

# SHINE2inSpire

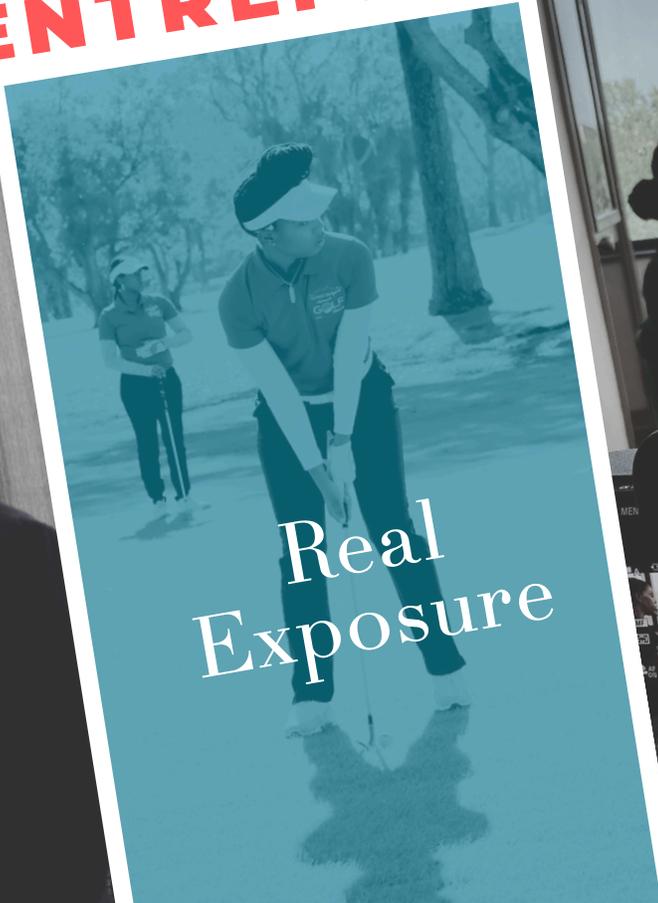
Build Tomorrow Today

## 2025 ANNUAL REPORT

Es of Choice, Inc. dba Shine2Inspire  
EIN 93-2986332



**WE BUILD ENTREPRENEURS**





**THEY PROVIDE  
THE BOOKS  
WE PROVIDE  
THE**

*Experience*

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# Vision & Mission

## OUR VISION

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We envision a world where the wealth gap is nonexistent, and everyone has equal access to opportunities for financial success and generational prosperity.

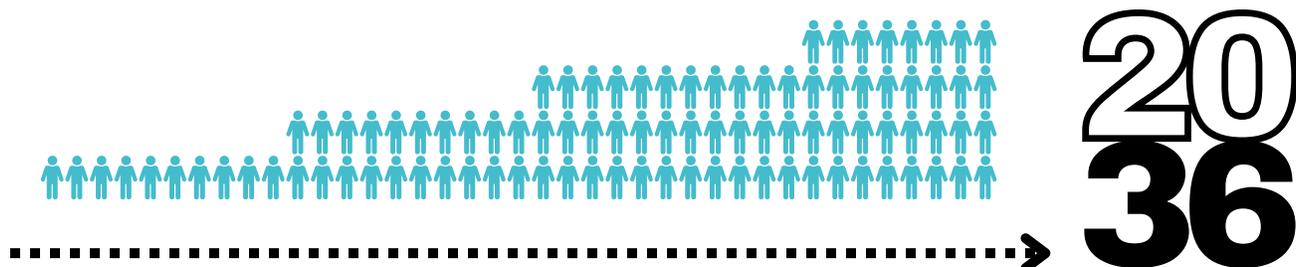
## OUR MISSION

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Es of Choice, Inc. (dba SHINE2Inspire) is a 501(c)(3) nonprofit organization building tomorrow today by bridging wealth divides and empowering the next generation of business owners and entrepreneurs through access, exposure, and opportunity.

## We're On The Move!

**Creating 1,000 First Generation  
Entrepreneurs by Year 2036!**



## BOARD OF DIRECTORS



**Danesha Smith**  
Chair  
Entrepreneur and  
Non-Profit Cofounder



**Andre Smith**  
Chief Financial Officer  
Entrepreneur  
and Non-Profit Cofounder



**Cassius F. Butts**  
Board Advisor  
Executive VP of Innovative Finance  
& Strategic Partnerships at  
Carver Financial Corporation



**Robiaun Charles, Ed.D.**  
Fundraising & Engagement Partner  
Managing Director at  
Eynonye Consulting Group



**Shelva Clemons, PH.D.**  
Board Member  
Educator at Morehouse College  
& Mercer University



**Shavonne Dargan**  
Board Member  
Founder at  
CURATED by LiveNation



**Denise Graf**  
Board Secretary  
Brand Operations at  
Sunshine Sunrise Enterprises, LLC



**Mark McGruder**  
Board Observer  
Educator at Morehouse College  
and Real Estate Expert



**Tran Nguyen**  
Board Member  
Hospitality Industry  
Entrepreneur



**Shango Oseitutu**  
CPA, MBA  
Financial Partner  
Entrepreneur (Manoovra)



**Reggie Walker**  
Board Member  
Technology Expert at Adobe  
and Entrepreneur (Mojo Coffee)

# A LETTER FROM THE CHAIR



To our partners and supporters,

SHINE2Inspire was created to close the gap between potential and opportunity. This year, we saw students grow when they were given access, guidance, and a clear path forward. Our programs helped them build financial literacy, understand business, and gain exposure to experiences that many would not reach on their own.

Our partners played a key role. Your support opened doors, funded programs, and allowed our students to learn from real business owners, educators, and leaders. The impact shown in this report reflects what we can achieve when we work together.

There is still more to do. Many young people remain underserved and lack the networks and resources that shape long-term success. SHINE2Inspire will continue building programs that give youth and young adults the skills, confidence, and opportunities needed to change their future.

Thank you for standing with us and investing in this mission. We are committed to moving this work forward.



Stay Shining!

**Danesha Smith**  
SHINE2Inspire  
Cofounder and Chair

# Our Passion

IS BUILT ON THE FIVE E's

## ENERGY

Students succeed when their minds and bodies are supported.

## EDUCATION

Real access to learning leads to opportunity.

## EMPOWERMENT

Removing barriers gives students the freedom to move forward.

## ENGAGEMENT

Strong partnerships expand our reach and deepen our impact.

## ENTREPRENEURSHIP

Owning a path creates the freedom to shape one's future.



# PATHWAY TO IMPACT

Our pathway creates both immediate and long-term outcomes. We increase exposure to entrepreneurial opportunities, expand access to critical resources and networks, and build social and cultural capital that empowers participants to succeed in business environments. Currently serving college-level youth with expansion planned for high school students, as well as underserved communities with a focus on adults through adults ages 18-35, our ultimate goal is fostering entrepreneurship and business ownership among the next generation, creating pathways for economic mobility and lasting community wealth-building.

## INPUTS

- Philanthropy and Investments
- Executive and Program Staff
- Strategic Partnerships

## ACTIVITIES

- |   |   |
|---|---|
| <b>CURRENT:</b> <ul style="list-style-type: none"> <li>• SHINEU (Year 1)</li> <li>• SHINEU (Year 2 Expansion*)</li> <li>• SHINE V&amp;T*</li> <li>• SHINE on the Links</li> <li>• SHINE Enthusiast</li> </ul> | <b>BY 2030 PLANNED:</b> <ul style="list-style-type: none"> <li>• SHINEU Fellows</li> <li>• SHINEU (Global)</li> <li>• SHINEU StartUp Studio</li> <li>• SHINE Catalyst Fund</li> <li>• SHINE Entrepreneurial Experience (SEE) (Middle School)</li> </ul> |
|---|---|

## OUTPUTS

- Youth and Young-Adult Engagement
- Financial Literacy and Proficiency
- Business and Entrepreneurship Skills
- Community Engagement
- Organizational Sustainability
- Digital Engagement and Brand Visibility
- Board and Executive Leadership Effectiveness
- Program Growth

## OUTCOMES

- |                               |  |
|-------------------------------|--|
| <b>Short-Term Outcomes:</b>   | <ul style="list-style-type: none"> <li>• Exposure</li> <li>• Access</li> </ul>                 |
| <b>Intermediate Outcomes:</b> | <ul style="list-style-type: none"> <li>• Social Capital</li> <li>• Cultural Capital</li> </ul> |
| <b>Long Term Outcomes:</b>    | <ul style="list-style-type: none"> <li>• Entrepreneurs</li> <li>• Business Owners</li> </ul>   |

\* In development stage



# SHINE AT-A-GLANCE

SHINE2Inspire programs were intentionally designed at the intersection of health, wealth, and business to create pathways of opportunity for youth and young adults who might otherwise go unheard. Our programs teach life skills while skills that open doors, amplify voices, and ensure the next generation has a seat at the table where opportunities are created.

**FOUNDED**  
**March 30, 2023**



**550%**  
Growth in School  
Partnerships  
Since 2023



**SPRING 2023**  
Launched Our First  
**ENTREPRENEURIAL**  
**EMPOWERMENT**  
**PROGRAM**

**SUMMER 2023**  
Launched Our First  
**GOLF TOURNAMENT**



Nearly  
**\$50k**  
in Scholarships and  
Investment Account Funds  
Awarded



**54**  
Students of  
Minority Serving Institutions  
Participated in Our  
Entrepreneurial Empowerment  
Programs



**>100**  
Participants of  
SHINE On The Links  
Programs



**75%**  
of Interns Reported Feeling More  
Prepared to Secure an  
Internship or Start Their Own  
Venture After Participating in  
SHINEU

# 97 STRAIGHT NOs BEFORE SOMEONE SAID YES

We partnered with Ryan Wilson, iconic Atlanta entrepreneur and co-founder of The Gathering Spot, for our SHINEU Entrepreneurial Showcase because we understand a fundamental truth: the next generation needs more than exposure to entrepreneurship—they need the GRIT to sustain it. Access and opportunity open doors, but perseverance, resilience, and determination keep them open. Through our programs, we're equipping young people with the life skills to transform vision into reality, to build community in the face of adversity, and to persist when challenges arise.





# 2025 IMPACT

## JANUARY IMPACT REFLECTION

- Released 2024 Annual Impact Report, showcasing achievements and future goals
- Welcomed 25 new partners and raised \$148,860 in funding
- Featured on Live at WAOK, amplifying brand visibility

## FEBRUARY SCHOOL PARTNER GROWTH

- Organized community give-back through Antioch Urban Ministries, serving up to 50 families
- Added 11 new schools to SHINEU 2025 recruitment platform (e.g., Agnes Scott)
- Introduced mental health focus with Rashanna Moss in SHINE Enthusiast
- Invited by Black PR News to discuss business trends

## MARCH GRANT PARTNER GROWTH

- Secured new grant partner: Atlanta Fulton County Recreation Authority
- Launched inaugural company giving day – SHINE A Light



## A YEAR OF IMPACT

2024 ANNUAL REPORT  
Transforming Lives and Empowering Futures



## MAY PROGRAM GROWTH: AI HIGHLIGHT

- Introduced Artificial Intelligence with Dr. Jennifer Larimore (Agnes Scott College)
- Received in-kind support from Reuters
- Awarded grant from new partner: The Verge Group



## JUNE BRAND AMPLIFICATION

- Published 6th edition of SHINE Enthusiast, featuring Xi
- Secured trademarks for SHINE Enthusiast and SHINEU
- Received recurring unrestricted grant curated by LiveNation

## APRIL GRANT PARTNER GROWTH

- Added Timber Tech/Azek as a new giving partner
- Amplified brand via Emerging 100 panel discussion on entrepreneurship



## JULY MID YEAR IMPACT

- Honored with City of Atlanta Proclamation for entrepreneurship
- Established investment accounts for three SHINEU graduates
- Featured on Magic 97.5 to discuss entrepreneurship

## AUGUST COMMUNITY ENGAGEMENT

- Partnered with American Junior Golf Association (AJGA) for community give-back

## SEPTEMBER INNOVATION & EXPANSION

- Introduced SHINE Vocation & Trade (V&T) concept
- Developed SHINE Xi, a complementary branding tool for Gen Z

## OCTOBER BRAND RECOGNITION

- Secured trademark for SHINE2inspire
- Featured in Becoming Her online magazine

## NOVEMBER HARPER'S AND AI

- Featured on the cover of Harper's Bazaar USA discussing economic empowerment
- Partnered with TruFoundation for community give-back serving over 200 families
- Solidified AI partnership with Skillbuild
- Finalized plans for an economic empowerment tour with a well-known national organization

## DECEMBER GIVING BACK IS THE MARK OF TRUE IMPACT

- Pivoted annual giving day to highlight other organizations supporting food and housing insecurity
- Hosted Coats and Comfort Drive in partnership with Councilwoman YT Bell and the City of Clarkston



# SHINE ENTHUSIAST SHINE ENTHUSIAST SHINE ENTHUSIAST SHINE ENTHUSIAST



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# PARTNER-DRIVEN EXCELLENCE

Through our strategic partnership with local minority serving institutions, as well as with the National Business Deans Roundtable, SHINE2Inspire has cultivated meaningful relationships with leading academic institutions nationwide. Business school deans recommend exceptional candidates for our Entrepreneurial Empowerment Program—students who demonstrate both potential and determination. Following an extensive interview process, selected participants gain access to transformative experiences that develop the GRIT and skills necessary for entrepreneurial success. The schools featured here represent our collaborative commitment to empowering the next generation of business leaders.



**National  
HBCU**  
BUSINESS DEANS ROUNDTABLE

AGNES  
SCOTT  
COLLEGE

ALABAMA  
A&M  
UNIVERSITY

CLARK ATLANTA  
UNIVERSITY



Benedict College

FLORIDA A&M UNIVERSITY

Georgia State  
University



Johnson C. Smith  
University

MOREHOUSE  
COLLEGE

SOUTHERN  
UNIVERSITY  
AND AGRICULTURAL & MECHANICAL COLLEGE

SAVANNAH  
STATE UNIVERSITY

Spelman  
College

VIRGINIA UNION  
UNIVERSITY

VIRGINIA STATE  
UNIVERSITY



XAVIER  
UNIVERSITY of LOUISIANA



# SHINEU ALUMNI



“

SHINEU has been an eye-opening experience. I never knew that people who look like me could have these opportunities, sit in these rooms, own their own businesses, help and give back.

*Jhaid Westbrook  
Johnson C. Smith University  
Summer 2025 SHINEU Intern*



# MENTORS BEHIND THE MOVEMENT

SHINE2Inspire partners with skilled mentors to develop our interns in everything from soft skills to financial literacy and investing. Committed to continuous improvement, we refine our programs annually to meet evolving demands. This year, we added a strong focus on artificial intelligence—a tool the next generation must master for efficiency and competitive advantage—and we will continue building on this critical foundation.

# IDENTITY FIRST

Our Entrepreneurial Empowerment Program starts at the beginning: who you are today and who you want to become as a brand. Through Personal Branding Impact Sessions led by SHINE2Inspire board member Shavonne Dargan—founder of CURATED by Live Nation, the first division dedicated to advancing brand partnerships that center Black culture—interns intentionally focus on their passion, purpose, and joy to build authentic personal brands. Shavonne teaches our interns that representation matters and that strategic personal branding creates pathways to success.

**Your personal  
brand is  
WHO YOU ARE  
all the time.**



**- Shavonne Dargan**

Founder -  
CURATED by LiveNation  
SHINEU Impact Session Leader  
Topic: Personal Branding

# BRIDGING WEALTH DIVIDES



**EMPOWERING  
THROUGH  
BUSINESS**

**EXPOSING TO  
REAL-WORLD  
APPLICATIONS**

**LEVELING THE  
PLAYING FIELD**



# PAST AND CURRENT QUALIFIED COMPETITORS

Led by PGA/LPGA Professionals:



**KENT  
BUCKNER**  
PGA Associate Pro Golf Instructor



**RASHAD  
WILSON**  
Certified PGA, GCSAA Class A



**PERRY  
TOOMER**  
Director, Kid's Golf



**MADISON  
BARNETT**  
LPGA Professional Golfer



I wouldn't have known my talent if not for the SHINE2Inspire (golf) program.

- Lotus Jiroch  
Woodward Academy  
High School Golf Team  
& SHINE2Inspire Golf  
Classic Competitor



# GOLF IS OUR Marquee Sport



It's the game of business.  
If you don't speak the language,  
you don't get invited to the party.

- Dr. Greta N. Anderson, PhD, LPGA  
Golf Professional and SHINEU Impact Session Leader





# RANKED FIVE STARS BY OUR INTERNS

While our young female competitors are leveling the playing field on the greens as they compete to win the Annual Golf Classic, our aspiring entrepreneurs are leveling the playing field of business by learning the game. Through our partnership with Dr. Greta N. Anderson, LPGA Golf Professional, SHINE2Inspire exposes interns to golf's invaluable business lessons: patience, strategic thinking, composure under pressure, integrity, and professional networking. They are mastering a game that opens doors far beyond the course.



# By The Numbers

## 2025 ACTUALS



“

You can't set your goals without knowing where you are today.

- Shango Oseitutu, CPA, MBA

SHINE2Inspire Finance Partner and  
SHINEU Personal Wealth Impact Leader

### FINANCES

**\$4,500**

Scholarships & Awards

**\$28,836**

Training & Development

**\$130,262**

Other Operating & Programming Expenses

### FUNDING SUMMARY

**\$148,860**

Donations

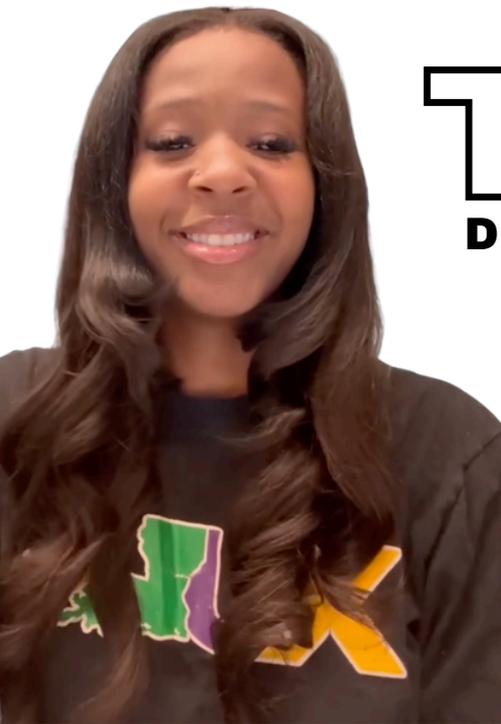
**\$5,000**

Government Funding

**\$31,103**

Grants

THESE NUMBERS ARE PRELIMINARY AND MAY DIFFER FROM THE FINAL FIGURES IN THE 2025 INFORMATION REPORT.



# Thank You

DONORS AND PARTNERS

*Phalen Hamilton*

“

This has been an experience I will remember for a lifetime. Your support shows that you not only care about giving us an experience, but you care about building future leaders and about putting us in places that we need to be to succeed.

- Phalen Hamilton, Xavier of Louisiana

SHINEU Summer 2025 Cohort

Winner of the \$2,000 Investment Award and MVP Title

## CORPORATE SPONSORS



Adobe  
Employee Giving  
Program



Thomson  
Reuters™



## INDIVIDUAL DONATIONS

Cami Charles

Leiloni Collier

Ivy Couch

Shavonne Dargan

Christine Lynn Fontenot

Tamika Foster

Natalee Francis

Denise Graf

Angela Locke

Mark McGruder

Marcus Madison

Rhonwyn Rogers

Velincia Shavers

Danesha & Andre Smith

Trisha Williamson

Yvonne Cowser Yancy

## IN-KIND DONATIONS

Dr. Dennis Kimbro

Thomas Reuters

The Retreat at The Gathering Spot

Dr. Stacey Dutton

Dr. Jennifer Larimore



# S U P P O R T   T H E   M I S S I O N

## SPECIAL EVENT SPONSORSHIP

# \$10,000

Presenting sponsor of our signature student achievement celebration.

- Speaking Opportunity
- Logo on all Materials and Press Releases
- Reserved Seating for Four
- Feature in SHINE Enthusiast Magazine
- Full Social Media Recognition

## STUDENT SPONSORSHIP

# \$5,000

Fund one student's full summer internship participation.

- VIP Invitation to Summer Showcase & Intern Presentations
- Featured Sponsor Recognition in Annual Impact Report
- Personal Letter from Your Intern Sharing Their Journey

## IMPACT LEADER SPONSORSHIP

# \$2,500

Fund training, stipends and professional development.

- Private Roundtable with SHINE2Inspire Leadership
- Named Sponsor Recognition in Magazine & Annual Report
- Curated Event Engagement & Speaking Opportunities

## AWARD SPONSORSHIP

# \$1,000

Fund training, stipends and professional development.

- On-stage Presenter of Award-to-Recipient
- Logo Recognition on Printed and Digital Materials
- Social Media Highlight

# MEDIA PARTNERS / BRAND VISIBILITY

SHINE  
ENTHUSIAST



ATLANTA  
THE CW 69



News & Talk  
1380 WAOK  
The Voice of the Community

THE ATLANTA  
VOICE

BECOMING Her  
Magazine™



MAGAZINE  
SPOTLIGHT



rollingout

MAJIC 97.5



# The SHINE Entrepreneurial Empowerment Programs **PATHWAY**

A Middle School–College Continuum for Ownership, Skills & Economic Mobility

SHINE2Inspire programs are intentionally designed as a connected and continually evolving pathway—meeting students where they are while strengthening access to entrepreneurship for the next generation. From early exposure in middle school to venture launch at college and trade school levels, each program builds on the last, reinforcing financial literacy, technology fluency, and ownership-focused thinking as we expand opportunities and remove barriers to entry.



This is not a single program—it's a system designed to grow with today's youth and young adults.



**LOOKING  
AHEAD:  
THE WORK  
CONTINUES**

*2026 and Beyond*



“

The future  
depends on  
what you  
do today.

- Mahatma Gandhi

”

