

DAY BY DAY,



*WHAT YOU DO IS
WHO YOU BECOME*



2023
NEXT ONE UP
ANNUAL REPORT



DAY BY DAY, WHAT YOU DO IS WHO YOU BECOME

A Message from our Founder

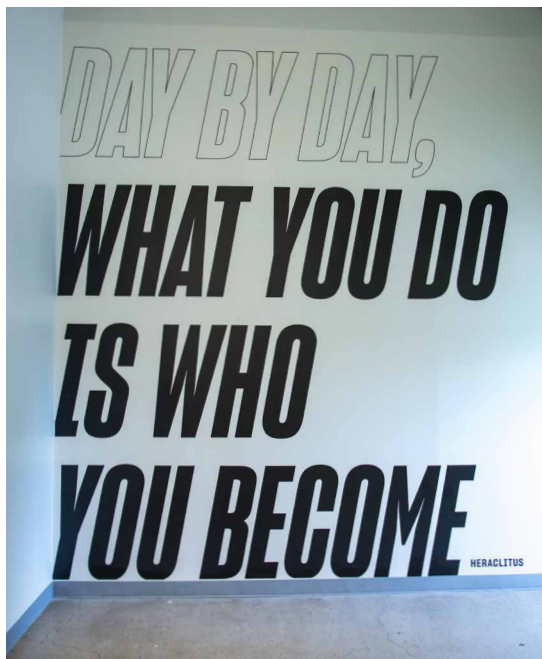
This quote from Heraclitus, "Day by day, what you do is who you become," is one of my favorites, and I wanted to include it in Next One Up's new home, Base Camp. The photo below shows the quote prominently featured in our Makerspace. It serves as an ever-present reminder to our staff and students. As an organization committed to helping young people embrace opportunities and forge a bright future, we know that the kind of transformation we seek happens daily with the small, continuous efforts that make a significant impact over time.

Next One Up itself strives to improve daily, and that is precisely what we did in 2023. This year's annual report tells the story of our efforts to realize our longstanding vision to create our first-ever headquarters for our program. We also expanded

our programming to reach more students in a multi-day/week format and enhanced critical, strategic partnerships. We did so while maintaining a fierce focus on the relationships that matter most: close connections with our participants and their families. We accomplished all of this while completing a successful capital funding campaign and maintaining Next One Up's high degree of financial stability - all thanks to supporters and advocates like you.

I hope you'll consider how you can continue to support our mission in 2024. It's never been a more exciting and promising time to be doing our important work. Together, we can continue to transform the lives of young men in Baltimore.

When you reach the top of the mountain, pull the next one up.



▲ This mural in Base Camp's Makerspace was our inspiration for this report

Matt Hanna
Founder & CEO



▲ Founder Matt Hanna, with Next One Up Alumni at Base Camp's Grand Opening Celebration

Diallo Gainey gives back as Base Camp's in-house barber.



▲ **Then: Diallo Gainey at Next One Up in 2018**

▶ **Now: Cutting hair at Base Camp**

Growth is a topic that is always on a barber's mind... and growth is just what Diallo Gainey thinks about when reflecting on Next One Up. The 20-year-old, certified Barber, shared how the program helped him find his path and how he hopes to give back.

Diallo's Next One Up mentors, whom he met when he joined the program as a sixth-grader, are people he still turns to for advice—they are models of how to be a man of strong character. "Sometimes, they don't even have to say anything," he says. "I just watch how they react, and learn from that."

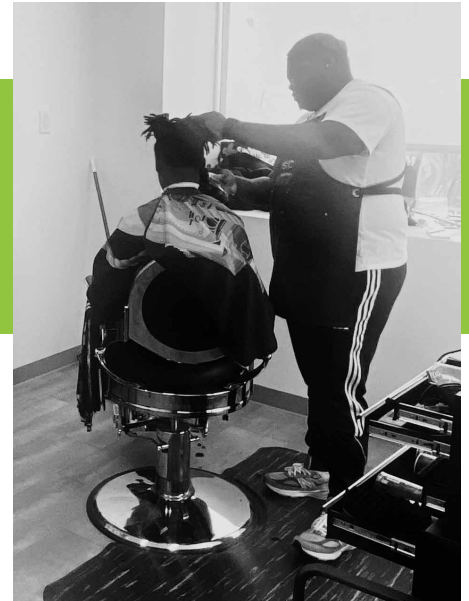
These same mentors helped Diallo make an important decision as a high school senior. After weathering the challenges of remote learning during COVID, the promising football player carefully considered his options for college. Mentors urged him to consider his interests beyond sports.

The pandemic had come with a silver lining for Diallo, who had developed an interest in barbering. He mastered fundamentals by watching YouTube tutorials and later practicing on his brother's hair. "It was a rocky first cut, but I could see improvement even by my second or third cut." Diallo knew that with the right training, he

could make a living doing what he loved. He also realized that college wasn't his preferred path. "I always thought about going to college only to play football, but it wasn't worth it to me to go just for that."

Instead, with a Next One Up scholarship for trade school, he obtained his barber's license. Diallo pulled double shifts for eight months through barber school, working nights while completing his daily courses. It was worth it when he graduated debt-free in early 2023. Diallo is now working full-time in a shop on Belair Road. "I want to do this for the rest of my life. The best part is the smile on people's faces when they leave my chair."

As Diallo meets the different people who come through his shop daily, he uses the lessons he learned in Next One Up. He says the biggest takeaways are "how to conduct myself. The Next One Up coaches would teach us how to give an elevator pitch, dress professionally, or speak in public. I use those skills every day as a barber because I talk to so many people."



There's a corner of Base Camp that looks completely different from the blueprint. The southwestern corner was first planned as an administrative office, but in the summer of 2023, it was re-envisioned as a Barber Shop. Diallo is in the shop several times a month, giving haircuts to younger program members and passing along advice to those interested in understanding the trade.

"What could have been an office is now one of the most exciting parts of Base Camp," says Founder and CEO, Matt Hanna. "The Barbershop celebrates culture and brotherhood and showcases a young man who has found success in a career that he loves . . . it's a great gift we can give to our younger participants. If college isn't your path, Next One Up is here to help you find another one."

Diallo says he looks forward to his time at Base Camp. "I know it's going to be fun. I have the opportunity to teach others who want to watch and learn."

DAY BY DAY, WE BECAME MORE CENTERED

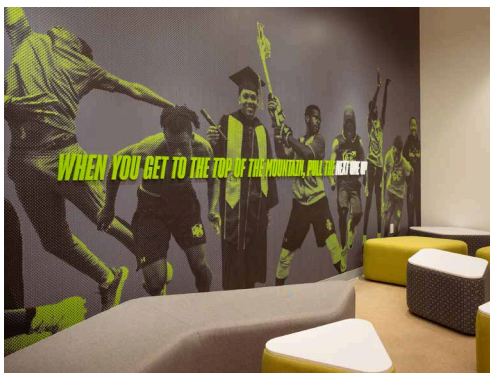
WITH THE 2023 GRAND OPENING OF BASE CAMP, NEXT ONE UP FINALLY HAS A HOME IN BALTIMORE

In 2023, with the support of a diverse group of donors, Next One Up raised \$5.4M to support our Capital Campaign and fund the construction of Base Camp, our first-ever program headquarters. This 14,000 square-foot space located at Baltimore's Belvedere Square is a game-changer for our organization, enabling Next One Up to serve more participants in an expanded, multi-day format and offering a sense of home and stability for our community.

Opened in
**September
2023**

\$5.4M
committed

14,000
square feet



VISIT BASE CAMP AND SEE
THE TRANSFORMATION!



DAY BY DAY, WE BECAME MORE ENGAGING

NEXT ONE UP PIVOTED TO A MULTI-DAY/WEEK PROGRAM IN 2023

When we opened the doors to Base Camp in Fall 2023, Next One Up expanded from a one-day-a-week program to a multi-day-a-week experience for every young man in the program. Multi-day programming has allowed us to offer new courses, deploy new counseling and tutoring programs, and offer opportunities for fitness activities and nutritious meals to every student-athlete we serve.

Base Camp provides a second home for all of our young men, whether they are middle schoolers stopping by for after-school activities, a high school student attending a college counseling session, or a young alumnus getting in a workout on a break from college.

5 days/week
of structured
programming for
middle school and
high school students



7-day drop-in access
for college and alumni members

200+ meals/week
with our food partner, Nalley Fresh

DAY BY DAY, WE BECAME MORE IMPACTFUL

AN EXPANDED ROSTER DEEPENS OUR POSITIVE IMPACT ON THE CITY AND EXPANDS THE NEXT ONE UP FAMILY

Next One Up is built on the power of relationships. From adolescence through adulthood, Next One Up provides a second family and an unbroken, unwavering connection for young men. A well-proven program model, and a new home at Base Camp, make us uniquely positioned to expand that family by serving more participants. In 2023, we increased our impact by adding 37 young men to our roster. We are proud to welcome them to the Next One Up family!



10+ years
average length of
participant engagement

37 7th, 8th and 9th graders
joined Next One Up, increasing
our total number served by 20%



176 total program participants:

18%

Middle School

36%

High School

18%

College

26%

Employed

DAY BY DAY, WE BECAME MORE INNOVATIVE

HANDS-ON STEM AND DIGITAL LITERACY COURSES PREPARE YOUNG MEN FOR TOMORROW'S WORKFORCE

As part of Next One Up's efforts to build "future-ready" youth prepared to pursue their passions in college or a career, we incorporated a strong focus on STEM, robotics, and digital literacy in 2023. Next One Up partnered with LET'S GO Boys and Girls to develop a STEM and robotics curriculum that launched at Base Camp in the fall. Collaborative, hands-on STEM work keeps young men engaged and active, promotes familiarity with valuable STEM concepts and communication skills, and prepares young men for the jobs of the future.



72 hours
of structured programming in STEM,
Robotics, and Digital Literacy

In a student survey, **94%**
said they were excited about
potential careers they learned
about through STEM programming



DAY BY DAY, WE BECAME MORE ADVENTUROUS

OUTDOOR LEARNING TAKES STUDENTS OUT OF THEIR COMFORT ZONE AND TO NEW HEIGHTS

Over the past year, Next One Up made a conscious effort to offer participants the opportunity to experience nature and get outside their comfort zone. Outdoor experiences allow young people to unplug, conquer challenges, and embrace novel experiences.

From the hills of Pennsylvania to the canyons of Utah, our middle and high school participants had the chance to explore new territory with Next One Up. We partnered with nonprofit organizations such as Hills to Climb, in Hawley, Pennsylvania, and WILD (Wilderness, Individual,

Leadership & Development), in Torrey, Utah, to deliver safe, challenging, and memorable opportunities for our young men. A group of young alumni ventured to New England where they fished off the coast of Cape Cod and traveled around Nantucket as part of our Annual Summer Leadership Retreat.



100% of middle schoolers had the opportunity to participate in an outdoor adventure experience



180+ hours of immersive outdoor experiences offered to middle and high school participants



12 members of the Class of '24 spent a week in Utah with our partner organization WILD, canyoneering, exploring, and beginning to plan for their lives after high school

DAY BY DAY, WE BECAME MORE EMPATHETIC

A FOCUS ON MENTAL HEALTH PROGRAMMING BUILDS EARLY AWARENESS AND PROMOTES EMPATHY

Life and leadership skills have always been a key focus of Next One Up programming. In all that we do, we aim to prepare young people to thrive in any situation. Building early awareness of the importance of mental health is a critical foundation for achieving this goal. In 2023, we expanded our partnership with the Black Mental Health Alliance (BMHA). With generous support from the Stulman Foundation, we have augmented our mental health services at Base Camp. Offering weekly rather than monthly mental health workshops has provided a significant boost to our young men and is an excellent investment in their future.



24 mental health workshops over the year in partnership with BMHA

In a survey, **85%** of participants said being part of NOU made them feel less alone when facing challenges



DAY BY DAY, WE BECAME MORE ACCOMPLISHED

NEXT ONE UP HAD A LOT TO CELEBRATE IN 2023!

Our participants' accomplishments will always be the greatest indicator of our success. Ten members of our High School Class of '23 graduated from high school this spring, and nine matriculated to college this fall. (Another is participating in the NPower program, a year-long tech skills training and job placement program). Individualized college admissions and financial aid counseling helped each young man chart his course after graduation.

In addition to this success, we cheered three college graduates in the Class of '23. Two of these graduates have begun careers in finance and information technology, respectively, while the third is pursuing an advanced degree.



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2/3
of the Class of '23
are first-generation
college students

90%

of high school graduates enrolled
in college in five states

97%

of active alumni were
employed full-time after
graduating from high
school or college

DAY BY DAY, WE BECAME MORE FINANCIALLY SUSTAINABLE

WE REMAINED LASER-FOCUSED ON RAISING FUNDS TO INVEST IN OUR MISSION AND PROGRAMS – YOUR SUPPORT MADE IT A BANNER YEAR

In tandem with our focus on raising capital funds for Base Camp, we remained committed to programmatic fundraising. With the support of donors, we raised \$1.9M for Next One Up operations. These funds were invested in a variety of expanded programs, including academic enrichment, fitness training, healthy meals, and mental health workshops, that will make a proven difference in our participants' lives.



\$1.9M
raised for
programming

Over 300 distinct donors
including individuals, corporations, foundations,
and government funders supported Next One Up

2023 WAS A YEAR OF DRAMATIC GROWTH AND PROGRESS AT NEXT ONE UP

With the successful opening of Base Camp, we enhanced our impact by offering more programs multiple days a week to a larger roster of student-athletes. Enriching our programming will help young people become better prepared for the future as they build academic and professional skills, gain confidence in navigating relationships and the greater community, and remain meaningfully connected to the growing Next One Up family.

THE JOURNEY CONTINUES IN 2024!



In 2024, we will continue to grow into our home at Base Camp and further refine the content of our multi-day/week program model. This year, we are poised to begin admitting young men in the 6th grade, rather than the 7th. This will allow us to have a more profound impact during adolescence while leaning into our core value of long-term engagement.

Base Camp offers unique opportunities for donors and advocates to support our programs and change the lives of some of Baltimore's most promising young men.

Donate, volunteer, and learn more at www.nextoneup.org. Don't forget to follow us on social media at [@nextoneuporg](https://www.instagram.com/nextoneuporg).