



BECOMING ALL STARS CAMPAIGN

10 years (2018-2027)

Creating Communities of Development,
with Youth at the Center

Becoming All Stars Campaign Newsletter | March 2025

A NATIONAL YOUTH DEVELOPMENT OPPORTUNITY

Dallas Works 2025: A Groundbreaking Public/Private Partnership

In May 2024, we announced the public phase of our ambitious **ten-year Becoming All Stars Campaign**, designed to transform the lives of 100,000 underserved youth and raise \$150 million by 2027. I am thrilled to share that as of February 2025, **we have already raised \$103,175,865 toward our campaign goal**, a milestone made possible by the unwavering support of our incredible All Stars community, including individuals, foundations, and partner organizations. Together, we are breaking the cycle of poverty through our **FREE, transformative development-through-performance programs**.

This year, we are launching bold new initiatives that showcase the growth of our mission. One key national priority in 2025 is the work we are leading in Dallas, where the All Stars Project is powering **Mayor Eric L. Johnson's youth employment program, Dallas Works**. Dallas Works is a program designed to empower young people ages 16 to 21 with career readiness experiences that truly make an impact.



SVP and City Leader, ASP of Dallas, Antoine Joyce-Roach, pictured with last year's DSY graduating class.

Through this program, All Stars Project **will engage over 1,000 young people in professional performance workshops** this year. Even more exciting, **over 100 youth from underserved communities will receive paid internships** across local businesses, nonprofits, and government agencies—bringing their potential to life while shaping the next generation of leaders in Dallas.

As of
February
\$103 million

GOAL:
\$150 million

We are proud to be partnering with the City of Dallas to create a new model for a public/private partnership, bringing our best practices to this critical goal of every city in America.

A huge thank you to **Chris Street, President & CEO**, for spearheading this game-changing partnership with the Mayor's team, including City of Dallas **Workforce Development Czar, Lynn McBee**. With her strategic expertise and unwavering dedication, Lynn was instrumental in uniting the All Stars Project with the Dallas Works Program.

Click the button below to watch DSY alum Tyler Johnson-Mikel's moving remarks at the 2024 Dallas Fall Benefit where **Lynn McBee was honored** for amplifying our collective impact on the youth of Dallas.

WE'RE ON A MISSION:

\$150 million

10 years

**100,000 Young
Lives Transformed**

Driving Impact

Our success in Dallas is driven by a decade of dedication and leadership under **Antoine Joyce-Roach**, Senior Vice President and City Leader—and a proud alumnus of our programs. Thanks to his vision and collaboration with the Mayor’s office, Dallas is becoming a hub for transformative youth development and community impact.

We have also scaled our internal capacity to power this historical partnership. At the start of the new year, **Natalie Sandifer** was promoted to Director of the All Stars Project of Dallas, where she will oversee the implementation of this groundbreaking initiative. We also welcomed **Dr. Yetunde Zannou**, who is joining Natalie as the Managing Director of the Dallas Works Program. Dr. Zannou’s impressive background as an educator and researcher makes her an invaluable asset to our team. Our relationship with Dr. Zannou began in 2015, when she served as lead researcher for ASP’s five-year study with Southern Methodist University, helping define our **Eight Dimensions of Development**. Her expertise and passion are propelling this initiative—and our organization—into an exciting future.



Starting left: President & CEO Chris Street, with SVPs Shadae McDaniel and Antoine Joyce-Roach, joined by Dr. Yetunde Zannou, who will lead Dallas Works this year.

8 DIMENSIONS OF DEVELOPMENT

Proven Outcomes of All Stars Programs

RELATING TO OTHERS	NAVIGATING PROFESSIONAL SETTINGS	ENGAGING WITH THE WORLD
1 Appreciation	4 Personal Responsibility	6 Confidence
2 Giving	5 Vocational Competence	7 Improvisation
3 Interpersonal Competence		8 Open Worldview

Through the All Stars Project’s leadership in **Dallas Works**, our holistic approach guarantees that every internship will be a powerful, life-changing experience for young people, their families, and our dedicated adult partners. I am incredibly proud of the transformations happening through the All Stars Project as we push boundaries, forge new partnerships, and expand our reach. We are bringing these same best practices to internship programs and experiences in every ASP city this year – **New York City, Newark, Jersey City, Chicago, and the SF Bay Area**. We are proud to be leading the way in creating groundbreaking opportunities for our deserving youth.

Your support and commitment fuels this movement—together, we can impact 100,000 young lives in the years ahead, creating lasting change nationwide. Thank you for being part of this journey!



In appreciation,

Jenny Zak
 Chief Development Officer

SVP and City Leader of ASP of Dallas, Antoine Joyce-Roach, shares why YOUR support matters:

“The steadfast support of our partners like you has made this moment possible. Now, it is time to leverage the collective might of private philanthropy and the All Stars Project’s infrastructure to forge partnerships that will elevate generations of youth in Dallas and nationwide to come.”



Mayor Eric L. Johnson of Dallas agrees:

“This year, I’m excited to partner with the All Stars Project, whose **commitment to excellence** makes them perfect for this venture. Dallas Works is about unlocking the full potential of our city’s young people and setting them on a path to success. By partnering with the All Stars Project and our business community, we can create a best-in-class internship program that benefits both our youth and our economy. Being a product of Southern Dallas myself, I’m excited to see the transformative impact this initiative will have in our underserved neighborhoods.”



KEY PRINCIPLES

Driving DSY and Dallas Works Success

What Is Unique About Our Model?

For over 25 years, ASP's **Development School for Youth (DSY)** has been a national model for youth workforce development with nearly 7,000 graduates who secured paid internships with leading companies. Our legacy of impact has allowed us to refine a best-practice approach to youth workforce solutions that is shaping our partnership with Dallas Works. **By combining performance-based programming with a commitment to excellence, we are building a program that will benefit both youth and employers.**



PREPARATION FOR YOUTH

We provide young people with intensive performance workshops that build on our Eight Dimensions of Development—honing their networking, interview, resume writing, and public speaking skills, which cultivates lasting confidence. By doing so, we ensure they are internship-ready and poised to thrive. **“Before joining the All Stars, I never thought there was a way to pair workplace skills and theatrical performance, and now, I take every opportunity that comes my way.”**



PREPARATION FOR ADULTS

Across the country, we equip our corporate partners, internship supervisors, and adult volunteers with the tools to guide and uplift young people in their personal and professional development. Through our dynamic **Supervisor Development Workshop**, both new and returning internship supervisors gain firsthand insight into bridging cultural gaps—engaging directly with DSY alumni and experiencing our powerful development-through-performance approach in action. **“The DSY program provides excellent internship preparation, so we felt confident in giving all our DSY interns the tools they needed to succeed, rather than being overly hands-on.”**



ONGOING SUPPORT

Throughout the DSY, Dallas Works, and Summer Internship Programs, we remain actively engaged, providing hands-on support to both companies and young participants to foster a seamless and impactful experience. Our programs are intentionally designed to bridge worlds—connecting ambitious inner-city youth with dedicated business professionals eager to make a difference. **“Knowing I have a dedicated connection at All Stars—someone I can always call or email—has been a game-changer for me as a supervisor, strengthening both my role and our relationship with our interns.”**



FEEDBACK LOOP

Through surveys, data analysis, and continuous program evaluation, we gather insights from young people and our caring adult partners that allow us to consistently improve, innovate, and deliver exceptional outcomes for youth, businesses, and communities alike. **“By focusing on proximal outcomes rather than long-term academic results, we have better information to help us determine what transpires when outside-of-school programs focus on personal and professional development for marginalized youth.”**

Re-inspired to support underserved youth?

Their journey of Becoming All Stars begins with you.



CLICK or SCAN CODE to get started.
For more information, contact Jenny Zak
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Join Us!

www.allstars.org/becoming

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