

December 2024



# CEO

## Notes from the Field

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### Living our values.

Dear Friends,

As I look back on my first year as CEO, I am deeply grateful for the generosity and enthusiasm with which you continue to embrace the All Stars Project (ASP), especially at a moment when the transformative experiences we provide are more vital than ever.

In 2024, we have been guided by a refreshed strategy that focuses on local operations and programs, philanthropy, partnerships, thought leadership and the developmental power of performance in our work. **We have also doubled down on our investment in the next generation of talent and leadership, with the appointment of Antoine Joyce-Roach and Shadae McDaniel to senior vice president roles,** a testament to the dynamic bridge builders within our ranks. I am honored to be collaborating with them and our new Executive Leadership Team on shaping the future of All Stars.

At the local level, All Stars has reestablished in-person programming and fully returned to **community outreach efforts that have touched the lives of nearly 10,000 young people.** We also welcomed the participation of All Stars alumni in a variety of performance activities, including **the Development School for Youth, which placed 251 young people in summer internships at 76 companies.**

At the Aspen Ideas conference I attended in June—just one of several “new rooms” All Stars has entered this year—U.S. Surgeon General Vivek Murthy, in response to our country’s growing youth mental health crisis, asked, “How can we support young people to find purpose, belonging and service?” As we all know, this is a question All Stars has, over the last 40 years, been answering with a development-through-performance approach that, as you will read, is being **embraced by growing numbers of leaders in community, civic, educational, youth and workforce development spaces nationally.**

I hope you will take a moment to read about just some of our 2024 highlights. As you will see, our potential is limitless, and with your steadfast support, I know that All Stars will be a source of hope and transformation for years to come.

# Dallas Works, Powered by All Stars

The All Stars has been chosen by Dallas Mayor Eric Johnson and the City of Dallas to be its **non-profit partner in the reimagining of the Dallas Works Summer Internship Program**. Dallas Works is a comprehensive workforce development initiative spearheaded by Mayor Johnson that, since its inception, has provided valuable internship experiences to hundreds of young people, equipping them with the skills and confidence to succeed in the workforce. This new collaboration is designed to enhance the program's impact, offering innovative development opportunities through performance-based programming, a successful public-private partnership model and a well-documented commitment to excellence.

The revamped program will, beginning in 2025, allow young adults to participate in developmental, career-focused learning opportunities, training and recruitment events. **It will also place over 100 young people from underserved communities in paid internships with corporations and nonprofits**, providing youth with invaluable work experience and skills.

**This groundbreaking initiative will be spearheaded by Yetunde Zannou, Ph.D.**, who will serve as managing director of Dallas Works. A

respected leader in youth development, Dr. Zannou played an instrumental role in shaping the All Stars' holistic Eight Dimensions of Development framework while a researcher at Southern Methodist University, Center on Research and Evaluation. Her proven track record of empowering young people, combined with the deep insights she has gained as a researcher, makes Dr. Zannou the perfect person to ensure that our young people in Dallas benefit from life-transforming internship opportunities.

As Mayor Johnson said in his announcement, "This year, I'm excited to partner with the ASP, whose commitment to excellence makes them perfect for this venture. **Through this partnership, we will create a best-in-class internship program that uplifts our youth while benefiting our local economy.**"

[CLICK HERE](#) to read Mayor Johnson's formal announcement.

I want to acknowledge the City of Dallas' workforce czar and recent All Stars of Dallas benefit honoree **Lynn McBee, who has advocated for this partnership every step of the way and will continue to be an invaluable collaborator going forward.** For more information about Dallas Works and how you can become involved, [CLICK HERE](#).



# CEO ROUNDTABLE: Transforming Youth & Community Development Through Collaboration

As CEO of All Stars, one of my greatest privileges is hosting events that bring together visionary minds in community transformation. This October, I welcomed an extraordinary group to our CEO Roundtable, "Collaborating for Change: Creating New Approaches to Youth & Community Development." The event, **generously sponsored by our national partner Paramount Global**, brought together corporate executives, community leaders, nonprofit visionaries, educators, board members and philanthropists from across the country.

The day unfolded through a series of thought-provoking discussions, starting with a panel inspired by the recently published book *Built for More: The Role of Out-of-School Time in Preparing Youth*. This engaging session was hosted by **Senior Vice President Antoine Joyce** and featured **Gabrielle Kurlander** from All Stars, **Byron Sanders** (the book's co-editor), **Anne Sylvester** of **J.P. Morgan Private Bank** and **KPMG's Shade Magare**, who brought fresh perspectives on youth development in our changing world.



Building on these insights, we dove into a crucial conversation about economic mobility in America. I had the privilege of moderating a dynamic panel titled "Innovations on the Ground: Can We Grow Beyond Poverty in America?" alongside **Chad Houser** of **Café Momentum**, **Karen Kenkel** from **ICA Cristo Rey Academy** and **Benaye Wadkins** of **Crossroads Community Services**. Together, we explored innovative approaches to workforce development and tackled the complex interplay between growth and poverty. To view a highlight from our "Innovations on the Ground" panel discussion [CLICK HERE](#).



One of the day's most powerful moments came from our All Stars alumni panel. **Claudia Reyes, Keilah Pavez and Mariabelen Carpio** shared **their transformative experiences** with Paramount Global's internship and apprenticeship programs. Their authentic stories resonated deeply with everyone present, offering living proof of how after-school developmental opportunities can change lives.

# OPERATION CONVERSATION: COPS & KIDS

## Demonstration Workshop in Newark

In September, the ASP of New Jersey hosted an Operation Conversation: Cops & Kids Demonstration Workshop in Newark, showcasing our innovative performance-based approach to strengthening relationships between youth and law enforcement. The workshop featured six All Stars youth and six Newark Police Division (NPD) officers performing together before an audience of young people, police officers and community leaders. **The ongoing collaboration with NPD continues to forge meaningful connections between officers and young people, creating positive ripple effects throughout the city.** All Stars takes pride in facilitating deeper connections between officers and youth while helping build stronger, safer neighborhoods where everyone feels heard, seen and valued.



**Newark Mayor Ras J. Baraka** delivered opening remarks, highlighting the vital role of trust in police-community relations. His strong support of the seven-year partnership with the NPD exemplifies his visionary leadership.

[CLICK HERE](#) for an excerpt of his remarks.

Senior Vice President and Director of ASP of New Jersey, Shadae McDaniel, and her team deserve recognition for their outstanding work. Special appreciation goes to **Newark Public Safety Director Fritz Fragé**, whose leadership has been instrumental in developing this partnership. The collaboration has expanded to include the All Stars-developed curriculum as part of NPD's Youth Engagement Strategy, now implemented in training for over 1,000 police officers. All Stars looks forward to partnering with law enforcement, corporate, civic and community leaders to expand this initiative, creating lasting change one conversation at a time.

# BUILDING OUR FUTURE: A Return to 42nd Street & Coast-to-Coast Celebrations

I am pleased to announce that in the first half of 2025, **All Stars will be returning to our beloved Performing Arts and Development Center on West 42nd Street.** As you know, the Center was a powerful amplifier of the All Stars mission for 20 years. When we made the difficult decision to sell the Center last year, it was in support of expanding our reach and forging new partnerships across the city. However, after 15 months of pursuing this goal, a deal to sell the property fell through. Since then, All Stars has been reviewing the state of New York City specialty-use commercial real estate (values have dropped precipitously) while at the same time doubling down on a partnership strategy that is gaining traction in New York City and nationally.



After many discussions with the All Stars board and other key stakeholders, **we have decided that what is best for the organization, our mission, young people and the broad community is to once again operate this unique public space.** We plan to move into the 42nd Street Center by June 2025, though we have already begun to produce some of our signature program events at the property.

**A big thank you to Vice President and ASP of New York Market Leader Diane Stiles** and our local team for their steadfast commitment to driving impact during this change. **Senior Vice President of Strategic Initiatives Shadae McDaniel and Chief Development Officer Jenny Zak will join Diane in shaping and creating a bigger vision** for our new 42nd Street Center. As we move forward, Diane, Shadae and Jenny will be sharing more details and ways for you to get involved. We hope you will also find new ways to build this powerful and vibrant community so that a new generation of young people and volunteers can power us forward.

# NOTABLE ACCOMPLISHMENTS



Congratulations to All Stars Project in Dallas for a remarkable 10 ten years of community building and collaboration!



In its first year of operation, the ASP of Chicago's Hub for Afterschool Development welcomed hundreds of young people, caring adults and partner organizations to the historic Printer's Row neighborhood in downtown Chicago.



The ASP of San Francisco/Bay Area raised \$370,190 at their third annual Fall Benefit & Golf Classic, held at the stunning Presidio Golf Course in San Francisco.



Let's also raise a glass to the ASP of New Jersey in honor of their 25 years of developmental impact in the Garden State.



**Thank you for being on this journey.**

Chris Street  
President and CEO

# DISCOVER

the transformative power  
of after-school programs.



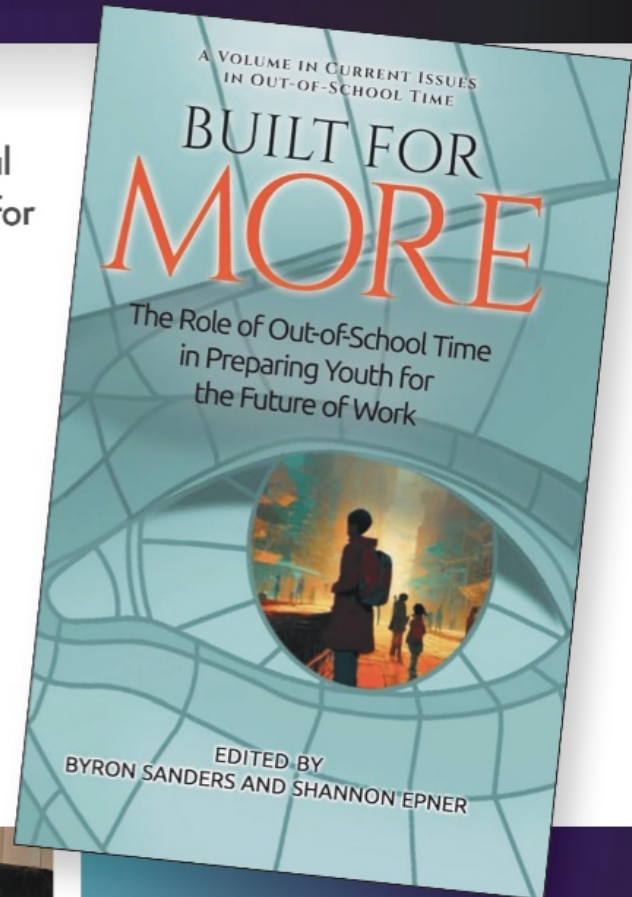
All Stars CEO Chris Street and Gabrielle Kurlander have authored a chapter in "Built for More" entitled "Non-Artificial Authentic Intelligence: Creating Ecosystems of Development for Young People Outside of School and in the World of Work."

**Discover** how All Stars is innovating youth development through powerful partnerships with caring adults and the corporate community.

**Learn** about groundbreaking collaborations between education, workforce development, and non-profits.

**Gain insights** from program alumni, corporate executives, and our partners.

**Explore** the future of work and how to best prepare young people.



**SCAN CODE**  
to order your copy  
of "Built for More"

