

2020 HIGHLIGHTS

COVID Impact:

- Due to COVID-19, tSB adapted to better serve the needs of the community. We worked closely with many of our partners to raise money and **provide necessary services to the community.**
- Distributed care kits to program youth and their families over the spring and summer, in partnership with **Safeway** and the **Doug Baldwin Foundation.**

- Adapted our programming to a **virtual setting** in March and executed virtual Summer Leadership Impact Program (SLIP).

- Successfully executed our first virtual Soiree in October and raised **\$84,496.**

SOIREE
RAISED
\$84K

National Exposure!

- tSB was featured in the September 2020 issue of **Snowboarder Magazine.**
- **Gnu** announced that a **portion of the sales** from its Essential Service snowboard will **benefit tSB.**

**SNOW
BOARDER**

New 3-year Strategic Plan!

- tSB **established a strategic planning** committee composed of tSB staff, Board members, and alumni to create our 2021-24 Strategic Plan.

New Partnerships!

- tSB partnered as a coalition member in the **Be Ready Be Hydrated** community-driven positive counter-marketing campaign. The coalition is a multicultural group of entities working in coordination with the City of Seattle and the Sweetened Beverage Tax Community Advisory Board to **raise awareness** of the **negative health effects of sugar-sweetened beverages** and industry manipulation of consumers, elevate alternatives to sugar-sweetened beverages, and establish a distinct counter-marketing campaign brand and outreach campaign.



New Office!

- In July 2020, **tSB moved** from our longtime home at Youngstown in **West Seattle to Columbia City in South Seattle** for better accessibility for our youth.

Black Lives Still Matter!

- **tSB's work has always been centered around social justice**, and our focus on doing anti-racist work was amplified in 2020. Due to international social unrest, tSB facilitated conversations with youth and community on social justice. We provided youth with the space to express what **Black Lives Matter** means to them. **Supporting BIPOC businesses and organizations has always been important to us**, and this year we were intentional about highlighting the businesses and organizations that we support.

