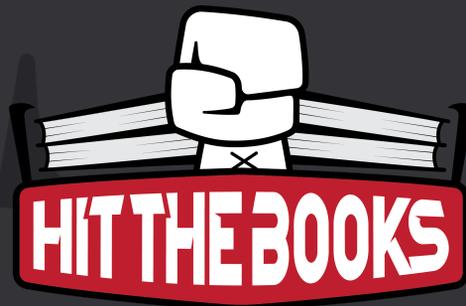


2021 Annual Report



EST. 2019

'Tough Times Don't Last, Tough People Do'

Hit the Books is rooted in the core values of commitment, self-discipline, ambition, resilience and compassion – and we explore these values every afternoon with our students. Our mission since day one has been to bring additional educational resources to youth in Harlem, and to combat the learning loss and food insecurity that has become all too common in many parts of New York City. We are founded on solid principles with an audacious mission – and we were born out of challenging times. Yet we persist, as our values espouse.



Kazz Alexander Pinkard
Executive Director

Since we opened our doors for the first time in October 2020, our team has taken pride in providing in-person service to youth and families when most agencies and schools could not. We made it our mission to foster a sense of community each and every day – at a time when students had been less active, less engaged and without key social interactions to propel their growth and development. We recognized that our responsiveness to the concerns of our community should be the most important aspect of our program. We shared in the responsibility of allowing each of our students' physical wellness, academic pursuits, and their social-emotional capacity to thrive during the past year and a half.



Milton Pelotte
Program Manager

In our work, we hope we have eased some of the tension that might be a natural expression of the international health crisis our collective community has been facing. Via positive interactions, a sense of collective purpose and an emphasis on health and fitness, we hope to have been a beacon when our students needed us – because as we share in our motto, “tough times don’t last, tough people do.”



Stan Dryev
Director of MMA

With our small staff of full-time and part-time professionals, we have adapted to meet the demands of Covid-19, and throughout this time our values have endured. We model for our young people what it means to be committed to service and disciplined in our approach. Most importantly, HTB has developed a community within a community, where children feel safe and view the facility as a second home.

After over one full year in action, HTB is extremely proud that we are helping students make progress inside and outside of the classroom. But most of all as Executive Director, I love seeing just how excited our students are to be here. We are defined best by the way our students interact at HTB—and they are enthusiastic to be with us, committed to their futures, and eager to bounce back in the face of adversity. They embody our motto with every kick, punch and pen-stroke. They persist, just as we do.

Best,
Kazz Alexander Pinkard
Executive Director



Letter from the Hit the Books Board



While 2021 brought with it immense challenges, it has been an extraordinary year of growth for our program and students. Over the course of the year, we have worked with nearly 100 students in our community, providing over 14,000 hours of programming across our education and mixed martial arts classes. Despite the impact of the pandemic, we were able to keep our doors open throughout, a tribute to our team's constant focus on our students' health and safety.



Zach Levy
Co-Chair of the Board

To date, we have seen significant progress in our students, academically and physically. The percentage of our Students that tested within grade level thresholds for reading doubled in less than a year, and more than quadrupled for math scores. Additionally, our Students that returned from year 1 to year 2 posted markedly better diagnostic testing scores in both reading and math compared to new Students for the 2021-2022 year.



Justin Haber
Co-Chair of the Board

This is the first step in our growth plan for our Students. We have increased our program hours and staffing capacity to allow for 10 classes per week across our three cohorts and minicamps. This has allowed us to increase our programming per Student by 50% in year 2. With our Students continuing to show strong attendance in the fall semester, we are extremely excited for the year ahead.

Finally, none of this would be possible without the amazing and consistent support we have received from all of our stakeholders. To our donors, your generosity has been immense and exceeded our expectations. To our staff, your commitment to excellence and passion for the organization has allowed us to excel in an incredibly difficult environment. To our advisors, you have guided us through many difficult decisions and have always steered us in the right direction. To our partners, your contributions to the program have been crucial to our success. Lastly, to our HTB families, thank you for trusting us in these trying times and believing in our mission. We look forward to serving you in the year to come!

Best,
Zach Levy and Justin Haber
Co-Chairs of the Board

Our Mission

Hit the Books (“HTB”) aims to **bring additional educational resources** to underserved communities through a sports-based development approach, with tutoring and mentorship at its core and mixed martial arts as the ‘hook’. HTB **serves as an after-school community center** to facilitate development and help make any and every goal achievable for its Students.

How We Will Achieve Our Mission

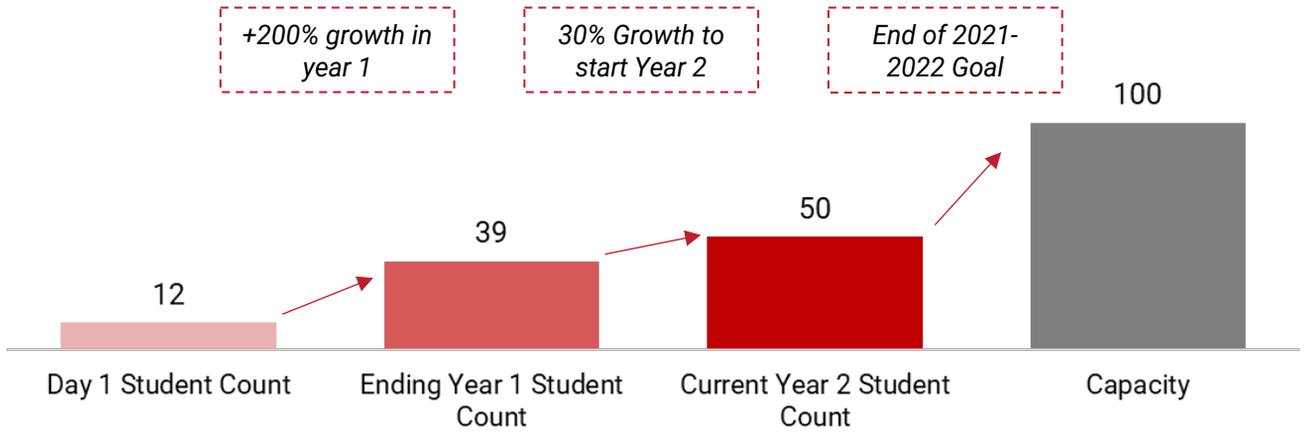
- We provide after-school educational programs, mentorship, and mixed martial arts classes to children in Harlem aged 6-13 to help Students progress intellectually, emotionally, and physically
- We expose our Students to educational opportunities that may otherwise pass them by, enhancing the educational resources available to children in our targeted communities and fostering an environment of educational equality
- We serve as a community within a community, where children feel safe and view the facility as a second home

Our Core Values

- Our members believe in a **commitment** to their academic goals and put the value of education first.
- Our members believe that they are capable, **resilient** and can bounce back from anything.
- Our members are **ambitious**, and they believe every opportunity can be achieved with a positive attitude, hard work and tenacity.
- Our members are **self-disciplined**. Focus and consistent practice lead to success—in the ring, and in all corners of life.
- Finally, HTB members are **compassionate**. They believe in being empathetic toward each other, their families, and other HTB members. They are champions for their communities and strive to make the world a better place.

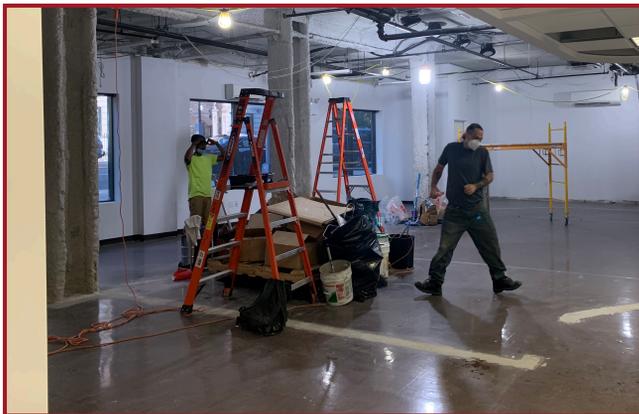
Our Student base has multiplied since our inception with significant growth expected to continue

Student Base Growth



Starting with an empty facility, we have transformed into a community center to serve our Students

Where We Started



Where We Are



Our most important stakeholders have been and continue to be our Students. Each of our Students has grown over the course of our inaugural year and the feedback we have received from their families has been humbling.

Get to know a few of our Students below!



Iyana
5th Grader

- Favorite part about Hit the Books? **My favorite part about Hit The Books is learning from the staff, attending MMA training sessions with my coaches, and getting to learn more about Mixed martial arts and the different techniques you can use in MMA**
- What is the most important thing you've learned at Hit the Books? **The most important thing I learned at Hit The Books is the tutoring in math, reading, and other activities that help you learn. Also, the important thing that I have learned is how to do mixed martial arts and the importance of fitness**
- Why did you start attending Hit the Books? **I started attending Hit The Books so that I could get help with my homework after school**



Noah
5th Grader

- Favorite part about Hit the Books? **You get to train in Mixed Martial Arts and I really like the food and snacks that they give us**
- What do you want to be when you're older? **I want to be an engineer so that I can build houses**
- Favorite subject in school and why? **Math because it's challenging and it's fun to learn and figure out the challenges**
- What do you bring with you to hit the books? **I always bring my homework and my water bottle**

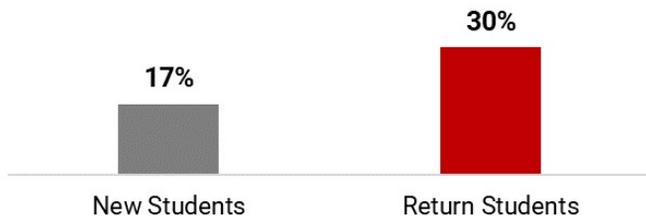


Aiden
3rd Grader

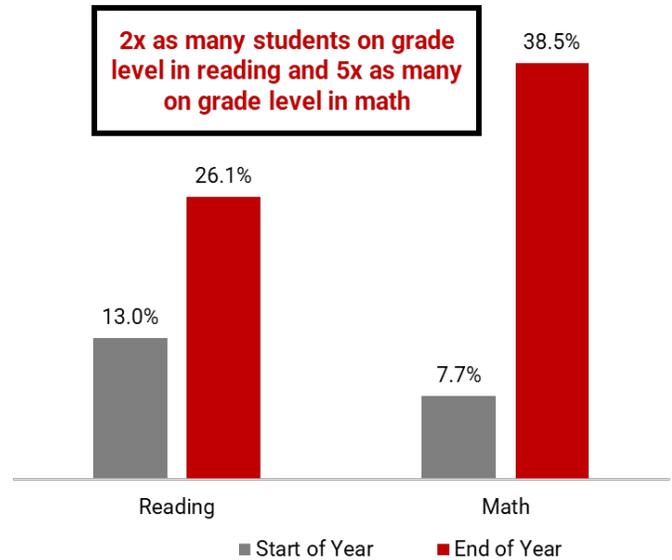
- Favorite subject in school? **Math**
- Favorite hobby? **Creating things from cardboard and coloring**
- Favorite move in MMA class? **Jab, cross and hook**
- What do you bring each day to HTB? **A positive attitude**
- What do you want to be when you're older? **Policeman**

Our students have consistently attended our program, enabling robust academic progress

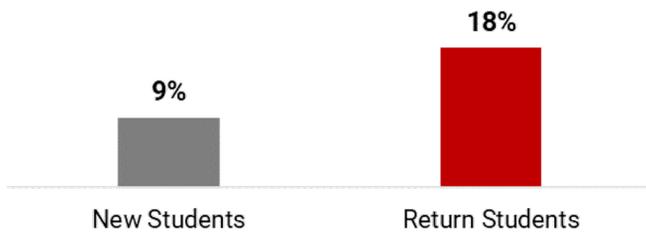
% of Students Within Grade Level Threshold - Reading



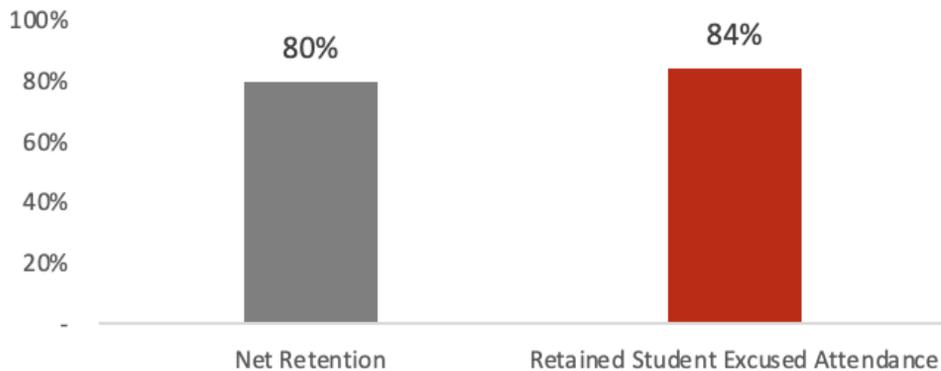
% of Students on Grade Level from Start to End of Year 1



% of Students Within Grade Level Threshold - Math



Key Student Statistics



Our Students have excelled physically, displaying the impact of our fitness and wellness programming

Day 1

Squats

15

Push Ups

5

Sit Ups

12

Laps

6

End of 2021

Squats

112

Push Ups

20

Sit Ups

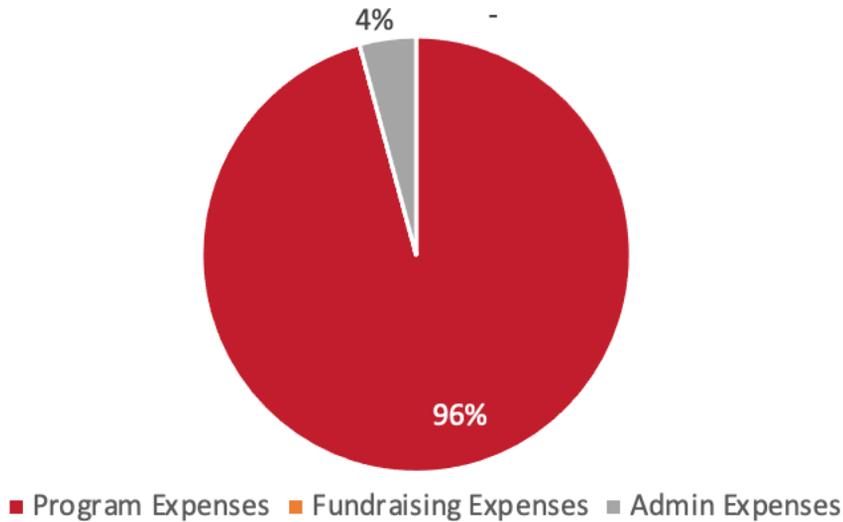
25

Laps

38

Hit the Books has spent nearly 100% of its funds on programming in order to maximize impact

Hit the Books Budget Breakdown



While our 2021 KPIs were strong, we expect continued improvement as we grow to scale

2021 Financials

Budget

~\$650,000

\$ per Student

\$9,600

\$ per Child Served

\$8,400

\$ per Hour per Student

\$58

\$ per Hour per Child Served

\$50

Long Term Financials

Budget

~\$700,000

\$ per Student

~\$7,000

\$ per Child Served

~\$5,600

\$ per Hour per Student

~\$16

\$ per Hour per Child Served

~\$13

Statement of Financial Position	
	<u>FY 2021</u>
<u>Assets</u>	
Cash & Cash Equivalents	\$161,419
Contributions Receivable	-
Fixed Assets	\$112,058
Other Assets	\$46,931
Total Assets	\$320,408
<u>Liabilities and Net Assets</u>	
Current Liabilities	\$5,830
Deferred Rent	\$18,595
Total Liabilities	\$24,425
<u>Net Assets</u>	
Unrestricted	\$358,466
Change in Net Assets	(\$62,483)
Total Net Assets	\$295,983
Total Net Assets and Liabilities	\$320,408

Statement of Financial Activity	
	<u>FY 2021</u>
<u>Revenue</u>	
Insider Contributions	\$243,025
Other Individual Contributions	\$241,720
Government and Grant Contributions	\$74,333
Corporate Contributions	\$31,430
Total Contributions	\$590,508
<u>Expenses</u>	
Program Expenses	\$641,360
Non-Program Costs	\$11,631
Depreciation and Amortization	\$13,962
Total Costs	\$652,991
<u>Net Assets</u>	
Starting Net Assets	\$358,466
Change in Net Assets	(\$62,483)
Total Net Assets	\$295,983

This year would not have been possible without the consistent and unbelievable guidance we have received from our advisory board. Thank you all for your commitment to helping us succeed!



Anne-Williams Isom



Regina Smith



Pat Russo



Christina Celuzza



'Iron' Mike Steadman



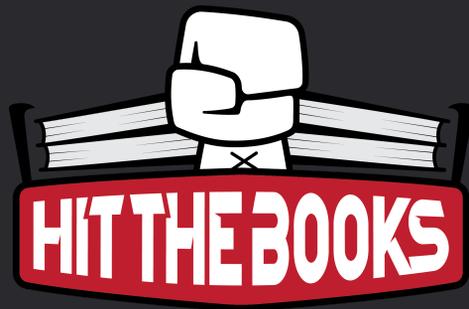
Jimmy Haber



Dan Werther



Andrew Waters



EST. 2019

Thank You