

The Love No Ego Foundation  
**Annual and Impact Report**  
January 2021-December 2021

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## Mission, Pillars, Principles, Programs, and Vision

### Mission:

The Love No Ego Foundation (LNE) is a 501c3 nonprofit foundation that provides positive development for youth and young adults ages 10-24, helping them to overcome challenges, find purpose, and live their greatness.

### Pillars:

Through our four pillars, Spirituality, Exercise, Education, and Community, we help ignite participants' intuition while also bringing awareness to the ego and how it may be limiting human productivity.

- *Spirituality* - We are spirited beings by nature. We help young people recognize their potential and create healthy identities. We are not affiliated with any religion or religious entities.
- *Exercise* - We are made to move. Nature-play, hiking, and physical training, exercise, or movement are key components of great overall health and positive personal development. The Love No Ego Foundation is a team of certified personal trainers, trained yoga instructors, certified nutritionists, runners, and fitness enthusiasts.
- *Education* - We believe in education. The process of giving and receiving systematic instruction grounded in knowledge, experiences, ethics, and morals, are critical for true growth.
- *Community* - Community is important. Connecting young people to the community through various projects, workshops, and events, we help to develop an attitude of helping and giving while inspiring them to bring changes in society.

### Principles:

We use our core principles in helping the youth to actively choose:

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- Love Over Ego
  - Love Over Fear
  - Communication Over Conflict

### **Programs:**

- Professional Motivational Speaking - *boosting the morale and esteem of the whole environment*
- Workshops, including LNE Extended Workshop Curriculum (8-weeks) - *in-depth collaboration and communication addressing the everyday pressures of our youth*
- Mentoring - *one on one mentoring sessions that help provide the tools for real and sustainable growth.*
- Fitness & Wellness Training - *utilizing fitness to build purposeful lives*

### **Piloted Programs 2021:**

- Real-Talk Group Sessions: *outdoor youth circle conversations about real topics including covid pandemic, dating, school, and other challenges.*
- Online Youth Support: *online sessions that include, but not limited to positive support conversation and dialogue, cognitive, behavioral, and physical enhancement exercises, and goal setting and achievement.*

### **Vision:**

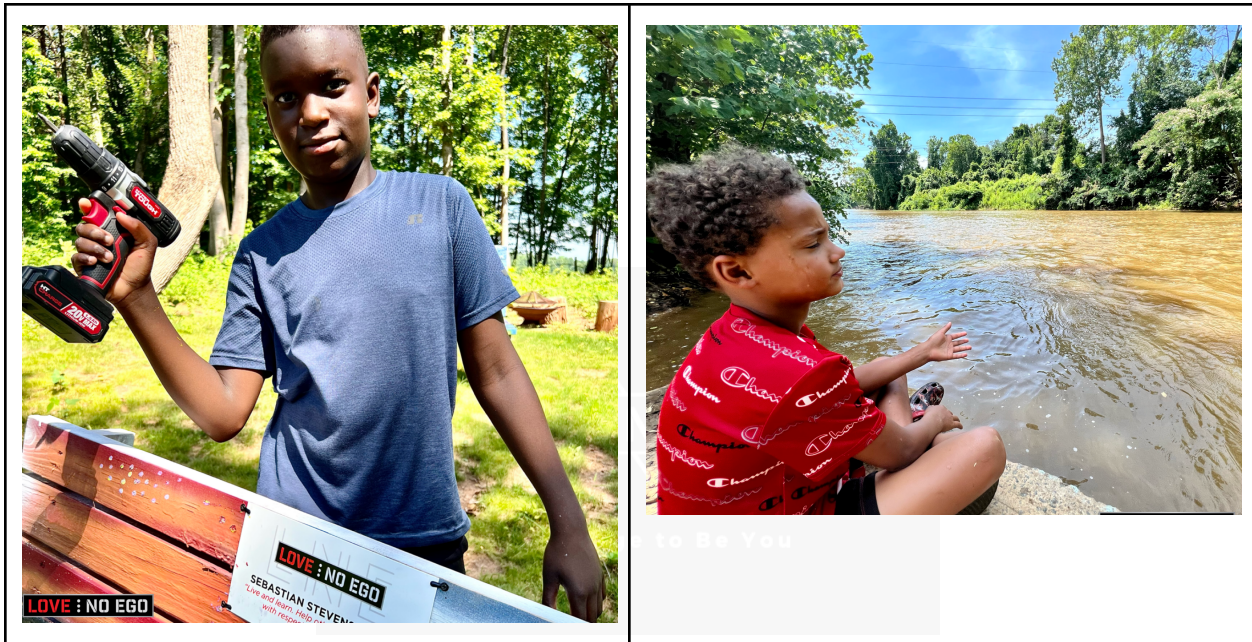
We believe that every youth should have the tools to make positive decisions and create positive experiences, giving them sustainable inspiration to live their best life.

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The Love No Ego Foundation encourages the youth to be themselves teaching human authenticity while responding in healthy and productive ways to societal pressures, challenges, and fears. We envision a world where the ego is not limiting the power of being human and keeping them from everything that they are meant to be and do here on Earth.

- Ninety (90) percent of our programming occurs in Nature
- Our Foundation for Success Strategy helps to form a foundation within our clients that is not easily shaken by the egotistical world and its pressures.

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- Teaching of The Love No Ego Pillars & Principles
  - Teaching of The Youser's Manual: strategies that promote optimal human functioning
  - Attachment to Goals, Interests, and Passions
  - Attachment to Community and Its Resources
  - Continuous Growth



### Founder's Note:

*"Love is the greatest energy ever. We are here because of It. We are It. I, personally capitalize Love every time I write It or refer to It. At an early age, we learned to emphasize what we capitalize. I humbly concluded that if we can capitalize and emphasize names, titles, political and social statues, religions, and all other subcategories of life, then why can't we capitalize Love? Nothing is more important.*

*Every year, we aim to empower our youth and young adults with the message of Love...No Ego, believing in their spirit and the talents they possess. The world never quits coming at them attempting to influence them to be any and everything besides themselves. In contrast, we want them to Love people and use things, used things for the tools that they are, not allowing the tool*

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or the societal title to become more valuable than being human. Thus, we call it Youniversal development.

To hone in this message of “Love...No Ego”, we utilize Nature and its natural setting to conduct most of our programming, which allows us to create unique activities and experiences for our youth participants . Our implementation of setting our “Foundation For Success in conjunction with our mentoring, workshops, and presentations, enables our clients to persistently discover themselves and go beyond the societal and daily pressures.

Our Courage to be You Mentoring Program is 100% free. Mentoring services, as well as Workshops are often supported by partners, sponsors, individual supporters, and grants. Professional Motivational Speaking and The LNE Extended Workshop Curriculum help us to gain revenue and funding for the foundation. We wouldn't have been able to do this important work without all of our supporters and partners. They have allowed us to further our message and deepen our impact. What an awesome and amazing experience! Thank you.`



**Freddy Jackson, Founder**

### **Important Dates:**

- **January 2021: The Love No Ego Foundation Roadway:** LNE officially adopted Route 727 (Sleepy Hollow Road) and Route 715 (Circle Drive Road) in Buckingham County, Virginia. Thanks to the Virginia Department of Transportation and the community for believing in our mission. We can now further our work with the youth we serve, and also with the community, by creating programming and projects that emphasize the importance of the environment, our human connection to it, the role we play in it, and how it all helps us to be our best selves.
- **March 1, 2021: Ragged Mountain Natural Area and Heywood Forest Trail Adoption:** LNE adopts 1 mile of trail via the City of Charlottesville Parks and Rec. This helps to connect our youth to Nature, the message of Love...No Ego, and their community.
- **March 16th, 2021: LNE 5-Year Anniversary:** LNE celebrated 5 years of service.
- **November 12, 2020: LNE is Building a Park.** Approved and granted Special Use Permit by Buckingham County Board of Supervisors to build our LNE Youth Community Park.



The Love No Ego Foundation Roadway

## Hosted Events:

Hosted Events:	Events with Partners Included:
<ul style="list-style-type: none"> <li>• Youth Art for Love No Ego Event</li> <li>• Love...No Ego Prize Wheel Event</li> <li>• Love...No Ego Speed Mentoring Event</li> <li>• Too Much Media Not Enough Social</li> <li>• The Ce'Real Buffet</li> <li>• <b>And Four (4) Outdoor Hiking Adventures</b> to Humpback Rocks of the Blue Ridge Parkway (Virginia),</li> </ul>	<ul style="list-style-type: none"> <li>• Global Resources for Men, Charlottesville, Virginia</li> <li>• Mountainside Arts, Charlottesville, Virginia</li> <li>• Scrappy Elephant, Palmyra, Virginia</li> <li>• The Gym, Charlottesville, Virginia</li> <li>• Wegmans, Charlottesville, Virginia</li> <li>• Wildrock, Crozet, Virginia</li> </ul>

Black Rock Summit of The Shenandoah National Park (Virginia), The Rivanna Trail of Charlottesville, Virginia, and Dripping Rock of The Blue Ridge Parkway (Virginia).	
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### All Secured Partnerships:

Wegmans, Wildrock, Quality Electric, Charlottesville Department of Social Services, Albemarle County Department of Social Services, Crutchfield, The Paramount Theater, Reclaimed Hope Initiative, Charlottesville Chamber of Commerce, Camp4Real, Mentor Virginia, Global Entrepreneurs, and Come As You Are Cville.
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### Impact

- **Elementary, Middle, and High Schools Reached: 5**
- **Colleges & Universities Reached: 3**
- **Residential Treatment Facilities Reached: 1**
- **Churches Reached: 2**
- **Community Events Reached: 7**

### Programs' Numbers and Outcomes:

- **Motivational Speaking Presentations: 2,100** Youths Served via **8** LNE motivational and inspirational speeches/presentations given to schools, churches, colleges & universities, residential treatment facilities, and at community events.
- **Courage to Be You Mentoring Program: 28** Youths served via Six (6) LNE Mentors



- **Workshops: 78** Youths served
- **Fitness and Wellness Training: 15** Youths served
- **Real-Talk Group Session: 115** Youths served
- **Online Youth Support: 70** Youths served

Numbers Served	Outcomes
Motivational Speaking 2,100	Our referrals, surveys, comments, and testimonials indicate that our motivational speaking positively boosted their environment, enabled clear communication, and lessened conflict.
Mentoring 28 Served	Our referrals, surveys, comments, and testimonials from parents, teachers, and staff, indicate our mentoring service improved their youth's behavior, grades, and overall attitude.]
Workshops and Events 78 Served	100% of participants and their guardians agreed that our workshop and events are powerful and impactful, and has enabled them to view life differently and with more value than before. Participants agreed that they were able to realize the tools of life and how to use them to better themselves versus placing excessive value on material things.
Athletic Training & Team Support 15 Served	100% of participants and their guardians agreed that they became more educated and aware of fitness and overall wellness, and how to effectively maximize their efforts in their sport or activity of interest.
Virtual Youth Support 70 Served	100% of participants and their guardians agreed our virtual sessions helped them to envision and live a better life.
Real Talk Group Sessions 115 Served	100% of participants agreed that these sessions promoted the communication over conflict principle, providing them with courage to have tough and challenging conversations.

**Demographics:** 2021 Demographics Serving Ages 10-24

- Of the data listed 62% were males, 38% were females
- 55% Middle Schoolers - 31% High Schoolers - 11% College Students - 3% Other

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- Caucasian 43/6%. African American 39.6%. Hispanic and Latino American 9.3%. Asian American 6.3%. Native Hawaiian and Pacific Islander 0.5%. Middle Eastern and North African 0.5%. Also available at <https://www.lovenoego.org/impact>.

## Outcomes and Testimonials

### Outcomes

#### Motivational Speaking Presentations:

Our referrals, surveys, comments, and testimonials indicate that our motivational speaking positively boosted their environment, enabled clear communication, and lessened conflict.

#### Courage to Be You Mentoring Program:

Our referrals, surveys, comments, and testimonials from parents, teachers, and staff, indicate our mentoring service improved their youth's behavior, grades, and overall attitude.

#### Workshops and Events:

100% of participants and their guardians agreed that our workshop and events are powerful and impactful, and has enabled them to view life differently and with more value than before. Participants agreed that they were able to realize the tools of life and how to use them to better themselves versus placing excessive value on material things

#### Fitness and Wellness:

100% of participants and their guardians agreed that they became more educated and aware of fitness and overall wellness, and how to effectively maximize their efforts in their sport or activity of interest

#### Online Youth Support:

100% of participants and their guardians agreed our virtual sessions helped them to envision and live a better life.

#### Real Talk Group Sessions:

100% of participants agreed that these sessions helped to instill the “communication over conflict principle” providing them with the courage to have tough and challenging conversations.

### Testimonials:



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- "We are seeing such a huge impact in (mentee's) confidence, level of engagement and willingness to share in his sessions with (mentor). This is also carrying over into school and therapy, and we are seeing him begin to come into his own as he embraces who he is and how he engages with the world. Thank you for your time and care with him!" *B. Stevens, Reclaimed Hope Initiative*
  - "Freddy is wonderful at tailoring his presentation to his audience. Wonderful at guiding his audience to/through the principals of Love No Ego in such a way that they can relate each principal to personal experiences rather than just telling them the principles. " *Lisa Churchman - Region Ten Dual Recovery Group*
  - "Our children totally enjoyed camp. They left with a lot more confidence. LNE is changing lives and showing kids that they can find something that they are good at. So happy that Freddie had a vision.....this org right here is amazing!!!" *Anonymous*
  - "Freddy accepted the call to come and present to a group of our teens and young adults with no problem and presented with such ease and confidence in sharing his story as well as the Love over Ego concept. What a great model we have in him. Glad he is in our community and has the capacity to offer so many services to our youth and young adults. We look forward to welcoming back to our organization for a goal setting workshop." *Latara Ragland. - City of Charlottesville Human Services*
  - "The Ce'Real Buffet was AWESOME! Appreciate how Freddy spoke to each child/family and made everyone feel a part of the event with each comment being heard; can be difficult with ages 4? to teen? in the audience. The multiple bowls of cereals kept the engagement to continue conversation! Could've appeared long for the age group there if not eating. Great to engage with questions, activities, give aways, and of course FOOD brings people together. I noticed everyone was invited if anyone chose to enter from Wegman's as well= shows how you are welcoming and engaging to all people without judgement of why they may be interested or want to participate- thank you for this!" *Annie Lea Marrs*
  - "Freddy's compassion is contagious! This world needs more Freddy Jacksons!" *Kara Chandeysson - Ting Internet, Charlottesville, VA City Manager*

## Budget and Funding

### Grants Received:

- January 5, 2021, Wegmans annual donation: \$5000

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- November 11, 2021, Enriching Communities Grant from Charlottesville Area Community Foundation, \$8000.
  - Partnerships and Individual donation payments received. \$10,450.
  - Total:\$ 23,450

**Expenses:** \$11,708

**Net:**\$11,742

[Itemized PDF Version](#)

## Support Love...No Ego

Help us help our youth be their best "Love...No Ego" selves.  
[www.lovenoego.org/donate](http://www.lovenoego.org/donate)

The support of people like you empower our work day in and day out. By making a donation, you allow us to continue to make real change possible. If donating to a specific program area, please specify.

Just a quick heads up on what and how your donation helps.

A reminder of our program services: Professional Motivational Speaking - Mentoring - Workshop Events - Athletic Training

- Any dollar amount can go towards our "operating costs"
- \$50 helps to provide 1 Love...No Ego Mentoring Session (1.5 hour minimum in length)
- \$65 helps to provide 1 Athletic Training Session (1-hour session)
- \$500 helps to provide 1 Motivational Speaking Presentation to groups of students (30min - 1hour presentation)
- \$500 helps to provide 1 Workshop Event (typically a 2-4-hour workshop)

## Looking to The Future



- Increase the number of youths mentored from 28 to 35 in 2022, and to 40 in 2023.
- Continue to build Love No Ego Youth Park scheduled for 2023 opening.
- Refine, copyright, and market LNE Extended Workshop Curriculum to schools, universities, churches, and treatment facilities.
- Create LNE Professional Speakers Team
- Strengthen Board of Directors



## Board and Advisory Team



### **2021 Board Members**

- Freddy Jackson, Founder and Executive Director
- Crystal Beasley, Chair
- Kyle Ervin, Vice Chair
- Kay Baker, Acting Secretary
- Beth Daane, Donor Giving Coordinator
- Fitzgerald Brown, Treasurer
- Cris Mardres, Volunteer Coordinator



### **2021 Advisory Team**

- Davida Wingfield
- Gary Von Kennel
- Maurice Carter
- Geetam Khaond