



WE LOVE PHILLY IMPACT REPORT 2023



Introduction

Building a Tribe

We Love Philly has always been deeply rooted in the spirit of community and growth, with a steadfast commitment to nurture and empower the youth of Philadelphia through education and skill development. The past year has been transformative—a time of introspection, strengthening, and expanding the very essence of what makes We Love Philly exceptional. As we reflect on our accomplishments and the challenges we've overcome, our 2023 Impact Report is not just a testament to our resilience but also a celebration of the internal tribe that has been the backbone of our mission. It is this core community of educators, volunteers, and students that bolsters us, preparing us to embrace future growth with vigor and confidence.

The initiatives and successes outlined in this report showcase the power of collective effort and the importance of developing a strong internal foundation. From the Launch of our State Certified Pre Apprenticeship and Apprenticeship program in Digital Marketing to the actualization of our own Marketing services, We Love Philly has sown the seeds for sustained impact. As we look to the future, we stand ready, with a tribe that's not only prepared but excited to write the next chapter of growth and positive change for the youth of Philadelphia.

Carlos Aponte

Carlos Aponte Founder | Executive Director



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Our Board Members



Taylor Davis
Board President



Cory Zoblin
Treasurer



Nislar Smith
Board Member



Yael Futer
Board Member



Barbara Dash
Board VP



Suezette Fonseca
Secretary

Our Staff



Carlos Aponte
Executive Director



Serena Haeuser
Emotional Support
Coordinator



Gabriel Ramos
Social Media
Coordinator



Clancy Philbrick
Director of
Development



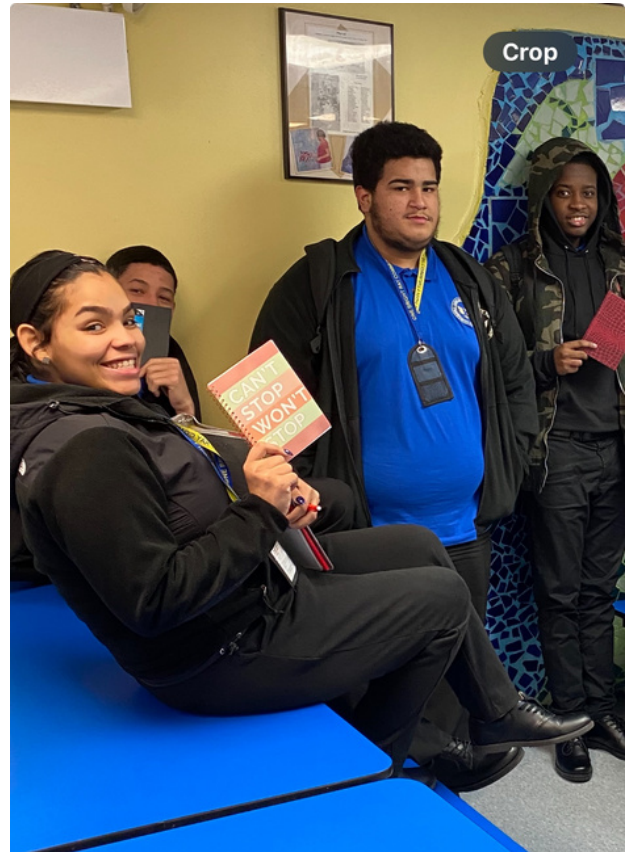
Namarah McCall
Founding Educator



Salaah Muhammad
Director of
Development

Student Spotlight

Iris Hernandez



Meet Iris Hernandez, a longtime member of We Love Philly and a hustler from day one! She's been selling clothes and shoes out of her car trunk all over Philly since she was just 18. Fun fact: Iris became a mom at 16, which made her realize she's got to be a role model for her girls. She's all about learning from real-life situations and believes having someone to guide you can help avoid a ton of mistakes. Now, she's diving into e-commerce and one of her main goals is to help young folks unlock their full potential by being an example.

Follow Iris, aka Millyinthehouse, on Instagram at [@Millyinthehouse](#) to keep up with her journey!

Volunteer Work

Volunteering is essential to the mission and values of We Love Philly. By volunteering, students have the opportunity to connect with their community in new ways, learn about resources and opportunities available to them, and feel a sense of purpose and belonging.

In 2023 We Love Philly was blessed with meeting the amazing people at Big Brothers Big Sisters Independence. Big Brothers Big Sisters is a donor-supported organization that enriches, encourages and empowers children to reach their highest potential through safe, one-to-one mentoring relationships

We collaborated on a number of volunteer events to bring resources, opportunities, fun, and smiles to the families in the communities we serve. One such event, was Big Brother's Big Sister's Big Day Out at Franklin Square on July 15th 2023

We Love Philly students and staff set up games, hosted giveaways, distributed resources, food, and, of course played with young people!



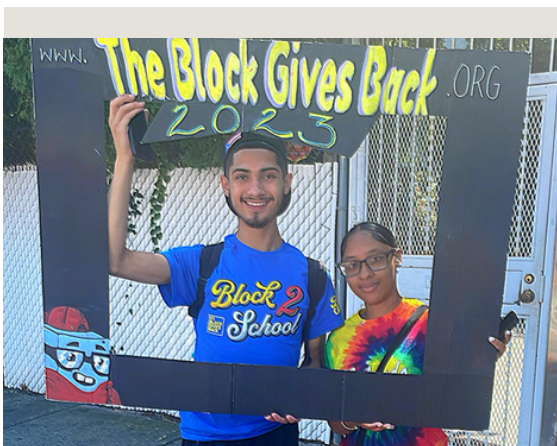
Volunteer Work

MLK Serve our Sisters with Color of Change



In January 2023, We Love Philly Partnered with the Racial Justice Organization Color Of Change for their annual Serve Our Sisters event. This event created care packages for women in need. Color Of Change is a nonprofit organization focused on social justice issues that plague Black communities. More than ten We Love Philly Students joined over 200 volunteers to assemble over 2000 care packages that were donated locally to organizations that serve Black women.

Block to School Event - Block Gives Back



On August 19th, our summer program wrapped up their six week program by helping with The Block Gives Back annual Block 2 School drive. Our young people gave out bookbags, school supplies and gifts to the community to prepare for the upcoming school year. Prior to the day, our young people interviewed the President of the organization, Hakeem Ruiz, along with our Executive Director, Carlos Aponte. Using this podcast and digital media assets created to promote the event, our young people helped expand the awareness of the Block 2 School event.

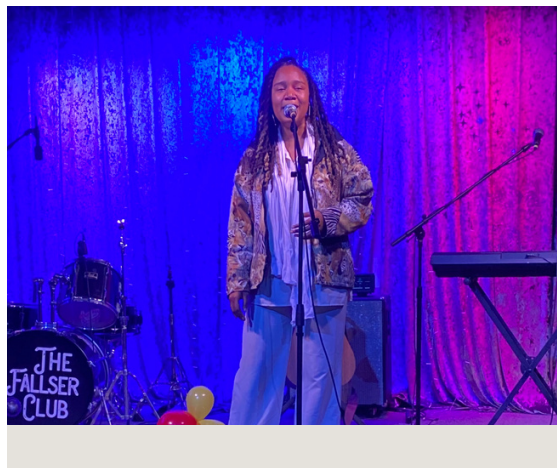
Volunteer Work

Safe Hub Tent-or-Treat



On October 28th 2023, our Pre-apprentices took a day to create a spooky experience with SafeHub Philadelphia. Safe-Hub Philadelphia provides programming at Scanlon Recreation Center in Kensington. Since arriving, and in partnership with public, private, and community stakeholders, Safe-Hub has reinvigorated the playground, creating a safe, thriving space for participants, neighbors, and community organizations.

Girls Rock Philly Showcase



We Love Philly Content Creators hit the stage on October 10th 2023 to support our client Girls Rock Philly. Girls Rock Philly is a youth-centered music organization dedicated to building an intergenerational community of girls, women, and trans and gender-expansive people. Through the practice of fearless expression, artistic experimentation, and collaboration, they build the confidence and leadership skills needed to transform themselves and their communities. During their annual showcase, student's made digital marketing assets and offered a helping hand. Pictured above, our Founding Educator Namarah McCall, hit the stage for a performance.

Volunteer Work

Rotary Club Turkey Drive



On November 21 2023, our pre-apprentices served with Philadelphia Rotary Foundation at St. Chris Hospital's annual Turkey Drive. The Rotary Club of Philadelphia promotes ethical awareness and integrity, emphasizes the dignity of all job occupations and professions, and supports and encourages younger and older people alike to share Rotary ideals, and works to advance international goodwill and peace. Our young people showed up at 9am to set up and distribute Turkey's and Thanksgiving Dinners to well over 100 families for the rest of the morning.

End of the year Jawn- Block Gives Back



On December 16th, We Love Philly decided to team up with one of our favorite organizations in Philly, The Block Gives Back, as well as Safe Hub Philly for their 8th Annual End of the Year Jawn. We Love Philly youth helped run the "Pictures with The Grinch Station," and our own Founder Carlos Aponte portrayed The Grinch- who tried to steal the over 12,500 items that were given away to the over 800 community members at Scanlon Rec Center in Kensington. We are so grateful to all who showed up and made this event a give-back like no other!

Student Spotlight

Mary Brooks



Mary Brooks, a 2019 alumni of a We Love Philly course, just completed her Digital Marketing and E-Commerce Google Certified Pre-Apprenticeship. Mary started her very first business at 15 years old: the cosmetic line “Miracl3 Glow”. Developed out of heartbreak and low self-esteem, Mary struggled to find beauty in her natural brown skin and her coarse kinky hair. This line was a journey of self-love for the young entrepreneur, who later found out that beauty was always there but self-care wasn’t. This became a game changer for Mary. She discovered that high maintenance transforms the appearance of a person. Mary lives by Miracl3 Glow’s famous slogan “When you look good, you feel good. And when you feel good, you do better.” Acknowledging that some days you may not look your best, but deep down inside you have to know what you’re worth...and it better be more than appearances. Building a great foundation for excellence in entrepreneurship and service, Mary provided cosmetic products and accessories for photoshoots, birthday parties, gala events, business conferences and much more. In 2022 Mary legalized her business and built an in-house beauty bar, called Miracl3BeautyBar that provides cosmetic services including makeup, natural hair styling, and beginner nail tech services. As 2024 brings new blessings, Mary will be starting her journey to become a licensed Cosmetologist.

To find out more about Mary, the services she provides and bookings follow her [@miracl3beautybar](#) and [@majestic.mammii](#) for more updates.

Awards & Achievements

Gplex Scholarship x2



2023 was a year of recognition for We Love Philly. Our Executive Director and Director of Development were chosen by the Economy League of Greater Philadelphia to attend their annual GPLEX gathering in New Orleans with 200 other city leaders.

Our We Love Philly team represented Philly so well in New Orleans that Carlos was awarded a scholarship to attend the 2024 GPLEX in San Diego California in 2024.

Color of Change Ella Baker award



Color Of Change awarded We Love Philly the Ella Baker award for Outstanding Partnership for our service within communities of need. Over the years, We Love Philly and Color Of Change have partnered on numerous events to serve young students throughout our city.

During the February award show, We Love Philly and nine other community organizations and people were honored for their outstanding service.

Jevs Small Business Mentoring Initiative Award



In the beginning of 2023 We Love Philly was hard at work laying the foundation of a pre-apprenticeship, apprenticeship, and mentoring program to launch in the fall. Our ED Carlos Aponte knew that he needed guidance and education to undertake this endeavor which is why he enrolled in the JEVS small business initiative program. Throughout the program, participants were paired with a mentor, built a business plan, and presented it to potential investors. We Love Philly took home the first place award for the business plan and were awarded \$3,000 dollars!

In the News

Kensington Voice

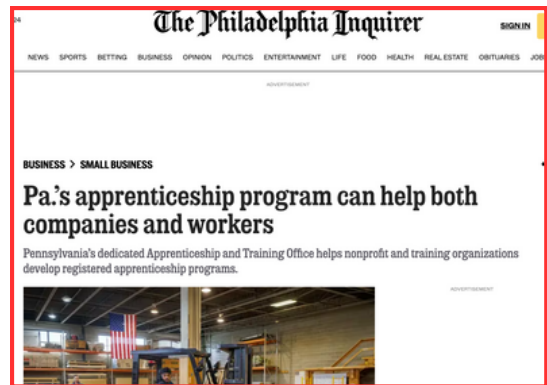
We Love Philly participants from four of One Bright Ray Community High School's campuses researched **shipping containers** as a solution to the affordable housing crisis. The class of students the following year budgeted, designed and painted the container at **One Art Community Center** in West Philly. Throughout the process, students learned about banking, construction, financial literacy, **real estate** management, and construction.



<https://www.kensingtonvoice.com/en/recycling-shipping-container-plastic-kensington-corridor-trust-garden-philly/>

Philadelphia Inquirer

Carlos Aponte – the founder and executive director of **We Love Philly** – a nonprofit that targets underserved youth and provides them with education and professional skills, says that his organization recently received **certification** to provide **digital marketing apprenticeship** programs, where he currently has more than 20 students enrolled.



<https://www.inquirer.com/business/small-business/apprenticeship-programs-jobs-pennsylvania-funding-20231114.html>

Philadelphia Citizen

Aponte was recognized as one of The Citizen's first-ever **Integrity Icons** for his commitment to providing pathways to high school graduation – and livable wage jobs – for young people in our city. From its home base at **One Art Community Center** in West Philly, We Love Philly offers hands-on programs to help students graduate, build community, and learn essential life skills.



<https://thephiladelphiacitizen.org/the-citizen-recommends-biking-158-miles/>

In the news

Ark Republic

Carlos Aponte of We Love Philly enjoys the Manhattan skyline on a trip by the **Economy League of Greater Philadelphia**, the Economy League deviated from their annual big trip to coordinate an additional smaller, and more local version of **GPLEX**. For this amended approach, 40-plus participants packed two days of clothes, hopped on a **school bus** then headed to Brooklyn. At the end, the conversations and ideas flowed like a vintage hip hop song—absolutely magnificent.



<https://www.arkrepublic.com/2023/07/26/grandfathered-in-philadelphia-gplex/>

CBS

The **24 students** enrolled in We Love Philly from the **Revolution School** in Center City are hosting their first ever **Ninja Warrior League** Championship at the **Urban Air Park** in Springfield, Delco. The tournament, which teaches teamwork, is also part of an effort to curb **gun violence** in **Philadelphia**.



<https://www.cbsnews.com/philadelphia/news/philly-hs-students-create-ninja-warrior-league-hoping-to-deter-gun-violence/>

Student Created Events & Experiences

Ninja Warrior League



Through the 2022–2023 school year, We Love Philly partnered with the Revolution School to create a City Wide Ninja Warrior League competition after the shooting of We Love Philly student Dominik Herrera. Our youth rallied around Dominik’s story and decided to create a Ninja Warrior League to combat gun violence across the city of Philadelphia by providing safe-spaces for after school activities.. Students created a league from scratch that promoted physical, spiritual, and mental well being as ways to prevent gun violence in the city.

As part of our Digital Media & Marketing course, students created logos, jerseys, championship rings, tutorials, and video and audio content to run and promote the league. Students also formed partnerships with other community stakeholders. With The Apologues, ran by Zarinah Lomax, local artists worked together with our youth to create art that expressed how gun violence has directly affected their lives. The art was on display during our first Ninja Warrior League Championship in March of 2023. In June 2023 We invited Belmont Charter schools Stripes program to our second Championship. In a close competition, The Revolution School won and took home the newly minted championship rings!

Student Created Events & Experiences

1st Annual Gala



In an effort to raise money, make our community feel loved, and raise awareness surrounding our Ninja Warrior Championship League, our young people decided to throw a fundraiser on April 14 2023 at the MAAS Building in Fishtown. The theme was a Casino Night Gala where attendees could play table games, enjoy live performances and music, and of course earn as many raffle tickets as possible for all of our fantastic prizes. Our event was so successful a new yearly tradition was born and we look forward to outdoing ourselves every year!

Our 2nd Annual Casino Night Gala will be held on April 27th at The Fallser Club from 5 - 8 pm. Please see our website for details and to get your ticket!



WE LOVE PHILLY

PRESENTS

2

CASINO NIGHT
GALA

JOIN US FOR A
NIGHT OF GAMES,
DRINKS, FOOD, AND
MUSIC TO SUPPORT
OUR YOUTH
WORKFORCE
DEVELOPMENT
PROGRAMMING



THE FALLSER CLUB 3721 MIDVALE AVE, 19129

APRIL 27, 2024
5PM - 9PM

BLACK TIE
OPTIONAL

SCAN ME FOR AN
EARLY BIRD



WE LOVE PHILLY

PRESENTS

2

CASINO NIGHT
GALA

EVENT DATE & TIME

APRIL 27, 2024
5PM - 9PM

EVENT LOCATION

THE FALLSER CLUB 3721
MIDVALE AVE, 19129

**SPONSORSHIP
PACKAGE DETAILS**

500

800

EDUCATION ADVOCATE PACKAGE:

TAX-DEDUCTIBLE

- RECOGNIZED SPONSOR ON CASINO NIGHT LANDING PAGE WITH QUOTE
- SOCIAL MEDIA SPOTLIGHT BEFORE AND AFTER EVENT
- COMPANY/ORG LOGO FEATURED ON EVENT SIGNAGE
- RECOGNITION ON OUR WE LOVE PHILLY PODCAST (SHOUT-OUT)
- RECOGNITION IN THE WE LOVE PHILLY NEWSLETTER
- 2 CASINO NIGHT TICKETS

EDUCATION ADVOCATE PACKAGE:

TAX-DEDUCTIBLE

- RECOGNIZED SPONSOR ON CASINO NIGHT LANDING PAGE WITH QUOTE
- SOCIAL MEDIA SPOTLIGHT BEFORE AND AFTER EVENT
- COMPANY/ORG LOGO FEATURED ON EVENT SIGNAGE
- RECOGNITION ON OUR WE LOVE PHILLY PODCAST (SHOUT-OUT)
- RECOGNITION IN THE WE LOVE PHILLY NEWSLETTER
- 2 CASINO NIGHT TICKETS

1200

COMMUNITY CHAMPION PACKAGE:

TAX-DEDUCTIBLE

- RECOGNIZED SPONSOR ON CASINO NIGHT LANDING PAGE WITH HYPERLINKED LOGO AND QUOTE
- SOCIAL MEDIA SPOTLIGHT BEFORE AND AFTER EVENT
- EVENT DAY ACKNOWLEDGMENT
- RECOGNITION IN THE WE LOVE PHILLY NEWSLETTER
- FULL INTERVIEW ON OUR WE LOVE PHILLY PODCAST
- 2 FREE MARKETING-CENTRIC CONSULTING SESSIONS WITH REVCARTO (AN AWARD-WINNING AD AGENCY HERE IN PHILADELPHIA)
- 6 CASINO NIGHT TICKETS



Student Created Events & Experiences

Summer Program

After spending the Fall and Winter of 2022 developing a curriculum and completing the necessary paperwork to become a state certified apprenticeship and pre-apprenticeship program in Digital Marketing, we successfully launched a Summer program and Fall pre-apprenticeship in 2023. We believe this high school graduation pathway requirement best sets up our young people to learn the skills and knowledge that will enable them to thrive in the professional world.

Our Summer program served young people in high school while testing our curriculum for our pre-apprenticeship in an abbreviated form. For six weeks, July 10th to August 16th, our young people learned the foundations of content creation, volunteership, how to provide digital marketing services for a client and tools to develop their socio-emotional skills. The summer program hired 16 young people who met with us 4 hours a day Monday to Thursday earning \$12 per hour.



Student Created Events & Experiences

Launch of Pre Apprenticeship Program



On September 18, our Fall Pre-apprenticeship program launched focusing on young people while they are in high school. In addition to our student curriculum, we helped them earn an industry recognized credential in Digital Marketing and E-commerce provided by Google.

Students were paid an hourly wage as well as earn industry recognized credentials that will serve them after the obtainment of their high school diplomas. After completion, We Love Philly will ensure our young people graduate high school and these 19 students all have the opportunity to join our Digital Marketing Apprenticeship Program.



Mentorship Program



In the fall of 2023 we were ready to launch our first ever state certified pre apprenticeship program in Digital Marketing and we faced a good problem to have! We were growing rapidly and as our responsibilities grew we knew we would have to tag in our community members to serve as mentors for our youth so they could always have a We Love Philly member present for their needs. Our Mentorship Program was born! Centered on our core values, our Social Emotional Curriculum, and trauma informed training and care, we were ready to launch our new app to see how our community would step up to the plate. At launch we were able to pair all of our high school pre apprentices with a mentor who comes from the communities they live in! Interested in stepping up to the plate yourself? Visit our website to sign up for an information session!



WE PHILLY

SEEKING MENTORS IN PHILADELPHIA

REQUIREMENTS:

- ✓ 24+ YEARS OF AGE
- ✓ 6 MONTH COMMITMENT
- ✓ 4 HOURS MONTHLY IN PERSON
- ✓ WEEKLY COMMUNICATION WITH MENTEE
- ✓ MUST PASS BACKGROUND CHECK



QUESTIONS? CONTACT
SERENA@WELOVEPHILLY.ORG

LEARN MORE:
[HTTPS://WELOVEPHILLY.ORG/](https://welovephilly.org/)

Apprenticeship Program



In the Summer of 2023, Our Digital Marketing apprenticeship program was approved by the Department of Labor and Industry. In the Fall of 2023 our program launched with our first two apprentices, Thayid Wilson and Andrea Santiago, entering the full-time Digital marketing field with our partners 1SEO. At the writing of this paragraph, they are halfway through their year-long apprenticeship program and progressing nicely. Our apprenticeship program is a one-year, 40-hour-a-week, competency-based program that will prepare students for a career as a digital marketer. We believe these skills best situate youth for a business career. Young people start the program making 16 dollars an hour and will end the program making \$22.50 Upon graduation our employer partners agree to continue their employment at 52k a year.



158 Miles for Act 158

In August, our Executive Director, Director of Development, and Vice President of the Board biked 158 miles across Pennsylvania to raise awareness and provide resources around ACT 158.

Our leaders chose a route that went through other systemically marginalized communities, hosting informational meetings and presentations along the way. If you missed it, they also created content throughout the trip to bring our followers along for the ride! The crew landed in Harrisburg, the state capital, where they convened with state reps and other community stakeholders to discuss the future of high school workforce development programs.



Chris Davis, Thayid Wilson, and Carlos Aponte (pictured: Above) take a break from riding on their 158-mile journey to admire Michael Webb and Meg Seligman's mural in Phoenixville, PA.

What is Act 158?

Act 158 is Pennsylvania's statewide mandate requiring proficiency on three end-of-course Keystone Exams in order for a student to graduate high school. Citywide testing shows that this mandate puts roughly 40% of our city's students at risk of NOT graduating via these exams. However, Act 158 also provides several alternative pathways for students to graduate, including workforce development and state-certified pre-apprenticeship programs. To that end, public, private, and charter schools are scrambling to offer workforce development programs as viable options for graduating. As we scale, we are partnering with more schools to fill this need.

Graduation Day 2023

We Love Philly Students Finish What They Started



One of the reasons We Love Philly exists is to ensure that our students complete high school prepared for life afterwards. 90 percent of the students who complete a We Love Philly course go onto graduate, and this year was no different. We had a large class of students graduate from One Bright Ray Community High School and The Revolution School for the 2022-2023 school year.

We are proud of each one of them. They overcame so many obstacles and challenges and for almost all of them, there were doubts of ever seeing this day. Just like most life events, it's easier to overcome challenges together instead of alone. We are proud of the bonds that were created between our young people this year.



Hiring & Growth

Namarah McCall, Founding Educator



Namarah is a multi-disciplinary artist, performer, and educator. With a degree from Ithaca College in Music and a minor in Marketing & Communications, Namarah fully believes in the power of the arts and education to create transformation in individuals. Namarah will be leading our Digital Media & Marketing Pre-Apprenticeship program.

As an active Philadelphia Chapter Board of the Recording Academy member, Mrs. McCall also advocates for access and creative exploration through the arts and beyond. Namarah is excited to pull from her real-world experience as a creative entrepreneur to model and inspire our youth.!

Salaah Muhammad, Co-Director of Development



Salaah is a social justice advocate and community organizer with a passion for equity. He has been actively involved in grassroots campaigns for the past four years, including advocacy for reparations, education reform, and criminal justice reform.

Mr. Muhammad completed an Executive Education course from Harvard University in Public Narrative: Leadership, Storytelling, and Action to help inspire others to tell their stories to help fight for a more equitable and just society. Salaah's enthusiasm knows no bounds as he joins We Love Philly ready to leverage his exceptional skills and talents to make a significant and positive impact within the organization and the greater community.

Hiring & Growth

Clancy Philbrick, Co-Director of Development



Clancy is an educator and artist with a passion for social justice and healing. As an educator, he has worked at the high-school and university level, collaborated with the ROTC and the Oskiin Leadership Institute, and co-created an international peer-support program for teens struggling with depression.

Clancy holds a BA from Vassar College and an MFA from The University of New Mexico. Clancy is excited to join the team and for this opportunity to contribute his unique skill set towards We Love Philly's mission.

Serena Haueser, Emotional Support Coordinator



Serena is a children's author, educator, and graduate student at the University of Southern California, obtaining her Master's Degree in School Counseling. Serena's passion lies within our children and youth and making a difference in the community. An overall self-described agent of change, she wants to – and will – make a difference in this world! Her work strives to instill positivity, warmth, and encouragement while restoring individual feelings of love and care.

Partner Spotlight

1SEO, Digital Marketing Agency



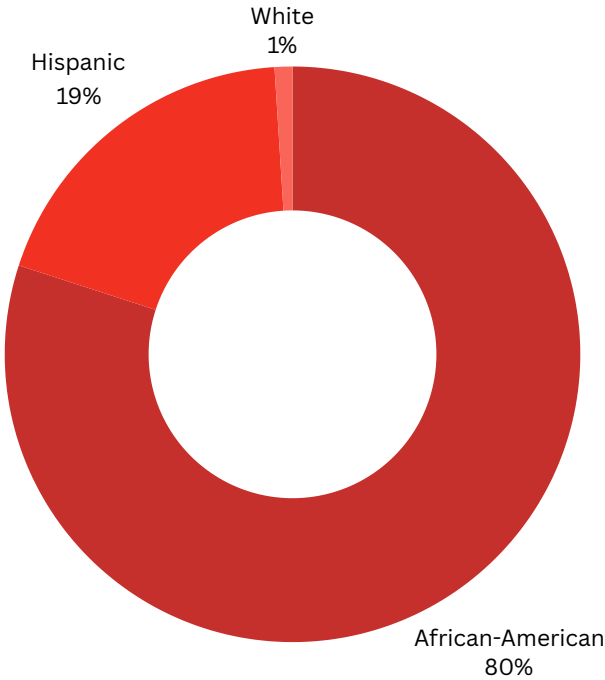
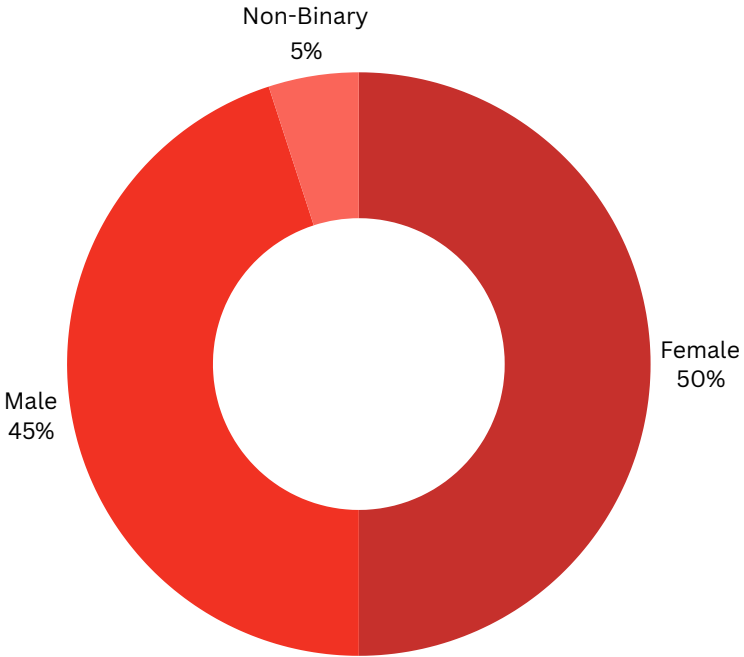
1SEO Digital Agency is an award winning digital marketing firm operating in Pennsylvania with over 200 employees. We are excited to have 1SEO as an employer partner for our Digital Media & Marketing pre-apprenticeship and apprenticeship programs. Two of our recent graduates are currently working at 1SEO as apprentices in our pilot year. In the fall, 1SEO will increase their apprenticeship positions for WLP graduates with the ultimate goal of hiring apprentices onto specific teams at the company.

Mastery, Charter High School

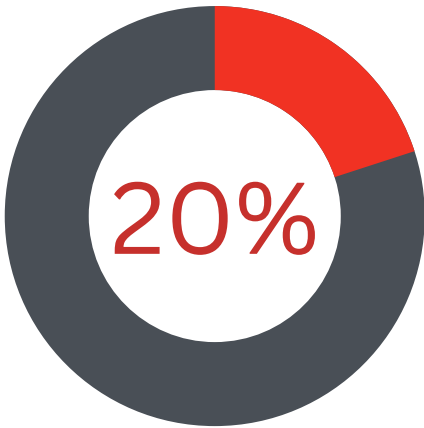


With a shared vision for all students to learn the academic and personal skills they need to be truly prepared to pursue their dreams, we are partnering with the Mastery Charter School Network to recruit participants for our pre-apprenticeship and workforce development programs. This partnership will connect us to seven (7) high schools across the city, pointing to a rich future of enrollment!

Who We Serve



Amount of students that identified as part of the LGBTQIA+ community



Outcomes

82.4 percent of our graduates believe it is important to continue education after graduation from our program

94.1 percent of our youth believe that when they are an adult they will be successful in whatever they choose to do

88.1 percent of our youth believe they can “make a positive difference in my community”

82.4 percent say “I have a responsibility to improve my community”

94.2 percent say “It is important to me to consider the needs of other people”

82.4 percent say “I like the kind of person I am”

70.6 percent say “I take good care of my mind/body/spirit by meditating”

94 percent say “It is important to me to maintain a positive mental attitude”

88.3 percent say “It does not take me long to recover from a stressful event”

100 percent say “I am treated with respect by other participants in We Love Philly”

100 percent say “When I am in We Love Philly, I feel like I belong”

88.2 percent say “I feel that I am a person of worth, at least as an equal with others”

94.1 percent say “I feel that I have a number of good qualities”

Financials



PROFIT LOSS AND BALANCE SHEET BELOW

We Love Philly

Profit and Loss YTD Comparison

December 2023

	TOTAL	
	DEC 2023	JAN - DEC 2023 (YTD)
Income		
4010 Earned Mission Income	4,550.00	32,675.00
4100 Donations and Grants		
4110 Individuals	2,500.00	37,864.73
4120 Government	5,680.00	56,336.88
4130 Foundations	11,301.87	117,331.02
4150 Payroll Reimbursement - PCCD	4,666.67	59,597.07
Total 4130 Foundations	15,968.54	176,928.09
4140 Corporations	1,078.85	1,078.85
Total 4100 Donations and Grants	25,227.39	272,208.55
4320 Contributed		0.00
Services 4400 Sales		472.28
4410 Merchandise Sales		472.28
Total 4400 Sales		472.28
4910 Dividend Income	2.64	22.89
Total Income	\$29,780.03	\$305,378.72
GROSS PROFIT	\$29,780.03	\$305,378.72
Expenses		
5010 Fundraising Event Expenses		6,196.08
5110 Network Event Expenses		44.71
5150 Student Supplies (deleted)		0.00
5200 Student Activities		
5210 Meals	2,080.79	4,115.28
5220 Travel	73.34	3,770.08
5225 Hotel		1,447.26
5230 Car & Truck		1,053.55
5240 Job/Student Supplies	447.00	4,293.75
5245 Renting & Leasing	1,956.00	6,223.35
5250 Software subscriptions	28.00	1,411.90
Total 5200 Student Activities	4,585.13	22,315.17
5300 Student Sub Contractors	9,212.00	42,675.25
5310 Advertising & Marketing	570.24	7,911.65
5400 Contract Services		
5410 Legal Services	1,425.00	12,250.00
5420 Accounting Services	1,106.00	13,045.30
5425 Digital Marketing	495.00	13,553.75
5435 Student Support Services	1,515.00	6,817.50
5445 Grant Writing	2,400.00	25,850.00
5450 Other Contract Services		1,637.50
Total 5400 Contract Services	6,941.00	73,154.05

We Love Philly

Profit and Loss YTD Comparison December 2023

	TOTAL	
	DEC 2023	JAN - DEC 2023 (YTD)
5510 Rent & Lease Expese	500.0	7,500.00
5520 Utilities	0	3,430.76
5530 Repairs & Maintenance	445.8	671.98
5540 Office Supplies & Software	6	3,830.18
5545 Dues & Subscriptions		1,247.59
5550 Website	735.7	593.76
5560 Taxes & Licenses	1	180.00
5600 Insurance	148.7	3,058.41
5700 Bank Charges & Fees	2	72.00
5710 Paypal Fees	246.9	73.10
Total 5700 Bank Charges & Fees	19.19	145.10
8000 Payroll Expenses	150.0	-5,284.82
8020 Taxes	986.90	2,363.72
8025 Taxes - PCCD	583.49	5,983.34
Total 8020 Taxes	1,438.16	8,347.06
8030 Wages	11,916.67	108,100.48
8035 Wages - PCCD	4,666.67	53,171.62
Total 8030 Wages	16,583.3	161,272.1
Total 8000 Payroll Expenses	4	0
8300 Employee	18,016.50	164,384.30
Benefits	0	4 0.00
Reimbursements		31.87
Total 8300 Expense	\$42,927.46	\$341,184.40
NET OPERATING INCOME	\$ -13,147.43	\$ -35,805.68
Other Expenses		
6000 Depreciation Expense	208.85	2,247.86
8700 Board Expenses		
8710 Board- Professional Development & Conferences		175.00
Total 8700 Board Expenses		175.00
8900 Staff Expenses		
8910 Professional Development & Conferences	75.0	5,794.72
8915 Staff Meals	0	387.79
Total 8910 Professional Development & Conferences	109.02	6,182.51
Total 8900 Staff Expenses	109.02	6,182.51
Total Other Expenses	\$317.87	\$8,605.37
NET OTHER INCOME	\$ -317.87	\$ -8,605.37
NET INCOME	\$ -13,465.30	\$ -44,411.05

We Love Philly

Balance Sheet

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 Checking (S01)	174,940.66
1020 PayPal Bank	480.81
1030 Payroll	7,219.38
1040 Shopify	0.00
12040	0.00
Total Bank Accounts	\$182,640.85
Accounts Receivable	
1210 Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
1050 Undeposited Funds	0.00
1110 Uncategorized Asset	0.00
1310 Inventory	0.00
1410 Prepaid Expenses	9,354.01
Other Receivable	49,075.93
Payroll Corrections	68.75
Payroll Refunds	119.10
Total Other Current Assets	\$58,617.79
Total Current Assets	\$241,258.64
Fixed Assets	
1590 Accumulated	-4,399.06
Depreciation 1610 Property	12,531.00
Total Fixed Assets	\$8,131.94
TOTAL ASSETS	\$249,390.58

We Love Philly

Balance Sheet

As of December 31, 2023

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2010 Accounts Payable (A/P)	1,106.00
Total Accounts Payable	\$1,106.00
Other Current Liabilities	
2020 Deferred Revenue	43,342.93
2100 Accrued Salaries	0.00
2115 Accrued expenses	3,938.00
2130 Sales Tax Payable	0.00
2140 Due to Carlos	0.00
Direct Deposit Payable	0.00
Payroll Liabilities	
City of Philadelphia Wage Tax	160.10
Federal Taxes (941/944)	3,700.94
NJ Income Tax	0.00
PA Income Tax	1,527.35
PA Local Tax	1,671.89
PA Unemployment Tax	327.87
Total Payroll Liabilities	7,388.15
Total Other Current Liabilities	\$54,669.08
Total Current Liabilities	\$55,775.08
Total Liabilities	\$55,775.08
Equity	
3100 Retained Earnings	238,026.5
Net Income	5
Total Equity	\$193,616.50
TOTAL LIABILITIES AND EQUITY	\$249,390.58

Grants Received

CITY OF PHILA OFFICE OF CRIMINAL JUSTICE & PUBLIC SAFETY COMMUNITY EXPANSION GRANT
\$175,000

PENNSYLVANIA COMMISSION ON CRIME & DELINQUENCY
\$56,000 - 1 YEAR

WILLIAM PENN FOUNDATION, RACIAL EQUITY GRANT
\$50,000 - 1 YEAR

NELSON FOUNDATION
\$60,000 - 3 YEARS

CITY OF PHILA DISTRICT ATTORNEY'S OFFICE FORFEITURE FUND
\$20,946 - 1 YEAR

UNIVERSITY OF PENNSYLVANIA MTS POP UP FOUNDATION
\$12,850 - 1 YEAR

Grants Received

PHILADELPHIA FOUNDATION, FUND
FOR CHILDREN
\$10,000 - 1 YEAR

PHILANTHROPY LAB
\$50,000 - 1 YEAR

PHILA OFFICE OF CHILDREN & FAMILIES,
OUT OF SCHOOL TIME
\$103,000 - 1 YEAR

SPRUCE FOUNDATION
\$5,000 - 1 YEAR

FOA CARES
\$5,000 - 1 YEAR

We Couldn't Have Done This Without...



One Art Community Center

oneartcommunitycenter.com

1431-39 N 52nd St, Philadelphia, PA 19131

Vast Reach

vastreach.com

Philadelphia, PA



1SEO

www.revcarto.com

3083 N. 2nd Street Philadelphia PA 19133

These special partners have collaborated with We Love Philly in 2023 to expand our mission and grow. Thank you!

Donors & Sponsors

Thank you to the following organizations that helped We Love Philly Thrive in 2023!

Patricia Kind Family Foundation

Restorative Practices in Action

Philadelphia Office of Community Empowerment and Opportunity

Philadelphia Youth Network

Revolution School

PhilaWorks

Big Picture Philadelphia

William Penn Foundation

Raices Cyber

The Eco Foundation

The Nelson Foundation

LULAC Philadelphia Chapter

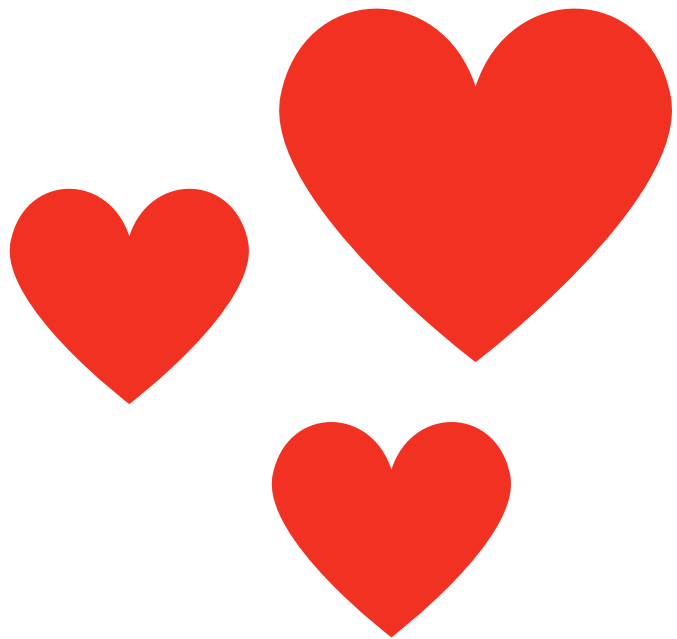
The Penn Treaty Museum

New School Venture Fund

Thank You For The Love

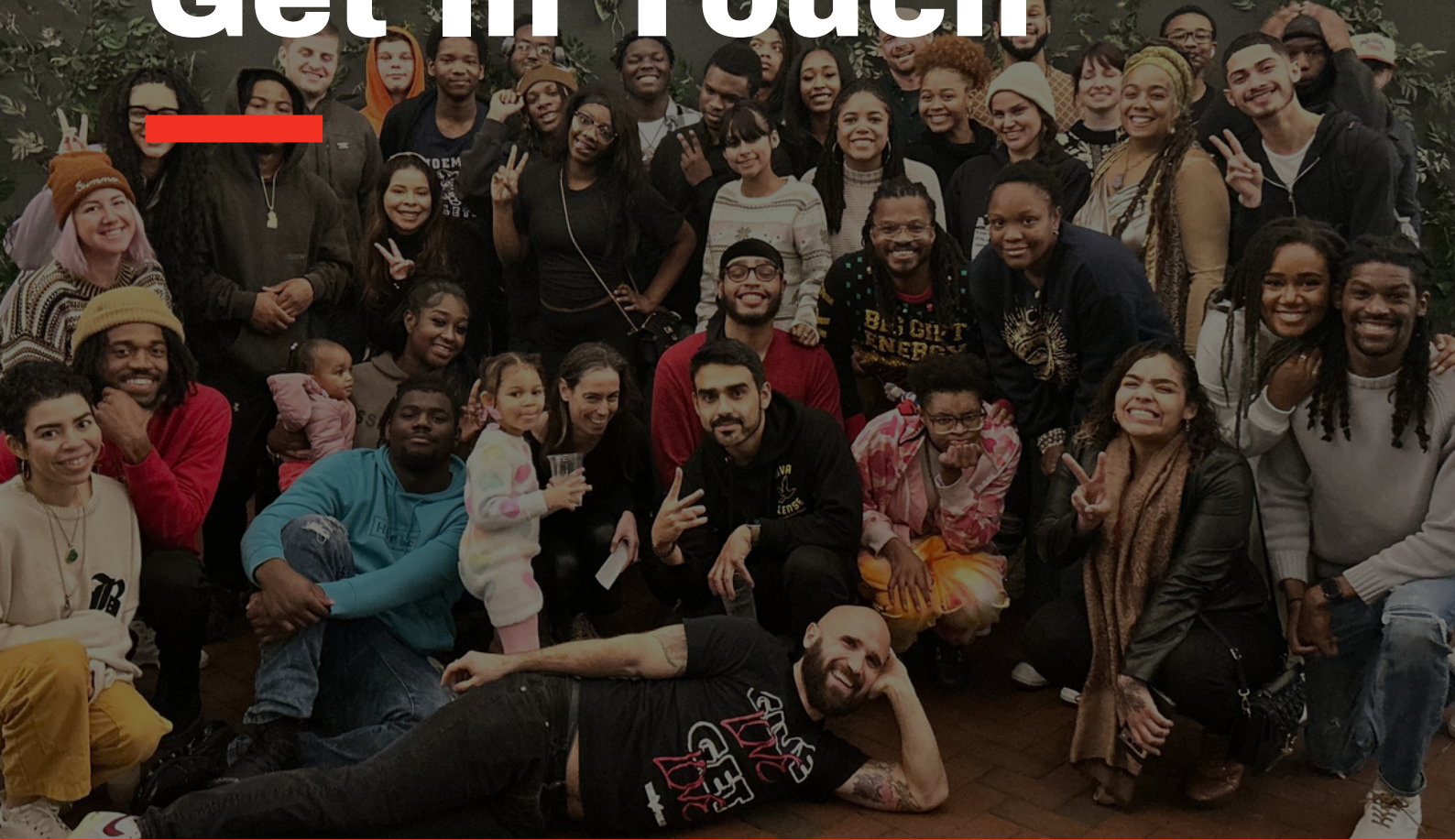


Alcia Cumpstone
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As I Plant This Seed
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The Smyth Family
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Passline Casino
Youth Volunteer Corp
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Raices Cyber
GPLEX
JEVS
City of Philadelphia
The Block Gives Back
Safe Hub
Scanlon Recreation Center
Urban Air Delco
Sharon and Danny Morin
Carlos E. Aponte
Britney Stothart
Double Trellis
WLP Mentors and Volunteers

Get In Touch



**We thank you for
your continued
support and
effort in
contributing to
We Love Philly.**

Contact

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