

**THE
DREAM
CENTER**

**20
20**

**ANNUAL
REPORT**



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Development Corporation

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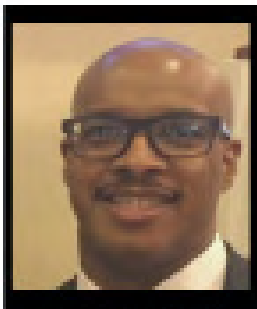
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Senior Connect

THE BOARD



The FCBC Community Development Corporation (CDC) serves as a catalyst for transformation in Harlem and the Greater New York City area, challenging and empowering individuals to realize their infinite possibilities through Education and Arts, Economic Empowerment, Health Awareness, Civic Engagement. The FCBC CDC has been a registered 501C(3) Non-Profit organization since August 2012. The Dream Center is its first initiative.



DOUGLAS ADAMS



CHRIS BISHOP



LINARA DAVIDSON
GREENIDGE



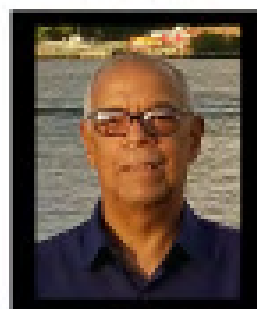
ALICE HUNT



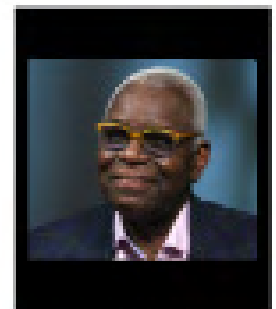
JAMAL JOSEPH



PAMELA FLOOD
MORRISON



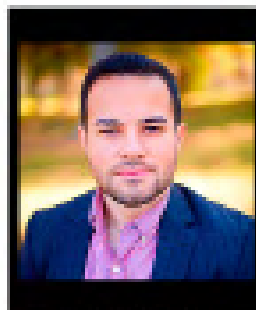
CHARLES POWELL



VOZA RIVERS



OLIVIA F. SCOTT



JONATHAN SOTO



MICHAELA WALROND JR.

WHO & WHAT

TEAM119



SYREENA HOWARD
DREAM COORDINATOR



DESIREE ELDER
EXECUTIVE VISIONARY



ALEXIS HENRY
CREATIVE INNOVATION DESIGNER

MISSION

To *UNLOCK* and *CULTIVATE THE DREAMS* of the Harlem and Greater New York City community through transformative programs centered on *CREATIVE ARTS, LEADERSHIP DEVELOPMENT, ECONOMIC EMPOWERMENT, ENTREPRENEURSHIP* AND *HEALTH & WELLNESS*.

MESSAGE

HI DREAMER!

Last year we were glad, proud even, about our position at The Dream Center in helping to close the digital divide. Who knew just how apropos that would turn out to be!

At the beginning of the quarantine in New York we pivoted to offering virtual programming so we could continue to offer free classes and workshops to our community of dreamers from the safety of their homes.

We closed our doors on March 16, 2020 and by April we began offering a slate of online programming that remains true to TDC's mission – FREE transformative programs centered on creative arts, leadership development, economic empowerment, technology, entrepreneurship and health & wellness.

To that effect, virtual programming has expanded our reach to other states, Canada and the United Kingdom. Our Harlem/New York City community of dreamers is growing to be an international community!

We launched Senior Connect thanks in part to a grant from Spectrum. Learn more about the initiative on page 9.

TDC was able to retool programming such as "The Audacity of Hope: The Get Free Series," which was slated to begin Wednesday, March 18, for the online space, and end with the final performance (see below.)

We allied with new partners. In association with the Casting Society of America's Training & Education committee, we offered "Lights. Camera. Casting!" to teach about the casting profession, its role in the entertainment industry, and how to pursue a career in casting.

So, as you see, we are ever evolving to the times and remaining resilient for our community of dreamers.

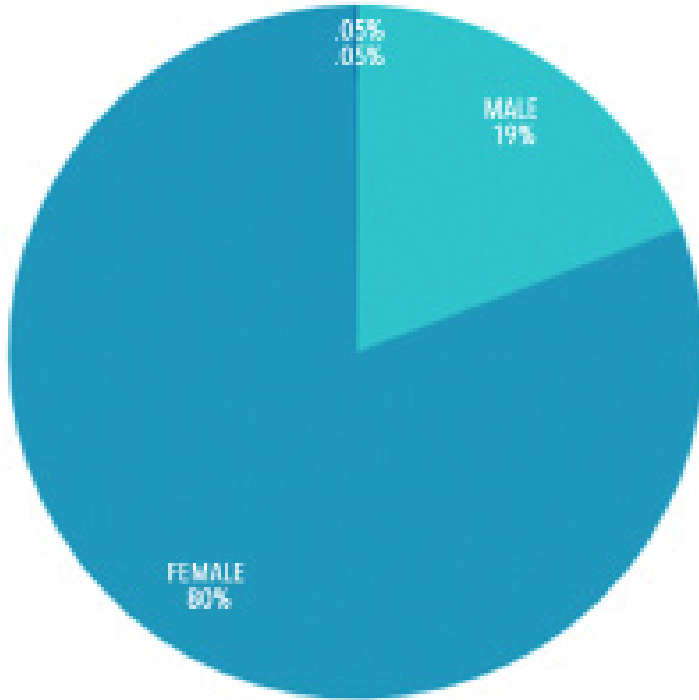
Warmest Regards,
Desiree Elder



Above: The Get Free Series Open Mic Session is the culmination of the online poetry workshops, Poetry for Service Workshop Series: The Audacity of Hope, facilitated by Poetry for Service founder Lyrical Faith, top left.

YEAR in NUMBERS

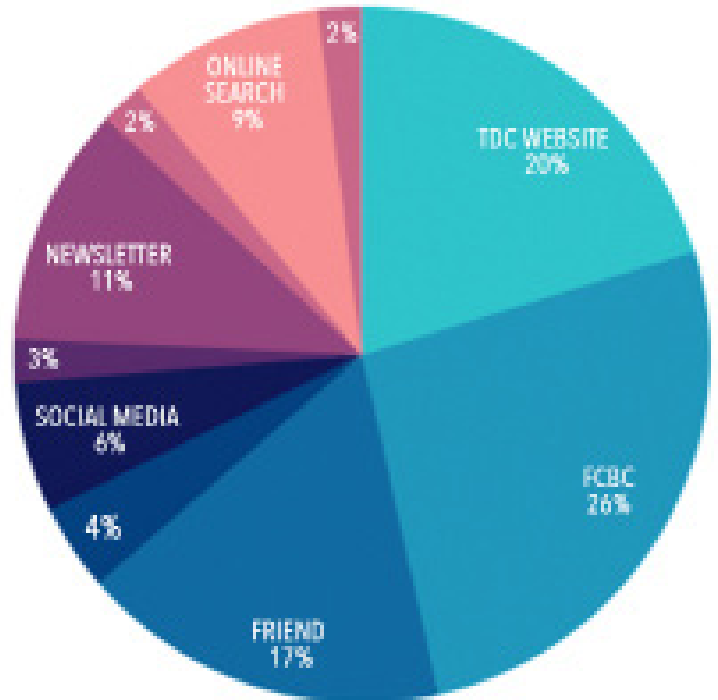
GENDER



NONBINARY: .05%; DECLINED TO ANSWER: .05%

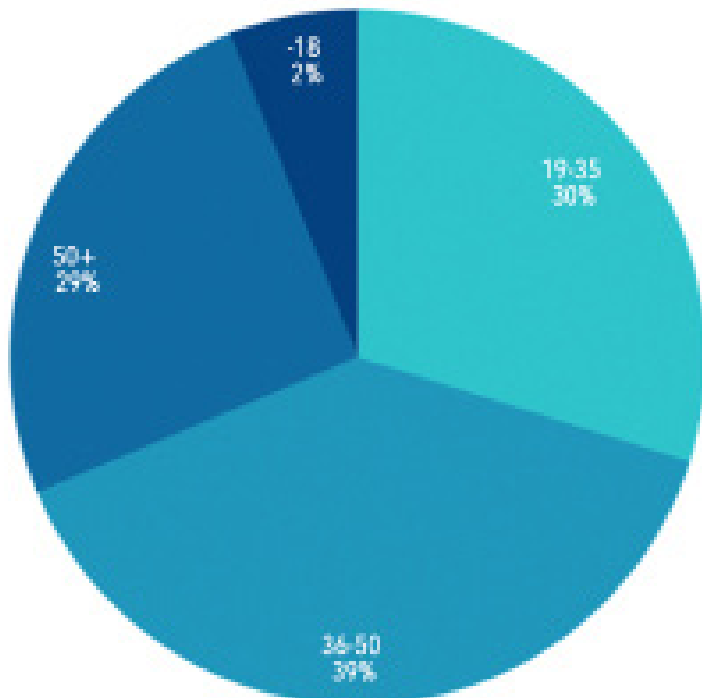
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SIGN UPS

HOW DID YOU HEAR ABOUT US?



NEIGHBOR OF TDC: 4%; TDC EVENT/CLASS: 2%;
OUTSIDE RESOURCE: 2%; OTHER: 3%

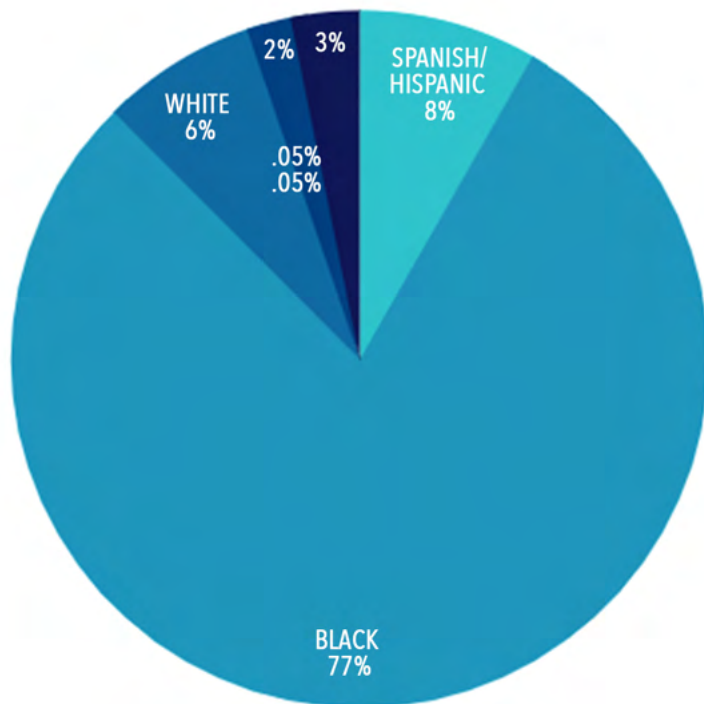
AGE



51
PROGRAMS

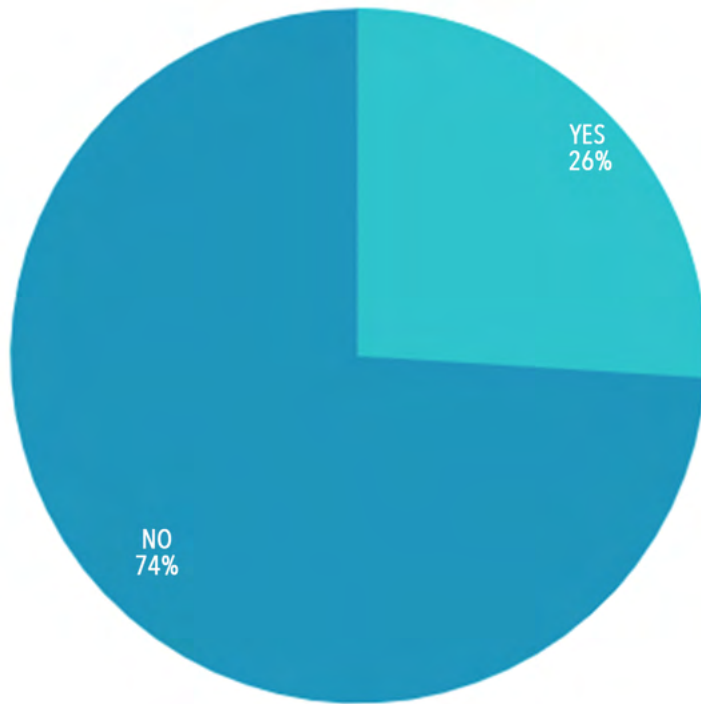
YEAR in NUMBERS

RACE/ETHNICITY



ASIAN: 2%; DECLINED TO ANSWER: 3%;
AMERICAN INDIAN:.05%; NATIVE HAWAIIAN:.05%

FIRST TIME AT TDC



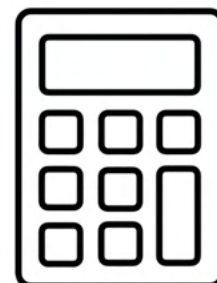
VIRTUAL programming expanded our reach!

The pandemic gave us the opportunity to switch to the virtual space. We used Zoom for our classes. In addition we offered 'mini' classes via Facebook Live such as Speaking on the Fly Mini Workshop. We also were able to offer more classes for the 50+ age demo via the online Senior Connect classes, helping with the digital divide.



WOMEN rule but more MEN are dream chasing!

Women are our largest population by far 83% in 2019 compared with 80% in 2020, but there was a small uptick in men, from 15% in 2019 to 19% in 2020. The most popular classes attended by men were taught by men. We increased male facilitation 25% from 15 classes in 2019 to 19 classes in 2020.



SMALL BUSINESS/ Entrepreneurship boom!

Entrepreneurship and business classes have been among the classes with the highest signups and attendance, such as Business Finance 1 and Launching an Email Strategy. The business and entrepreneurship type classes have also resulted in a slightly more racially diverse community.

PROGRAMS



PASTE & SIP:
VISION BOARD PARTY

NEWLY LAUNCHED PROGRAMS

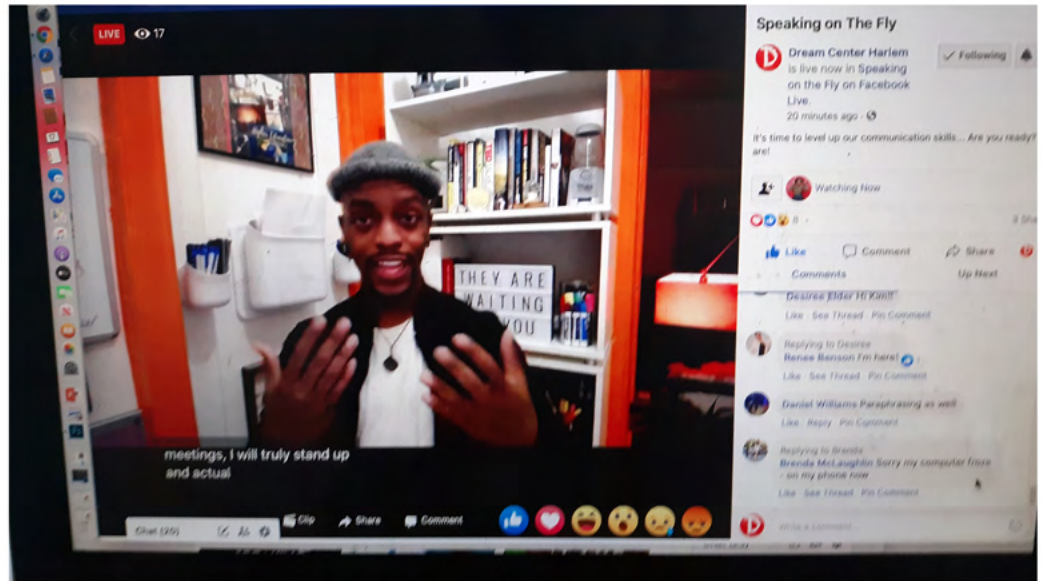
- Building an Operational Plan
- Building Your Own Business Website
- Business Finance 1
- Business Finance 2
- Creating a Business Idea that Works
- Creating Content Your Customers Value
- Developing a Marketing Strategy

- Exploration of Leadership Models
- First Steps to Starting a Business
- How to Build and Repair Personal Credit
- Intro to Financing Options for Small Business
- Keys to Communicate with Confidence
- Launching an Email Marketing Strategy
- Lights, Camera Casting
- Managing Your Personal Finances



Above: HAPPY YOGA IN THE PARK, facilitated by Alexis Flakes, is a socially distanced vinyasa yoga practice.

Managing Your Personal Finances
 New Normal=New You
 Planning for a Profitable Business
 Producing Your Passion Project
 Protest 2 The Polls
 Rebranding You: Nonprofits
 Rebranding You: Small Business
 Owners & Entrepreneurs
 Rebranding You: Women
 and Seasoned Professionals
 Redefining My Time
 Rediscovering You
 Search Engine Optimization
 Shedding the Wait
 Small Business Financing:
 How and Where to Get It
 Social Media Marketing
 Senior Connect: The Basics
 Speaking on the Fly
 Speaking on the Fly: Facebook Mini-Course
 Speaking on the Fly Multi-Session
 Strategies for Monetizing Your Brand
 Taxes for Entrepreneurs and Small Businesses
 The Audacity of Hope: Get Free Series



Above: **SPEAKING ON THE FLY: Facebook Mini-Course**, one of the new virtual programs

RETURNING PROGRAMS

Create NY
 Fade In Screenwriting Workshop
 Free Dream Space
 Happy Yoga
 Heal Thyself Meditation
 HTSI
 Paste and Sip: Vision Board Party
 Switchin Lanes: Entertainment
 Switchin' Lanes: Music Edition II
 WE Master Money Credit - Pts. 1 & 2
 WE Master Money Funding - Pts. 1 & 2

SPONSOR PARTNERS:

Classical Theatre of Harlem
 Fat Girls Dance
 Start Small Think Big
 Theatre Development Fund
 WE NYC
 NYC Small Business Services

HYBRID PROGRAMS

Freedom at the Mat
 Holistic Health Alternatives

PARTNER PROGRAMS

Freedom at the Mat
 Fat Girls Dance: BOPO Dance Class



Above: **Fat Girls Dance** is one of XX partner programs.

Uncovering the Barriers to Success
 The Deal on Winning Decks
 The State of Maternal Health in America
 WE NYC: Mentor Session
 Yoga in the Park
 You Can Video

“

You are never
too old to set
another goal
or to dream
a new dream.

–C.S. Lewis

”



Always Relevant, Always Free ®

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