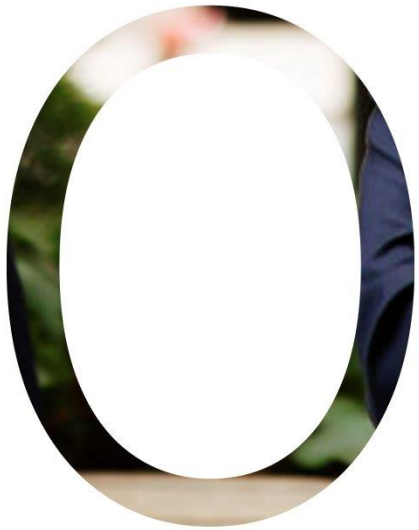
2025



IMPACT REPORT

Greenw%d Project

Greenwood Project prepares talented Black and Latino college students for high-trajectory financial services careers through early exposure, rigorous training, and high-touch coaching.

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Building Momentum

Fiscal year 2025 was the year we moved from reimagining to rebuilding. From vision to execution. From possibility to proof.

Last year, we made bold choices about our future. This year, we built the infrastructure to deliver on that promise at scale.

As your CEO, I'm proud to report that we've completed the second year of our three-year transformation. What we've accomplished positions Greenwood Project not just to grow, but to fundamentally change the economics of opportunity for talented Black and Latino students across the country.

We clarified our North Star: 1,000 Scholars. $100K Jobs. $100M in Economic Mobility. Year after year. This isn't an aspiration. It's a roadmap. And fiscal year 2025 was the year we built the platform to make it real.

We refined our Academy model. Based on market demand and strategic focus, we now offer three specialized Academies: Investment, Fintech, and Sales & Relationship Management. Each is built with the rigor and specialization that employers demand and Scholars deserve.

We invested in technology that scales. We deployed a learning management system, became one of the first nonprofits in the country to embed AI-powered interview training at scale, and built operational systems that allow us to support 450+ Scholars simultaneously. Our budget remained essentially flat while our capacity increased fourfold. That's intentional design that allows every dollar to drive more impact.

We proved the model works. We achieved an 85%+ internship-to-offer conversion rate and maintained our 90%+ full-time role achievement rate within one year of graduation. The outcomes are real and repeatable.

Here's what excites me most: we now have confidence in what we've built. The platform works. The model delivers. And we're ready to scale.

Over the next three years, we're expanding our national reach and will train 450 additional Scholars, generating $45 million in economic mobility. Our merger with the STREAM Foundation positions us to serve students across the South and Southeast, building a national talent pipeline. This puts us on a clear path toward $100 million in annual economic mobility, year after year.

The stakes are clear. Over 100 million Americans face systemic barriers to wealth-building. Most households of color have no wealth or are in debt. Greenwood Project exists to change that equation, and fiscal year 2025 was the year we built the infrastructure to do it at scale.

Thank you to our Scholars, our corporate and foundation partners, the STREAM Foundation, and everyone who sees that talent is everywhere, opportunity isn't, and together we can build the bridge that changes everything.



Kwesi Smith | Chief Executive Officer, Greenwood Project

OUR NORTH STAR

1,000 Scholars. $100K Jobs. $100M in Economic Mobility. Year After Year.

Every organization needs a north star. A goal so clear, so audacious, and so meaningful that it focuses every decision and inspires every partner. ***This is ours.***

What It Means

1,000 Scholars annually. Rigorously trained, professionally coached, and fully prepared to compete for and win elite opportunities in financial services.

$100K average starting salaries. Careers that build wealth, support families, and create generational mobility. Roles where talented professionals earn, advance, and lead.

$100M in annual economic mobility. One hundred million dollars in new earning power flowing into historically excluded communities every single year. Wealth that compounds across generations.

Year after year. Not a one-time achievement. A sustainable engine for change operating at the scale this problem demands.



WHY NOW

For years, we've been building the foundation. Developing curriculum. Training coaches. Investing in technology. Proving the model works.

Now, we have confidence in what we've built.

Our platform supports 450+ Scholars simultaneously. Our 85%+ internship conversion rate exceeds the 53% national average. Our Scholars secure roles at Goldman Sachs, Morgan Stanley, and leading fintech firms. These aren't outliers. They're predictable results.

The market is ready. Financial services firms need diverse talent but struggle with preparation, not placement. We solve that problem.

This is our moment to scale.

The Path Forward

2025-2028: Train 450 Scholars and generate $45M in economic mobility. Our first wave of strategic growth, expanding from 50 to 225 annual Scholars while maintaining excellence.

Beyond 2028: Scale to 1,000 Scholars annually. Systematic expansion once we've proven we can serve 225 with the quality that defines our work.

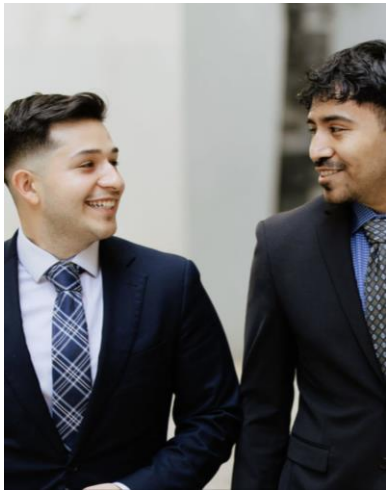
The result: $100M in annual economic mobility, year after year. Economic mobility that's measured, delivered, and compounded across generations.

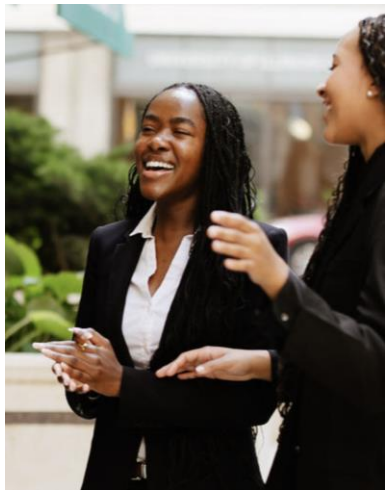
What This Represents

Our North Star means Hayes Bynum's journey from Chicago's South Side to Wall Street isn't rare. It's repeatable.

It means talented Black and Latino students don't hope for opportunity. They prepare for it, compete for it, and win it.
It means the financial services industry gets the diverse leadership it needs through merit-based pathways that benefit everyone.
The math is clear. The opportunity is now. The impact is generational.









THREE ACADEMIES, ONE MISSION

Building Careers Through Specialized Excellence

In fiscal year 2025, we transformed how we prepare Scholars for financial services careers. We moved from general career tracks to three specialized Academies, each designed to build the precise technical skills, professional fluency, and industry knowledge that top employers demand.

This was a fundamental redesign of how we develop talent.

Why Academies Matter

Financial services isn't one industry. It's a constellation of specialized careers, each requiring different skill sets, mindsets, and preparation. Generic career development doesn't work when you're competing for roles at elite firms, launching fintech products, or building client relationships worth millions.

Our Academies solve that problem. Scholars master the skills required to excel in the specific careers they've chosen.

ACADEMIES THAT HONE REAL WORLD SKILLS

Investment Academy

An intensive academy that equips ambitious Scholars for Investment Banking and Private Equity through analyst-level training in valuation, deal analysis, and financial modeling, culminating in the technical fluency and professional readiness top firms demand..

Fintech Academy

Equips systems-minded problem solvers at the intersection of finance and technology. Scholars explore the systems that power banks and payment networks, asset management, and digital assets as well as sharpen process-driven decision making.

Sales & Relationship Academy

An intensive academy for entrepreneurial communicators who turn insight into revenue. Scholars build disciplined sales processes while sharpening emotional intelligence and relationship-management skills.



TESTIMONIALS

Our Scholars are at the heart of Greenwood Project's mission. We are pleased to share their perspective on our programs.



"I reached out to Scholars and alumni which confirmed that the program would be a great fit for me. Greenwood Project's structured program enables me to complete all required tasks while effectively balancing my coursework, extracurricular activities, and two on-campus jobs."

Jackson Ori



"I love the coaching I have received so far. From things such as professional to personal advice, to technical training, GP has built up my skills in an irreplicable way. Through Program Coaches, and our constant mock interviews, I have been able to sell myself in interviews professionally and personally."

Frankie Gomez



"Greenwood Project gave me the confidence to pursue a full-time career in finance. I gained exposure to professionals, companies, and career paths I wouldn't have encountered otherwise. They introduced me to the industry and equipped me with the skills I need to thrive."

Daniela Felix



"I appreciate how accessible the staff is when I have questions or need assistance. I also like that we have a place where all scholars can connect. This summer, I'm excited to gain exposure to an asset class I have had limited experience with and overall build my skills in investing."

Niara Grady

GREENWOOD'S CUMULATIVE IMPACT



300+

COLLEGE STUDENTS SERVED

Significant growth and program evolution since the 2016 pilot of 5 students.

70%

ALUMNI IN FINANCE JOBS

One hundred percent of our college Scholars graduate compared to only 46% of Black and Latino students in the US. Seventy percent transition to full-time roles in financial services.

90%

HIGH-TRAJECTORY ROLES

More than 90% of our Scholars transition into high-trajectory* roles after graduating college compared to 60% of Black and Latino college students being unemployed or underemployed in the US.

**A high-trajectory job is defined as a full-time role requiring a 4-year degree and having a starting salary of $60,000 or more."*

EMPLOYEES



KWESI SMITH
Chief Executive Officer



HEIDI ALBERT
Director of People and Culture



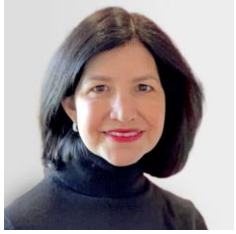
MARIYAH BRAWNER-HENLEY
Director of Talent & Recruiting



VIRGIL JONES
Director of Major Gifts



ASHLEY OKONTA-MATHEWS
Director of Programs



DIANE RODRIGUEZ RAND
Director of Partnerships



MAREN PLATO
Database & Social Media Manager



RYAN SHEA
Manager of Curriculum



ERIKA THOMAS
Program Coach



CASANDRA TORRES
Campus Recruiting Coordinator



MARQUIS WRIGHT
Program Coach

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NICK CHERNEY
Head of Innovation, Janus Henderson Investors



MATT McKAMY
Partner & CFO, Webs Creek Capital



ERIKA KINGETSU
Head of International Equity Sales for the Americas, Morgan Stanley



PATRICK COYLE
Managing Director, UBS



MARK SEBASTIAN
Founder, Option Pit



MICHAEL PIPER
Managing Director, Piper Sandler



JJ KINAHAN
CEO, IG North America



ELLIS THOMAS
President, STREAM Foundation



KWESI SMITH
Chief Executive Officer



JOE LAWLER
Managing Director, Wind Point Partners



JON ZINDEL
Senior Finance Executive, Savant

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