

TOGETHER WE  
CAN MAKE A  
DIFFERENCE

THE BLOC, INC.

# IMPACT REPORT

#communityblo

2021

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# A Message from our CEO

## **We are committed to making a difference!**

2021 was a year like no other. It was as hard as 2020 for most people in the world.

We reacted, we adjusted, we showed compassion, empathy, resilience, and humanity at its best to our neighbors, loved ones, and strangers. We embraced technology, supported one another, stood together, and sat together through zoom meetings. We remained positive and optimistic against the pandemic.

Some things may have changed forever, but much will return. This year has been a hard one for us but I ended the year 2021 proud of my team, proud of our efforts and achievements; and proud of our hardworking, dedicated, and passionate partners throughout Nebraska and the World!

Despite the challenges of 2021, we walked into 2022 with memories of the positives, what we have learned; and with a sense of pride, satisfaction, and confidence for a better future as we restructure our organization for the better.

Thank you for your continued support. Together we will make a difference.

Sincerely,

A handwritten signature in black ink, appearing to read "Phil B", enclosed within a simple, hand-drawn oval loop.

Philipe Bruce, CEO.

# Our Story

## The Path

The Bloc was founded in 2020, during the pandemic. We know that sometimes all it takes to change the world is a little support. Since our founding, we have been determined to make an impact. The core of our efforts is to bring our team's fresh ideas and passion for the range of activities we're involved in. Through all of our endeavors, we hope to display the conviction behind our beliefs.

2021 has been a year of change for us. We have engaged in the process of reorganizing and maturing our processes and programs. We will continue this process through 2022. We thank you for the support you have shown us.

## Our Mission

To enhance the lives of the youth and seniors in Omaha & Lincoln.

## Our Vision

To enhance the lives of the youth and seniors Omaha & Lincoln through providing resources, programming, and partnerships opportunities.



# 2021 Accomplishments

## 1

### **WE HOSTED THE FIRST-EVER 50 OVER 50 NE AWARDS**

While age is not at the center of the major discussions, it is very much a part of the Diversity and Inclusion conversation. We have witnessed the lack of inclusion of the more mature generation firsthand. Ageism is still a problem that hasn't received adequate attention. We proudly launched the 50 OVER 50 NE Awards to honor top achievers age 50+ in Nebraska and hope to use the platform to further the discussions on the topic.

## 2

### **WE BUILT & FIXED SCHOOL CLASSROOMS IN TOGO**

Education is a powerful tool. It can shape the future of nations, yet the youth in developing countries sometimes do not have access to education. Most times when they do, it is not in an environment that fosters the assimilation of learning. Through partnerships, we built a school classroom and fixed up another school classroom in Togo so that the Students of Ahepe School can learn Math, Biology, History, etc, in a classroom with windows.

## 3

### **WE HELD BUSINESS COACHING SESSIONS FOR LOCAL ENTREPRENEURS**

We pride ourselves in building relationships and partnerships to accomplish better and greater things in the community. The result of one of our community partnerships in 2021 was shown in the successful coaching of entrepreneurs. Our success was measured by the entrepreneurs' participation in a Pitch Competition in Omaha.

## 4

### **WE HELD OUR ANNUAL PROFESSIONAL HEADSHOT PHOTOGRAPHY EVENT**

We were back for the 2nd year in a row offering free professional headshots during the pandemic. Whether you were looking for a new job, needed a new professional picture for your LinkedIn account, or just wanted to dress up like the business pro you were, this event was there and helped the community refresh their professional look.

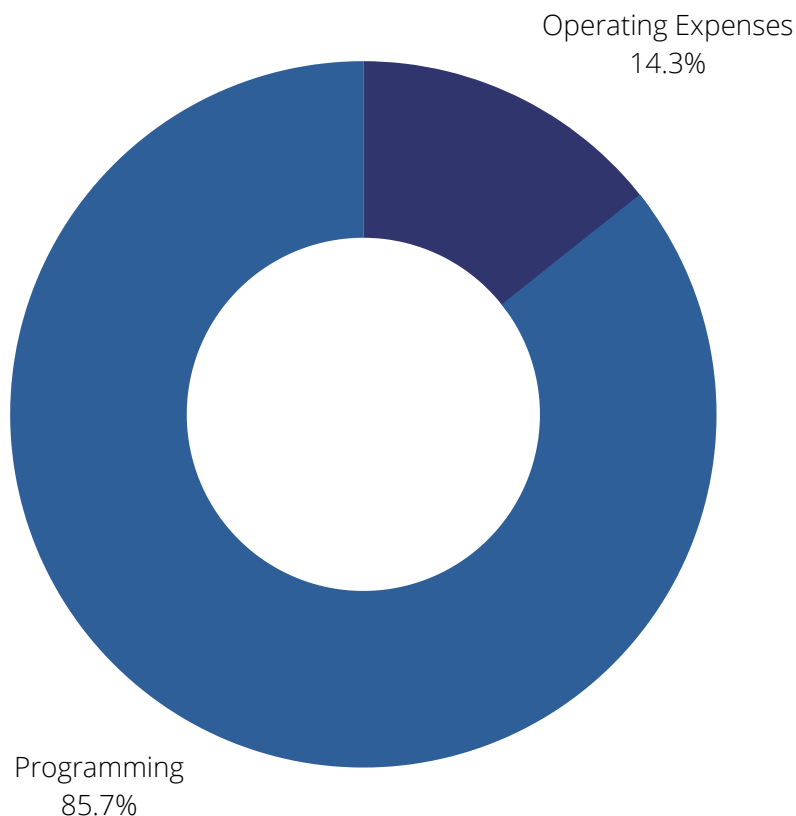
# 2021 IMPACT ANALYSIS

PROJECTS	DETAILS	OUTCOME
50 OVER 50 NE AWARDS	Honored top achievers age 50+ in Nebraska and hope to bring attention to ageism discussions within DI&E	<ul style="list-style-type: none"><li>• Nearly 300 attendees</li><li>• Community engagement</li><li>• Sparked action driven conversations on DI&amp;E age related topics</li></ul>
CLASSROOM PROJECT	Built and fixed school classrooms in Togo	<ul style="list-style-type: none"><li>• Impacted the learning experience of over 300 students every year</li><li>• Instilled hope in the community</li></ul>
WE HELD BUSINESS COACHING SESSIONS FOR LOCAL ENTREPRENEURS	We held business coaching sessions for local entrepreneurs	<ul style="list-style-type: none"><li>• Successfully coached local black and minority entrepreneurs to pitch their business ideas &amp; gain support</li></ul>
THE BLOC'S ANNUAL PROFESSIONAL HEADSHOT	Helped the community refresh their professional look.	<ul style="list-style-type: none"><li>• 34 Professional photos refresh</li><li>• Professional networking</li></ul>

# 2021 By the Numbers

## The money stuff

This is how we spent the money



**\$48,758.50**

Total Funds  
Raised

**\$6,976.51**

Operating  
Expenses

**\$41,781.99**

Programming

We kept a lean operation in 2021.

# ACKNOWLEDGEMENTS

We would like to thank you all for the support.

Special thanks to:

- Nebraska Secretary of State;  
Hon. Robert Evnen
- Assistant Nebraska Secretary of  
State Cindi Allen
- Senator Deb Fischer
- CEO Danette Smith
- Director Matthew Singh
- The Sarpy Chamber of Commerce
- The Midlands African Chamber  
of Commerce
- The Aurora Chamber of  
Commerce
- The Nonprofit Association of  
the Midlands
- Identity Marketing Group
- Hector Martinez
- Zach Brobst
- Lozafina, LLC
- 402 Legal
- The Bloc's Team & volunteers



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