

Attachment F:

November 2, 2022 Email

Email from Hollywood Cares to City, submitting an updated PowerPoint presentation following a virtual meeting to review progress on program concepts and design.

Courtney Christy

From: Amelia Williamson <amelia@awaconsults.com>
Sent: Wednesday, November 2, 2022 2:31 PM
To: Courtney Christy
Cc: Shannon Anderson; Kris Farro
Subject: Re: Hollywood Cares Foundation Update
Attachments: IAR Deck.pptx (1).pdf

CAUTION: This email originated from outside the City of Stockton. Do not click any links or open attachments if this is unsolicited email.

Thank you both for the time this morning. Please find our overview slides attached.

Amelia

Principal & Chief Strategist
 AWA Consults builds strategic bridges that connect philanthropy, community and influence.
 (310) 972 - 0489
www.Awaconsults.com

From: Courtney Christy <Courtney.Christy@stocktonca.gov>
Sent: Wednesday, November 2, 2022 11:04 AM
To: Amelia Williamson <ameliad.williamson@outlook.com>; Shannon Anderson <shannon.anderson@obamaalumni.com>
Cc: Shannon Anderson <shannon@awaconsults.com>; Lynel Washington <lynel@awaconsults.com>; Kris Farro <Kris.Farro@stocktonca.gov>
Subject: RE: Hollywood Cares Foundation Update

Thank you for the update. 😊

From: Amelia Williamson <ameliad.williamson@outlook.com>
Sent: Wednesday, November 2, 2022 11:03 AM
To: Courtney Christy <Courtney.Christy@stocktonca.gov>; Shannon Anderson <shannon.anderson@obamaalumni.com>
Cc: shannon@awaconsults.com; Lynel@awaconsults.com; Kris Farro <Kris.Farro@stocktonca.gov>
Subject: Re: Hollywood Cares Foundation Update

CAUTION: This email originated from outside the City of Stockton. Do not click any links or open attachments if this is unsolicited email.

Hi Courtney and Kris! We will start the call in 2 minutes. Wrapping up another call. Apologies!

Amelia

From: Amelia Williamson
Sent: Wednesday, October 26, 2022 12:55 PM
To: courtney.christy@stocktonca.gov <courtney.christy@stocktonca.gov>; Shannon Anderson <shannon.anderson@obamaalumni.com>
Cc: shannon@awaconsults.com <shannon@awaconsults.com>; lynel@awaconsults.com <lynel@awaconsults.com>;

Kris Farro <Kris.Farro@stocktonca.gov>

Subject: Hollywood Cares Foundation Update

When: Wednesday, November 2, 2022 11:00 AM-11:30 AM.

Where: Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/84375605294>

Meeting ID: 843 7560 5294

One tap mobile

+13092053325,,84375605294# US

+13126266799,,84375605294# US (Chicago)

Dial by your location

+1 309 205 3325 US

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 646 931 3860 US

+1 301 715 8592 US (Washington DC)

+1 360 209 5623 US

+1 386 347 5053 US

+1 564 217 2000 US

+1 669 444 9171 US

+1 669 900 9128 US (San Jose)

+1 719 359 4580 US

+1 253 215 8782 US (Tacoma)

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Meeting ID: 843 7560 5294

Find your local number: <https://us02web.zoom.us/u/kblSp7SFtV>

Hi Courtney!

Hope October has been treating you well. We would love to set a time to walk you through our next phase of development and work through next steps.

Please let us know when might be good for you.

Thanks so much,
Shannon & Amelia



HOLLYWOOD CARES FOUNDATION: **I AM READY** Pilot Overview

Hollywood Cares Foundation Mission

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We activate the power of pop culture to underserved youth and help them drive lasting change, for themselves and others. We leverage the arts, entertainment industry, and brands to equip young people to thrive in their **academic, social, and civic lives.**

I AM READY OVERVIEW

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The Hollywood Cares Foundation *I AM READY* initiative aims to create a model of leveraging popular culture to uplift young people and the values of service, empowerment and creativity.

Young people have already bought into popular culture, and I AM READY's intended impact is to make this a positive force in meeting young people where they are – providing rich character and community-building content to help young people transform their own:

- **Behavior and Mental Health:** Cultivating positive interactions across the community.
- **Practice:** Developing an attitude of respect for self and others.
- **Decision-making:** Choosing outcomes that lift up young people, rather than limit them.
- **Policies:** Developing individual and collective policies that advance service and creative conflict resolution, harnessing emotion as creative energy.

Program Logic Model – I AM READY

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Youth Mentoring & Coaching Programs

Target Population: Youth ages 14-19

Goal: Develop effective youth mentoring/coaching programs to help young people achieve their personal, academic and development goals.

Program Logic Model & Performance Metrics (small P) Connected to Key Stakeholder Results (Big P)

Program Resources & Systems

Program Resources & Systems		Programs and Performance Metrics			
Human Capital	Program Management	Program	Performance Metrics	Program Impact	
- Youth Leadership Council - Program Leadership - Mentors	- Program Database System to Measure/Report Stakeholder and Community Outcomes - CRM System for Funders, Donors & Volunteers - Financial System to provide financial reporting & accounting - Standard Operating Procedures for Mentor Program Service Delivery 40 Developmental Asset and 21st Century Skills Assessments Procedures	Strength-based, positive youth development and mentoring strategies to ensure youth have the assets needed to overcome inequities, traumas, injustices, and other challenges they may face and for creating a more just world.	Leading Indicators Capacity # Youth Recruited # Youth Trained # Mentors Volunteers Performance \$ Cost per student served \$ Charitable contribution per student raised % Youth Retained % Mentors Retained	Community Impact	
Financial Capital - Charitable Support - Special Event Revenue - Individual Donors - Corporate Sponsors - In-Kind Support - City of Stockton				Stakeholder Impact	
Program Budget - Revenue - Expenses - In-kind support				Program #1 (Youth) - Enhanced self-esteem and self-confidence - Reduce risk factors - Improved academic performance - Improved behavior at home and at school - Stronger relationships with parents, teachers, and peers - Leadership development opportunities - Develop a commitment to civic engagement and helping others - Develop resilience skills and ability to overcome adversity	Short-Term - Improved high school graduation and college matriculation rates - Community beautification - Ownership in city safety
					Long-Term - Increased education attainment rates of underserved youth - Increase labor market participation and advancement rates. - Increase income and earnings of local youth - Increased civic engagement and voter participation - Reduction in violence - Narrative change for the city and corresponding economic benefits to the city

Leverage grassroots organizing, civic engagement and positive youth development program model to develop, equip and empower underserved youth to be resilient, successful, and altruistic, thereby improving quality of life outcomes in their respective communities.

I AM READY Pilot Overview

PILOT STRUCTURE

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- Each cohort will be sponsored by a student and adult community leader.
- Cohorts are intended to be designed, led and managed by students. With an initial training in community organizing and group dynamics, student leaders will then develop programs, outline needs for academic support and select community service projects based on broader social issues
- I AM READY will deploy a Social Emotional Development learning model.
- The program will be offered during non-school hours and programs will run in a community based setting e.g. Stockton community centers, libraries, community partner site etc.
- Curriculum will be designed to build stronger youth leadership, train students to develop basic academic and life skills, direct action organizing and civic engagement.

PILOT Curriculum Topics

(to be refined based on youth feedback)

- Financial Literacy
- Youth Leadership
- Community Organizing
- Skill-building Trainings
- Social Emotional Learning (SEL)
- Civic Engagement
- Peer-to-Peer Support (Mental Health)
- Entertainment Workshops – e.g., Acting, Producing, Directing, Singing

DEFINITION OF YOUTH READINESS

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Readiness is defined as a young adult who is:

- Prepared/committed to transition into employment
- Has developed a better sense of self and community
- Maintains at least a 2.5 grade point average, or has a plan with a counselor to get there
- Off probation, or working with a probation officer on a plan to get off probation
- Registered to vote if 18, or otherwise committed to Civic Engagement, if not yet 18

PARTNERSHIP FRAMEWORK

ROLE OF A PARTNER

- Participate in IAR Community Engagement survey
- Identify student site leaders and pilot candidates
- Offer meeting space and other resources

THE ROLE OF YOUTH IN IMPLEMENTATION

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IAR wants to be intentional about co-developing its programmatic pillars with our youth taking the lead and our adult community leaders supporting and overseeing, such that our young people are the ones owning this program and determining their own future. To this end our youth will weigh in on the following areas:

- Identification of current challenges within their school and their community
- Proposed solutions to these challenges and key priorities in addressing them
- Additional topic areas to inform curriculum design
- List of proposed community partners
- Development of the “I am Ready” pledge

PILOT BY THE NUMBERS

- YOUTH KICK-OFF: JANUARY 2023
- **6-MONTH** TIMELINE: FEBRUARY 2023 – AUGUST 2023
- RECRUIT, COACH AND TRAIN **250 PROGRAM LEADERS**
- **4-6 PILOT SCHOOLS** WITH THE HIGHEST NEED

HOW I AM READY WILL MEASURE ITS ATTACHMENT F ***IMPACT***

Incorporate a Developmental Assets Framework

In 1990, the Search Institute launched the Developmental Assets Framework, which describes the 40 assets, 20 internal and 20 external, that correlate with positive youth outcomes. Over the previous three decades, more than 6 million youth have been surveyed based on the Developmental Assets Framework. At its core, **the framework seeks to minimize risk behaviors by developmental protective factors, or assets within youth.**

Strategic Focus of I AM READY Programming

Reducing risk factors and building protective factors (defined as Developmental Assets) that create “thriving youth” using a positive, strength-based youth development framework.

Leverage an Evidence-Based Framework to Measure Success of I AM READY

Search Institute offers youth development programs, schools, and communities a hopeful vision; resources; youth surveys; program assessments and evaluation tools for addressing the challenges in part through building strengths and resilience in young people’s lives.

ABOUT THE SEARCH INSTITUTE

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- Search Institute's (SI) research is guided by the big questions about what young people need to succeed.
- Search Institute anchors its research in positive youth development approaches, drawing from several disciplines, including child development, family systems, prevention science, social learning, social capital, and community development.
- Search Institute's work is also intentionally strengths-based. SI sees strengths in young people, their families, and their communities as critical resources for overcoming the inequities, traumas, injustices, and other challenges they face and for creating a more just world.



SAMPLE DEVELOPMENTAL ASSETS

- **Reducing Risk Factors:** Youth with low asset levels (0-10 assets) engage, on average, in 7.7 of 24 risk behaviors, compared to 0.7 risk behaviors among youth who experience 31-40 assets.
- **Developing Thriving Youth:** Youth with 0-10 assets engage in 2.7 of the 8 thriving indicators measured (e.g. succeeding in school, valuing diversity, helping others, and overcoming adversity) compared to 6.1 thriving indicators among those experiencing 31-40 assets.