



INAUGURAL ANNUAL REPORT

2020

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WHO WE ARE



Mission

Our mission is to create the space for underprivileged young people to have an opportunity to learn practical skills in the area of fashion design, ultimately allowing for employment in an industry that very few can realize.

Vision

Our vision is to spread the joy and inspiration of every culture across the world through the exposure and exchange of fashion and style.

Values

We believe in creating an environment that fosters talent and where diverse backgrounds are an advantage rather than a hindrance. Therefore, our values are rooted in cultural exchange, inclusiveness, and an appreciation of differences as every person offers unique value in shaping the beauty, culture, and art within themselves and within others

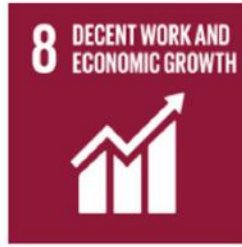
OUR APPROACH

At **Fashion Community Foundation**, we aim to bring out the beauty that already exists within individuals and communities. We do not look to change, but rather accentuate and restore the features that distinguish us from one another. This approach is applied in the materials we use and how we conduct and present our artistry. While we are one human race, we cultivate a culture of celebrating our differences while acknowledging our commonalities.



OUR GOALS

We are proud supporters of the United Nations Sustainable Development Goals (SDGs), and our goal is to help advance the following:



SDG 8: Decent Work and Economic Growth

By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

We rise when we lift others around us. Helping others pursue their passions professionally is how we have and continue to make a difference in the lives of many.



SDG 10: Reduced Inequalities

Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

We recognize that we need to do our part to reduce the proportion of those reporting having personally felt discriminated against or harassed. That is why we encourage the fostering of cultural exchange and provide opportunities to start conversations through visual storytelling using the medium of art and fashion.



SDG 12: Responsible Consumption and Production

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

We are working to increase the national recycling rate and contribute to the tons of material recycled. All of Fashion Community Foundation's materials are recycled and we educate our stakeholders about using recycled materials and sourcing materials from sustainable resources or from using a technology that has lower ecological footprints.

Fashion Community Foundation

WELCOME LETTER



Fashion Community Foundation was founded out of deep appreciation and celebration of cultures from around the world, and we are working to create a lasting impact that allows all of us to appreciate where we come from and where we're going.

While often going unrecognized by many across the nation and even among people residing in the neighborhoods in which they live, such communities are flourishing with cultural diversity through vibrant style, food, and languages from across the world. Growing up in Brooklyn, my father would take me to different neighborhoods to teach me about new cultures and open my mind to what the world is like, simply by learning about my surroundings. It is because of these experiences that I want to enable others to have those same opportunities, and create a global community that everyone can participate in.

Since our beginnings, Fashion Community Foundation has been committed to creating opportunities that bring people together, and 2020 was no exception. Despite hardships the past year has brought, we have persevered and strengthened our resolve to help our communities recover and flourish as they were always meant to be. From providing scholarships to creating face masks for the underserved, we fought to make a better tomorrow for others. We are now starting a new chapter to strongly focus on the United Nations Sustainable Development Goals to further strengthen our impact. These are SDG 8: Decent Work and Economic Growth, SDG 10: Reduced Inequalities, and SDG 12: Responsible Consumption and Production. Each of these have always been a part of our values, but we now hope to bring them to the forefront of our work. I am excited for what the future holds for us as a global community, and I invite you to be part of the creation of our ever-moving artistic story.

Sincerely,

Founder, Fashion Community Foundation

FINANCIALS

Opening Asset Balance: \$20,000

Gregory P. Jeanty: \$10,000

Pfizer -

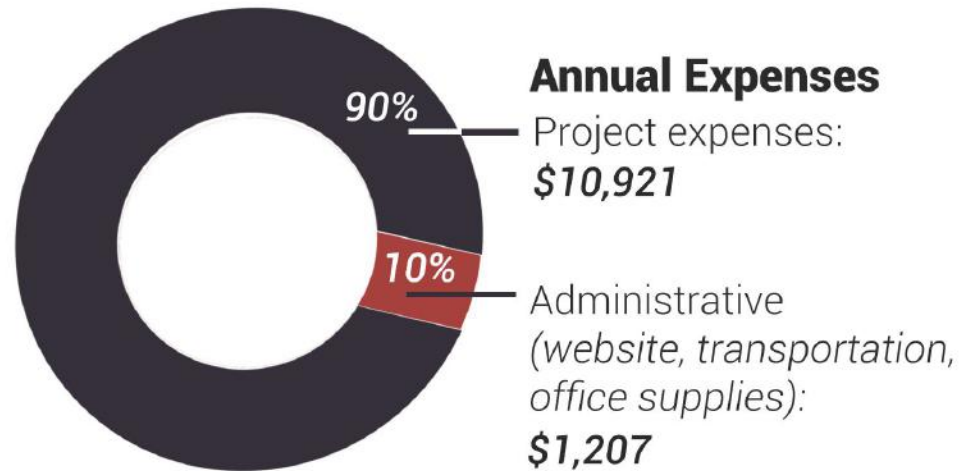
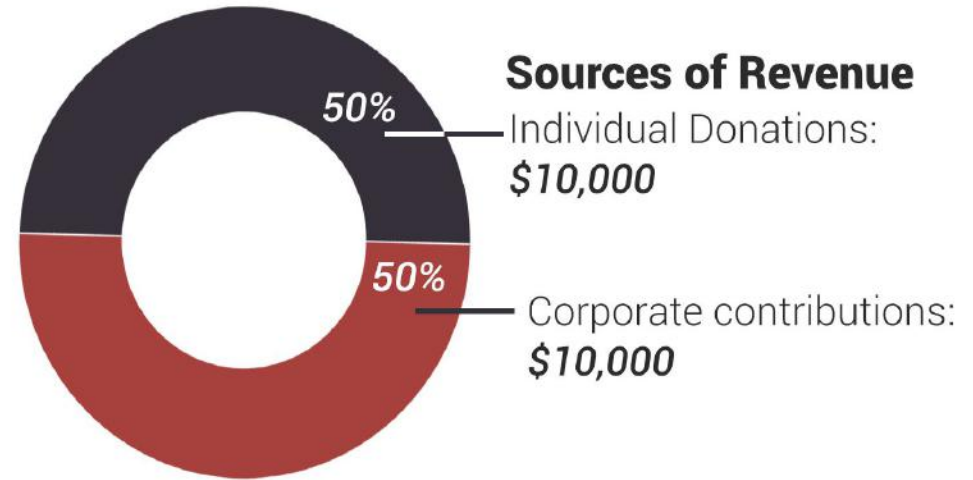
The Blackbaud

Giving Fund: \$10,000

Total Revenue: \$20,000

Total Expenses: \$12,128

Ending Balance: \$7,872



TIMELINE: A HISTORY OF DEMONSTRATED **IMPACT**

While the foundation was established 2019, we wanted to demonstrate our commitment to social impact through our founder's work.

Love and Serve Haiti | 2011

Provided clothing for children (12 looks) for fashion show

Love and Serve Haiti Concert | 2012

Provided opportunity for five students to travel to Haiti for week-long fashion education experience

Indiana Down Syndrome Fashion Show Fundraiser | Fall 2012-2013

Hosted fashion show that raised \$70,000 for the organization and gave opportunity for Down Syndrome participants to be in the show



TIMELINE: A HISTORY OF DEMONSTRATED **IMPACT**

Hands on Hong Kong Fashion Show for Kids | 2013

Provided opportunity for refugee students in Hong Kong to participate in week-long fashion education and self-esteem experience and hosted fashion show gala fundraiser

Dance Kaleidoscope | 2014

Dressed six professional dancers for fundraiser to teach youth about dance

Denim Day New York | 2015

Created garments for Beauty for Freedom fundraiser to end human trafficking



TIMELINE: A HISTORY OF DEMONSTRATED **IMPACT**

Modeling Classes | 2006-2016

Pilar Ammons taught modeling classes hosted by Berny for students of all ages and backgrounds at no cost to the students. More than 3000 students served

Doctors on the Runway | 2017

Hosted Fashion for A Cause for Doctors in Chicago to raise awareness about breast cancer enabling physicians to be runways models and funds to benefit the Lynn Sage Foundation

I am a Gentleman | 2016-2018

Guest presenter to talk on "The Art of Dressing Well" for 50 students



TIMELINE: A HISTORY OF DEMONSTRATED **IMPACT**

St. Jude Fashion Show | 2018

Hosted fashion show raising \$20,000 to help homeless youth find families, also allowing youth participate in runway

Miami Dade College | 2019

Guest lecturer for Fashion Department

St. Francis Foundation Fashion Show Fundraiser | 2019

Hosted fashion show, raising \$40,000 to help benefit hospital

J.B. Dondolo, Inc. Face Mask Fundraiser | 2020

Created face masks in partnership with J.B. Dondolo, Inc. for a campaign supporting underserved women and girls



PROJECT HIGHLIGHT

Midwest Fashion Week

Midwest Fashion Week (MFW) is a fashion production company founded in 2006 by Berny Martin. What began as a small event series in Indianapolis has grown to include numerous events on both a national and international level including Indianapolis, Chicago, New York, and Paris. This growing platform gives opportunity to aspiring fashion designers, models, stylists, photographers and fashion marketing/production professionals in a geographic location that otherwise wouldn't be available. In just over a decade, MFW has had the privilege to showcase the talents of more than 300 designers from several different countries and helped to launch careers for a number of high profile fashion professionals through its supportive and collaborative community. Featured designers include Luis Machicao, Shawna Marino, Danny Nguyen Couture, Heather Marie Designs, and Masha Titievsky-Dehaan.



PROJECT HIGHLIGHT

Midwest Fashion Week collaborates with Fashion Community Foundation as its highlighted charity partner each year. They have held 28 joint events with plans to continue the collaboration moving forward. They most recently hosted a virtual fashion show coinciding with Paris Fashion Week on March 2, 2021. The show was pre-recorded in Indianapolis, Indiana, under the creative direction and production of Mariela Sabino, and featured couture and ready-to-wear collections by the aforementioned designers.

By the numbers

Total attendance across all events:

\$14,000

Number of tickets sold:

\$8,400

Total Funds Raised:

~\$126,000

Largest event:

*Brooklyn, New York's fashion week
with over 1,100 people in attendance*

Largest virtual event:

Paris' fashion week with over 40,000 views

PROJECT HIGHLIGHT

Julie Marie Award Scholarship Program

The Julie Marie Award Scholarship Program, started in 2020, enables the promotion of sustainable community-based reintegration and access to employment among migrant and vulnerable women in Somaliland. Together with partner Muna Beauty Makeup Artistry, this scholarship program helps to increase the visibility for established independent fashion beauty artists and entrepreneurs.

Makeup, fashion, and style have become a prominent way for African women of all skin tones and shapes to look and feel good about themselves. Additionally, as the way society views women is changing, there is a high demand for women to learn skills for accessing financial freedom and living independent lifestyles. Civil society groups and government officials alike in Somaliland are continuously seeking to change communities attitudes towards creative studies and women business owners while finding opportunities to elevate women in these fields.



PROJECT HIGHLIGHT

While elevating women in this industry, we are also working to promote racial equity within Somaliland and internationally. Many communities and tribes within Somaliland believe white skin is the beauty standard people should aspire to achieve. As a result, many Africans use harmful creams to bleach their skins and practice other unsafe measures to try and change their appearances. Black-Somali women struggle with finding their makeup foundation shades because beauty companies purposely leave them out. Partnering with Muna Beauty Artistry enables Fashion Community Foundation scholarship participants to take their makeup course to teach students about colorism, practicing safe beauty regimens, and learning to love your skin.

The FCF Julie Scholarship program also has a handpicked team of artists, creatives, and designers from different communities to teach students a series of art, fashion, photography, and other beauty workshops. The work showcases fashion and beauty in Somaliland, and students have the opportunity to present their work in a live auction for building their art portfolios.

This scholarship is dedicated to and named after Julie, Berny Martin's spouse, to enable her to live out her passion for continuing to support this community.

PROJECT HIGHLIGHT

Notable **acknowledgements**

“

The outstanding achievement from Muna Beauty and Fashion Community Foundation is helping make our city efficient, innovative, and more tourist friendly by tackling tough challenges; helping young women graduate, creating job opportunities, supporting families, and preserving our economy. I would like to extend a heartfelt thank you for being a shining example for others to follow.

- **Mohamed Ali Bile**,
Director General, Presidency
of Somaliland Republic

“

The generous contribution from Muna Beauty and Fashion Community Foundation was remarkable and highly respected among us. I want you to know that you are a valued family member of Golis University, that we are so lucky to have you!

- **Dr. Abdi Gass**,
President of Golis University

By the **numbers**

13 scholarships awarded

\$6,700 total awarded

5-week course

PROJECT HIGHLIGHT

Mentorship in Entrepreneurship

Starting with modeling classes, mentoring students has been a prominent part of this foundation's principles since 2011. Fashion Community Foundation is committed to supporting and lifting others through mentoring as it is essential to moving the world towards a better future. Our approach to 1:1 mentoring is inclusive of teaching technical skills as well as soft skills to set young people up for independence through tangible work experience, financial support, and coaching. Below are a few examples of the professionals who have gotten their starts through our work and continue to spread our message of self-expression and inclusivity today.

"My backstage superpower is the fact that I remain calm despite uncontrollable challenges and obstacles."

DANISHA GREENE



Danisha Greene



India Harper



Asha Bryant

PROJECT HIGHLIGHT

Notable acknowledgements

“

Midwest Fashion Week is changing lives! I've witnessed some of the models who got their start with MFW go on to do great things. After sharing my love of photography with Berny, he aligned me with amazing local photographers who all helped advance my fashion photography skills. They're literally making dreams come true!

-T. Violet Hopkins,
Photographer and
Public Relations
Specialist



“

I've been with Midwest Fashion Week for about 8 years. I got involved by connecting with mutuals of Berny Martin to get more experience in the fashion industry. I started off as a social media marketing intern and then grew into several different roles such as Casting Coordination and model communication management.

Being with Midwest Fashion Week has brought me several opportunities to see other cities in the United States with assisting with fashion shows and even in countries like Paris. I've grown as a production staff member and have built a family with the team and couldn't have been more grateful for the experiences we continue to have to grow globally and as a team.

- Chelsea Short,
Backstage Fashion/
Model Coordinator



PROJECT HIGHLIGHT

Notable acknowledgements

“

I've been with Midwest Fashion Week for about 9 years. Mutual colleagues of Berny Martin and I connected us while I was attending Ball State University. I started off as a social media management intern and then hired on contractually.

I now decided to join the beauty industry by opening my own online beauty supply store, Cutie's Beauty Supply. I was fortunate to receive financial support from the Midwest Fashion Week team to launch my business. I am forever grateful for the love and support this organization has shown me over the years. I wish to continue a long lasting partnership with them.

- **Lawrne Owens,**
Owner of Cutie's
Beauty Supply



“

I've been with the Midwest Fashion Week since its inception. I manage the model side of the house. I have had the privilege of scouting independent girls that have participated in MFW. It allowed me to develop, and place them with mother agencies and they are now in the bigger market. Some of these models are doing major campaigns for designers, editorial layouts in major magazines, commercial print, and much more. I do not think the opportunities presented to some models would have been possible without the opportunities, help, and guidance of the people associated with Midwest Fashion Week.

- **Pilar Ammons,**
Runway Coach
and Modeling Scout



PIPELINE: FASHION COMMUNITY FOUNDATION'S PREVIEW TO FUTURE PROJECTS

3 Screen Printing Workshop - Evansville, Indiana

Teaching workshop on the art of Screen Printing, a printing technique where a mesh is used to transfer ink onto garments.

4 Fashion Entrepreneurship Workshop - Indianapolis, Indiana

This exclusive, 3 full days of programming is built around a multi-disciplinary experience that encourages perspective, stillness, and growth. With this workshop, we will dive into a deeper connection within ourselves and our business. We will host a lineup of some of the greatest thinkers and leaders in entrepreneurship, consciousness, health, and mindfulness, who will take you behind the scenes of their expertise with real-world application.

5 Embroidery Workshop - Indianapolis, Indiana

In this fun and relaxing class, we will teach the basics of machine embroidery that anyone can hang or stitch on totes, pillows, or one-of-a-kind tees that will showcase newfound skills. This workshop teaches individuals how to prep hoops, how to transfer an embroidery pattern onto fabric, and the basics of selecting materials.

1 Darak Fashion Weekend Bonanza - Dakar, Senegal

We are partnering with Dakar Fashion Weekend (DFW) for a three-day event centered around showcasing Senegalese fashion, as well as encouraging careers in the arts. For our upcoming DFW, we plan to partner with trailblazers in the Senegalese fashion scene. Our art-filled bonanza will include participation from local artisans, museums and dedicated youth. We will pair the young selected designers with local artisans and manufacturers.

2 Fashion PR Workshop - Johannesburg, South Africa

This event will serve as a platform for future fashion PR professionals to work with and establish exposure of their brands to an international audience enabling them to access markets beyond South Africa so they can grow and become sustainable brands. The selection of designers is a mix of established and emerging brands that can leverage each other's aesthetic strengths to create visually-compelling installations in the gallery.

PROJECT HIGHLIGHT

Caribbean Celebration 2021

The Caribbean Celebration is a project dedicated to providing a medium through which individuals of all backgrounds can foster cultural exchange, honor heritage, and raise awareness about the richness of diversity Lafayette Square has as a community of Indianapolis, Indiana. More than 10,000+ Haitian migrants have moved to and started calling Indiana home in recent years. Since the west side of Indianapolis is very diverse with respects to backgrounds and identities, the neighborhoods want to showcase a visual representation of the people that live there. Through a partnership between International Market Coalition, Haitian Association of Indianapolis, and Fashion Community Foundation's Berny Martin, this medium is delivered through a fashion display and visual storytelling for public viewing in the front lobby of the International Market Coalition's Global Village Welcome Center. This visual story allows all viewers to observe and learn about how individuals expressed themselves through traditional garments worn by those native to Haiti and the Caribbean region.



PROJECT HIGHLIGHT

As it pertains to racial justice, this project is a highlight in the community as a way to raise awareness about how there is more to the West Side of Indianapolis than what is typically negatively stereotyped. A historically Black community born out of segregation and racism, by the 1960's, an entire third of Indianapolis' Black population resided in this district. The area was surrounded by factory plants and water pollution, and the racism-induced poverty caused more families and individuals to be forced to live in substandard conditions. The highway built has since displaced most homes, but while many inhabitants dispersed across the city, its history remains. Today, Indianapolis ranks as the second highest city of evictions with 20% of the city's population meeting the Federal definition of poverty so while the most extreme appearance of poverty was eliminated, the racism, housing instability, and poverty was not.

The diversity represented in this presentation will also encourage the dialogue that is often missing in Indianapolis. In a 2014 article by The Indianapolis Star, Erika Smith interviewed residents of the Valley neighborhood about what their thoughts were when a proposed amphitheater was going to be constructed. Rahnae Napoleon, a local resident, told Smith that "It's like we're the armpit of the city. ... We are treated like we don't count." Such conversations and elevation of voices are vital first steps to breaking down barriers and building bridges to make a more integrated and equitable society. The more we can share about the narrative of other cultures around the world, the more we will learn about how to appreciate the differences and our contributions.

OUR TEAM

Board of Directors



Berny Martin



Carmen Thompson



Sam Contreras



Francelene Louis



Beatrice Davis



Takura Nyamfukudza

Fashion Community Foundation

OUR PARTNERS AND DONORS



ARTSCOUNCIL
OF INDIANAPOLIS

AFTERWORD



Fashion is one of the biggest industries in the world today. It is a unique way to communicate a person's thoughts, beliefs, ideas, and style and serves as a pathway to defining one's self-image, self-esteem, and self-expression.

It is with deep gratitude, excitement, and appreciation that I sit on the board of the Fashion Community Foundation. This essential foundation sets itself apart with innovative programs and creative, instrumental guidance that changes and shapes young people's lives. Being part of such a worthy organization that offers mentorship and entrepreneurship proves that being the change in this world does not take millions but rather deep dedication and a strong commitment. The Julie Scholarship Program proves success is possible no matter where you are from and no matter what your background is or your socioeconomic status. If you have dreams and goals, they can be achieved.

Fashion creates the character and personality needed to strive as a unique individual and opens up the mind and heart to be who we want to be. We could not touch lives in this way without the support of our partners, donors, and friends. For this, we thank you and look forward to continuing our work to shed a positive light together.

Sincerely,

A handwritten signature in black ink that reads "Beatrice Davis". The script is fluid and cursive.

Board of Directors

STAY IN TOUCH

Our Social Media:



fb.com/FCForg



/fashion-community-foundation



@fcforg



Our Website:

www.fashioncommunityfoundation.org

Donate:

www.fashioncommunityfoundation.org/donate-page

Email:

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