



2025 ANNUAL IMPACT REPORT

MESSAGE FROM THE CO-FOUNDER

100%
high school graduation rate for program participants and college acceptance rate

500+
young men empowered since the start of The Blue Heart Foundation

April Ray Morris is the Co-Founder of The Blue Heart Foundation and wife of the late Tracy Morris, Founder and visionary leader of the organization.

As we celebrate 10 years of the Blue Heart Foundation, we reflect on a journey filled with transformation, resilience, and growth. What began as a vision to empower underserved African American boys has blossomed into a movement that has touched the lives of hundreds of young men, their families, and our community.

In 2022, we faced one of the greatest challenges in our history—the heartbreaking loss of my husband, Tracy Morris, the visionary founder and executive director of the Blue Heart Foundation. His passing left an unimaginable void, not only in our organization but in the hearts of everyone he inspired. In the midst of this profound loss, our team faced the daunting task of stabilizing the program while staying true to Tracy's legacy and the mission he cherished.

Through perseverance, collaboration, and the unwavering support of our community, we not only stabilized the foundation but made it stronger and more impactful than ever. Under the combined leadership of myself and our new Executive Director, Tammy T. Blevins, we redefined our vision, enhanced our programs, and created new opportunities for our young men to thrive. Together, we are working to build a brighter future for those we serve.

This impact report serves as a testament to the dedication of our students, the commitment of our staff and volunteers, and the unwavering support of donors like you. Over the past decade, Blue Heart

Developed new, **high-impact curricula** designed to enhance learning, student engagement and provide greater transformative outcomes for our members.

Expanded Mindful Heart Program which teaches **emotional wellness** through affirmations, mentoring, and conflict resolution.

Created a **private community App** that is now available in the App store.

Supporting **college acceptances, vocational training, and workforce readiness** for students who go on to lead with purpose.

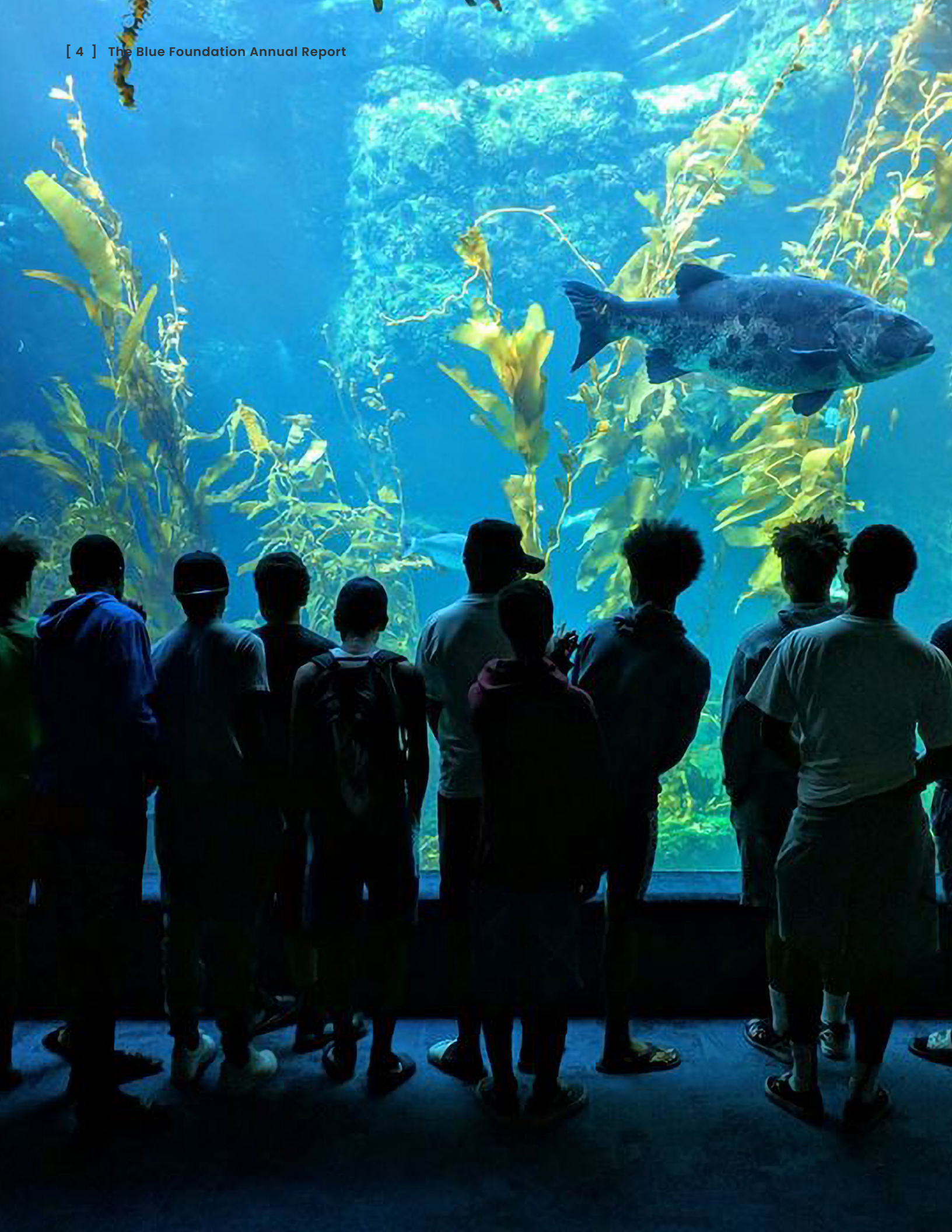
has not just been an organization—it has been a family, a foundation, and a source of hope for young men seeking to realize their full potential.

While we are proud of our accomplishments, we know the work continues. We invite you to explore this report, celebrate with us, and join us as we embark on the next chapter of empowering young kings. It is my continued mission and unwavering commitment to provide a pathway for young African American men to access education, empowerment, self-respect, and emotional well-being.

With gratitude and vision,

April Ray Morris
Co-Founder & Board Chair





THE BLUE HEART FOUNDATION

The Blue Heart Foundation, established in 2013, is a 501(c)(3) nonprofit youth organization dedicated to supporting underserved African American male youth, ages 13-18, across greater San Diego County. Our comprehensive, holistic mentoring program—featuring both adult and peer mentorship—fosters positive relationships, educational growth, empowerment, and emotional well-being. By addressing these critical areas, we equip our young men with the tools and support they need to thrive and succeed in all aspects of life.

At The Blue Heart Foundation, we prioritize depth over breadth. Over the past 10 years, we've proudly served 500 under-served African American young men, 13-18—not because we aim for high numbers, but because we focus on building deep, lasting relationships that foster transformative growth.

Many of our students join the program early in their school careers, starting as 7th, 8th, or 9th graders. They remain with us throughout their high school journey, allowing us to support them during some of the most critical years of their personal and academic development. This long-term commitment ensures that each young man receives the consistent guidance, mentorship, and resources needed to reach his full potential.

To maintain this high level of individualized attention, we intentionally cap our program

at 50 students per year. This approach allows our small but dedicated staff to focus deeply on the young men in our care—many of whom have been with us for 2-5 years—creating a strong sense of community and belonging.

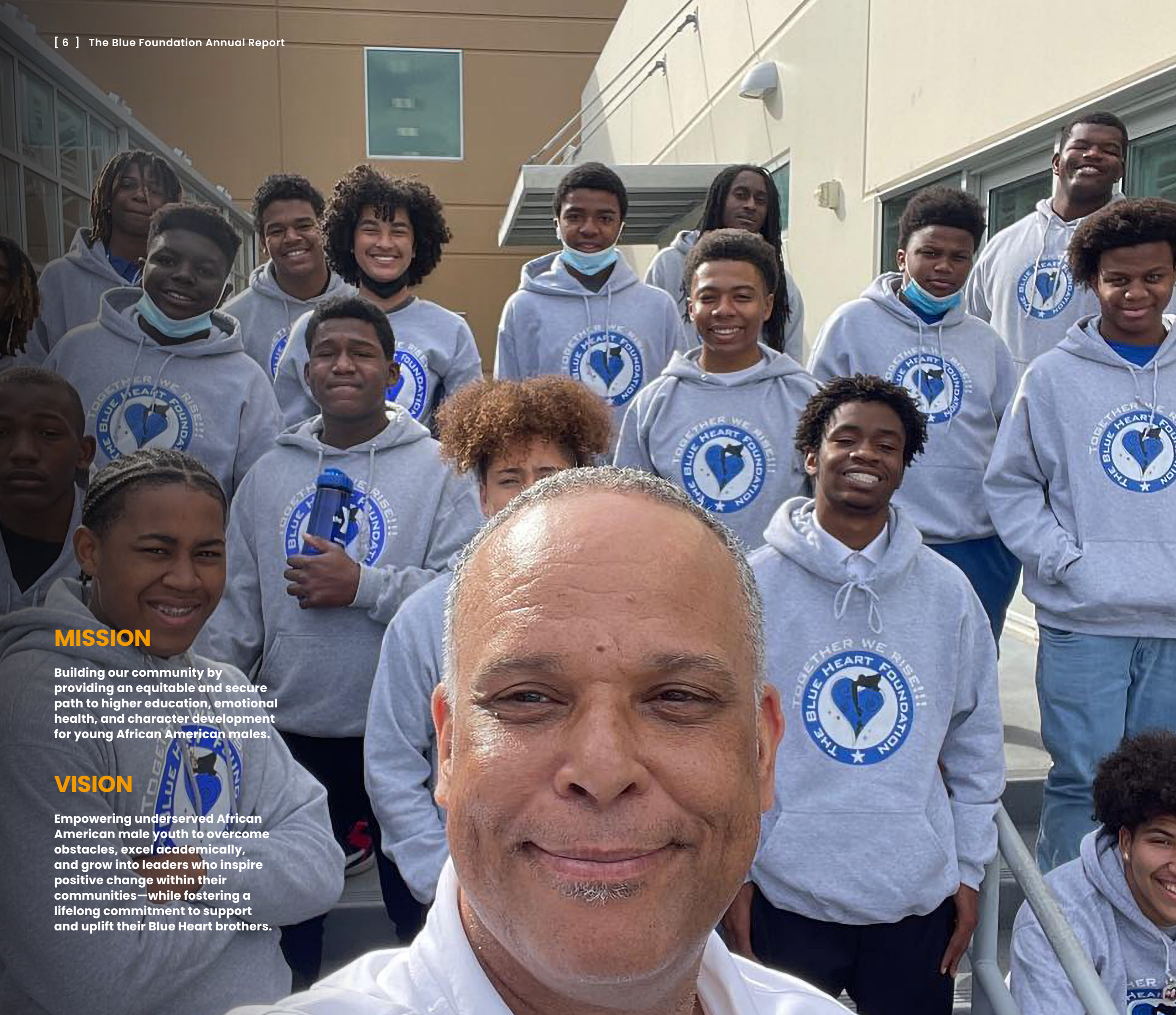
The success of Blue Heart isn't measured in the number of students served, but in the lives changed. By nurturing each student with the attention and support they deserve, we're equipping them with the tools to become confident leaders, excel academically, and inspire change in their communities.

5,000+ individuals have been supported across San Diego County since 2013

50 members actively engaged, impacting over 500 individuals, families, and partners

50,000+ volunteer hours since the start of the organization

100+ hours per participant annually



MISSION

Building our community by providing an equitable and secure path to higher education, emotional health, and character development for young African American males.

VISION

Empowering underserved African American male youth to overcome obstacles, excel academically, and grow into leaders who inspire positive change within their communities—while fostering a lifelong commitment to support and uplift their Blue Heart brothers.

\$12,500 AWARDED IN SCHOLARSHIPS IN 2023 & 2024

In 2023, we proudly launched the Tracy R. Morris Scholarship Fund, designed to provide deserving students and alumni with essential financial support to pursue higher education and achieve their academic dreams.

100% high school graduation rate

100% acceptance rate to colleges for senior graduates

BOARD OF DIRECTORS

April Ray
Co-Founder,
Board Chair

Dr. Demi Hill
Member

Lan Jefferson
Treasurer/ Secretary

Judge Michael DeWitt Washington
Member

Camille Hymes
Member

Tammy T. Blevins
Executive Director

STAFF

Stephanie Garcia
VP of Development

Tammy Nettles
Cultural Identity Coach

Lan Jefferson
HR Director

Dr. James Crawford
Youth Coach

Christie Johnson
Family Liaison

Christopher Ransom
Youth Coach

Monique Davis
Family Coordinator

CORE PROGRAMS AND INITIATIVES

HEART LEADERSHIP ACADEMY

Focused on college preparation, career readiness and leadership skills. Organized evidence-based workshops, mentorship, and tours of HBCUs and local colleges.

OUTCOMES

500
total youths were served

54%
are attending a 4 yr. college

29%
are attending a 2 yr. college

4%
chose a vocational college



10
students attend Morehouse College

4
graduates of Morehouse College

7th-12th
Grade levels

STUDENTS REPORT

82%
state that since going through the program they have improved in at least 1 of their classes.

64%
feel more empowered as a leader.

76%
feel they have more clarity about what to do after high school.

95%
of participants reported increased career awareness in STEM fields.

MINDFUL HEART MENTAL AND EMOTIONAL HEALTH PROGRAM



Our Mindful Heart program focuses on nurturing the emotional well-being of our young men by providing them with essential tools for personal growth and resilience. It incorporates mindfulness and social-emotional learning into youth development.

Through **Mentor Connection**, roundtable discussions create a safe and supportive environment where youth and adult mentors can openly address challenges and explore solutions together.

Additionally, our new **Affirmations Curriculum** equips participants with practical strategies to navigate and reframe negative thought patterns, empowering them to build confidence and emotional strength.

STUDENTS REPORT



95%
of participants reported improved emotional health and resilience.

100%
have more confidence.

75%
have improved social skills.

50%
have improved relationships with parents.

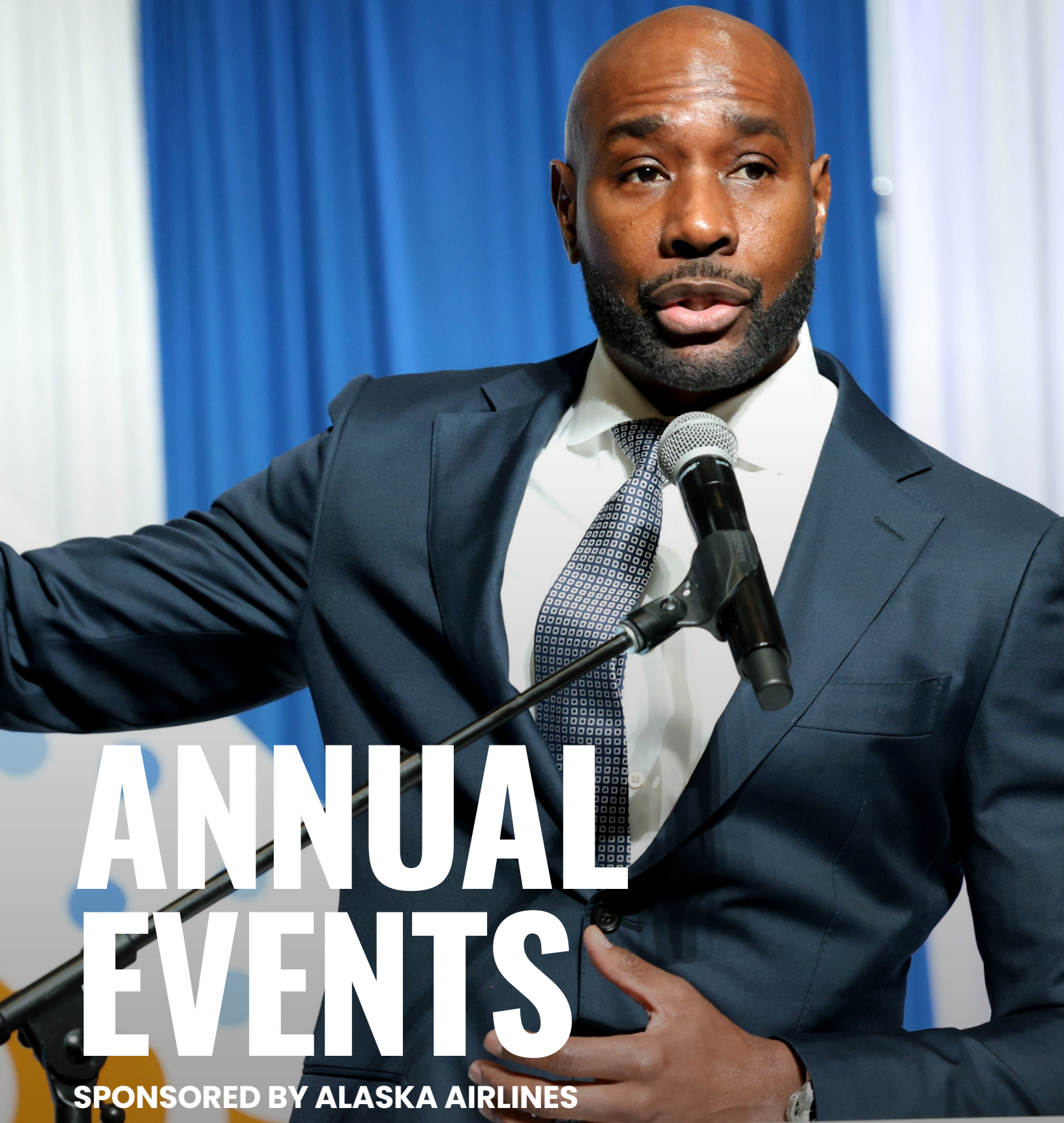


STEP PROGRAM: LEADERSHIP, DISCIPLINE, TEAMWORK

The Blue Heart Foundation's Step Program is more than a cultural expression; it's a platform that shapes our young men into disciplined leaders and collaborative team players. Developed from the rich traditions of Historically Black Colleges and Universities (HBCUs), step encourages participants to embody the legacy of excellence, pride, and brotherhood that these institutions represent. Through synchronized movements, chants, and storytelling, participants develop leadership skills by taking ownership of their performances and mentoring peers. Precision required to perfect each routine fosters discipline, teaching perseverance and resilience. Finally, the collective nature of step builds teamwork, as students learn to trust one another, synchronize their efforts, and embrace the value of shared success. Together, these core elements cultivate confident, empowered individuals ready to lead in their communities.

“ MY FAVORITE EXPERIENCE HAS BEEN THE STEP PRACTICES BECAUSE THEY’VE ALLOWED ME TO WITNESS HOW MY BROTHERS’ BONDS STRENGTHEN AS WE FEED OFF EACH OTHER’S ENERGY. THESE MOMENTS HAVE ALSO HELPED ME BREAK OUT OF MY SHELL AND BUILD MEANINGFUL CONNECTIONS WITH THEM. ”

Edward Shenault, Blue Heart Alumni, Morehouse Graduate 2023



ANNUAL EVENTS

SPONSORED BY ALASKA AIRLINES

ANNUAL CHRISTMAS BREAKFAST AND COMMUNITY SERVICE AWARDS

The Annual Christmas Breakfast and Community Service Awards serves as our sole fundraising event, celebrating the achievements of our youth and community leaders. In 2024, we were thrilled to welcome acclaimed African American actor Morris Chestnut as our keynote speaker, making the occasion even more impactful as we reflected on our successes and strengthened the bonds within our Blue Heart family.



ANNUAL SIGNING DAY EVENT

The Annual Signing Day Event is a proud milestone where we celebrate the future of our graduating seniors as they commit to their next chapter—whether college, vocational training, or career opportunities. This inspiring event highlights their hard work and dedication while reinforcing our mission to build confident, successful leaders. Each year, the entire Blue Heart community comes together to cheer on these young men as they take bold steps toward a brighter future.

OUR ALUMNI NETWORK

At The Blue Heart Foundation, our commitment to young Black men extends beyond high school graduation. Through the Blue Heart Alumni Network, we provide lifelong mentorship, career support, and leadership development to ensure our graduates

continue to thrive in college, career, and beyond. Through the Blue Heart Alumni Network, we ensure that every young man who completes our program has the support, resources, and community he needs to succeed long-term.

1

College & Career Mentorship

Alumni receive ongoing guidance from Blue Heart staff and peers, helping them navigate higher education and early career transitions.

2

Scholarship Assistance

We provide financial support to qualified students to help cover tuition, books, and education-related expenses.

3

Private Blue Heart Community App

A members-only digital platform connects alumni with their Blue Heart Family, to job opportunities, mentorship, and networking.

4

Employment & Professional Development

Alumni gain access to career coaching, resume-building workshops, and job placement assistance through our extensive corporate and nonprofit partnerships.

5

Giving Back Through Mentorship

Many alumni return to mentor younger Blue Heart students, providing guidance on college success, career readiness, and personal growth.

ALUMNI SPOTLIGHT

Amir Duke
Blue Heart Alum 2016–2019
Graduated Morehouse College
Uran Marketing representative
at Interscope Records



TESTIMONIAL: My experience with The Blue Heart Foundation was truly transformative. When I first joined, I was extremely soft-spoken, but I always felt a pull toward leadership. Blue Heart gave me the space to grow at my own pace, teaching me invaluable skills like public speaking, grit, patience, and the importance of being genuine. The constant support I received throughout high school made all the difference. I can confidently say I wouldn't be where I am today without this program and the mentors who believed in me.

“ I AM IN AWE OF THE BLUE HEART ORGANIZATION AND ALL THAT THAT THE LEADERS HAVE ACCOMPLISHED FOR THE YOUNG MEN IN THE PROGRAM. MY SON JOINED BLUE HEART ALMOST TWO YEARS AGO. I WAS LOOKING FOR A PROGRAM WHERE HE COULD DEVELOP BONDS WITH OTHER AFRICAN AMERICAN YOUNG MEN, BUILD HIS SELF-CONFIDENCE, AND LEARN THE IMPORTANCE OF GIVING BACK. NEVER DID WE BELIEVE THAT HE WOULD BE CHOSEN TO BE THE PRESIDENT THIS YEAR, BUT WHAT A WAY TO AID HIM IN DOING JUST THE THINGS THAT I WAS SEEKING FOR HIM. WITH THE HELP OF THE YOUTH COACHES, THE DYNAMIC WORKSHOPS PUT ON BY AWESOME LEADERS AND ENTREPRENEURS IN THE COMMUNITY, AND THE ABILITY TO PARTICIPATE IN COMMUNITY SERVICE HAS TRULY EQUIPPED MY SON TO THRIVE. MY SON AND I ARE HONORED TO BE A PART OF THIS GREAT ORGANIZATION AND KNOW THAT BLUE HEART IS ON THE MOVE AND DESTINED FOR MORE! ”

Traci Shenault, Blue Heart Student Parent

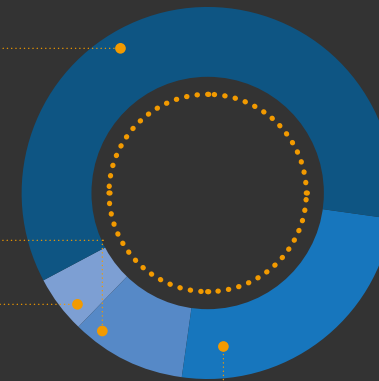




FINANCIAL OVERVIEW

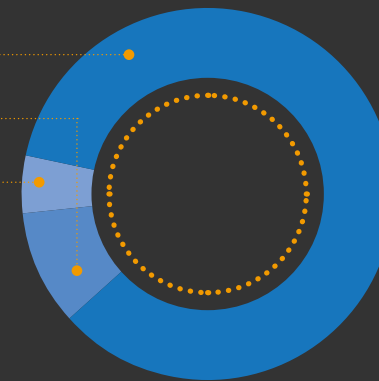
REVENUE SOURCES

- 60% **Grants** (Foundation & Government)
- 25% **Donations** (Individual & Corporate)
- 10% **Sponsorships** (Events & Programs)
- 5% **Other** (Fundraisers, Alumni Contributions, etc.)



EXPENDITURES

- 85% **Direct Programming**
- 10% **Administrative Costs**
- 5% **Other**



MAJOR FUNDERS AND PARTNERS FOR 2024

CORPORATE SPONSORS

- Alaska Airlines
- Frontwave Foundation
- Jack and Jill of America Inc
- San Diego Foundation
- SDGE
- State of Calif Charity Fund Drive

COMMUNITY PARTNERS

- San Diego City College
- Outdoor Outreach
- Mandate Records
- Blue Shield CA
- Bird Rock Coffee Roasters
- Jackie Robinson YMCA
- Junior Achievement
- Black Tech Link- STEM

A SPECIAL THANK YOU

The LISC Foundation that provided the necessary funds for our building construction.

Stop The Hate grant by CDSS which is a multi-year grant for programming and operations.

STRATEGIC GOALS FOR 2025-2026



Complete the construction and launch operations at our new Blue Heart Teen Center.

Expand programs to serve 100+ members annually.

Employ three dedicated youth coaches to support the growing number of members served.

Launch the High School Ambassadors Program to extend our reach and increase awareness.

Develop and implement 7 new in-house curricula to address critical educational gaps, strengthen core offerings, and provide a more transformative impact for our youth.

Implement innovative tools like the Academy App to track impact, enhance communication, and foster a stronger sense of community.

Establish a \$1M endowment by 2028 to secure long-term financial sustainability.

Diversify revenue streams by increasing donations and sponsorships to reduce dependency on grants and ensure long-term financial sustainability.





DONORS, SUPPORTERS & SPONSORS



To our incredible donors, dedicated volunteers, valued community partners, and esteemed Board of Directors—thank you from the bottom of our hearts. Your unwavering support has been the driving force behind every milestone we've achieved and every young life we've touched. Because of you, our youth are thriving, discovering their full potential, and stepping confidently into their futures. Together, we are creating lasting change, and we couldn't do it without your belief in our mission. Thank you for standing with us, for investing in our vision, and for being an essential part of the Blue Heart family.

MAKE AN IMPACT TODAY!

Join us in supporting the upcoming year's initiatives by contributing to the Blue Heart Foundation. Your donation or time as a volunteer helps us create lasting change. Visit theblueheartfoundation.org to give or get involved today!



theblueheartfoundation.org