ANNUAL REPORT
2020

Front Seven
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TO OUR SPONSORS

Strategic Highlights

Our nonprofit is focused on youth advocacy through health, wellness, and personal growth. For Front Seven, it is more than just winning in sports—it is about winning in life! Front Seven™, Incorporated, is a 501(c)(3) non-profit corporation organized for nonprofit service to Texas youth and the metro-San Antonio community at-large. The 501(c)(3) designation means Front Seven™ has been recognized by the Internal Revenue Systems (IRS) as tax-exempt by virtue of its charitable programming.

We are an organization that focuses on youth advocacy and character building through athletics. We do this through positive engagement, mental resiliency training, one-on-one mentoring, and leadership development. We intentionally target at-risk youth for both our personal development campaigns and our health and wellness impact programs.

Front 7 also engages the youth and high school football community, promotes safety and best practices, and increases exposure to various game pathways. Front Seven also helps educate parents on the benefits of participation in youth and high school football.

Front 7 highlights to-date:

- In 2020, earned a $50,000 grant from former NFL All-Pro, Bobby Taylor.
- Over the last four years, thirty-five F7 athletes received football scholarships.
- In 2019, we won the nation’s premier 7v7 tournament (Dallas Texas’ Pylon Tourn.)
- Proven ROI—11 former players return to serve as mentors and volunteers.
- Organized, coordinated, and executed a St. Mary’s street clean up with F7 student-athletes. *Partnered with ReachSA to integrate our athletes into their community work.
- Over the last four years, F7 boasts of an 80 percent college enrollment rate with a 100 percent graduation rate!
Front 7 Outcomes and Social Impact Goals

Front 7 measures its impact through outcomes rather than just input. According to the National Council of Non-Profits (2020), “… impact is the difference your nonprofit makes: There's the work you do, and the results that flow from it.” At Front 7, we want to make a difference. As a result, Front 7 focuses on the following “target-10” outcomes:

1. Percentage of F7 athletes who receive their high school diploma (Goal: 100%)
2. GPA average of 3.0 or greater and favorable citizenship records/codes (Goal: No negative codes, and 100% of team carrying a 3.0 GPA or better)
3. Percentage of F7 athletes who receive athletic scholarship/aid (Goal: 75%)
4. Percentage of F7–7v7 athletes that go on to play football in college/including community college ( Goal: 50%)
5. College readiness—percentage of F7 athletes who stay in college beyond year two (Goal: 75%)
6. Numbers of athletes who participate in community events and philanthropy while in an F7 program (Goal: 100%)
7. Due to the F7 and Train the Mind partnership, did we promote mental health awareness on at least 50% of San Antonio Area high school campuses.
8. Number of F7 athletes go on to be community leaders and how? Law enforcement, military, firemen, public service, etc.
9. Number of distressed community student-athletes who gain exposure and accessibility to specialty and elite training that is normally too expensive or unavailable to them.
10. Number of student athletes who experience their first form of mental health or therapy through F7.
Operating Highlights

Thanks to a generous grant by former NFL All-Pro, Bobby Taylor, and constant support from others, we were able to realize many of our organizational benchmarks. This included:

1. Developed business model and strategic plan with mission, goals, core values, and product lines.
2. Established organizational structure and operating norms.
3. Established our Board, with board development, roles, and retention training.
4. Implemented marketing and communication plan.
   - Website and social media presence established to reach student-athletes.
   - Created marketing collateral for student-parent engagement.
   - Acquired collateral such as polos shirts, pitch-decks, brochures, business cards, letterhead, and other branded items.
5. Completed formal non-profit learning and development training (In partnership with the San Antonio Area Foundation and Board Source)
   - Essentials of Non-Profit Leadership class (August 5, 2020)
   - Completed Grant Writing Class (October 20, 2020)
   - Board Bootcamp: The Basics of Being a Board Member (2021)
6. Established governance and financial oversight
   - Established bank account (one for operating expenses, one for projects)
   - Purchased and implemented quick books and audit software
   - Now tracking profit and losses and complete financial history for transparency
   - Established online giving platform and applied for GuideStar recognition
7. Programming
   - Researched/created plan for 2021 7v7 football season
     - 40% of our student athletes are from distressed communities
     - All distressed student-athletes will have their travel costs paid for by Front Seven
   - Hosted an online zoom session led by former NFL athletes Bobby Taylor and Ndukwe Kalu.
     - Also featured a motivational talk from WWE hall-famer, Mark Henry, and an NCAA eligibility workshop by Mark Davis.
     - The event was moderated by CBS college football analyst, Brian Jones.
▪ The online event positively impacted local area athletes and parents by encouraging them to prepare for the student-athlete and not just the athlete in college.
▪ This became a great blueprint for future online events as an alternative to face-to-face meetings should the pandemic continue.

-o Front Seven Test Day (January 9th, 2021)

▪ Unfortunately, our long-awaited and carefully planned 2020 High School Test Day had to be postponed due to COVID-19 concerns here in San Antonio. It was rescheduled for January 9th and with limited slots (50).
▪ Here are some of the highlights from the January 9th Test Day:
  ✓ Student-athletes participated in stations that test their speed and agility.
  ✓ They got a full athletic assessment and official laser times for the 40/20/10 Yard Dash.
  ✓ Parents watched their athlete compete and also attended a workshop facilitated by Train the Mind, Incorporated.
    o Seminar was aimed at improving mental health awareness for student-athletes and their parents.
  ✓ Offered free to the community for 9th-12th grade athletes!
  ✓ 18 of the 52 athletes were from distressed communities.
  ✓ Attended by WWE Wrestler Bill Goldberg
  ✓ Special guest speakers former NFL Player Louis Vasquez, All-American Running Back, Sincere McCormick (UTSA), Chace Cromartie (SMU), and Rashad Wisdom (UTSA).
Thanksgiving Outreach: Partnered with ReachSA to donate 200 turkeys to deserving students on San Antonio’s Eastside (a leader in economically distressed students).

“We build life-long leaders through action, development, and opportunity.”
FINANCIAL HIGHLIGHTS

- Our total expenses for 2020 totaled $50,200.
  - 22% ($11,500) was spent on overhead expenses (the standard recommended overhead expenses rate is 35% or less)
  - For details, please see the attached financial summary.

For your future and further consideration: For startup companies, early financial goals are typically high-level and designed to establish a baseline for profit margin and growth strategies. These strategies include fundraising strategies and donor development goals. For Front 7, our 2021 financial goals are as follows:

1. Generate annual revenue that results in at least a 20% profit margin (monitor quarterly).
2. Maintain overhead costs that do not exceed 35% of total revenue.
3. Operate with financial transparency through our Transparency Tab on our website. This tab will have our annual 990 tax forms, our social impact reports, and our standing with GuideStar©, and Charity Navigator©.
Ultimately, we use athletics to equip young people with life-tools that transfer to their adult lives. We conduct business in the sports and entertainment arena—with positive impact in both the philanthropic and education sectors.

In 2021, we will expand our services to include a youth advocacy program with a focus on personal development, mental health, and holistic wellness. Student-athletes have additional pressures to maintain their classwork and grades on top of practice and games. According to a 2014 American Psychological Association survey, American teens say they feel stress in patterns similar to adults, with even higher stress levels during the school year. Couple that with a teen’s developing brain and raging hormones, and it is no wonder those pressures feel even more intense when the big game is on the line.

Among professional athletes, data shows that up to 35% of elite athletes suffer from mental health issues. Resultantly, as a solution to this, we have partnered with Train the Mind to launch this new initiative.

Train the Mind is an online subscription service that provides daily live and on-demand classes designed to boost confidence and performance while coping with pressure, with 15-minute video classes that include how to enhance focus and visualization as well as how to control anxiety and negative thinking.

The lessons come from mental performance coaches and sport psychologists across the pro-sports spectrum, including Dallas Mavericks mental skills coach Mike Franco and Los Angeles Clippers mental skills coach Laura Wilde. Betchart is the mental skills coach for the Utah Jazz and has mentored Gordon as well as Ben Simmons of the Philadelphia 76ers and Karl-Anthony Towns of the Minnesota Timberwolves.

As a part of our new mental health initiative, Train the Mind has agreed to sponsor Front 7 with 25 subscriptions to the Train the Mind Program.
Upcoming Specialty Camps
In 2021, Front 7 will partner with San Antonio Christian Schools to specialty football camps that will also include an emphasis on mental health. These camps include but are not limited to:

1. Interior Lineman Camp
2. DB/WR Skills Camps
3. Virtual Mental Health Camp for Parents and Athletes (Online Zoom Webinar)
4. College Readiness Camps (SAT/ACT, Financial Aid, Degree Planning, etc.)
Final Remarks

We are excited about what 2021 has to offer. As a non-profit, we are grateful for the start of our journey. We sincerely appreciate the help from our dedicated group of friends, coworkers, volunteers, and most importantly, our sponsors.

Over the past year, we have been working hard on implementing policies that will serve as the fabric our organization. In 2020, the universe told everyone to slow down, to look within, and to find balance and harmony. We took heed—we used that time to hunker down and focus on our business structure, our business acumen, our organization, and our communication skills. We adapted to the crisis by shutting down our football season, even though we boasted a 19-1 win-loss record. We proved we were agile, by cancelling our fall Test Day (Covid-19) and replacing with a first-class virtual seminar. Finally, we completed an array of courses and seminars on nonprofit formation, leadership, and social justice.

Much more has been accomplished, as highlighted in this report, but we are just getting started! We have so much more to offer our community. We plan on separating from the rest of the pack by providing practical life-building skills that will benefit the kids for generations. In 2021, we are proud to partner with Train the Mind—this is groundbreaking! Together, we will provide practical ways to apply mental health awareness concepts early in the lives of our youth. This is imperative, our young adults need these skills to succeed in a post-pandemic world. This alone, sets us apart from any other youth advocacy nonprofit.

With your help, we will change the narrative of how mental skills training is looked at in San Antonio. With your support, we plan on expanding our programing to change the negative cycles associated with our city’s poverty and socio-economic problems. Together, we will continue to provide a positive impact and create powerful experiences to the youth of San Antonio.

Calvin Robertson, III
CEO, Front 7