

MIDNIGHT GOLF PROGRAM IMPACT REPORT 2022-2023



COLLEGE • CAREER • BEYOND



Message from The Founder and President & Board Chair

Over the past year we changed 238 lives. That's the number of young women and men who came to Midnight Golf, some of them from the most challenging circumstances — and left on a better path.

How would we describe the Class of 2023? For starters, nearly a third of them are the first members of their family to attend college. We are also proud to say 92 percent were enrolled at a college or university in the fall of 2023. They went to 49 different places of higher learning, schools like Michigan State University, Delaware State University and Claflin University.

Our program has grown dramatically since we had our first group of 17 students in 2001. This year we took steps to strengthen our internal team to make sure we are supporting incoming students, as well as maintaining a connection to our growing alumni base, which now stands at more than 5,000.

- **Cayla Valentine** is Director of Student Support. Her primary focus is getting students to college while simultaneously supporting our alumni as they matriculate through complex college systems. She oversees a team of coaches who walk alongside students through critical steps in the college-going process with emphasis on postsecondary exposure, access and opportunities.
- **Winston Coffee** is Director of Alumni Engagement and College Partnerships. His team is the primary point of contact for alumni, providing continued one-on-one academic, financial, personal and career guidance. They are the key resource and support to help alumni leverage their college experience through programming and student services.



Speaking of alumni, we are thrilled to have Midnight Golf Program (MGP) graduates returning to our organization in new ways. Demetrius Scott is a 2007 MGP graduate, Michigan State graduate and former mentor who works at Ally Financial as manager of Corporate Citizenship. Demetrius is joining our board of directors – the first MGP alumni to do so! Also, Regine Head, a 2015 MGP graduate and Michigan State Spartan, has joined us as one of the new Alumni Engagement Specialists on our College Persistence Program (CPP) team. We can't wait for our incoming students to benefit from her experiences within the program.

We often get asked what we are dreaming about for the future. It's easy to sum that up: our own building. You can read more in this report about our plans to renovate and move into a place of our very own. Among the possibilities our new home opens is an ability to include more partners and have an even bigger impact on our students.

Thanks to everyone who makes what we do possible. Our students deserve it!

Reneé Fluker
Founder and President

Byna Elliott
Chair of the Board

A Year of Life-Changing Memories & Bright Futures

MGP experienced an eventful year marked by student and alumni achievements, team celebrations and overwhelming support from our donors. Here's a snapshot of memorable moments from our 2022–2023 program year.

MGP Alumni Vie for Top Prize in Business Competition

Ten MGP alumni participated in Moguls in the Making, a three-day entrepreneurial competition among 15 HBCU (Historically Black Colleges and Universities) teams, hosted by Ally and the Thurgood Marshall College Fund. Kudos to Amari Torrance, a 2020 MGP alumnus, who was part of the winning team from Morehouse College. He and his teammates received scholarships, internship offers and prizes.

MGP Turns 21!

At our annual birthday and homecoming event in September 2022, we celebrated 21 years of making graduation possible for determined young people in the Detroit area. The fundraiser brought together the new class of students, mentors, alumni and generous sponsors who meet our needs for crucial college support and financing. Our Driver Award recipients, those demonstrating outstanding support for our program, included Dawn Jacobs and Ted Highberger along with Demetrius Scott of Ally.

30-Week Program in Full Swing

After a whirlwind first month of golf instruction and bonding at Beech Woods Golf Course in Southfield, Mich., our Class of 2023 – an incredible group of 238 high school seniors – kicked off twice-a-week sessions at Marygrove Conservancy. There, students gathered with peers and mentors to learn life skills vital for personal success

MGP Lands Vera and Joseph Dresner Foundation Grant

A generous \$134,800 grant from the Vera and Joseph Dresner Foundation supported our MGP Family Matters initiative, funding 600 student meals each week for the 2022–2023 program year. "Midnight Golf consistently delivers thoughtful programming for Detroit-area students at a crucial period of transition in their lives," said foundation CEO Virginia Romano. "Offering healthy meals, Midnight Golf ensures that students can perform at the top of their game in golf and life."

College Fair Puts Opportunity within Reach

As part of our College Success Program, this transformational event connected Class of 2023 seniors with 50 college and university partners to learn more about these institutions, understand the application process and access exclusive scholarship and financial aid opportunities. "This is about opportunity and access," said Winston Coffee, MGP Director of Alumni Engagement and College Partnerships. "One of the beauties of Midnight Golf is being able to expose our young people to keen opportunities, and today is a great example of that."



A Year of Life-Changing Memories & Bright Futures *(continued)*

Students Gain Valuable Insights with Speed Mentoring

More than 100 community leaders from a variety of professional backgrounds volunteered to "speed mentor" our Class of 2023 seniors. The willingness to share their time, wisdom and even job and scholarship opportunities gave our students access to inspirational and valuable guidance as they prepare for what's next.

MGP Alum Earns Michelin Young Chef Award

2010 MGP alumnus Charlie Mitchell, executive chef and co-owner of the Michelin-starred Clover Hill Brooklyn restaurant in Brooklyn Heights, N.Y., was awarded Michelin's 2022 New York Young Chef Award. Charlie is the first Black chef to receive this prestigious honor. Well done Charlie!

Road Trip for Success Broadens Horizons

220 Class of 2023 students hit the road for an action-packed college tour in spring. These seniors, along with 60 mentors, visited eight colleges in Georgia, South Carolina and North Carolina in just under a week. They also toured museums, attended formal group dinners and, of course, played golf at local country clubs. Primarily funded by generous corporate and community donations, this annual event builds lasting and life-changing memories.

Hard Work Pays Off for Budding Journalist

Lawrence Price III, a 2020 MGP alumnus and journalism major at Northwestern University, received the National Association of Black Journalists Larry Whiteside Scholarship in recognition of his many achievements and sacrifices. Price credits MGP with helping him build his networking skills, an essential component of his journey to pursue his dream job as a sports journalist. Nice work Lawrence!

Midnight Golf for Life

At Celebration 2023, we honored the achievements of our Class of 2023 and the completion of our 22nd program year. College picks were announced, and members of the graduating class received special awards and more than \$250,000 in scholarships. They also participated in a pinning ceremony, symbolizing their pledge to stay part of the MGP family for life. As MGP Founder and President Reneé Fluker puts it, "You stay with us, we stay with you."



Guiding & Empowering Students to College Success

Over the last 20+ years, we've refined our approach to gain the best outcomes for our students, but our mission remains the same. Midnight Golf Program equips determined young adults with the skills and resources they need to be successful in college, their career and beyond. Through life skills training, proactive coaching, long-term mentoring and the discipline of golf, we create opportunity for Detroit-area students to thrive during an exciting and pivotal time in their lives.

1. Nurture Growth

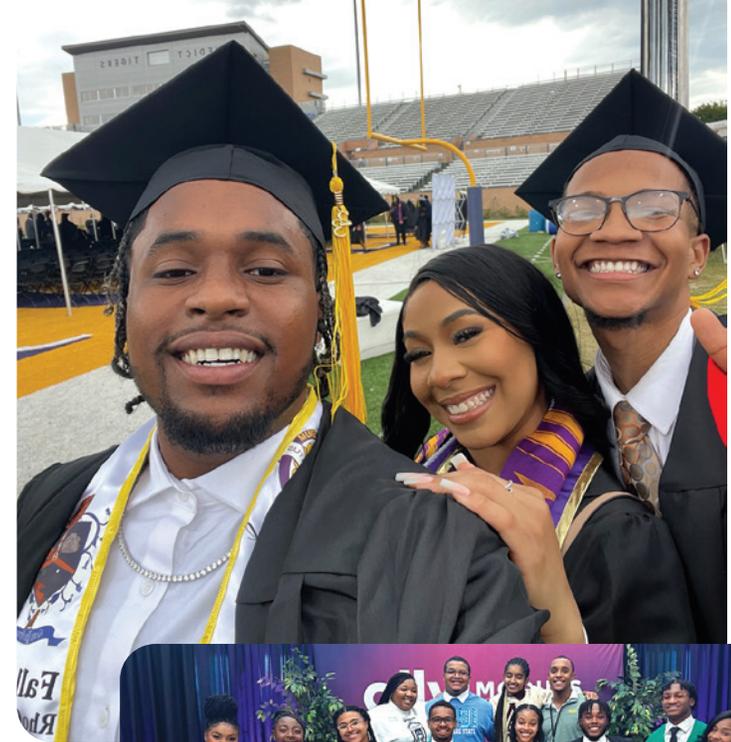
A 30-week mentoring and life skills development program during senior year of high school sets the stage for transformational growth. Twice a week, student groups gather with MGP staff and adult mentors to develop important skills, share a meal and learn how to play golf. Each student pairs with a College Success Coach to determine the best educational fit. Students gain access to unique experiences and community partners through networking events, college fairs, college tours and community service projects.

2. Remove Barriers

MGP commits to helping students eliminate barriers to earning a degree – financially, socially and academically. While students pursue their college degree, they receive ongoing support from our College Success Coaches, as well as access to exclusive financial resources and scholarships. They also get immersed in career readiness experiences, including internships, career fairs, and resume and interview workshops.

3. Maintain Relationships

MGP is a family for life. Our students' mentoring relationships – with peers and adult coaches – continue through college and into successful career transitions. We offer workforce development opportunities through networking events and access to a network of more than 5,000 alumni professionals.





Making a Difference for Detroit-Area Teens

More than ever, Detroit-area teens struggle to overcome many barriers to earning a postsecondary degree. Rising tuition costs put college education out of reach for many students, and the process to navigate tuition discounts, scholarships and financial aid can be daunting. Access to college counseling and academic tutoring is often limited. Mental and emotional health issues can interfere with college retention.

Our numbers tell a story of young people overcoming these obstacles and turning their dreams into reality. They demonstrate results – not only for the young people we serve, but the communities that benefit from their success.



250 HS Participants Each Year

We recruit based on grit – not GPA – and strive for a balanced mix of academic performance levels, socio-economic backgrounds and high school districts. We take special pride in looking out for those who don't have anyone looking out for them.



100% College Acceptance Rate

Since 2001, ALL the 4,200 Detroit-area students we've served have been accepted to college.

\$5M in Financial Aid Leveraged Each Year

At least 80% of our students have NO GAP between tuition costs and financial resources.

75% Graduate College within 6 Years

The graduation rate for MGP participants is four times higher than Detroit peers.

\$63M+ Economic Impact per MGP Graduating Class

The average bachelor's degree holder contributes \$278,000 more to local economies than the average high school graduate through direct spending over the course of his or her lifetime.

Source: Brookings Analysis of Bureau of Labor Statistics, 2014.



Alumni Voices

Before they flew Army helicopters or traveled across the country for college, they went to schools like Renaissance HS and Cody HS in Detroit. Before they ever touched a golf club, they knew one thing: They wanted a chance to be something more.

Today, our network of more than 5,000 talented alumni have taken the crucial skills they've learned through MGP and turned their lives into success stories – through college and careers in business, science, journalism, medicine, law, the military and many more.



Austin Enoex

MGP Class of 2023

Freshman at University of Southern California

Austin, who traveled across the country to attend college, reflects on what Midnight Golf and his journey have taught him along the way. "Life is simple, but it's not easy. Life is an everyday process and as long as you get one percent better every day, then you'll be fine."



Chelsea Lancaster

MGP Class of 2020

First-Generation College Student
Freshman Studying Pre-Nursing at
Coppin State University

"To me, Midnight Golf means family. Family is there no matter the situation to pick you up when you fall and guide you to success."

Click the Play Button to View Videos



Mark McGinnis

MGP Class of 2012

U.S. Army Aviator, 3rd Special Forces Group
U.S. Military Academy West Point
Graduate & Schwarzmann Scholar

"Midnight Golf is about more than just golfing. It teaches you...how to network...how to build community. Midnight Golf has allowed me to become the person I am today and without it, I don't know where I would be."

Alumni Voices *(continued)*

Click the Play Button to
View Videos



Myles Tucker

MGP Class of 2023

Freshman at Michigan State University

"I never intended on picking up a golf club...it has to be an old man's sport, right? That all changed when I joined MGP. It teaches you how to build connections with others around you. It teaches you how to network. You get to pick up a skill that can open doors you never imagined."



James Thomas III

MGP Class of 2023

Freshman at Prairie View A&M University

Majoring in Architecture and
Construction Science

"Midnight Golf taught me to actively listen, pay attention to details and, something that has really stuck with me, to study after class...so I don't have to cram when I have exams."



Mentor Voices

MGP's success wouldn't be possible without our nearly 60 adult mentors who volunteer more than 390 hours each year – 10 times the national average – helping our students build important life skills and a path to success in college and beyond. Many of them are also MGP alumni, giving back to an organization they consider family.



Jim Breough

MGP Mentor since 2011

Jim mentors for Midnight Golf because year after year, he's excited to play a part in a program that changes people's lives. Reflecting on his role, "I get way more than I ever leave behind...The harder I give back, the more I get." Click the play button to see how one of Jim's mentees, a talented artist, created a lasting impression.



Gerrae Jackson

MGP Mentor since 2013

MGP Class of 2008

One of Gerrae's mentees, Malia, served as an intern at Gerrae's workplace for two summers. Malia graduated from Hampton University, became a software engineer and is now part of a growing company. As Gerrae explains, "Malia just recently posted on her LinkedIn account that her team is hiring. Such a full-circle moment."

Click the Play Button to View Videos



Cheryl Stafford

MGP Mentor since 2006

Mother to MGP Class of 2007 Graduate

"To me, Midnight Golf is like a surgeon. They...unclog that process for a lot of things we don't understand when our kids are going off to school...it gives us life, it gives us hope so they're not coming [out of school] in debt...that they're able to get through college and get out into the workforce with all the skills that are learned through the program."

Taking Our Impact to the Next Level

Earlier this year, we received a record number of applications for our Class of 2024 – 2,200 Detroit-area students vying for 250 spots in our program. Our open house for applicants was packed with eager students and family members. To manage the crowd, we took the unprecedented step of splitting the group in half and running the meeting twice. Exciting, but not entirely surprising.

Each year has brought greater demand for our services. What started as golf instruction for 17 students in 2001 has blossomed into a 30-week mentoring and skill development program for 250+ high school seniors. We've outgrown our space, and now, we're investing in our future. A new purpose-built home and expanded programming will better address the needs of Detroit-area students who are increasingly vulnerable to barriers to success in high school and college.

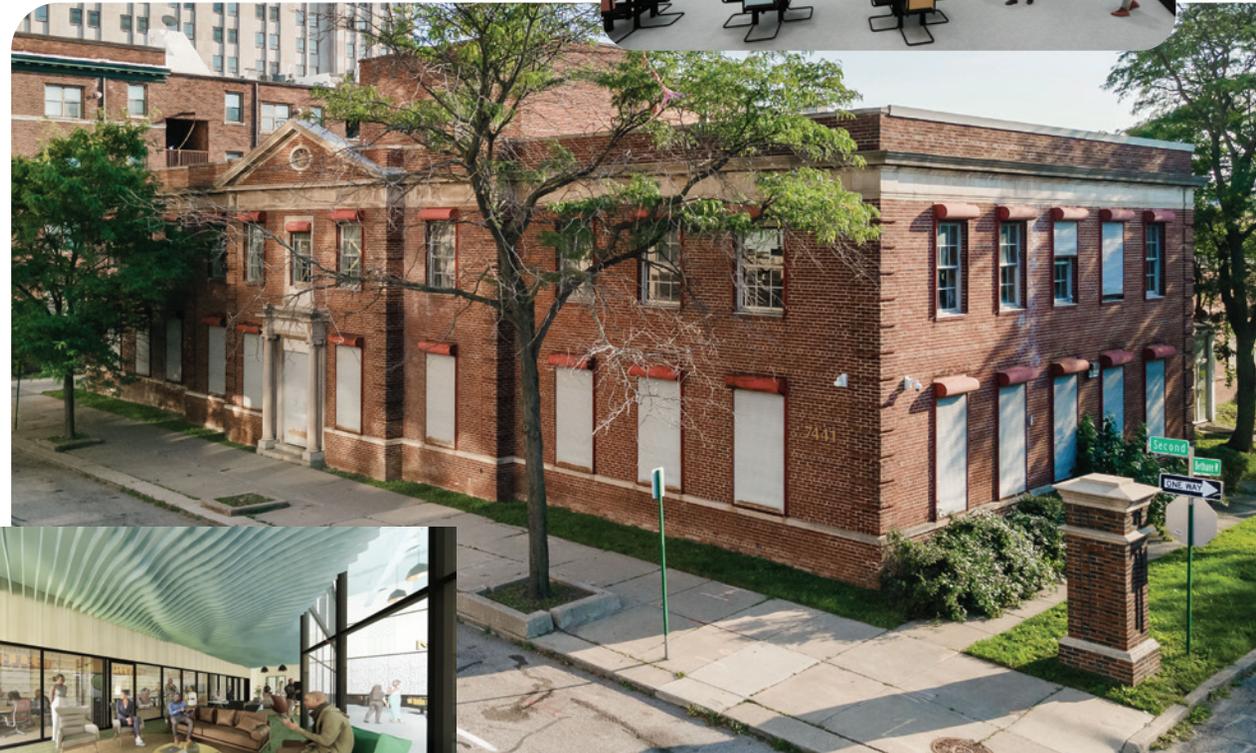
A five-year Making Graduation Possible Capital Campaign will raise funds to renovate our new centrally located building on 2nd Avenue in Detroit, transforming it into a welcoming and functional space.

Our dedicated home will feature modern, state-of-the-art design:

- 20,000 square feet of collaboration spaces to support programming, including a multipurpose hall, computer lab, classrooms and breakout rooms.
- 10,000+ square feet for golf instruction, including golf simulators, swing areas, putting lanes, a chipping area, and club repair and storage.
- Team offices, a kitchen area to accommodate group dinners and a café.

The campaign will also expand year-round college success services, improve the ratio of College Success Coaches to students, and enhance employee training and development.

At the same time, we'll grow community awareness of our students' successes as we share inspiring alumni stories of grit, resilience and a desire to give back. Many of these young people go on to serve as mentors and role models for the next generation. They are part of the MGP family for life as we take this next important step in our journey.



Our future home in Detroit

Donor Spotlight: Dawn Jacobs & Ted Highberger

Who They Are: Dick Jacobs grew up in Detroit and attended Mackenzie High School on the city's west side. He was an avid sportsman – with a special passion for golf. After Dick passed away, his family was looking for a way to honor his memory and philosophy that a person could achieve whatever they wanted if you set your mind to it. A friend told them about Midnight Golf founder Reneé Fluker, and the sparks flew.

The First Years: The Dick Jacobs College Scholarship Award got started in 2012 with \$500 each for 10 MGP graduates a year. Over time, the Jacobs family doubled the individual scholarship amount to \$1,000 and to date have awarded \$170,000 to 120 students.

Renewable Resources: As Midnight Golf began looking at a student's trajectory after high school, the Dick Jacobs Scholarship committee also began thinking beyond a single year in the life of a high school senior, says Dawn Jacobs, who is Dick's daughter and the one who oversees the scholarship on behalf of the family.

Now, in addition to awarding 10 new scholarships a year, the family provides an additional \$1,000 a year for four years to those scholarship recipients who keep up their academic performance. And because the Jacobs family realizes college students face challenges outside the classroom, they classify the scholarship dollars as unrestricted. "If you need food, you can buy food. If you need a ticket home for the holidays, you can use the money for that," says Dawn.

All In the Family: In addition to Dawn, her partner, Ted Highberger, sister Lori and brother Kurt, there are extended nieces and nephews who are involved in the family scholarship business. Not only do they help read essays and judge applications, but family members also keep in touch with scholarship recipients and provide career mentoring and networking advice as they navigate the adult and professional worlds.

Why They Do It: "One of reasons we truly like this is that if we can provide even just a little extra help to a student, they become a much better citizen of the world," says Dawn. "We talk about game changers, we talk about making a difference and paying it forward...This is the future generation. If we don't invest in them now — what hope do we have?"

What Would Dad Say?: "He would be humbled and proud!," says Dawn. "He was a founding member of the Friends of MacKenzie High School, and he always loved being able to help young students who were focused on making a difference."



Donor Spotlight: The Elaine Stern Foundation

The History: Elaine and Leo Stern were long-time residents of southeast Michigan. Leo preceded Elaine in death, and when Elaine passed away in 2016 at the age of 96, her estate was used to create a foundation to support charitable causes in education, basic needs and the arts.

Why Midnight Golf?: "One of the things that's important to us is the educational element of Midnight Golf," says Jim Reinhart, a foundation trustee. "We know golf is the hook to get people there, but we have supported making graduation possible to make sure the kids who are in the program get through college and get to the finish line."

Seeing the Impact: "We prefer to make larger contributions to a smaller group of organizations that fit our mission statement so we can make a difference," says Jim. "Making a difference in people's lives is one of the things that we talk about, and Midnight Golf clearly does that."

You May Not Know: Elaine Stern did character voice work and played most of the female characters on the Lone Ranger Radio Show in the early 1950s.



What Other People Say: "Three times I've been out and about wearing my Midnight Golf jacket and people asked me — unsolicited — if I work there, then tell me it has been such a good program for someone they know," says Jim.

Looking Ahead: "The foundation is happy to help organizations such as Midnight Golf carry out its mission of helping young people in the community, which is exactly what Elaine and Leo wanted," says Jim. "On behalf of the foundation, we are grateful to organizations such as Midnight Golf and look forward to working with them for years to come."



Donor Spotlight: Ally Financial

Who They Are: Ally Financial is a financial services company with the nation's largest all-digital bank and an industry-leading auto financing business. The company serves more than 11 million customers through a range of online banking services. Headquartered in Detroit, Ally has offices across the country.

By the Numbers: A Midnight Golf supporter since 2016, Ally started investing in the College, Career and Beyond program in 2021. Ally has provided more than \$236,000 in grants and sponsorships and \$9,600 through employee match programs. Ally employees have contributed more than 675 volunteer hours to Midnight Golf.

Why It Matters: Starting six years ago, Ally shifted its community giving dollars to a more strategic approach that emphasizes social impact through efforts that reduce barriers to economic mobility and inspire social change. Midnight Golf's programs align with those priorities because of its proven ability to help kids from challenging backgrounds experience life and financial success.

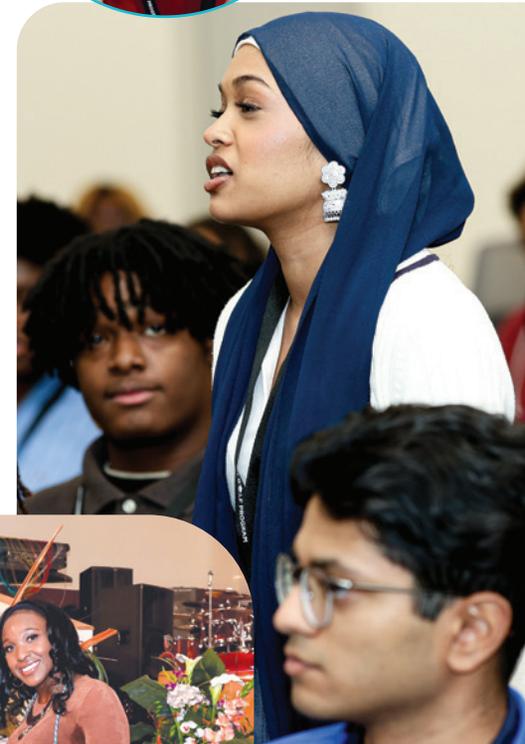
"At its core, it's very easy to be a partner with Midnight Golf because they do such incredible things," says Mike Rizer, executive director of corporate citizenship at Ally. "They do what they say they're going to do, and what they do aligns so closely with what we value at Ally."



Zoom In: While affordable housing, financial education and workforce development remain the three focus areas for Ally's community giving, Rizer said the company is seeing growing demand for building a strong workforce.

One way Ally does that is through its annual Moguls in the Making entrepreneurial pitch competition for HBCU students. The program immerses 60 college students from across the country in an intensive weekend that teaches collaboration, public speaking and leadership. Midnight Golf has shown a knack for producing graduates with the skills to tackle complex problems in an entrepreneurial setting. To date, 31 MGP graduates have been through the Moguls program.

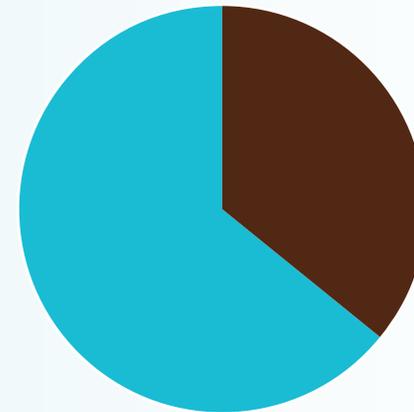
"These are kids that are very successful and high caliber," says Rizer. "There's a straight line between high quality kids getting from Midnight Golf to Moguls."



2022-2023 Financials

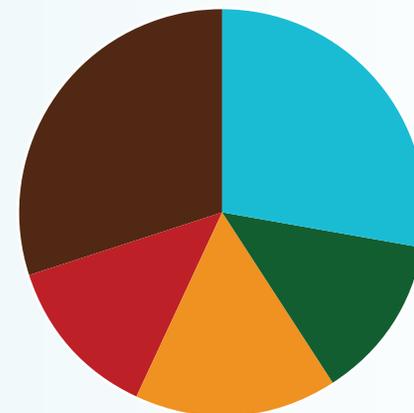
Support & Revenue:

■ Fundraising	\$1,025,601
■ Contributions & Grants.	\$1,817,082
Total Support & Revenue	\$2,842,683



Expenses:

■ Life Skills & Mentoring	\$830,165
■ Road Trip for Success.	\$397,880
■ Making Graduation Possible Program	\$473,341
Total Program Expense	\$1,701,386
■ Fundraising	\$403,135
■ Management & General	\$903,471
Total Support Expense.	\$1,306,607
Total Expenses	\$3,007,993



Many Thanks to Our Donors

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Ways to Get Involved

Make a Monthly Gift

Your recurring donation helps us provide services to MGP students throughout the year. Go to our [online donation form](#) and select "monthly" in the duration section.

Fund a Scholarship

Annual scholarships give our students much-needed financial support as they head off to college. With gifts of \$500 or more, you can create a scholarship fund in your name or the name of a loved one. For more information, call 248.792.9438.

Schedule a Program Visit, Attend an Event

Learn how your gift can impact our young people by setting up a time to see our program in action. To schedule a visit, contact Michael Miller at mmiller@midnightgolf.org. To find out more about fundraising events we hold throughout the year, go to our [Facebook](#) page.

Become a Mentor

Volunteer your time to lend guidance and support to our young people. See our [mentoring application](#).



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David Gamlin

VP & Program Director

Harold Curry

VP & Director of
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