

**5th Year
Anniversary**

2024

Annual Report

Prepared by
Dajuan Wiggins



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Letter from CEO

Dear YBI Community,

As we celebrate the release of our 2024 Annual Impact Report, I am filled with gratitude and pride reflecting on our incredible journey. This year marks a significant milestone for Youth Business Initiative (YBI) as we prepare to celebrate our 5th Anniversary in 2025. It is a moment to honor the resilience, dedication, and vision that have shaped our organization over these transformative years.

Since our founding, YBI has grown from a hopeful dream into a powerful force of change within the community. Our commitment to empowering underprivileged youth and dismantling systemic barriers has been unwavering. Over the past year, we have continued to expand our reach and deepen our impact. We proudly served hundreds of students, provided critical resources to families, and strengthened partnerships that amplify our ability to create meaningful opportunities.

2024 has been a year of reflection and growth. We enhanced our programs to address the evolving needs of our students, focusing on workforce development, entrepreneurship, and mental health support. Our efforts have been guided by a holistic approach, ensuring that each young person we serve is equipped with the tools, skills, and confidence to succeed. Through initiatives like our mentoring and our expanded Youth Advancement Program (YAP), we have bridged gaps and brought resources directly to those who need them most.

As we look ahead to our 5th Anniversary in 2025, we are inspired by the possibilities that lie before us. This milestone is not just a celebration of our achievements but a call to action. It reminds us that our work is far from finished. We remain committed to fostering inclusive, stronger, and well-connected communities where every young person can thrive.

We owe our success to the incredible support of our partners, donors, volunteers, staff, and, most importantly, the students and families who trust us to walk this journey with them. Together, we have created a legacy of hope and transformation—a legacy that we will continue to build upon in the years to come.

Thank you for being a part of this journey. As we step into 2025, let us renew our commitment to creating brighter futures for all. Here's to five years of impact and to the many milestones yet to come. With deepest gratitude and anticipation,

With gratitude,



Executive Director

Vision



Our Vision is for all communities to be inclusive, stronger, and well-connected for the benefit of every child.

Focus Areas: Children & Youth aged 10-24 years old.

Priority Objectives: Workforce Readiness Financial Literacy Business Development Entrepreneurship Mentoring.

YBI is committed to empowering underprivileged youth with workforce readiness & business development skills for community development.

Mission



About Us



Welcome to the Youth Business Initiative (YBI), a transformative organization dedicated to empowering underprivileged youth and fostering community growth in Norwalk, Connecticut, and beyond. Founded in 2020 by Dajuan Wiggins Sr., YBI was inspired by the entrepreneurial spirit and collaboration of Tulsa, Oklahoma's historic Greenwood District. In 2025, we proudly celebrate our 5th Anniversary, marking half a decade of impactful service to our community. Over the past five years, YBI has grown into a beacon of hope and opportunity for over 450 students, equipping them with workforce readiness, financial literacy, business development, and entrepreneurship skills. Our vision remains steadfast: to build a world where communities are inclusive, stronger, and interconnected for the benefit of every child.

Our programs, including Entrepreneurship 101, Business Development, Career Development, and Workforce Development, continue to equip young leaders with the tools to succeed in dynamic environments. The Youth Advancement Program (YAP), designed for middle school students, fosters creativity, critical thinking, and personal growth through engaging activities in a safe and supportive space. Gender-specific support groups provide tailored guidance to boys and girls, addressing their unique needs and challenges with care and expertise.

As we enter our 5th year, YBI is excited to expand its impact by deepening its connections within the community and introducing new programs aimed at reaching disengaged and disconnected youth. Our commitment to empowering the next generation to think critically, navigate adulthood, and pursue meaningful career pathways has never been stronger. We invite you to join us in celebrating this milestone year and to continue building a brighter, more inclusive future for every child we serve. Together, we can create lasting change and help our youth achieve their fullest potential.

Meet Our Team

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DAJUAN WIGGINS

CEO & EXECUTIVE DIRECTOR

Dajuan Wiggins Sr. is the Founder, CEO & Executive Director of the Youth Business Initiative (YBI). Recently elected as a Common Council member in Norwalk, CT, representing District B, Dajuan passionately leads YBI in preparing youth for workforce readiness and business development. Dajuan is committed to equipping young individuals with entrepreneur-like tools and skills.



NIA HOLLEY

PROGRAM/OFFICE MANAGER

Nia Holley, Program Coordinator at the Youth Business Initiative in Norwalk, CT, manages programs and operations to empower youth. A Penn State Criminal Justice graduate, she found her passion for advocacy through work in juvenile delinquency and the Boys and Girls Club of Stamford. She aspires to be a juvenile advocate or counselor, dedicated to helping young people thrive.

JOHN ESTRADA

PROGRAM SUPERVISOR

John Estrada is a marketing expert and entrepreneur with nearly 20 years of experience leading 203MG, a full-service marketing and media company. As Program Supervisor at Youth Business Initiative (YBI), John brings his expertise in branding, digital strategy, and business development to support the organization's mission of empowering young entrepreneurs.

Leveraging his skills and extensive network, John is focused on expanding YBI's reach, enhancing its programs, and driving long-term growth. His dedication ensures that this remarkable nonprofit continues to evolve and create lasting opportunities for youth for years to come.

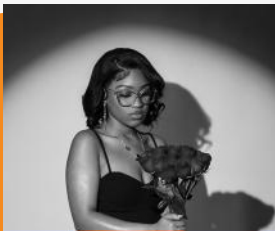


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NIARRA HALL



BRANDON JOSEPH



ADRIANNA LOUIS



LEEJAY MURRAY



MAURICE SUTTON


Expansion Of YBI

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The Youth Business Initiative (YBI) was founded in 2020 and quickly secured funding, resources, and built capacity to launch its first program in 2021. Through strategic decision-making and strong partnerships, YBI expanded to four additional programs in 2022. As of 2024, YBI is committed to delivering five core programs that align with our mission of empowering underprivileged youth and fostering community development.

Since our inception, YBI has served over 350 students with a 92% completion rate, reflecting a 3% increase from previous years. Below is an overview of our program activities and a chart showing engagement across our five programs over time.

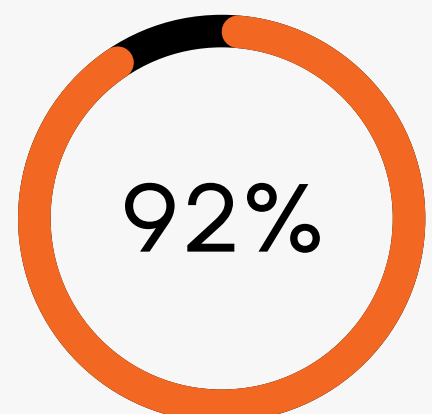
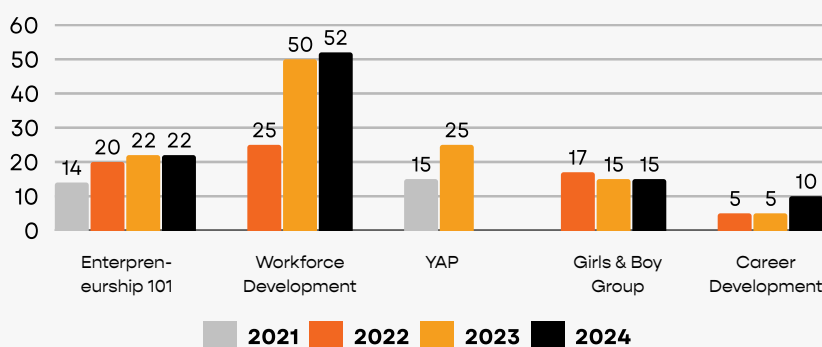
Entrepreneurship 101 Summer Program (2021 - Present): Served 56 students Our flagship summer program provides a comprehensive introduction to entrepreneurship, equipping young participants with the fundamental skills needed to launch and manage a business. This program fosters innovation, creativity, and financial literacy.

Workforce Development Program (2022 - Present): Served 85 students  80% of eligible students gained employment YBI's Workforce Development initiative prepares youth for the job market by providing industry-relevant training, mentorship, and hands-on experience, ensuring they develop essential career skills and secure employment opportunities.

Youth Advancement Program (2022 - 2023): Served 40 students (Program Discontinued) This program supported middle school students (ages 10-14), offering a safe and nurturing environment to build life skills, self-confidence, and resilience. While discontinued, its impact remains evident in students' continued growth.

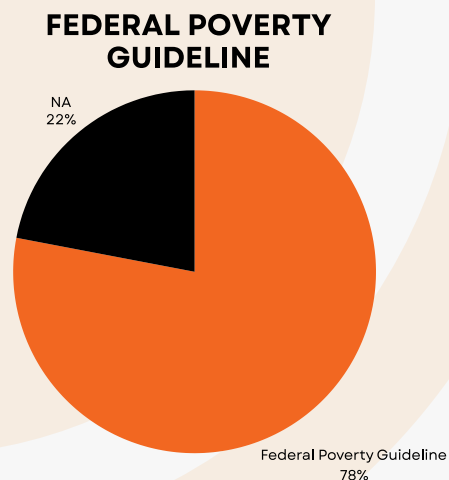
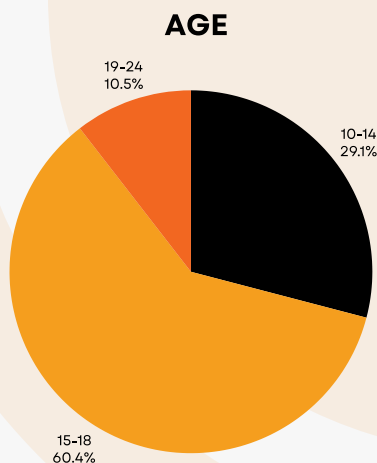
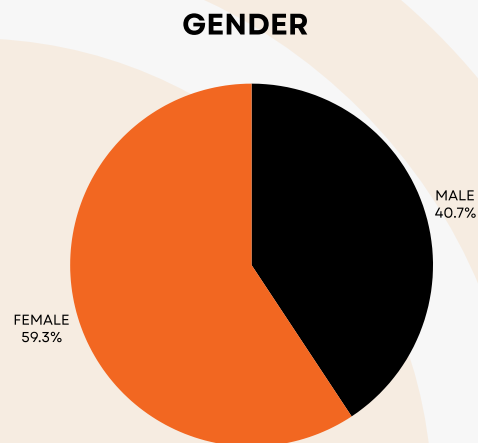
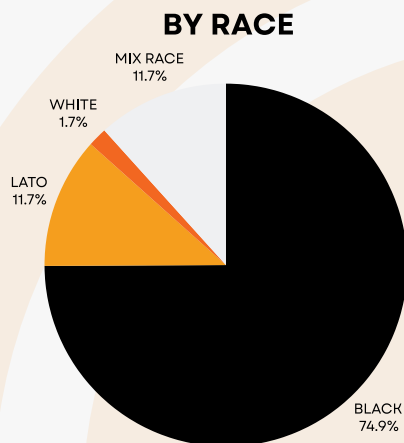
Girls & Boys Support Groups (2022 - Present): Served 40 students Our gender-specific empowerment groups provide mentorship, therapy, and a supportive community to help young girls and boys build confidence, leadership skills, and emotional resilience. **Career Development Program (2022 - Present):** Served 20 students.

This program helps youth define career goals, develop job-seeking skills, and connect with professional opportunities in their chosen fields. Through career exploration, resume building, and networking, we help students take meaningful steps toward their futures.



2024 Impact & Demographics

86 STUDENTS COMPLETED PROGRAM ENROLLMENT



In 2023, YBI made a significant impact on the lives of the youth in our community. With a remarkable 166 registrations, we were able to serve 86 students in various programs designed to empower and equip them for the future. Our commitment to diversity and inclusion was evident, with 96% of our participants coming from the Black, Indigenous, and People of Color (BIPOC) community.

Empowering the future leaders, 62% of the participants were young girls, and 38% were boys, ensuring a balanced representation across genders. Addressing economic disparities, 78% of our students hailed from households at or below the state median income level. At YBI, we cater to a wide age range, serving students from 10 to 24 years old through our diverse programs. As we reflect on the accomplishments of 2023, these statistics showcase the positive influence and outreach we've had within our community, creating a more inclusive, stronger, and wellconnected environment for every child.

Financial Overview

	2022	2023	2024
Revenue	\$199,644.53	\$372,544.76	\$269,330.94
Expenses	\$199,334.77	\$277,722.79	279,260.01

In fiscal year 2024, the Youth Business Initiative (YBI) remained unwavering in its mission to empower underprivileged youth, supported by the dedication of our stakeholders and community partners. This year, YBI achieved a total revenue of \$269,330.94, reflecting the continued generosity and trust in our work.

Our funding sources remained diverse, ensuring a strong foundation for our initiatives. Foundations contributed 57.4% of our revenue, while federal, state, and city grants accounted for 36.5%. This balanced financial structure highlights our ongoing commitment to sustainability and strategic growth.

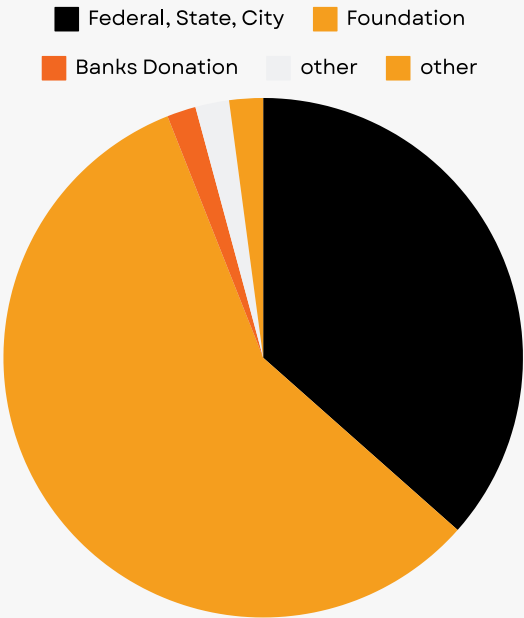
Our expenses for 2024 totaled \$279,260.01, which includes maintaining a prudent three-month reserve to safeguard YBI's ability to adapt to future challenges. This disciplined financial management underscores our dedication to providing uninterrupted, impactful programming for the youth we serve.

Although revenue slightly trailed expenses this year, our focus remains on strategic planning and forging partnerships to secure long-term financial stability. YBI remains committed to financial transparency and ensuring every dollar is effectively used to foster brighter futures for underserved youth.

We look forward to building on this year's efforts, further strengthening our programs, and deepening our impact in the years to come.

To showcase the financial growth over YBI's 5-year journey, here is a summary:

- Year 1: \$9,827
- Year 2: \$90,451
- Year 3: \$178,692
- Year 4: \$372,544.76
- Year 5: \$279,260.01



Key Partners



Stay Connected

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Phone

203-952-9508

Email

programs@ybict.org

Website

www.ybict.org

Address

11 Belden 2nd Floor Norwalk, CT 06851

Thank You

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