



College Career
& Beyond

Midnight Golf Program

Sustainability Campaign

Our Story of Impact and Ways to Give





“Playing golf at night is impossible unless someone shines a light. The program uses the game of golf to give young people a brighter vision of their future.”

- Reneé Fluker, Founder

College Career & Beyond | Midnight Golf Program, Founder & CEO



A Message from Our Founder

For more than 20 years, our mission has been to help Detroit-area high school seniors access college, persist through college graduation, and prepare for life beyond the classroom.

We've helped thousands of students take the first step and now our mission is expanding. With our new facility, we are not only helping students get to college, we are helping them succeed beyond school. Our work is about supporting a lifelong journey. Our new home is where opportunity can flourish.

Thank you to everyone who made this possible. To our students, alumni, and mentors—you are the heartbeat of this work.

A handwritten signature in black ink that reads "Reneé Flucker". The script is fluid and cursive, with a mix of uppercase and lowercase letters.

Reneé Flucker

Founder

College Career & Beyond | Midnight Golf Program



Our Story

Impacting the Community for more than 20 years

College Career & Beyond | Midnight Golf Program was founded in 2001 by Reneé Fluker, a social worker and single mother who witnessed the positive impact golf had on her son Jason's life. Inspired by his experience, she set out to create similar opportunities for other young people. What began with a handful of volunteers and grassroots support became the foundation of the program's early success.

The program started as an offshoot of a safe streets initiative called Midnight Basketball, but over time, the name took on new a meaning. From its humble beginnings with 17 students meeting at a small community center in Detroit, it has grown to serve 250 students annually through a 30-week college access curriculum. CCB | MGP has helped more than 3,000 students access college and launch professional careers. To date, over 1,200 alumni are currently enrolled at 166 colleges and universities across the country.



Our Evolution

Our unique approach of mentorship is the real secret to our success.

Reneé Fluker launches the Midnight Golf Program with the inaugural class at Franklin-Wright Settlements in Detroit. The hybrid life skills and golf program—rooted in grassroots support—ran for eight weeks. 17 students completed the program.

September
2001



February
2001

The program expands to a 30-week model focused on college access, life skills training, and mentorship—using golf as a tool for communication and personal growth.

The PGA of America awards the Midnight Golf Program its first major gift of \$100,000.



2004

2005



MGP hosts its first college tour, taking 25 students and 12 mentors to visit several campuses. The group tours Florida A&M University (FAMU), Florida State University, Spelman College, Morehouse College, Clark Atlanta University, Georgia Tech, Tennessee State University, Fisk University, and Vanderbilt University. At the time, the program is operating out of the Northwestern Community Center.

30-week program operations move to Marygrove College in Detroit, transforming classrooms into hybrid indoor golf and learning spaces. The program continues to grow hosting additional students, mentors, PGA professionals, and volunteers.



2008

2011



MGP celebrates ten years. Marygrove College partners with MGP and world renowned golf course designer Tom Doak to build a state-of-the-art golf practice course to support MGP students as well as Marygrove's newly established golf team.

The organization expands its capacity and now serves up to 250 students through a new Monday/Wednesday and Tuesday/Thursday cohort structure.



2016

2018



The organization strengthens its focus on college persistence by adding a team of college success coaches and alumni engagement specialists.

Without any interruptions, the organization continues programming amid the COVID-19 lockdown — distributing boxed dinners and hosting socially distanced golf lessons in person. Student life skills training and college success coaching are held via Zoom. Despite the challenges, 100% of students were accepted into college.



2020

February 2025



The program moves into a new facility in New Center, Detroit and launches the Sustainability Campaign to support long-term impact. The program rebrands as College Career & Beyond | Midnight Golf Program to reflect its full mission: College Access, College Persistence and Career Readiness & Professional Networking.

For the first time, in partnership with Bank Of America, CCB | MGP made its national digital network streaming debut in March 2025 and its national network broadcast commercial debut in April 2025 during the Masters Tournament, reaching audiences through CBS, NBC, and ABC affiliated television channels and online platform services.



March-April 2025

Our Programs

College Access Midnight Golf Program

The Journey of Going to College

We are committed to removing barriers and supporting every student from the start of their senior year in high school. Using a blended approach of mentorship, life skills training, and college access coaching, we help 100% of our participants gain college admission. Students leave with a clear understanding of FAFSA, financial aid, college culture, and how to navigate the transition ahead.

We provide scholarship opportunities, on-site admission at college fairs, and an opportunity to participate in our College Tour known as the *Road Trip for Success*. Additionally, PGA professionals provide golf lessons at Beech Woods Driving Range and our indoor golf facility. Golf is used as a teaching tool for discipline, resilience, and integrity.

After golf, students participate in 90-minute life skills sessions. Each session explores a variety of key topics, including financial literacy, etiquette, public speaking, entrepreneurship, and more. Adult volunteers serving as mentors throughout the 30-week program guide and support students in applying these lessons to their own lives.





College Persistence Program Collegiate Midnight Golf Program

The Journey of College Completion

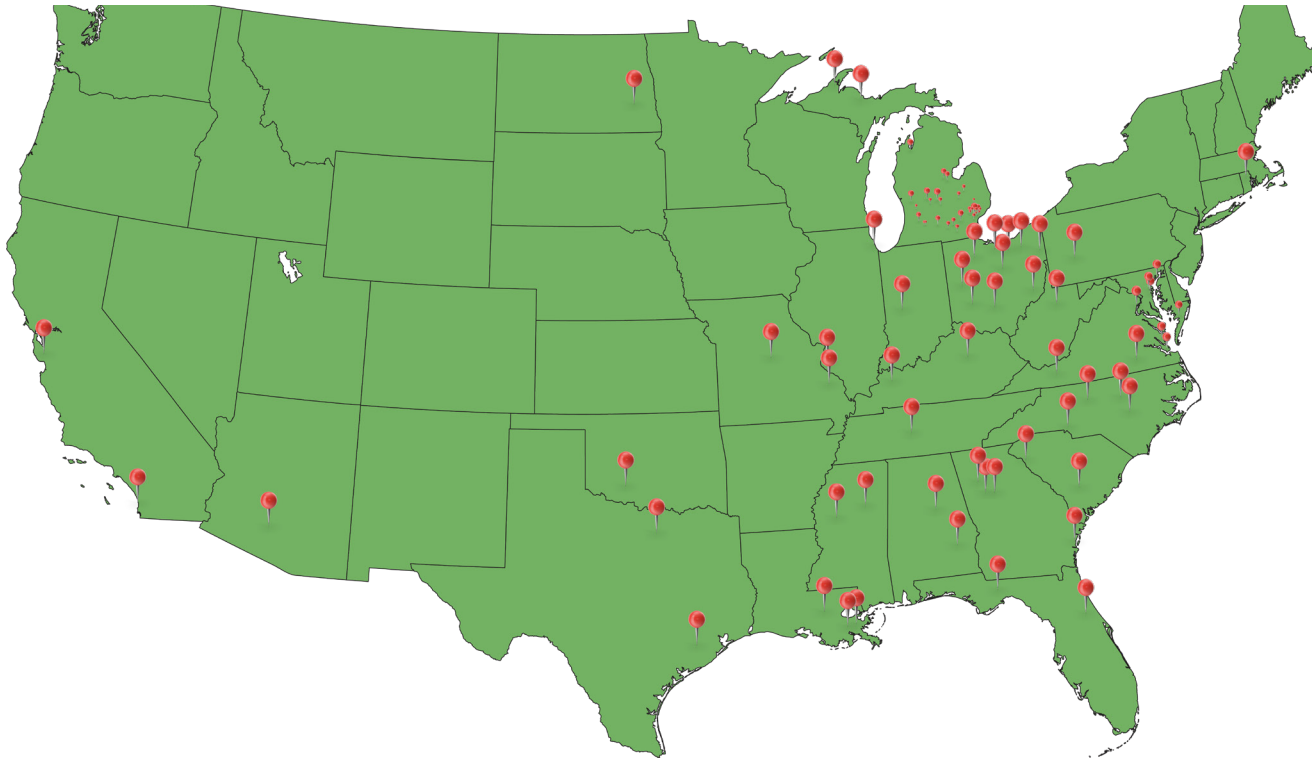
We support college-enrolled students that completed our 30-week college access program. We classify them as “alumni”. We support alumni through our College Persistence Program (CPP). The purpose of CPP is to help alumni stay on track to complete their degrees. We continue building on the confidence and skills they gained during our 30-week program.

To support their journey, we offer scholarships, student support and tuition gap assistance. We also connect alumni with internships, fellowships, and job opportunities through our staff, mentors, community and corporate partners. We encourage peer group support among alumni who attend the same colleges to help strengthen community and accountability.

This new growing service plays a critical role in our mission, especially for first-generation college students and those from underrepresented backgrounds.

Since 2001, more than 160 colleges and universities have accepted and enrolled our students

As of July 9, 2025, CCB | MGP has supported students with college acceptance, enrollment and graduation at 166 different colleges and universities.



1. Alabama A&M University
2. Alabama State University
3. Albion College
4. Alcorn State University
5. Alma College
6. American Intercontinental University
7. Arizona State University
8. Ball State University
9. Baylor University
10. Benedict College
11. Bethune-Cookman University
12. Bizdom (Entrepreneur Training Program)
13. Bowling Green State University
14. Brown University
15. Calvin College
16. Cameron University
17. Case Western University
18. Central Florida University
19. Central Michigan University
20. Central Saint Martins (London, UK)
21. Central State University
22. Chicago State University
23. Claflin University
24. Clark Atlanta University
25. Clemson University
26. Cleveland School of Arts
27. College for Creative Studies
28. Colorado State University
29. Cooley Law School (Western Michigan Law School)
30. Coppin State University
31. Dartmouth College
32. Davenport University
33. Davidson University
34. DePaul University
35. Delaware State University
36. Dillard University
37. Eastern Michigan University
38. Elizabeth City State University
39. Fayetteville State University
40. Ferris State University
41. Fisk University
42. Florida A&M University

43. Florida Memorial University
44. Georgia State University
45. Georgetown University
46. Grambling State University
47. Grand Valley State University
48. Hampton University
49. Harvard University
50. Harris-Stowe State University
51. Henry Ford Community College
52. Howard University
53. Illinois State University
54. International Academy of Design & Technology
55. Jackson State University
56. John C. Smith University
57. Johns Hopkins University
58. Kalamazoo College
59. Kalamazoo Valley Community College
60. Kent State University
61. Kentucky State University
62. Kettering University
63. Lawrence Tech University
64. Lemoyne-Owen College
65. Lincoln University (Mo.)
66. Lincoln University (Pa.)
67. Louisiana State University
68. Loyola University Chicago
69. Madonna University
70. Marquette University
71. Marygrove College
72. Meharry Medical College
73. Michigan State University
74. Michigan Tech University
75. Miles College
76. Mississippi Valley State University
77. Morehouse College
78. Morgan State University
79. New York University
80. Norfolk State University
81. North Carolina A&T State University
82. North Carolina Central University
83. Northern Michigan University

84. Northwestern Michigan College
85. Northwestern University
86. Northwood University
87. Oakland Community College
88. Oakland University
89. Oakwood University
90. Oberlin College
91. Ohio University
92. Ohio Valley University
93. Oral Roberts University
94. Pace University
95. Paine College
96. Parson's School of Design
97. Paul Quinn College
98. Peking University (China)
99. Pepperdine University
100. Philander-Smith University
101. Pomona College
102. Prairie View A&M University
103. Princeton University
104. Purdue University
105. Robert Morris University (Pa.)
106. Rutgers University
107. Saginaw Valley State University
108. Savannah School of Art and Design
109. Savannah State University
110. Schoolcraft College
111. Shaw University
112. Siena Heights University
113. South Carolina State University
114. Southern University
115. Southwestern University (TX)
116. Spelman College
117. Spring Arbor University
118. Stanford University
119. St. Augustine's University
120. St. John's University (NY)
121. Syracuse University
122. Talladega College
123. Temple University
124. Tennessee State University
125. Texas Southern University

126. Tougaloo University
127. Tuskegee University
128. University of Alabama
129. University of Arizona
130. University of Arkansas at Pine Bluff
131. University of Cincinnati
132. University of Detroit
133. University of Evansville
134. University of Jamestown
135. University of Maryland Eastern Shore
136. University of Memphis
137. University of Miami (FL)
138. University of Miami (OH)
139. University of Michigan
140. University of Missouri
141. University of Notre Dame (MD)
142. University of Pennsylvania
143. University of Pittsburgh
144. University of South Carolina
145. University of South Florida
146. University of Southern California
147. University of Southern Mississippi
148. University of Toledo
149. Vanderbilt University
150. Villanova University
151. Virginia State University
152. Virginia Tech
153. Voorhees University
154. Washington University
155. Wayne County Community College
156. Wayne State University
157. West Virginia University
158. Western Michigan University
159. Westpoint
160. Wheeling Jesuit University
161. Wilberforce University
162. Winston-Salem State University
163. Wittenberg University
164. Xavier University
165. Xavier University of Louisiana
166. Youngstown University

Our Annual Fundraisers

Our annual fundraisers directly support the mission and programs of College Career & Beyond | Midnight Golf Program, helping students succeed.



Bowl-a-thon

Our annual Bowl-a-thon is a bowling event that directly supports the *Road Trip for Success* College Tour—one of the most transformative experiences offered through CCB | MGP. Individuals, teams, lane sponsors, and event sponsors who sign up to bowl with us help cover the cost of the college road trip, making it more affordable and accessible for students. This fundraising event is held every March and is our longest-running annual fundraiser.



Family Affair Golf Outing

The Family Affair Golf Outing is held each August at Plum Hollow Country Club. One hundred percent of the net proceeds directly support CCB | MGP's programming and operations.



The Legacy Golf Ball Wall

Inside our facility, the Legacy Golf Ball Wall is a one-of-a-kind installation featuring 2,260 golf balls in our multipurpose room. Donors are invited to sponsor a golf ball as a one-year commitment of support. With each sponsorship, donors can submit a name for digital recognition inside our building and on our website as part of the Sustainability Campaign. Funds raised through this effort support the organization's general operations.



Annual Gala

Since 2017, our Annual Gala, formerly known as the Birthday Celebration, has been one of our major fundraising events. Held each fall, it raises vital funds to support the organization's general operations and programming.



Giving Tuesday

Our Giving Tuesday campaign directly supports our year round curriculum. Taking place each year on the Tuesday following Thanksgiving, this primarily digital fundraising initiative engages our community through email, social media, and storytelling. In the weeks leading up to Giving Tuesday, we share student experiences, campaign goals, and ways to contribute.

Our Facility

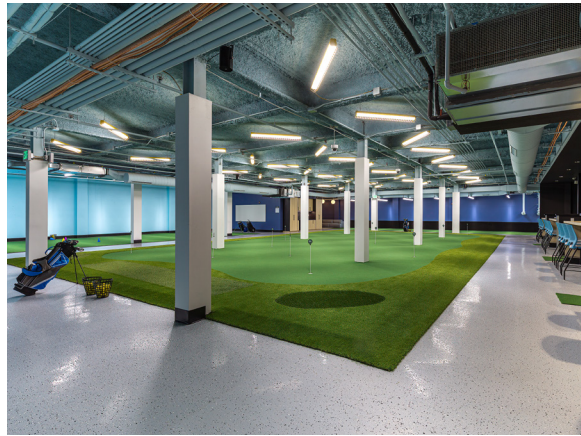
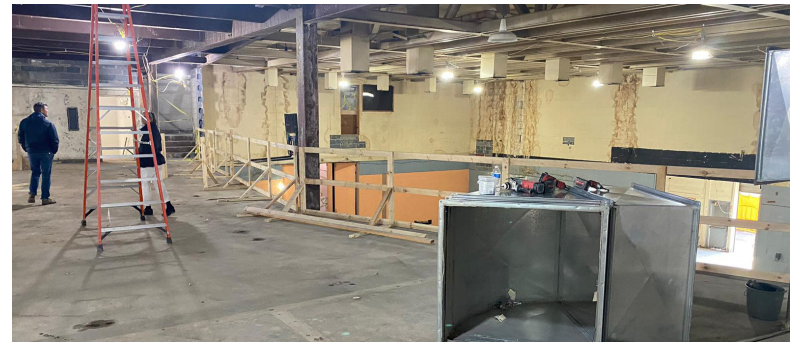
We are proud to call 7441 Second Avenue in Detroit our new home. This beautifully restored, 40,000 sq. ft. facility brings our entire program under one roof for the first time.

Working closely with our partners, we reimagined this historic space to reflect who we are and what we do: restore, revive, and build futures, just as we do for our students every day. By consolidating our program into one central location, we've eliminated the need to travel between sites.

Our facility includes dedicated rooms for workshops and mentoring, a golf practice area, collaborative meeting spaces, and more. It also offers corporations, organizations, the community, and other nonprofits the opportunity to utilize the facility for business use.

We built this space to help our students feel seen and inspired. As we continue to grow, this facility helps us to fulfill our mission and vision.





College Career & Beyond



Three Meaningful Ways to Make a Lasting Impact

Sustainability Campaign

As we look to the future, the Sustainability Campaign marks a new chapter. After more than two decades of life-changing work, we now have a permanent home and a proven model that prepares Detroit's most promising youth for success.

The five-year, \$35 million campaign is designed to ensure our work continues for the next 25 years and beyond. We are now focused on bringing our new home to life as a vibrant hub of opportunity and transformation.

This campaign is about ensuring the doors we've opened remain open for generations to come. We are inviting donors and partners to support three powerful giving opportunities, each critical to our long-term sustainability. The following pages will explore:

The Legacy Golf Ball Wall

Naming Opportunities

The Endowment



The Legacy Golf Ball Wall

Our Legacy Golf Ball Wall is a vibrant testament to the power of collective giving and an accessible way for everyone to support our mission. Located in the multipurpose room of our new facility, the wall is a dynamic, colorful installation where each sponsored golf ball represents a donor's belief in the potential of a young person. With support ranging from \$200 to \$800, the Legacy Golf Ball Wall offers an inviting entry point for donors of all levels to make a meaningful impact.

Each ball sponsored directly supports the daily work happening in our new building: mentorship sessions, college readiness workshops, life skills coaching and more. This is more than an annual fundraising initiative; it is a shared story of hope that grows with every new supporter that learns about our story. By joining the Legacy Golf Ball Wall, you become part of a mosaic of possibility that reflects our shared commitment to metro Detroit youth.



Par Sponsor **\$200**



Birdie Sponsor **\$400**



Eagle Sponsor **\$600**

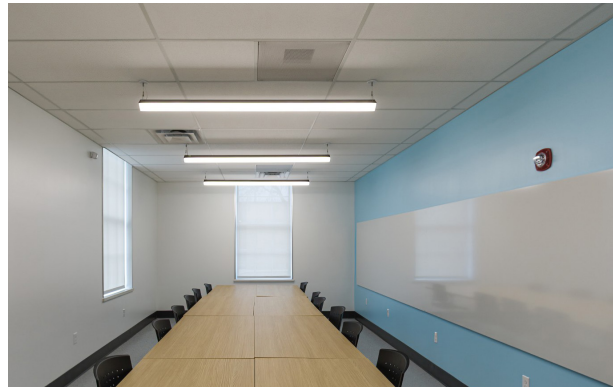


Hole-in-One Sponsor **\$800**



Naming Opportunities

Naming opportunities offer a deeply personal and lasting way to invest in the future of our new facility. From collaborative spaces to our unique indoor golf practice area—the only one of its kind in the country—the opportunities are as varied as the impact they make on our students. Throughout the building, there are countless spaces that can carry the names of supporters, foundations, and companies, each one representing a commitment to the success of metro Detroit youth. CCB | MGP naming opportunities celebrate the shared values and collective vision that influence every student who walks through our front door.





The Endowment

Launched with a \$500,000 investment from the Michigan Central Station Children's Endowment Initiative, our endowment serves as a cornerstone of long-term sustainability for College, Career & Beyond. We are currently working to raise an additional \$500,000 in matching funds, which will unlock a second \$500,000 contribution from The Children's Foundation—bringing the total endowment to \$1.5 million in support of our future.

With a total goal of \$6 million established at the beginning of the campaign, the fund will provide a steady, reliable source of support. Contributions to the endowment directly support CCB | MGP's weekly life skills workshops, college tours, alumni opportunities and workforce development. It ensures that our facility remains a place of inspiration and impact for generations to come.

We are proud to be one of only 11 organizations — out of 104 applicants — selected to be part of this once-in-a-lifetime opportunity for youth development programs in the City of Detroit. The endowment, created through the partnership of local foundations, dedicated donors and anchor community leaders including Bill and Lisa Ford, serves as a model for civic, philanthropic and corporate leaders across the country as a sustainable investment in long-term community impact.



Thank You

Thank you for taking the time to learn about the heart of our mission and the many ways you can support our students. At College Career & Beyond | Midnight Golf Program, we know that success doesn't happen alone—it's built through community, mentorship and opportunity.

Every gift, sponsorship and partnership helps a young person take their next step toward college, career and a life of purpose. Whether you support a golf ball, a student, or a space, your impact is real.

Together, we're not just opening doors. We're building futures.

We invite you to join us and go beyond.

For more information, please contact:

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