



# ABOUT U OUTREACH PROGRAM & ITS IMPACT ON NYC STUDENT-ATHLETES

A foundational summary of About U — A youth advancement initiative that utilizes sports to enhance life results for students in NYC.



# WHAT WE DO “

*We expand learning opportunities and possibilities, utilizing every avenue available to us to support the students we deeply care for in reaching their loftiest goals. Our commitment lies in empowering them to navigate their journey with confidence and determination.* ”

## — OUR THEORY OF CHANGE

### WE COACH STUDENTS

We provide safe spaces where children from 5 years old to college can find belonging, take risks, make mistakes, and achieve progress. Our focus is on creating environments that foster growth and development, allowing students of all ages to thrive and succeed.

### WE MOTIVATE ACADEMIC SUCCESS

We create opportunities for students to practice the resilience, collaboration, and hard work that drive perseverance and lifelong learning.

### WE EMPOWER OWNERSHIP

Through relationship-based programming and strategic connections, our program directors broaden our students' networks, encourage them to chase bold dreams, and equip them as they forge their paths forward.

### WE BUILD COMMUNITY

As a boldly inclusive organization, we work with our community of students, families, alumni, partners, and funders to diversify the network and expand equitable academic and athletic opportunity.

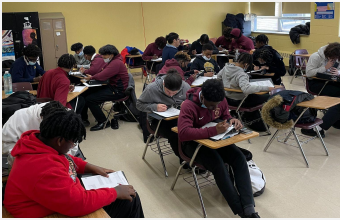
**ABOUT U is a post-school initiative that transforms the life paths of young people through comprehensive daily academic assistance, mentorship, leadership development, college readiness career investigation, guidance for admissions and physical preparation teaching.**



# Six primary service offerings for our students

## Academics

- Average About U pupil scores 200+ points higher than their peers on SAT
- Teach at Capital Prep HS (Harbor, CT and Harlem, NY), Christ the King HS, Archbishop Stepinac HS, & Abraham Lincoln HS.



## Social Justice & Activism

- Organized “Let them Play” rally in Feb 2021, to give NYC public school kids the chance to resume sports
- Organized “Stop the Violence” events in response to George Floyd (Q2’2020)



## Mentorship Program

- Pair students with corporate sponsor volunteers to maximize their opportunities academically, athletically, socially, professionally
- Individual & group sessions (eg resume workshop, social media workshop)



## Physical Preparation

- Utilizes About U's cutting-edge strength training facility & NYS certified athletic trainers to provide physical development to underprivileged youth



## Sport-Specific Training

- Professional training for skills specific to various sports and positions including football, basketball, wrestling, lacrosse, & boxing



## Recruiting Services & Elite V Showcase

- Largest non-profit-led Football Recruiting showcase series in Northeast
- 4 successful events serving over 1200 student athletes. (primarily from high-needs backgrounds)





# Harlem Jets Partnership

Founded in 2005, the Harlem Jets, Inc. is a non-profit after-school organization that uses academic enrichment programs, tackle football, cheerleading, wrestling, & now lacrosse as a way to keep youth ages 5-18 academically motivated & physically fit

About U provides academic support, sports training, mentoring services, life-skills enrichment, & prep/private school placement advice and counseling

Since its founding, the Jets have served almost 4,000 kids & are currently serving more than 500 children in New York City







# BRIDGE UP PROGRAM



## MISSION

To provide middle school students access to resources & coaches, ensuring a seamless transition into their “Next Play” in life for the upcoming school year.

## STRENGTHS

- Transitioning back to in-person classroom learning
- Collaborating & group work
- Student teachers who led individualized & group instruction
- Launched at a time when programs were collapsing

## CHALLENGES

- Up to 28 years worth of learning loss for black & hispanic children as per research by the National Center for Education Statistics (NCES)
- Academic stamina at an all-time low

## GROWTH

- Begin student selection process earlier to create more buy-in from parents
- Expand the program from 25 students to 50 students
- Build a more comprehensive daily program of physical preparation, sports-specific coaching, & academic enrichment





FORDHAM PREP

FITNESS AND WELLNESS CENTER





# Corporate Sponsorship – SAT Program

## Corporate Sponsored SAT Class

- Full year of one class (covering two tests) for 15 students
- Classes 2x week for 18 weeks (classes from March-May and from October-December)
- Extra help available outside of class time once per week at students' discretion
- Teacher's assistant for half the classes
- Each student gets one SAT test covered (2nd test paid for by school)
- All study and test material provided for students
- Mentorship Program & grade monitoring

[aboutuoutreach.org/donate](https://aboutuoutreach.org/donate)

Class is named after Corporate Sponsor

- All class material feature name of Sponsor
- Corporate Sponsor has opportunity to:
  - Visit our classroom and meet the students
  - Be a guest speaker in our class
  - Present at a Mentorship Career Development Event

**Sponsorship Level: \$15,000**

Current Spring '22 Sponsors:



**BARINGS**

## Full-Time Student Sponsorship (one student)

- Full year of Physical Preparation
- Full year of SAT training
- Full year of Grade Monitoring and Mentorship

**Sponsorship Level: \$3,000**





# About U Physical Preparation

**About U Physical Preparation utilizes our cutting edge strength training facility & NYS certified athletic trainers to provide physical development to our members**

**Our physical preparation philosophy is foundation for how we operate**

- Built through education, personal experiences and is continually influenced by coaches and athletes who have graced our program over the years
- **Ever evolving system for how we manage our athletes and teams to ensure they reach their full potential** both physically and mentally, on & off the field

**Positively enhancing an athlete's life is fulfilling to our own lives**

- **Evidenced through the passion that we bring to our coaching**, and the success-driven culture that has been created for all of our athletes
- Ensure that each athlete under our tutelage knows that we care about them first and foremost as a person, and second as an athlete.
- As much as our schedule will allow, we spend time with our athletes at games, practices and team-based events
- In doing so, we **strengthen our personal connections and open up opportunities to impact other facets of our athletes' lives that contribute to their potential**, such as sleep, stress management, and general life skills

**As coaches, we strive to model living healthy, positive, balanced lives**

- Demonstrates that we consistently hold ourselves accountable to same high standard that we are striving to instill in our athletes
- Brings our training philosophy full circle, as we develop individuals ready for success in all aspects of life
- Referred to as our **K.O.S.T.T Knowledge of Self through Training**





# About U Sport-Specific Training

**About U is proud to offer sport-specific training to kids in need throughout the NYC area**

The team is dedicated to developing training “culture” and the character of each of our athletes and programs. We understand that team cohesion, facilitated by physical preparation, will contribute greatly to a championship culture. Through our coaching methods and athlete interactions, we not only strive to develop better athletes, but better people. Most importantly, we strive to push our athletes to become intentional, resilient, and selfless

## **Intentional athletes**

1. Know their goals
2. Do not make excuses
3. Strive to become better every day

## **Resilient athletes**

1. Become comfortable being uncomfortable
2. Choose to be positive
3. Never quit

## **Selfless athletes**

1. Support their teammates
2. Make decisions based on impacts on others
3. Become great role models

These three words represent the language of our program and the characteristics of successful people that we desire our athletes to become



**FOOTBALL – BASKETBALL – WRESTLING – LACROSSE – BOXING**  
***& more to come!***



# Elite V Showcase

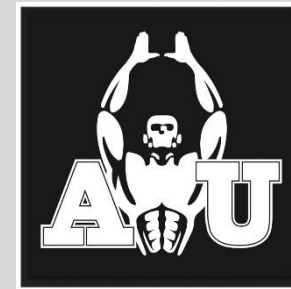
*Northeast's biggest and best charity football showcase!*



The Elite V was established in 2020 to give opportunity to lower-income student-athletes to attend college. By lowering the costs associated with the recruitment process, while giving athletes exposure to the nation's top intercollegiate athletic programs, we bridge the opportunity gap!

## Highlights

- Over 1200 participants across 4 events during the TTM.
- Career readiness workshops (mandatory) over Zoom leading to each event
  - Notable Guest Speakers:
    - Coy Wire (CNN)
    - Eric Coleman (SNY)
    - Dexter Lawrence (NYG)
    - Cass Taylor (Adobe)
- Over 100 recruiting schools, including 3 of the last 5 CFP National Champions
- Live broadcasts and full film of all competitive work
- All provided at no cost to participants!





# About U Mentorship Program (AMP)

The About U Mentorship Program is a **tailored approach to guide our students and maximize their opportunities** academically, athletically, socially and professionally

The major function of the About U Outreach Mentorship Program is to **promote the mentee's development as an individual, a student, and an athlete**

- Career readiness workshops with corporate partners focus on resume writing, interviewing skills, using social media, etc.

It also serves as a key planning tool aimed at **ensuring that About U Outreach is consistently monitoring and keeping current with the needs of students within About U communities.**

- Specific goals, guidance, roles, responsibilities, and criteria are continuously improved as we implement the program across About U communities

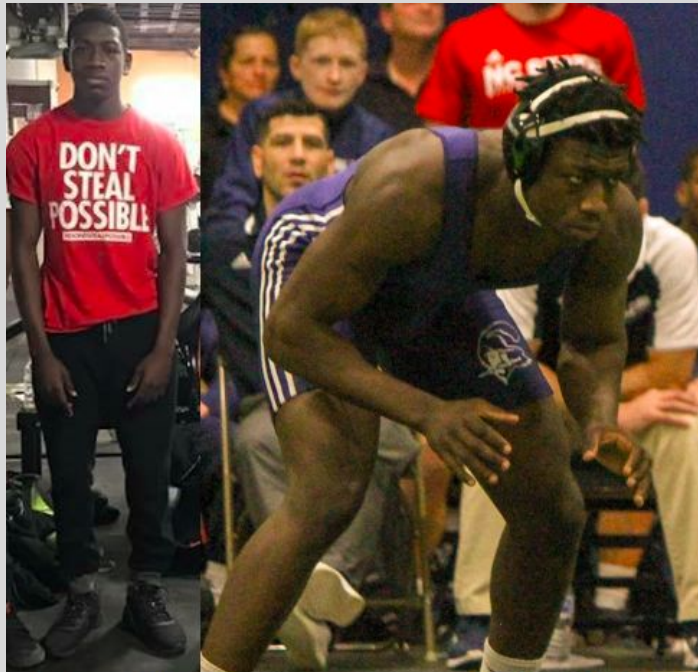
## Recent Accomplishments

Congratulations to **Bak Harris** (Investment Banking) & **Wesley Abraham** (Sales & Trading), two of our RBC monthly mentorship program members, for being accepted into their **Sophomore Internship Program.**





# Case study #1 – Sanoussi Kane



2016 – 155lbs

2018 – 197lbs



*Sanoussi graduated early from Blair Academy to enroll early in Purdue University and entered the Krannert Business School in Spring 2021*

*“About U NYC has shown me that I can maximize my potential by being dedicated, paying attention to details, and having the resolve to fight through anything.”*

## **Purdue University**

**GPA:** 3.3 (spring semester)

**SAT:** 1370 Math 720 Reading 650

**SAT Student Teacher** May 2018 Class

**Sport & Accolades:** Football, 2x NJ Prep All State and All League

**Squat:** 600x1; **Bench:** 225x15; **Vertical Jump:** 43in

**Offers:** Army, Baylor, Brown, Buffalo, Central Michigan, Colgate, Columbia, Cornell, Fordham, Howard, Princeton, Purdue, Rutgers, Rice, Temple, Toledo, Tulane, Umass, UPenn, Vanderbilt, West Virginia, Western Michigan, William & Mary







# Case study #2 – David Nwaogwugwu



Dec 2017: 232  
lbs



Aug 2018: 281  
lbs



David is on schedule to graduate in 3.5 years (Dec 2021) with a degree in Psychology; he has a 3.1 cumulative GPA & is starting at Right Tackle

*“About U NYC has taught me that success only comes with hard work. The struggles you go through aren’t faced alone because of the family we’ve established and support system. Nothing is given, it’s earned.”*

## Year in Review 📅 David Nwaogwugwu

### 🎓 Academics 🎓

- ◆ High School GPA 📈 15 points from 74 to 89
- ◆ October SAT 220 point increase from April’s test
- ◆ NCAA Core Average : Senior yr 2.2 to 2.7
- ◆ Fall Semester GPA: projected 2.8 to 3.1 🏆

### 🏆 Sports Performance 🏆

- ◆ See below pictures
- ◆ Bench Press - 225 for 5 reps to 15+ reps
- ◆ Squat 📈 150+ pounds to a 3 rep max of 425+
- ◆ Gained 50 pounds of muscle while maintaining a 30+ vertical jump 🚀

### 🏈 Football 🏈

- ◆ In 7 months: Zero offers to multiple FBS offers
- ◆ 2016/17 247Sports: No ⭐s 🚀 2017/18 3 ⭐s
- ◆ ESPN #11 best player in New York State
- ◆ Invited and Played in the 2018 Empire Challenge
- ◆ Signed a full athletic scholarship to Temple
- ◆ 2019 Season - will compete to start as a RSFr
- ◆ Interpersonal Skills/Leadership/Community 🏆
- ◆ Role Model to DeWitt Clinton HS & AU 🏆 🏆
- ◆ Leader, Coach & Advocate for NYC Youth
- ◆ Confident, Engaging & Articulate Public Speaker







# Case study #3 – Ismael Massoud



ISMAEL MASSOUD

2017 – 165lbs

2020 – 218lbs

*Currently All Academic ACC with 3.2 GPA*

*“About U changed my whole outlook on what a basketball player should and needs to be in order to take my game to the next level and have an advantage over my competition.”*

**Wake Forest University Class of 2023**

**GPA:** 3.6 High School Class of 2019 MacDuffie School, MA

**SAT:** 1260; Reading 630 & Math 630

**Sport & Accolades:** Rivals 4 star & 129<sup>th</sup> in the US; 2019 USA Today 1<sup>st</sup> team All-MA; 1<sup>st</sup> team All-NEPSAC; MVP Empire Classic

**Squat:** 225x24; **Bench:** 220

**Offers:** Arizona State, Auburn, Colgate, Creighton, DePaul, Fairfield, Florida State University, Georgia, Georgia Tech, Harvard, Illinois, Iona, Minnesota, Missouri-St. Louis, Monmouth, Penn State, Rutgers, Seton Hall, St. Bonaventure, Stony Brook, Texas Tech, Xavier, Yale





MADISON SQUARE GARDEN

MASSOUD

25



# COLLEGE ACCEPTANCE HIGHLIGHTS



**HARVARD COLLEGE**  
Admissions & Financial Aid

Dear Cris,

**Congratulations!** I am delighted to inform you that the Committee on Admissions has admitted you to the Harvard College Class of 2028 under the Early Action program. A transformative college experience awaits you.

LETTER FROM

**Harvard University**

Acceptance letter for Cris Ramirez to Harvard  
University Class of 2028.







# WESLEY ABRAHAM, WESLEYAN UNIVERSITY STUDENT ATHLETE AMBASSADOR



## Awards

- All-American, All Region, All NESCAC
- All Academic, Academic All District
- Christopher Luke Yohan Award
- 2024 Captain
- Finalist for the Wesleyan Memorial Prize (The prize is awarded to members of the Junior Class outstanding in qualities of character, leadership and scholarship)

## Clubs & Committee

- President of Wesleyan Investment Group
- Diversity in Economics Club
- Economics Majors Committee
- Wesleyan Student Athlete of Color Leadership Council

## Internship & Job Experience

- RBC Sales and Trading 2023 Sophomore Summer Analyst
- Citigroup Sales and Trading 2024 Summer Analyst
- RBC Full-Time Job Offer









# FORDHAM PREP

A T H L E T I C S



#GoRams #AMDG



## ABOUT U OUTREACH

SCAN TO SUBSCRIBE TO  
NEWSLETTER/SOCIALS



SCAN TO DONATE



### What Your Donation Does



Your support directly fuels **full-year intervention** for student-athletes who need it most.

- **\$475** supports academic resources and mentorship touchpoints
- **\$1650** : Half Year of Incremental Education, Physical Preparation, Mentorship, and High School / College Admissions Support
- **\$3000** : One Year of Incremental Education, Physical Preparation, Mentorship, and High School / College Admissions Support

Every dollar stays focused on **direct impact**, not overhead.

