



Hitt Mobb

ORGANIZATION

NEWARK, NJ

2024 TO 2025 IMPACT REPORT

Healing Newark's Youth Through Music, Art and Creativity

Hitt Mobb



LETTER FROM THE FOUNDER



I was born in Jersey City, New Jersey. My journey took me through the streets of Brooklyn, NY before I found my way back home to Newark. Music became my foundation. It was never just a career; it was my language, my lifeline, and ultimately, my calling.

Over the years, I built a successful career in the music industry, serving as part of Bad Boy Records' legendary in-house production team, The Hitmen, contributing to iconic records for artists like The Notorious B.I.G., Jay-Z, and Lil' Kim. I worked alongside some of the biggest names in the game, accumulating 46 production credits across 61 releases and helping develop and elevate countless artists from the ground up. By every measure, I was at the top of my game.

But something was missing.

I looked around at the city I came from, at the young people coming up behind me, and I realized that success without purpose is hollow. The same streets that once held my dreams were now holding too many of our youth back. I saw talent everywhere I turned, but trauma spoke louder. I saw potential in every corner, but opportunity was scarce. That realization changed everything for me.

So I made the decision to give back.

I founded HittMobb Org to change that conversation, to create the space that did not exist for me growing up, and that still does not exist for far too many young people in our city. We are not just building a studio. We are building a sanctuary. A place where pain becomes power, where trauma is transformed through creativity, and where the next generation finds their voice on their own terms.

This report outlines where we have been, what we have built, and where we are going. It is proof that when you invest in Newark's youth, they rise. And we are just getting started.

Turning pain into power. Beats into breakthroughs.

Daven "Prestige" Vanderpool

Founder and Executive Director

HittMobb Org | Newark, NJ

WORLD CLASS MUSIC. NEWARK ROOTS. A NEW MISSION.

Daven "Prestige" Vanderpool — Founder and Executive Director

Born in Jersey City, NJ. A member of Bad Boy Records' legendary in-house production team, The Hitmen. With 46 production credits across 61 releases, Daven helped shape the sound of an era. He holds a Bachelor of Science in Digital Communications and Media from Full Sail University (2023) and is now based in East Orange, NJ, dedicated to serving his community.

THE NOTORIOUS B.I.G. Born Again (1999)	JAY-Z In My Lifetime Vol. 1 (1997)
PUFF DADDY AND DIDDY Forever (1999)	MASE Double Up (1999)
LL COOL J Phenomenon (1997)	LIL KIM Hard Core (1996)
SHYNE Shyne (2000)	BEANIE SIGEL The Truth (2000)
CAM'RON Confessions of Fire (1998)	FAITH EVANS All Night Long Remix (1999)
HEAVY D Waterbed Hev (1997)	SAUCE MONEY Middle Finger U (2000)

46 Production Credits. 61 Releases.

One Mission — To Give Newark Youth What I Never Had.

THE CRISIS IN NEWARK CANNOT WAIT

- 72% of Newark youth experienced at least one traumatic event before age 16
- 60% of in-school arts programs lost in the past decade
- 75% of Newark youth surveyed had NO access to music or arts programs
- 40% of adolescents report persistent sadness (CDC 2024)
- 20% of high school students seriously considered suicide (CDC 2024)
- Newark youth unemployment rate is nearly 3x the national average

NEWARK'S SON

Newark's Son: A Story of Music, Purpose, and Second Chances

A Founder's Account

I remember the day Chris walked through the door like it was yesterday. A quiet teenager from Newark, hood up, eyes low, carrying a weight that no young person should ever have to bear. Someone in the community had referred him to us. They said Chris was struggling, pulling away from everyone around him, and that the streets were starting to fill the silence in his life.

When Chris first arrived at the studio he did not say much. He sat in the corner and just watched. I did not pressure him. I let him take it all in. The boards, the equipment, the other young people creating something from nothing. I could see something flickering behind his eyes even then.

After a few visits I invited Chris into the booth. Not to perform. Just to sit in the chair, put the headphones on, and feel what it was like to be inside a real professional space built for him. That moment alone changed his posture. Something shifted.

Eventually Chris picked up the pen. His first few sessions were quiet and uncertain but the words that made it onto paper told a story of a young man who had witnessed violence, lost friends, and genuinely believed his life had no direction. There were sessions where I was not sure if Chris was going to come back. There were moments where what he shared in that booth scared me, because I understood how close to the edge he really was.

But Chris kept coming back. The studio became his sanctuary. The music became his therapy. He started learning the technical side of production, how to engineer, how to build a track from scratch. Skills he could actually use. Confidence started replacing the fear in his eyes.

Chris did not just find music at HittMobb. He found a reason to stay. That is why this work is not optional. For some of our young people it is truly a matter of life and death.

Daven "Prestige" Vanderpool

Founder and Executive Director, HittMobb Org

OUR MISSION

To use the power of music, art, and creative expression to help inner-city youth in Newark, NJ manage their emotions, heal from trauma, and discover the fullness of who they are, equipping them with skills, confidence, and community to thrive.

HEALING FIRST We lead with compassion and trauma-informed care.

AUTHENTIC VOICE Every young person deserves to tell their own story.

COMMUNITY ROOTS Deeply embedded in and accountable to Newark.

RADICAL INCLUSION No barriers to participation, ever.

EVIDENCE-BASED PRACTICE Programs grounded in research and clinical expertise.

YOUTH AGENCY Young people lead; we follow and support.

YEAR 1 IMPACT

150+

NEWARK YOUTH SERVED

92%

REPORTED IMPROVED EMOTION MANAGEMENT

40+

ARTIST MENTORS AND COUNSELORS ENGAGED

8

NEWARK SCHOOLS ACTIVELY REFERRING STUDENTS

100%

OF FOUNDING STAFF HIRED LOCALLY FROM NEWARK

\$420K

IN FOUNDING COMMITMENTS SECURED

CORE PROGRAMS

BEAT LAB

Youth Music Production

FL Studio, Ableton, Logic Pro. Turning pain into beats. Students learn the technical art of production while processing emotions through sound.

VOICE AND VERSE

Spoken Word and Lyric Therapy

Rap writing, poetry, emotional expression. A safe space to find words for experiences that are often silenced.

SOUND AND MIND

Music-Based Emotional Wellness

12-week curriculum co-developed with licensed counselors using music to teach regulation and coping strategies.

STUDIO TIME

Professional Recording Access

Advanced studio access for program graduates, mentored by Daven Vanderpool to produce professional-quality work.

UPCOMING PROGRAMS (2025 TO 2026)

MIC CHECK

Launching Fall 2025

Spoken word poetry circles and slam poetry competitions held every Tuesday evening to amplify youth voices.

CANVAS AND CULTURE

Launching Spring 2026

Visual arts studio focusing on drawing, painting, digital art (Adobe Creative Suite), and muralism every Thursday afternoon.

VOCATIONAL SKILLS: BUILD YOUR FUTURE

HittMobb Org plans to implement a comprehensive Vocational Skills program to bridge the gap between creative passion and sustainable careers for Newark youth.

Audio Engineering and Music Technology

Industry-standard studio skills, FL Studio, Ableton, Logic Pro, Pro Tools.

Path: Recording Engineer, Sound Designer

Digital Media and Graphic Design

Adobe Photoshop, Illustrator, InDesign. Freelance business skills.

Path: Graphic Designer, Content Creator

Video Production and Content Creation

Camera operation, editing (Premiere Pro, DaVinci Resolve), YouTube content.

Path: Videographer, Film Editor

Entrepreneurship and Financial Literacy

Business formation, budgeting, banking, credit building, investing basics.

Path: Small Business Owner

Construction and Trades Preparation

Construction fundamentals, OSHA 10 certification prep, union prep.

Path: Electrician, Carpenter, Contractor

Healthcare Support Fundamentals

CNA training basics, first aid, CPR, healthcare navigation.

Path: Certified Nursing Assistant

These programs will transform creative potential into economic power for Newark youth, giving them not just a voice, but a future.

STRATEGIC PARTNERSHIP: HITTMOBB ORG AND YOUTHBUILD NEWARK NJ

HittMobb Org plans to partner with YouthBuild Newark NJ to create the most comprehensive youth development pipeline in the city of Newark.

SHARED ENROLLMENT PIPELINE

YouthBuild participants gain access to HittMobb creative and vocational programs.

JOINT VOCATIONAL COHORTS

Co-delivered construction, healthcare, and digital media tracks.

SHARED FACILITIES

Access to studio space, workshop areas, and community hubs.

COLLECTIVE IMPACT REPORTING

Unified data and outcomes tracking for funders and stakeholders.

Goal: Together, we plan to serve 500 or more Newark youth jointly per year by Year 3.

YOUTH TRANSFORMATION STORIES

"I used to walk around with so much anger. Beat Lab gave me somewhere to put it. Now I make beats instead of trouble."

— JAYLEN T., AGE 17

"When my cousin died, I did not know how to talk about it. Voice and Verse gave me words when I had none."

— AMARA J., AGE 19

"School gave up on me. But the first time I heard my voice come through professional studio monitors, I believed in myself again."

— DESHAWN M., AGE 20

"Sound and Mind taught me breathing techniques and music therapy tools I use every day. I have not had a panic attack in three months."

— KEZIA R., AGE 16

"The vocational track gave me real skills I could put on a resume. I landed my first audio engineering internship at 22."

— MARCUS W., AGE 22

HittMobb Org serves young people ages 16 to 24 across all programs.

STRATEGIC PLAN 2025 TO 2030

PHASE 1 (2024 TO 2025): FOUNDATION

150 youth served, 2 community hubs, core programs launched.

PHASE 2 (2025 TO 2026): EXPANSION

300 youth served, 3rd hub, Mic Check and Canvas and Culture launched, Vocational Skills pilot.

PHASE 3 (2026 TO 2027): DEEP IMPACT

500 youth, university research partnership, alumni network, longitudinal tracking.

PHASE 4 (2027 TO 2028): WORKFORCE PIPELINES

750 youth, industry apprenticeships, YouthBuild full partnership, career placement program.

PHASE 5 (2028 TO 2030): REGIONAL MODEL

1,000 or more youth, replication in 3 additional cities, \$2M or more annual budget.

BUDGET FY 2025 TO 2026

PROJECTED REVENUE

SOURCE	AMOUNT
Foundation and Corporate Grants	\$380,000
Government Grants	\$120,000
Individual Donors	\$95,000
Federal Grants	\$80,000
Earned Revenue	\$25,000
TOTAL	\$700,000

PROJECTED EXPENSES

CATEGORY	AMOUNT
Program Staff Salaries	\$210,000
Hub Rent and Utilities	\$90,000
Studio and Equipment	\$85,000
Counselor Facilitation	\$70,000
Operations and Admin	\$65,000
Vocational Skills Launch	\$50,000
Contingency	\$50,000
Visual Arts Supplies	\$45,000
Marketing and Outreach	\$35,000
TOTAL	\$700,000

CERTIFICATIONS AND OUTCOMES

Through the disciplined execution of our programs, HittMobb Org is committed to producing measurable, verifiable outcomes for every young person who walks through our doors. The certifications and milestones below represent the tangible results of our work.

OSHA 10 CERTIFICATION

Construction and Trades Track

Youth completing the Construction and Trades Preparation program will earn their OSHA 10 General Industry certification, a federally recognized credential required for entry-level employment in construction, electrical, and contracting fields.

CPR AND FIRST AID CERTIFICATION

Healthcare Support Track

All Healthcare Support Fundamentals participants will graduate with American Red Cross aligned CPR and First Aid certification, directly qualifying them for CNA training programs and entry-level healthcare positions.

ADOBE CERTIFIED PROFESSIONAL PREP

Digital Media and Graphic Design Track

Students complete coursework aligned with the Adobe Certified Professional exam in Photoshop and Illustrator, building industry-standard portfolios and freelance-ready skills.

DIGITAL AUDIO WORKSTATION (DAW) PROFICIENCY

Audio Engineering and Beat Lab Tracks

Graduates of Beat Lab and Audio Engineering receive a HittMobb Org Proficiency Certificate in FL Studio, Ableton Live, and Logic Pro, validated by industry mentors with professional recording credits.

TRAUMA-INFORMED SOCIAL-EMOTIONAL LEARNING COMPLETION

Sound and Mind Program

Every youth completing the 12-week Sound and Mind curriculum receives a formal SEL Completion Certificate co-signed by our licensed clinical lead, documenting demonstrated growth in emotional regulation, coping strategies, and self-awareness.

FINANCIAL LITERACY CERTIFICATE

Entrepreneurship and Financial Literacy Track

Participants earn a certificate recognizing competency in budgeting, credit building, banking fundamentals, and basic business formation, skills essential for economic independence.

HittMobb ORG STUDIO GRADUATE CREDENTIAL

Studio Time and Voice and Verse Programs

Advanced program graduates who complete mentored studio sessions with Daven Vanderpool receive an official HittMobb Org Studio Graduate Credential, along with a professionally produced track or spoken word recording included in their portfolio.

MEASURABLE OUTCOMES

- **OUTCOME 1:** 80% or more of program completers obtain a recognized credential within 12 months.
- **OUTCOME 2:** 60% or more of vocational track graduates secure employment, apprenticeship, or higher education enrollment within 6 months.
- **OUTCOME 3:** 90% or more of Sound and Mind completers demonstrate measurable improvement in emotional regulation as tracked by licensed counselors.
- **OUTCOME 4:** 100% of Studio Graduate Credential holders exit with a professional-quality portfolio piece.
- **OUTCOME 5:** 75% or more reduction in school disciplinary referrals among active HittMobb participants.
- **OUTCOME 6:** 500 or more Newark youth hold a HittMobb-issued or industry-recognized credential by the end of Phase 3 in 2027.

STAFF AND TEAM

Daven Vanderpool Executive Director

Open Position Program Director

Open Position Licensed Social Worker / Clinical Lead

Open Position Studio Manager / Technical Lead

Volunteer Opportunities: Artist Mentors, Recording Engineers, Grant Writers, Legal and Accounting Support

HITMOBB ORG | NEWARK, NJ

EIN: 41-2677336

501(C)(3) NONPROFIT ORGANIZATION

HOW YOU CAN HELP

Join the Movement

DONATE

Sponsor a student for \$1,200 per year to provide full access to programs.

VOLUNTEER

Lend your skills as an artist mentor, engineer, or grant writer.

PARTNER

Sponsor a specific program or fund a new community hub.

HIRE GRADUATES

Provide internships or jobs to our vocational track graduates.

HittMobb Organization

Newark, New Jersey

www.hittmobb.org