

**ONE
FAMILY**
Memphis™

**ANNUAL
REPORT 2019**



WE CLIMB HIGHER WHEN
WE CLIMB TOGETHER.

One Family Memphis brings rehabilitation, healing and a renewed sense of hope to challenged communities through Memphis Rox, a climbing gym and community center fostering relationships across cultural, racial, ethnic and socio-economic backgrounds. We exclude no one — regardless of ability to pay.

OUR FOUNDER & HISTORY

Tom Shadyac is one of Hollywood's all-time leading writer/directors. With credits including *Ace Ventura: Pet Detective*, *The Nutty Professor*, *Patch Adams* and *Bruce Almighty*, his films have grossed nearly two billion dollars. But Hollywood isn't the only place Tom calls home. His father, Richard Shadyac, helped found St. Jude Children's Research Hospital alongside comic Danny Thomas, while his brother, Rick Shadyac, is the current CEO of ALSAC, the hospital's fundraising and awareness organization. Tom has always walked with a kindred impetus to serve, and a cycling accident in 2007 would push him further into that calling. After trading in his Malibu mansion for a mobile home, Tom made I AM, a documentary raising two questions: What's wrong with the world? What can we do about it? An answer to the latter question revealed itself when an

opportunity to teach, first at the University of Memphis and later at LeMoyne-Owen College, brought Tom to Memphis in 2013. Simply put, he fell in love. "The students radiated and demonstrated such depth of soul, perseverance and courage," he said. "I promised them one semester and never left." Tom's LeMoyne-Owen students introduced him to the persistent challenges and pulsing promise of the Soulsville neighborhood. Soon after, he invested more than \$12 million to revitalize the community, purchasing two bankrupt buildings that now have become home to Memphis Rox and One Family Memphis — all part of the master plan to become the One Family campus. This campus, in the near future, will become the first major nonprofit film studio where art, recreation and apprenticeships empower the next generation of artists, leaders and entrepreneurs.



Memphis Rox team member Kian Koleini cleans up McLemore Avenue after an accident spilled debris into the street.



Founder Tom Shadyac hugs Carol Cox, one of the first members to join Memphis Rox.



CAROL & FRANKIE

When Carol Cox brought her son Frankie to Memphis Rox for the first time, he didn't know what to expect. Though Carol joined when the gym opened, Frankie had just moved back home after years in California. That didn't stop him from quickly getting involved. After joining, Frankie embraced the Rox philosophy of giving what you can by offering up his talents. A mentor for Porter Street Barbershop, located in Soulsville, Frankie provides haircuts at Rox for youth and adults at no cost.

“I like sharing my talents because I want to give back to other people. If I'm up, I want to bring people up with me.”

—Frankie

GROWING, PLAYING AND LEARNING TOGETHER

Serving an average of 80 children between the ages of 10 and 17 per day from Soulsville and surrounding communities, the Memphis Rox After School Program supports area youth in a safe, nurturing environment built to encourage and support learning, growth and play. As an underserved neighborhood, many families cannot afford to send their children to an after school program with the quality of services and amenities provided on the Memphis Rox campus. More than 90 percent of our community's youth live at or below the poverty level and don't have access to basic needs like food. While many rely on school for their daily meals, Rox alleviates that need by offering nutritious eating options at little to no

cost. When they go back to school, they face the day with full bellies and hungry minds. The After School program also provides jobs to those who otherwise might have limited options to earn income.

AFTER SCHOOL PROGRAM

Benefits 80 children per day

PROGRAM COST	MONTH	YEAR
Labor (Staff)	\$11,120	\$133,440
Labor (Training & Tutoring)	\$1,290	\$15,480
Food (1 meal per day)	\$8,600	\$103,200
Equipment & Facilities	\$3,890	\$46,680
Technology		\$15,000
Total Funding Opportunity	\$29,235	\$350,820



Brian Banks visits children from the Soulsville community

In South Memphis, almost 50 percent of homes are single-parent households. Around 68 percent of households have children — 14.1 percent of those aren't enrolled in school.

BUILDING COMMUNITY AND REIMAGINING CURRENCY

When you join our gym, you don't just become a member of Memphis Rox, you become a member of One Family. That's our mission. We aren't a climbing gym, but a family institution. Climbing is the ultimate metaphor for overcoming life's obstacles. It's an access point that fosters community and creates a culture of encouragement, empowerment and accomplishment across all walks of life. As most gyms are built in affluent zip codes, the industry notoriously lacks representation from black, indigenous and communities of color. Memphis Rox actively diversifies the sport every single day, empowering black youth and athletes to become the faces of tomorrow's outdoor industry.

More than 50 percent of Rox employees are hired directly from the community we serve, and none of our guests are ever turned away for

an inability to pay. We've deconstructed the idea that money is the only form of currency one has to offer. We believe it's energy: relationship, mentorship, volunteerism. Our members who can pay it forward do so to support access for those who can't — but everyone can get involved. Five volunteer hours per month garners a four-week membership. At Rox, it's not just about money, but a willingness to give what one can, be it time, talent or simply an encouraging word.

SPONSORSHIP PROGRAM

Enables the "pay what you can" model

PROGRAM COST	MONTH	YEAR
Child & Teen Visitors	1,250	15,000
Sponsorship Cost <i>(includes gym labor, facilities, utilities & insurance)</i>	\$25	
Total Funding Opportunity	\$31,250	\$375,000

Five volunteer hours per month garners a four-week membership.



A young member tops out at the top of a 50-foot high climb.

The Memphis Rox team adventures to Telluride, Colorado for the annual Mountainfilm Documentary Film Festival. Every year, Tom chaperones a group of students to the festival for a week of renewal that includes hiking, biking, conversation and a slate of inspirational films.

not all who wander are lost

-j.r.r. tolkien



WANT TO SEE A MIRACLE? BE THE MIRACLE.

Inspired by our founder Tom Shadyac's hit movie *Bruce Almighty*, Juice Almighty, the cafe at Memphis Rox, provides healthy eating options on the same pay-what-you-can-afford model that guides the Memphis Rox ethos. Serving smoothies, fresh-pressed juices and baked chicken, Juice Almighty quickly became a staple of the Soulsville Community, a U.S.D.A. designated food desert. Before Memphis Rox opened, the closest grocers were shuttered, leaving residents with limited access to much other than fast food options. If patrons cannot afford a meal, they pay by volunteering at the gym, assisting with neighborhood cleanups or serving at another accredited nonprofit. Since opening, Juice Almighty has served

28,000 complimentary meals to area youth, families and guests while educating patrons about wholesome nutrition and healthy eating habits.

JUICE ALMIGHTY

Juice bar & café

PROGRAM COST	MONTH	YEAR
Labor (Staff)	\$7,813	\$93,750
Food Cost	\$12,000	\$144,000
Equipment & Facilities	\$1,635	\$19,620
Offsetting Revenue	\$9,000	\$108,000
Subtotal	\$12,448	\$149,370
Kitchen expansion <i>(oven & serving area)</i>	\$7,083	\$85,000
Total Funding Opportunity	\$49,978	\$599,740



Juice Almighty served 17,000 complimentary meals to the community in its first year

SLACIO

"My grandma raised me," Slacio, now 19, says. "My brother, too. To see her happy was so important. One year ago, I could have died."

At age 17, Slacio was breaking up a fight at a friend's apartment when gunfire shattered the windows and struck him in the neck and arm. The shooting left him critically injured, unable to play basketball or football, his greatest joys.

Unable to play sports, Eula worried Slacio would fall off track. Three months later, police officers knocked on her door and arrested him for car-jacking. It was his first time being charged with a crime.

"Going to jail made me realize I have only one life to live," Slacio says. "Seeing my grandmother spend all of this money on me broke my heart. She had already been through it with my little brother. My dad, too. She almost died from the stress."

When he got out, Slacio didn't know how to turn his life around. A friend asked him to come check out this new place that opened around the corner from his house — a rock climbing gym where if you couldn't pay, you could volunteer in exchange for access to the gym.

"Memphis Rox woke me up," Slacio says. "Climbing helped me release stress and meet new people. I started volunteering every day as much as I could."

To this day, Slacio has the most volunteer hours at Memphis Rox. After three months, a position opened in the juice bar, and he jumped at the opportunity. Slacio said it was the first time he felt valued — like he was contributing to something bigger than himself.

"In Jail, I learned how to make the most of what I had with the food," Slacio says. "I still put that creativity into the food I make in the kitchen."

After I got my first paycheck, I was so happy. I've never looked back."

On his off days, when Slacio isn't cooking, he still volunteers by helping new members learn to climb or telling kids his story. He hopes hearing his story will help keep the kids in his neighborhood on track.

"Now I just want to help the young kids stay off the street and make their own money," Slacio says. "I know how it feels to sleep on a floor and rob people just so to make money to eat. I've come a long way from doing that and I'm staying focused. Memphis Rox is my freedom from everything."





Tyler Liggins on a Memphis Rox outdoor climbing expedition.

TYLER, ROUTE SETTER

Growing up, Tyler Liggins thought rock climbing was just something you did on an inflatable wall at the fair. That was until 2018 when he first visited Memphis Rox. "I was in between jobs, so I didn't know if it was something I could do often," Tyler says. "But I found out that it was pay-what-you-can-afford, so I came for two weeks straight."

Tyler played sports all throughout high school, but, now 25, it had been years since he found one that inspired him. It wasn't just the newfound passion, though, but the community at Rox. Suddenly, he couldn't stop climbing.

"I love this place, I love the vibe, I love the people it brings here," Tyler says. "Rox was created for people to learn and have access to

"I see more kids getting inspired to climb."

—Tyler

a gym no matter your background or financial situation. It filled this void for me of depression and boredom."

One day while climbing, Jon Hawk, the manager at Rox, asked Tyler if he'd be interested in route setting. Tyler now had spent countless hours taking on nearly every route in the gym but never thought he'd be routing the walls himself.

LED BY THE COMMUNITY WE SERVE

More than 50 percent of our employees live in Soulsville, zip codes 38106 and 38126, one of America's most underserved communities. Most staff are the primary wage earners for their household — many have had no prior job training before joining the Rox team. Our model is unique in that, as our team members gain experience, we provide them with living wages. Not only does this create a path for our employees to support the community where they were raised, but to invest in their own life's trajectory too.

TEEN JOBS PROGRAM

Benefits 15 teens from the community

PROGRAM COST	MONTH	YEAR
Payroll (Teen Staff)	\$19,350	\$232,200
Payroll (Managers & Supervisors)	\$8,385	\$100,620
Training & Development	\$1,500	\$18,000
Total Funding Opportunity	\$29,235	\$350,820



Team member Armani Brown standing outside of Memphis Rox before clocking in.

Mountaintop Media apprentice and University of Memphis alumni Jessica Adair learns how to operate a camera dolly on the set of Brian Banks — Tom's return to narrative filmmaking shot on location in Memphis, Tennessee. Adair has since gone on to work on numerous crews in the film industry.



THE ART OF SERVICE

The filmmaking arm of Memphis Rox, Mountaintop Media is a production company telling stories through narrative and documentary filmmaking that, reflecting our community, are diverse in cast, crew and content. Our founder Tom Shadyac has long worked in the ethos that art is a service industry. Rooted in his career as one of Hollywood's all-time leading directors, Mountaintop Media was born in 2018 with the release of *Brian Banks*, marking Shadyac's return to narrative filmmaking.

Shot entirely in Memphis, Shadyac housed a crew of 200 film workers on the One Family Memphis Campus while Memphis Rox was being built. Thirty students from Soulsville's LeMoyne-Owen College as well as the University of Memphis apprenticed on set, shadowing various departments. Many students followed the experience with internships and jobs in the film industry as a result of their apprenticeship. Some joined the Memphis Rox team once the doors opened.

Since then, Mountaintop Media has partnered with production companies and businesses to tell stories about our work through those who illuminate our mission. From REI to The North Face, Memphis Rox has become more than just a rock climbing gym. It's recognized globally as a destination for a diverse community of athletes and creatives growing into the leaders of tomorrow through mentorship and opportunity.

Malik Martin, the social media director for One Family Memphis, along with the Mountaintop Media team, recently directed a music video for Atlantic Records recording artist MILCK. Titled *Somebody's Beloved*, the track is a heartfelt response of hope; an anecdote to the systemic violence placed on people of color for far too long and every day.

Looking forward, under Shadyac's leadership, the Mountaintop Media production banner will continue producing work immediately connected to our community as well as feature films that will bring visibility and monetary support back to the One Family Memphis mission.

BOARD OF DIRECTORS

One Family Memphis, including Memphis Rox and its programs and services, is governed by a seven-member volunteer board of directors who are chosen for their individual qualities of integrity, capability and passion for changing lives in Memphis. These directors bring diverse experience, expertise and perspectives for financial oversight, policies, governance, grants and more. In addition, they have the responsibility to ensure our organization is effectively fulfilling our mission by making certain that our operations, health and wellness initiatives, programs, community outreach and mentoring all support and advance our charitable mission.

2019 Board Officers:

Tom Shadyac (Founder)

Robert Machen (President)

Chris Hughes (Vice President)

Rajon Blanding (Treasurer)

Susannah Herring (Secretary)

Marcy Stagner

Tom Lawrence

BE A PART OF THE CHANGE

Since founding the One Family Memphis campus, we've led with the belief that *one life changed, changes us all*.

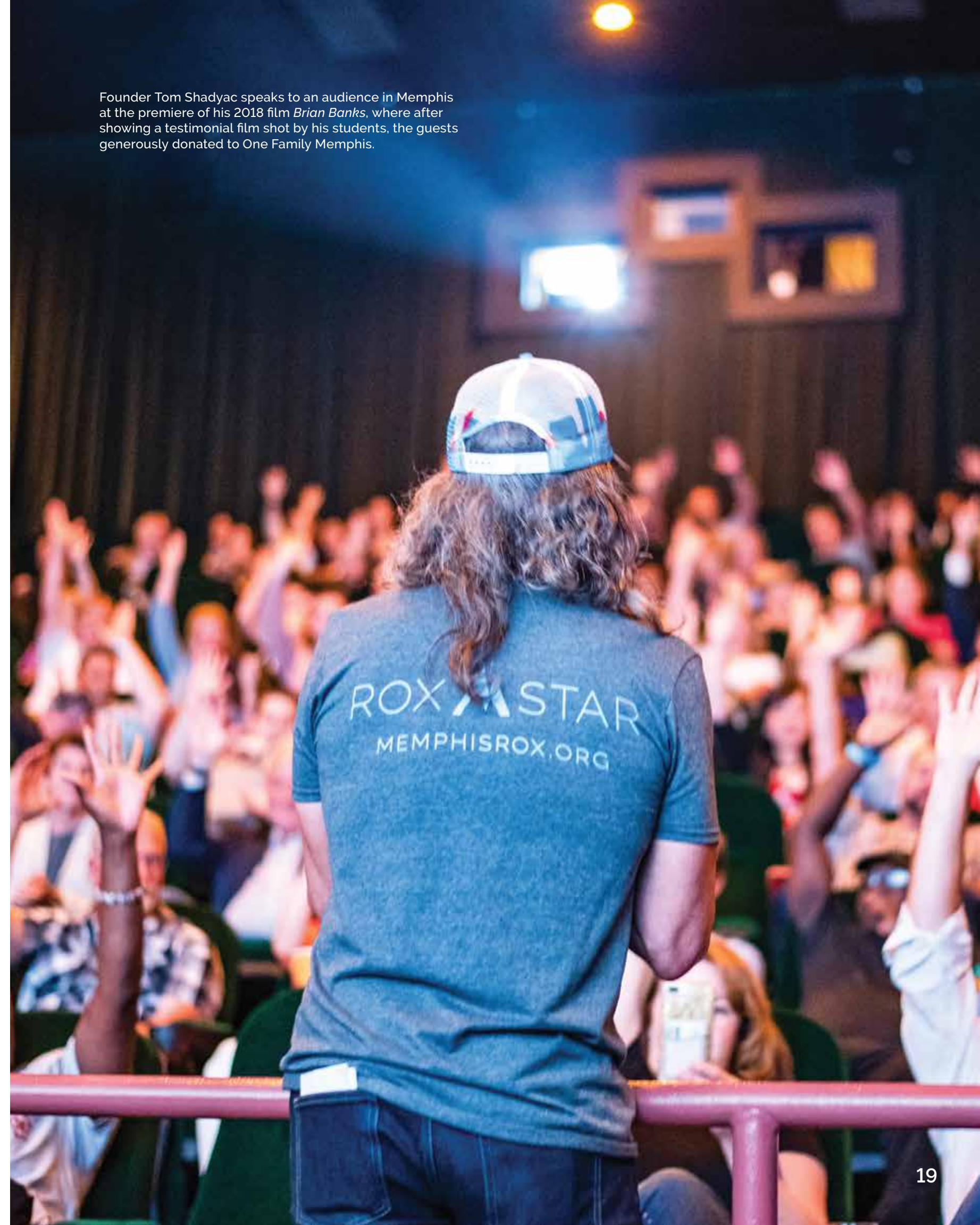
At Memphis Rox, that means *we climb higher when we climb together*. Off the wall, however, our ethos walks us forward in a myriad of ways. Our founder, Tom Shadyac, has mentored students from the community, bringing them on movie sets and preparing them for real-world opportunities in the film industry. He's created opportunities for rising filmmakers, showing them the ropes as they've directed music videos for various recording artists. As we continue to grow Memphis Rox, this is the next chapter for the One Family Memphis Campus — breaking ground on the first nonprofit film studio to operate in the ethos that art is a service industry.

We can't get there, however, without you. We invite you to join us in this life-changing mission. With your contribution, we can give today's youth, the next generation of leaders, the opportunity not just to dream big, but to realize their ambitions.

Here are some options for how you can get involved with One Family Memphis today:

- Volunteer, mentor or pledge to become a monthly recurring donor.
- Offer strategic advice.
- Sponsor an event.
- Provide resources for operations, capital or endowment with a multi-year pledge.

Founder Tom Shadyac speaks to an audience in Memphis at the premiere of his 2018 film *Brian Banks*, where after showing a testimonial film shot by his students, the guests generously donated to One Family Memphis.





onefamilymemphis.org