

STRENGTHENING TOMORROW REQUIRES INITIATIVE & VISION EVERYDAY



2025 IMPACT REPORT

EMPOWERING YOUTH. ELEVATING COMMUNITIES. EXPANDING FUTURES



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TO THE STRIVE COMMUNITY

As we reflect on 2025, I am deeply proud of how far we have come together. The **STRIVE** Initiative continues to stand as a beacon of opportunity, empowerment, and vision for Pottstown youth. Our mission—Strengthening Tomorrow Requires Initiative and Vision Everyday—has guided every step as we equip young people with the skills, confidence, and support they need to shape their futures.

This year, we witnessed remarkable growth in both our programs and in the students themselves. From music production labs to photography, theater, podcasting, and one-to-one mentoring, **STRIVE** continues to open doors for creativity, leadership, and community connection. Most importantly, we are seeing measurable outcomes that demonstrate the lasting impact of this work:

- o **100%** of multimedia students showed growth in at least one social-emotional capacity.
- o **93%** of students reported high satisfaction with **STRIVE's** programs.
- o **90%** of high school students said they believe they can achieve their goals.
- o **89%** of middle schoolers reported feeling emotionally supported by a **STRIVE** mentor.
- o **87%** of students expressed strong enjoyment of hands-on projects and peer collaboration.

These outcomes are not just numbers—they represent real young people building resilience, creativity, and confidence that will carry them forward into adulthood. I am grateful to our dedicated staff, volunteers, mentors, families, and partners who continue to invest their time, resources, and belief in our youth. Together, we are building a stronger community and inspiring the next generation of leaders.

Thank you for standing with us on this journey. With your continued support, **STRIVE** will keep expanding futures, empowering youth voices, and creating pathways where vision truly meets action.

With gratitude and vision,



CEO & Executive Director
The STRIVE Initiative





★ ALL HANDS ON DECK

THE STRIVE INITIATIVE IS DEEPLY GRATEFUL FOR THE SUPPORT OF OUR SPONSORS, DONORS, AND VOLUNTEERS WHO MAKE OUR WORK POSSIBLE. THROUGH YOUR GENEROSITY, WE ARE ABLE TO OFFER CREATIVE SKILL-BUILDING PROGRAMS IN PODCASTING, DJ, MUSIC PRODUCTION, PHOTOGRAPHY, AND THEATRE ARTS, ALONGSIDE PERSONALIZED 1:1 MENTORSHIP FROM COMMUNITY MEMBERS.

Your contributions help us provide students with the tools they need to achieve their academic and personal goals while fostering their social-emotional growth, self-confidence, and leadership skills. Thanks to you, **STRIVE** can continue to provide hands-on learning and career readiness opportunities, guiding students toward long-term success.

We are incredibly thankful for your commitment to empowering youth and building a stronger, more connected community. Your involvement not only supports individual students but also contributes to the growth of the entire community. Together, we are creating lasting change and shaping brighter futures for the youth we serve.





PROGRAM GROWTH & PIPELINE IN ACTION



Recording & Music Production Studio Launch

- **STRIVE** expanded its Multimedia Career Exploration (MCE) program by launching a Recording & Music Production Studio inside Pottstown High School, giving students direct access to writing, recording, mixing, and mastering tools in a school-based creative environment

Youth Voice & Civic Engagement

- From hosting a Ricketts Community Conversation through a Community Voice Grant to producing a three-part civil rights podcast with Dr. Mathew Washington, **STRIVE** continues to elevate youth voice through storytelling, dialogue, and civic leadership



Field Exposure & Postsecondary Pathways

- **STRIVE** students visited Montgomery County Community College, attended collegiate athletic events at Villanova and Temple, and explored professional environments through the KB Foundation Lunch & Learn initiative, connecting classroom creativity to real-world career pathways



Cultural Celebration & Scholarship Investment

- Through the Juneteenth Scholarship Gala and Masquerade Ball, **STRIVE** connects cultural celebration with educational investment, reinforcing Black excellence, opportunity, and community pride

Awards & Continuing Education Grants

- In 2025, **STRIVE** honored students through the Multimedia Career Exploration Awards, reinvesting directly into their futures with continuing education gift cards for equipment, software, and professional growth





COMMUNITY IMPACT & CREATIVE WORKFORCE DEVELOPMENT

VIBE CREATIVE SOCIAL INNOVATION HUB EXPANSION

The 2025 launch of The VIBE Creative Social Innovation Hub on High Street, in partnership with Be ReZilient, created a permanent community-centered space for multimedia education, mentorship, workforce exploration, Entrepreneurship Business Incubator and civic dialogue

PODCASTING & MEDIA LEADERSHIP

The launch of the Come to the Table Podcast (52-episode pilot) and the **STRIVE** Podcast Studio at Vibe Creative Social Innovation Hub positions youth at the center of community storytelling while building skills in audio engineering, media literacy, and public communication

STEM & TECHNOLOGY EXPOSURE

Through the Build-A-PC partnership and Multimedia C2 Summer Camp, students gained hands-on experience assembling computers, producing digital content, and engaging with creative technologies that bridge opportunity gaps

LIVE EVENT PRODUCTION & DJ PIPELINE

STRIVE students DJed Pottstown FARM Markets, National Night Out, Trunk or Treat, Pep Rallies, School Dances, Juneteenth events, GoFourth Festival, and community grand openings, applying technical skills in authentic, high-visibility settings



MEASURABLE 2025 STUDENT OUTCOMES

MULTIMEDIA CAREER EXPLORATION

Our Multimedia Career Exploration Program impacted 55 students through in-school and afterschool programming.

- 50 Middle School Students
- 5 High School Students

Students engaged in hands-on learning experiences in podcasting, DJ production, photography, videography, and digital storytelling. Through structured curriculum and real-world showcase opportunities, participants developed technical skills, confidence, collaboration abilities, and exposure to creative career pathways. Students not only learned content—they applied their skills in authentic community settings, reinforcing workforce readiness and self-efficacy.

CREATED FOR GREATNESS (CFG) MENTORSHIP

The Created for Greatness (CFG) Mentorship Program served 31 students through both one-on-one and group mentorship formats.

- 21 Middle School Students
- 10 High School Students

CFG focuses on identity development, goal setting, leadership skills, and personal accountability. Through structured mentoring relationships, students built stronger self-awareness, improved decision-making skills, and developed positive peer and adult connections. The combination of individualized support and group dialogue strengthened students' confidence and sense of belonging.

REAL ESSENTIALS SOCIAL-EMOTIONAL LEARNING (SEL)

STRIVE delivered comprehensive Real Essentials SEL programming to students across grade levels:

- 48 High School Students (Grades 9–12)
- 260 Middle School Students (Grade 6)

The Real Essentials curriculum equips students with tools for emotional regulation, healthy relationships, communication, boundary setting, and responsible decision-making. At the high school level, sessions emphasized leadership, relationship readiness, and future planning. At the middle school level, programming focused on foundational SEL competencies during a critical developmental transition year.

TOTAL STUDENTS IMPACTED

Across all programs, **394** students were directly served through STRIVE programming during this reporting period.

Through creative workforce exploration, structured mentorship, and evidence-based SEL instruction, The STRIVE Initiative continues to create safe, empowering environments where young people can develop the skills, confidence, and resilience necessary to thrive in school, relationships, and future careers.



SPONSORSHIP INITIATIVES

SCAN TO DONATE
GET INVOLVED



THEATER ARTS SPONSORSHIP MULTIMEDIA CAREER EXPLORATION

STRIVE invites donors to sponsor its Theater Arts Performance Program serving students at Pottstown Middle School and at the VIBE Creative Social Innovation Hub. Sponsorship supports 1:1 instruction, small-group coaching, costumes, props, live showcases, and healthy snacks that sustain student focus and confidence. By underwriting performances and community theater events, donors directly invest in youth voice, communication skills, belonging, and artistic expression in safe, inclusive spaces



MULTIMEDIA & TECHNOLOGY EQUIPMENT INITIATIVE

Access to industry-standard cameras, DJ equipment, computers, software, and podcasting gear ensures **STRIVE** students compete in a digital economy. Donor investment closes the digital divide while enabling internships, freelance pathways, entrepreneurship, and professional-level content creation



BARBERSHOP INITIATIVE

The Barbershop Initiative integrates culturally rooted mentorship spaces into **STRIVE's** pipeline model, fostering confidence, identity development, and meaningful dialogue. This initiative strengthens SEL outcomes while creating trusted environments where youth can explore goals, challenges, and leadership growth



MULTIMEDIA CAREER EXPLORATION SUMMER CAMP INITIATIVE

The Multimedia & Technology Career Exploration Summer Camp provides immersive, structured summer learning in podcasting, DJing, photography, theater, and digital storytelling. Funding expands access to industry tools, mentorship, and portfolio development, strengthening workforce readiness and bridging the creative technology opportunity gap in Pottstown



HEALTHY SNACK INITIATIVE

Healthy snacks fuel focus, emotional regulation, and participation across all **STRIVE** programming. By prioritizing student wellness alongside skill development, **STRIVE** ensures youth are physically and mentally prepared to succeed in mentorship and creative workforce activities

HIGHLIGHTS

WHY STRIVE?

WE SUPPORT STUDENTS IN DEVELOPING

- ✓ EMOTIONAL INTELLIGENCE
- ✓ ACADEMIC CONFIDENCE
- ✓ CREATIVE SELF-EXPRESSION
- ✓ CAREER READINESS
- ✓ STRONG MENTOR RELATIONSHIPS

Growth Mindset in Action

80%

Students reminded of their ability to succeed

73%

Students encouraged to meet high expectations

Career Exploration + Leadership

100%

Multimedia students grew in at least one SEL capacity

100%

Showed success in self-management

Student Voice & Connection

89%

Students would recommend STRIVE to a friend

89%

Feel supported by at least one STRIVE mentor

89%

Middle schoolers feel emotionally supported

Goal-Setting & Motivation

90%

High schoolers believe they can achieve their goals

86%

Students believe success is possible with hard work

80%

High schoolers report increased self-confidence

Social-Emotional Growth

100%

Mentored middle school students improved self-management

94%

High schoolers showed growth in at least one SEL area

73%

Showed growth in two or more SEL capacities

MULTIMEDIA CAREER EXPLORATION



The STRIVE Initiative's Multimedia Career Exploration Program introduces youth to creative, career-aligned experiences in music production, podcasting, DJ, photography, and theater arts. Through hands-on projects, students build both technical skills and the confidence to share their voices with the world.

- Music Production: Students learn and experiment with professional recording equipment, explore music fundamentals, and learn to produce tracks in a youth-centered creative space.
- DJ: Students develop confidence, creativity, and real-world workforce skills by mastering the art of music mixing, live performance, and community engagement through hands-on multimedia training.
- Podcasting: Students create and produce their own podcasts, from brainstorming topics to editing and sharing finished episodes—learning the art of storytelling and communication.
- Photography: Youth capture visuals, practice camera techniques, and explore creative expression through photo-based projects.
- Theater Arts: Students work collaboratively to craft performances, using movement, voice, and narrative to convey powerful messages.

Each pathway blends mentorship, technical training, and teamwork. Students practice persistence, collaboration, and problem-solving while gaining exposure to careers in the creative industries. By combining skill-building with social-emotional development, STRIVE ensures that participants leave with both marketable talents and the confidence to pursue their future goals.



Creative Confidence through Media

87%

Multimedia students report strong enjoyment of hands-on projects & peer collaboration

93%

Multimedia students report high program satisfaction

90%

High school students encouraged to work through challenges

Our PROCESS



CREATED FOR GREATNESS 1:1 MENTORING

At The STRIVE Initiative, we believe every young person deserves a champion, someone who listens, guides, and walks beside them on their journey. Our Created for Greatness 1-to-1 Mentoring Program was designed to connect students with caring community members who are committed to helping them thrive in school, career, and life.

Through this program, STRIVE provides a structured yet personal process that ensures students are paired with mentors who truly understand their goals, challenges, and dreams. Here's how it works:

1 STUDENT REFERRED

Students can join the program in two ways: they may be referred by schools, community partners, or families who recognize the value of mentorship—or they may choose to join on their own. Some students take the initiative to sign up independently, expressing their own interest in having a mentor to help guide them in academics, personal growth, and career exploration. Every referral or request to join represents an opportunity to invest in a young person's potential and open new doors for their future.

2 MENTEE/MENTOR MATCH SURVEY

Once referred, both the student and potential mentor complete a brief survey. This process helps STRIVE learn about their interests, communication styles, personal goals, and values. By gathering this insight, we ensure that pairings are thoughtful and meaningful—aligning students with mentors who can provide authentic support and encouragement.

3 STUDENT AND MENTOR MATCHED

After careful review, STRIVE staff introduce the student and mentor. Before beginning the official mentoring relationship, mentors are required to shadow for two occasions, where they observe program activities and build familiarity with STRIVE's approach. In addition, mentors complete training sessions and obtain all necessary clearances to ensure a safe and supportive environment for youth. Once these steps are complete, the mentoring relationship begins. Mentors commit to consistent engagement—meeting, listening, and sharing experiences—while students gain a trusted advocate. Each match represents a new partnership built on trust, respect, and the belief that greatness already lives within every student.



VIBE- Creative Social Innovation Hub & The VIBE Cafe

STRIVE's Partnership to Develop- Vibe Creative Social Innovation Hub and The VIBE Cafe

STRIVE programming at the Vibe Creative Social Innovation Hub and The VIBE Cafe will host multimedia workshops, live community showcases, student programming, collaborative exhibits, and career exploration events that bring youth creativity into the heart of downtown Pottstown.

THIS SPACE WILL SERVE AS BOTH CREATIVE PRACTICE LABS AND PUBLIC STAGES WHERE STUDENTS REFINE SKILLS AND BUILD PROFESSIONAL CONFIDENCE IN AUTHENTIC, COMMUNITY-CENTERED ENVIRONMENTS.



2026 FORWARD IMPACT

WHAT'S NEXT FOR STRIVE

CONTINUING EDUCATION STIPEND GROWTH

In support of student commitment and long-term development, **STRIVE** will expand its continuing education stipend awards, increasing the number of students receiving financial support from 7 to 10 participants based on attendance, participation, enthusiasm, and achievement in **STRIVE** programs.

HEALTH, ENGAGEMENT & WHOLE-STUDENT DEVELOPMENT

Through the ongoing Healthy Snack Initiative, **STRIVE** will ensure students have consistent access to nutritious snacks that support sustained participation in workshops, rehearsals, showcases, mentoring sessions, and all extracurricular activities, reinforcing wellness, focus, and energy.

STRENGTHENING POSTSECONDARY & CAREER READINESS

2026 programming will deepen connections with colleges, tech partners, and creative industries, enabling student exposure to professional networks, internship opportunities, mentoring experiences, and real-world project collaborations.



2026 FORWARD IMPACT

WHAT'S NEXT FOR STRIVE

IN 2026, STRIVE WILL BUILD ON ITS MOMENTUM BY DEEPENING YOUTH ENGAGEMENT IN SCHOOL, COMMUNITY, AND PROFESSIONAL SETTINGS — EXPANDING OPPORTUNITIES FOR STUDENTS TO SHOWCASE THEIR CREATIVE AND TECHNICAL SKILLS WHILE CONTINUING TO STRENGTHEN THEIR ACADEMIC, SOCIAL, AND CAREER READINESS

EXPANDED SHOWCASE PLATFORMS

STRIVE students will increasingly showcase skills and performances at a broader range of school events including football games, field days, assemblies, and seasonal celebrations, giving young people public stages to display confidence, artistic expression, and technical mastery.

Students will also continue to lead and present at community festivals, cultural events, and downtown Pottstown gatherings, reinforcing the civic voice and community presence of **STRIVE's** youth cohort.

All existing showcases, including theater performances, multimedia exhibitions, DJ sets, and podcast live tapings, will continue and scale, providing consistent performance and audience engagement opportunities throughout the year.



Supporting STRIVE helps provide students with access to opportunities in academics, the arts, and social-emotional learning that build confidence and long-term success. Donations and partnerships directly impact programs that foster resilience, leadership, and positive community engagement.

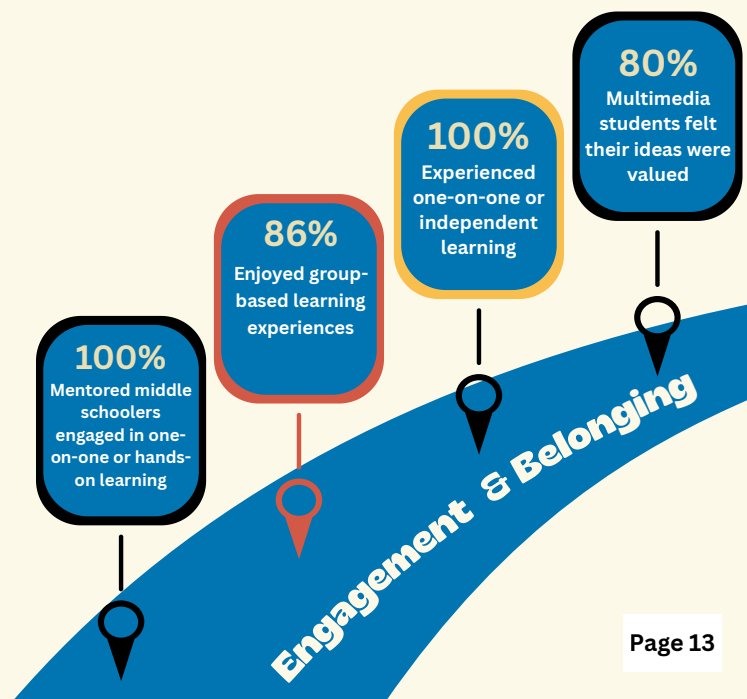


CALL TO ACTION



**SCAN TO DONATE
GET INVOLVED**

By contributing time, resources, or funding, individuals and organizations help expand pathways for young people to thrive. Sharing in this mission ensures that every student has the chance to unlock their full potential.



THANK YOU

The STRIVE Initiative extends our heartfelt gratitude to the students, families, mentors, partners, and community members who make our mission possible. Together, we are proving that when youth are given opportunity, guidance, and belief, they truly can create their own greatness.

This is just the beginning. With your continued support, we are excited for what's ahead, expanding possibilities, building stronger connections, and empowering the next generation to dream bigger, reach higher, and lead with confidence.



The best is yet to come—and we're honored to have you with us on this journey



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