



2023

ANNUAL REPORT





Board Chair Note

Austin Scee, PowerUP Founder and Board Chairman

In 1997, I was matched with Mike Gandy Auzenne (pictured top left in the PowerUP hat) through the Big Brothers Big Sisters program in Atlanta. I immediately saw a spark in Mike, and I eagerly began imparting the values my father had instilled in me, and I told him he could achieve whatever he set his mind to.

I was fortunate enough to be able to stay close to Mike despite moving away after two short years with him in Atlanta. He went to class with me in business school, met my friends in New York, and I helped him set and achieve goals in high school after a bumpy start.

Mike went from the projects in Atlanta to Colgate, then to Wall Street where he endured long hours, stress, and heavy workloads. After three promotions, he applied to business school. Months after Mike submitted his applications, I received a call from the head of admissions at Harvard Business School (HBS). She told me Mike's admissions essay about our relationship, and the obstacles he had overcome had the admissions department and faculty in tears. **She told me that Mike was their number one candidate that year! Thinking about it still gives me goosebumps.**

Mike graduated in 2016, which was also my 15 year reunion. So, we were on campus together again. The administration encouraged us to think about what we could do to help change the world based on our experience together. Six months later, PowerUP was born.

Our mission was to build a scalable model to deliver the essence of what Mike got from me to boys and girls who weren't born lucky. We determined the 'secret sauce' was a combination of core values, an expectation that he should aim high in life, and access to people, ideas and opportunities.

With that mission in mind, I had a eureka moment when my wife signed our son up for a karate camp to get him out of the house during his winter break. The instructor sat a group of elementary school children down to start the camp and laid down the rules of his dojo. His rules boiled down to **self-regulation, resilience and respect**. He went on to say **he expected his students to live these values at home and in school as well**.

He was an authority figure who taught these values through martial arts for a living. He was already allowing disadvantaged children to train for free, but he could barely afford to pay the rent for his studio.

I funded the first class of students myself to test the model. Our instructor's business improved, and parents and teachers raved about the positive impact we had on our students. We were convinced the model worked. So, we raised money from family and friends and set out to build a process-oriented business with strong data systems that would allow us to scale rapidly.

I'm proud to say we hit a major milestone in 2023, serving 1,000 disadvantaged, at-risk and special needs children. We systematically track attendance, belt rank progression, and survey results, allowing us to measure improvements in self-regulation. We are making a measurable impact on our scholars' lives!

The next milestone for PowerUP is to serve 10,000 children. I measure success by the goosebump inspiring stories we make possible. I hope you'll join us on our journey and make a contribution.



“TOGETHER,
*let's continue making
a meaningful impact
and shaping a future
filled with success stories.”*



Our Mission

Our mission is to help disadvantaged and special needs kids thrive by teaching core values through high quality martial arts mentorship.

2023 Summary

Thanks to the incredible generosity and commitment of our donors and supporters, in 2023 we surpassed our goal, serving over 1,000 students, making a substantial impact on the lives of young individuals in need.

Through your support, we strengthened our ties with partners such as Boys and Girls Clubs, YMCA, KIPP Metro Atlanta as well as five Title One schools, extending our programs to those who need it most. We also established partnerships with the Atlanta Mayor's Office and prominent Atlanta-based corporations such as Inspire Brands, the owner of Dunkin' Donuts, Arby's, Buffalo Wild Wings and other restaurant chains.

Our Instructors

Aldanie Martinez

I started out as a scrawny kid on the dojo floor, and am now an instructor guiding the next generation. Martial arts have shaped my entire life. Growing up as the son of immigrants, I found discipline, focus, and self-discovery through kicks and punches. More importantly, the art instilled in me values I treasure: **self-regulation, resilience, and respect**. Now, I have the privilege of passing them on through the PowerUP Scholarship Fund.

PowerUP scholarships are more than just financial aid. They're an opportunity for kids like me to experience the transformative power of martial arts. It's not just about punches, kicks and blocks. It's about building the mental strength to face any challenge life throws their way.

Every class under PowerUP feels like a homecoming. I see the same spark in my students' eyes that once fueled me – the desire to grow, to push their limits, and to become the best versions of themselves. We train, yes, but we also cultivate resilience, the kind that helps them bounce back from setbacks. We build confidence, the kind that lets them stand tall and believe in their dreams. And most importantly, we foster respect, creating a supportive community where everyone thrives.

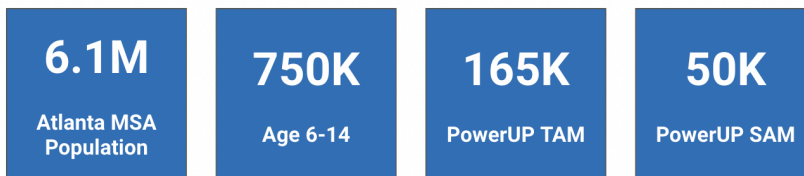
The impact goes beyond the physical. After training, I see the quiet determination and self-belief blossoming in their faces. I'm not just an instructor. I'm a mentor, and a guide on their journey to self-discovery. PowerUP isn't just changing lives, it's breaking down barriers and proving that martial arts is more than fancy moves. It's a pathway to self-discovery, a chance to build the character and skills to conquer any obstacle.

With every student I teach, I'm reminded of that scrawny kid on the dojo floor. It's an honor to pay it forward, to be a part of their stories, and to witness the transformative power of martial arts firsthand. The lessons may be delivered through punches and kicks, but the impact resonates far beyond the physical, shaping futures and building a stronger community, one kick at a time, thanks to PowerUP Scholarship Fund.

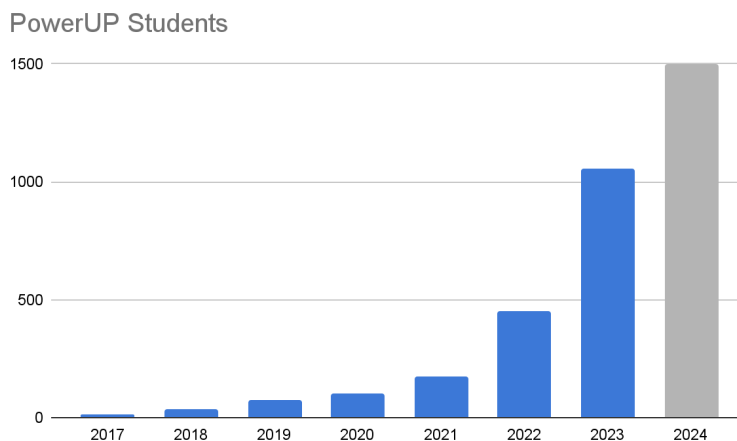


Our Target Market & Growth Plan

We estimate PowerUP’s total addressable market (TAM) in Atlanta to be about 165,000 children¹. Based on our board’s experience serving PowerUP’s demographic, we recognize that there are many factors that can influence whether or not a parent or guardian of a disadvantaged child will apply for a mentorship program. Families living in poverty face significant barriers to accessing support programs and services, such as limited access to information and resources, transportation challenges, work schedules that do not allow for participation in programs, and other structural and social barriers. We estimate our serviceable addressable market (SAM) to be about 30% of the TAM, or about 50,000 children.



We are building the necessary infrastructure, partner programs, sensei relationships, operating playbooks and other resources that will enable us to serve 10% of our SAM in Atlanta in the next three to five years. As we build the foundation in Atlanta, our broader vision is to expand to new MSAs and regions, replicating the capabilities we are building in Atlanta. Our target in each new region will be to serve 5 to 10% of the SAM in that region within three to five years sustainably.



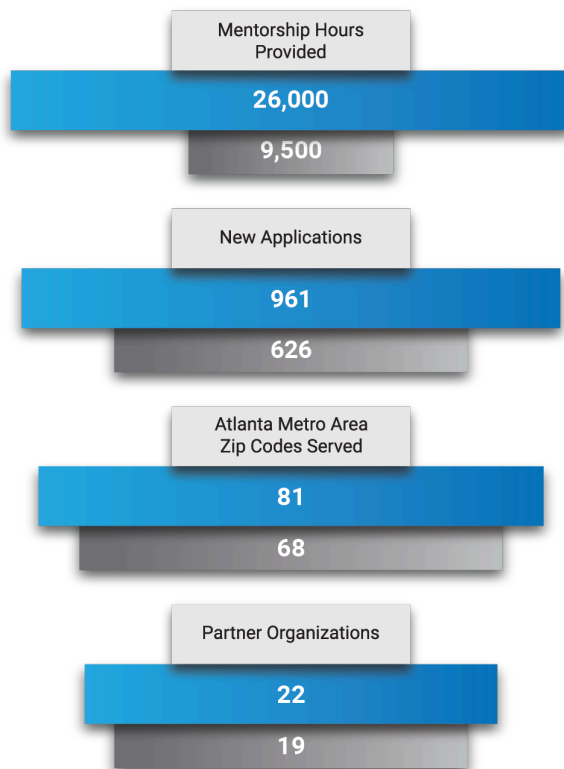
¹ We derived our TAM and SAM estimates from 2021 US Census data and our own experiences. The population of the Atlanta MSA is 6.1M with 1.5M under the age of 18. We estimate about 50% of the 1.5M to be elementary and middle school age, and Census data indicates that 22% of children under the age of 18 live below the poverty line in Atlanta. Poverty is not the only indicator of disadvantage, but it is one of the qualifications we use in our application process, and it is a good proxy for our TAM.



Our Impact

In 2023, PowerUP embarked on a mission to enroll 650 students by the end of the year, a substantial increase from the 450 students served in 2022. Through concerted efforts and program development, we successfully surpassed our goal, reaching a total of 1,055 students. This impressive growth not only demonstrates a significant expansion compared to our 2021 student count of 150 but also sets the stage for further advancement. As we look ahead to 2024, our commitment to expansion remains unwavering, with ambitious plans to extend our reach and impact even more young lives in the coming year.

2022 vs 2023



PowerUP is a Data Company

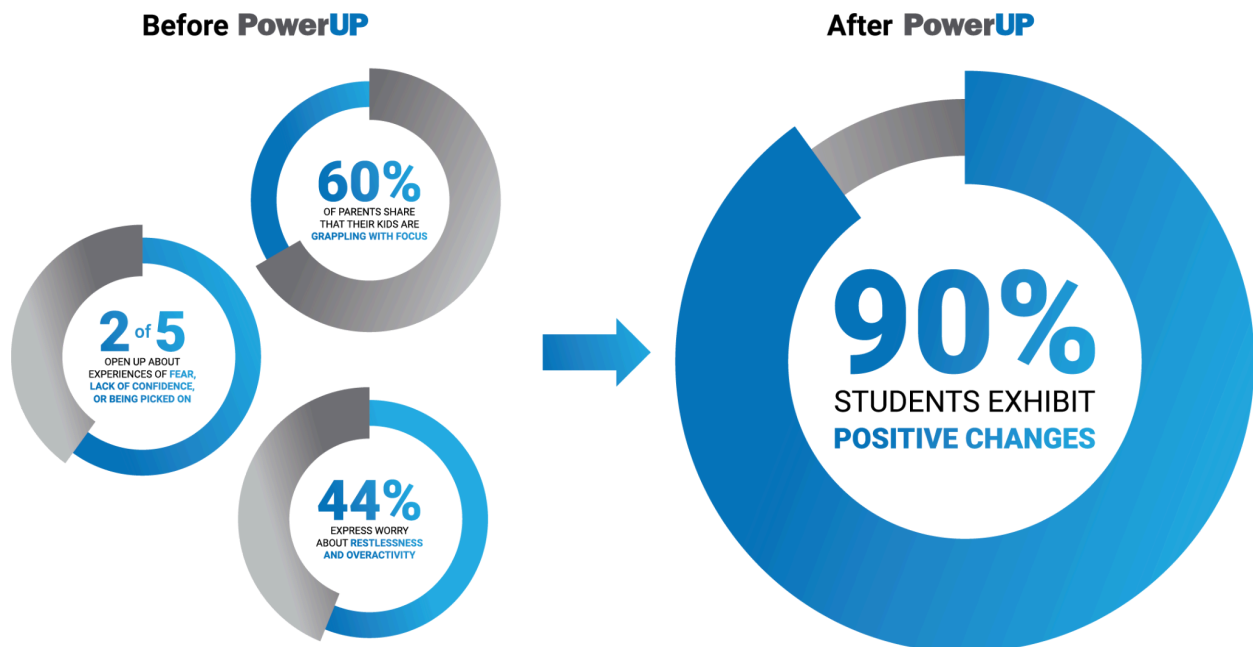
From the beginning, PowerUP has been crafted to responsibly manage data about our students. Understanding our students' identities, tracking their progress, and assessing the impact of our martial arts programs on their **SELF-REGULATION**, **RESILIENCE**, and **RESPECT** are essential aspects of our mission.

PowerUP Impacts Vital Needs

We survey our students when they begin with PowerUP, and the results reveal some concerning statistics: 60% of parents share that their children struggle with focus, and 44% express worry about restlessness and overactivity. Additionally, 2 out of every 5 students shared that they are fearful, lack confidence, or are being picked on. These figures emphasize the pervasive need for our program.

An impressive 90% of students report improved focus, a sense of peace and confidence, and our students are better equipped to handle being picked on, all after just a month of PowerUP classes!

Your contribution is helping shape a brighter future for these remarkable young individuals, and we are deeply grateful for your continued support.

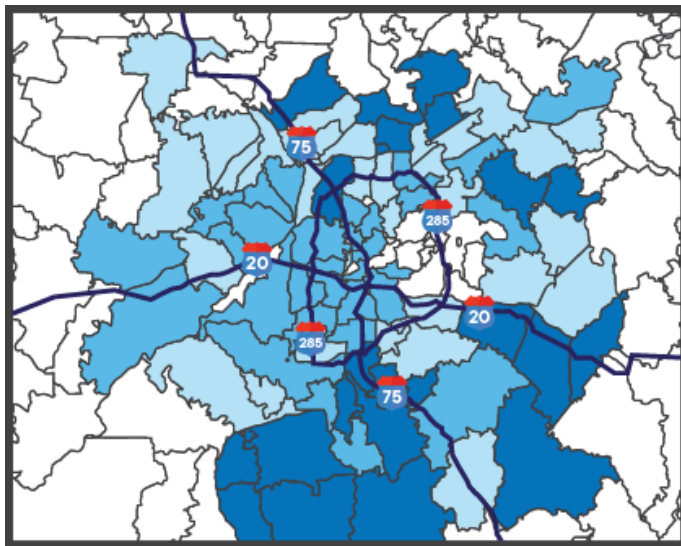


Longitudinal Data

We are thrilled to share the remarkable progress in our survey efforts for 2023. Collaborating with Dr. Kimberley Lakes, a distinguished Professor of Clinical Psychiatry at the University of California Riverside, we measure improvements in self-regulation among our scholars using the Strengths and Difficulties Questionnaire (SDQ).

In 2023, we implemented several initiatives to improve survey participation and overall engagement in our scholar base. Through targeted outreach, streamlined communication strategies, and the dedication of our program manager, Yulvi Reyes, we achieved an outstanding 85% survey response rate in 2023, up from just 38% in 2022. This substantial increase not only speaks to the effectiveness of our revised survey collection approach but also underscores the growing trust and active involvement of our community in contributing valuable insights to the continuous improvement of our programs.

The true value of the SDQ lies in its ability to measure improvement over time. This significant increase in our response rate reflects not only the dedication of our team but also the growing engagement and commitment from our community in understanding and contributing to the positive development of our students.



EXPANDING OUR REACH



5 Years of Helping Kids Thrive

2017

Founded and Held First In Studio Class

2018

Began Working with Partner Organizations

2020

Grew Our Student Base Despite the Setbacks of the Pandemic.

2021

150 Active Students. Hired First Executive Director

2022

Surpassed Our Membership Goal of 300 By More Than 150 Scholars.

2023

Served over 1,000 Scholars

2024

Mentorship Goal: 1,500 Students

2025

Expand Beyond Atlanta.

Why Support PowerUP?

When you support PowerUP Scholarship Fund you support much more than a child in a martial arts class. **You support parents** who receive a helping hand in molding that child into a well adjusted adult. **You support local business owners** in the instructors who are giving back to their community. **You support a scalable model** that can reach into any neighborhood and have an immediate impact.

When you support PowerUP you are helping to build the foundation for a successful future.

PLEASE DONATE NOW

Join us on our journey, and help us grow to 1,500 scholars in 2024 and to raise \$900,000 in support of our mission!