A YEAR IN REVIEW

# Defy Ventures 2022 Annual Report



July 2023



## Dear Defy Community,

I'm excited to share with you the impact we made together in 2022! Whereas 2021 was the year of "hurry up and wait" when it came to the relaunch of our in-person prison programs,

**2022 was the year of "hurry up and hurry up."** In the first quarter of 2022, we had a healthy virtual Entrepreneurship Bootcamp program running across the country with a couple of CEO of Your New Life prison cohorts. By the end of 2022, the Entrepreneurship Bootcamp program continued to flourish and we had launched 13 in-prison cohorts and secured funding to launch a Pennsylvania chapter in 2023.

While the opportunity to serve in person again through our prison programs has been invigorating for all members of the Defy community, the speed with which we needed to ramp up after more than two years of being locked out was no small thing. New staff members needed to be hired and trained. Many of our current staff members had joined us over the past two years and had no hands-on experience yet running the Defy program in prison. Volunteers needed to be reacquainted with our in-person volunteer opportunities. Prospective EITs needed to be informed of the opportunity, while relationships with prisons needed to be reformed, often with entirely new staff in place. And, I am happy to report, **this community made it happen**, and Defy entered 2023 poised to serve more Entrepreneurs in Training (EITs) than ever before in our history.

We made this happen because we strive to live the same values and teachings that we share with Defy EITs—grit, perseverance, and pushing through resistance. We were *able* to make this happen because of the dedication of the Defy team and the Defy community of volunteers, donors, and EITs that continues to rise to the occasion to move our mission forward.

As we once again see EITs find community and purpose in our prison programs, come home and restart their lives, and start and launch their businesses in the Entrepreneurship Bootcamp and Accelerator programs, things are starting to feel somewhat...normal. And that kind of normalcy is something that so many of us in this community have craved for so long. It feels good to be back. But there is a normalcy that we must continue to resist—that previous state of normal in which those returning home from incarceration are denied a fair chance and high levels of recidivism fuel mass incarceration. We have our work cut out for us and we do not have a pandemic standing in our way any longer.

In this report, you'll see how the Defy community gathered together both virtually and in person in 2022 to work toward these ends, and I invite you to join us in 2023. We can only meet our mission when we are working together to make fair chances a reality for all.

With Gratitude,

**Andrew Glazier** *President and CEO, Defy Ventures Inc.* 

## Where We Serve

**Defy's Mission** is to shift mindsets to give people with criminal histories their best shot at a second chance. **Our Vision** is to cut the recidivism rate in half by leveraging entrepreneurship to increase economic opportunity and transform lives.



Defy operates programs in 7 states, and we were back in 12 prisons by the end of 2022. We expect this number to grow significantly in 2023 as more prisons allow programs to resume in person. Defy served 766 Entrepreneurs in Training (E|Ts) in 2022, and engaged over 500 volunteers from over 150 different companies and groups!

\*Defy Ventures Affiliates are independently governed non-profit organizations that operate in a collaborative relationship with Defy Ventures and deliver our program under license.

## How Defy's Programs Create Impact

Defy's programs work toward accomplishing our mission and vision by supporting Defy Entrepreneurs in Training (EITs) along the reentry journey both before and after release from prison. The diagram illustrates Defy's programs along our two program pathways: the Career and Reentry Pathway and the Entrepreneurship Pathway.

#### **Our Programs Before Release:**

**CEO of Your New Life (CEO YNL)** is a holistic, six-to-nine-month program that provides personal development, career readiness, and entrepreneurship training during incarceration or within transitional facilities. In 2022, Defy launched 14 CEO YNL cohorts, serving over 538 incarcerated people!

#### **After Release:**

Defy provides ongoing post-release programs along two main pathways: the **Career and Reentry Pathway**, and the **Entrepreneurship Pathway**. The Career and Reentry Pathway supports EITs who have completed CEO YNL and helps them transition home through a supportive community, workshops for skill development, referrals to service providers, and connections to employers. *In* 2022, *Defy welcomed* 71 EITs *home!* 

Defy's Entrepreneurship Pathway: The Entrepreneurship Bootcamp is a 17-week program for formerly incarcerated people with stable housing and employment, who are interested in exploring entrepreneurship. The Business Accelerator supports EITs through the process of incorporating, launching, and growing new businesses, and includes advanced coursework in entrepreneurship and business management. In 2022, Defy served 140 EITs in our Entrepreneurship Pathway, and EITs launched 27 new small businesses!

The **Defy Entrepreneur Network (DEN)** keeps EITs who have completed the Entrepreneurship Pathway and launched their businesses connected to a community of support through workshops and events.



## 2022 Review in Photos Defy Entrepreneurs in Training

2022 marked a strong return to in-person programs at Defy. While not yet back to pre-COVID numbers, in 2022 we enrolled *nearly 500* Entrepreneurs in Training (EITs) in our in-prison program, launching the most CEO of Your New Life cohorts (14) since 2019.



In 2022, 71 EITs came home, we gave each of them a Chromebook, and 80% found employment within 90 days. 58 EITs graduated from Defy's Entrepreneurship Bootcamp, and EITs aunched 27 businesses in 2022: the most annually since we started our newly designed entrepreneurship program in 2020! Released EITs started jobs, met with Defy program managers to get connected to services, and reconnected with family and friends.



## 2022 *Review* in *Photos* **Defy Volunteers**

Along with a resurgence of program starts came more in-person volunteer events! Individual volunteers, corporate volunteer groups, and business leaders attended a dozen in-person program events (the most since 2019!), plus many more virtual events. Over 500 volunteers joined us across the country to help make second chances possible. Organizations like Google and Microsoft matched employee volunteer hours through donations to Defy, supporting EITs through both time and funding.





Defy volunteers collectively spent well over 2,000 hours supporting EITs and second chances in 2022. If you'd like to learn more about how to get involved with Defy as a volunteer, check out page 23 of this report!





## 2022 Review in Photos Defy Community Shows Up

The Defy community also *came together in person* outside of Defy program events to connect, grow together, and support second chances. Social community gatherings included hikes in SoCal, a volunteer appreciation event in Illinois, an entrepreneurship expo in Tri-State, and hanging out with furry friends on the East and West Coasts!





The Defy community came together to raise funds for Defy's programs, including a Tri-State fundraiser featuring *EIT businesses*, a virtual auction featuring items from over *40 businesses*—including six Defy EIT businesses—all of which helped Defy raise \$32K, and a *Solal celebrity* golf tournament organized by comedian Matt Walsh!



## All-Time Impact

#### **6,900+** Defy Entrepreneurs in Training (EITs) served

**7,200+** Volunteers engaged in Defy's mission **175+** Businesses launched by Defy ElTs

## <10% 1-Year Recidivism\*

vs. the national average of 20%

### <15% 3-Year Recidivism\*

vs. the national average of 39%

\*Sample size for 1-year recidivism rate is 337, and for 3-year rate is 218. According to an <u>updated report from the Bureau of Justice Statistics</u>, the national 1-year rate is now 20%, and the 3-year rate is 39%.

## Defy Graduate Spotlight An Entrepreneurship Dream Realized

arol Anne joined Defy's Entrepreneurship Bootcamp in 2021 with a vision to be an entrepreneur. The idea for her business wasn't entirely new; in fact, Carol Anne had attempted to open a food truck over 20 years ago. Despite decades of experience participating in multiple aspects of a funeral home business, Carol Anne was still lacking the entrepreneurial know-how to make her food truck business a reality. When she entered a difficult period of her life after a workplace injury led to a drug addiction, her dreams of owning her own business seemed to be put on an indefinite pause. But amidst the challenges, Carol Anne held on to a spark of belief that she had something more to offer.



Carol Anne

As chance would have it, Carol Anne learned about Defy graduate Sharon Richardson, CEO and founder of Just Soul Catering and Reentry Rocks. Carol Anne joined a cooking and catering internship program Sharon offered in New York to formerly incarcerated women and through that experience, she learned about Defy Ventures. Equipped with new knowledge of the culinary world, Carol Anne joined Defy's Entrepreneurship Bootcamp program to learn the nuts and bolts of getting a business off the ground. Carol Anne stayed focused on her coursework despite moving from New York to Florida in the middle of completing the Entrepreneurship Bootcamp. Though she was no longer in a Defy service area, Defy program manager Kyle O'Connor continued to support Carol Anne as she completed the Entrepreneurship Bootcamp and moved on to Defy's Accelerator. Through lessons learned from Defy and her field research working several jobs in the restaurant industry, Carol Anne pivoted her business from a food truck to a corporate catering company.



Carol Anne knew from the beginning that her business would feature meatballs, which she had made throughout her life to rave reviews. She made her first meatball sale in 2021, and That Meatball Collective

was born! While completing Defy's program, Carol Anne asked her daughter, Anastasia, if she'd like to join her in starting a business. The two of them built out the menu and developed a variety of meatball recipes including Mexican, Asian, Greek, and Italian flavors, plus their bestselling signature salmon meatball.

Through Defy's partnership with LegalZoom, Carol Anne incorporated her business for free in 2022. Then, Kyle told her about another part-



nership Defy had started in 2022, with skateboarder and businessman Rob Dyrdek's new foundation, the Do-or-Dier Foundation. Focused on supporting underrepresented entrepreneurs, the foundation provided funding to Defy to run a pitch competition for Defy Entrepreneurs in Training (EITs) in



Defy's Accelerator. Carol Anne entered and won first place! She used the \$10K prize money to rent a commercial kitchen to scale her operations.



Today, Carol Anne is thriving and her dream of selling meatballs on the beach has come to fruition. While she has stepped away from the commercial kitchen due to sky-high rents, she

continues to prospect for corporate catering and meal prep opportunities. Carol Anne's story demonstrates the power of resilience and how success is possible with a supportive network. Because of Defy graduates like Sharon, staff like Kyle, volunteers who served as coaches and patrons, and funders and partners like LegalZoom and the Do-or-Dier Foundation, Carol Anne's hard work was bolstered by a community of support that believed in her. Thank you for being a part of that community!



**I** have never felt quite so complete, empowered, knowledgeable, secure, and confident about opening up my very own business. I was previously incarcerated and a former drug addict and my business ideas were just that ideas and dreams. That is, until I came into Defy Ventures' entrepreneur program! Defy and its stellar staff have given me my second chance back along with strength and a sense that being a successful entrepreneur will be a reality for me. Thank you, Defy community, for believing in me and for the continued support. **J** 



Carol Anne (right) and her daughter, Anastasia



## A Moment Can Change a life Defy Graduate Spotlight

ing often shares that when people learn that he's been incarcerated, they say he doesn't seem like the type. "That's an opportunity for me to push back on stereotypes and challenge perceptions about people who have been incarcerated," he says. "What does it mean to seem like someone who's been to prison? I met many people during my time in prison who had incredible skills and talents and just wanted an opportunity to demonstrate their value." Engaging in the work of shifting mindsets is one of the reasons Ping continues to be involved with Defy, because he knows firsthand how powerful a mindset shift can be.

In 2016, Ping attended an info session about Defy Ventures while incarcerated at an institution in California. As someone with an interest in entrepreneurship (his parents are entrepreneurs) and always looking to learn something new, the program appealed to him. What Ping didn't expect was the personal transformation he would experience during the program. He still recalls the moment at a Defy volunteer event that changed his trajectory. Before then, the narrative that overshadowed his thoughts about his future was one that Ping heard repeatedly from correctional officers—that they would keep a cell open for him once he got out. He worried, what if he couldn't find a job when he got out? Was there any hope for building a new life after so much time in prison? Then, Ping showed up to the Defy coaching day.



*Ping during a coaching round at the CAC coaching event.* 



**G** During one of the coaching rounds, I was paired with a volunteer who grilled me during the interview practice. I stum-

bled through the questions. Later that day, the volunteer came back to me and shared some interview tips, and all I could think about was 'why was this incredibly successful person coming to talk to me?' It took me a while to dig into the feelings of unworthiness that had calcified over the years of dehumanization in prison. But that moment gave me momentum, and from then on I was determined to put my best foot forward and take every opportunity that came my way. That moment changed my life.

Ping was released from prison a year later and the positive momentum built as opportunities came one after another. He joined the Defy Ventures team in Southern California, quickly moving up to oversee national program operations and joining the Defy SoCal board. The following year, Ping connected with Coss Marte, the founder of prison-style workout company CONBODY, which was participating in an accelerator program with Snapchat. Ping joined in an operations role, and he also became the face of a CONBODY series on Snapchat (which led to some moments of fame when people who had seen the episodes recognized him in airports and gas stations!). Then in 2019, he relocated to the East Coast and joined a company in a senior operations position working alongside a former Defy employee. Shortly after this, Ping bought a house, got engaged, and got married!



In 2022, Ping reconnected with a Defy SoCal board member and volunteer, Alex Israel, the CEO and founder of parking modernization company

Metropolis, and joined the team as director of operations for the northeast region. Shortly after joining Metropolis, Alex and Ping discussed an idea.



Ping at the CAC coaching day event.

"We wanted to bring our Metropolis team to a Defy event at the institution where I served my time," Ping shared. "It was an opportunity to bring the team together in a powerful day of mindset shifting and making a difference for people whose shoes I was in not too long ago."

Metropolis brought a group of employees to a coaching event in November 2022 at California City Correctional Facility (CAC). It was a meaningful day for the Defy Entrepreneurs in Training (EITs) and the Metropolis volunteers alike. The event gave Metropolis a way to make an impact as an organization and the EITs benefitted from the knowledge and coaching shared by the Metropolis employees. Both groups bonded in their shared humanity. And the event felt like a full-circle moment for Ping, during which he shared with the EITs what is possible after prison.

"You never know how you might impact someone's life," Ping says. "If you have the opportunity, you should go to prison with Defy. It might change someone's life. It might change your life."



Mike Su, a longtime Defy volunteer and supporter, attended the CAC event in November 2022. He shared these words on his social media page after the event.

**I** Ping is both extraordinary and ordinary.

I met Ping six years ago when he was serving time in California City Correctional Facility. At 19 he was sentenced to 15 years, way excessive relative to the crime committed.

In 2017, a year after I met Ping, he came home. In the five years since, he's taken ever increasingly senior operating roles, most recently as Director of Operations at fast growing startup Metropolis. He also moved coasts, bought a house, and got married. He's also continued to speak and be an advocate for criminal justice reform, and continued to go back inside to serve others. Talk about making up for lost time!!

So yes. Ping is extraordinary. But at the same time, he is ordinary. Every time I go back into prison, I meet more Pings. Brilliant men who have overcome insurmountable odds, taken ownership of their mistakes, and have fully committed to a new life. They just need a shot. If you are in a position to employ, please don't let criminal history be a showstopper. You can play a critical role in breaking the unending cycle of incarceration. If you want to learn how your organization can be smarter about fair chance employment, talk to Defy Ventures! They run workshops for startups and public companies alike!!

## From Defy Staff 2022 Program Highlights



Witnessing the launch of a new program at Salinas Valley State Prison has been gratifying. We launched in the fall of 2022 to a packed room of 50 excited EITs. A few months later after the business coaching volunteer event, during which they made deep connections, the EITs kept asking, "will the same volunteers come back to see us graduate?" Although we teach entrepreneurship, the real lessons are internal—that they are loved,

appreciated, and that there is hope.

Prison Programs, Defy NorCal



Govid restrictions relaxing in 2022 meant that we were able to connect with more EITs in person when they came home, which was so valuable. My teammates and I made sure to make that personal effort and connection, which goes a long way in making reentry feel less overwhelming for someone coming back home. We were also able to modify our recruitment efforts for our bootcamp program to reach more women, which meant we had more women EITs sign up for bootcamp than

> ever before by the end of 2022.**J** —**Christopher Harrison**, *Manager*, *Entrepreneurship Programs*, *Defy Illinois*



**1** Joined Defy in mid-2022 and the best part has been supporting EITs along their journey that mirrors my own in many ways. Connecting with EITs at our events in prison allowed me to share my own story of returning home after decades of incarceration and provide others with hope and inspiration. It's been a gift to support these men and women when they return home.

> **—Cosme Sandoval**, Manager, Career Readiness Programs, Defy SoCal



Geing involved in the launch of Defy's in-prison programs across the Tri-State area has afforded me the privilege to witness a remarkable commonality in facilities that are both old and new to Defy. This shared phenomenon is the sense of community and Defy culture that springs from the belief, passion, and motivation of the EITs and facilitators who are making the magic happen. We built a solid foundation in 2022 for our relaunch, and I'm eagerly awaiting the opportunity to see our first post-COVID, in-prison graduation to see all of that potential put into motion!

> —Jessica Reh, Manager, Prison Programs, Defy Tri-State

# Inside and Outside the System The Context for Our Work

Defy's Fall 2022 Speaker Series was a three-part webinar series that brought together members of the Defy community to dive deeper into the context of Defy's "inside-outside" program model and share the realities of incarceration and reentry. The videos of these discussions are on Defy's YouTube channel where you can listen to the panels discuss their insight around these topics. <u>Watch here!</u>



#### Inside the System: The Impact of Incarceration

This panel featured wide experience with the criminal legal system, the impact of incarceration, and the role of restorative programming. Panelists helped the Defy community understand the importance of restorative programming that starts while participants are still incarcerated, which is the context for Defy's in-prison programming. Watch here.

#### **Outside Prison: The Second Sentence of Reentry**

This panel featured individuals with experience with reentry discussing the challenges and barriers faced in reentry, and the tools that help people succeed and defy the odds of recidivism. Panelists helped the Defy community learn the challenges of reentry from real life stories of navigating systems, facing stigma, and starting anew. Watch here.





Terrell Hall, Chr Career and Reentry En Senior Manager, Pro Defy Tri-State

Chris Harrison, Entrepreneurship Program Manager, Dey IL Christon, Executive Director, Defy SoCal

Women's Justice Institute

Sabrina Reid, Career and Reentry Manager, Defy NorCal

#### 140+ Years of Lived Experience with Incarceration: An Open Conversation with Defy

The finale event featured six members of Defy staff with lived experience who answered questions about their incarceration and reentry experiences. This panel is part of Defy's frontline team who help serve EITs and shape Defy's programs to be responsive to the ever-changing reentry context. Watch here.

**I** fought a life sentence and while I didn't receive that sentence, what I did receive was a life sentence of barriers and challenges to getting employment, and having to disclose that I have a felony record. It didn't allow me to access particular school programs I wanted to attend. We're faced with that constantly.

## Our Committment to Racial Justice

The murders of Ahmaud Arbery, Breonna Taylor, and George Floyd in 2020 brought increased attention to racial injustice in the United States, including within the criminal legal system. While this attention led to some new and increased investments in efforts to bring about a more just legal system, the need for continued action remains. <u>A recent report</u> highlighted that racial inequities not only persisted but deepened during COVID, and the <u>Prison Policy Initiative</u> states that these "racial disparities are particularly stark for Black Americans, who make up 38% of the incarcerated population despite representing only 12% of U.S residents."

In 2022, Defy continued to engage in the work of racial justice in the following ways.

• **Programs for currently and formerly incarcerated people:** Defy works to create pathways to employment and entrepreneurship in order to disrupt cycles of poverty and recidivism. In 2022, Defy continued to return to in-person programming inside many prisons where programming had ceased since COVID.

#### Humanizing and Transformational Volunteer Experiences:

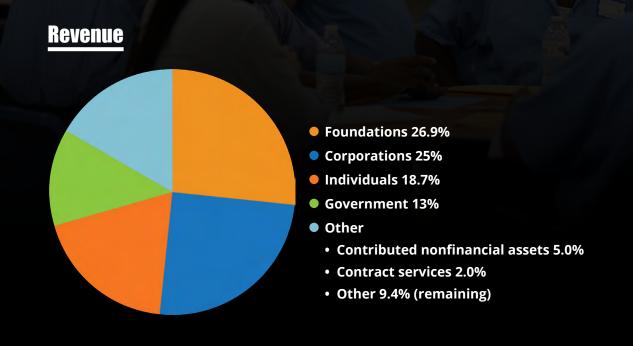
Defy engages volunteers and business leaders in our mission to shift mindsets and challenge perceptions, and we advocate for fair chance hiring by engaging corporate volunteers and companies in our program model.

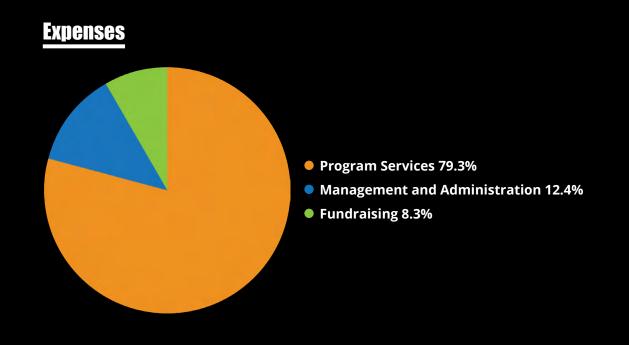
• **Modeling Fair Chance Hiring and Inclusion:** Defy hires people with lived experience to lead elements of our program and organization, and we developed an expanded organizational list of priorities to guide our commitment to diversity, equity, inclusion, and belonging. We also advocate for and train companies in fair chance hiring practices.

We're grateful to funders and partners who recognize the importance of racial justice work and have supported Defy in delivering our programs!

## **2022 Financial Position**

Defy Ventures' 2022 total public support & revenue was \$3,411,061. For more information, please see our audited financials.







## Community of Supporters

Defy's work is only possible through partnership across sectors including funders, program partners, employment partners, and business community volunteers and allies. We are grateful for our manypartners in 2022. Together, we can create a world of true second chances and legitimate first chances.



(continued from previous page)



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## From a Defy EIT In Their Own Words

I can sit here and tell you how much Defy has taught me to live a successful life. The Knowledge and insight The gained from staff, volunteers, and my peers is truly invaluable, But the most important thing that I learned from Dety is how to simply become a better person. Defy not only gave me The tools to live a successful lifestyle but also allowed me the opportunity to grow as a human being. As an individual who has spent most of my life in a destructive manner, Defy has taught we how to build and it started internally. The theory being that in order to run a successful business, one must be able to Communicate and maintain various forms of relations, but for me its deeper than that, because tools like that avent only valuable in a business aspect, but universally. They will definitly help me be a better son, brother, father, and yes, a better business owner. In order to create meaningful change in our communities, we must first create meaningful change in ourselves. Defy gave me the courage and strength to do so, and in doing so, I now believe that I am capable of anything I put my mind to ... and I cantwait to share that with the world because they Can accomplish anything also ... and for that , I am eternally grateful because the power to inspire is price less. Thank 1/00 With All That I Am, Mr. Michael M

# How to Get Involved and Support Defy's Work

#### Volunteer

Defy can only achieve our mission with the help of the broader community. By volunteering with Defy, you're helping to shift mindsets and create a more inclusive economy and society. You can find our available volunteer opportunities on our volunteer website.

Volunteer opportunities include:

- Prison program events
- Community-based transitional facility program events
- Community-based entrepreneurship events
- Community building events

#### **Corporate Partnership Opportunities and Fair Chance Hiring Workshops**

Find more information about these opportunities in our in-depth pages in this report! As seen throughout our report, the business community plays an important role in creating a world of fair chances for all.

#### **Donation Information**

We are so grateful for the support of our community! You can support Defy's work with a donation <u>online</u> or by sending a check to: Defy Ventures, Inc.

P.O. Box 102117 Pasadena, CA 91189

Defy's tax ID number is 27-3611908. You can find other ways to donate (like contributing stock or cryptocurrency) on our website.

To connect with us, please contact info@defyventures.org.

## **The Defy Volunteer Experience**

Volunteering is a mutually transformative and beneficial experience for both Defy Entrepreneurs in Training (EITs) and for volunteers. Through Defy's programs and volunteer events, all participants experience humanizing connections, changing perceptions about human potential, challenging of mindsets, and personal growth. Volunteers are an integral part of Defy's program, and we invite you to join us. As a volunteer, you are a part of our model to create systemic change and shift mindsets!

Defy has in-prison and post-release volunteer opportunities that take place both in-person and virtually.

• **Prison Program Events (In-Person):** Prison events are full-day experiences that are instrumental to Defy's in-custody program, CEO of Your New Life. Prison-based events are full-day experiences that take place in person and will often include bus transportation to and from the correctional facility. Read more here!

• **Community Transitional Facility Events (In-Person):** Community transitional facility events are instrumental to Defy's in-custody program, CEO of Your New Life, serving people who have started their reentry journey at a community-based transitional facility. Transitional facility events are typically 3–6 hour experiences that take place in person within metropolitan areas where Defy chapters serve.

#### Community-Based Entrepreneurship Program Events (Virtual):

Virtual volunteer events support Defy's post-release Entrepreneurship programs, including a 17-week Entrepreneurship Bootcamp, a Pre-Accelerator, and Business Accelerator that are open to anyone formerly incarcerated in the states where we serve. These events are typically two-hour, virtual experiences.

#### **Event Locations:**

- Virtual Defy Volunteer Events (Zoom)
- Defy California: In-Person Events across Southern and Northern California
- Defy Tri-State: In-Person Events in NY, NJ, CT
- Defy Illinois: In-Person Events across IL
- Defy Washington: In-Person Events in the greater Seattle area
- Defy Pennsylvania: Coming soon

Contact partnerships@defyventures.org with any questions.

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For more information, email us at info@defyventures.org or visit us at defyventures.org.