

2022 Annual Report



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

2022 has been an outstanding year at Hit the Books. The organization has undergone significant transformation and the resulting evolution has left us with a strong foundation for growth in the years ahead.

In our organizational leadership, Justin has stepped into the role of Executive Director, while our former Executive Director, Kazz Alexander Pinkard, has transitioned to becoming a Board member. Zach is now our sole Board Chair, overseeing our newly developed Board of Directors. In terms of our program staff, we have hired a Director of Education to focus exclusively on daily academic programming. This role and renewed focus is already beginning to unlock increased academic growth potential for our students. We have also grown our support staff considerably to optimize our staffing patterns for our growing student base and program schedule.

These changes have driven remarkable results in 2022. We have worked with nearly 100 students while maintaining our rigorous standards of academic and fitness growth. We have significantly increased our program hours to enable more students in need to access our program. With a waitlist of over 150 students, we have strong demand for our program and are constantly working to expand our reach.

One of the proudest achievements we have experienced as founders of Hit the Books is how the Harlem community has welcomed us and worked with us to best serve our students. We have new tutoring partnerships in place with local high schools that reached out to us unsolicited, excited to send their students to be interns at Hit the Books. We have also partnered with Columbia University in several programs, all of which have come from inbound requests. It has been so gratifying to see these partnerships unfold and realize how well our message is spreading.

This has carried over to success in fundraising. In 2021, we did not receive a single grant. In 2022, we have raised over \$100,000 in grants across organizations such as the West Harlem Development Corporation, Stavros Niarchos Foundation, Columbia Community Service Program and others. This validation is just the beginning, and we are focused on many more fundraising opportunities in 2023.

We are so proud of what our team has accomplished this year and we cannot wait to see what 2023 has in store. None of this would be possible without our amazing students, parents, staff, donors, and supporters in all forms. We cannot tell you enough how much we appreciate your constant belief in what we are building. Here is to an amazing 2023!

Best,
Zach Levy and Justin Haber
Co-Founders of Hit the Books



Justin Haber
Executive Director



Zach Levy
Chair of the Board

Milton Pelotte, Director of Operations

Hit The Books engages different community stakeholders at all levels of the community, but our biggest stakeholders by far have been our parents. Our parents bring their students rain, shine, sleet, or snow. Without the support of our parents, we would not be able to make an impact on our students' lives. Our parents have been our biggest advocates and they are dedicated to our goals at Hit the Books, ensuring we can impact our students' lives. Our parents are active participants in their children's development, working with us every step of the way. Their effort embodies our core values of resilience, ambition, self-discipline, compassion and commitment and we would not be here without them!



Milton Pelotte
Director of Operations

Stan Dryev, Director of MMA

From day one at Hit The Books, we knew that we had an important mission on our hands. Serving an otherwise underserved community in order to help maximize the potential of its youth is a goal that I have been proud and passionate to be a part of for over 2 years now. Throughout that time, watching our students exceed and surpass their goals and expectations, time and again, has been incredibly rewarding.

Seeing our students take pride in their academics, increased physical strength and improving martial arts technique has never failed to put a smile on my face. They have earned those achievements with their increased self-discipline coupled with perseverance and incredible mental strength.

Hit The Books offers the perfect combination for the growth of body and mind. As we continue to grow in our methodology, scope and impact, we can help more young people on their journeys into becoming successful adults. I am proud to take part in this paramount endeavor.



Stan Dryev
Director of MMA

Keenya Coke, Director of Education

As an educator, it has always been my goal to bring additional educational resources to underserved communities. This is a key component in the mission statement at Hit the Books and the main thing that drew me to the organization. When I came across the opportunity to lead the academic program at Hit the Books, it felt like a perfect fit. Upon visiting the facility and meeting the staff, I was inspired by the enthusiasm and excitement that filled the space. It was also amazing that the students were able to receive such meaningful resources like access to a brand-new facility, uniforms, and dinner all at no cost to the parents.

Since joining the Hit the Books team, I hired 4 tutors and 2 teaching assistants to provide additional support. The iReady program is a great computer program that functions well on its own. I have just maximized its effectiveness by adding instructional activities that are aligned with their lessons. In addition, I designed differentiated lessons based on how the students performed on their initial diagnostics. Having the students in groups with a tutor based on their current need means that we are meeting them where they are and as a result, they can grow faster. A big highlight for me so far was the Winter Wonderland celebration. Students rotated to different stations and participated in winter themed activities. This celebration significantly increased student attendance on the last day before a holiday break. Overall, I believe that I have helped to add more structure, rigor and fun to the academic program, and this is only the beginning!



Keenya Coke
Director of Education

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

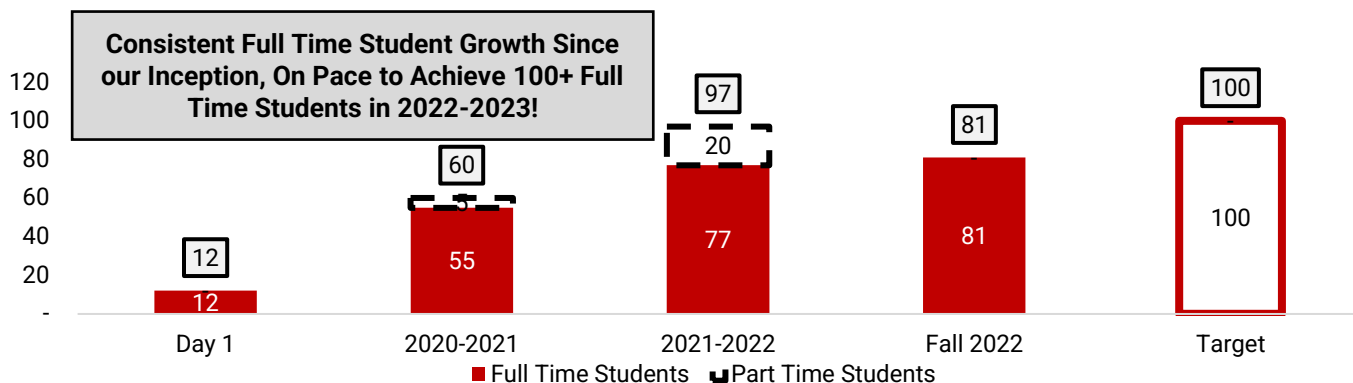
Our Core Values

- 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.

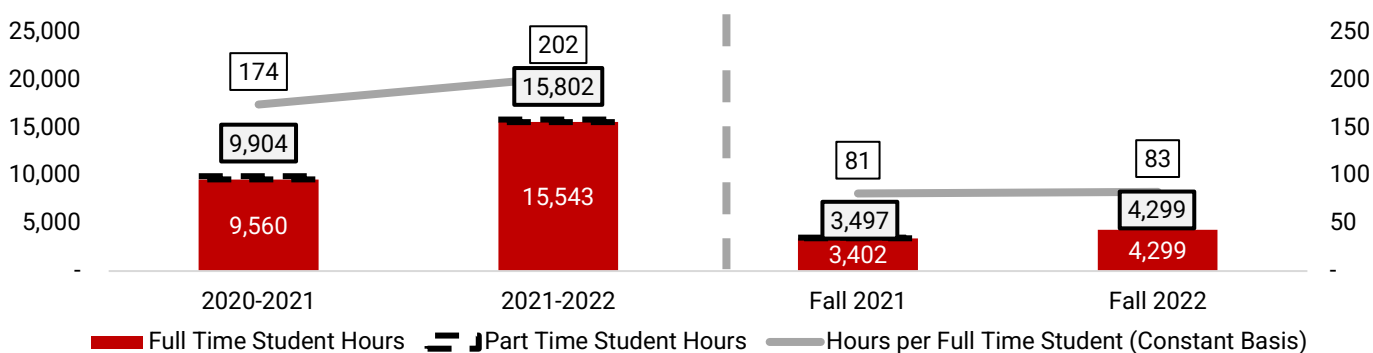
Organizational Growth

2022 has been an amazing year of growth, with initiatives underway for continued growth in 2023. We have increased our number of full-time students consistently since our inception, increasing our impact on the Harlem Community

Student Count Over Time



Hours of Programming Over Time*



*Fall hours per full time student in 2022 adjusted to exclude 7th+8th grade students and Saturday students for an apples to apples comparison to 2021

We have made several changes to our schedule in 2023 to optimize our programming and ensure we can serve as many students as possible out of our facility

7th + 8th Grade Classes and Evening Classes

- In addition to our original 2PM-6PM programming we have expanded our classes to include 6PM-8PM classes for 7th and 8th graders, a new cohort for our program
- While this was only on Tuesdays in the Fall, we will be expanding our evening program to Monday as well beginning in 2023, allowing for four classes per week for 7th + 8th graders
- We are also in the process of crafting new programming to stimulate the 7th + 8th grade students in addition to our typical math and reading enrichment

Saturday Programming

- In an effort to expand our community reach, we have started opening on Saturdays to allow students with pre-existing after school commitments to enroll in Hit the Books
- This will allow for as many as 40 new students enrolled at Hit the Books per week

Our Amazing Students



Our Students in their Hit the Books mixed martial art uniforms, during their daily training session



Our Students in the classroom after the end-of-the-year graduation award ceremony



Our Students going over the daily agenda with Coach Stan before the session begins

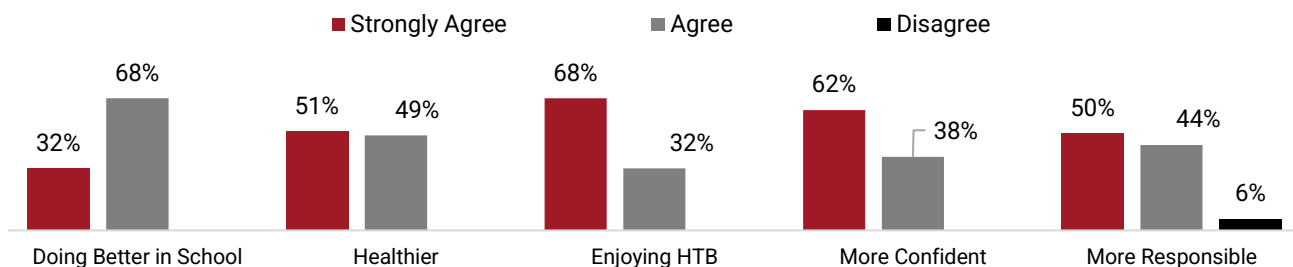


Our Students having fun outside of the facility! Each Wednesday during summer session, we take our Students on a field trip

Parent Satisfaction Survey

- The results of our parent satisfaction survey were overwhelmingly positive, with nearly 100% satisfaction across all categories!

Since Joining HTB, My Child Is...



Our most important stakeholders have been and continue to be our Students. Each of our Students has grown over the course of 2022 and the feedback we have received from their families has been humbling.

Get to know a few of our Students below!



Jenny G.
5th Grader

- *Why did you start coming to Hit the Books?* **I started to come to Hit the Books to learn how to box because I always wanted to learn how to box**
- *What is your favorite subject in school and why?* **My favorite subject in school is math because I like to do multiplication. It is fun and I get to learn about different types of math problems to solve**
- *What do you want to be when you grow up?* **I want to help people who do not have homes and provide them with shelter and food. I also want to be a doctor because I want to be able to help people who are sick get better**
- *What do you like most about Hit the Books?* **I like the workouts because they help me exercise and stay active and I like making new friends**



Max R.
5th Grader

- *Why did you start coming to Hit the Books?* **Because I like martial arts...at first my brother went to Hit the Books and I wasn't old enough but I started coming as soon as I could**
- *What is your favorite subject in school?* **Math because I like to do equations**
- *What do you like most about Hit The Books?* **The academics. I like it because learning is fun with games and stuff. I also like doing laps because running is fun**
- *What do you want to be when you grow up?* **I want to be a coach here at Hit the Books, because I want to help kids learn martial arts**



Nia A.
4th Grader

- *Favorite part about Hit the Books?* **I get to be active with my friends and I get to meet new people to practice and learn MMA with**
- *Favorite subject at school?* **My favorite subject is math and writing because you can write stories that help you express yourself and how you are feeling**
- *What do you want to be when you grow up?* **When I grow up I want to be an artist because I like to paint and draw different pictures**
- *How has Hit the Books helped you?* **Hit the books has helped me with my boxing skills and mixed martial arts skills and has helped me by allowing me to get better at meeting new people**
- *What is your favorite MMA move?* **My favorite MMA move is a Right Kick**

Why Now?

Hit The Books focuses on three Key pillars intended to shape our students' development: (i) Tutoring / Educational Services, (ii) Mentorship, and (iii) Mixed Martial Arts

Tutoring	Mentorship	Mixed Martial Arts
<ul style="list-style-type: none">✓ HTB has a full-time staff focused on creating a positive learning environment and a tutoring curriculum, leveraging the iReady educational learning platform✓ HTB has recruited talented high school students from academic excellence programs to provide individualized instruction to Students✓ HTB offers after-school, supplemental educational support to Students from 20+ public, private, and charter schools	<ul style="list-style-type: none">✓ HTB employs passive mentorship, whereby the staff and tutors act as role models through their daily interactions with our Students✓ HTB provides daily dinner for Students to foster a communal experience and bonding amongst the Students, tutors, and HTB staff✓ We believe that trusted partners and role models are core to our Students' development. We have recently added a component of SEL testing to our programming so we can measure our students' growth	<ul style="list-style-type: none">✓ Mixed Martial Arts encompasses Muay-Thai Kickboxing, Boxing, Wrestling, and Brazilian Jiu Jitsu✓ The benefits of martial arts include improvements in focus, discipline, self control, and coordination. At HTB, we have blended those benefits with mentorship that focuses on camaraderie, goal setting, compassion and work ethic✓ We believe that the combination of our Mixed Martial Arts program and educational support will provide enhanced opportunities and improved outcomes for our Students

Our program was designed based on extensive research on effective academic programming. Recent academic studies indicate why programs like Hit the Books are needed now more than ever

Precedent Study



- **Bloom Two Sigma Study:** A combination of 1-on-1 tutoring and mastery learning* improved educational efficiency by two standard deviations on average
- *Hit the Books targets as close to a 1-on-1 student-to-tutor ratio as possible. We employ mastery learning via our online academic platform, iReady*

Recent Studies



- **Education Department:** schools nationwide recorded the largest drop in math scores ever this year, with the average testing score down (3%) since 2019
- *These results are heartbreaking – reversing decades of academic progress*



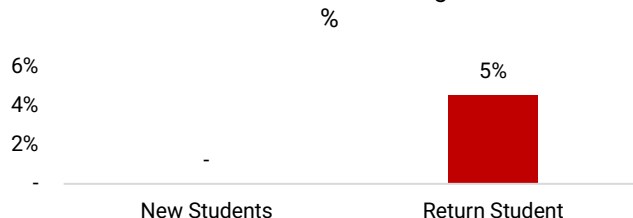
- **NWEA Study:** gaps in test scores by student race and family income grew even larger in 2021
- Part of this is because low achieving students prior to the pandemic experienced even larger initial impacts at the onset of the pandemic
- *Our Student population has been particularly affected, and needs Hit the Books to help reverse learning loss!*

Our Impact

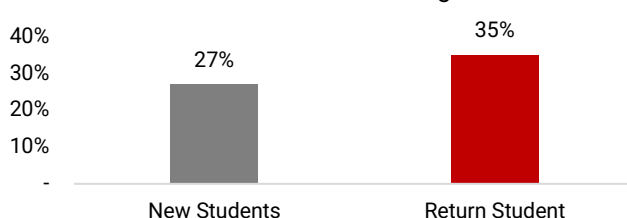


Our focus at Hit the Books is impact on our Students, and we are constantly evolving our strategy to achieve this goal. Our students' academic and fitness growth remained strong in 2022 and the gap between new and return students' academic standing shows the power of a year at HTB

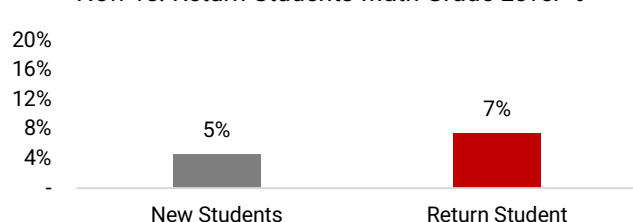
New vs. Return Students Reading Grade Level %



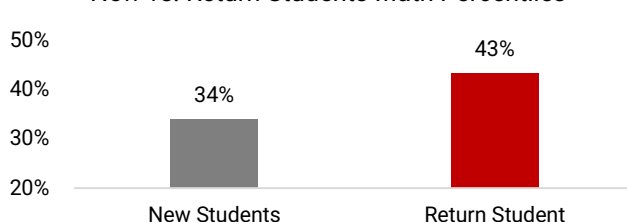
New vs. Return Students Reading Percentiles



New vs. Return Students Math Grade Level %

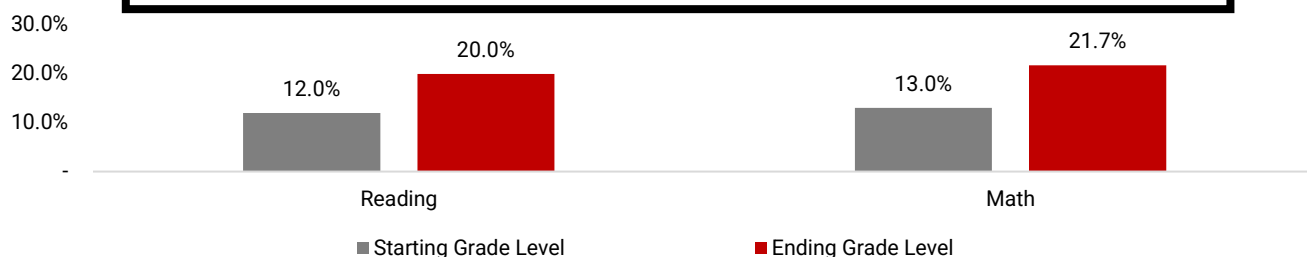


New vs. Return Students Math Percentiles



2022 Hit the Books Grade Level Improvement

1.67x as many students on grade level in reading and 1.67x as many on grade level in math



Student Fitness Growth From Day 1

Squats
2,400%

Push Ups
460%

Sit Ups
1,500%

Laps
1,800%

Sprints
40%

Improved Students
100%

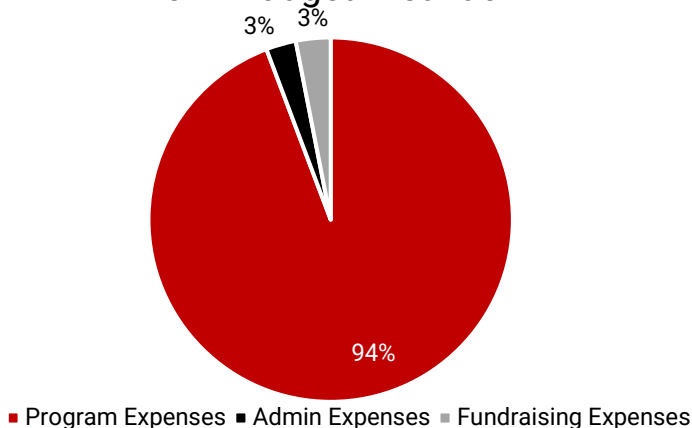
New SEL Programming Initiative

- In 2022 **100% of our parents** agreed their children were **Doing Better in School, Healthier, Enjoying Hit the Books**, and **More Confident**
- Starting in the fall of 2022 we are using Hello Insight as an SEL testing resource to measure our students' SEL growth
- We are excited to see these results and learn how we have impacted our students' holistic growth

Financial Summary

Hit the Books has spent nearly 100% of its funds on programming in order to maximize impact. We expect this ratio to remain relatively consistent in 2023, with additions to programming coming (Director of Education, expanded hours) as well as a slight expansion of our fundraising budget

2022 Budget Breakdown



Despite our budget growing from 2021-2022, our cost per student, child, and per hour of programming have dropped dramatically while results have remained strong due to our efficient operating model*

2021 Financials		2022 Financials
Budget ~\$638,000	+12%	Budget ~\$719,000
\$ per Student⁽¹⁾ ~\$10,600	-30%	\$ per Student⁽¹⁾ ~\$7,400
\$ per Child Served⁽¹⁾ ~\$9,100	-26%	\$ per Child Served⁽¹⁾ ~\$6,700
\$ per Hour per Student⁽¹⁾ ~\$64	-29%	\$ per Hour per Student⁽¹⁾ ~\$45
\$ per Hour per Child Served⁽¹⁾ ~\$55	-25%	\$ per Hour per Child Served⁽¹⁾ \$41

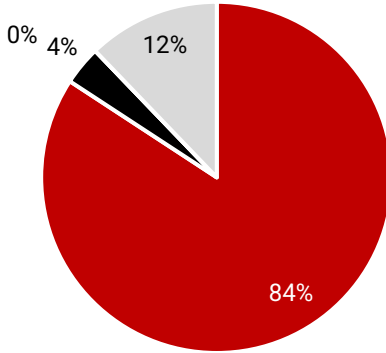
*Numbers are approximate due to fiscal year (calendar) and operating year (August end) mismatch. Students + tutors calculated on operating year basis vs. budget calculated on fiscal year basis

(1) Student count includes children enrolled in the program. Child count includes children enrolled as well as high school aged tutors.

Donor Summary

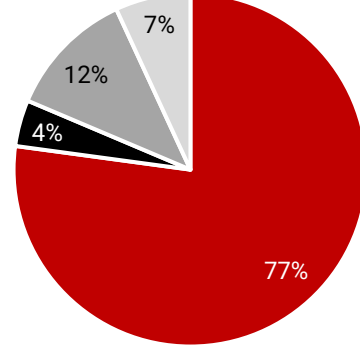
We have diversified our donor base with additional corporate and grant funding in 2022 while increasing the total dollar amount of our individual donations. We see corporate and government funding as opportunities in 2023 and have hired a grant writer to focus on government funding as well as volunteer consultants to better understand the corporate funding landscape

2021 Donor Breakdown by Type



■ Individual ■ Corporate ■ Grant ■ Government

2022 Donor Breakdown by Type



■ Individual ■ Corporate ■ Grant ■ Government

2022 has seen a massive expansion of our fundraising platform. We have re-focused our efforts on higher dollar donors, leading to more efficient fundraising. We have also seen growth in donation from numerous donors on a year over year basis, which we hope will continue in 2023

2021 Fundraising

Funds Raised

~\$610,000

of Donors

~196

% of Donors > \$500

~40%

% of Donors > \$1,000

~28%

Average Donation

~\$3,100

2022 Fundraising

Funds Raised*

~\$708,000

of Donors

~168

% of Donors > \$500

~55%

% of Donors > \$1,000

~43%

Average Donation

\$4,200

+16%

-14%

+38%

+53%

+35%

*does not include ~\$65,000 of committed but not yet funded donations as a result of timing with incoming wires/payments

Thank You!



- As we look back on another successful year of Hit the Books, we continue to be **incredibly grateful for all of the support** our generous donors provided
- We mean it when we say, **the organization would not function without you**
- THANK YOU to everyone who has contributed, and we hope we will continue to have your support for years to come!

Corporate Donors



Grant and Government Donors



ΙΔΡΥΜΑ ΣΤΑΥΡΟΣ ΝΙΑΡΧΟΣ
STAVROS NIARCHOS FOUNDATION

Hadar Family Foundation



The Hyde and Watson Foundation



*Fundraising information as of 12/29/22

2022 Financial Performance

Statements of Financial Activity - Cash Basis

	<u>FY 2022</u>
Starting Cash Balance	\$171,717
<u>Revenue</u>	
Individual Contributions	\$545,870
Corporate Contributions	\$29,968
Grant Contributions	\$83,050
Government Contributions	\$48,723
Total Contributions	\$707,610
<u>Expenses</u>	
Program Expenses	(\$677,563)
Admin Expenses	(\$19,100)
Fundraising Expenses	(\$22,133)
Contributions	(\$718,796)
Net Income/(Deficit)	(\$11,186)
Ending Cash Balance	\$160,531

**Does not include committed but not yet funded revenue or expenses. Subject to change following year end audit*

Board Members

Hit the Books' Board of Directors was carefully formed this year in order to bring together a group of dedicated advisors to help us best serve the Harlem community as we grow. Our Board members have diverse backgrounds and experience across nonprofit leadership, diversity & ESG strategy, finance, fundraising, and campaigning, with a shared passion for creating change in the Harlem community. Our Board is young, energetic, and eager to make a difference.



Zach Levy

Zach co-founded Hit the Books in 2019. Zach currently works as a private equity senior associate at New Mountain Capital



Justin Haber

Justin co-founded Hit the Books in 2019. Justin currently serves as Executive Director of Hit the Books and works as an investor at Millennium Management



Madison Dawkins

Madison serves as a Project Manager for the Square One Project's Reimagine Justice Locally Initiative. As an undergraduate, Madison founded a criminal justice organization, Beyond Arrests: Rethinking Systematic Oppression



Kazz Alexander Pinkard

Kazz Alexander served as Executive Director of Hit the Books from 2020 – 2022. Before joining HTB, he served as the Chief Program Officer at The Boys' Club of New York and as Deputy Director at Ramapo For Children



Victor Lawrence-Boadum

Victor currently serves as an ESG Manager at Coupa Software. He was previously involved with several charitable organizations, including Big Brothers Big Sisters of NYC and the Hugh O'Brian Youth Leadership organization



Phillip Isom

Philip currently works as a senior associate at JP Morgan, focused on Private Bank Innovation. He also sits on the associate board of The Hope Program and the junior board of the Riverside Hawks

Advisory Board

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



Thank You