



Love in Action

2017 Annual Report

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Who we are

Selfless Ambition (SA) is a faith-based, grass roots, charitable corporation with the mission:

Encourage, educate, and nourish all of our children as the next generation of leaders in a servant-hearted expression of Jesus Christ.

Selfless Ambition has set its sights on reduction of the racial achievement gap in our schools. This gap has been a persistent and growing problem in our local schools.

Low reading and math achievement are still the rule for most children of color. In today's knowledge economy, failure in school condemns children to be leading candidates for poverty and prison as adults. As a community we can no longer condone mass school failure. We must leverage every possible resource to offer those children a chance at a productive and rewarding future. Selfless Ambition has identified 25 schools that have a high rate of poverty in the Madison school district. Our efforts are focused on those schools.

Board Members

Marcus Allen
Adam Clausen
Matt Clooten
Phil Haslanger
Breanna Illene
Josh Koshnick
Henry Sanders
Marcio Sierra
Kesha Wilkinson
B Marcell Williams



Leopold Neighborhood Block Party

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Henry Sanders – Founder and CEO

Henry started his career with the City of Madison, and later served as outreach coordinator for labor, education and environmental issues for U.S. Representative (now U.S. Senator) Tammy Baldwin. He subsequently worked as a community relation officer at the Wisconsin Housing and Economic Development Authority (WHEDA), all leading to an exciting and rewarding career in the private sector.

Henry's private sector experience includes founding several organizations to meet critical needs. Henry is the founder and CEO of Madison365, a non-profit online media outlet focused on reaching people of color and allowing all voices to be heard and Madison365 Enterprises a for-profit media and strategic communications company. Henry has led Madison365 to become the leading online magazine for reaching people of color in Wisconsin, and among the top five in the Midwest, reaching approximately 1.1 million people per month. Henry served as Vice President of Economic Development and Public Policy at the Greater Madison Chamber of Commerce, where he built that organization's Economic development & public policy departments. In his position as VP he started its Small Business Advisory Council and its economic development entity MadRep.

Henry also helped launch the African American Black Business Association and the Latino Chamber of Commerce. Henry founded the Madison Area Growth Network (MAGNET) in 2004, which works to attract and retain skilled young professionals in the Madison, Wisconsin area, and Madison Network of Black Professionals (MNBPF), which connects African American to each other and the community. Sanders In 2013, helped develop the curriculum and program design for the Wisconsin Alumni Research Foundation (WARF) UpStart Program- to help aspiring women and minority entrepreneurs gain the skills needed to conceive, fund, and test business ideas. Henry started his own business, Capacity-360, with the initial goal of helping to grow companies in the bioscience and biotech industries. He worked to connect these companies with funding for technology transfer, research and development and commercialization. His efforts brought about \$15 million into the Wisconsin economy.



Neighborhood Block Party

2017 Financials

Support	
General Contributions	\$7,773
In Kind Donations	\$102,058
Total	\$109,831
Expenses	
Neighborhood Block Party Events	\$3,779
Program Launch	\$3,798
Crisis Response	\$100,000
Fundraising	\$33
Total	\$107,610

2017 Accomplishments

- Officially launched on September 23 at a Faith Immersion event held at the Goodman Community Center in Madison
- Held three neighborhood block parties in 2017, with 1,700 people attending
- Responded to Hurricane Harvey and Hurricane Irma crises, generating supplies and money for victims - delivered more than 700 boxes of supplies worth more than \$100,000, plus more than \$13,000 in direct financial aid
- Partnered with Mt. Zion Church on a prayer walk with 150-175 people participating
- Partnered with Sherman Ave Church to moderate a panel on how the Christian community can respond to violence
- Met with more than 105 pastors to discuss partnering with Selfless Ambition and the positive, enduring social transformation that could result
- Launched a social media platform that reached 61,000 people in August and 80,000 in September

As of March, 2018



**Andy Czerkas - Tutoring Manager,
Jenny Czerkas Operations Director**

Jenny Czerkas grew up on a farm in the Sun Prairie area, received her bachelor's degree and worked for 20 some years at a number of local businesses as an IT analyst. Andy and Jenny met at MATC where she was working and he was a student in 1984. In her 12 plus years as Executive Director at The River Food Pantry Jenny developed a deep understanding of food insecurity and comprehensive knowledge of local food systems and food needs.

Andy Czerkas was born in Germany. His family immigrated to the United States in the late fifties and moved to Ohio. He has been a teacher for most of his life. Positions included high school in Ohio, two years as an instructor at Bowling Green State University, also in Ohio, several years as a teaching assistant at the UW Madison and finally, 16 years as an information technology instructor at Madison College.

Andy & Jenny's faith inspired them to get involved with a couple low income neighborhoods on the north side in Madison. For six years they organized monthly dinners, back to school and Christmas events. Over time they developed meaningful relationships with the residents. In their interactions they learned much about the residents struggles with not having enough resources to make it through the week. Andy & Jenny were led to provide assistance with a basic human need. Food and hot meals.

In 2005, Jenny and Andy founded The River Food Pantry, a faith based non-profit, on Madison's north side and worked as Directors there, turning a small startup into the largest food pantry in Dane County. Jenny worked at The River full time while Andy was part time at The River and full time at Madison College. In 2012 he retired from MATC and joined Jenny working full time. They left The River in December of 2017.

As they worked tirelessly to battle hunger, they became ever more concerned with childhood nutrition and its effect on learning. In 2016, they successfully conceived a lunch program, MUNCH, which would make and deliver nutritious lunches to nine of the north side low income neighborhoods on every non-school day in order to supplement the missing school lunches. The program is wildly successful.

Jenny and Andy see SA as a focused and vital organization to help erase the "achievement gap" existing in the Madison schools between white children and children of color. In that effort they will focus on tutoring and mentoring children and organizing food pantries in many of the Madison schools with an enrollment of 50% or more of low income students.

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Goals for 2018

Selfless Ambition, with the help of MMSD, has identified 25 schools with a student population of low-income students above 50%. Eight of these schools have a low-income population above 70%, one even above 80%. The racial disparity problem will be attacked from two directions:

1. Providing tutors in all grade levels of the school system
2. Implementing food pantries in these schools.

Tutors will be recruited from our faith communities and encouraged to work in those of the 25 schools that have existing tutor programs, such as Schools of Hope, or Achievement Connections. SA will seek to initiate programs in schools that don't have active tutoring programs.

Other tutor teams will be assigned to participating neighborhoods to work with the children after school in the neighborhood's community learning center or another nearby facility when the neighborhood doesn't have its own center. Tutoring children in their home environment has additional benefits that schools can't provide. The children are more relaxed and teachable in their home environment. The tutoring also can be accomplished after school hours, when more volunteer tutors are available.



Neighborhood Block Party

2017 Donors

Mernela Anez
Brian & Joyce Carlin
Life Center Madison
Matt & Jeanie Collins
Brittany Ederer
Agape Service, LLC

Elsa Gumm
Sonja Ingebritsen
Michael & Toya Johnson
Rick & Karin Krause
Amy Kruchten
Scott & Staci Marrese-
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Jamie & Hershel Miller

Jennifer Persha
Lighthouse Church
Geraldine Simmons

And many anonymous
donors