camp

over **\$40,000**

Allocated

- + 35 community partners
- + 2,200 youth impacted

BE GREAT Back to School

over **\$2,500**

Supplied

- + 120 community partners
- + 6,000 donated books & supplies
- + 4,400 youth impacted

~ 2014 ~

- + \$55,000 grants awarded
- + 100 community partners
- + 2,500 youth impacted
- + 2,000 donated books & school supplies

BE GREAT Youth Initiative

The Greg Jennings Foundation is equipping our youth to BE GREAT!

By implementing the BE GREAT Youth Initiative to include programs such as the BE GREAT After School Program Grant, BE GREAT School Challenge, and BE GREAT Back to School, we empower and equip youth for greatness by raising the capacity of youth development and achievement programs that deliver high quality, learning-centered, after school programming.

We invest up to \$50,000 annually through the BE GREAT After School Program Grant in the Greater Kalamazoo and Minnesota communities.



BE GREAT After School Program Grant



BE GREAT School Challenge



BE GREAT Back to School

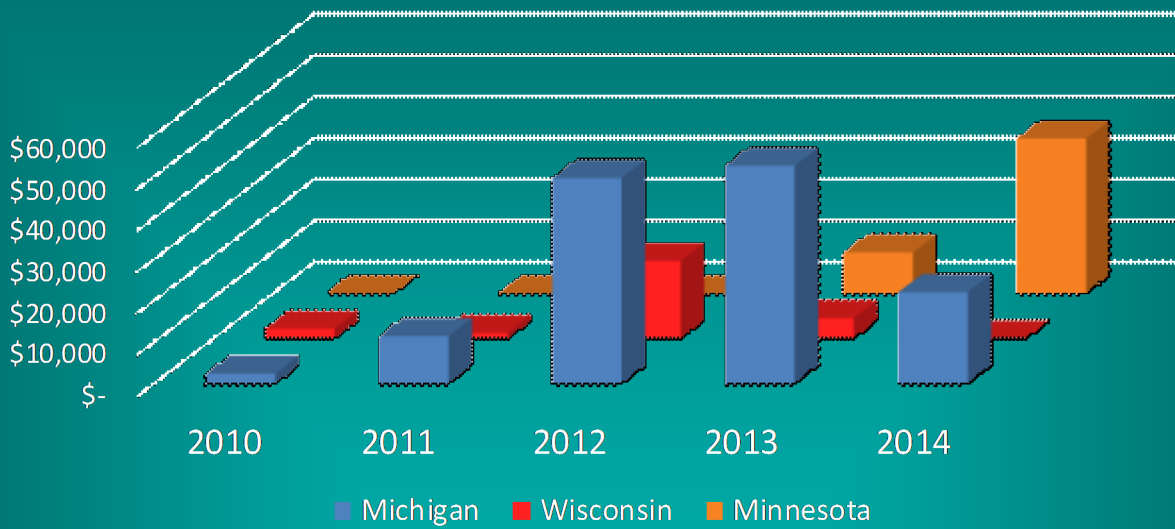


“During my visit at Hillside Middle School, where I attended as a student, I was greeted by my former teacher, who still possesses the same passion for youth education now as he did when I attended. The same school motto sign I viewed everyday still remains, and reads: *“Believe, Achieve, Succeed.”*”

When I entered the school, I noticed that the students created an abundance of poster signs along the walls, one in particular stated, *“Together We Can Be Bully Free.”* It was amazing to witness the students advocating an anti-bullying campaign. As I thought about the campaign a bit more, I reminisced about the pressures I dealt with as a growing adolescent.

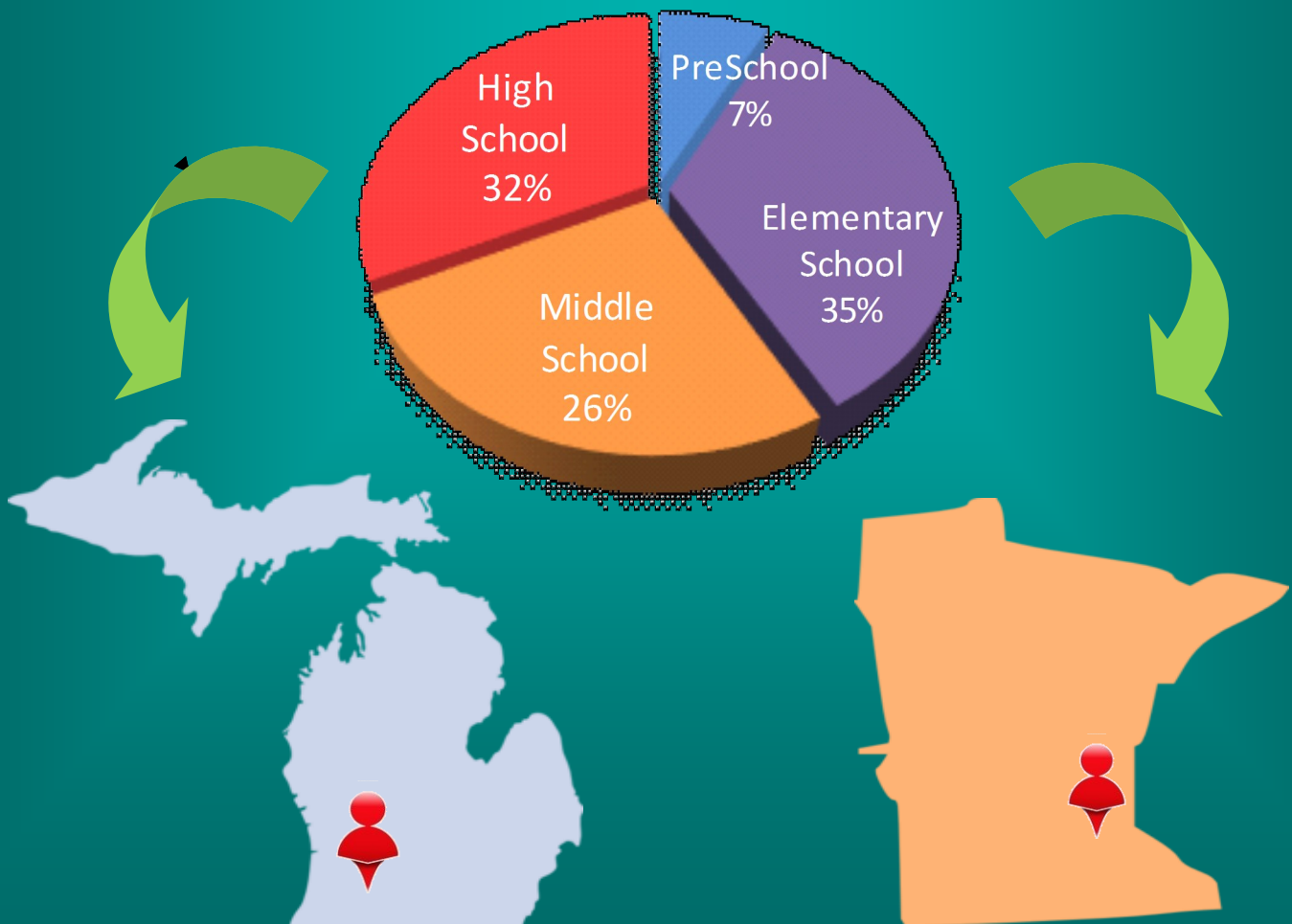
Recently, I read that most experts agree that bullying peaks in middle school. Youth struggle everyday trying to fit in, which causes their focus to be unaligned with scholastic activities. When I visit these schools, I believe it is my obligation to reinforce confidence, self-esteem and the will to recognize that GREATNESS lies within everyone. This is the central focus of the BE GREAT Youth Initiative and the reason for its mere existence. I’m grateful to be afforded a platform to unleash the potential of our youth so they may *Achieve, Believe, and Succeed!*” ~ Greg Jennings

The Greg Jennings Foundation Giving History



Greater Kalamazoo and Minneapolis Communities

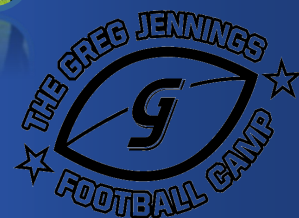
Age Groups Served



SERVING YOUTH

Annual Greg Jennings Football & Cheer Camp

The Annual Greg Jennings Football & Cheer Camp is hosted by Greg Jennings and was created to impart quality life lessons to young athletes and aspiring leaders. It is a no cost, high engagement camp designed for up to 500 boys and girls, ages 8 to 18.



"I enjoyed being able to meet Greg. He had some very positive things to say not just about sports but about everything you do in life. I loved all the gifts I received and just being there in general. I would definitely sign up for this again in the future." **Camper, age 12**

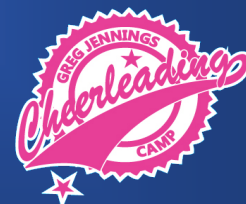


"It taught me about more than just football, it taught me about how to conduct myself on and off the field, and how to be a champ. Being a CHAMP, is about more than just winning championships. It's knowing how to be humble when that stuff happens." **Camper, age 15**



"I could see an immediate difference in how my son acts. He has always been kind, but since camp this has gone to another level. He does things without being asked, he opens doors, uses his manners more frequently. We have joint custody of Andrew and after camp he called his mother and asked him to sign him up for football, unfortunately it was too late for him to sign-up. Normally he would have had a bad attitude because he didn't get his way, but he said it wasn't meant to be and next year he will sign-up early." **Father of camper**

Athletics is coupled with education where campers learn valuable life lessons from notable community leaders that provide firsthand experience and advice on motivational topics that will aid them in their academic career. The camp strives to empower and engage students in extracurricular activities that allow them to improve their sportsmanship, athleticism, teamwork and disciplinary skills both on and off the field.



Annual Greg Jennings Celebrity Golf Classic



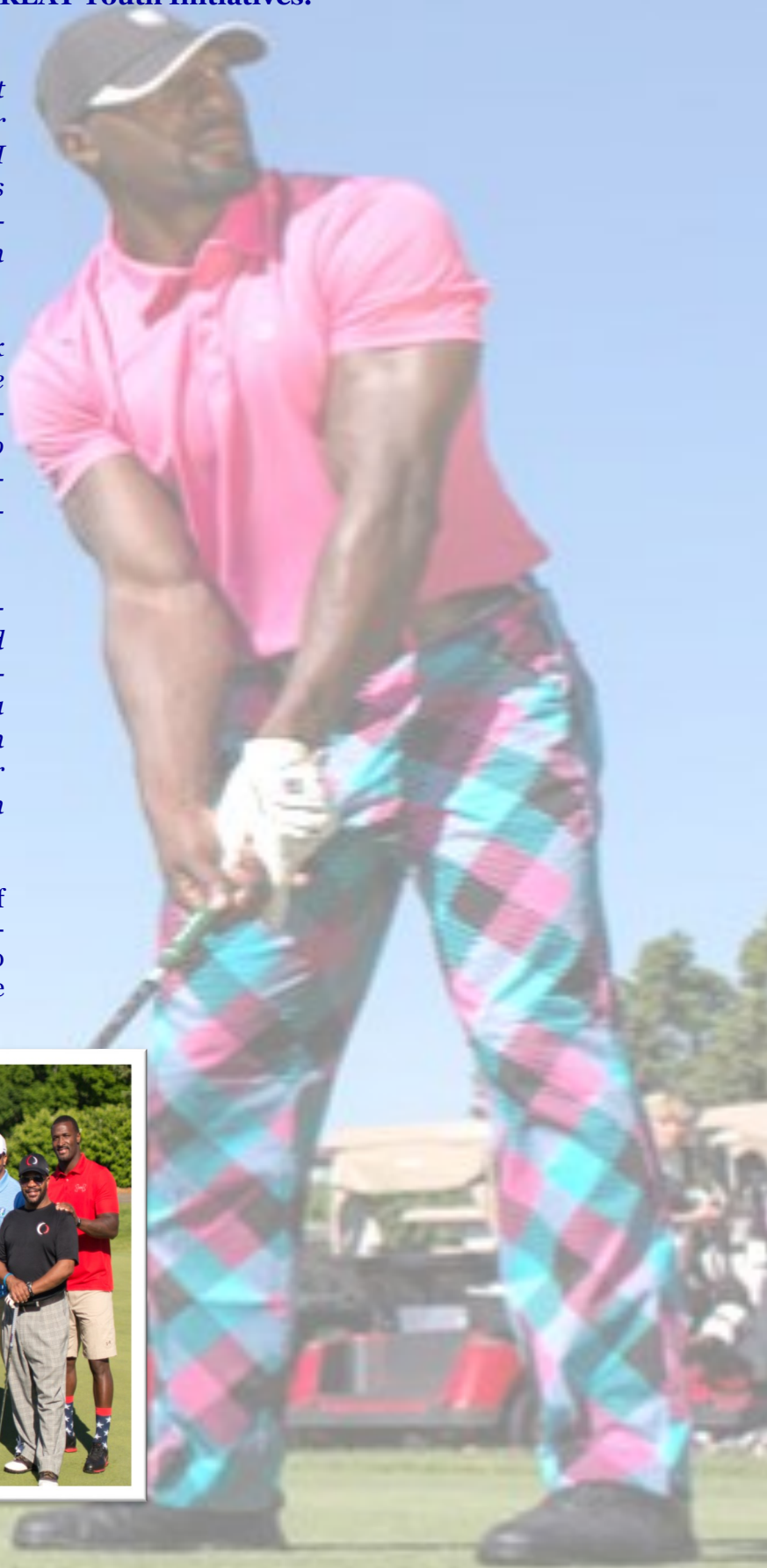
The Greg Jennings Celebrity Golf Classic is an annual Greg Jennings Foundation fundraiser that combines an exciting golf experience with the heart of philanthropy. Guest celebrities join Greg to tee off in order to fund programs of The Greg Jennings Foundation, including the BE GREAT Youth Initiatives.

“When I gear up for a game of golf, I don’t take it lightly because I know that I’m playing for a greater purpose. From my flashy, colorful golf ensembles, I arrive with the mindset to BE GREAT! When it comes to hosting my Annual Golf Classic, I’m not just playing for myself, I’m playing for the future of our youth that benefit from this amazing event.” ~ Greg

“We’re honored to be afforded the ability to give back to the communities in which our children will receive their education and are proud to announce the transition of the Greg Jennings Celebrity Golf Classic to Minnesota, in hopes to increase community relationships that mutually benefit both Kalamazoo and Minneapolis communities.” ~ Nicole

“I enjoy the comradery, networking and relationships developed from engaging with the golfers and golf sponsors each year. The support from community partners and participants provides me with a sense of fulfillment in knowing that I’ve played an integral role in providing educational resources for youth enrichment, youth advancement and youth achievement.” ~ Greg

From 2012 to 2014, the Greg Jennings Celebrity Golf Classic has been hosted in Greg’s hometown of Kalamazoo, Michigan, and has raised over \$500,000 to benefit over 4,000 deserving youth serving in the Michigan, Wisconsin and Minnesota communities.



The Greg Jennings Foundation

141 E. Michigan Avenue, Suite 601
Kalamazoo, Michigan 49007

www.GJenningsFound.org

Board of Directors

Greg Jennings - *Founder*

Nicole Jennings - *President & Co-Founder*

Sydney Waldorf - *Secretary*
Lake, Waldorf & Schau PLC

James Liggins - *Treasurer*
Miller Canfield

Karen Bouche
Greenleaf Trust

Patricia Coles-Chalmers
Kalamazoo Public Schools

Ron Kitchens
Southwest Michigan First

Kelli Scheffers
Visser Construction

Marilyn Schlack
Kalamazoo Valley Community College

Contact:

Ebony Jennings
Director of Programs & Events

Christine Freed
Administrative Coordinator

269-343-6990
gjf@gjenningsfound.org



BE GREAT !

