



T A G FOUNDATION

2014

Annual Report

TABLE OF CONTENTS

3	Board of Directors
4	Letter from Executive Director
5	Year In Review
6	On the Table
7	TAG Bike Builder
10	Bronzeville Counts
11	Financials
11	Participants, Sponsors, Supporters



BOARD OF DIRECTORS

We are committed to being a different nonprofit in the urban community. Our projects will be measurable. The community will be directly improved by our efforts. We believe sustainable solutions are the primary answer to urban renewal.



Melissa Traywick



Reginald Summerrise



Letitia Patterson

Dear Friends,

In our first full year in existence, we learned a great deal about nonprofit organizations and our own community. TAG Foundation was organized to fill what we saw as a gap of services in the urban community. We created the Foundation to show that our community could get a lot done with very little. Because we live in the community, we know what is needed and what will actually help improve the lives of the citizens. Our philosophy is one of self-help. Though well meaning, we felt that too many past efforts to help our neighborhoods were centered on training, lectures and advice.

We believe in something simpler. We believe in getting “Black to Basics”. Our programs focus on making available the tools needed to lead better lives. We are applying the time-honored model of our grandparents: building communities, encouraging the consumption of whole foods, fostering the creation of local products and solutions that lead residents to live more sustainable lives. We participated in the Chicago Community Trust’s On The Table and met with members of the community to discuss new strategies.

The first program we created was the TAG Bike Builder. Other local organizations wanted to create programs where up to 25 children could work for the summer and listen to advice about being responsible. We rejected the child-labor-long-summer-lecture model and instead held a one-day giveaway of 500 bicycles in Bronzeville. We believe grammar school children should not have to work during the summer. We didn’t work for our bicycles. We wanted the children to have the same chances we did. They deserved the chance to create adventures as explorers on bicycles!

When we learned how inaccurate the *official* data was for urban communities like ours, we created Bronzeville Counts. This project was so groundbreaking that we were featured in the Chicago Architectural Foundation’s City of Big Data Exhibit!

We successfully raised funds at a grass roots level but we’re still learning how this entire fundraising process works. In short, ours is not a group of the usual suspects. We are not the politically connected or highly appointed people who usually receive the lion’s share of donations and we don’t waste our time with long-winded, meaningless award ceremonies. We’re here, and we will make a significant impact on urban communities across America. Watch us work or even better, work with us!



Angela Ford
Executive Director

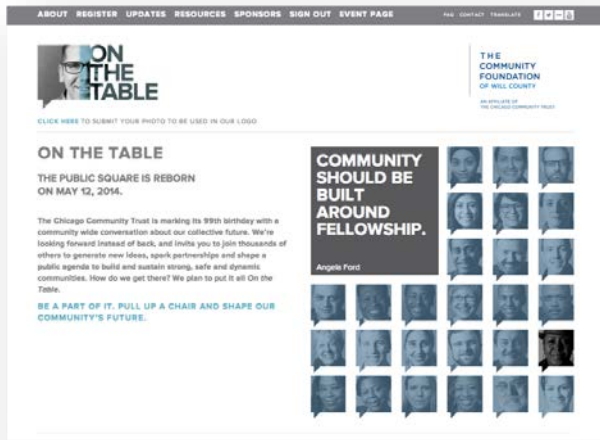




YEAR IN REVIEW

We completed our first full calendar year in 2014. With a few key events and private fundraising, we learned a great deal about the community and ourselves. We are more focused than ever to help urban communities get **BLACK-TO-BASICS!**

ON THE TABLE



Engaging the community was important. We are constantly amazed to meet so many wonderful residents doing their part to make urban communities better. The On-The-Table event held by Chicago Community Trust (CCT) gave us an *excuse* to break bread and discuss ideas for the community. The Trust heard about our new foundation and invited our Executive Director to participate in their promotional campaign of this event and their 99th year celebration.

We contracted a local soul food vegan chef to host our guests. The event was extremely informative and the soul food, amazing!



TAG BIKE BUILDER

The year started off with a bang! Our small Board and Executive Director decided to do something that had not been done before! We were going to give away 500 refurbished bicycles in one day. With that declaration we set out to make it happen. Establishing a partnership with Working Bikes was the key. They had not done a giveaway that large, but with an agreed upon \$15,000 toward new helmets and locks, etc. they would utilize their advance volunteer base to restore 500 children's bikes to operation. Our Executive Director raised most of the funds, but Board Member Letitia Patterson delivered 25% of the capital needed for that event. The TAG Bike Builder simply would not have happened without her efforts.

With the cooperation of Working Bike's Volunteer Team, Phillips High School Principal and students, Alderman Pat Dowell, Chicago Department of Transportation, Genesis Housing Development and the men of Omega Psi Phi's

Rho Gamma Gamma Chapter, we had a lot of volunteers to help us get the bikes to the children in an orderly fashion.

At the end of the day we had 30 bicycles for toddlers remaining. We donated them to two daycare facilities in Bronzeville. The Alderman was on hand for that giveaway too!

These bikes were not only for the smartest, or the poorest or the most politically connected children of the community. They were for the most passionate children interested in riding a bicycle!

For more information about the event and all of the press coverage received, please visit the original website for this endeavor:

www.tagbikebuilder.com

Bronzeville Bike Builder

500
BICYCLES *free*
for Children per Neighborhood

One Day Event at Phillips High School on May 24, 2014





BRONZEVILLE COUNTS

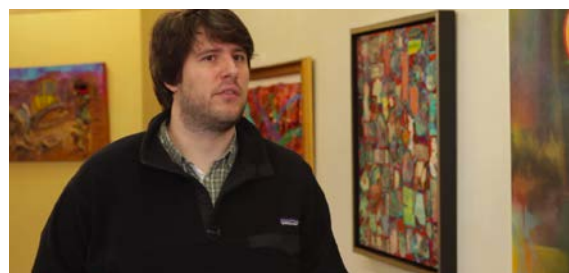
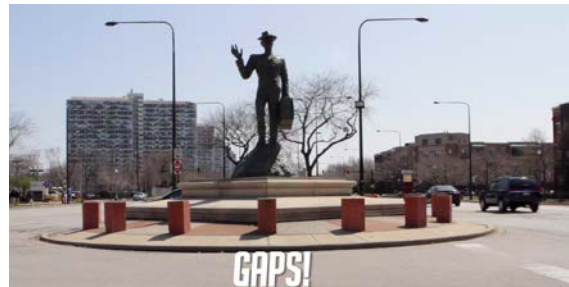


We learned that great actions attract great reactions. While still in the planning stages of our data project, Bronzeville Counts, we were invited to participate in Chicago Architectural Foundation's City of Big Data exhibit.

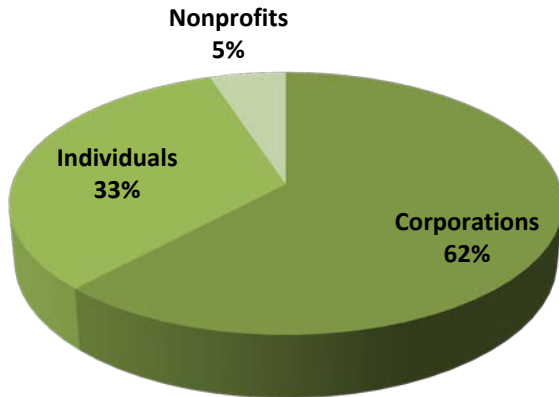
Thousands of viewers got a chance to see what we are all about! To see the video, click [here](#). To view the entire project, visit the website for this project.

www.bronzevillecounts.com

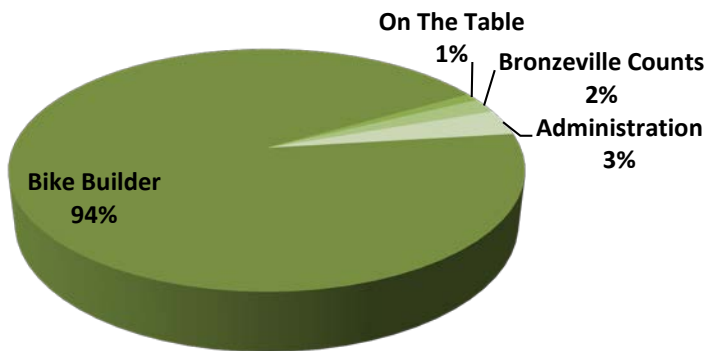
CHICAGO
ARCHITECTURE
FOUNDATION



FINANCIAL INFORMATION



Financial Contributions



Projects

EXPENDITURES

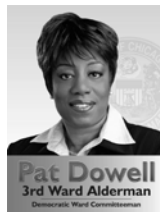
Bikes	\$15,000
Insurance	1,148
Internet	461
Printing	411
Supplies	104
Transportation	10
Salary	675
Other Professionals	1,175
Bank Fees	131
	<u>\$19,115</u>

Cash on Hand \$386

PARTNERS, SUPPORTERS & SPONSORS



AND AFFILIATES



ACTIVE
TRANSPORTATION
ALLIANCE



Genesis Housing Development Corporation



For more information on T A G Foundation, our social enterprises and events,
please visit our website at www.thisistagfoundation.com

Cover photo: Washington Park, Chicago, IL taken by Angela Ford



T A G FOUNDATION