



Mission & Vision

Mission Statement:

Empowering Our Youth, Strengthening Our Families, Building Generational Success

Vision Statement:

The vision of The Ivy Community Charities of Prince George's County, Inc., is to be a premier provider of programs and services designed to empower youth, strengthen families and build generational success by providing comprehensive programming, leading to a sustainable quality of life for families residing in Prince George's County, Maryland.





A Letter from the Executive Director:

The Ivy Community Charities of Prince George's County, Inc. (Charities) welcomed 2024 with open arms! As I reflect on the past year, I am filled with immense gratitude for the unwavering support and dedication of our community.

We began the year with a celebration of leadership. As our beloved Executive Director, Cheryl Petty Garnette embraced retirement, I began the next leg of the journey; continuing the work of Charities! As Charities enters its 38th year of service, we are even more energized to provide impactful service to the citizens of Prince George's County, Maryland!

Over the past year, we have presented laptops to graduating seniors, hosted our 4th summer technology camp and secured funding for Charities first Inchy Worm book vending machine, with a ribbon cutting slated for the 2025-26 school year! These accomplishments are a testament to the hard work of our team, the generosity of our donors, and the trust of our partners.

Our financial position remains strong, allowing us to award over \$70,000 in scholarships during our annual Ivy League Awards. In addition, we provided childhood hunger packages weekly to over 100 students, as well as mentoring and activities through our programming year. Transparency and accountability continue to guide our operations, ensuring that every resource is utilized effectively to further our mission.

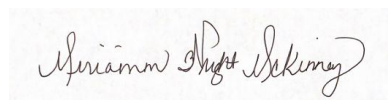
Looking ahead, we are excited to continue providing premier programs and services while we grow our staff, host our second Ivy VINE cohort and further our community footprint by continuing the expansion of Charities' campus. These efforts will enable us to deepen our impact and reach even more of our neighbors in need.

None of this would be possible without you - our supporters, advocates, and champions. Your belief in our mission inspires us to strive for excellence every day. Together, we have navigated challenges, celebrated successes, and continued to make a meaningful impact in the lives of those we serve.

On behalf of the entire team at Charities, we thank YOU for your continued trust and partnership. Your support inspires us to aim higher and achieve more.

We look forward to another year of empowering, strengthening and building!

Blessings and JOY!



Miriamm Wright McKinney, Executive Director



Message from the President of the Board of Directors

Dear Friends, Supporters, and Community Partners,

As I reflect on 2024, I am filled with immense gratitude and pride for what we have accomplished together at The Ivy Community Charities of Prince George's County, Inc. This past year has been one of remarkable growth, innovation, and impact as we continued our unwavering commitment to empowering youth, strengthening families, and building generational success throughout our beloved Prince George's County.

In 2024, we celebrated our second year holding Maryland Nonprofits' prestigious Standards for Excellence Accreditation—a distinction shared by only 16 Prince George's County nonprofits. This recognition continues to validate our commitment to operational excellence and responsible stewardship of the resources entrusted to us by our community.

The cornerstone of our work remains our signature programs that serve youth from elementary through college age. In 2024, we expanded our scholarship program, awarding over \$70,000 to deserving Prince George's County high school seniors. Since 1994, we have now provided more than \$700,000 in scholarships, opening doors to higher education and brighter futures for hundreds of young people in our community.

Our Ivy Village Incubator for Nonprofit Excellence (Ivy VINE) reached a significant milestone in 2024 with the graduation of our first cohort of six Ivy VINE nonprofit partners who completed the comprehensive training program. This initiative represents our commitment to serving as a force multiplier beyond direct community service. We empower other organizations to adopt quality nonprofit management practices that continually improve organizational effectiveness and help them deliver on their missions.

As we move into 2025, we remain steadfast in our commitment to breaking generational cycles and creating pathways to success for Prince George's County families. Our strategic plan continues to guide us toward programs and services that provide evidence of changing the quality of life for our residents while building financial strategies that substantially increase our assets and expand donor support.

Thank you for your continued partnership in this vital work. Thank you for believing in the power of education, mentorship, and community support to transform lives. Thank you for helping us create a community of healthy, educated, and economically secure families throughout all of Prince George's County.

With warm regards and deep appreciation,

Kristi L. Matthews

Dr. Kristi L. Matthews
President, Board of Directors

2024: A Year of IMPACT

A Salute to Charities' Board of Directors!

Charities' Board of Directors continued to provide the vision, leadership, and governance that guides our organization's mission. Comprised of dedicated community leaders from diverse professional backgrounds—including education, business, finance, government, and faith-based sectors—our Board brings invaluable expertise and perspective to every decision.

Their stewardship ensures that we remain accountable to our mission, responsive to community needs, and positioned for long-term impact. With their commitment and guidance, we are able to strengthen families, empower youth, and create programs that build generational success.

Further demonstrating their commitment, more than 80% of our Board members actively participated in regularly scheduled meetings and professional training workshops throughout the year. Each member also adheres to Charities' policy, where every Board member is tasked to make an annual financial contribution of no less than \$350 to the organization.

Many thanks to Charities' Dedicated Team!

The heart of our organization is our staff. Their passion, professionalism, and commitment ensure that our mission is not just words on paper, but action that transforms lives every day. Each member of our team brings unique expertise and a shared dedication to empowering our community, strengthening families, and creating lasting impact.

Together, our staff works tirelessly to design and deliver high-quality programs, support our volunteers and partners, and steward the resources entrusted to us. Their collaboration and leadership are the driving force behind our success, making it possible for us to reach more individuals, expand our services, and continue building generational success.



LaTisha Durham
Technology Coordinator



Rosa Page
Facilities Manager



Brandee Reed
Marketing Coordinator



Andrea Williamson
Program Analyst



Cheryl Petty Garnette,
Ivy VINE Director



Michelle Boone,
Special Assistant to the
IVY VINE Director-Program



Airienne Jeffrey,
Special Assistant to the
IVY VINE Director-Construction



Chanel Watson,
Executive Assistant
to the Executive Director

Governance and Operations ~Strength in Working Together: ***Board and Staff Training***

Board and Staff Training: Operations vs. Governance

As part of our commitment to strong leadership and organizational excellence, our Board of Directors and staff participated in training focused on the critical distinction between **governance** and **operations**. Led by Erica Roberts, President of X is Possible, the Charities team reinforced their shared understanding of their complementary roles. This clarity helps continue to strengthen collaboration, reduce role confusion, and ensure that decision-making is both strategic and mission focused. The team was reminded that by honoring these distinctions, Charities operates with greater efficiency, transparency, and accountability - empowering us to serve our community more effectively.





Charities held its annual Board/Staff retreat, with IMPACT as its theme! During their time, the Board and Staff engaged in a series of robust conversations. Beginning with a reflection on its origin, Founding President Erma Barron led "A Conversation from the Heart". Part two offered a deeper dive into its operations through "A Conversation with the Staff." The day concluded with "A Conversation on Strategy", focusing on its future. This portion of the retreat was led by Beverly Everson-Jones, a local leader in strategy and finance.



Programmatic **IMPACT:**

Charities kicked off its year by serving alongside its premier partner, the Iota Gamma Omega Chapter of Alpha Kappa Alpha Sorority, Inc. ® during the “We Are One” AKA Service Day, in collaboration with the Psi Epsilon Omega, Eta, and Theta Nu Chapters of Alpha Kappa Alpha Sorority, Inc. ® The event had 330 attendees, and special guest Congressman Glenn Ivey. The result was the packing of 430 powerpacks for elementary school students, a collection of over 16,000 items for the Pink Pantry, as well as over 300 items for victims of Human Trafficking were collected for distribution.



The Ivy League Programs:

The Ivy League Program is a comprehensive, educational enrichment program designed to enhance the academic performance, provide leadership skills, encourage community service and engagement, and enrich the cultural development of youth in Prince George's County, with specific emphasis in the Landover and Suitland communities. The Ivy League consists of three age-based youth programs and a companion parent support system.

Popcorn Club continued to serve elementary-aged students in Prince George's County. In 2024,

Charities serviced **4** Title 1 schools in Prince George's County. The partnering schools are Allenwood Elementary, Andrew Jackson Academy, Rosa L. Parks Elementary and St. Philip the Apostle School.

Charities celebrated African American Read-In Day in February! Volunteers shared the joy of reading by reading a selected book written by an African American author to K-3rd grade students in Prince George's County.



Charities hosted regular Book Parties, including the books *King & Kayla* and the *Case of Found Fred Mystery*, at each school encouraging the love of reading.



Over **300** students were able to enjoy a STEM show titled “Gus Goes Green”.

Over **100** Ivy Leaguers were celebrated during Charities annual Ivy League Awards!

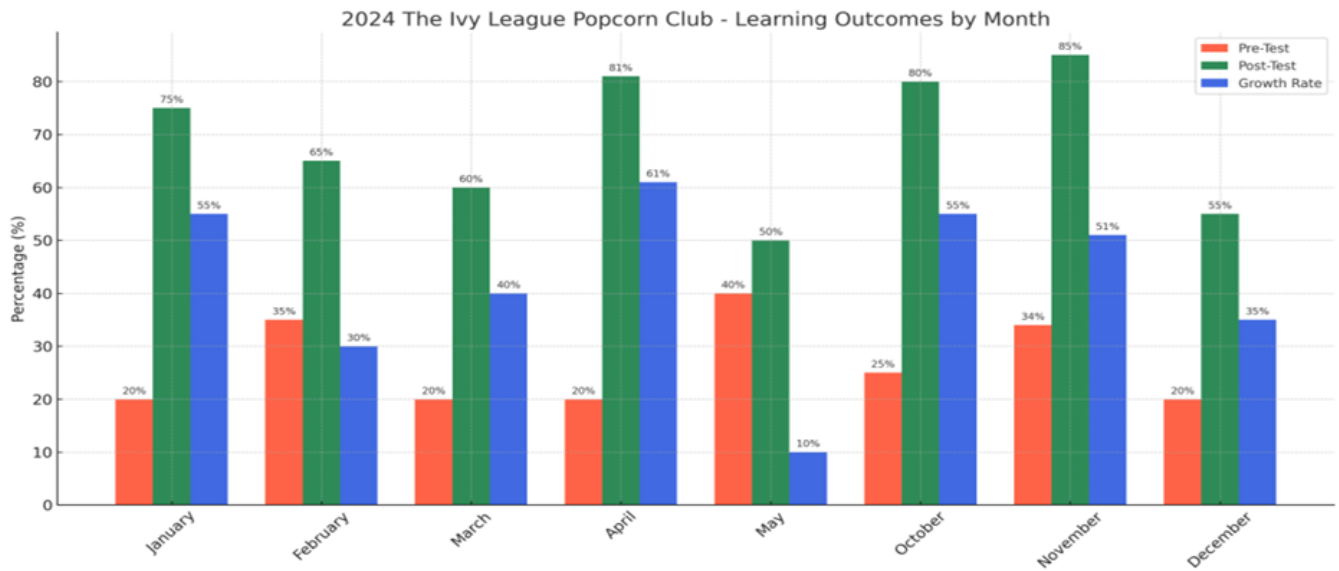


Students participated in a Virtual December literary activity across 3 schools. Together, the students read “The Gingerbread Man Loose in the School” and decorated gingerbread houses.

The students also visited the Public Playhouse, planted sunflowers, painted pumpkins, all while increasing their reading level proficiency.

2024 The Ivy League Popcorn Club - Annual Outcomes Report

This report highlights the impact of The Ivy League Popcorn Club's 2024 programming. It captures the number of students reached, books introduced, and literacy growth outcomes measured through pre-test, post-test, and growth learning rate percentages.



Month	Students Reached	Book Title	Pre-Test	Post-Test	Growth Learning Rate
January	500	Jan - Puppet Sow	20	75	55
February	450	Feb - Grace for President	35	65	30

Month	Students Reached	Book Title	Pre-Test	Post-Test	Growth Learning Rate
March	240	Mar - King & Kayla and the Case of Found Fred	20	60	40
April	350	Apr - Gus Goes Green Saving the Environment Stage Play	20	81	61
May	250	May - Wangari's Trees of Peace A True Story from Africa	40	50	10
October	250	Oct - A Bad Case of Stripes	25	80	55
November	525	Nov - Choose to Read	34	85	51
December	250	Dec - The Gingerbread Man Loose in the School	20	55	35

Sarah Wise Wooten Young Ladies Academy (SWWYLA) prepares middle school girls with leadership, team building and STEAM (science, technology, engineering, arts and mathematics) experiences.

The participants enjoyed sessions of Sip and Paint with the topic of Self Love, workshops discussing the importance of good mental health, and participating in cultural field trips.



The Institute for the Growth and Development of All America's Youth (GADAAY) is designed to assist both female and male high school students in the preparation for college and careers.



During the year, students invited seasoned members of the community to create floral arrangements as they discussed generational differences, similarities, and advice. They also had time to utilize their critical thinking during an afternoon at Escapology!

Parents on Track is a parental networking program offering monthly networking and training opportunities for parents to help them advocate for their children on critical issues related to education, health, finances, government and economic resources. Established in 2000, Charities' put a spotlight on parents to help them find and use the requisite skills and resources to effectively advocate for their children on matters related to academics, health, financial literacy and social adjustment.

Charities focus on Generational Success!

Shoe Bank is the longest-running service program offered by Charities. Through Shoe Bank,

62 families were able to select and take home brand new shoes for school! A special thank you to our JC Penny's partner!

Family Strengthening continued to be a provider to many of those in need. More than

\$5000 worth of donations have been provided to Sheperd's Cove, Community Crisis Services, and our adopted families.

43 gifts were purchased for our Adopted Families Angel Tree initiative.

CHIPP: In 2024, CHIPP provided **4,856** powerpacks to **315** students at Princeton Elementary School. These packs assist in warding off weekend hunger many children experience throughout the County.

Sunshine Club continued to provide SUNSHINE and JOY while orchestrating recreational activities for the residents at Forestville Rehabilitation Center in Prince George's County, housing at least 150 residents.

College Readiness/Scholarship – Awarded **31** scholars with over **\$73K** in college scholarships! **2** Laptops for Graduating Students!



The Ivy Village Incubator for Nonprofit Excellence (VINE):

Building, Leading, Serving!

"The Ivy VINE is more than a building. It is an opportunity for nonprofits to grow and excel." ~

Cheryl Petty Garnette, Ivy VINE Director

Congratulations to Charities' 1st Cohort of Ivy VINE GRADUATES!



6 nonprofit organizations Graduated!

3 nonprofits submitted for Maryland Nonprofits **Standards Basics!**

1 nonprofit submitted for Maryland Nonprofits **Standards Basics Enhanced!**

In December 2024, Charities concluded the year by celebrating the graduation of its inaugural Ivy VINE cohort! Led by Ivy VINE Director Cheryl Petty Garnette, these organizations graduated from the Ivy VINE. Congratulations to:

- The Right Fit, Inc. - Alesha Wilson, Executive Director
- Head to Speech, Inc. - Dr. Tabia Pope, Executive Director
- Southern Prince George's County Community Charities – Sacha Thompson, Executive Director
- The Aafiyah Project, Inc. - Dr. Demi Fauziyyah, Executive Director
- It Takes A Village Collaborative, Inc.- Shoaregard Philkpott, Executive Director
- Next Generation Youth Program, Inc. - Dane Smith, Executive Director

We extend our gratitude to the following Ivy VINE Coaches for delivering essential training in best practices to each participating nonprofit! Their guidance supports these organizations in offering exemplary service to the community.

- L. Kaye Darr, Esq., ACS Associates
- Erica Roberts, X is Possible

Highlights of Ivy VINE Cohort 1 Achievements

Goal: 80% of participating nonprofits will attend at least 80% of the training provided each program year

Result: 5 out of 6 nonprofits attended all of the training = 83%

Goal: 80% of participating nonprofits will attend at least 40 hours of capacity building coaching sessions each year

Result: 5 out of 6 nonprofits participated in at least 40 hours of coaching sessions = 83%

Goal: 80% of participating nonprofits earn the Maryland Nonprofits Standards for Excellence (SFE) Basics Level by the end of the two-year program

Result: 2 out of 6 nonprofits earned SFE recognition = 33% (one partner achieved Basics Enhanced)

Goal: 80% of participating nonprofits receive at least \$5,000 in grants within two years

Result: 4 out of 6 received at least \$5K from Ivy VINE = 67%!



Outcome-Based Reviews

In addition to the pre-assessment vs. post-assessment results, the nonprofit partners completed a survey at the end of the year regarding the overall program that was conducted by the Ivy VINE. The results of the nonprofit partners' survey are summarized below.

1. Prior to the Ivy VINE program, only one of the nonprofit partners had met or spoken with a Prince George's County elected official. Since participating in the Ivy VINE program, all the nonprofit leaders have met with at least one Council Member, and one had the opportunity to meet Maryland's First Lady, Mrs. Dawn Moore, at a County event where Charities sponsored the nonprofit partner's attendance.
2. Prior to the Ivy VINE program, only one of the nonprofit partners had submitted a grant application for funding to a local official. Since participating in the Ivy VINE program, all the nonprofit leaders have submitted applications to at least one Council Member. By the end of 2024, all who applied received at least one grant from County officials.
3. At the time of their application to the Ivy VINE, all nonprofit partners stated that their Board of Directors was in flux, was not engaged or had not met. Since participating in the Ivy VINE program, each of the nonprofit organizations has revamped or enhanced their Board with new members who have participated in at least one retreat designed to enhance Board engagement.
4. Prior to the Ivy VINE, only one of the nonprofit partners was aware of Maryland Nonprofits' Standards for Excellence recognition program. As a result of participating in the Ivy VINE, one nonprofit partner earned recognition at the Basics level and one earned recognition at the Basics Enhanced level. Two other organizations are expected to apply in 2025.
5. Prior to the Ivy VINE, none of the nonprofit partners had received structured executive coaching. As a result of the Ivy VINE, the nonprofits received up to 5 hours of coaching every month and credit their coaches for their success. Two Executive Directors stated their intent to continue the services of their coach at their own expense beyond the program.

Testimonies:

"Participating in the Ivy VINE program was a transformative experience, providing invaluable tools and connections that have significantly strengthened [nonprofit's] capacity to fulfill its mission. The tailored support and practical strategies offered by Ivy VINE have empowered the organization to operate more effectively, expand its impact, and build a sustainable foundation for the future."

"I am truly grateful for this opportunity and for all the hard work and dedication that made it possible for us. The intentionality and care shown throughout the experience were deeply felt and made it incredibly valuable for our organization."

"Thank you for this opportunity. It was truly beneficial to my growth as a new ED."





The Ivy Community Charities of Prince George's County, Inc.
6118 Walton Avenue
Suitland, MD 20746
301-702-7312

Financial **IMPACT**

2024 Financial Snapshot

Income Summary

Membership dues and general operations contributions	\$	65,270.00
Fundraising events	\$	2,924.00
Grants and Contributions	\$	107,675.00
Private Grants and Contributions	\$	80,310.00
Other Income	\$	193,645.00
Total Income	\$	449,824.00

Expense Summary

Administrative	\$	129,159.00
Fundraising	\$	4,277.00
Ivy League	\$	144,678.00
College Readiness and Scholarships	\$	74,835.00
Other Programming	\$	83,061.00
Total Expenses	\$	436,009.00

Balance Sheet Summary (as of December 31, 2024)

Total Assets	\$	2,447,253.00
(includes cash of \$849,726)		
Total Liabilities	\$	38,769.00
Total Equity	\$	2,408,484.00
Total Equity and Liabilities	\$	2,447,253.00

Charities' Scholarship Endowment Funds Exceed **\$400,000!**

We recognize the valuable contributions of our current Endowment Holders. Their support enables students to pursue and attain their academic goals.

- Prince George's County District 4 Scholarship Fund – established by the Honorable Ingrid M. Turner
 - June C. Turner Educational Scholarship Fund – established by the family of June C. Turner
- Mary Ray Thompson Scholarship Fund – established by the Charities Board of Directors from the Mary Ray Thompson Trust Fund
 - Ivy Community Charities Scholarship Fund - established by Erma W. Barron
- Prince George's County District 7 Scholarship Fund – established by The Honorable Karen R. Toles
 - Virginia State University Scholarship Fund – established by Saran T. Baker
 - Fannie and Cynthia Williams Scholarship Fund – established by Cynthia Williams
 - Lisa White Scholarship Endowment Fund – established by Lisa White
- Magalene Bowling Memorial Scholarship Fund – established by Joyce Bowling-Heyward Gender Equity and Empowerment Scholarship Fund - established by Wendy Morton-Huddleston
 - Wendell Moore Memorial Scholarship Fund – established by LaJuan Moore
- Garnette Family Scholarship Fund – established by Cheryl and Serenity Garnette and Wallace Broadnax
- Delores G. Kirkland Memorial Scholarship Endowment-established by Kristen Kirkland



We are grateful for the generosity of the

Evelyne V. Johnson – Thomas Gardner Panter Foundation, the Men of the Ivy, The Ivy Youth and Family Center and Ivy VINE Capital Campaign Donors, Candace Austin, Candace Danzler and the hundreds of individuals who contributed this year.

Fundraising Initiatives and Community Engagement

Charities sustained its commitment to fundraising and community outreach through a series of impactful events and campaigns, supporting vital programs and capital campaign efforts raising over

\$60,000!

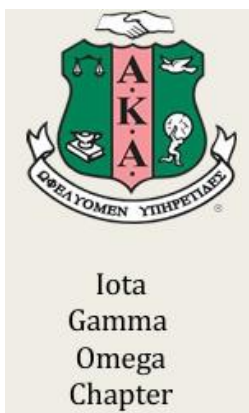
These fundraising efforts were led in 2024 by amazing talents of Charities'

Board Member Belinda Wiley, Chair of the Ways and Means Committee, and Co-Chair Shirley Stewart-Tibbs.

- Do More 24 in collaboration with the United Way of the National Capital Area
- Give 8/28 in collaboration with the Young, Black and Giving Back (YBGB) Institute held on the historic date of August 28 during Black Philanthropy Month
 - 29th Annual 5K Walk, Run, Ride for the Health of It
 - Giving Tuesday World Day of Giving.



In addition, Charities is grateful for the support of the following business partners,
corporate sponsors and donors:





The Ivy Community Charities of Prince George's County, Inc.
6118 Walton Avenue
Suitland, MD 20746
301-702-7312

A Heart Felt Thank you!

We extend our sincere gratitude to all who supported Charities in 2024. Your generosity, whether through gifts of time, talent, or resources, has been essential to advancing our mission. As we look toward the year ahead, we remain committed to strengthening families, empowering youth, and building generational success. With your continued partnership, our vision becomes reality.

Join us in 2025!

Please visit **www.iccpgc.org** for the latest updates!

Stay connected:



Your support makes the difference.

If you are interested in joining our mission, please contact our team at 301-702-8312 or via email at info@iccpgc.org

Please consider Charities in your annual giving!

Charities - Combined Federal Campaign (CFC) – CFC# 30642

Charities – Maryland Combined Campaign (MCC) - 52-1515992

The Ivy Community Charities of Prince George's County, Inc., is a nonprofit, tax-exempt organization recognized under Section 501(c)(3) of the Internal Revenue Code. Contributions to The Ivy Community Charities of Prince George's County, Inc. are tax-deductible to the extent permitted by law. Our tax identification number (EIN) is 52-1919552 is a 501(c)(3) organization as described in the Internal Revenue Code.