NOTE FROM
ERIC KNOX

Founder & Executive Director of HOLLA

I wanted to express my heartfelt gratitude to all of our partners who support HOLLA’s mission and stand with us believing in the power and potential of Black & Brown youth. Your solidarity and championing is what gets our staff and mentors up in the morning to do the amazing work that they do in our community. We are grateful for your robust belief in our mentees that allows them to flourish when they are seen, valued and voices amplified. It is your support that helps us to co-create a world that not only impacts them, but mutually impacts us.

As we have been able to maintain our mentorship programs and provide additional support to families impacted by the pandemic, we have swung for the fences by adding new staff for more mentor-mentee support and have received charter school approval to start the HOLLA School in the Fall of 2022 in Reynolds School District. This is a major opportunity for us to provide our kids with a culturally-specific education that is centered on them and their lived experience. This growth of our vision does not happen without your generous support and belief in our mission.

We applaud you. And we look forward to the continued partnership we share in serving our young people in Portland’s East County.

Thank you,

Eric Knox
WHO WE ARE

Our Programs

School-based Mentorship

We work with schools, post-secondary institutions, nonprofits, and families to match mentors with school age students ages 5-18. Our mentors are college students or professional adults and are assigned as either a Campus Mentor or HOLLA Scholar. When possible, we work to match children and youth of color with mentors who share a common cultural identity. Campus Mentors are committed to seeing their mentee one-on-one weekly, during or after school to build relationships and enjoy mentoring activities. HOLLA Scholars are committed to in-depth mentorship to first generation college students. HOLLA Scholars mentor more hours weekly, engaging in training and internships.

Enrichment Programs

We incorporate enrichment programs and community-based activities during school and after school for our mentees, as well as for other students within the schools we serve. These programs include athletics, arts, aviation, STEM, outdoors and college and career preparation. We provide specialized camps during the summer to keep students engaged and active.

Enrichment programs are not limited to just students we serve. We also provide support to mentors by providing mentor training and weekly engagement, and development meetings.

HOLLA School

HOLLA School is on track to open in the Fall of 2022 in Portland’s East County Rockwood neighborhood for K-2 students, adding grades over the subsequent several years. The school’s culturally responsive curriculum and focus on mentorship will create a space where Black, Brown, and Indigenous students can find belonging, representation, and a joyful celebration of who they are as they are challenged to think deeply and learn abundantly. HOLLA is partnering with the Reynolds School District in building an educational space where Black, Brown and Indigenous people are able to come together and build a unique school community.

HOLLA School will work symbiotically with the Reynolds School District to advance and actualize our shared vision and values for our local community including goals we share with the district related to anti-racism and student achievement.

To keep updated on the latest news with our new school follow us on social media @hollaschool or visit our website at www.hollaschool.org
HOLLA Scholars

Our HOLLA Scholars program amplifies our impact by engaging first-generation undergraduate college students of color as mentors. This leadership-focused mentorship program is designed to enhance the lives of college students. We partner with institutions such as Warner Pacific University and Portland State University to recruit our mentors.

HOLLA Scholars work one-on-one with their mentees 4-8 hours a week. Scholars also receive focused community and leadership development during annual retreats and monthly training. They also receive networking opportunities or internships with local businesses as well as exposure trips such as past trips to LA, Atlanta, Philadelphia, New York and Washington DC that have allowed them to visit historic landmarks, museums and corporations.

COVID Relief

Due to COVID-19, HOLLA has expanded our services in this unprecedented time to help families in need with critical support. In addition to finding new virtual and safe ways to engage 200 youth and families, we’ve expanded our work to provide emergency food, financial assistance, child-care and other resource connections for over 50 families. In addition, we will continue to provide individualized educational support during school closures throughout the academic year. Due to sponsorship, we have been able to sustain our weekly food baskets to families impacted and have provided nearly $300,000 in COVID relief support.
Our People

We serve 65 youth in our 1:1 mentorship program. We support 200 youth AND families across all of our programs. This is an overall number that represents all of our engagement.

Mentee Demographic

- African American (27%)
- Asian/Pacific Islander (3%)
- White (12%)
- Hispanic (36%)
- Multi-racial (18%)
- Unidentified (3%)

We serve over 200 diverse K-12 students and their families in Portland Public, David Douglas, and Reynolds School Districts, with an emphasis on high opportunity neighborhoods in East Portland.

90% Board BIPOC
91% Staff BIPOC
90% Mentors BIPOC
Our Impact

We believe our match-model provides the representation and empowerment that allows youth to see someone that looks and shares their similar experience and simultaneously empowers them to dream and achieve the possibilities they are exposed to through a relational approach.

Mentor/Mentee matches in 2020-2021 school year (+campus mentors)

- 94% of students said they have a strong relationship with their mentor
- 80% of students said their mentor made them feel hopeful about the future
- 92% of students said their mentor made them feel proud of their identity

Our Numbers

Revenue

- Donations (59.09%)
- Grants (40.91%)

Expenses

- Program (46.42%)
- Administrative (41.15%)
- COVID Relief (family direct assistance) (6.07%)
- HOLLA School (6.36%)
Our Donors

Individuals


Sponsors/Partners

"I think people look at mentoring as being this thing where you’re having to share wisdom and knowledge with someone, but there is so much that you learn about yourself in the process as well. You kind of have to face yourself in some ways. Especially if you are paired with someone who is so similar to you. It’s a reciprocal process."

- Mentor Uju

"It (mentorship) helps you out in the long run and it builds bonds with people who help you."

- Mentee Malaya

"My favorite memory of Fernando was meeting him for the first time. And one of my favorite events was the balloon paint session at the park!"

- Mentee Eduardo

"Rock climbing was fun for me. He (Eduardo) was really good at climbing so it was one of those situations where he taught me how to do it. He was my mentor that day."

- Mentor Fernando

"I’ve learned how to be patient. Things will not always happen the way you want it to, you just have to be patient and work within the environment you’re in. Samir has helped me to be better in that."

- Mentor Kingsley

“When we went to basketball training, Kingsley taught me how to shoot a basketball like this [shows form] and follow through.”

- Mentee Samir

"Being in this program is partly for me, but a lot of it is for her (Bobbie) because I know representation matters, especially being in a city like Portland where there aren’t a lot of Black women who look like me or her. I see it as doing what you think would be good for the little version of you. Who would you have wanted around when you were 15? I never had a mentor but I think it’s important and it helps guide you and it’s another source to lean on for help."

- Mentor Velencia

“The most memorable was when we went to the park and got food. It was our first time hanging out and it was the first time we got a chance to know each other."

- Mentee Bobbie Sky
Our Mission

To change the narrative of youth of color through culturally responsive relationships.

Our Purpose

To recognize the power and potential of Black and Brown youth.

Follow us on Instagram @hollamentors