



ROC ROYAL INC.

2025 IMPACT REPORT

D R E A M · G R O W · T H R I V E

ROCHESTER, NEW YORK

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MESSAGE FROM OUR FOUNDER & EXECUTIVE DIRECTOR

DREAMING
IS MORE THAN IMAGINING A BETTER FUTURE
IT IS THE COURAGE TO BUILD ONE.

KHADIJA YAWN
EXECUTIVE DIRECTOR
& FOUNDER
EST. 2018
ROCHESTER, NY

At ROC ROYAL INC, we believe every young person deserves to feel seen, supported, and empowered to reach their full potential. In 2025, that belief continued to guide our work through our 585 DREAM (Dance, Respect, Education, Arts, Music) Afterschool and Summer Programs and our new Boys 2 Men Elementary Initiative.

Through 585 DREAM, we created safe, structured, and nurturing spaces where youth could learn, grow, build friendships, express themselves, and strengthen their social-emotional skills. From academic support and enrichment to recreation, mentorship, family engagement, and the arts, our programs are designed to support the whole child, because our young people deserve more than supervision; they deserve opportunity, belonging, and care.

This year, we also expanded our commitment to boys through the launch of Boys 2 Men Elementary, an initiative focused on identity, emotional awareness, leadership, accountability, and positive decision-making. By reaching boys earlier, we are helping them build confidence, understand their emotions, develop healthy relationships, and see themselves as leaders in their schools, homes, and communities.

None of this would be possible without our families, staff, partners, volunteers, and supporters. Thank you for believing in our youth, investing in our mission, and standing with ROC ROYAL INC as we continue building a stronger, healthier, and more hopeful community.

With gratitude and purpose,

Khadija Yawn

Founder & Executive Director, ROC ROYAL INC

“
**WE
SHOW
UP**”

2025 AT A GLANCE

A YEAR OF GROWTH, IMPACT, AND COMMUNITY

400+
YOUTH SERVED

200
SUMMER
CAMPERs

75
AFTERSCHOOL
YOUTH

120
DANCE & CHEER

25
BOYS 2 MEN
PARTICIPANTS

5,989
EVENT
ATTENDEES

701
FAMILIES
ENGAGED

47
VOLUNTEERS

2
WELLNESS
CONVENTIONS

2
AFTERSCHOOL
SITES
(EXPANDED)

12
COMMUNITY
PARTNERS

38
YOUTH
WORKERS

In 2025, ROC ROYAL INC expanded from one afterschool site to two, launched the Boys 2 Men Elementary Initiative, and maintained a 92% daily attendance rate at Summer Camp, all while engaging **nearly 6,000 community members**.

585 DREAM SUMMER CAMP

SERVING YOUTH AGES 5-13 | 6 WEEKS | FREE FOR FAMILIES



The 585 DREAM Summer camp provided youth with a safe, structured, and enriching summer experience packed with STEM, arts and crafts, dance and step, field trips, hot meals, and so much more. Every child who walked through our doors found a community of caring adults committed to their growth.

ENROLLMENT & ATTENDANCE

- 200 youth enrolled
- 175 - 189 daily attendance
- 92% attendance rate
- 75 youth on waitlist - demand exceeds capacity
- 50%+ year-over-year retention

OUTCOMES

- 90% learned conflict resolution skills
- 85% improved emotional expression
- 75% maintained or improved happiness
- 95% made new friends
- 98% of youth felt safe at camp

75 YOUTH ON OUR WAITLIST

*The demand for safe, enriching summer programming far exceeds our current capacity. Every child on this list represents an urgent need - and a **reason to grow.***



585 DREAM CAMP



YOUTH IN ACTION AT 585 DREAM CAMP

PROGRAM ACTIVITIES INCLUDE:

- STEM Activities
- Field Trips
- Recreation
- Entrepreneursip
- Social Emotional Learning
- Arts & Crafts
- Dance & Step
- Mentorship
- Hot Meals Daily

585 DREAM AFTERSCHOOL

GRADES K-6 | 5 DAYS PER WEEK | FREE FOR FAMILIES | EXPANDED TO 2 SITES



SOCIAL EMOTIONAL LEARNING

- **85%** demonstrated improvement or maintained positive social-emotional indicators
- **Growth** in emotional regulation, communication & conflict resolution
- Peer **relationship building** embedded throughout all activities

ACADEMIC ENGAGEMENT

- **80%+** demonstrated sustained or improved academic engagement
- **Literacy** activities supported summer learning retention across all grades
- Student self-assessments showed growth in **reading comprehension**

PHYSICAL ACTIVITY & HEALTH

- **90%** regularly engaged in structured physical activities
- Youth demonstrated **positive teamwork** during daily movement
- **Physical activity** integrated to promote healthy habits

ATTENDANCE & RETENTION

- **85%** average daily attendance rate maintained
- **80%+** of enrolled youth completed the full program
- Expanded from **1 to 2 sites**, increasing community access



AFTERSCHOOL ENRICHMENT



LEARNING & GROWING TOGETHER



BUILDING CONNECTIONS

BOYS 2 MEN ELEMENTARY

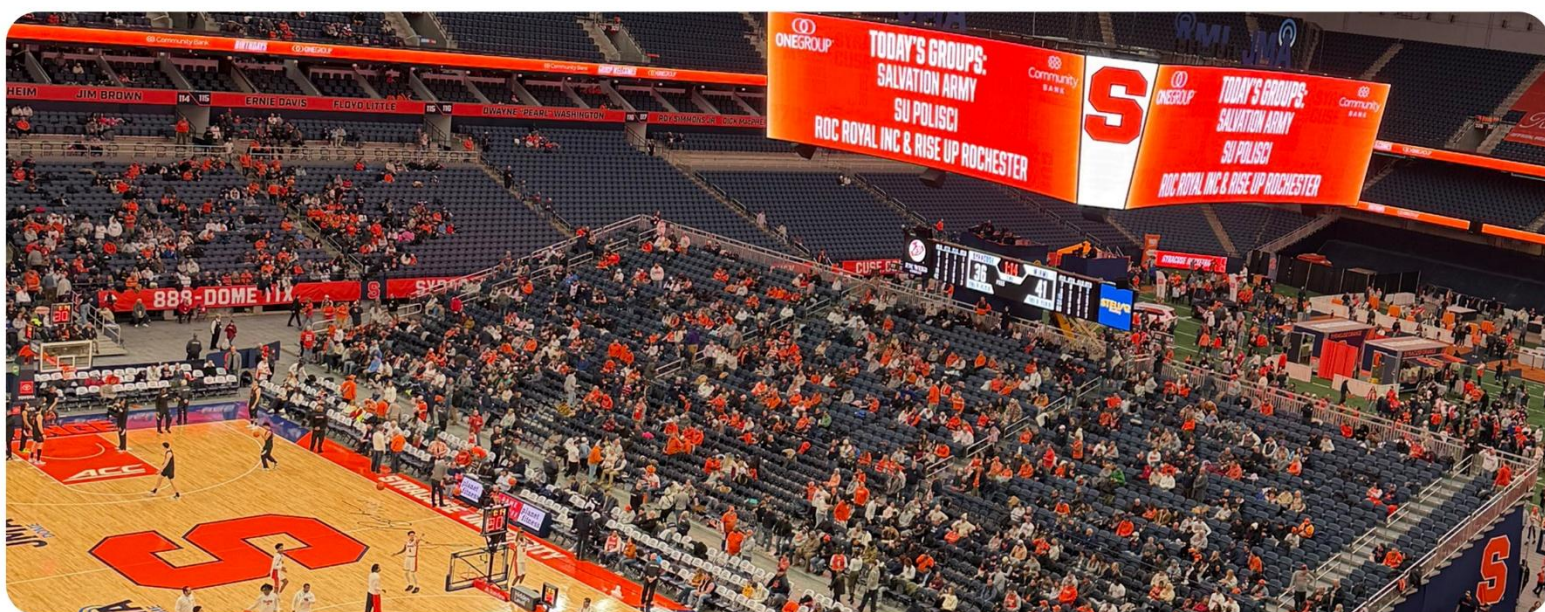
INITIATIVE LAUNCHED SEPTEMBER 2025



25 young men enrolled in the first phase of this groundbreaking new initiative, focused on **identity, emotional awareness, leadership, accountability, and positive decision-making**. Boys 2 Men reaches boys earlier — helping them build confidence, understand their emotions, develop healthy relationships, and see themselves as leaders. Participants visited the Carrier Dome at Syracuse University as part of their enrichment experience.



Carrier Dome, Syracuse University



Carrier Dome, Syracuse University

DANCE & CHEER INITIATIVE

SUMMER DANCE AND COMPETITION CHEER

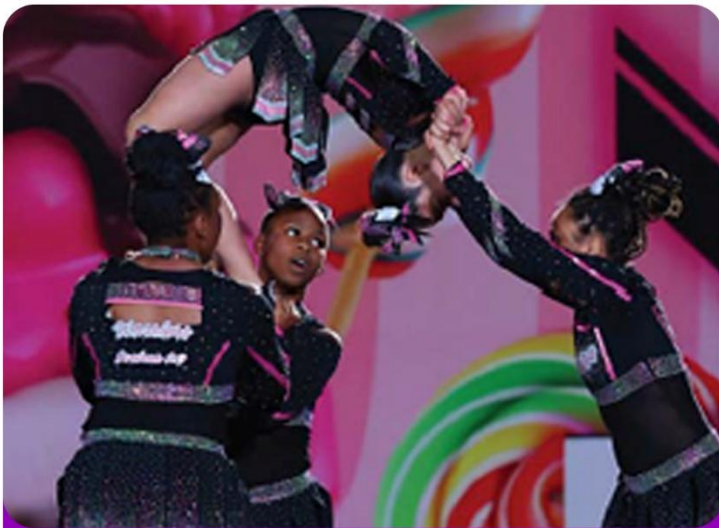
In partnership with Diamon Renee Dance Studio and Faith Over Fear Athletics, 120 youth gained access to creative, physical, and performance-based opportunities; developing discipline, confidence, teamwork, and pride through practice, performance, and creative expression. All programs were offered at no cost to families.

ACCESS & REACH

- **120 youth** participated across both programs
- Free to all families - accessible to low-income communities
- **2 established** partner organizations

OUTCOMES

- Final **showcase** performed for family and friends
- Young girls reported **increased confidence** and self-esteem
- Youth **built discipline**, teamwork & creative expression



FAITH OVER FEAR ATHLETICS



DIAMON RENEE DANCE STUDIO

STORIES OF IMPACT

YOUTH GROWTH · FAMILY VOICE · SAFE SPACES

585 DREAM PROGRAM PARENT

"My child had an amazing experience with 585 DREAM. Each day, they came home full of stories, smiles, and excitement for what was next. From field trips and outdoor activities to arts and crafts, sports, and team-building games, there was always something meaningful and engaging for them to enjoy. The counselors were enthusiastic, attentive, and truly created a safe, supportive environment where my child felt comfortable trying new things, making new friends, and building confidence."

- 585 DREAM PROGRAM PARENT

JONATHAN'S STORY

When Jonathan first joined our 585 DREAM Afterschool Program, he struggled with social anxiety, emotional regulation, and behavior challenges that made it difficult for him to fully participate in school and group activities. He was often quiet, easily overwhelmed, and unsure how to express frustration in healthy ways.

Through consistent support, mentorship, structure, and encouragement, Jonathan began to grow. 585 DREAM gave him a safe space to build trust, practice communication, and learn new ways to manage his emotions. Staff worked with him patiently, helping him feel seen, supported, and capable.

Today, Jonathan is becoming a stronger student, a better friend, and a young leader in the making. His story is a powerful reminder of what can happen when young people are surrounded by safe spaces, caring adults, and consistent support.

COMMUNITY ENGAGEMENT

In 2025, ROC ROYAL INC continued to serve as a trusted community connector. Through events, partnerships, volunteer engagement, referrals, and family-centered outreach, the organization expanded its impact well beyond program walls, becoming a community anchor for Rochester's youth and families.

5,989

YOUTH & FAMILY
EVENT ATTENDEES

701

FAMILIES ENGAGED

621

PARENT / GUARDIAN
TOUCHPOINTS

12

COMMUNITY PARTNERS

47

VOLUNTEERS ENGAGED

17

REFERRALS MADE TO
OUTSIDE RESOURCES

7

COMMUNITY EVENTS HOSTED
OR SUPPORTED

2

SCHOOLS / SITES
PARTNERED WITH

ROC ROYAL INC is more than a service provider. It is a community anchor, helping families access resources, build trust, and stay connected to positive opportunities for youth and young adults.

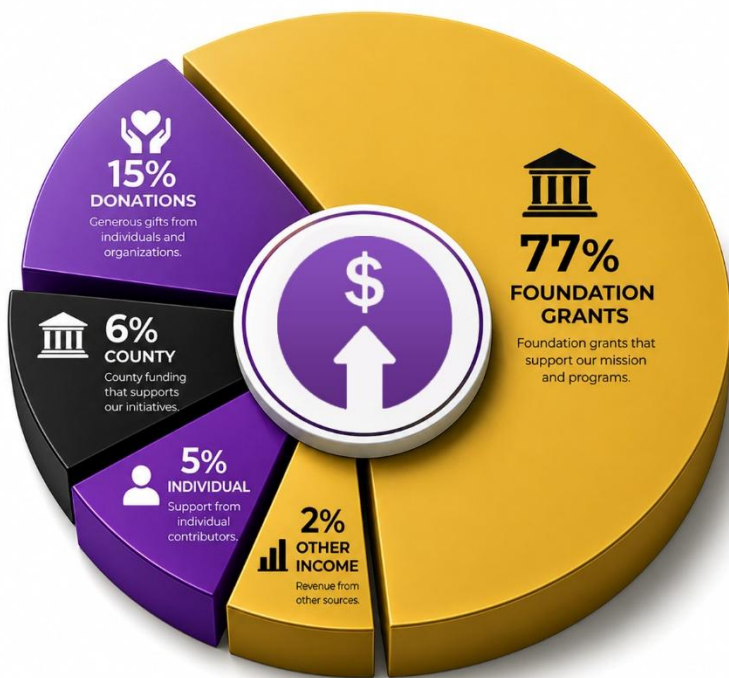
COLLABORATIVE PARTNERS

- EXPLORATION CHARTER SCHOOL
- DAVID & RUTH ANDERSON SCHOOL 16
- DIAMON RENEE DANCE STUDIO
- FAITH OVER FEAR ATHLETICS
- RISE UP ROCHESTER

2025 FINANCIALS

FISCAL YEAR ENDED DECEMBER 31, 2025

REVENUE



TOTAL REVENUE

\$507,853

EXPENDITURES



TOTAL EXPENDITURES

\$410,894

NET SURPLUS 2025

\$96,163

TOTAL ASSETS (DEC. 31, 2025)

\$308,215

OUR TEAM & FUNDERS

STAFF

Khadija Yawn Executive Director	Damian Brown Program Director	Laradesha Lampkin Site Coordinator
Lamont June Event Coordinator	Cascius Facen Boys 2 Men Specialist	Shemekia Bush Youth Specialist
Michele Floyd Youth Specialist	Kayla Scott Youth Specialist	Anissha White Youth Specialist
Jairius Thompson Youth Specialist	Sakia Collinge Youth Specialist	

BOARD OF DIRECTORS

Isaac Bliss Board Chair	Lovely A. Warren, Esq. Board Secretary	Jenna Knauf Treasurer
LaShara Evans Board Member-at-Large	Dr. Daniele Lyman-Torres Board Member-at-Large	

2025 Funders & Grant Makers

ESL	FARASH FOUNDATION
WILLIAM & SHEILA KONAR FOUNDATION	UNITED WAY
GREATER ROCHESTER HEALTH FOUNDATION	RISE UP ROCHESTER
ROCHESTER AREA COMMUNITY FOUNDATION	MONROE COUNTY YOUTH BUREAU
RG&E	

THANK YOU

ROC ROYAL INC is free to families because of the generosity of our funders, donors, volunteers, and community partners. None of this work is possible without the people who believe in our youth.

LOOKING AHEAD 2026 & BEYOND

As we look toward 2026 and beyond, ROC ROYAL INC remains committed to deepening our impact, expanding our reach, and strengthening the systems that support youth and families in Rochester.
WE ARE NOT WAITING FOR CHANGE - WE ARE BUILDING IT.

OUR PRIORITIES FOR 2026

- 1** Expand the 585 DREAM Afterschool Program to additional sites to reach more youth across Rochester - addressing the waitlist of 75+ youth currently unable to access programming.
- 2** Grow the Boys 2 Men Elementary Initiative and deepen its mentorship curriculum, expanding to serve more young men in more schools.
- 3** Strengthen outcomes data collection to better demonstrate program impact to funders, partners, and the community.
- 4** Diversify revenue by building individual donor relationships and exploring earned revenue opportunities to reduce reliance on grants.
- 5** Invest in staff development and organizational capacity to maintain program quality as ROC ROYAL INC grows.
- 6** Continue advocating for youth and families through community events, partnerships, and referral networks.

The future we envision is **BOLD**
but it's **possible.**

A future where every child in Rochester has access to a safe space, a caring adult, and the tools to thrive. A future where our young people rise not despite their circumstances, but because of the community built around them.

WE SHOW UP. WE BUILD. WE THRIVE.



ROC ROYAL^{INC.}

EST . 2018 · FOUNDED BY KHADIJA YAWN · ROCHESTER, NEW YORK

"We Got Our Youth and Families Back."

What began as a Stop the Violence cookout, born from grief, became a movement. Today, ROC ROYAL INC serves hundreds of youth and families across Rochester through safe spaces, trusted relationships, and programs rooted in hope, healing, and belonging. Every child deserves to be seen, supported, and given a real chance to thrive.



www.rocroyalinc.org



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