





Our Mission

TO REVITALIZE THE COMMUNITIES OF AMERICA THROUGH SPORTS, MENTORSHIP, AND ECONOMIC OPPORTUNITY



A Message from Our Founder and CEO

IN 2020, GOD GAVE ME A VISION AND A HEART TO CONTINUE THE WORK I DID AS THE EXECUTIVE DIRECTOR OF THE WHITE HOUSE OPPORTUNITY AND REVITALIZATION COUNCIL (OPPORTUNITY ZONES), WHILE SERVING UNDER FORMER SECRETARY OF HUD, DR. BEN CARSON. MY 80 CITY TOUR THROUGH SOME OF THE MOST DISTRESSED COMMUNITIES IN AMERICA HIGHLIGHTED THE DESPERATE NEED FOR REVITALIZATION. I WITNESSED THE HOPELESSNESS THAT POVERTY, DILAPIDATED NEIGHBORHOODS, AND DETERIORATING EDUCATION PRODUCED. MY HEART YEARNED TO PROVIDE SOLUTIONS TO RESTORE HOPE, ECONOMIC SUSTAINABILITY, AND GENERATIONAL TRANSFORMATION.

AFTER MY PRESIDENTIAL APPOINTMENT CONCLUDED, MY WIFE ROBIN AND I BEGAN TO FORMULATE A PLAN THAT WOULD UTILIZE THE VARIOUS PLATFORMS GOD GAVE US TO MAKE A MEASURABLE DIFFERENCE. WE FOUNDED CEOC IN APRIL OF 2021. BLESSED WITH A TREMENDOUSLY WISE AND DIVERSIFIED BOARD OF DIRECTORS, WE CONVENED TO SET FORTH A VISION AND A STRATEGY LAUNCHING OUR THREE MISSIONAL PILLARS: ECONOMIC DEVELOPMENT, MENTORSHIP, AND SPORTS. OUR GOAL IS TO CREATE LONG TERM SUSTAINABILITY AND MAKE A GENERATIONAL IMPACT IN THE LIVES OF THOSE WE HAVE BEEN CALLED TO SERVE.

CEOC DESIGNED AND CURRENTLY OPERATES TWO AFTER-SCHOOL "LEARNING LABS" THAT SERVE CHILDREN IN K-5TH GRADES WITH THE PURPOSE OF IMPROVING READING PROFICIENCY WHILE ALSO PROMOTING CHRIST-LIKE CHARACTER. IN LESS THAN ONE YEAR, WE HAVE SERVED 35 STUDENTS BY PROVIDING 180+ SUPPLEMENTAL READING HOURS AT OUR PRESTONWOOD BAPTIST CHURCH AND NEW LIFE COMMUNITY CHURCH LOCATIONS. WE HAVE ALSO INTRODUCED BIBLE MEMORY VERSES AND STORIES AS PART OF THE CURRICULUM, AND GIVE GOOD OLD FASHIONED, PERSONAL ATTENTION!



ADDITIONALLY, WE RECENTLY LAUNCHED OUR MENTORSHIP PROGRAM, “FIRST DOWN!” FOR NEARLY 25 YEARS, I PUT ON MY CLEATS, SHOULDER PADS AND HELMET AND RAN UP, DOWN AND AROUND FOOTBALL AND TRACK FIELDS. GOD GAVE ME THE ABILITY TO RUN, AND TO DO IT FAST! THIS TOOK ME TO WORLD TRACK CHAMPIONSHIPS AND NFL STADIUMS. THE ATHLETIC SUCCESS I WAS BLESSED TO HAVE ALSO OPENED THE DOORS TO MANY OTHER OPPORTUNITIES. AND WITHOUT A SHADOW OF DOUBT - THE MENTORS WHO LED, CHALLENGED, REDIRECTED, AND LOVED ME ALONG THE WAY PROFOUNDLY IMPACTED THAT SUCCESS. CEOC INTENDS TO CONTINUE THAT EFFORT BY HELPING STUDENT ATHLETES REALIZE AND USE THEIR TALENTS TO LIVE A LIFE OF SIGNIFICANCE ON AND OFF THE FIELD! THIS IS ACCOMPLISHED THROUGH “FIRST DOWN’S” TRAINING SESSIONS LIKE “PROFESSIONAL ETIQUETTE,” “ROLE VS IDENTITY,” AND SUMMER JOB SHADOWING.

CEOC IS ALSO A PROUD SUPPORTER OF PROGRAMS THAT ALIGN WITH OUR MISSION INCLUDING THE SOUTH DALLAS DRIVING ACADEMY, BRIDGEBUILDERS, AND MERCY STREET.

WE ARE BLESSED TO HAVE FAITHFUL PARTNERS AND DONORS LIKE YOU. WE COULD NOT CARRY OUT THIS MISSION WITHOUT YOUR SUPPORT. THANK YOU FOR WHAT YOU HAVE ALREADY DONE AND FOR YOUR CONTINUED PARTNERSHIP AS WE SERVE THE NEXT GENERATION OF LEADERS!

GOD BLESS YOU,

TO LEARN MORE AND STAY ENGAGED, VISIT [CEOC.ORG](https://ceoc.org) AND FOLLOW US ON SOCIAL MEDIA @COMMUNITYEOC.



Our Why



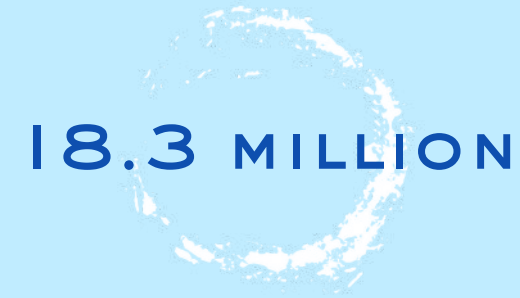
THE PERCENTAGE OF LOW-INCOME
4TH GRADE STUDENTS WHO CANNOT
READ AT GRADE LEVEL
SOURCE: THE NATIONAL LITERACY INSTITUTE



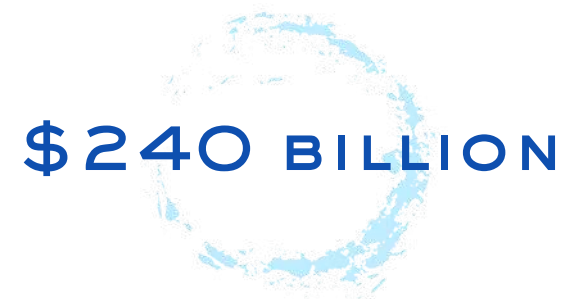
THE PERCENTAGE OF COLLEGE ATHLETES
THAT GO ON TO PLAY SPORTS AT THE
PROFESSIONAL LEVEL
SOURCE: BLEACHERREPORT.COM



THE NUMBER OF ADULTS IN THE U.S.
WHO ARE ILLITERATE
SOURCE: THE NATIONAL LITERACY INSTITUTE



THE NUMBER OF CHILDREN WHO LIVE
WITHOUT A FATHER (BIOLOGICAL, STEP,
OR ADOPTIVE) IN THE HOME
SOURCES: U.S. CENSUS BUREAU, OUR FATHERLESS
FOUNDATION



THE AMOUNT THAT SCHOOL DROPOUTS
COST OUR NATION EACH YEAR IN
SOCIAL SERVICE EXPENDITURES +
LOST TAX REVENUES
SOURCE: THE NATIONAL LITERACY INSTITUTE



THE PERCENTAGE OF FORTUNE 500
CEOs WHO PLAYED SPORTS IN COLLEGE
SOURCE: COACHUP.COM



Our Programs

WE STRATEGICALLY DESIGNED OUR PROGRAMS TO SERVE AS SOLUTIONS TO THE DEFICIENCIES IN READING COMPREHENSION AND TO EQUIP HIGH SCHOOL STUDENT ATHLETES FOR LIFE BOTH ON AND OFF THE FIELD.



**CHRIST-CENTERED
READING ENHANCEMENT PROGRAMS**



**MENTORSHIP PROGRAM FOR HIGH
SCHOOL STUDENT ATHLETES**



2023 Impact at a Glance



OPENED OUR FIRST 2 LEARNING LABS AT NEW LIFE COMMUNITY CHURCH AND PRESTONWOOD BAPTIST CHURCH AND HAVE PROVIDED MORE THAN 180 HOURS OF SUPPLEMENTAL READING FOR 35 STUDENTS



LAUNCHED FIRST DOWN, OUR MENTORSHIP INITIATIVE FOCUSED ON SERVING HIGH SCHOOL STUDENT ATHLETES



EQUIPPED MORE THAN 400 SOUTH DALLAS STUDENTS AND THEIR FAMILIES WITH SUPPLIES AND RESOURCES FOR THE 2023-24 SCHOOL YEAR



SUPPORTED SOUTH DALLAS DRIVING ACADEMY'S EFFORTS TO GRADUATE 95% OF ITS PARTICIPANTS, INCLUDING 31 STUDENTS WHO RECEIVED DRIVERS LICENSES



DONATED 30 MICROSOFT LAPTOP SURFACES TO MERCY STREET'S LEADERSHIP INSTITUTE

Overall Impact

1300+

PEOPLE IMPACTED BY OUR PROGRAMS AND
COMMUNITY INITIATIVES

150+

VOLUNTEERS ENGAGED

LIMITLESS

LIVES IMPACTED BY OF OUR ACTIONS, OUR VOLUNTEERS,
OUR PROGRAMS, AND OUR PARTNERS



Our Board

SCOTT TURNER
LINDA YACCARINO
TONY EWING

JIM DONOFRIO
DAVID MANSDOERFER
ALFONSO COSTA

Our Advisory Board

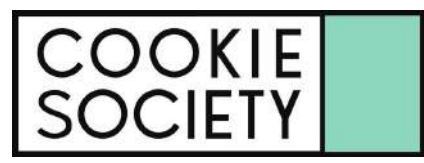
ROBIN TURNER
FRANKIE BASSO
DR. BEN CARSON
LAUREN LAAKE
CHIP LOPER

GRAY MAYES
PAYTON MAYES
BOBBY PAGE
BROOKE ROLLINS
TROY VINCENT
JIM WILLIAMS

Our Team

SAM DAVIS
SABLE COLEMAN-JONES
GABBY BROWN

Our Partners





Our Foundation Families

Hallelujah Fund

Jim and Nedra Williams

National Christian Foundation

The NFL Foundation

Lunsford Family Foundation

Community Charitable Foundation

Unlimited Labor Solutions

The Mason Family

The Yaccarino-Madrado Family

The Page Family

The Mayes Family

The Basso Family

The Dulin Family

Reggie Graham and Ashley Comstock

The Crow Family

The Loper Family

The Turner Family

The Washburne Family

The Taylor Family

The Galvin Family

Greg Schneider

Sean Heatley



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