



***A's* FOUNDATION**  

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**2023 ANNUAL REPORT**

To our Friends and Supporters,

The 4A's Foundation was founded in 1997, and ever since, we have driven change on behalf of the diverse talent community of future leaders we exist to serve. We invest in transformative ideas, initiatives, and programs that support individuals in industries powered by creativity, and we boldly reimagine what the industry can be when organizations catalyze, recognize and champion diverse talent.

Despite the pandemic and economic uncertainty of the past few years, we've continued to deliver on our mission in new and different ways. Our flagship program MAIP (the Multicultural Advertising Intern Program) still stands as the largest multicultural intern program in the U.S. with a network of over 4,400 alumni professionals worldwide, across industry sectors. In 2021, the pandemic forced us to do things differently; while our MAIPers weren't able to experience in-person internships, a record 416 Fellows were placed virtually in more than 160 agencies and partners.

In 2021 we launched our VANGUARD Program to provide Black mid-career talent with mentors and executive sponsors in their organizations. In just two short years the program has been credited as a retention driver, as well as resulting in career advancement and promotions for program participants.

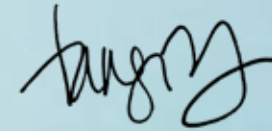
As we continue to build on our strong foundation, we're excited to share that 2023 was a milestone year! We continued to deliver on our mission and worked passionately to achieve equitable outcomes for diverse talent from high school to those well into their career:

- We successfully partnered with and supported one of our high schools, iAM (High School for Innovation in Advertising and Media) in their application for P-Tech (Pathways in Technology Early College High Schools) accreditation through the state of New York;
- Our MAIP Fellows were able to experience in-person summer internships for the first time since 2019;

- We expanded the VANGUARD program for Black mid-career talent by launching our VANGUARD Latinx pilot program to serve the Hispanic Community;
- And we hosted our first ever fundraiser gala to celebrate the 50<sup>th</sup> anniversary of our flagship program, MAIP (Multicultural Advertising Intern Program).

We did this with the support of an industry and many individuals who comprise our community. But these are just the highlights – read on to learn more about our impactful year.

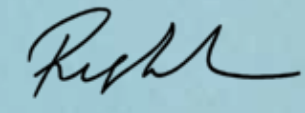
With gratitude,



Tangie Murray  
Senior Vice President



Jeff Monahan  
Board Co-Chair



Ruston Spurlock  
Board Co-Chair





## MISSION

We exist to advocate for and connect diverse talent to the advertising and marketing industry. We celebrate a community that fosters a culture of curiosity, creativity and craft to fuel a more equitable future. By investing in and developing them, we believe the possibilities are endless.

## OUR 2023 IMPACT AT A GLANCE

We measure our impact in how we positively affect the lives and livelihoods of those in our community, whether program participants, agency partners and teams, or the industry at large.

### High School Education:

- **800+** students supported through career exposure and industry immersion
- **40+** teachers received professional development support from agency and industry leaders

### Scholarships & Awards:

- Over **\$60K** awarded to deserving college students

### College Internships & Career Readiness:

- We hosted **150+** fellows from **55** colleges and universities
- We connected with over **750** academic leaders nationwide
- **\$1.2 Million** total economic impact generated by MAIP fellowship summer salaries

**A's FOUNDATION**

OUR PROGRAMS





## HIGH SCHOOL EDUCATION

The 4A's Foundation created its High School Education Initiative to fill the opportunity gap faced by young people of color from under-resourced communities in gaining skills-based training and exposure to the advertising and marketing sector. The Foundation co-founded two technical education and career schools with the New York City Department of Education and CUNY (the City University of New York).

- Many students at iAM (The High School for Innovation in Advertising and Media) and MECA (The Manhattan Early College for Advertising) are first-generation college-bound and look to the school as their primary resource for career preparation and industry exposure. Both schools have a high graduation rate with MECA at 95% and iAM at 90%.
- At iAM, located in Canarsie, Brooklyn, over 80% of students identify as Black, and at MECA, located in lower Manhattan, 35% identify as Black and 46% as Latinx.

In 2023, we continued to play a crucial role in supporting skills development:

- The Foundation provided a curriculum focused on strategic thinking, collaboration, analyzing data, and hands-on experiential learning.
- With our agency partners, we hosted two professional development days, one in Q1 and the other in Q4, that helped educate over 40 teachers and influenced their curriculums for 9th through 12th grade students.
- We equipped over 800 high school students for a pathway to college and career.
- Over 200 high school students were placed in internships and received career exposure and professional networking workshops.
- We also supported our schools' 42 migrant families with gift cards and other financial support to welcome and help them adjust to their new city.

We are positively impacting the lives and livelihoods of our students and their families.







## SCHOLARSHIPS & AWARDS

Each year we partner with agencies and organizations

to deliver over

# \$60K

in scholarships to deserving undergraduate and graduate college students. In 2023, in partnership with Disney and Google, we introduced a new Circle of Support scholarship for the AAPI community.

*The possibilities are endless.*





The Multicultural Advertising Intern Program

For 50 years, MAIP has helped over 4,400 students create a pathway to success. The program delivers a significant need to equip and connect underrepresented college and graduate students with career opportunities.

Students of color often lack access to skills training, career exposure and internships in the advertising and marketing industry. These are vital to providing experience and direct pathways to opportunities and careers.

The program includes 12 weeks of career readiness training, a ten-week paid internship, ongoing mentoring, training labs, networking events and creative portfolio review. Alumni benefit from ongoing career development. On average, 80% of eligible fellows receive full-time job offers 6 months after the program.

“MAIP is more than a summer. MAIP is a movement.”

MAIP 2023 BY THE NUMBERS:

159 MAIP Fellows enjoyed paid internships



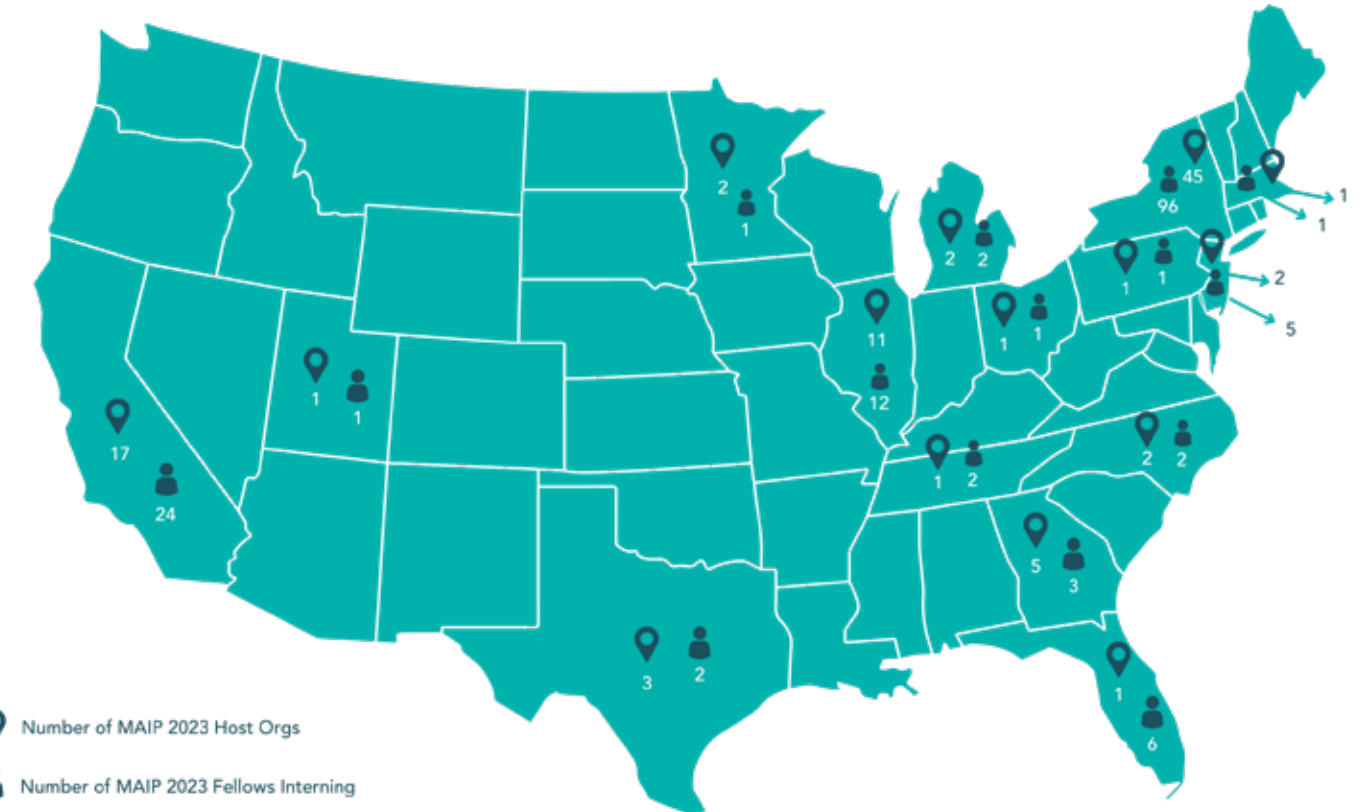
at 93 Organizations



across 119 cities



Fellows hailed from 20 different states. The top five states represented were New York (36), Florida (35), California (17), Texas (15) and Illinois (14). See map below:



Our Fellows report the following identity:

- 27% Black/African-American/African
- 33% Hispanic/Latinx
- 29% AAPI
- 2% Middle Eastern
- 9% Multiracial/Multiethnic

Our programs truly drive economic impact. Our 2023 MAIP Cohort earned a combined

**\$1.2 Million** in summer internship salaries!

Top Three Disciplines were:

- Account Management (23)
- Art Direction (23)
- Social Media & Social Strategy (33)



Hosted 10 MAIP Labs with our partners at Google, United Entertainment Group (Alicia Harris, MAIP Alum 2017), Mark Robinson (MAIP Alum 1977), TikTok (2), Disney (2), VML and Barkley. Our programs truly drive economic impact.



All data is from MAIP 2023 unless otherwise noted





MAIP Diamonds of the Decades: L to R: Jesse Meza (2015), Ronnie Dickerson Stewart (2004), Shameka M. Brown (1996), Marc S. Strachan (1981), and Mark Robinson (1977).

Upon completion of MAIP, fellows are welcomed into the community as alumni and inducted into the MAIP Alumni Association (MAA). Established in 1996 by Marc Stephenson Strachan, MAIP Class of 1981, the MAA has supported over **4,400+** diverse advertising and marketing professionals who are able to continue receiving personal and professional development and career resources, regardless of when they graduated from the program. As MAIP extends beyond the summer experience into a transformative movement, the MAA is a community that embodies effective peer-to-peer networking, resources and professional support by lifting one another up as they climb.

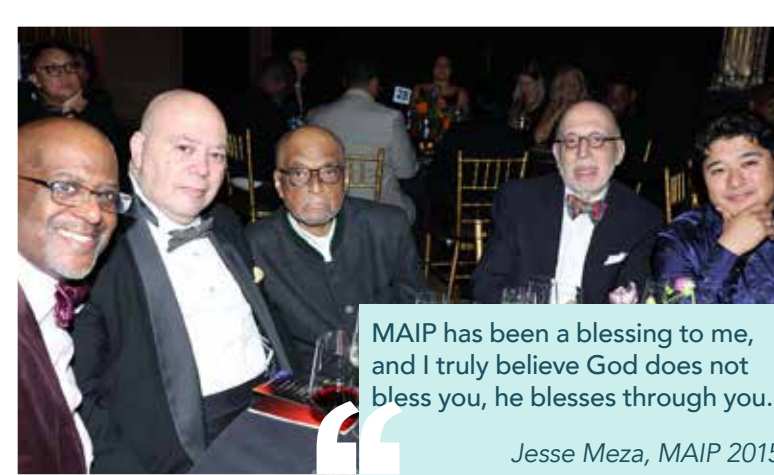
But the support of MAIP doesn't end once the summer's over. Ronnie Dickerson Stewart (MAIP Alum 2004) encourages MAIP Alumni, and more importantly, agencies and industry partners to use their platforms and voices for an industry-wide call to action:

If you're already involved in MAIP, and you're supporting MAIP, thank you – so many alumni of this program wouldn't be where they are in this industry without MAIP. But if this is your first time engaging with MAIP, there's such a legacy we've created in the last 50 years. And there's so many more years to go, to really effect change and shape this industry. I hope that our overall commitment can be expressed through action.

Ronnie Dickerson Stewart (MAIP Alum 2004)

In addition to the support of the alumni network, the 4A's Foundation continues fostering connections and experiences between MAIP Alumni as they navigate the advertising, media and marketing industry at a variety of nationwide events, resources and programming in partnership in markets including Chicago, Los Angeles, and New York City.

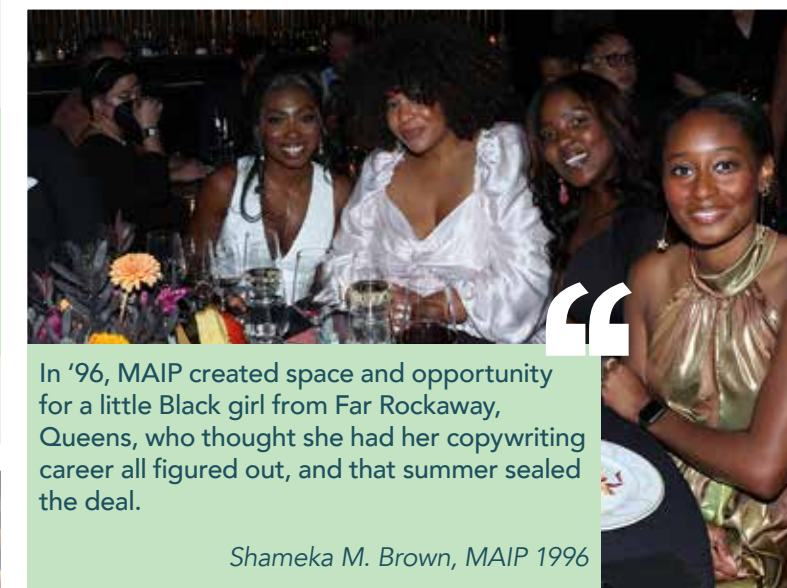
The success of one MAIP Alum is the collective success of all MAIP Alumni, and knowing that this network of professionals has worked together to uphold the alumni pledge, support our industries, give back to the community, and most importantly, continue to go beyond.



MAIP has been a blessing to me, and I truly believe God does not bless you, he blesses through you.  
Jesse Meza, MAIP 2015



Forty-six years ago, the MAIP program was a magic key that opened every door in my professional life. At a time when there was no such thing as DE&I, MAIP got me into advertising, and I was never going to leave.  
Mark Robinson, MAIP 1977

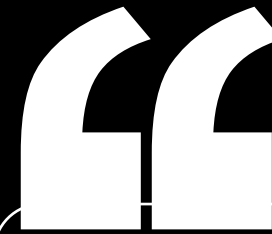


In '96, MAIP created space and opportunity for a little Black girl from Far Rockaway, Queens, who thought she had her copywriting career all figured out, and that summer sealed the deal.  
Shameka M. Brown, MAIP 1996





# MEET Paul Flores-Clavel



I was around the age of 13 when I applied to 11 NYC public high schools, and for those not familiar it eerily resembles the college application process, which for me as a first-generation college grad was equally as terrifying. I was matched to my local neighborhood high school and knew I wanted something different for myself. It was in the second-round application process I came across The Manhattan Early College School for Advertising. I was 14 when MECA began to invest in me, gave me the tools and resources that I needed to succeed in the industry. They saw me. At 16, my first "Ad" internship was at the 4A's, and I got to help on the FoT 2016. At 18, I graduated from MECA as its first Valedictorian. I spoke at the 2018 FoT a few days before I went off to Middlebury College, on a scholarship that allowed me to realize I didn't like Political Science or Econ after all. I applied to MAIP in 2021, and it was a fellow MAIP Alumni in the audience of that same speech who remembered my name 3 years later, when the early careers team at Ogilvy selected me to intern with them. I'm 24 now. I graduated with a degree in Religion, and Creative Writing. Now I'm working at Ogilvy full time .... The work that the 4A's Foundation does changes people's lives, and I say that sincerely to anyone who will listen, because I've lived it firsthand. 10 years of genuine mentorship, advocacy, and care from so many people who wanted to see me succeed. That's what this work can do.

**Paul Flores-Clavel**

MECA '18, MAIP '21

Diversity, Equity & Inclusion Associate (North America), Ogilvy







# VANGUARD

4A's FOUNDATION

Founded in 2020, VANGUARD is a professional development program designed to amplify the voices and talent of Black professionals in the advertising/marketing/communications and related industries. VANGUARD provides a platform for exposure, growth, and impact of its participants, leaders, and organizations who are invested in preparing Black talent and the industry for sustainable success.

VANGUARD provides mid-career Black professionals with industry-leading Executive Sponsors and Mentors from their own organization. They play an active role in the program, as they are encouraged to address the needs of their VANGUARD Fellow and work as a change agent to help advance their careers.

Over the course of six months, VANGUARD directly addresses the professional, organizational, cultural, and personal needs of Fellows and organizational leaders to expose Fellows to internal opportunities and advance them to the next level.

In 2023, VANGUARD hosted **47 Fellows, 47 Mentors** and **47 Sponsors** from **26 organizations**. We closed the program year with an awards dinner and celebration for our Fellows to gather in community with each other, and share their personal experiences about the importance, value and impact the program has had on their lives.

*The VANGUARD program has been essential to building a robust retention program for Black talent at Spark. Our participating fellows have thrived from the experience, they have become advocates of the program for others. Let's keep this going.*

*My experience as a VANGUARD Fellow has been all about feeling supported in my leadership journey. I have received tons of support from my mentor, my sponsor, the other fellows, the 4A's team, the coaches, and all of the amazing people who have poured their hearts and souls into making this program so impactful.*

*VANGUARD is a gem of a program. Connecting with Black talent across the entire ad industry and companies outside of our industry was priceless.*

# VANGUARD

LATINX



In 2022, we hosted an intimate listening session for Latinx members of our MAIP Alumni Community to uncover insights and ensure we continued to provide solutions and support as their careers advanced. As an outcome, we were excited to launch a 2023 pilot of a VANGUARD program for the Latinx community. The VANGUARD Latinx Pilot launched with a cohort of **17 fellows, 17 mentors, and 15 sponsors** representing **9 organizations**.

As the 4A's Foundation continues to nurture diverse talent and address their evolving needs and professional goals, VANGUARD LatinX serves as a solution to ensure this community is recognized and properly positioned for exposure and leadership within their respective companies.





## SPOTIFY PULSE FELLOWSHIP

The **Spotify Pulse Fellowship** is a \$1.4 Million, three-year commitment by our partners at Spotify to invest in a yearlong creative development program for Black professionals with one to three years of professional experience in the advertising industry. **To bring it to life, we partner with feeder programs like MAIP, D&AD Shift, Marcus Graham Project, ONE School and BLAC Internship who are already doing inspiring work supporting, developing, and empowering Black creatives.**

Spotify Pulse has provided a nurturing environment that allows me to have organic growth within my career. Being able to touch multiple types of work in a short amount of time allows me to see the depths of my creativity. So far I've loved creating assets for some of my favorite artists, such as Kendrick Lamar and The Weeknd for "My Top 5."

- Zane Durham, Year One Fellow

The Spotify PULSE Program is important to me because it gives Black creatives the opportunity to get into spaces we aren't as prevalent in and learn from people who are experts in their field.

2023 Year Two Fellow

That is why a program like the Spotify Pulse Fellowship is also important. This program provides direct access to the advertising business with a unique, curated experience.

Travis Robinson former Global Head of Diversity Inclusion and Belonging at Spotify

**100%**  
Program Completion

**75%** of  
Fellows attained Full Time  
roles within the advertising  
industry 6 months post  
fellowship.





## SPECIAL EVENTS



### MAIP'S 50<sup>TH</sup> ANNIVERSARY GALA RAISED \$670,000 IN SUPPORT OF OUR PROGRAMS

Over the past 50 years, the Multicultural Advertising Intern Program grew from a program with 20 interns in 1973 to an average of 200 interns placed each year.

The 4A's Foundation is uniquely positioned to be a bridge between the advertising/marketing industry and adjacent industries as it relates to the Foundation's role in cultivating and creating a diverse talent pipeline, and advocating for and developing them throughout their career. The work the Foundation does in the DEIB space is of critical importance to all related industries (brands, entertainment, technology, etc.). This was at the forefront as we hosted our first-ever fundraiser, a Golden Gala, celebrating the impact and legacy of 50 years of MAIP. Gathered in community with old and new friends, we recognized our MAIP Diamonds of the Decades (who embody the mission of MAIP and are the crowning jewels of the MAIP Alumni Community) and these honorees:

#### The Beyond Award

##### Jarrood Moses

Founder & CEO

United Entertainment Group  
Global Chair

Entertainment, Culture & Sports,  
DJE Holdings

#### Creator with Purpose Award

##### Sephora

Deborah Yeh, Abigail Jacobs,  
Candace Payne, Anna Banks, Megan Black

#### Elevating Inclusion Award

##### Karen Pavlin

Chief Equity and Inclusion Officer,  
ServiceNow

#### Fueling Equitable

##### Futures Award

##### Felicia Mayo

Chief People Officer, Block, Inc.

#### Industry Agitator Award

##### Black Madison Avenue

Patrick Bennett (Momentum Worldwide)

Perry Fair (McCann)

Walter Geer III (VML)

Andre Gray (Annex88)

Kaleeta McDade (VML)

Shannon Washington (R/GA)

Sherman Winfield (VML)

#### MAIP Diamonds of the Decades

Mark Robinson, 1977

Marc S. Strachan, 1981

Shameka M. Brown, 1996

Ronnie Dickerson-Stewart, 2004

Jesse Meza, 2015





## OUR BOARD OF DIRECTORS

The 4A's Foundation Board's purpose is to provide leadership and direction across all programs and through their collective imaginations help to develop and guide the 4A's Foundation as it adapts to meet the challenges and opportunities that the industry faces. Our Board of Directors is a diverse group of industry professionals from various disciplines in the creative, tech and education fields.

### Board of Directors

Jeff Monahan (Co-Chair)  
*Proper Villains*

Ruston Spurlock (Co-Chair)  
*Spurlock and Partners, LLC*

Sara Porritt (Deputy Chair)  
*Omnicom Media Group*

Renee Jennings (Treasurer)  
*JOAN Creative*

Walter Geer III  
*VML*

Marla Kaplowitz  
*4A's*

Ronald Lewis  
*McCann Health*

Chris Loll  
*Live Nation*

Marta Martinez  
*Google*

Renetta McCann  
*Publicis Groupe*

Ashley McGowan  
*Meta*

Luis Miguel Messianu  
*Messianu/Edelman/Lerma*

Lukeisha Paul  
*GroupM*

Saneel Radia  
*Proto*

Jennifer Risi  
*The Sway Effect*

Emily Sander  
*VML*

Ashok Sinha  
*Dow Jones*

Deidre Smalls-Landau  
*UM Worldwide*

## OUR TEAM

Our Foundation team is a diverse group of individuals from a racial, ethnic, identity and even industry background. Nearly half of our team are alumni of our own programs. We proudly represent the communities we serve and leverage our unique backgrounds and intersectionality to enrich and optimize our program offerings each year.

Cathy Butler  
*EVP, Talent, Equity, and Learning Solutions, 4A's*

Tangie Murray  
*Senior Vice President*

William Orphelia  
*Vice President of Finance, 4A's*

Jacquelyn Green  
*Director of Programs  
MAIP, 365BLACKPRINT, VANGUARD,  
VANGUARD Latinx, Dear Black Talent*

Kennedy Studdard  
*Director of Programs  
MAIP Alumni & Education Programs*

Olutosin Cameron  
*Program Manager, MAIP Fellowship*

Geraldine Mpetey  
*Program Manager, Spotify PULSE*

Sussana Lara  
*Sr. Associate, MAIP Fellowship*

Gwendolyn Chin  
*Sr. Associate, MAIP Fellowship*

Stephany Duran  
*Sr. Associate, Partnerships and Growth*

Tien-Te Hu  
*Graphic & Content Designer (Specialist)*

## FINANCIALS

Thanks to the hard work and generosity of so many, 2023 was quite a successful year despite the soft economy. Our partners and supporters continued to invest in our programs, and our constituents felt the impact of their donations.

## OUR PARTNERS & SUPPORTERS

### \$100K+

Google  
Meta

### \$10K+

Barkley  
Basis Technologies  
Edelman  
Harrison & Star  
Initiative Worldwide  
IPG Brands  
Joan Creative  
Live Nation  
McCann Worldgroup  
R/GA  
Rapp Worldwide  
RPA  
VML

### \$1K+

adam&eveDDB  
BARKER  
BOHAN Advertising  
Energy BBDO  
Geometry Global/Chicago  
Marcus Thomas LLC  
McKinney  
Partners + Napier  
Pavone/Philly  
Proto Innovation  
Razorfish/New York  
Robert Harwood-Matthews  
Spark Foundry  
Spurlock and Partners, LLC  
Starcom Worldwide US  
TBWAWorldHealth/Wildtype  
The Community  
Weber Shandwick Worldwide

### \$50K+

Digitas  
Publicis Groupe  
PLUS1 x Spotify  
The Hive  
*(The Walt Disney Company)*  
Wunderman Thompson

### \$5K+

22squared, Inc.  
Ad Council  
Allstate Insurance Company  
BBH Solutions Inc  
BLT Communications LLC  
General Electric Energy  
GMMB  
Healthcare Consultancy Group  
Highdive  
Paramount Pictures  
Pereira & O'Dell  
Risk Strategies Company  
SSCG Media Group LLC  
The Bloc  
Zenith

### \$25K+

Service Now  
WPP  
Jarod Moses  
Omnicom  
Amazon  
TikTok Inc.  
Sony Music Group  
Dentsu



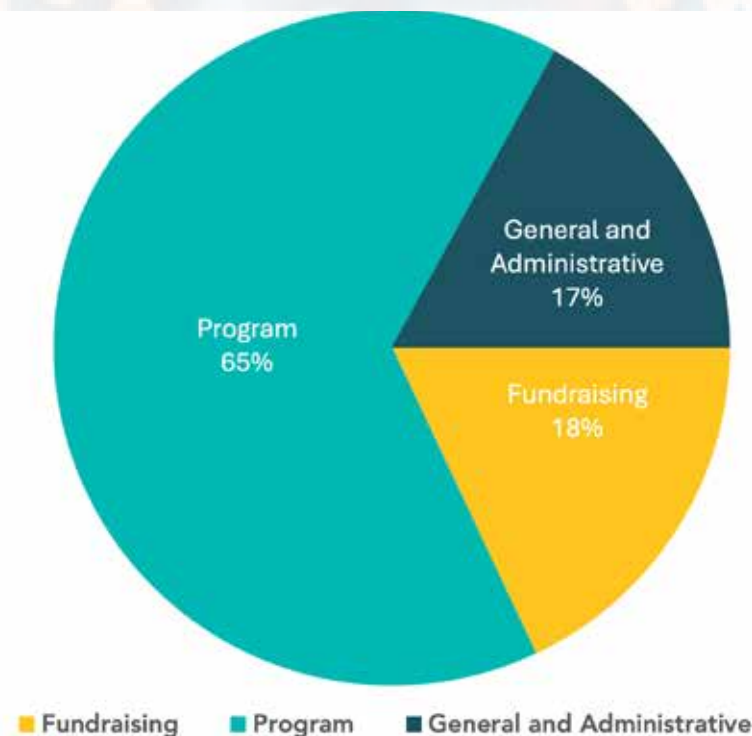
## TOTAL REVENUE FOR PAST FISCAL YEAR *(unaudited)*

In 2023 we raised: **\$2.5M**

We invested: **\$2.3M** for programs  
**\$297K** for fundraising  
**\$548K** for operating expenses

2023 Net Assets: **\$1.6M**

## ALLOCATION OF EXPENSE



\*Fundraising includes a one-time expense for the MAIP 50<sup>th</sup> Gala.

## FINANCIAL REPORT

*For the year ended December 31, 2023 (in thousands)*

### ASSETS

Cash, cash equivalents, and investments:	\$1,460
Receivables and other assets	\$ 861
Total Assets	\$2,321

### LIABILITIES

Accounts payable and accrued expenses	\$ 700
Scholarships payable (if applicable)	\$ 39
Total Liabilities	\$ 739

### NET ASSETS

Without donor restrictions	\$ 769
With donor restrictions	\$ 813
Total Net Assets	\$1,582
Total Liabilities and Net Assets	\$2,321

### REVENUE

Public Support	\$ 30
Corporate & Foundation Support	\$1,204
Program Fees	\$1,305
Total Revenue	\$2,539

### EXPENSES

Program Services	\$1,501
Fundraising	\$ 865
Administration	\$ 808
Total Expenses	\$3,174
Net Surplus/(Deficit)	\$ (635)*

\*The Spotify Plus 1 Foundation donated \$1 Million to The Foundation in 2021 to establish a three-year fellowship program to find and train diverse talent. In 2022, the Plus Foundation sent an additional \$450K, increasing the grant to \$1.45 Million. However, due to Fund accounting rules, the grant was recorded in 2021 and 2022. The loss of \$635K in 2023 was due to the distribution of the Plus grant. The Foundation has \$769K in unrestricted net assets to grow existing programs and create new ones.



# HOW TO GET INVOLVED

## COMMUNITY ENGAGEMENT OPPORTUNITIES

Throughout the year we offer opportunities to see our programs in action, and directly engage with our constituents. We host the Face of Talent Awards Luncheon each August to celebrate the culmination of our MAIP summer program; a Talent Summit (one-day conference) in the Fall for early to mid-career talent in our community; and we also host special events including Career Day, Hackathons, Immersion Days and other opportunities to meet our high school students and teachers.

## WAYS TO GIVE

There are many ways to donate in support of our programs including volunteering your time, monetary donations, gifts of stock, employer matching, underwriting a scholarship or sponsoring an event or program. We also welcome invitations to apply for grants through your family, institutional or corporate foundations.

The 4A's Foundation is a proven, essential link for building community and creating programs that prepare and champion diverse talent, create access, and provide education and career development opportunities for the next generation of leaders. Over the years we have worked tirelessly to champion and transform the lives of thousands of individuals, positively impacting hundreds of organizations and forever changing an industry. Your support will ensure our longevity and capacity building for program growth and sustainability into the future.



**4A's** FOUNDATION



# *A's* FOUNDATION

