



IMPACT REPORT

2024

LETTER FROM OUR EXECUTIVE DIRECTOR & FOUNDER



Relay is dedicated to empowering individuals and communities. In 2024, we made significant progress in advancing our three core principles: financial literacy, college readiness, and scholarship. Through our scholarship programs, FAFSA support, ambassador initiatives, and events like the Inaugural Financial Literacy Summit, we provided students, parents, and communities with essential resources and knowledge to strengthen their educational and financial futures.

Our impact numbers speak volumes—we awarded over \$5,000 in scholarships, over 900 individuals assisted with FAFSA applications, 3,000+ students engaged through Relay Hope, and a 92% satisfaction rating from our Financial Literacy Summit attendees. Additionally, our Ambassadors demonstrated outstanding leadership by participating in key programs, providing community service, and gaining essential skills for their future endeavors.

Relay remains committed to expanding our reach, enhancing our programs, and strengthening partnerships to drive a more significant impact. With continued support from our community, donors, and dedicated team members, we will strive to equip even more individuals with the tools they need to succeed in college readiness, financial literacy, and scholarship.

Together, we are building a brighter future—one student, one family, and one community at a time.

Lottia

OUR STORY SO FAR

OUR MISSION

Relay Heroes Today Leaders Tomorrow is dedicated to enhancing opportunities for individuals and families in the direction of financial responsibility and educational success.

OUR VALUES

Teaching individuals and families to run the race that life has given with patience and endurance.

OUR COMMITMENT

Relay was founded in 2017. Our establishment came out of a growing passion for helping individuals become college-ready and financially literate and assisting families and individuals in their overall sustainability goals. Our goal and mission connect individuals and families to resources that enhance their educational experience and opportunities. We want to empower all to pursue higher education and develop financial literacy as we teach everyone to run the race that life has given with patience and endurance.

OUR PURPOSE

To connect individuals and families to resources that enhance their educational experience and opportunities.

OUR VISION

To empower everyone toward resources aiding in the pursuit of education and the development of financial literacy.

42%

STUDENT IMPACT

DFW TEXAS
METROPLEX

and its surrounding areas

THROUGH RELAY
PROGRAMS

OUR 24/25

BOARD OF DIRECTORS

BOARD MEMBERS



Lottia Fredo
Founder/Executive
Director



Gregory Patrick
President



Peris Kabaru
Vice-President



Alice Isbell
Treasurer



Stephanie Marsh
Ambassadors Co-Chair



Tonya Brooks
Ambassadors Co-Chair

BOARD MEMBERS



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Marketing Coordinator



Anastasia Grilley
Board Member



Annamarie Grilley
Board Member



Dee Peterson
Board Member

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Advisory Council



Adrienne Kelley
Advisory Council



Asa Randolph
Advisory Council



Monica Rousseau
Advisory Council



Eartha Walls
Advisory Council



Renee White
Advisory Council

2024 ACCOMPLISHMENTS

Inaugural Financial Literacy Summit

The Financial Literacy Summit was successfully launched as a free event, bringing together a diverse group of participants, speakers, and exhibitors to empower individuals with essential financial knowledge. **The event received an overall satisfaction rating of 92%**, reflecting its effectiveness in delivering valuable financial education.

This event set a strong foundation for future summits, equipping attendees with the tools and knowledge needed for financial success.

Key Metrics:

- Total Participants: 139
- Exhibitors: 8
- Speakers: 14
- Moderators: 8

Focus Areas & Sessions:

The summit featured targeted sessions addressing financial literacy across different demographics, including high school students, college students, adults, and the Latino Community.

- Wealth Building, Credit, and Savings
- Main Event: Insurance
- High School Track: Financial Literacy, Paying for College, Scholarships, Credit & Savings
- Adult Track: Entrepreneurship, Stewardship
- Middle School Track: "Show Me the Money"
- Cybersecurity & Identity Theft
- College & High School Panel Discussions

This event set a strong foundation for future summits, equipping attendees with the tools and knowledge needed for financial success.

2024 ACCOMPLISHMENTS

Ambassadors Impact Report

Relay Ambassadors play a vital role in community engagement, leadership development, and advocacy for educational and financial literacy. In 2024, our team of eight Ambassadors actively contributed to impactful initiatives, dedicating their time and efforts to meaningful causes.

In addition to their community involvement, our Ambassadors underwent comprehensive leadership training, which included branding workshops, participation in the "I Am Relay" Interview Project—where they interviewed mentors and role models—and scholarship application training. They also gained valuable college readiness experience by visiting a college of their choice and creating an accomplishment resume. This training not only equipped them with essential skills for their academic and professional journeys but also allowed them to earn scholarship money for college.

2024 Ambassador Activities & Impact

- DeSoto Teen Summit
 - Engaged with 115 participants
 - Hosted a financial literacy workshop for 6 students
- YES Summit
 - Engaged with 210 students
 - Provided resources and guidance to 25 parents
- St. Arbor Community Garden
 - Harvested fruits and vegetables
- Center of Hope Women's Shelter
 - Helped to serve breakfast to women and children
- St. Jude's Children's Hospital
 - The Ambassadors wrote heartfelt Valentine's Day cards to children at St. Jude's Children's Hospital, spreading love and encouragement to young patients.

Our Ambassadors have shown exceptional leadership, service, and dedication to community engagement. Through their involvement in college readiness, financial literacy, and scholarship initiatives, they have not only developed their skills but also contributed to strengthening Relay's mission of empowering future leaders and the communities in which we live and serve.

2024 ACCOMPLISHMENTS

Scholarships Impact Report

Relay remains committed to empowering students through educational opportunities. In the past year, we successfully awarded four scholarships, providing financial support to students at various educational levels. These scholarships aim to foster leadership, academic excellence, and community engagement.

Scholarship Programs & Awards

- **Building Leaders Scholarship** – Designed to support emerging student leaders with exceptional leadership potential and community engagement.
- **Memorial Scholarship** – In 2024, Relay partnered with the Nevarez family to honor Momma Chagua with an educational scholarship for students who enjoy cooking and honor family traditions.
- **K-5 Scholarship** – Designed for K-5 students, this program emphasizes the importance of starting a college savings plan early.
- **Ambassador Scholarship** – A unique virtual scholarship program awarded to Relay high school senior Ambassadors who have exemplified the three pillars of Relay, along with a commitment to personal growth, community engagement, and leadership development.
- **Community Scholarship** - Relay partners with individuals, families, and organizations to award one-time scholarships for educational expenses.

\$5,575 was awarded across all five scholarship programs, benefiting students and enabling them to pursue their academic goals with reduced financial burdens.

Through these scholarships, Relay continues to make a meaningful impact on the lives of students and their families. We are committed to expanding our scholarship programs and increasing funding opportunities to support even more students in the future. Relay's mission remains focused on sending students to college debt-free and building upon that vision one scholarship at a time.

2024 ACCOMPLISHMENTS

Relay Hope Impact Report

Relay Hope actively participated in the Oak Cliff Back-to-School Event, providing essential resources and support to students as they prepared for the new academic year. We connected with over 3,000 students through our engagement, reinforcing our commitment to education, community empowerment, and student success.

Financial Literacy Month

During Financial Literacy Month, Relay engaged elementary schools to teach the foundations of financial literacy by securing each student with their own customized savings bank. 1,303 students were involved with practical financial lessons, empowering them with the knowledge to make smart financial decisions from an early age. Our interactive activities and tailored content ensured that every child walked away with a better understanding of money management, setting them on a path toward financial success.

FAFSA Assistance Impact Report

Relay remains dedicated to making higher education accessible by providing personalized FAFSA (Free Application for Federal Student Aid) assistance. Through hands-on guidance, we have helped students and parents navigate the complexities of financial aid applications, ensuring accuracy and increasing their chances of securing college funding. **As of October 2024, we had assisted over 900 individuals.** By continuing our outreach efforts and personalized support, we aim to break financial barriers and empower more students to pursue higher education.

Relay is creating a real impact through our FAFSA assistance program by simplifying the financial aid process for students and families. We will continue to provide resources, workshops, and one-on-one support to ensure every student has the opportunity to achieve their academic goals.



2024 HIGHLIGHTS





2024 HIGHLIGHTS



IMPACT

STATEMENTS

Relay Heroes Today, Leaders Tomorrow has helped me understand the importance of being financially responsible, especially regarding school. Through this program, I've learned that it's never too early or too late to start saving or even take steps like putting student loans on hold. What I love most is that Relay doesn't just serve students; it provides tools and support for people of all ages to pursue their goals and dreams. For me, most recently, that meant having the opportunity to speak at the annual brunch, introduce guests at events, and even promote my own event. Being part of Relay feels like having a family you may not see often, but every time you reconnect, it's filled with support, joy, and purpose. I'm also incredibly thankful for how Relay impacted my daughter. She learned the value of saving for college early on and even won a scholarship through the organization. That moment gave her confidence and showed her that when you apply yourself, great things can happen. Thank you, Relay, for being apart of our family.

Nychel - Scholarship Winner Parent

My experience with Relay this year was truly amazing. I had the opportunity to meet incredible people and make lasting memories while giving back to the community. Volunteering taught me so many important lessons that will help me in the future. Relay also helped me find scholarships, which made planning for college less stressful. I am so grateful for everything I have learned and plan on joining again next year

Ciara - Student Ambassador

Relay has helped me establish more financial goals for myself and my family. I am thrilled that for the first time in forever, someone has listened to what I need and allowed me to develop a solid plan. Although I've had to get back on track multiple times, Relay has taught me it's not a failure, it's about getting back up again and building new habits that will help me and my family's present and future. Thank you, Relay, for making such an impact on me and my family.

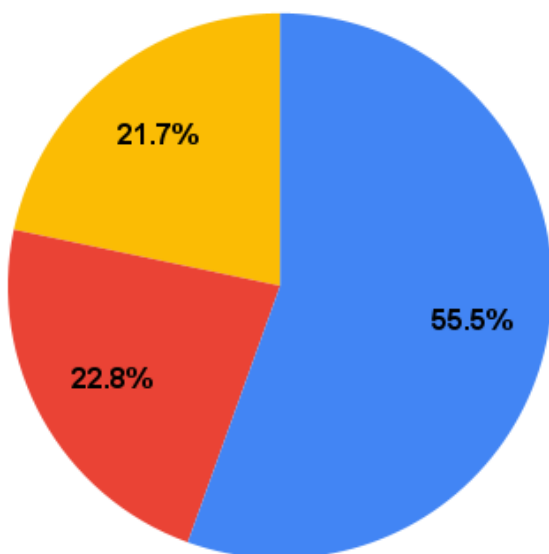
Donna - Workshop Participant

FINANCIAL STATEMENT

Relay Heroes Today Leaders Tomorrow is committed to promoting financial accountability and transparency in the pillars of service and within the communities that Relay serves. Donors can contribute with assurance, understanding that their generosity benefits initiatives assisting marginalized and underrepresented individuals, families, and students.

Revenue Breakdown

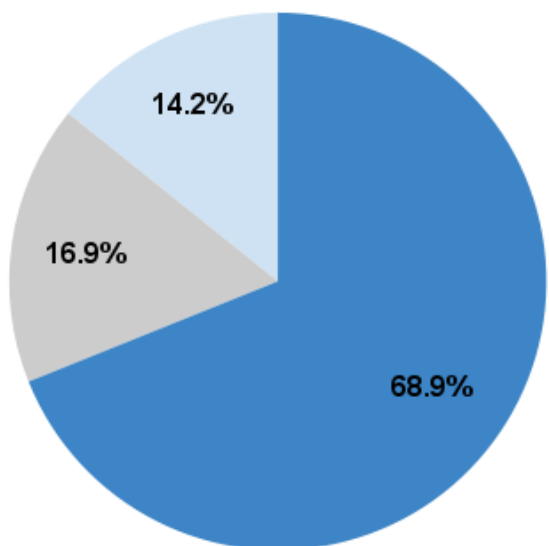
- Fundraising
- Grants
- Other



FUNDRAISING **\$15,098**
GRANTS **\$6,200**
OTHER **\$5,900**

Expense Breakdown

- Programming
- Admin
- Fundraising



PROGRAMMING **\$14,722**
ADMIN **\$3,600**
FUNDRAISING **\$3,042**

We would like to conclude our impact report with acknowledging the contributions of the people who worked tirelessly on the projects mentioned within.

Relay Executive Board Members

Relay Advisory Members

Volunteers

Community Partners

Supporters & Donors

Relay Heroes Today Leaders Tomorrow

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WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS