

Changing Lives One Day at a Time



30 Years of Community Service • 30 Stories of Personal Success





Regina Jackson
Executive Director
East Oakland Youth
Development Center

This book is the culmination of 30 glorious years of service to the Bay Area community. EOYDC has been referred to as a safe haven in the midst of Oakland's "killer corridor." To many it has been a change agent, redirecting agendas and saving lives. Our goal is to offer comprehensive services that facilitate exposure, opportunity and ultimately success. To many, EOYDC serves as a second family, and for some, the Center is seen as an extension of their homes.

Our 30,000-square-foot, two-level multidimensional facilities serve more than 2,000 youths and young adults annually. Our participants come primarily from African American and Hispanic/Latino descent across many counties. Bilingual services are available.

As featured on CNN and in *Parenting* magazine, the "Home Alone Cooking Series" seeks to close the gap for obesity. Our Pathway to College Program success is documented in the students' 100 percent acceptance rate to two- and four-year institutions. The graduation rate is 96 percent. The Summer Cultural Enrichment Program features our "Youth-led Model" and reaches 160 youths annually, with young people designing curriculum and teaching classes. Mentoring is a thread throughout our programmatic quilt, and all programs are offered free of charge.


In the pages that follow, look closely at the 30 alumni—just a few of the thousands who have been affected by participation in the rich offerings at the Center. Each year, hundreds of

people have amazing stories of transformation to tell, but here we highlight just a few. They reflect the best leadership in education, athletics, business, music, art and more. Many are at the beginning of their careers, while some are at the top of their games; they are national household names, and they are the people next door.

As the executive director for the past 15 years, I am proud of all the participants wherever they are in their journey toward success. Outstanding programs have continued to address important personal, professional and community needs. Among them, I am particularly proud of our Pathway to College Program, because we are helping many first-generation college students achieve previously unimaginable dreams: the college experience.

I want to thank the participants, alumni, our volunteers, board of directors and trustees. Most importantly, thanks to my staff—they do the "real work." In addition, thank you to The Clorox Company for helping me chronicle EOYDC's 30 years of success. Special thanks to John W. Ellis IV who helped manage the editorial process for this book and interviewed the alumni. Finally, thanks to the Oakland community for participating and sustaining the life of EOYDC over the last 30 years.

A handwritten signature in black ink, appearing to read "Regina Jackson", with a long horizontal line extending to the right.



“EOYDC and HP’s partnership was an ideal opportunity for two committed, accomplished organizations to complement each other’s strengths and make a significant difference in our community. EOYDC was HP’s sole recommendation to the Magic Johnson Foundation as the ideal location for our East Bay / Northern California Magic Johnson / HP Inventor Center—given EOYDC’s strong leadership, sustained impact in East Oakland, uncompromising commitment to developing youth, and capacity to integrate technology know-how into its curriculum. We consider it a privilege to partner with you in bringing technology solutions and training to those in East Oakland who had previously been excluded from the digital age. Congratulations for 30 years of excellence!”



— Janiece Evans-Page
Vice President and General Manager, HP

PROGRAMS THEN

THE CORNERSTONE OF PROGRAMMING AT EOYDC IS JOB OPPORTUNITIES FOR YOUTH (JOY). THIS PROGRAM WAS DEVELOPED TO ADDRESS THE HIGH RATE OF UNEMPLOYMENT IN EAST OAKLAND. IN ADDITION, GED PREPARATION WAS OFFERED TO ENCOURAGE THE STUDENTS WHO DROPPED OUT OF THE FORMAL EDUCATION PROCESS TO COMPLETE A HIGH SCHOOL EQUIVALENCY AND THEN PURSUE A JOB, VOCATIONAL EDUCATION OR HIGHER EDUCATION. THE ARTS PROGRAM WAS DEVELOPED TO GIVE YOUNGER STUDENTS AN OUTLET FOR CREATIVE EXPRESSION. THE PHYSICAL DEVELOPMENT DEPARTMENT WAS DESIGNED TO ENCOURAGE SPORTS FUNDAMENTALS AND SPORTSMANSHIP AMONG INDIVIDUALS ACROSS DIFFERENT AGES, AND HAS ALWAYS BEEN THE PRIMARY WAY TO CREATE FOOT TRAFFIC AT EOYDC.

JOB OPPORTUNITIES FOR YOUTH (JOY)

- JOB TRAINING AND PLACEMENT
- GED PREPARATION

COUNSELING

- TEEN PARENT COUNSELING
- HOSPITAL COUNSELING
- DROP-IN AND AT-HOME COUNSELING

ART

- VISUAL ARTS: DRAWING, PAINTING, PHOTOGRAPHY, CERAMICS
- PERFORMING ARTS: STEELPAN DRUMS, WEST AFRICAN DANCE
- SEWING

PHYSICAL DEVELOPMENT

- BASKETBALL
- MARTIAL ARTS
- TRACK (LOCAL COMPETITIONS)

PROGRAMS NOW

NEW PROGRAMMING WAS DEVELOPED TO ADDRESS THE COMMUNITY'S CHANGING NEEDS. EXPANDED ACADEMIC SERVICES AND THE HP /MAGIC JOHNSON COMPUTER TECHNOLOGY CENTER HELP BRIDGE THE DIGITAL DIVIDE, SUPPORT STUDENTS IN SCHOOL AND AID PARTICIPANTS IN EFFECTIVELY COMPETING FOR JOBS. WHEN SCHOOL-BASED PHYSICAL EDUCATION PROGRAMS DECLINED AND CHILD OBESITY INCREASED, THE HOME ALONE COOKING SERIES WAS ESTABLISHED TO HELP YOUTH MAKE HEALTHY CHOICES. PARTNERSHIPS EXPANDED PROGRAMS WHICH NOW INCLUDE: MOUNTAIN CLIMBING, ROWING, COLLEGE TOURS AND MYRIAD FIELD TRIPS. THE TRACK CLUB WAS EXPANDED TO INCLUDE NATIONAL AND INTERNATIONAL COMPETITIONS AND IS ANOTHER STEPPING STONE TO COLLEGE FOR STUDENTS.

JOB OPPORTUNITIES FOR YOUTH (JOY)

- JOB TRAINING AND PLACEMENT
- GED PREPARATION
- COMPUTER LITERACY – MAGIC JOHNSON / HP INVENTOR CENTER
- HOMEWORK CENTER
- PATHWAY TO COLLEGE

ART

- VISUAL ARTS: DRAWING, PAINTING, PHOTOGRAPHY, CERAMICS
- PERFORMING ARTS: STEELPAN DRUMS, DANCE (WEST AFRICAN BALLET, SWING, PRAISE, JAZZ, MERENGUE AND HIP-HOP), GENERAL MUSIC & INSTRUMENTS
- CULINARY ARTS: HOME ALONE COOKING SERIES

PHYSICAL DEVELOPMENT

- BASKETBALL
- MARTIAL ARTS
- COMMUNITY TRACK CLUB: LOCAL, NATIONAL AND INTERNATIONAL COMPETITIONS
- BIG CITY MOUNTAINEERS (HIKING, MOUNTAIN CLIMBING AND CAMPING EXCURSIONS)
- ROW OAKLAND

ANNUAL COMMUNITY EVENTS

- COLLEGE FAIR
- GARY PAYTON INVITATIONAL CLASSIC
- GED GRADUATION
- JOB FAIRS
- OPEN HOUSE
- LEXUS CHAMPIONS FOR CHARITY GOLF TOURNAMENT
- LOBSTER FEST
- SOMETHING FOR EVERYONE (ART & MUSIC BAZAAR)
- TALENT SHOW



1972

Robert Shetterly, CEO of The Clorox Company, has a vision for a youth center.

1973

EOYDC is founded.

1978

EOYDC opens with programming in four areas: Project JOY, Art, Counseling and Physical Development.

1983

The EOYDF Endowment is established.

1994

Programs are restructured under a new Executive Director—back to basics.
Dropped counseling, substance abuse initiatives, health projects.
Programs include Project JOY, Art and Physical Development.

1995

Home Alone Cooking and computer classes are established. First GED Cap and Gown Ceremony.

1996

Million Dollar Match Campaign is established, and The Clorox Company helps build endowment.
Community track club, Annual Job Fair, Summer Cultural Enrichment Program and Mark Curry Invitational Basketball Classic are established.

2000

Capital Campaign is established. Homework Center is established. Three track club members go to Olympic Trials.

2001

Gary Payton pledges \$100,000—Gary Payton Invitational Classic is established.

2002

EOYDC 25th Anniversary Benefit Concert features Regina Belle.

2003

Pathway to College program is created. Lexus Champions for Charity Golf Tournament is established.

2004

Magic Johnson/HP Inventor Center opens. “Something for Everyone” Pathway to College fundraiser is established.

2008

EOYDC celebrates 30 years of service to the Bay Area community.





“EOYDC is one of the shining lights in the East Oakland community. People who enter the Center can feel the energy and excitement of youth. Regina Jackson and the staff provide structure, discipline, guidance and love in the midst of the variety of programs—and they do it in a way that is fun and safe for the young people who come. Many of the kids walk in with many different social and emotional challenges, but many leave blossoming with a better sense of themselves and the opportunities in the world. I am proud to be one of the many supporters of this organization that is on the front lines of serving our young people, and thus our community as a whole. I congratulate EOYDC for its 30 years of commitment and look forward to many years of service ahead.”

— Pam Moore, Anchor
KRON 4 News





Job Opportunities for Youth (JOY)

Helping Our Youth Achieve Success

As EOYDC's core initiative, Project JOY prepares youths for leadership roles in life. Created to respond to high unemployment and dropout rates in East Oakland, Project JOY offers free educational and employment programs to youths and young adults. Each year the project enhances the short- and long-term employment of more than 1,000 clients, primarily ages 14 to 24, through educational counseling, computer literacy and job placement services. Serving as an industry model, Project JOY's education component promotes excellence through its Pathway to College (PTC), After School Homework Center, GED Preparation and Computer Literacy programs.



- PTC is a resource program that guides students through the rigors of transitioning to college, and also provides scholarship assistance, college tours, SAT testing, review of personal statements, financial aid and individual development accounts.
- The After School Homework Center and GED programs provide personal and computer-aided instruction in basic math, language arts, individualized homework assistance and computer instruction for elementary and junior high school students.
- The computer literacy program features the only Magic Johnson/HP Inventor Center in Northern California. The computer lab offers free directed and self-paced computer skills instruction in basic office procedures, word processing, data entry, typing speed improvement, internet surfing, desktop publishing and computer graphics.



Classes for beginning to advanced students are offered throughout the year.



“Serving as a national model for youth programs everywhere, EOYDC has touched the lives of countless youth and has made our community more equitable and sustainable. When the political climate has pushed for cuts in education and recreational activities, and at the same time, increased budgets for the prison system, I believe EOYDC is a model organization in pursuing positive agendas for our children.”

The Honorable Congresswoman Barbara Lee
Ninth Congressional District
Chair, Congressional Black Caucus, 111th Congress



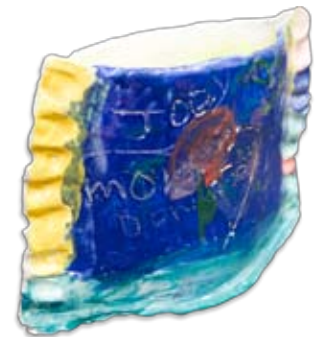
The Arts

Living Together Is an Art

Arts programming teaches and encourages youth to explore their own creativity, to embrace their unique cultures and to work responsibly and cooperatively with other communities. Classes are taught by professional Bay Area artists who offer beginning and advanced instruction in painting, culinary arts, music, ceramics, sculpture, drawing, printmaking, West African dance, steel pan drumming and photography. A total of seven artists-in-residence teach programs annually. Special workshops include murals, stone carving and African mask making. These classes equip youth and young adults with the skills, training and values necessary to become dynamic leaders and responsible citizens by offering



educational, cultural and artistic expression and recreation programs that meet the holistic needs of the individual. EOYDC performance groups have participated in community events throughout the Bay Area, including the United Nations at 50 Celebration, Festival of the Lake, the Oakland Zoo and the California State Fair. The Center's groups have also performed for The Clorox Company's African American Celebration, PG&E Diversity Day, Silicon Graphics and Warriors games. Our Home Alone Cooking Series has catered for the Alameda County Conference of Mayors, Wells Fargo Community Partnerships and various EOYDC special events throughout the year.





EOYDC has developed fruitful partnerships with its alumni—like football great Kirk Morrison. The Center’s roster of NBA Champions and league players includes Gary Payton, Brian Shaw, Leon Powe, Jason Kidd, Antonio Davis, Greg Foster, JR Reid and Drew Gooden. Partnerships include professional teams such as the Oakland Raiders, Golden State Warriors and Oakland A’s. In addition, EOYDC participants can be seen performing at halftime routines, flag unfurling ceremonies and national anthems.



Physical Development



A Part of the Solution

The Physical Development Department sponsors a variety of recreational activities, including basketball, track and field, hiking, seasonal baseball and rowing, volleyball and self-defense/martial arts. The Center also hosts the Pee Wee Basketball and the Black College League serving youth from 5 to 16. Physical fitness is integral to the development of sound minds and bodies, self-discipline and the ability to work well with others. These life skills and others are addressed through sports programs that will touch over 1,200 annually.

The EOYDC Track Team, which serves participants from 12 to 24, has launched the careers of many state and national champion students who now participate on college teams or compete professionally. Participation standards are high and require students to maintain a 2.5 GPA. Health Awareness clinics promote the importance of daily exercise and healthy diet, while also educating participants on the important diseases that plague our communities.



NO Education
Kills Your Hoop
DREAMS

“Working with EOYDC has been an amazing experience. I will never forget the first day I walked into the Center—it felt like I was entering a whole new world operated and controlled solely by teenagers. It was amazing! From the secretary to the directors, to the chefs, everyone was between the ages of 12 and 17 and it blew my mind. I have always had an affinity for youth education programs that place them in real-life circumstances to prepare them for the workplace. I believe that is what I have been drawn to most at the Center. I have developed wonderful and unforgettable relationships at the Center, and I believe wholeheartedly that the leaders of tomorrow are being developed at EOYDC.”

Nnamdi Asomugha, Cornerback (#21), Oakland Raiders

30 EOYDC Alumni Stories



Created by EOYDC participants in 2001

Accomplishments:

Skyline High School graduate

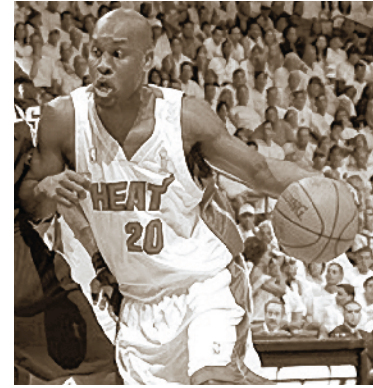
BA, Oregon State University

Featured in 1990 Sports Illustrated cover story as the nation's best college basketball player

NBA All-Star nine times; nine time All-Star Defensive Player of the Year;

Philanthropist: Gary Payton Foundation;

NBA Champion: Miami Heat 2006; current point guard, Miami Heat #20



I can remember back to the seventh grade. I was 12 years old when I first visited the East Oakland Youth Development Center. It's a great place for kids to meet people from all around the city. I made a lot of friends there. We hooped and played around, and basically had fun. As I got older, I played in summer leagues at EOYDC. I learned that one day I might face a friend on the other team. My game had to be focused and on point. We could be friends off the court, but when we were competitors on the court, the name of the game was to compete and win.

After I went off to college and played in the NBA I never forgot EOYDC, one of the places that held such good memories for me. When I played with the Seattle SuperSonics, I created the Gary Payton Foundation because I knew it was important to give back to the community. My first big grant in Oakland was to EOYDC. I remembered that Regina Jackson, the executive direc-

tor, flew up to Seattle to visit and give a presentation. When I heard that the Center wanted to upgrade the gym... it was over! I asked how much they needed, and I gave a \$100,000 grant to EOYDC. It was the best money I ever spent. I came back to the Center for a celebration and brought my whole family. EOYDC unveiled a mural that the participants painted, and they did a basketball show. It all brought back the memories of my hoop days in that same gym.

Almost every year I get back to EOYDC for the Gary Payton Invitational Basketball Classic. I get to see the new talent in high school ball. It's nice to sit back, watch the games and connect with my old partners from Oakland—many of whom have children that now attend EOYDC. It has been an oasis in the middle of a storm. I appreciate EOYDC for what it did for me and so many others back then—and today!

“When I heard that the Center wanted to upgrade the gym...it was over! I asked how much they needed, and I gave a \$100,000 grant to EOYDC. It was the best money I ever spent.”



Accomplishments:

EOYDC GED graduate

BS in Mathematics Education from Grambling State University

Oakland public school teacher and assistant principal

Operational Manager, Omega Boys Club in San Francisco

I was a gifted student who liked my teacher and enjoyed school overall. I was picked on a lot in middle school, and it seemed like being smart was a hindrance. The class clowns and bullies seemed to be popular and liked, and the smart kids were ostracized. There weren't a lot of adults who could help with this part of life in school, so I felt on my own. By the time I started high school I was disinterested in the public school system, so I dropped out. I got a clear idea of what life can be like when you have no education. I couldn't care for myself, I was condemned to hustling on the street, and I didn't have choices. EOYDC helped to change my view of the importance of education. My best friend, who was attending the GED program, introduced me to the Center. I became interested in the program after sitting in on a class session taught by Thomas Semmons. I was attracted to the instruction and cultural relevance that he provided. He used current events to make our lessons relevant to our

lives, and he showed people who used education to move forward in their lives. Everyone in the class cared about everyone else making it, and Mr. Semmons encouraged a family atmosphere. I got my GED and college degree, then I became a teacher in Oakland. After years of working in the public school system, I went back to the organization that helped to send me to college. I now work at the Omega Boys Club in San Francisco to try to keep youth on the right path so that they will have opportunities. I carry with me the obligation to give every young person the opportunity to be successful. I learned at EOYDC that I have to be a guiding light for others by what I do. I still work with the Center's youth to help them get college scholarships, and recently I was the keynote speaker at EOYDC's GED graduation. Simply put, "The more you know the more you owe." And I owe a lot. I have a responsibility to help any young person I come in contact with. I have to care. If I don't, who will?

GRAMBLING
STATE UNIVERSITY

*"'The more you know the more you owe.' And I owe a lot.
I have a responsibility to help any young person I come in contact with."*

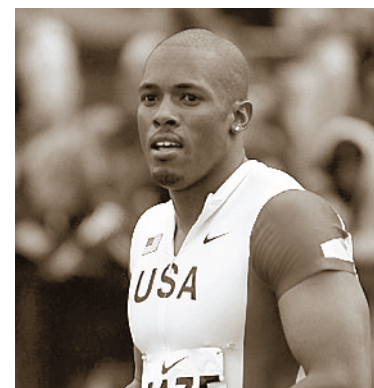
Accomplishments:

Skyline High School graduate

Pac-10 Champion with a first place in the 400-meter relay

Four-time Track & Field All-American

BA in History/Sociology, University of Southern California



With a 2.0 GPA and no prior SAT preparation, the chances that I would be accepted to a university were slim. By the time I was a junior at Skyline High School, I had counselors who told me that I should apply for culinary arts school or join the military. My experience with EOYDC began as a senior when I became involved with the track program. I had to keep a 3.0 GPA to be on the team, so I got help at the Center's Homework Center. It wasn't that I couldn't do the work in school; but if I didn't get something, I got left behind. At EOYDC, I got the academic support that I needed. I made it a point to talk with Coach Curtis, and he advised me to stay in contact with my teachers to let them know how serious I was about my own education. I even created my own progress report so I knew immediately if I was slipping. My GPA for my senior year was 3.2. I chose to go to a junior college, and it was good for me because my English and math skills weren't that good. I took extra classes to catch up, all the while still training in the EOYDC track

program. After two years of junior college I transferred to the University of Southern California. Before I left, I was a Pac-10 Champion with a first place in the 400-meter relay, and a second place in the 200-meter sprint. I was also a four-time All-American. I maintained a 3.0 or higher the whole way through, and I was even voted one of seven outstanding seniors in my USC class for academics & contributions. The day I graduated from the University of Southern California was one of my best days. I was a kid who had almost given up on education, and at one point I didn't even want to go to college. So when I graduated, I had an overwhelming feeling of accomplishment because there were so many obstacles and barriers in my way. Twelve years later I'm still a part of the EOYDC programs as a professional track athlete, as well as a volunteer track coach for EOYDC. Although EOYDC's motto is "Changing lives one day at a time," it was at EOYDC where I learned that hard work plus opportunity equals success.

"The day I graduated from the University of Southern California was one of my best days. I was a kid who had almost given up on education, and at one point I didn't even want to go to college."



Accomplishments:

Oakland High School graduate
 First person in immediate family to graduate from high school or college
 BA in Communication, Xavier University of Louisiana
 School Psychology graduate student, Saint Mary's College of California
 High School Coordinator (college/career counselor), Mills College
 Diversity Works board member

The Center was one of four places that gave me a sense of community and safety. I didn't have a stable home, and I moved around a lot and stayed with friends and relatives. I didn't want to be too much of a burden, so the Center was a way for me to stay out of people's houses. I felt like the Center was mine, and I had a sense of belonging. When you actually go to the Center, you can feel the sense of family and the energy in the place, and it is incredible. I needed a job, so EOYDC's job center drew me in. They helped me with a resume, and taught me how to dress, how to talk, what to do. I learned a lot of things I didn't think about before, because it wasn't a part of my daily experience. It was a great source of information. I worked at EOYDC and used the skills I learned there to get a job, at the same time, at Diversity Works as a trainer. Sometimes I wonder now how I did it, but I worked both jobs and got through high school. Interviewing was the most important thing I learned. I had to interview with Ms. Regina, and it was scary. She made me accountable, and it was refreshing. Most youth in East Oakland are used to blowing off authority figures and adults, but she wouldn't let me give anything less than my best. My

first job was working in the gym at EOYDC. I was also an assistant coach for the boys basketball team for 11 and under. Helping to coach an EOYDC basketball team was great. I got a chance to lead other young men, and we took the kids all over the Bay. It was frightening at first, but it was powerful for me to know that the Center trusted me. I also liked simple things, like running the gym on a Saturday. All the responsibility I was given was amazing. It really showed the respect the Center has for youth. I was a student at Xavier during the time Hurricane Katrina hit. My experiences at EOYDC taught me not to give up when things look hard or too big to overcome, so despite the devastation I still finished my degree there. The situation made me understand that anything can happen in life, so a person should go for their dreams now and not wait, because everything can be uprooted in one day. Now I am in grad school and I work, and sometimes I have to block out the noise inside that says I will fail. The Center taught me not to be afraid of my potential. Now, when I struggle, I take that strength with me every day. Once I get through school, I plan to be back there a lot more to help out and share my views.

"I have to block out the noise inside that says I will fail. The Center taught me not to be afraid of my potential. Now, when I struggle, I take that strength with me every day."

Accomplishments:

Castlemont High School graduate

Merritt College Men's Basketball Co-MVP 2005–2006

Full basketball scholarship student at Lincoln Memorial University in Tennessee, kinesiology, coaching and business management



I always knew about the Center but never went until a friend of mine asked me to join his basketball team. Before I came to the Center at 14, I was a wild child who had run-ins with the law and did terrible in school. I cut classes, fought and was disrespectful at home and at school, but that all changed at the Center. Every day they checked on me—my grades, school, my family. I would be on my best behavior at the Center because I didn't want to get kicked out. As the days went by, I found that my new behavior transferred over into my daily life. Floyd and Kwame coached the basketball team, and they were a catalyst for me to become a better basketball player and young man. One stipulation for playing on the team was to use the tutoring. From there I got into computers and loved it. I used the computer center for homework, writing papers, researching schools, resumes or just surfing the net. It made me feel good to say my grades were getting better. At 17 I started working at the

Center, and I had to be accountable. While working at the Center I went on a lot of trips, and I have been fortunate enough to be put into situations where I have had to take a lead role. My first trip with Big City Mountaineers for eight days is still important to me. Being from the inner city, I wasn't exposed to a lot of hiking and backpacking. Walking in the mountains with 60 pounds on my back, not knowing when I was going to stop, was really hard. We slept outside, it was cold, and there were a lot of insects. Once we finished and got back home, it made me feel like I could do anything, meet any challenge. I have been involved in the programs at the Center for almost 10 years, and I have developed relationships with the kids and some young adults. I'm still looking to make my family, and my Center family, proud. I came through a lot, and I want to be able to come back to the Center to show myself and everyone else that someone can come out of East Oakland and get a degree and a good job.



“Being from the inner city, I wasn’t exposed to a lot of hiking and backpacking. Once we finished and got back home, it made me feel like I could do anything, meet any challenge.”



Accomplishments:

Berkeley High School graduate
 Who's Who of High School Students Award
 EOYDC Youth Leader of the Year in 2003
 First recipient of the Regina Jackson Scholarship in 2006
 Managing Director of EOYDC Summer Program 2008
 Fashion Design Student, Michigan State University

When I first became acquainted with EOYDC, I was in the ninth grade. I was a typical student; I went to school during the day and I did homework and chores at night. I was also very involved in church activities. I sang in two choirs and participated on a dance team, and kept over a 3.0 GPA. When I first arrived at EOYDC, the job training program and the Summer Cultural Enrichment Program prepared me for many things. I learned interview skills, prioritizing and how to open up and not be so shy. Because of that, I am a much more open and confident person, and I have matured a lot. I worked in the SCEP almost every summer since 2003, and now I am on the directorial staff. I have also worked as a Computer Technology Assistant in the Computer Resource Center. I had never been camping before, but I decided to go on a Big City Mountaineers trip and spend my Sweet 16 Birthday in the mountains. On all of our hikes up to a point, Ms. Regina was always behind me. It was a comfort knowing she was there. As we came toward

the climb with our heavy backpacks, some of the other girls were struggling, so Ms. Regina went to help them. When she left, I almost broke down because I felt like I had nothing to catch me if I fell. I stopped climbing and I called to Ms. Regina. "It's time for me to help someone else," Ms. Regina told me. "You can do it without me. It's time for you to take control yourself, and finish this like you and I both know you can." That moment changed my life forever. I knew she was right, and that I could climb on my own. I climbed with tears streaming down my face, not because I was scared or because it was hard, but because I knew that from then on I could take control of my life. I was always in the background, generally, because I doubted myself too much and I relied on others too much. But even when I did not have people directly behind me, they were still supporting me from wherever they were. At that point, I knew that I could step into the foreground. I was strong enough to do whatever I wanted to do.

MICHIGAN STATE
 UNIVERSITY

"I climbed with tears streaming down my face, not because I was scared or because it was hard, but because I knew that from then on I could take control of my life."

Accomplishments:

St. Joseph Notre Dame High School graduate
Comedian, star of “Hangin’ with Mr. Cooper”
Actor in several TV shows and films
Founder, Mark Curry Basketball Invitational at EOYDC



I started going to EOYDC when it first became the Center. The main thing that attracted me was the gym. I was a hooper. I went to high school at St. Joseph Notre Dame in Alameda, and I was a little ghetto boy walking around Oakland with nothing to do. These were my formative years, where people were making the decision to smoke weed or not, rob people or not, deal dope or not. I saw a lot of atrocities growing up, murders in the streets. So my fondest memory was that it was safe. In the 80s, it was a good, safe haven for me. When I walked between those doors, it took me to another level. The Center showed me a different aspect of life, and I explored different opportunities. Even though I hooped, I read there, too. It gave me a chance to look at a computer when I didn’t have one. I talked to a counselor if I needed to. It gave me a glimpse of life outside the ghetto. I saw that life, and that’s the life

I wanted from day one in the Center. The library helped me explore my mind, and the Center gave me light. Now I have family members who go to the Center—including several nieces and nephews. My nephew Shante Johnson was a director of EOYDC’s summer program, and my nieces Jhavier, Jendayi and Easter were summer youth leaders. And because of what I got there, I see the importance of coming back and helping the Center. I sponsor a basketball tournament, and I volunteer. I’ve been with the youth to Marine World and the Oakland Zoo. I also do a comedy class with the kids. A while ago there was a young man I encouraged to participate in a talent show when everyone told him he couldn’t do it. Turns out he actually won. I got an e-mail from him, and now he’s an actor in L.A. Each life I touch means something. I can’t save everybody, but I can help some.

“The Center showed me a different aspect of life, and I explored different opportunities. It gave me a glimpse of life outside the ghetto.”



Accomplishments:

Fremont High School graduate

Four years All-City Basketball Champion (first EOYDC girls team to win a city championship)

BA in Criminal Justice & Sociology from Cal State East Bay

Masters student in Public Administration at Cal State East Bay

During elementary and high school I was a 3.43 student and active in basketball, but there was a time in my early high school years when I ran into trouble because of my attitude. I felt like I was big and bad, and nobody could stop me or beat me. I thought I knew everything, and if I didn't agree with someone I would snap. If I felt disrespected, I was ready to fight. When I think back, my attitude might have gotten me into worse situations or killed. I started going to EOYDC when I was 13 to play on a basketball team. During one of the games, we had a team fight that turned into a big brawl and a big mess. First, I got suspended from using the Center as a member for two months. I was also working there at the time as a youth leader in the summer program, so in addition I got suspended for a week without pay. But something happened that I will never forget: I didn't lose my job. I wrote a letter of apology, and EOYDC gave me a second chance to show who I really was and what I could do. I

appreciated them for not turning their backs on me, and for helping me to change my attitude. I found that I was a young lady who didn't have to be defensive and fight all the time. I analyzed situations more carefully and looked at things differently. I learned that people were not always out to offend or attack me. I didn't know how to talk to people, but the Center helped me change that. I did every program from basketball to volunteering to the computer center to being trained as a receptionist. It wasn't just any one program that influenced my change—it was all of them. It amazes me now how I use what EOYDC taught me in my daily life. With their support I earned a college degree, and I'm working on my master's now. I have a son who is too young to go to EOYDC, but my 6-year-old daughter participates in the summer program—the same one I used to direct. It feels wonderful to know that that she will have the same structure and positive experiences at EOYDC that I had.

“It wasn't just any one program that influenced my change—it was all of them.”

Accomplishments:

Holy Names High School graduate

Student, BS Nursing, California State University, East Bay

Sigma Theta Tau International Honor Society for Nursing



When I was 12 years old my parents divorced, and soon after I entered an all-girls high school. My adolescence was shaky and difficult, but the EOYDC track club kept me out of trouble and in a good environment. Despite the intensity of the track program, I was even more drawn to participate because practice gave me a sense of security. Home was different. With a single parent who was working, I never knew who would be at home. Traveling to represent EOYDC at track meets was fun. We were able to bond more just sitting in the car or in the airplane. To prepare for meets, we used to take ice baths. I was scared at first, but it was something that the whole team would do. It was a bit painful and our legs would be red, but it actually relaxed us. After, we would laugh about it. One cold, rainy practice, Coach Curtis told us that we were special because we were, unlike most, out working with determination, commitment and dedication. To me this meant that even though life might get harder, from running track I have attained a mentality that I can endure

the race of life. I adapted to the EOYDC values and beliefs: discipline, manners, professionalism and commitment. In many Asian cultures, we are taught to be quiet, but things are different in the Bay Area. I've had to adapt to learn how to deal with people from a lot of cultures, and it helped me learn how to socialize and work out differences. Track at EOYDC was looked at as a way to get to college, and I feel like my academics are stronger. I plan to be a surgeon. Track taught me discipline that I use in school. Practice requires a commitment, and I apply that to studying every day. So, when I feel like I have given 100 percent, I dig down to get 110 percent. I stay connected with EOYDC as an adult for the same reason I was lured into track. EOYDC is like home and is always there for me. Even with a busy schedule, I visit EOYDC at least once a month. And when I see young EOYDC members, I enjoy talking with them. I know they are looking up to me as a role model now, which is further rewarding.



“Track taught me discipline that I use in school. Practice requires a commitment, and I apply that to studying every day. So, when I feel like I have given 100 percent, I dig down to get 110 percent.”



"I am very thankful for EOYDC, a bright shining beacon of light to the youth of East Oakland.
The Center provides not only hope but tangible strategies for helping our young people rise to greatness."

The Rev. Dr. J. Alfred Smith Sr., Allen Temple Baptist Church

Accomplishments:

Oakland High School graduate

University of California at Berkeley

Ranked 4th, most powerful minority in sports, by Sports Illustrated

Legacy of Hope Foundation Award, Magic Johnson Foundation

Wrote highest ever endorsement deal — \$100 million — for LeBron James

CEO of Goodwin Sports Management



Like many of the kids from the neighborhood, I played basketball in the now infamous EOYDC gym. I remember playing every Monday and Wednesday evening. Everybody came in, so it was always packed. It was my opportunity to spend time with my friends from the neighborhood, because during the day we were in school. I attended Oakland High, which was a little farther out than the high schools close to EOYDC. What I got from the Center that I didn't get anywhere else was that the Oakland Police Department had a team in the EOYDC league. We were able to dialogue with the police like they were regular people, without the uniforms and the intimidation. It was a great opportunity to spend time with them and get to know them as individuals. This was during the time when drugs were exceedingly prevalent

around the Coliseum and Lockwood Housing Authorities. There was a lot of violence and a lot of drug activity, and it was all around us. The Center was that place where you could leave that all behind. At EOYDC you could be among friends playing the most fierce game of basketball, a game that we all loved. These days, EOYDC is still close to my heart. I serve on the EOYDC Foundation Board, and it is my board of choice! I have hosted several family gatherings and birthday parties for my daughters at EOYDC. I enjoy helping EOYDC stay close with many alums, like Gary Payton—just one of the many NBA phenoms to come out of the Center. Whenever I come back to the Center for basketball tournaments or events, it is a homecoming. I see old friends and remember back to the good old days, playing ball in the gym!



“We were able to dialogue with the police like they were regular people, without the uniforms and the intimidation.”



Accomplishments:

Castlemont High School graduate
 Ebony Magazine's Top 40 High School Seniors in America
 BA, Elementary Education, Xavier University of Louisiana
 Los Angeles Unified School District, elementary school teacher

I love EOYDC because of the opportunities it gave me. From cooking to art, basketball to photography, I got a variety of quality experiences that follow me in life. I started coming to EOYDC in 1995 when I was 13. I would watch the girl's basketball teams play in the Center's Mark Curry Basketball Tournament. When I started playing basketball for Castlemont High School in 1997, I got a lot more involved with the Center. I started receiving awards and accolades from the Center for my achievements in basketball and academics. They always motivated the players to put school before sports. In 1999 I worked as a leadership counselor in the Summer Cultural Enrichment Program. The staff and visitors were so friendly that I always felt right at home. In 2000, my senior year at Castlemont, I received a full athletic scholarship to Xavier University of Louisiana. My EOYDC family was right there when I signed my Letter of Intent. They also celebrated my selection as one of Ebony Magazine's Top 40 High School Seniors in America. The

people at EOYDC have consistently supported me in all of my efforts. I'm thankful that EOYDC helped to put the odds of success in my favor. My brother and nephews are following in my EOYDC footsteps, and I know that they'll be well taken care of. Although I am now an elementary school teacher in Los Angeles, whenever I come home the Center is the first place I go. The doors are always open, and the smiles are always bright. There aren't any lines or waiting lists. No one is treated like a number. All the staff at EOYDC treat each individual like family. Every conversation, every smile, every motivating speech is tailored to meet the needs of the individual. It isn't just a place for kids, it's a place for community. They have created so many wonderful opportunities for people young and old. From supports like the homework center, all the way to GED preparation classes, there is something for everyone. I love the EOYDC motto, but actually, I think they change lives one person at a time.

"I love the EOYDC motto, but actually, I think they change lives one person at a time."

Accomplishments:

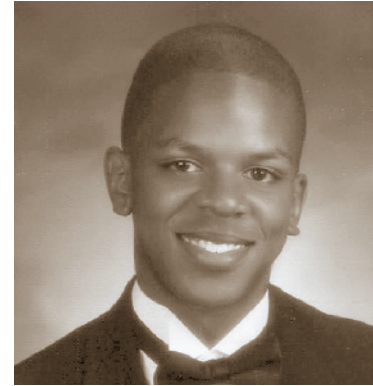
Bishop O'Dowd High School graduate

Founder, EOYDC chess club

2004 Youth Leader of the Year at EOYDC

2007 director of EOYDC summer program

Marketing student, Michigan State University



I started working at EOYDC between my freshman and sophomore years of high school. I knew Ms. Regina prior to that, but I didn't have any real connection to the Center other than going to a couple of Raider games with them. After I interviewed for a summer job, I was fortunate enough to be a youth leader for the 8- to 9-year-old group. After the summer program ended, I enjoyed it so much I wanted to continue working at EOYDC. I volunteered as a tutor during school and I would play board games or play outside with the kids. The next year I set up a chess program with boards that were donated by my grandmother. In 2005 and 2006 I was an Assistant Director of the summer program. It was a little difficult when friends I had came back for the summer and I had to separate friendship and business. But the youth leader staff decided to surprise the director staff with a presentation. They had the children draw pictures on posters and talk about how much they liked the program. Some of these people I have known since elementary school. For them to come together like that and decide out of the

goodness of their hearts to thank us for the work we did for them—it was a great feeling and I really appreciated it. The gesture was touching and gave us a sense of family. When I was director, it was a lot more difficult because of what was expected of me. We also had huge growth that year, about 25 percent, in the number of participants and students we hired. It taught me that preparation and communication were key to success. Now, I have to manage my time between school, work and different clubs. Whether it is an internship or a job or school, I try to prepare for different scenarios. When I get out of school I want to start my own hip-hop and R&B record label. And like I learned at EOYDC, I need to prepare. I'm taking marketing, accounting, music business and computer classes. I want to make music that adults and kids alike can listen to that is something positive. Just like EOYDC takes urban kids and shows them something different, I want my artists to make people feel like they can be doctors, lawyers, or do anything they want to do.

MICHIGAN STATE
UNIVERSITY

“I want to make music that adults and kids alike can listen to that is something positive. Just like EOYDC takes urban kids and shows them something different.”



Accomplishments:

Oakland High School graduate
Public Health, Education and Child Development student at UC Berkeley
UC Berkeley Incentive Awards Program Winner
Chancellor's Award recipient, Cal Opportunity Scholar: Biology
Student Life and Advising/Educational Opportunity Program Peer Advisor

I am a very family-oriented person, but after leaving New Orleans at 8 it was really only my mom, my two sisters, and me. EOYDC gave me the family I felt I was missing. All of a sudden I had more parental figures, aunts and uncles, cousins, brothers and sisters. During my high school years EOYDC kept me busy. Every year EOYDC has a sleepover for the summer program participants, and all of the youth leaders and instructors are required to attend. As I packed my sleeping bag and pajamas, I did not realize that it would be my first time spending a night away from home. As it got dark and the parking lot gates were locked, it hit me and I cried like a baby because I was completely out of my comfort zone—then because I was embarrassed. A large group of children surrounded me. To comfort me, they gave me everything from their favorite pillows to their teddy bears to their candy. I felt like I was 5 again. Then all of the children made a tight circle around me to make sure no “boogeyman” got me. It was the best night of sleep I ever got. The summer before my freshmen year I attended UC Berkeley’s Sum-

mer Bridge Program, an intensive six-week program that helps low-income minority and disadvantaged students with their transitions into Cal. I was in school from 8:00 a.m. – 9:00 p.m., and studied until the wee hours of the morning. Some days I just laid in the bed and cried. On a particularly bad day, my best friend brought me some letters from the students in her EOYDC Creative Writing class. One letter, from an 11-year-old girl I had become close to over the years, made me smile. It closed with her saying that she knew that Berkeley was hard, and that if I needed to, I could borrow her pillow—the same pillow she had let me borrow three years prior when I cried at the EOYDC sleepover because I had spent my first night away from home. She stopped my tears years ago, and somehow she had managed to stop my tears again. I wouldn’t have been able to make my first steps into adulthood without the preparation EOYDC gave me, and the love, support and encouragement the EOYDC participants gave me.



“I wouldn’t have been able to make my first steps into adulthood without the preparation EOYDC gave me, and the love, support and encouragement the EOYDC participants gave me.”

Accomplishments:

Both are Oakland Technical High School graduates

Kehinde: BA in Theater Arts, Cal State East Bay

Taiwo: BM in Vocal Performance, Prairie View A&M University, and an MBA, Keller Graduate School of Management & Marketing

Both: master students in the Music program at Cal State East Bay; started the Oakland business Osun 07 Fashion in 2002; mothers with one daughter each



Kehinde & Taiwo

Kehinde: In 2000 we were project coordinators, then in 2001 I became the assistant director. In 2002, we did something really unique. We wrote a grant to run our own program—within EOYDC’s standard summer program. The main thing we did at EOYDC, though, was performance. From ages 6 to 16 we danced and sang there. We performed every dance style you can think of—West African, Stepping, Hip-Hop, Jazz, Lindy Hop, Modern and others. We even got to perform for Nelson Mandela, Katherine Dunham, Maya Angelou and a lot of others. As adults we danced with both young and older participants on stage with Regina Belle for EOYDC’s 25th anniversary at Zellerbach Hall in Berkeley. The entire time that we were at EOYDC, the dance classes were free. We practiced for two hours—two to three times a week. Growing up, I don’t know if I appreciated it. You don’t find free dance classes that anybody can walk into—let alone get individualized attention from people who actually care about your total life. Now as an adult—and particularly when I started teaching—I appreciate having that experience, because you don’t find that opportunity everywhere. When you walk into EOYDC, there are all sorts of pictures and collages. Every time I walk in, I see pictures of myself when I was 6—which I think is funny. It makes me feel like my presence was important. I’ve seen the Center go through a lot of changes, but I feel like I was part of the Center then, and now.

Taiwo: We were at an independent school, and Linda Johnson from our school started a dance program at EOYDC. Almost all the kids came with her in the afternoons to EOYDC. We were so much a part of EOYDC that, after college, we came back to work in the summer program. We had each age group for about an hour each day in the summer program. We taught each group black history, entrepreneurship and community building. To teach young kids about community building, we asked them what a whole community needed. We role played by giving people play money and had them work together to get things done in their community. They figured out most of the basic needs, like a bank, hospital, school, etc. They eventually added other businesses and a water park, and the oldest group even ran a real store that sold candy and cookies. Even after I came through the Center and grew out of the target age range, there were opportunities to stay connected. We wrote a grant for our program and structured it the way we wanted. We were also trusted to make it work. I appreciated that, and I don’t know if that would have happened outside of EOYDC. The Center, which is not in the safest part of Oakland, is still a safe haven for all the children who go there. We saw security, who were community members, who made sure kids got to where they needed to be and kept them safe. I still see the same people who were security when I was kid working there now. It really gives a sense of community.



“You don’t find free dance classes that anybody can walk into—let alone get individualized attention from people who actually care about your total life.”



Accomplishments:

Holy Names High School graduate (full scholarship)

UCLA junior and track athlete

Double major: art and international development studies

Fine artist

My mother did not want my sisters or me to attend a public school in Oakland, so she used my aunt's mailing address so that we could go to school in San Leandro. In eighth grade I earned a full scholarship to Holy Names High School in Oakland, and my sophomore year I decided to join the EOYDC track club. We traveled to track meets in New York, Reno, Idaho and other places with—relative to the other clubs—a small team, but sometimes we still outperformed even some college athletes. Most importantly, the club is a gateway to college. The club is not only a program where I ran, but it taught me numerous valuable lessons: being on time, attending practice five days a week about 49 weeks out of the year, exerting 110 percent effort in practice and reaping the benefits of it, cooperation, communication and many more skills that will help me in the professional world. I've improved many bad habits at EOYDC. For example, I used to be habitually late to everything. This all changed once I joined the club. Not only was I on time, but I made

sure I was early too. I sure did not want to get it from the coach! It's great to have somebody harping on you when no one at home does. Coach Curtis made us show him our grades to make sure we were doing well on the track and in the classroom. He taught us to take pride in everything we do. Track was so tough that now I approach everything with more confidence and poise because I know that if I can get through the EOYDC track program, I can do anything. In the two years since I left the Bay Area, I have stayed connected with EOYDC because I am grateful for all that the people who make this program possible have done for me. EOYDC has become a family. I especially keep in touch with Coach Curtis on a regular basis. I know for a fact that if it were not for him, I would not be at UCLA. I can honestly say he is my most important mentor. That is another one of EOYDC's inherent qualities: they provide insight, support and advice when there is no one else to turn to. (I might be grown, but I still have my issues!)



“They provide insight, support, and advice when there is no one else to turn to.”

Accomplishments:

Castlemont High School graduate

Oakland Athletic League top scorer

BA, Graphics and Design, St. Mary's College of California

Numerous professional basketball honors

Currently a guard for the Trenkwald basketball team in Reggio Emilia, Italy



I got involved in basketball and arts at EOYDC when I was 12. I started with stencils, and I began tracing things. I tried to draw cartoon characters, like Donald Duck and Mickey Mouse. Once I started, I got good at it. Who knew that my passion for graphics and design would start at EOYDC's art class?! I was also involved in basketball from the start, and all year round basketball was an important aspect of my life. Everyone had me play against someone who they thought was a good player, and I would always beat them. This is how I got my reputation! One of my favorite memories is participating in EOYDC's Mark Curry Basketball Tournament. Regularly, I hung around the Center with my two best friends, Malik and Muhammad. We were called the three musketeers, because wherever you saw one you saw the others. Coach Kwame and Ms. Regina were always there to help us with whatever we needed: money for food, encouragement, practice...whatever! Getting the first full scholarship given to a Castlemont male student in 25 years was great. Everyone talked about it like it was a historical

moment, but I didn't fully appreciate it until I graduated from St. Mary's College in 2005. Even then, my EOYDC family was there to support me. This is where I started my preteen years, and the people there have watched me grow into a man. Now I am a proud husband and father. I got married my first year in college. My family travels with me. (I am happy that I can show people that if you marry young it can still work out.) EOYDC always had a big impact on the lives of all the kids there. EOYDC is in the middle of the hood, but once you meet the people who are in the Center—it's like you're home. The next generation knows that it's not all about what's going on in the streets. They can try something new that they have never tried before—arts, computers, it's all going on at EOYDC. I know there will always be something happening in the gym. Today, when I am home for a break from the Italian basketball league, I visit the Center to catch up with old friends—especially during the summer. It feels nice to return to my roots.



“EOYDC is in the middle of the hood, but once you meet the people who are in the Center—it's like you're home.”



Accomplishments:

Bishop O'Dowd High School graduate

NCCA Champion, 1500 meters

Semi-finalist for the 2000 Olympic trials, 800 meters

BA in Psychology, Georgetown University; Masters in Social Work, University of Southern California

Ph.D. student in Biobehavioral Health, Penn State University

When I relocated from Washington, D.C., to Oakland I was a couple of years out of undergraduate school and I was still training for the 2000 Olympics. There were a lot of changes going on in my life and I was thinking about what I wanted to do with my future. EOYDC was a great place for me to ask questions about my life and get some answers. Although I was only there for a year, my time at the Center is the reason that I went to graduate school. I was the first Homework Center coordinator at EOYDC, and I had to work with K–12 kids, and many high school staff and community volunteers. On any given day, there was a lot of knowledge being shared. Many students who actually came to get help ended up offering help to others. Youth would come in and cook their own healthy dinners. Some youth played in the gym, others did African dance, and some did art projects. There were so many ways for people to be fed, literally and figuratively. I was in charge of writing the grant to fund seminars for a reading and writing project, and students helped me

with input. I had never written a grant before, but Ms. Regina gave me the responsibility to oversee this process. I was intimidated, but it was the first time that I got to see behind the scenes at EOYDC. The money to support EOYDC's work doesn't just come out of the sky—we have to work behind the scenes to sustain the Center's programs. In the end I was happy we received the grant, but it was even more rewarding to be a part of the process of a program from beginning to implementation. This is definitely a skill I use now as a Ph.D. student, and one I plan to use in the future. Now, I'm in the phase where I'm asking questions again about what I want to do with my life. Service is something I feel like we should all do in life. It is fun and fulfilling, and that was confirmed by my time at EOYDC. Whatever I do, my focus will be on helping people make healthy choices to live a better life. Right now, I still smile when I think about how my short time at the Center still has an impact on my life.

“Whatever I do, my focus will be on helping people make healthy choices to live a better life. Right now, I still smile when I think about how my short time at the Center still has an impact on my life.”



“For the past decade, the Institute of International Education West Coast Center’s International Visitor Leadership Program (formerly International Diplomacy Council) has welcomed visitors from around the globe to visit EOYDC in order to learn best practices in youth development firsthand. Thank you for sharing your expertise with visitors around the world and promoting citizen diplomacy.”

Katka Letzing, Program Manager, Institute of International Education



Accomplishments:

Bishop O'Dowd High School graduate
Georgetown and Howard University Fellowship Exchange
Valedictorian for UC Berkeley's Black Graduation
Track & Field Head Coach at McClymonds (High School) Educational Complex
UC Berkeley Ph.D. student, African American Studies

I was looking to do some community service when I was a freshman at Bishop O'Dowd High School, so one day I just showed up at the Center. That same day I became a volunteer tutor in the homework center. I worked in the summer youth program as a counselor, and eventually I became an office assistant. I also got into the Track & Field program early on. The first thing that Coach Curtis told me was that he wanted to get us into college. I went to the University of Arizona, but by the time Christmas rolled around, I felt like it wasn't the place for me and I was disenchanted. Coach Curtis and Regina Jackson are the best of mentors. They don't just show you new doors, they walk through them with you. And if you make a mistake, they stick with you when you need to change courses. So instead of getting depressed about college I decided to finish my freshman year in Arizona, but I felt even worse at the end of the year. I didn't want to go to any college and I didn't want to run track. Coach Curtis encouraged me to come back to practice. A few months later, the track team at UC Berkeley called me. I found that I felt great there and was challenged. When I graduated in June 2004 with a degree in African American studies, my classmates chose me to speak as valedic-

torian for Black Graduation. Now I'm a third-year graduate student in African American studies at UC Berkeley, and I am the head track coach at McClymonds. I don't wear a badge that says I grew up in East Oakland, so a lot of people ask me why I'm involved with the Center and why would I work at McClymonds. I learned a long time ago that there are a lot of big issues out there: poverty, global warming, violence. I can't solve everything by myself, but I want to give the same opportunities that I got from EOYDC free of charge. When I tell someone they will be able to run faster and jump higher, they sometimes doubt it. But when they meet those goals, the doubt goes away and they begin to challenge other doubts they might have about academics, relationships or life. When my kids do well, especially with their grades, I can be on cloud nine for weeks. When I told my professors that after I finish earning my Ph.D. I still plan to work with youth at a nonprofit, they threw up their hands at the thought I wouldn't be a professor or write a book. But I'm more interested in being where changes are happening, so I told them that I plan to be the one who gives them something to write about.



“When I tell someone they will be able to run faster and jump higher, they sometimes doubt it. But when they meet those goals, the doubt goes away and they begin to challenge other doubts...”

Accomplishments:

Bishop O'Dowd High School graduate

BA, Criminal Justice, San Diego State University

Two-time Mountain West Defensive Player of the Year in college

Starting middle linebacker for the Oakland Raiders



When I had extra time, EOYDC was the place to go. I grew up in West Oakland, so I knew about the Center. Basketball drew me in, but there was a lot for me to do, including arts and crafts. I was from a different part of the city, but I felt right at home. It wasn't about where you were from or what neighborhood you lived in; I felt like everyone treated each other like people. A lot of parents had to work, and kids needed somewhere to go—especially in the summer months when it was time for kids to be active. I remember running around at the Center, just playing, but there was a lot of supervision so it was OK with my mother. I felt completely safe there. I attended basketball camp at EOYDC with Todd Bozeman, UC Berkeley's head coach at the time. A lot of athletes, like Gary Payton, came out and it was real fun. Just seeing the sports figures at that camp gave me an opportunity to dream about being in professional sports, and it gave me a way to think about making it. I'm not even a basketball player, but that camp had a big impact on me. Just see-

ing professional people inspired me. Someone showed up, and I will remember it for the rest of my life. I didn't want to be a football player right away. When I got to college, I was realistic about the fact that I would probably work in the business world rather than play pro sports. It happened that I worked hard enough at football in college and was told that I could go to the next level, but I still finished my criminal justice degree. I still help the Center when I can. Athletes from the Raiders supported a Wal-Mart sponsored shopping spree for kids during Christmas. Parents really need the security of knowing their kids are in a safe place and doing something constructive. Now that I'm an adult, I know that East Oakland can be dangerous, but as a kid at EOYDC I never saw anything or noticed it. I want kids to have a brighter future. When my football career is finished, I would like to do something with youth. Maybe I'll be a counselor and motivate youth the way I was inspired at EOYDC.



SAN DIEGO STATE
UNIVERSITY

"I'm not even a basketball player, but that camp had a big impact on me. Just seeing professional people inspired me. Someone showed up, and I will remember it for the rest of my life."



Accomplishments:

Honor student, San Leandro High School graduate
EOYDC player, AAU National Basketball Tournament
Top five Northern California players in the class of 2007
MVP, EOYDC's Gary Payton Tournament
Business student with a basketball scholarship, University of Hawaii

When I first came to EOYDC I was too nervous to talk to anyone my age, and I would only talk to the staff. One day I was playing basketball, and three kids came in the gym. Aaron, Ray Ray, and Roman asked to play with me when they could have just gone to another basket. After that day, we would play together until the gym closed—and for a long time we all were best friends. My favorite programs were the African Dance class, the Summer Camp, art class and basketball. I was in the first EOYDC group to go on a Big City Mountaineer camping trip. In the seventh grade I was expelled from the Berkeley School District. That's when EOYDC made its biggest impact on my life. It took me away from that bad crowd I would hang out with. My Dad made me work for him for free at EOYDC for the whole year. Eventually, I saw my friends moving on, and I wanted to go back to school, and I wanted to play basketball for a school team. I went to Claremont Middle School in Oakland, then graduated with honors from San Leandro High School. Always be-

ing in the gym, I got to play with all the older people and they took my game beyond my years. When I played in the Gary Payton Tournament, I was nervous and I missed my first few shots. I played with Antonio Kellogg, so he made most of the shots for me. I won the championship four out of five times. I remember how proud I was when I got the MVP, which put me up there with other great EOYDC tournament players like Leon Powe, Antonio Kellogg and Drew Gooden. I also had fun at the Center. At the summer camp we had a water fight and my brother and I soaked my Dad and Mark Curry. They chased us down with a huge bucket of ice water and drenched us. It was a memorable moment because Mark is a famous comedian and he was having fun just like all of us. Now I am a business student at the University of Hawai'i with a basketball scholarship. EOYDC is like my family, and I will be involved with it for the rest of my life because I might not be here if I didn't go there 10 years ago.



“In the seventh grade I was expelled from the Berkeley School District. That’s when EOYDC made its biggest impact on my life. It took me away from that bad crowd I would hang out with.”

Accomplishments:

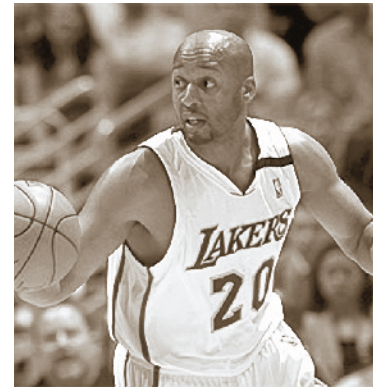
Bishop O'Dowd High School graduate

BA in Sociology, University of California at Santa Barbara

NBA player, Miami Heat, Orlando Magic, Golden State Warriors, Philadelphia

76ers, Portland Trail Blazers, Los Angeles Lakers (3 NBA championships)

Los Angeles Lakers Assistant Coach



Although I only come to Oakland about a month out of the year now, I stay involved with EOYDC when I can. At a fundraiser I hosted at my house in Oakland about three years ago, we had a good turnout and raised some money for the Center. I also participate in various EOYDC basketball camps and speak to the kids about how to accomplish things in life. As a young person, I attended my first organized camp of any kind at EOYDC. Lester Connor used to play pick-up there, and he was a role model. The volunteers taught us basketball and how to translate those skills to life. One of the best things I learned was to be appropriate for the situation. How people act on the street should be different when they are interviewing for a job. How you look, how you dress, how you talk can turn people off when you are making a first impression. When we got out of pocket, the adults always reminded us to do better. I remember all of this,

so giving back to the Center has been important to me. I was speaking at a camp at EOYDC when a little girl in the audience looked me in the eye and asked me if I had ever smoked weed. For a moment I was nervous because Channel 7 and my mother were there watching, but I couldn't lie to her. I told her that I did experiment with weed at the end of high school and at the start of college. But I told her that I found out the hard way that drugs weren't compatible with the goals I set for myself. I told them that I wasn't there to preach or tell them they shouldn't do drugs, but I wanted them to know that their actions have consequences. Afterward, my mother told me she was proud of me. She said that the worst thing I could have done was lie because it would have come back to haunt me. My mother and the folks at EOYDC taught me to be careful and thoughtful about what I say because it can have a great impact on others.



“My mother and the folks at EOYDC taught me to be careful and thoughtful about what I say because it can have a great impact on others.”



Accomplishments:

Fremont High School graduate
Commercial truck driver
Dedicated husband and father

When I was young I lived up the street from the Center. It was an after-school safe haven for me and my brother. There are a lot of things we got involved in—art, photography, ceramics. I was in the first cooking class, and CNN came to my house and did a story on “latchkey” kids who could cook. I’ve had summer jobs there as well. Mentoring the youth for two summers was great. I worked with the “Hope VI” program, where we worked on cleaning up Oakland. Pretty much everything that was at the Center, I tried. I was intrigued with the steelpan drum, and it opened my eyes to music. Before that I liked music and listened to it on the radio, but after the teacher showed me how to play I was there every day that there were classes. At least three times a week I would practice. We started a jazz band, The Steelpan Band, and we added in a conga drum. Eventually, when we started playing at different venues, we added a standard drum set. We played at weddings, Pete Escovedo’s club, the Oakland Museum, the Oakland Zoo, city events and jazz

clubs. I formed my own band, and we even did some recordings for ourselves. Elizabeth Hinterberger, the music teacher at EOYDC, got us involved in a contest. We sent in a video of our band, and we became finalists for a contest on a cruise ship in Florida. When we flew there, it was my first time on a plane. The Pointer Sisters judged the contest. We didn’t win, but we had a great time. Jimi Evins was also a mentor to me and my brother. I grew up without a father, so I was always in his office asking him questions—and I asked anything young boys are curious about. My mother taught me morals, but Mr. Evins gave me values from a man’s perspective. They say kids learn by example. I lived in Oakland all my life, so I’ve been around a lot of stuff. But the Center was that good place where everything was all right. The people at EOYDC really cared about me and loved me. I really learned how to care about other people and give back to others. I would even go so far as to say that EOYDC taught me how to love.

“I would even go so far as to say that EOYDC taught me how to love.”

Accomplishments:

Castlemont High School graduate

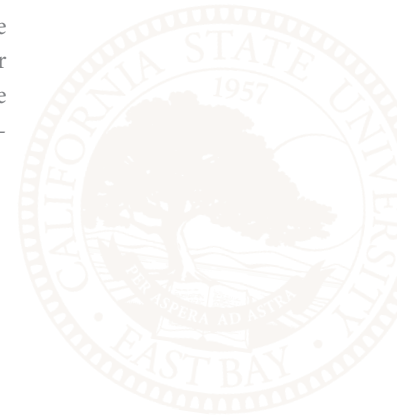
First of siblings to go to college

Sociology senior at Cal State East Bay



The first summer I didn't go to summer school, I looked for a job to stay out of trouble. When I first started I was shy, because I didn't know anyone. The first year was all about challenges. I was used to a certain type of person, but I found out that there were a lot of different creative people at the Center who were my age from all over—from down the street, from the Oakland hills, from San Leandro, from different high schools. I had a lot of fun meeting people. When I started college I applied for the Homework Coordinator position, and I eventually became a director with nine other youth staff working for me. I really liked that because I had to be creative and plan for everyone. It was hard to separate friendship from business when people worked for me. I had to get people back on track, because we had kids we had to care for. I also had a lot of fun teaching a creative writing class for kids. I let the kids pretend to be whatever celebrity they wanted to be, and let

their classmates interview them. I had a lot of experiences at EOYDC, but what influenced me to have faith in myself was a trip with Big City Mountaineers where I faced my fear of heights. I looked down when I wasn't supposed to, so I didn't want to finish the trip. I was one of the oldest people there, but I was acting like the biggest baby. But Ms. Regina got me going again, and I did it. I was still mad, but I was happy that I climbed 10,000 feet. When I have problems in life now, I don't let my fears get in the way when I have a goal. What I really like about the Center is that I was always allowed to be myself. Before I came to EOYDC, I felt like I had to put on a front and be someone who I wasn't just to fit in with a certain group of people. They allowed me to dress crazy and feel good about it. What the Center taught me was that everybody can be different and be OK. Now that I am a young adult, I am really comfortable with who I am.



“What the Center taught me was that everybody can be different and be OK.”



Obama's sister visits Oakland

Maya Soetoro-Ng was in East Oakland on Wednesday, June 18th to meet with young voters and to show support for her half-brother's historic bid for the White House. She spoke passionately to college-bound and GED students during "A Conversation of Hope and Leadership" at the East Oakland Youth Development Center (EOYDC).



Accomplishments:

Oakland Tech High School graduate
BA in journalism, Clark Atlanta University
Sports reporter, Contra Costa Times



The chocolate milk was the first thing I fell in love with at EOYDC. During the summer, I used to look forward to the treks from Sobrante Park to the Center. Sometimes, my cousins and I would scrape up bus fare for the 82. When we couldn't, we walked. The best days were when a woman named Donna Rhinehart, a friend of my aunt, would bring us. I must have been 8 or 9 when I first started going—too long ago to remember much other than a few people and the constant playing. And the chocolate milk. Shortly before my 10th birthday, my parents split up and I moved to North Oakland to live with my grandmother. I moved back to Sobrante to live with my dad two years later. Other than the occasional pickup hoop game, I wasn't involved much with EOYDC until high school. There was the make-shift Olympics in the parking lot, and Brian Shaw's basketball camp, and EOYDC Rebels games. But I didn't take full advantage of EOYDC until I came to work as a youth leader my junior year at Oakland Tech. We took part in dance classes, organized arts and crafts projects,

painted murals, tutored, held clinics, served lunches. That's when I began to understand that EOYDC was more than basketball and chocolate milk. Imagine my surprise as years later I returned to EOYDC—this time as a professional journalist, as living proof of the organization's success. I met students inside the center on a Sunday afternoon upon their return from a college tour sponsored by another friend of EOYDC, Oakland Raiders cornerback Nnamdi Asomugha. The familiar sights gave me a rush of memories. I saw the stairs I used to run up and down, the court where I sat at the feet of Gary Payton when he gave a speech, the wall on which I helped to paint a mural. Even the cranny where I would squat and guzzle my chocolate milk. I was back home. I saw excitement in the eyes of the children I talked to, who were ever so willing to share the stories of their adventures and experiences—even with a strange face like mine. What they didn't know is that I wasn't a stranger. I was merely the cousin they'd never met, part of the ever-expanding EOYDC family.



"The chocolate milk was the first thing I fell in love with at EOYDC."



Accomplishments:

Bishop O'Dowd High School graduate
 BA in English & History, University of Miami
 2002/03 Director EOYDC Summer Program
 2005 AmeriCorps volunteer
 California Regional Manager, Big City Mountaineers
 Part-time Law Student - Golden Gate University

I ran track in elementary school with Coach Curtis, so I started going to EOYDC to practice in 1996 when I was in the eighth grade. I helped out in the Homework Center, then became a youth leader in the summer program. Ms. Regina connected with me, like she did with everyone else, and always had time for me. Eventually, I became the director of the summer program for two years, and I learned something then that I carry with me to this day. There was one kid who caused a lot of problems with the other youths and the youth leaders. One day he also got in trouble with me, and I had to tell him he couldn't come back. It was one of the hardest things I had to do, because I felt like I was taking an opportunity away from him to maybe become a different person. I was really upset, but Ms. Regina told me that although I might try to save everyone, I can't. As someone who is committed to working with youth all my life, it was really a difficult experience. But, I found that this applies across the board—not just to youth. You can't help someone to

change if they are not ready. The Center helped me overcome my shyness, because there was always a lot going on and a lot of people to meet. I think without working in the summer program, I wouldn't be in the position I am today. Ms. Regina is a mentor, and I value her advice, but I also know that I am a different person than her and I make my own decisions. After college I worked at AmeriCorp, I wrote grants, and I worked at a nonprofit that restores playgrounds. But I missed having a direct connection with youth. I joined Big City Mountaineers (BCM), and now I am the first full-time person in California. One of the kids I had in my summer program at EOYDC entered BCM's "Creative Expressions" essay contest and came in second place. The essay was published in our year-in-review book (along with the first-place winner, who was also from EOYDC). It was great to see how this young man had grown in different ways, and now I feel blessed to be able to affect the youth at EOYDC and other places with my job now.



“The Center helped me change by getting over my shyness, because there was always a lot going on and a lot of people to meet.”

Accomplishments:

Castlemont High School graduate

R&B recording artist, best known as a member of the Tony! Toni! Toné! trio

Bandleader, “Weekends at the DL”

“I’ve always been a mama’s boy, so one of my best accomplishments was buying her a nice home in 1990.”



I’ve been involved in EOYDC since it opened. I lived in the neighborhood, so I remember the excitement about the Center opening. I went to Frick Middle School, Castlemont High School and other youth centers, but EOYDC became the hot spot and a place for teens to build their social skills and minds. Of course, I played basketball there, and I also went camping with the Center. We used to have a lot of fun at teen dances, which used to be a big thing. My parents always knew where to find me, and they were OK because they knew that if I was there, I was doing something good. I remember getting into a fight at EOYDC. We could have taken it back to the streets, but an EOYDC counselor helped us resolve the situation. He put the two of us in a room and wouldn’t let us leave until we talked through our problems. He said that the fight was nothing, but the bigger issue was how we were going to move forward. It was a big lesson in resolving problems. He taught me that everyone makes mistakes, but the best thing to do is to learn from them.

One of the biggest things about the Center for me was that it gave me a place to practice with different musical groups. I learned my musical skills by practicing on the streets and at EOYDC. I got to play with a lot of artists, including Sheila E. and Prince, and a lot of people wanted to sign us. My brother, my cousin and I decided we should start our own group, Tony! Toni! Toné! Before we went on our first tour, we spent a lot of time practicing at EOYDC. After a while the Center went through a bad spell, in my opinion, and became just a place to hang out. Regina brought it back to what it used to be like in the beginning. One of the most important things she restored was respect for elders, which really shows respect for yourself. Now, I participate in Center programs and help with fundraisers. It’s also a blessing to now see my daughter, who is on the way to college, be part of EOYDC. It’s great to see her look up to Regina as a powerful and positive African American woman who gives back to the community.

“[EOYDC] taught me that everyone makes mistakes, but the best thing to do is to learn from them.”



Accomplishments:

Skyline High School graduate

First in her family to graduate from college

UCLA track scholarship; BA in Sociology, University of California at Los Angeles

I never thought of attending college until I came to EOYDC. I knew that my family wouldn't have money to send me to college, but Coach Curtis said that it was possible for me to receive a scholarship. EOYDC changed my life because I was able to do something constructive with my life instead of running around on the streets. I began attending EOYDC my freshman year at Skyline High School. One summer I was the receptionist, and another summer I worked in the recreation department. When I made the Junior Olympics track team, I went to Barbados to compete. EOYDC made a way for Coach Curtis to go with me to coach me, and I really appreciated that support. EOYDC also helped me when it was time to start thinking about college. No one in my family had ever gone to college, so I didn't know a lot about it, especially when it came to financial scholarships. When I started getting acceptance letters, I felt like I could really do it. I earned an academic and a track scholarship to UCLA, so my family didn't have to pay anything. I felt

like I was breaking some chains that kept my family out of college. Now, I'm a role model for my siblings and cousins who are looking at going to college. Having this degree also means that I can have a job to support myself, and I can also have the ability to help my family. Now that I'm done with college, I'm coming back home to my family—and my EOYDC family. Coach Curtis is more than just a coach to me—he is a father and friend as well. I can call on him at any time day or night; he is always there when I need him, and he always has my best interests at heart. Ms. Regina is a mom to me. Even though I have been away at college, they have never forgotten about me. Ms. Regina checks up on me from time to time, and she lets me know that if I need anything she'll always make a way to help me out. Coach Curtis came to my track meets even when I was in college, and Ms. Regina came to my graduation. Things like this let me know I am loved. I am blessed that I was able to be a part of EOYDC.



“EOYDC opened my eyes, especially when it came to financial scholarships. When I started getting acceptance letters, I felt like I could really do it.”

Accomplishments:

Castlemont High School graduate

BA with Honors in Human Services, Holy Names University

Pi Gamma Mu – (Sociological Honor Society)

Former State President, California Association of Student Councils (CASC) 2002–2003

(first person from Oakland in 56 years, and the second African American woman)



As a student at Castlemont High School, my life was filled with many successes and turmoil. My sophomore year was especially challenging. The neighborhood in which I lived was called the “killer corridor” by the media and police. Living in this violent environment often left me feeling discouraged and depressed, especially when several of my friends and classmates were losing their lives in the streets. EOYDC was my place of refuge. I knew that I could go there to find safety and security. The staff members also worked hard to keep me off of the streets and out of trouble so that I did not meet the same ill fate as many of my peers. When I was 4 I started the West African dance program at EOYDC. After several moves and some family hardships, I fell out of touch with EOYDC for a few years. When I was in sixth grade, I was reintroduced to EOYDC through the Summer Cultural Enrichment Program. From there, I became a volunteer and eventually a staff member. In my first year in middle school I came to pick my little

sister up from African dance, and I was a bit early so I sat in the lobby. Marcia Thompson, the receptionist at the time, said, “Hey, you look bored. Why don’t you come back here and help me out?” From that day on I spent most of my afternoons working at the front desk. It made me feel special to think that at 12 someone trusted me with answering the phones and working at the front desk. For me, this was a major boost of confidence. The Center taught me to value my gifts and talents and see beyond my circumstances. EOYDC is where I learned how to use a computer, how to write a professional letter, and how to conduct myself. I learned to be disciplined, responsible, and compassionate. For the past few years I have been working full time and in school full time. Unfortunately, this has made fitting other activities in my schedule (even sleep!) very difficult. Regardless of my physical absence, I still feel connected to the Center through the memories that I carry with me, and the people that I see in the street who have touched me—and who I have touched in turn.



HOLY NAMES
UNIVERSITY

“The Center taught me to value my gifts and talents and see beyond my circumstances.”



Accomplishments:

Bishop O'Dowd High School graduate
 Bay Area Discovery Museum Community Youth Humanitarian Award
 National Achievement Program Commended Student
 BA in Animation, Loyola Marymount University
 Founder, Fluffy Jo (wearable art)
 California State Assembly Certificate of Recognition for Entrepreneurship

When I speak to others about my childhood memories, I can't go without mentioning EOYDC. I feel that the Center has always been a part of my life. I first walked through the doors at 6 when my mother served on the Board of Directors. I enrolled in the Martial Arts class, and that was only the beginning of my involvement with EOYDC. Throughout the years I have been involved in every program that the Center had to offer—everything from the culinary arts, to West African dance, to the fine arts, steel pan drum lessons, and much more. I also got a chance to contribute to EOYDC's great programs. In 2001 I was awarded a \$1,200 grant to establish a creative writing program within EOYDC's annual summer program, which is still going strong! EOYDC is also the home of my first job at 14. After years of volunteering as an after-school tutor, I worked in the annual Summer Cultural Enrichment Program as a Youth Leader, and eventually as Assistant Director. I worked there four years before I headed off to college. Those jobs were

meaningful because I learned how to be patient, dependable, motivating, and how to always strive to better my community. Any success that I've had in internships, jobs, leadership roles, and now as an entrepreneur, can be credited to EOYDC. I am proud to be from Oakland. I see the beauty in my community, and the potential it has to be so much greater. I've been blessed with so many amazing opportunities. I've traveled internationally, received an excellent education, and continue to receive unending support from loving family and friends. Not everyone is as fortunate as I, and I charge myself with the task of using my experiences to help build my community. I spent all of my childhood and adolescence at 8200 International Blvd. I was nurtured as an artist, had my first television experience, performed on stage for hundreds of people, and mentored the next generation of leaders, among so many other things. These experiences have definitely shaped my confidence and given me a sense of pride as a young Black woman.



“I was nurtured as an artist, had my first television experience, performed on stage for hundreds of people and mentored the next generation of leaders, among so many other things.”

Accomplishments:

Oakland Technical High School graduate (first athlete to have his jersey number retired)

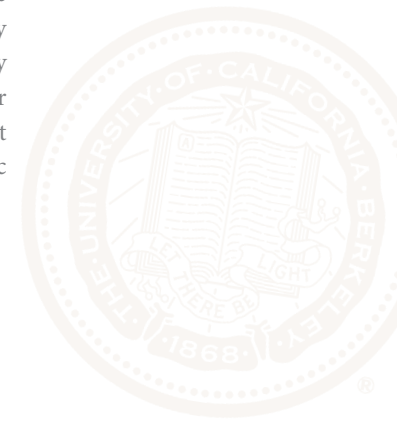
UC Berkeley MVP; All-Pac-10 team twice

Power forward & center with the Boston Celtics (#0) with a 2008 NBA Championship



I started going to EOYDC when I was about 11, and I was always in the gym. One of my favorite memories was participating in the Mark Curry Tournament. It was a lot of fun, and there was a family atmosphere. The best of the best high school basketball players in the Bay Area played in the EOYDC gym. Most of the time it was standing room only! I am the oldest of six, and I had all my family there supporting me. The tournament was more than just basketball, I learned about the game of life. I learned small things, like when everyone shook hands to give respect; to big things, like when Mark encouraged us to do something with our lives and to focus on getting an education in school. When I was younger, I was more into basketball than school, so I appreciated hearing Mark's comments, especially now. So, when I return to EOYDC to speak to the kids, I tell them that basketball is nothing without school. I listen to the kids—their goals and aspirations. I tell them that if they put their minds to it, work hard and believe, they

can do anything they want to. I remind them that my life was full of struggles, but I never gave up. Sharing my story was difficult, but I shared it because maybe the kids could find inspiration in my story. I left college after my junior year to play in the NBA, but I am committed to returning to U.C. Berkeley to finish my degree. In April of 2008, the Pathway to College program did college tour visits to Boston and Rhode Island. I met another friend of EOYDC, Nnamdi Asomugha, the Oakland Raider who sponsored the tour. EOYDC participants watched the last home game of the '08 Celtics season. It was huge for me to have the kids watch me play in person. It was also an amazing experience to be able to visit with them after the game. It was my game high of the season, and maybe it's because my EOYDC family was there to support me! Even after our team won the 2008 NBA Championship, EOYDC sent continuous congratulatory messages on their electronic marquee. Whenever EOYDC needs me, I'll be there!



“EOYDC participants watched the last home game of the ’08 Celtics season. It was my game high of the season, and maybe it’s because my EOYDC family was there to support me!”



Donald R. Knauss

Chairman & Chief Executive Officer
The Clorox Company

Dear Regina,

Robert Shetterly, a former CEO of The Clorox Company, had a vision for a place in East Oakland where young people could grow and thrive. He wanted a place where the underserved youth of the area could learn to be responsible citizens and dynamic leaders. With support from The Clorox Company and others, the East Oakland Youth Development Center became that place. The commitment by our company which began 30 years ago continues today.

When I first learned about EOYDC, I was moved by the hope and promise offered by this haven located in one of the toughest areas in our community. EOYDC provides programs in job training, computer literacy, arts and physical development, to name just a few. The Pathway to College Program, which serves primarily first-generation college students, helps bridge the gap in education by assisting college-bound youth not only with scholarships but also in a hands-on manner, reviewing applications and personal statements as well as enabling college tours.

The Clorox Company has a long tradition of corporate philanthropy in our operating areas. We believe that helping to make our communities stronger ultimately helps make our business successful. We are proud to be a supporter of EOYDC with our dollars and with countless hours of employee volunteer efforts. EOYDC is making a difference in our community, changing lives one day at a time. We salute this dynamic organization on the occasion of its 30th anniversary and look forward to continuing our partnership with them.

Sincerely,

A handwritten signature in black ink that reads "Don Knauss".



“In order to do good you have to first do well.”

— Robert Shetterly

Founder of EOYDC and former CEO of The Clorox Company

Robert Shetterly wanted to respond to a particular social cause which could involve Clorox employees and Clorox financial support. That cause became a focus on youth. With the help of other corporate philanthropists, the City of Oakland and community support, EOYDC was born.



WORKING TOGETHER AS A COMMUNITY

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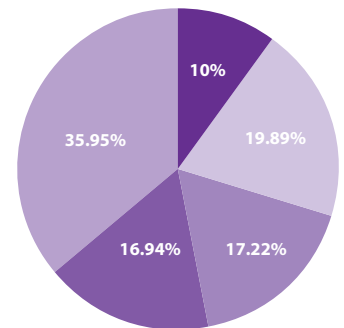
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Arts Programs: 17.22%



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