

**HIGHER GROUND FOR HUMANITY**

**ANNUAL  
REPORT  
23 - 24**



**Higher Ground**  
for Humanity

# TABLE OF CONTENTS

		LETTER FROM THE CHAIRMAN	1
		COMPANY OVERVIEW	2
		FINANCIAL HIGHLIGHTS	3
		SOCIAL RESPONSIBILITY	4
		CLIENT SUCCESS STORIES	5
CLIENT TESTIMONIALS	6		
OPERATIONS	7		
PARTNERSHIPS SPOTLIGHT	8		
FUTURE OUTLOOK	9		
GET INVOLVED	10		

# LETTER FROM THE CHAIRMAN



**MAYA  
EMELLE**

Board Chairman, Executive  
Director

Dear Higher Ground for Humanity Community,

As I reflect on another remarkable year for Higher Ground for Humanity [HGH], I am filled with immense gratitude for our incredible philanthropic community. Your unwavering support has been instrumental in propelling us forward and achieving unprecedented milestones.

This year, we had the privilege of serving over 3,000 families through our food health programs including our nutritional wellness festival Flavors of Origin and summer workshops.

These accomplishments were made possible through strategic partnerships with renowned international and national brands, resulting in a record-breaking amount of in-kind donations from companies like MOSS, Nobe's P.B Food, and Sunnie. Additionally, our summer program experienced remarkable growth, doubling enrollment.

While we celebrate these achievements, it's essential to acknowledge that none of this would have been possible without your generous contributions.

Your volunteer hours, invaluable introductions, and financial support have been the driving force behind our mission.

This annual report is dedicated to sharing our growth and impact, but more importantly, to expressing our sincere appreciation for your partnership.

Your belief in our grassroots work inspires us to continue striving for excellence as we create a brighter future for our community.

Thank you for being a part of our journey, stay tuned for what we have planned for 2025-2026!

**100%**

Client Retention Rate

**\$88K**

12 Month-Raise

**3000+**

Family Impact



# BOARD TREASURER

## MONIQUE JONES

...

As a board member, I am proud to share the progress we have made this year towards our mission to promote healthy living, eating, and choices amongst the youth in our community. This year, our collaborative efforts have significantly expanded our reach and impact.

We remain committed to enhancing our services and outreach, aiming to empower more young individuals to make informed and healthy choices. We invite you to join us in this vital mission of raising awareness and making a positive difference in the community. Together, we can continue to build a healthier future for the next generation.

Thank you for your support and dedication.

Sincerely,  
Monique Jones  
Board Treasurer  
Higher Ground for Humanity



...



# COMPANY OVERVIEW

## VISION

A society educated in **life skills** that furthers **intergenerational social**, economic, and racial **equity**.

## MISSION

Higher Ground for Humanity advances the personal development of the whole-child to thrive and belong in and outside of their classroom and community.

We envision Higher Ground products as a mental health “gym” where we train young minds in **self-esteem, self-awareness, and self-management**. Latinx and African American children are suffering from physical and mental health at an alarming rate, and are in greatest need of additional support for their physical and mental well-being.

# FINANCIAL HIGHLIGHTS

As a lean, grassroots organization, we are proud to report a total raise of \$88,004.25 this year.

This was achieved with a small but dedicated team of less than two full-time staff, part-time contractors, 40 volunteers, 6 advisors, and 5 board members.

Our community's generosity shone through with a record-breaking \$15,712 in individual donations, along with \$31,137 in government grants, \$13,900 in contributions from other non-profits and \$27,254 in in-kind contributions and products.

While we've made significant strides, our resources remain stretched. Programs and operational costs amounted to \$68,195.34.

The purpose of this document is to share the outcomes of FY 23-24.

The following pages detail our strategic plan to achieve this goal with your continued support.



**Moving into 2025 our goal is to raise \$400K with your support.**



Raised

**\$88,004**



Expenses

**\$68,195**



In-Kind Services

**\$623K**



# SOCIAL RESPONSIBILITY

We live in a society that assumes critical life skills will be taught in there home. At HGH, we're committed to breaking this cycle of thinking by offering lesson plans for k-12 and program implementation training.



## COMMUNICATION

- Self-Discovery
- Digital Well-Being
- Emotional Health



## NUTRITION

- Food Health
- Mindful Decisions
- Physical Health



## FINANCIAL FITNESS

- Financial Literacy
- Lifestyle Habits
- Holistic Decisions

**RISE: EQUIPPING ADOLESCENTS WITH THE TOOLS FOR A HEALTHIER, HAPPIER LIFE.**

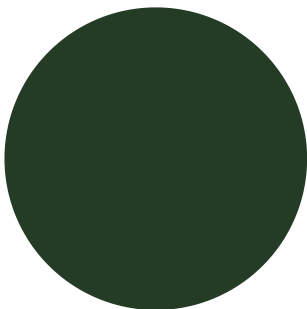


# Communication

## Self-Discovery

The workshop increased awareness of social pressures and successfully addressed a major concern among students, with a complete turnaround in their feeling of being equipped to handle social pressures.

100%



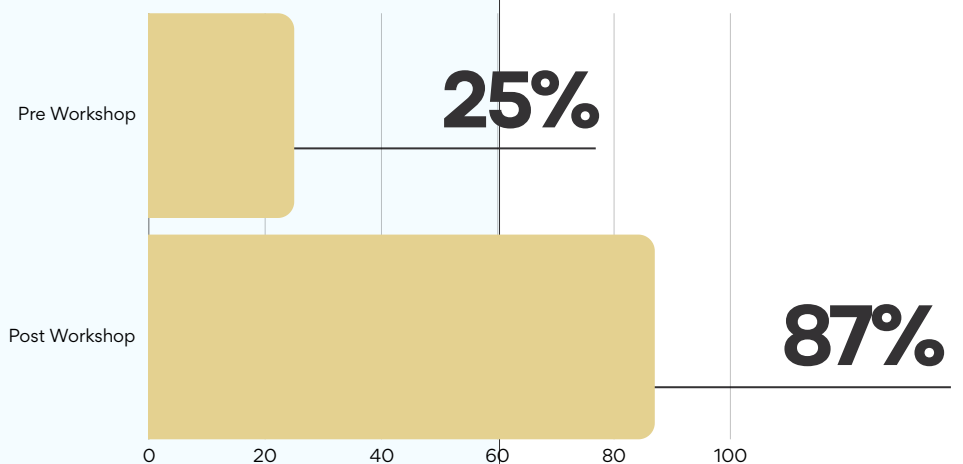
100%

100% of students reported feeling more equipped to identify and release social pressures after the workshop.

**This finding aligns with CDC research indicating a strong correlation between excessive social media use and increased feelings of anxiety and depression among adolescents.**

## Digital Well-Being

The workshop successfully introduced new concepts as 60% of students reported they were unfamiliar with "social media cleansing" and now have a tool to manage their digital well-being.



**Stronger boundaries:** The concept of social media cleansing empowers students to set boundaries and take control of their online experience.

Pre-Workshop 25% said they never set goals specifically to improve their emotional well-being.

## Emotional Health

The workshop successfully created a shift in priorities: The enthusiasm for setting goals to support emotional growth and reallocating time towards more meaningful activities suggests a conscious effort to prioritize offline experiences.

Post-Workshop **87% of students reported they would be interested in setting goals to support their emotional growth** based on what they learned in the program.

Several students reported the value of "setting boundaries on what is worth your time" and enjoyed "looking at my screen time and hearing everyone else's" in regards to limiting their use of social media.



# Nutrition

## Cultivating Healthy Minds & Bodies through Food

During this workshop students learned practical strategies to improve their relationship with food and reduce stress-related eating habits. Through mindfulness techniques, students:

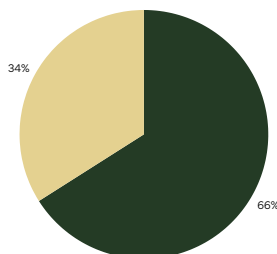
- Cultivate mindful eating practices
- Master stress management
- Utilize Grocery Card Guides

By the end of the workshop, participants have a set of mindful practices to nourish their bodies, reduce stress, and make sustainable lifestyle choices to cultivate a healthy mind and body.

## Impact

### Mindful Eating Practices

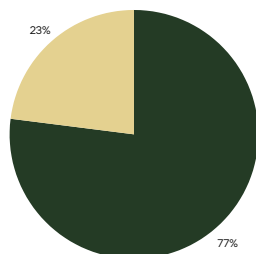
66%



66% of students reported that after the workshop, they were **motivated to implement mindful eating practices into their daily nutrition habits.**

### Mindful Breathing

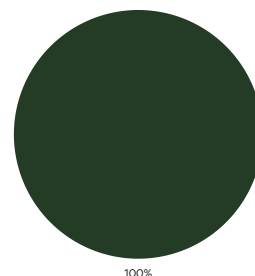
77%



77% of students reported having **greater confidence in their ability to utilize mindful breathing techniques in times of stress** as opposed to relying on unhealthy eating.

### Grocery Card Guide

100%



100% of students found **the Grocery Guide useful** in helping to identify food additives that may negatively impact mental health

## Grocery Guide

NAME	INGREDIENTS TO AVOID
DE-CODE PRODUCE	Review labels for: Yellow 5, Yellow 6, Red 40, Blue 1, BHT, BHA known to cause cancer and disrupt mental health including aggression and ADHD.
5 digit: 9-XXXX = starts with 9 then it's ORGANIC	PRODUCTS TO AVOID
5 digit: 8 - XXXX = starts with 8 then its Genetically Modified Organism (GMO)	<ul style="list-style-type: none"><li>• All Flamin' Hot chip products (Red40)</li><li>• Skittles (Yellow 5 &amp; 6, Red 40)</li><li>• Rice Crispies, Frosted Flakes, Honey Bunches of Oats (BHT-carcinogenic properties)</li><li>• Wheat Thins (BHT)</li><li>• Stove Top (BHT, BHA)</li><li>• Pillsbury Biscuits (Partially hydrogenated soybean oil)</li><li>• Salsa Queso (Yellow 5 &amp; 6)</li><li>• PopTart (Yellow 5 &amp; 6, Red 40)</li><li>• Ritz Crackers (partially hydrogenated cottonseed oil)</li><li>• Ractopamine in Meat - 160 nations banned, it's legal in</li></ul>
4 digit: XXXX = Genetically Engineered (GE) derives from GMO, contains pesticides and non-organic chemicals	

# Financial Fitness

## Financial Literacy

Financial Fitness focuses on the skills and knowledge to manage money effectively including, making **informed financial choices that increase your well-being** and support your life goals.

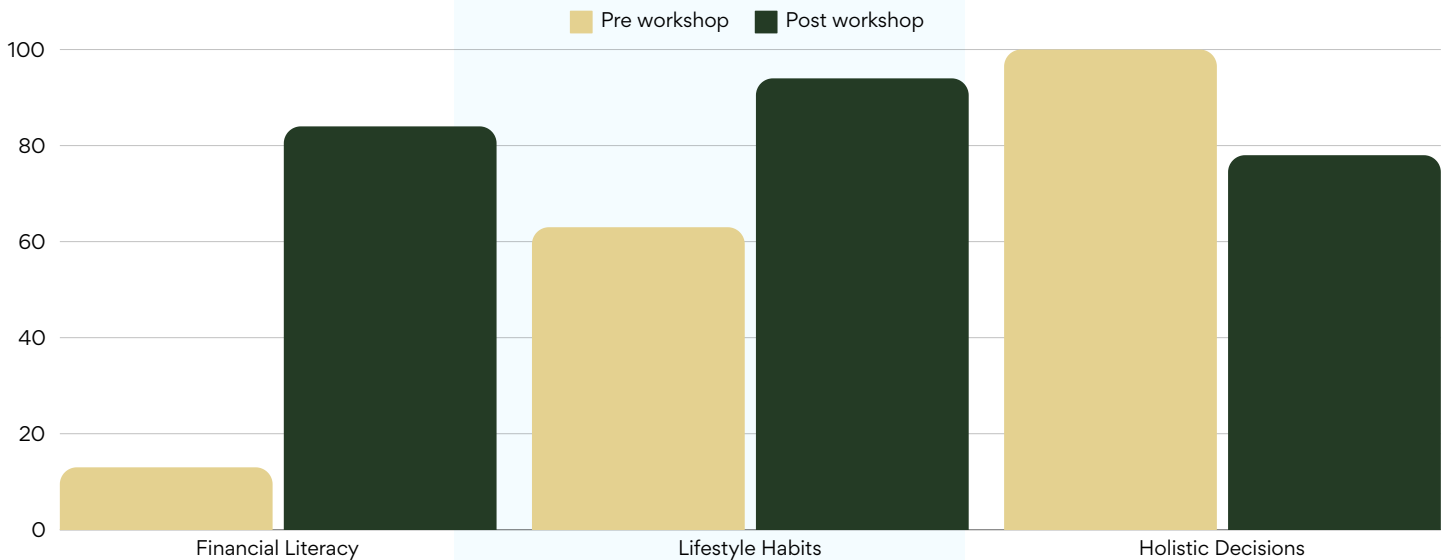
## Lifestyle Habits

A significant increase in the percentage of students aligning purchases with financial goals post-program suggests **the program effectively bridged the gap between budget knowledge and practical financial behavior.**

## Holistic Decisions

Students practiced communicating financial boundaries to support stronger interpersonal relationships.

**Students may experience improved relationships due to their ability to communicate their needs and boundaries.**



### **Pre-Workshop**

- 13% of students did not have any financial goals

### **Post-Workshop**

- 84% of students were more likely to align purchases with financial goals

### **Pre- Workshop**

- 68.2% of students ranked their primary temptation to spend money as something is on sale

### **Post-Workshop**

- 94% of students increased their confidence in telling the difference between a need and a want with a rating between 4-5

### **Pre-Workshop**

- 100% of students reported impulsive spending behaviors

### **Post-Workshop**

- 78% of students were able to identify emotional spending triggers showing a significant increase in their awareness of reducing financial stress

# CLIENT SUCCESS STORIES



## 100%

Client Retention Rate

## 87%

Student NPS

**We're thrilled to announce that we have a 100% Client retention rate, and 80% student retention rate. Our students have achieved an impressive NPS score of 87%.**

## CLIENT RETENTION

We're proud to share that we have achieved a 100% client retention rate at our program sites: 3605 Long Beach Blvd # 100, Long Beach, CA 90807; Baldwin Hills Recreation Center, 5401 Highlight Pl, Los Angeles, CA 90016; Heart & Soul Design Center, 9327 S Budlong Ave, Los Angeles, CA 90044; Elizabeth Youth Theater Group Ensemble, 5060 Fountain Ave, Los Angeles, CA 90029; and Mar Vista Farmers Market, 12198 Venice Blvd., Los Angeles, CA 90066. This remarkable achievement is a testament to the impact of our programs and the dedication of our team.

We recognize that our clients require ongoing support, and we're committed to expanding our reach. However, due to financial constraints, we've reached our capacity-building limit. Your generous donation can help us overcome these challenges and continue providing essential services to more students in need. Please consider supporting our mission today by visiting [highergroundwellness.org](https://highergroundwellness.org)

## STUDENT RETENTION

We're thrilled to announce that our student retention rate is a remarkable 80%, and our students have achieved an impressive Net Promoter Score of 87%. These results demonstrate our commitment to providing high-quality programs that not only meet but exceed the needs of our participants. Your support is instrumental in helping us maintain these exceptional standards and continue making a positive impact on the lives of our students.

# PARTNERSHIPS SPOTLIGHT



Higher Ground for Humanity has partnered with **The Goalsetter Foundation** to provide students with scholarship access to the Goalsetter App.

Goalsetter's innovative app combines gamification and milestone-based rewards to make learning about money fun and engaging.

Our goal this year, was to ensure **100% of students who completed the financial fitness workshops received a full-year membership subscription.**

Goalsetter's holistic approach integrates essential components like budgeting, saving, and investing, and aligns perfectly with our mission to empower young people with the knowledge and skills they need to succeed in their lifestyle.



We are thrilled to express our gratitude to MOSS, Michael B. Jordan's innovative sea moss beverage company, for their generous Flavors of Origin sponsorship.

**Their partnership enabled us to educate over 3,000 individuals about the health benefits of sea moss.**

To make the experience even more memorable, all attendees at our Flavor of Origin Festival enjoyed complimentary MOSS beverages in original, mango ginger, or pomegranate flavors.

Mango ginger proved to be a fan favorite, quickly becoming the most popular choice among our guests.

# MOSS



# SERVING THE COMMUNITY

WHOLISTIC ENRICHMENT

Since 2021

20  
24





# FLAVORS OF ORIGIN TESTIMONIALS

The highlight of the year was feeding and educating over 3000 people with our food health programs and the annual nutritional wellness festival **Flavors of Origin at the Marv Vista Farmers Market** which was published in **LA Weekly** and covered by Channel 7 news publication. **“We came because we saw you on the news!”** was a re-occurring phrase throughout the event on June 2nd, 2024.



## Diana Rodgers, Mar Vista Farmers Market

“The Mar Vista farmer's market is proud to support and partner with Flavors of Origin. We are committed to healthy habits and are passionate about connecting our community with small farmers direct to consumers, California-grown produce and local small family-owned artisanal food offerings. This festival celebrates the flavors our region has to offer, and the farmer's market plays a crucial role in showcasing the incredible diversity of our local food landscape.”





# FLAVORS OF ORIGIN

## A NUTRITIONAL FOOD FESTIVAL

with cooking demonstrations, mindfulness labs and live stage entertainment including youth spoken word competition, expert panels, and family-friendly music for the entire family.



# OPERATIONS

A cornerstone of our mission is providing transformative programs for our community's youth. **This year, we invested over 70% of our budget, and 97% of grants directly into program expenses.**

This investment enabled us to serve 100 students across four summer camp locations in **East Hollywood, South Central Los Angeles, Long Beach, and Baldwin Hills/Crenshaw District.** To support this growth and enrich our program offerings, we expanded our team by welcoming three new program facilitators to work across the campuses. These dedicated facilitators were instrumental in delivering the student impact data reported in the next page.



## Program Partners

This year, we added three new community partners to our client database including The Elizabeth Youth Theater Group, Heart & Soul Design Center, and the California Conference for Equality & Justice.



## Facilitation Growth

We contracted UCLA doctoral graduate Dr. Tanea Robinson, USC doctoral graduate Dr. Arianna Deans, and Bernisha Williams of California State University Dominguez Hills.

# People Spotlight



### Dr. Tanea Robinsons, EdD

Program Facilitator

Supported multiple campuses impacting over 75 summer camp students with life skills in nutrition, communication, and financial fitness.



### Dr. Arianna Deans, EdD

Program Facilitator

Supported multiple campuses impacted over 50 summer camp students with life skills in nutrition, communication, and financial fitness.



### Bernisha Williams

Program Coordinator

Supported a classroom of 25 high school students at the Heart & Soul Design Center summer camp with financial fitness and communication life skills.



# FUTURE OUTLOOK

## FUTURE PLAN

Our vision is to transform our organization into a product model that empowers schools and communities worldwide with a digital license to all personal development programs ranging from financial fitness, food health, and communication. By securing government contracts and grants, we aim to provide life skills education programs to a broader audience by training the trainer. Our innovative approach will enable teachers, educators, and wellness practitioners to access our curriculum through a user-friendly platform at a nominal fee. The revenue generated from these subscriptions will be reinvested into our mission, allowing us to offer subsidized programming to low-income and underserved families. This sustainable model will ensure that our life skills education reaches those who need it most, creating a positive ripple effect throughout communities around the globe.

## INNOVATION

To ensure a successful transition to our product model, we're strategically employing design thinking innovation. By leveraging valuable resources from The California Endowment and the VC fund REDF, we're poised to develop a curriculum that is not only effective but also highly accessible and user-friendly. **Moving into 2025 our goal is to raise \$400K with our community.**



Check out these links to learn more:

- [Student Impact Report](#)
- [25-26 Fiscal Year Budget](#)
- [Board Members](#)



# FOUNDING COMMUNITY

## HOUSEHOLDS

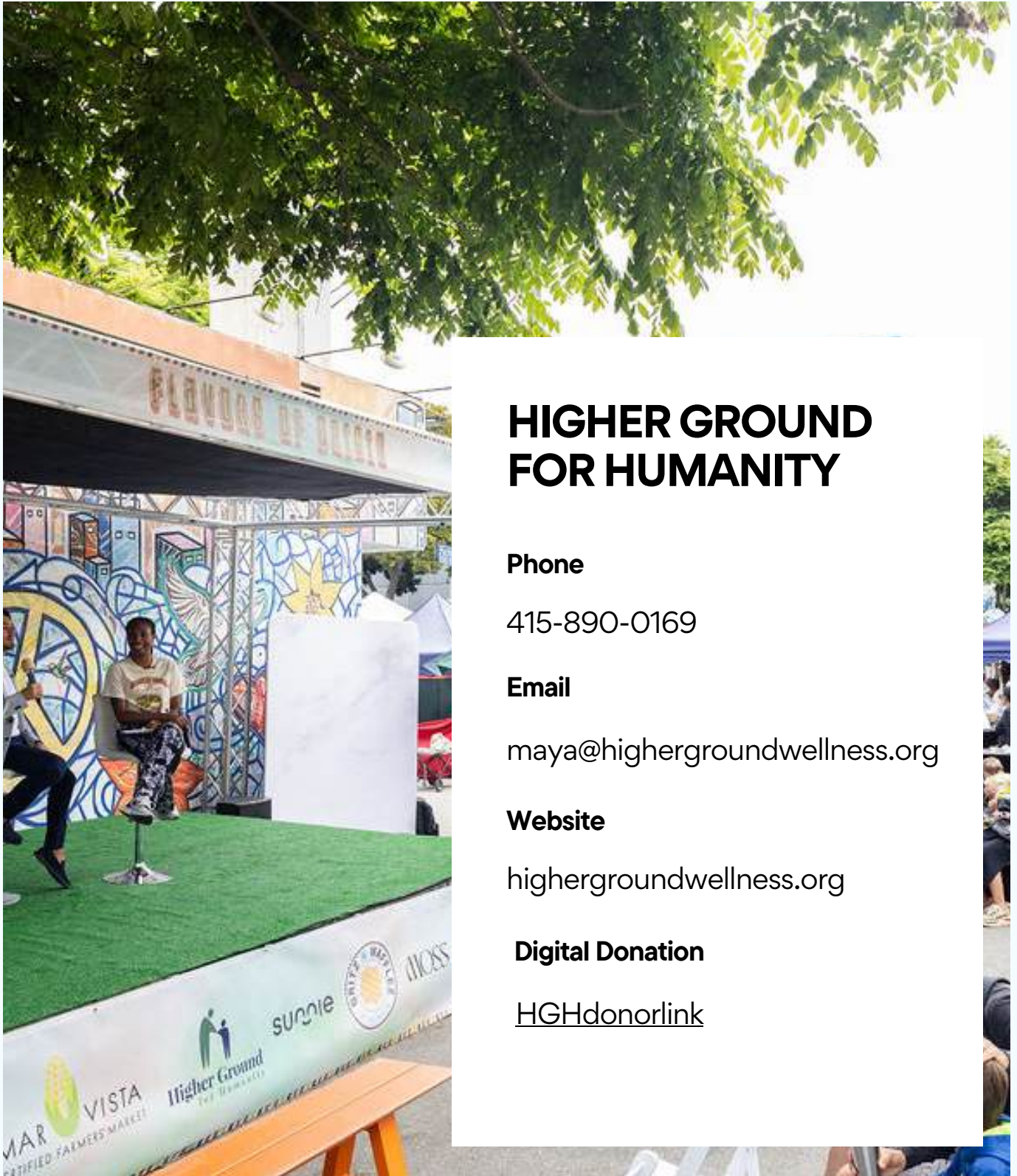
- House of Vora
- House of Emelle
- House of Barrois
- House of Jones
- House of Hope
- House of Ward
- House of Hoffman
- House of McMaster
- House of Roberts
- House of Terrell
- House of Spangler
- House of White
- House of Hoskin
- House of McCarty
- House of Peterson
- House of Merri
- House of Richardson
- House of Ellsworth
- House of Moss
- House of Halsey
- House of Lorsch
- House of Pamela
- House of Stephens
- House of Hughes
- House of Lawksy
- House of Gay West Brown
- House of Adkins
- House of Ward
- House of Jeanne
- House of Rosalyn
- House of Randy
- House of Rosanna
- House of Teresa
- House of Lindsay
- House of Max
- House of Jordan
- House of Dennis
- House of Goldberg
- House of Rothman
- House of Orija
- House of Loper
- House of Love
- House of Haddad
- House of B. Reen
- House S. Lou
- House of M. Hecht
- House of L. Green
- House of E. Ostrom
- House of R. Hope

## BUSINESSES

- illu consultancy
- Stone Harbor Entertainment
- Sky Shield Productions
- Heart & Soul Design Center
- Sony Philanthropy
- Sony Music
- Song Electronics
- Our Own
- California Conference for Equality & Justice
- The California Endowment
- Community Partners
- Non Profit Management Center
- REDF
- Office of Holly J. Mitchell
- Mar Vista Farmer's Market
- Elizabeth Youth Theater Group
- The Fountain Theater
- Goalsetter App
- RLMM Financials
- National Alliance of Mental Illness West Los Angeles



# GET INVOLVED



## HIGHER GROUND FOR HUMANITY

### Phone

415-890-0169

### Email

[maya@highergroundwellness.org](mailto:maya@highergroundwellness.org)

### Website

[highergroundwellness.org](http://highergroundwellness.org)

### Digital Donation

[HGHdonorlink](#)