



REMOVE GATES. BUILD BRIDGES. CARRY FIRE.

RITE | REBRAND INSTITUTE OF TECH EQUITY
2026 IMPACT REPORT





Kayla Life

FOUNDER & EXECUTIVE DIRECTOR

TEN YEARS OF BUILDING THE BRIDGE

When Shoshana and I started RITE in 2016, we were not thinking about artificial intelligence. We were thinking about a stack of FAFSA forms at Carver High School and the students nobody was helping through them. We ran the workshops. Ninety-five percent of those students placed into college. That taught us everything we still believe: the gap was never talent. It was access.

Ten years later the technology changed and the principle did not. AI is becoming the new literacy, and the communities we serve are once again being told to wait their turn. We do not accept that. This year we ran the first comprehensive K-4 AI literacy curriculum in the country. We graduated thirty scholars from a summer camp students begged to attend **EVEN WHEN THEY WERE SICK.** We opened our doors in Houston and prepared to open them in Baltimore.

What we are asking of partners is simple. Not a check and a logo placement — a stake in permanent infrastructure. Buildings with doors that stay open. Curriculum that outlasts a grant cycle. A pathway a five-year-old can enter and never age out of.

Come build with us.

Kayla Life

IT STARTED WITH A LAPTOP CART



RITE began in 2016 at Carver High School in Atlanta, co-founded by Kayla Life and Shoshana Cabral. The first program was unglamorous and immediate: FAFSA and college application workshops for students nobody was helping through the paperwork. No branding, no platform. Folding tables and forms.

That first program achieved 95% college placement.

The founding instinct came from further north. Before RITE, Kayla was a middle school technology teacher in Brooklyn who built her own laptop cart — physically pushing computers classroom to classroom, because her students could not wait for the system to catch up. That is still how this organization operates. Do not wait for permission or infrastructure. Build the bridge yourself.

Ten years later, RITE operates Community Innovation Centers across three states with a fourth opening in 2027, has authored the first comprehensive K-4 AI literacy curriculum in the United States, and has delivered more than 300 AI workshops in classrooms, community centers, and church basements.



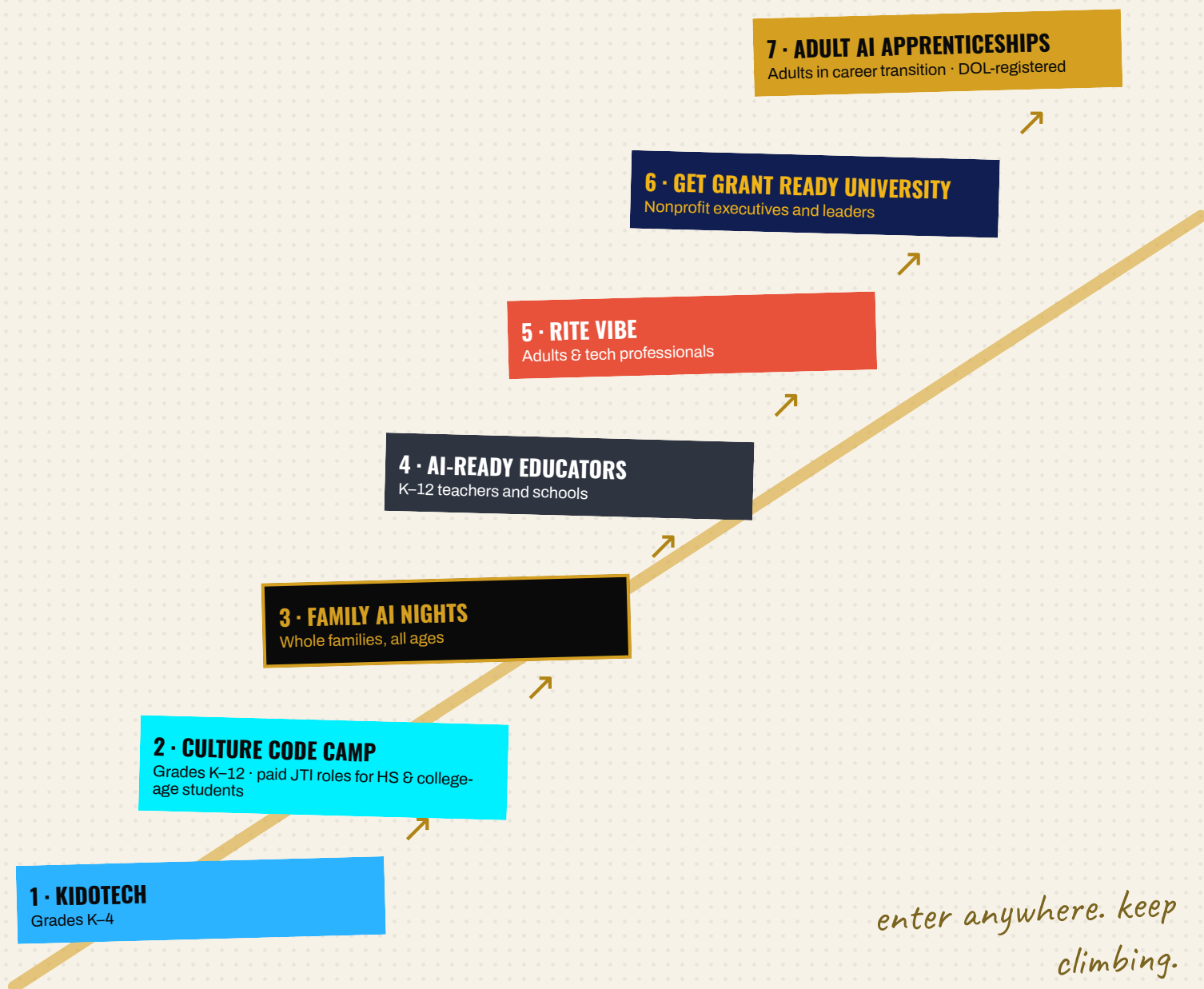
95%

college placement. Year one.

*Decision Day — where
it all started.*

NOBODY AGES OUT OF RITE

RITE does not run a single program. It operates an ecosystem that meets a person wherever they enter — and gives them somewhere to go next. Start at the bottom of the staircase, or step on anywhere.



IMPACT AT A GLANCE



10,000+

PEOPLE REACHED THROUGH DIRECT PROGRAMMING

\$20.5M+

IN COMMUNITY FUNDING IMPACT FACILITATED

300+

AI WORKSHOPS DELIVERED

500+

ORGANIZATIONS SERVED

95%

COLLEGE PLACEMENT,
FOUNDING PROGRAM

3

COMMUNITY INNOVATION CENTERS
OPEN IN 2026 — A FOURTH IN 2027

10

ACTIVE PROGRAMS

10

YEARS OF CONTINUOUS
OPERATION

numbers on a wall — every one of them a door somebody walked through.



KIDOTECH

The first comprehensive K–4 AI literacy curriculum in the United States.

Launched January 2026. Thirty-six structured lessons, 45–60 minutes each, requiring no prior tech knowledge from the teacher. The curriculum covers what AI is, how it works, and ethics and fairness — taught through hands-on projects, storytelling, and creative challenges, with instructor guides, student workbooks, and take-home family materials.

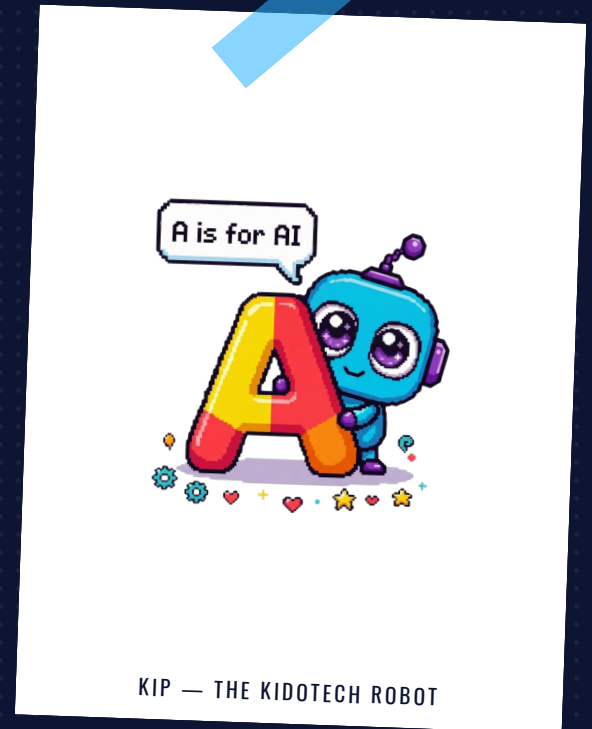
Currently piloting in Douglasville and Douglas County schools.

\$50K

*earned for KidoTech —
Camelback Ventures*

OUTCOMES

Students can explain what AI is and how it works · Measurable growth in critical thinking about technology · Foundation for future STEM pathways · Families report increased interest in learning alongside their children



KIP — THE KIDOTECH ROBOT

FAMILY \$9.99/MO · TEACHER \$29.99/MO · SCHOOL \$1,497/YR · DISTRICT \$5,997+/YR



PROGRAM 02

CULTURE CODE CAMP



Technology taught through what students already love.

C3 does not ask students to leave their culture at the door. It teaches technology through basketball, dance, music production, and content creation — meeting young people at the intersection of what they already care about and what they have not yet been given access to. Serves grades K–12.

30

SCHOLARS — SUMMER 2026, COMPLETED JULY 2 ·
THREE GRADE-BAND GROUPS · GRAND FINALE AT
REGAL CINEMAS, ARBOR PLACE MALL



HOOPS & CODE

basketball · analytics · shot tracking · video · sports media



MOVE & MAKE

dance · choreography tech · video production · LED



BEATS & BYTES

music production · beat making · recording · mixing · DAW



CREATE & SHARE

documentary film · content creation · storytelling

“The most well put together camp we have experienced in this community — from the technology to the way they kept families informed.”

— C3 PARENT

Students asked to come every day — through illness, through everything. Attendance was not the problem we planned for.



AVERAGE FAMILY RATING
SUMMER 2026

JTI — Junior Technology
Instructors: high-school &
college-age students who
came up through C3 and
now teach it, in paid roles.

GRAND FINALE SHOWCASE · REGAL CINEMAS, ARBOR PLACE MALL · JULY 2, 2026



THE CODE CONTINUES — year-round: three dual-track break camps + afterschool. Fall Oct 12–16 · February 15–19 · Spring Apr 5–9



REBRANDTECH.ORG · INFO@REBRANDTECH.ORG

EIN 87-4023331 · 07

GET GRANT READY UNIVERSITY



“The MBA of nonprofit business education.”

— GGRU PARTICIPANT

A graduate coined the phrase. It stuck.



A seven-week program for nonprofit executives and leaders. Not grant writing alone — revenue diversification, strategic funder mapping, and nonprofit business fundamentals. GGRU serves nonprofit leaders exclusively.

2

COHORTS GRADUATED

30

GRADUATES

\$75K+

IN GRANTS SECURED BY GRADUATES

Graduates include alumni who won their first, second, and third grants ever. Graduates have secured major organizational partnerships, launched new nonprofits, and built entirely new revenue streams.

RITE TRAINS A LEADER



THAT LEADER FUNDS AN ORGANIZATION



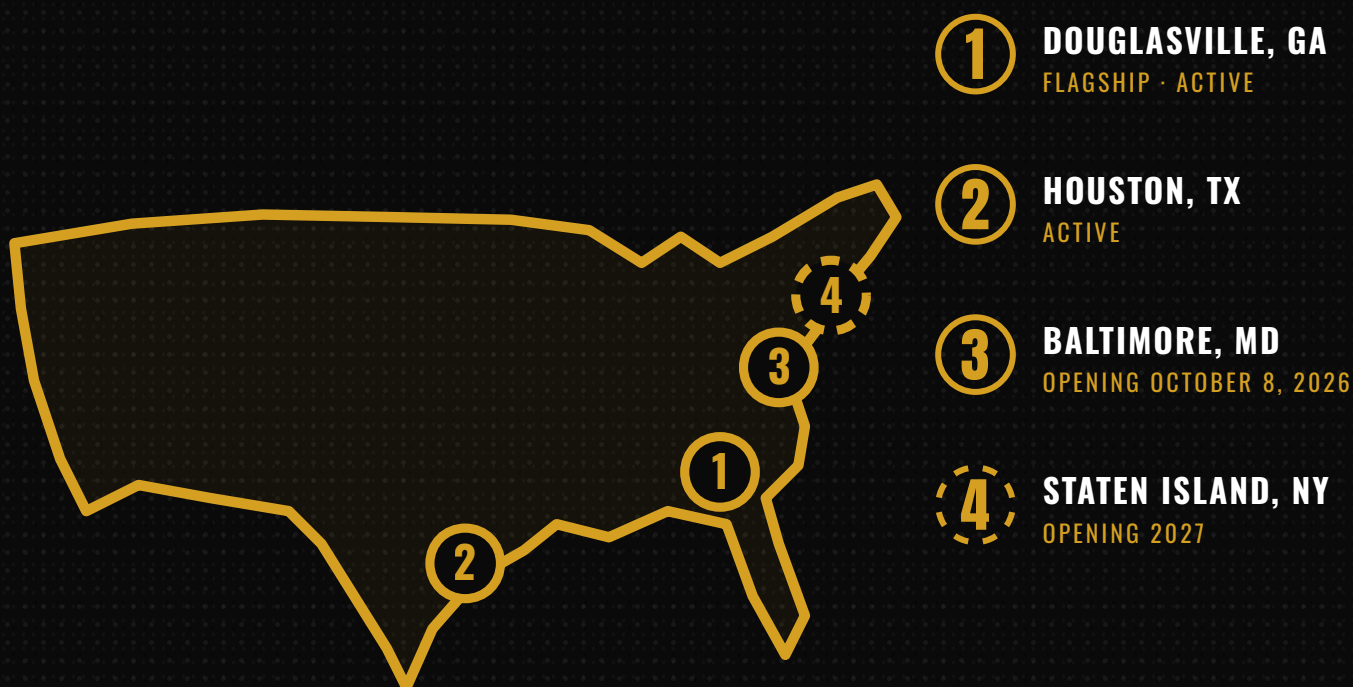
THAT ORGANIZATION SERVES A COMMUNITY



THREE CITIES. A FOURTH COMING.



Community Innovation Centers are RITE's permanent community infrastructure — free-access physical hubs for AI literacy, workforce development, family programming, and open lab time. Not pop-ups. Not tours. Buildings with doors that stay open.



Three centers open by the end of 2026. Staten Island makes four in 2027. Then the footprint holds through 2028 — deeper, not wider.

FLAGSHIP

DOUGLASVILLE

GEORGIA

Active since January 2026. Hosted at Angels in Progress Academy. Programming includes Family AI Nights on the third Saturday of every month, KidoTech, the RITE Build Series, and school-break camps. Free parking. No cost to attend.



WEST CENTRAL REGION

HOUSTON

TEXAS

Launched April 2026. Programming centers the Family AI Night model alongside financial literacy instruction. Houston sits in one of the fastest-growing regions in the country, served by one of the largest school districts in Texas — high growth, and a persistent gap between access to technology and confidence using it.



RITE VIBE HOUSTON — NOV 4, 2026
IN PARTNERSHIP WITH AFROTECH

OPENING OCTOBER 2026

BALTIMORE

MARYLAND

Hosted by the Baltimore Metropolitan Women's Business Center at Morgan State University. The lab installation is funded by a \$75,000 Maryland Computer Lab Grant, with hardware already acquired — 15 Windows laptops, 15 Mac Minis, and supporting equipment. Opening October 8, 2026.



\$75,000

Maryland Computer Lab Grant



OPENING 2027

STATEN ISLAND

NEW YORK

RITE's fourth Community Innovation Center and its first in the Northeast. Staten Island brings the CIC model to a borough long underserved by New York City's technology investment. Site development and partnership building are underway now, with doors opening in 2027.



THE KIDS END UP TEACHING THE ADULTS



A YOUNG SCHOLAR PRESENTS "USING AI FOR HOMEWORK" TO THE ROOM

FAMILY AI NIGHTS

Free monthly evening events where entire families learn AI together. Dinner is included. No tech experience required. Children and caregivers sit side by side — and in practice, the children usually end up teaching the adults.

The format is a community conversation and a hands-on workshop, not a lecture. Families bring their own real questions, work them as prompts, compare what comes back, and talk about why. Every session closes with families naming what surprised them and what they want to learn next — which becomes the following month's programming.

"This is exactly what I was looking for. Now I feel like I can keep up with my grandson."

— FAMILY AI NIGHT PARTICIPANT

FREE TO ATTEND · DINNER INCLUDED · ALL AGES WELCOME

FAMILY AI NIGHT · DOUGLASVILLE COMMUNITY INNOVATION CENTER



AI-READY EDUCATORS



PAST CHATGPT — INTO PRACTICE

Professional development for K–12 teachers and schools. The goal is not familiarity — it is strategic, time-saving, classroom-integrated AI practice that a teacher actually keeps using in November.

GEORGIA DEPARTMENT OF EDUCATION

Delivered the “Build Your First AI Tool” workshop, training educators statewide.

ANGELS IN PROGRESS ACADEMY

100% of teachers now using three or more AI tools beyond ChatGPT.

INTEGRATION CHARTER SCHOOLS — STATEN ISLAND

Partnering with the Staten Island charter network on an AI transformation roadmap — from classroom practice to school-wide policy.

5+ HRS

*saved per week, per teacher.
On planning and grading.*

90% OF TRAINED EDUCATORS REPORT CONFIDENCE FACILITATING AI LESSONS · 80% INTEGRATE AI LITERACY INTO AT LEAST TWO SUBJECT AREAS



RITE VIBE

WHERE THE PATHWAY MEETS THE INDUSTRY.

RITE Vibe is RITE's community mixer series — the front door where builders, career-switchers, creatives, and first-generation technologists find their people. It connects the young people coming up through C3 and the leaders coming out of GGRU to a working professional network, in the cities where RITE has put down roots — with music, energy, and connection.

ATLANTA

AUG 12 2026

RITE VIBE MIXER · ATLANTA TECH WEEK / RENDERATL



RENDERATL — COMMUNITY PARTNER

BALTIMORE

OCT 8 2026

CIC LAUNCH PARTY · MORGAN STATE / BALTIMORE METROPOLITAN WBC

HOUSTON

NOV 4 2026



AFROTECH — COMMUNITY PARTNER

LIMITED TICKETS

21+



ANNUAL EVENT

WORLD TECH DAY



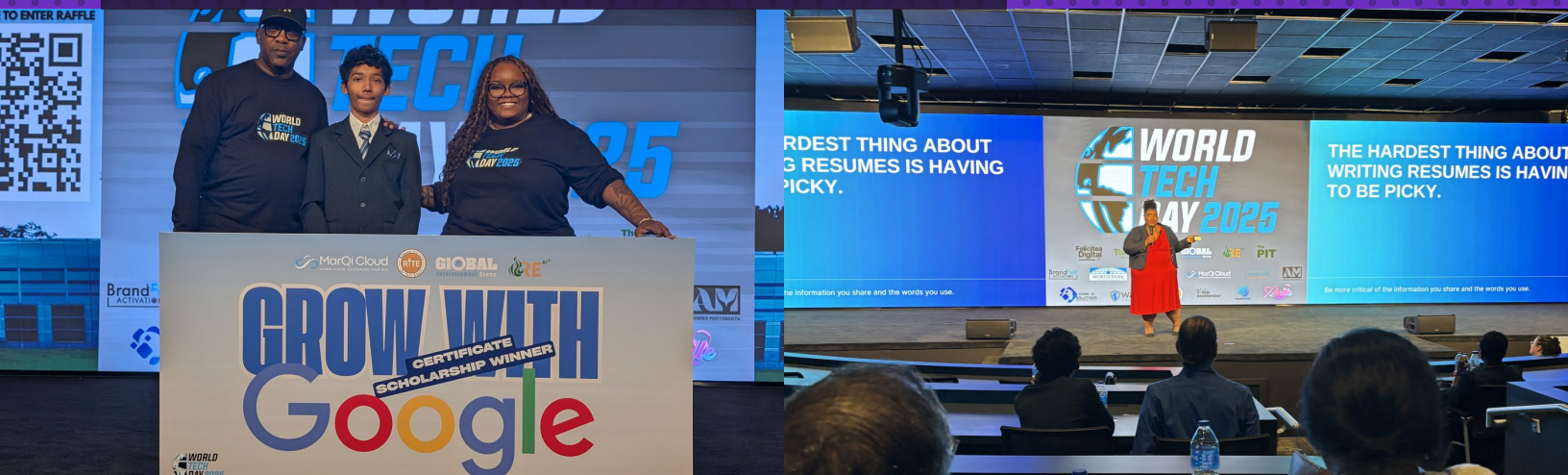
RITE's flagship annual public event — a full-day community innovation summit that brings families, students, entrepreneurs, educators, and corporate partners into one room. It is the single largest front door into RITE's work each year, and the clearest picture of who this organization actually serves.

At World Tech Day 2025, a RITE student walked off the main stage with a Grow with Google certificate scholarship — the pathway, working in public.

↓ SEE FOR YOURSELF

NOVEMBER 13, 2026
LEGACY ARENA · DOUGLASVILLE, GEORGIA

WORLD TECH DAY 2025 — GROW WITH GOOGLE SCHOLARSHIP WINNER · MAIN STAGE



REBRANDTECH.ORG · INFO@REBRANDTECH.ORG

EIN 87-4023331 · 15

“The MBA of nonprofit business education.”

— GGRU PARTICIPANT

A graduate coined the phrase. It stuck.

“The most well put together camp we have experienced in this community — from the technology to the way they kept families informed.”

— C3 CULTURE CODE CAMP PARENT

“This is exactly what I was looking for. Now I feel like I can keep up with my grandson.”

— FAMILY AI NIGHT PARTICIPANT

5/5

Students asked to come to camp every day — through illness, through everything. Attendance was not the problem we planned for.



WHAT'S NEXT



IN DEVELOPMENT. NOT YET DELIVERED.

2027

STATEN ISLAND COMMUNITY INNOVATION CENTER

RITE's fourth center and first in the Northeast. Site development and partnership building underway.

2027

BLACK WOMAN BUILD

A six-week technical fellowship, 15 fellows per cohort, fully funded through corporate partnership at no cost to participants. Taught through RITE's Vibe Engineer Framework.

2027

RITE INNOVATION GALA

October 2027. RITE's annual recognition event honoring the partners, educators, and community members carrying the work forward.

**2026
-27**

ADULT AI APPRENTICESHIPS

Four DOL-registered tracks for adults in career transition. Launch pending funding.

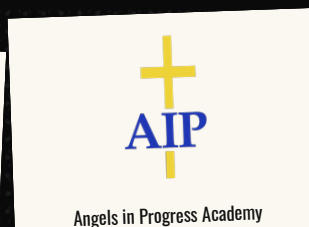
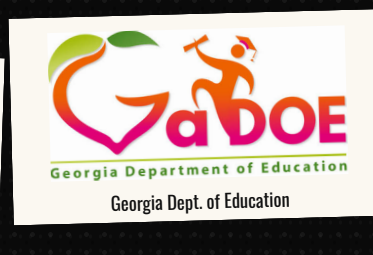
70+

already on the BWB waitlist

WHO BUILDS WITH US



Partnership, not sponsorship. These organizations shape the work, not just fund it.



Supported in part by the State of Maryland Computer Lab Grant program and Douglas County, Georgia.

RECOGNITION

FOUNDER CREDENTIALS

Google AI Fellow. Two-time Watson Institute Fellow. Spelman College alumna. Architect of the first comprehensive K-4 AI literacy curriculum in the United States. Has delivered AI training for the CDC and for educators statewide through the Georgia Department of Education. 300+ AI workshops delivered, 10,000+ people reached, \$20.5M+ in community funding impact facilitated across fifteen-plus years in technology education. Published author, *The Series of the Misunderstood*.

SPEAKING

TEDx Buckhead Avenue — September 19, 2026: on the cognitive divide, and giving a generation the instructions for AI
Atlanta AI Week — keynote
The Nonprofit Cooperative · Tennessee Nonprofit Network
PRSSA keynote, AI in PR & Marketing · Tampa Bay Tech Week

MEDIA

Atlanta News First · The Atlanta Journal-Constitution · **Rolling Out** · The Atlanta Voice
· **WABE** · **V-103** · WAOX 1380 · **Streets 94.5** · HipHopMyWay · **Douglasville Sentinel**

TOP 30 of 743

*Camelback Fellowship
Cohort 17 finalist*

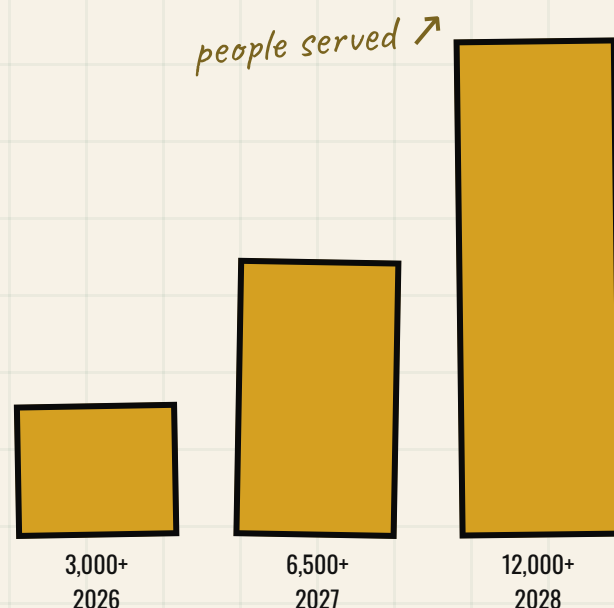


WHERE THIS GOES

These are targets. Not results.

METRIC	2026	2027	2028
Total people served	3,000+	6,500+	12,000+
Youth participants (K–12)	500+	1,200+	2,500+
AI workshops delivered	400+	600+	900+
Community Innovation Centers	3	4	4
Schools served	17–18	30+	55+

RITE opens its third Community Innovation Center in 2026 and a fourth, in Staten Island, in 2027 — then deliberately stops expanding. The footprint holds through 2028 while the organization deepens programming, strengthens outcomes measurement, and proves the model before adding locations again in 2029.

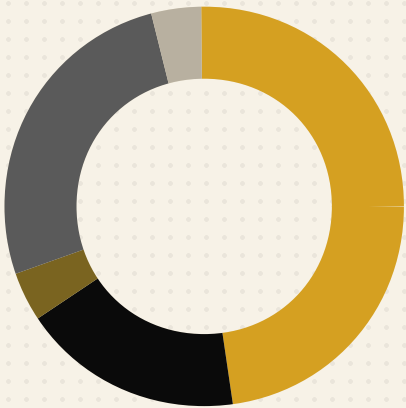


THE NUMBERS

2026 ANNUAL OPERATING BUDGET · BOARD-REVIEWED · REVISED JULY 2026

\$2,079,446

TOTAL 2026 OPERATING BUDGET



BUDGET BY CATEGORY

CATEGORY	BUDGETED	%
Personnel — 19-role national & regional team	\$994,000	47.8%
Direct programs & events — C3 year-round, KidoTech, GGRU, Family AI Nights, AI-Ready Educators, RITE Vibe, Black Woman Build, World Tech Day, Innovation Gala, AI Clinic, evaluation	\$372,236	17.9%
CIC network — technology, equipment & Baltimore launch	\$83,200	4.0%
Administration & professional services	\$545,010	26.2%
Contingency & operating reserve	\$85,000	4.1%

TOTAL

\$2,079,446

100%

HOW THE WORK IS FUNDED

- Grants & government funding — including the \$75,000 Maryland Computer Lab Grant, restricted to the Baltimore lab build-out and tracked separately
- Corporate sponsorships — Innovation Gala and World Tech Day
- Program registration — C3 break camps at \$350 / \$625 / \$875 tiers, plus Google-sponsored seats
- In-kind support — food sponsorship for youth programming

Figures reflect RITE's board-reviewed 2026 annual operating budget as revised July 2026, not audited year-end actuals. Rebrand Institute of Tech Equity, Inc. is a 501(c)(3) public charity, EIN 87-4023331. Full budget detail and financial statements available upon request.

WHO'S BUILDING



Kayla Life

Founder & Executive Director



Shoshana Cabral

Co-Founder & Board Chair

BOARD OF DIRECTORS

Shoshana Cabral CHAIR

Amber Owens

Sarah Smith

Jeneba Wint

Dontae Taylor



REBRAND INSTITUTE OF TECH EQUITY, INC. · FOUNDED 2016 · 501(C)(3) PUBLIC CHARITY · EIN 87-4023331



BUILD WITH US

RITE is not looking for a check. We are looking for partners who want their name on something that outlasts a fiscal year. Here is where a partner plugs in.

01

SPONSOR A COMMUNITY INNOVATION CENTER

Underwrite a permanent free-access technology hub in a target region.

02

FUND A C3 SCHOLARSHIP COHORT

Put students through the summer program at no cost to their families.

03

UNDERWRITE A BLACK WOMAN BUILD COHORT

Fifteen fellows, six weeks, fully funded, launching 2027.

04

BRING KIDOTECH TO A DISTRICT

Curriculum, teacher training, and implementation support at scale.

05

SPONSOR WORLD TECH DAY

Annual visibility with genuine community depth.

Kayla Life, Founder & Executive Director

KAY@REBRANDTECH.ORG · REBRANDTECH.ORG



**REMOVE
GATES.
BUILD
BRIDGES.
CARRY FIRE.**

RITE | REBRAND INSTITUTE OF TECH EQUITY

REBRANDTECH.ORG · INFO@REBRANDTECH.ORG · 501(C)(3) PUBLIC CHARITY · EIN 87-4023331