



Mission:

EYEJ drives social justice reform by empowering young people to advocate for change.

Vision:

An equitable and inclusive world.

EYEJ Executive Summary

D Mission & Background

Empowering Youth, Exploring Justice (EYEJ) drives social justice reform by empowering young people to advocate for change. Mai Moore and June Antoine founded EYEJ in 2013 in response to the growing needs of children in Cleveland's underserved communities. Their vision, inspired by the preventable death of Trayvon Martin, remains the same in 2021: to give children a louder voice in resolving issues of social justice. By raising awareness and fostering meaningful connections between young people and local leaders, **EYEJ aspires to create an equitable and inclusive world.**

D Our Work

EYEJ continues to make an enormous difference. Through the devoted work of volunteers, donors, and staff, its keynote programs affect the lives of thousands and create or plant the seeds for change all across the Cleveland community.

- **YOUTH ONLINE DISCUSSING JUSTICE:** Through this carefully designed and research-based monthly program, students in grades six through eight from 17 public schools and four recreation centers meet regularly with trained professionals to learn how to set goals, become self-valued social justice leaders, and make decisions that positively impact their communities. Sixty-five percent of students report learning about social justice issues for the first time, and 45 percent have promised to employ that new awareness in their everyday lives. Since 2013, over 1,600 young people have participated in
- **EYEJ YOUTH COUNCIL:** First convened in 2017, this group of young people continues to brainstorm solutions to the challenges Cleveland's youth face every day. All 49 participants to date, trained in critical thinking and public speaking, have graduated as changemakers. Notable achievements include holding a live online protest for digital access, completing a \$20,000 fundraising campaign, partnering with US Bank on a letter-writing campaign, attracting local media coverage, and receiving speaking invitations from Ohio politicians and sports figures. During the COVID-19 pandemic and beyond, its focus is bridging the "Digital Divide," helping minority families gain access to the high-speed internet needed to attend school and compete on the job market.
- **EYEJ SPEAKS:** This 10-week speaker series launched on Facebook Live in June 2020, features thought leaders, academic professionals, corporate representatives, and various activists engaging young people in discussions about timely issues of social justice in Cleveland. The series has been viewed more than 20,000 times and generated more than 72,000 social media impressions across three platforms, with viewers in states including New York, California, and Maryland. EYEJ is proud that the series includes young people, thereby giving them a voice in the solutions to problems that affect them.
- **DIGITAL ACCESS MAP PROJECT:** This project, led by a Microsoft consultant and run collaboratively with the EYEJ Youth Council, will provide the public with a timely and detailed portrait of broadband accessibility in Cleveland. It will include all telecom providers and offer insight at the census-block level along with demographic data, directions to free wireless hotspots, and a scoring system illuminating where lack of access is severest. The project aims both to inform legislative action and be of use to the public at large.

EYEJ



Youth
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Managing Board

- Deanna Dothard: Board at Large
- Mai Moore: Founder, Board Emeritus, Executive Director
- Antonio Samuel: Board Chair

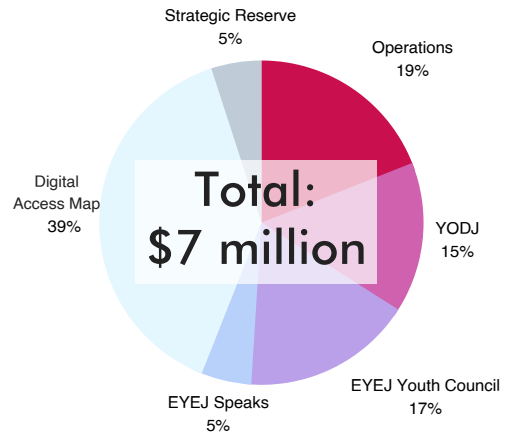
Resource Development

- Keith Laschinger: Lead
- Antonio Samuel: Board Chair, Lead
- Mai Moore: Lead
- Dick Michel: Former Lawyer
- Stacey McKinley: Cleveland Clinic
- Zachary McClearly: KeyBank
- Symone McClain: Former Foundation Exec.
- Peter Chmiel: CWRU
- Michael Mendlovic: KeyBank
- Kenyatta Skyles: Tiger Team Lead
- Marissa Evans: Tiger Team Lead
- Anjali Patel: Tiger Team Lead

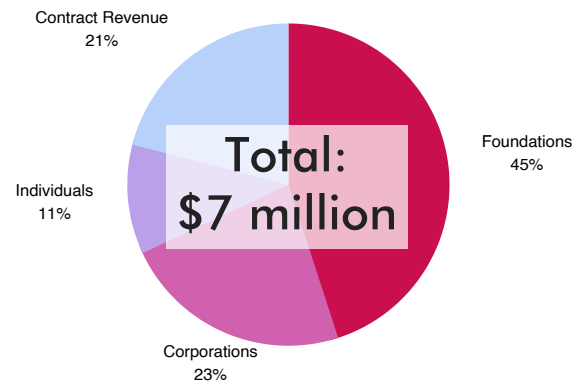
Collective Board

- Mai Moore: Founder, Executive Director, Co-Chair
- Sivaram Chandrasekaran: Manager, Digital Transformation Service - InfoSys BPM
- Boudu Bingay: Data Lead, Congrgate Setting Investigation, New Hampshire Department of Health and Human Services
- Keith Laschinger: President, North Coast Initiative
- Justin McLoughlin: CEO of AirCFO
- Casey Morris: Customer Engineer, Microsoft
- Kenyatta Skyles: Vice President, Partnerships

Expenses for next 5 years



Funding Sources



Impact



65% of students in YODJ: Youth Online Discussing Justice learned about social justice topics for the first time, want to learn more, and value helping others.



93% young people from the youth discussion series have been identified as a self-valued leader and potential changemaker.



The EYEJ Youth Council executed a campaign that raised \$20,000 (one fifth of the overall EYEJ campaign) over one weekend involving 400+ donors.



EYEJ has had 49 EYEJ Youth Council members who are all changemakers. The members are high school and college age students impacted by racial injustice.



EYEJ and the EYEJ Youth Council engaged 216 high-level attendees in a virtual town hall focused on the digital divide in August 2020.



EYEJ developed a contact list including more than 600 names and email addresses of relevant government officials and media to raise awareness of the digital divide.

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Partners

- Central Promise Neighborhood
- Case Western Reserve University
- EYEJ Millennial Task Force
- Tremont/Metro-West/MyCom
- Faith Movement
- Hathaway Brown
- Minorities Together Movement
- P-16/MyCom
- Naach Di Cleveland
- ConnectedNEO
- NewONESHaker
- Samasana
- Teach for America
- The Catalyst
- Undergraduate Indian Student Association - CWRU
- Venture for America
- Youth Opportunities Unlimited
- Mt. Pleasant Monthly MyCom
- National Network for Justice
- WWNGUP
- Plymouth Church, UCC
- STANCE Cleveland
- Business Volunteers Unlimited
- City of Cleveland
- Cleveland Metropolitan School District
- Cleveland Police
- The Creating Communities of Care Network
- United Church of Christ
- Women's Business Centers for Ohio
- Recover
- Cleveland Pandemic Response
- Pi Beta Phi
- Case Western Reserve University, CCEL
- Cleveland Institute of Art
- City of Cleveland
- WKYC
- Neighborhood Connections
- Cuyahoga Community College
- Cleveland Repair
- Serve the Moment
- OhioX
- PWC

Funders

- Chase Bank
- Andrew Family Foundation
- Conservancy for Cuyahoga Valley National Park
- Third Federal Foundation
- United Church of Christ, Neighbors in Need
- Plymouth Church, UCC Shaker Heights
- Harvard Social Club
- St. Paul's Church
- #EMPOWER Individual Giving Donors
- Pi Beta Phi
- Samasana
- City of Cleveland
- Cleveland Metropolitan School District
- State Farm Insurance
- State Farm Insurance - Brooklyn
- Neighborhood Connections
- FutureHeights
- Frantz Ward Law Firm

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