



IMPACT REPORT

2024



TRAILLIONAIRES FOUNDATION

A Message From Our Leaders

Since the inception of the Traillionaires Foundation, we have been dedicated to empowering youth of color to reach higher standards of excellence and service. Through a comprehensive approach that includes career education, life skill development, financial literacy, mental mindfulness strategies, and health autonomy, we are equipping our youth to become not only exceptional students but also financially literate family members and impactful contributors to society.

We founded Traillionaires as a gap-closing organization, focused on creating direct, meaningful impact for underserved communities. Our mission is to rewrite the narrative for those furthest from opportunity by creating spaces where young people can flourish, lead, and achieve balance. With an emphasis on mental mindfulness, we ensure that our youth are not only prepared for success but also equipped to prioritize and maintain their mental health throughout their journey.

As we reflect on our work in 2024, we take pride in the progress we've made toward building a brighter, more inclusive future. Together, we are creating a lasting legacy of empowerment and transformation.

Michelle Trail

FOUNDER



“We want to see a world where there is less selfishness and more generosity of knowledge, resources and economic growth”!

Debt & low-paying job placement is **impeding financial security** for BIPOC youth.



The Traillionaires Foundation programming targets those farthest from opportunity to provide affordable, high-quality programming that builds exceptionalism in academic, technical, financial, and professional skills.

“

"Being part of the Traillionaires Foundation has taught me how to be a better leader and how to manage myself and my relationships with others. It's been such an impactful journey for me."

ISABELLA
9TH GRADE PARTICIPANT

“

"What I love most about the Traillionaires Foundation is everything I've learned about leadership, money, and finances. It's been such an eye-opening and empowering experience!"

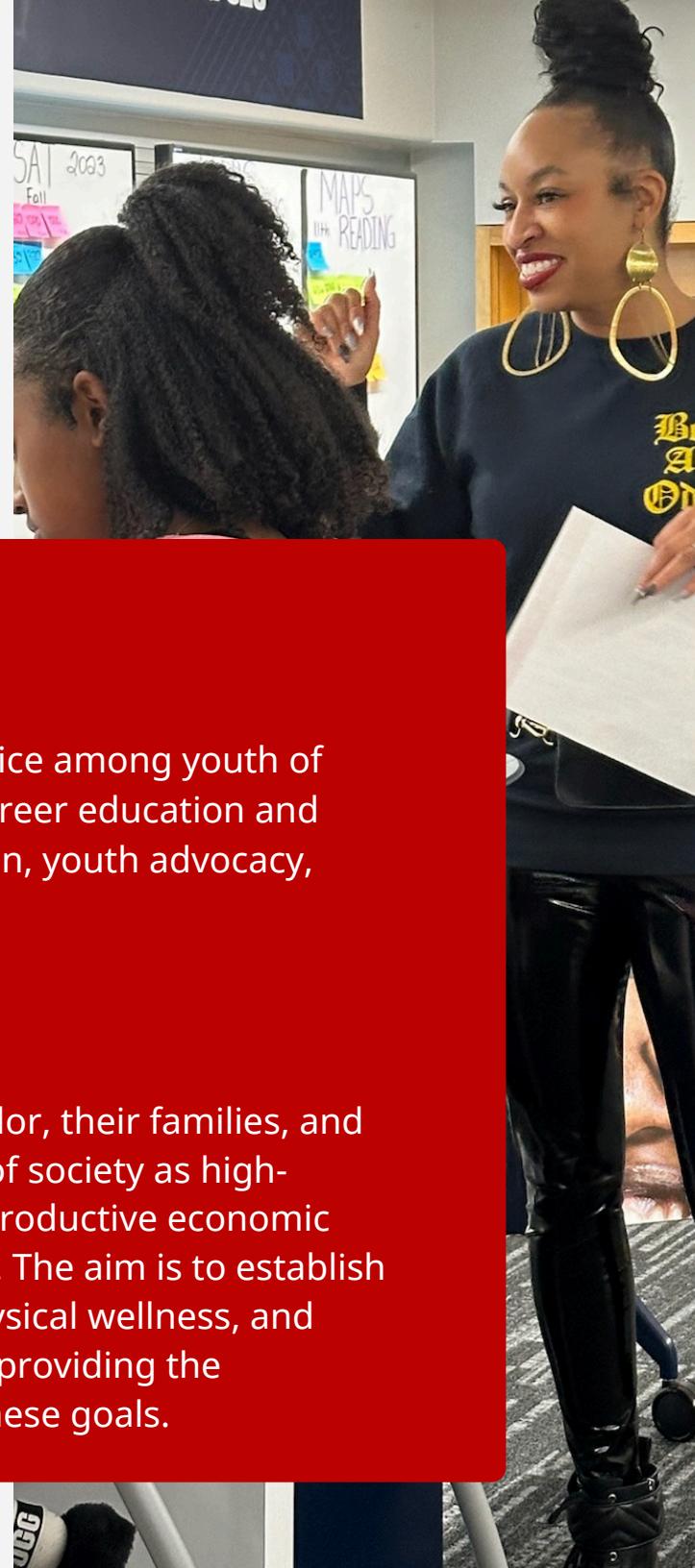
CORINE
PARTICIPANT

“

"The Traillionaires Foundation has taught me how to be a strong, capable woman—and that's not always easy. I'm grateful for the life skills and financial skills I've gained to help me navigate and succeed."

JESSICA
10TH GRADE PARTICIPANT

Mission + Vision



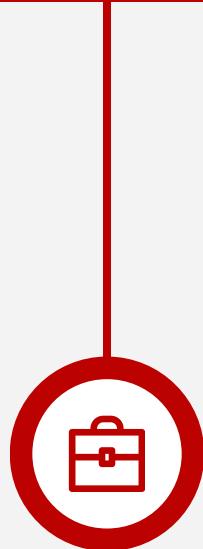
→ Mission

To cultivate higher standards of excellence and service among youth of color, their families, and women of color through career education and experience, life skill development, financial education, youth advocacy, and the promotion of mental and physical wellness.

→ Vision

To witness an increase in the number of youth of color, their families, and women of color actively engaging in various facets of society as high-achieving individuals, supportive family members, productive economic contributors, and responsible community members. The aim is to establish a norm where exceptional behavior, mental and physical wellness, and positive contributions are expected and supported, providing the opportunities and resources necessary to achieve these goals.

Content Pillars



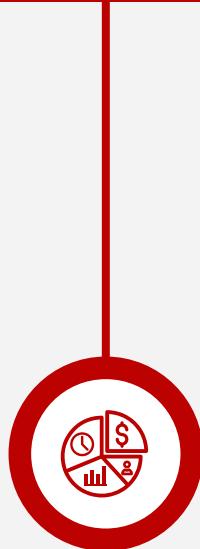
Career Readiness

Exposure to mentors for direct exposure to careers that can be pursued directly after high school or college, including entrepreneurship.



Self - Efficacy

Participation in professionally-led workshops and trainings to develop their ability to live self-sufficiently, participate in community, advocate for themselves, and make long-term decisions.



Financial Literacy

Youth of Color invest for the future, access higher wages, take on less debt, practice credit-building habits, and have a positive relationship with money.



Mental and Physical Wellbeing

The Traillionaires Wellbeing Program supports youth and families in achieving mental and physical wellness through mindfulness, fitness, stress management, and building emotional resilience for lifelong success.



Exceptional Experiences

Students are introduced to social settings outside of the classroom to network and gain experiences. We expose students to golf, sports classics, dinners, and other events to gain confidence, meet new people and see new possibilities.



2024 In Review

300+

Total Participants Touched in
2024 Programming

3

Successful
Fundraisers

10

Individual NIL Financial Advisory Sessions

One on one sessions with vetted financial
advisors to personalize strategies to build
wealth and manage their futures

95%

INCREASE IN CONFIDENCE

Empower Their Trail
Participants reported a
95% increase in
confidence around
achieving personal and
academic milestones

\$313,000+

Money fundraised in 2024

5

X5 PLUS Programs to support
families in the community

"I love being part of the Traillionaires Foundation because it has given me the chance to experience so many new things. Being in a mentor group with girls my age has created a bond I don't think I could find anywhere else. I'm especially grateful for events like the recent gala—it was such a special experience. Thank you!"

KENDRA
12TH GRADE PARTICIPANT

Timeline Overview

2023

Rollout of Traillionaires Foundation programming in Denver schools.

- Career & Industry Exploration Events
- Speed Networking
- Mentor Matching
- Financial Education
- Intro to Strategy + Execution

2024

Expand programming and participating schools.

- Arts & Culture Events
- Public Speaking Workshops
- Financial Literacy Workshops
- Scholarship Opportunities

2025

Remaining programming implemented and programming expanded out-of-state.

- Home Economics Workshops
- Civic Engagement Workshops
- Etiquette Class
- Host First annual Youth Advocacy Summit
- Women's Mental and Physical Wellness

(7-18)



YES Programming

YES programming aims to empower youth by combining fun activities with educational experiences. It equips participants with essential financial literacy, career readiness, and self-efficacy skills, setting them on a path to success in their future endeavors. By fostering a positive and engaging environment, YES encourages personal growth, teamwork, and a sense of community responsibility among young individuals.

Program	Details	Highlights
CHIC Summer Camp	<p>One-Week Summer Camp Program (Ages 6-18) Summer Camp w/ CHIC as partners to reach over 60 youth ages 6-18 through interactive sessions in financial literacy, mental mindfulness, and creative arts, inspiring participants to take ownership of their personal growth and development.</p>	60+ Participants Touched
Empower Their Trail	<p>14-Week After School Programming (Ages 12-18) A transformative program equipped high school students with tools to master discipline, set meaningful goals, enhance financial literacy, and engage with their communities. Mental mindfulness strategies were introduced to help participants reduce stress, build emotional resilience, and improve focus</p>	80+ Participants Touched 95% Increase in Confidence (Participants reported a 95% increase in confidence around achieving personal and academic milestones).

(18 - 24)



SCORE Programming

SCORE programming supports students and student athletes. In SCORE, though we highlight all of our curriculum, we emphasize financial literacy skills, which in return will help close the financial gaps that impact a significant number of players after their athletic careers. Topics include: investing, budgeting, credit-worthiness, managing sudden wealth, tax planning, and estate planning.

Program	Details	Highlights
NIL Financial Athlete Development	<p>5-Week Program Supporting College Athletes (Ages 18 -23)</p> <p>Supported student-athletes and their families by offering tailored mentorship, financial literacy resources, and advocacy training.</p> <p>A notable highlight this year was 10 athletes scheduled one-on-one sessions with our vetted financial advisors, giving them personalized strategies to build wealth and manage their financial futures.</p>	<p>210+ Athletes + Family Members Touched</p> <p>10 Individual NIL Financial Advisory Sessions (1:1 with vetted financial advisors)</p>

(Parents + Families)

PLUS Programming

PLUS programming offers support to the families through workshops tailored to the unique financial challenges faced by athletes and their families. Specialized workshops are tailored to the unique financial challenges faced by athletes and their families. We also bring in legal experts and financial advisors to provide guidance and goal-setting sessions to ensure students and families are prepared to manage professional earnings responsibly.

Program	Details	Highlights
Family Education + Support	<p>Ongoing Programming to Support the Community</p> <p>Our PLUS programming extended critical support to parents and families of student-athletes through tailored workshops designed to address the unique financial challenges they face.</p> <p>Families gained valuable insights into managing professional earnings responsibly, preparing for financial opportunities, and navigating the complexities of the student-athlete experience.</p>	<p>5</p> <p>x5 PLUS programming sessions to support and empower the community to play an active role in supporting their student-athletes' long-term financial stability and success.</p>

Board Members

Michelle Trail

Founders + Chairs of Board

Anthony Trail

Program Director

Leah Jolly

Secretary

Juma Reed

Treasurer

Eliana Thompson Becnel

Fundraising + Events

Rod Easterling

Corporate Relations
+ Golf Lead

Jason Shader Smith

Marketing + PR

Angela Y. Davis

Grants

Holly Morphew

Finance Team Lead

Daniel Thomas

Finance & Fundraising

Partners

WELLS FARGO

TEGNA

FOMO.AI

THE CLAYTON

ORIGINAL UGLY

BMW

KORDELL STEWART

SRIXON

BMO BANK

KUMOYA

BACARDI

THE SUPPER CLUB

KAISER PERMANENTE

EY

BALL

GOLF DEN

EXO.10

IMC

ZSA'NEE

CHFA

ROB SKATE

MDJ ORIGINAL

STICKS AND STONE

CANTOR FITZGERALD

UNIQUE HARDWORKING

CLEVELAND GOLF

LA LAKERS

FLOWATER

CHIC

SOCIAL PROOF

RTL FOUNDATION

DISNEY

SENECA

E.CLASS

NIKE

NEXTPOINT

SYMETRA

STUDIO BRECHOT

FIRST BANK

HYDE PARK JEWELERS

THE MLH AGENCY

CHARLES KRUG VINEYARD

RESTORATION CONTRACTORS

DENVER INTERNATIONAL

AIRPORT

URBAN LEADERSHIP

FOUNDATION OF CO

THE GLASS HOUSE OPTICAL





Exceptional Outcomes Only.

Your Support Matters

Join us in our mission empower youth of color as leaders and change makers in their communities by making a tax-deductible donation at <https://www.traillionairesfoundation.org/support-us>

TRAILLIONAIRESFOUNDATION.ORG

INFO@TRAILLIONAIRESFOUNDATION.ORG

@TRAILLIONAIRESFOUNDATION