

GENERATION X GROUP in association with THE BEASLEY GROUP presents



# FROM THE HOOD 2 THE WOODS

2nd ANNUAL

DISCOVERY EXCURSION

2017 Sponsorship Opportunity

June 2017



# Reaching America's Youth

## VISION

The vision of Generation X Group is to provide at-risk youth with the tools for a purposeful and responsible life. It is to provide guidance counseling, mentoring, tutoring, and training through various programs and classes. This will consist of character and leadership building, as well as education and job training.

It is the Vision of Generation X Group to do landmark changes in urban areas to decrease gang violence, teen pregnancy and the hopelessness of our youth. This will be done through providing a helping hand to those in need but also by teaching them to be accountable and responsible for their own success.

Generation X Group plans to have after school programs, guidance counseling, behavioral counseling, life skills training, vocational training, and college preparation counseling and tutoring. Our vision is to level the playing field for At-Risk Youth in Urban areas so every opportunity is given to them to be a Success and not a Statistic.

## MISSION

The mission of Generation X Group is to provide a pathway for at-risk youth to have positive and productive lives. To aid in the development of young men and women who will grow to become approbatory contributors to society.



## SERVICES AND RESOURCES

### **MAKING PARENTING A PLEASURE**

Free 13-week parenting class that uses the national family strengthening model, "Making Parenting A Pleasure" (MPAP). Focuses on parenting skills, self-care and personal development.

### **TUTORING**

Assists youth with reading, writing and arithmetic.

### **SELF-ADVOCACY**

Instruction on "finding your voice" to advocate for oneself when in need.

### **COMPUTER CLASSES**

Free introductory classes for youth, adults and seniors addressing various computer programs, including Microsoft Word, Excel and Access.

### **CONFLICT RESOLUTION**

Learn skills and strategies for handling conflicts respectfully, and achieving positive results.

### **MENTORING PROGRAM**

Youth are connected to an individual who cares about them and will assist with life's day-to-day challenges.

### **ANGER MANAGEMENT**

Learn to determine healthy anger from chronic anger, and the tools for temper control and anger management.

### **RE-ENTRY PROGRAM**

For individuals who are being released from juvenile and correctional institutions. We provide work readiness training (certification), job scouting, college enrollment, vocational training and support with goal-setting.

### **GUIDANCE COUNSELOR**

Staff will be on-hand to assist with choosing the right curriculum, getting into college, choosing a career.

### **HOMEWORK ASSISTANCE**

Homework help, studying strategies, test-preparation, and support preparing for major academic exams.

# 2nd ANNUAL FROM THE HOOD 2 THE WOODS DISCOVERY EXCURSION

## **WHY YOUR SUPPORT IS NEEDED**

The need for role models and guidance for our children who have strayed off the path of integrity, respect and success is greater than ever. Many young men and women from undeserved areas of our community are unable to realize their full potential because of a lack of education, exposure, proper parenting and love.

Generation X Group aims to reach out to America's lost youth and try to reestablish a firm foundation for them to stand on while educating, counseling and reconditioning their way of thinking, ultimately changing their behavior.

Most inner-city youth have yet to experience any culture outside of their neighborhoods. Education is more than text books, and exams, but experiences that find homes in the depths of their memories. The more a person knows, the more choices that person can make in life. Removing a youth's limits by exposing them to a world outside of the one they know will essentially give them more CHOICES. The more our children know the more they grow. Experiences outside their natural environments can only stimulate their minds.

## **TARGET MARKET**

Generation X Group concentrates on young men and women predominately from low-income communities who have a history of school or classroom disruption, anger issues, acts of violence against others, gang participation, criminal behavior, juvenile detention and probation, and disrespect towards parents, guardians or authority figures. The majority of targeted youth, come from single parent homes, reside with their grandparents, or are in foster care.



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**FROM THE HOOD**  
2 THE WOODS  
DISCOVERY EXCURSION

**Date:**

Fri. Sat. & Sun.  
June, 23 - 25, 2017

**Departure Time:**

5:00 a.m. Friday Morning

**Return Time:**

1:30 a.m. Monday Morning

**Youth Attendance:**

8 boys, and 8 Girls

**Destination:**

Yosemite National Park

**Adult Attendance:**

4 Men, 4 Women  
4 Staff and 4 Volunteers  
2 Camera Men/Women  
1 Post Production Personnel  
Camera personnel is there to film and edit only.



**DISCOVERY EXCURSION OVERVIEW**

Generation X Group and  
The Beasley Group presents  
THE 2ND ANNUAL  
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DISCOVERY EXCURSION

A field trip for inner-city youth which  
brings them from the hood to the woods  
and includes 3 days and 2 nights of  
hiking, camping, workshops,  
group discussions, and education on  
one of the worlds largest preserved  
national parks.

100% of every contribution will go  
towards the expenditures associated with  
the excursion including but not limited to:  
travel expenses, lodging, feeding, proper  
footwear, appropriate clothing, souvenirs,  
workshop materials and the production  
of a DVD documenting their experience.



# 2ND ANNUAL FROM THE HOOD 2 THE WOODS DISCOVERY EXCURSION

## FROM THE HOOD 2 THE WOODS MARKETING OPPORTUNITIES

Get your brand attached to a relevant marketing campaign. For your generous sponsorship/contribution, Generation X Group offers publicity and marketing of your company or brand. The FROM THE HOOD 2 THE WOODS DISCOVERY EXCURSION, will be reported on, and advertised by the following mediums. Your company or brand will be acknowledged as an official sponsor of the event.

### SATELLITE RADIO BROADCAST



There will be several ads and interviews on The Rollout Show. Staff will be interviewed as well as some of the youth scheduled to go on the Discovery Excursion.

### SOCIAL MEDIA



The trip will be a social network piece as well. With video interviews of participating kids airing on each of the above social networking formats for community support. Your brand will be added to the beginning or end of ads.

### ADVERTISEMENT COLLATERAL



A strong Street Team campaign will be attached to the Discovery Excursion. Your brand will be added to printed collateral with creative methods of linking your company with the event.



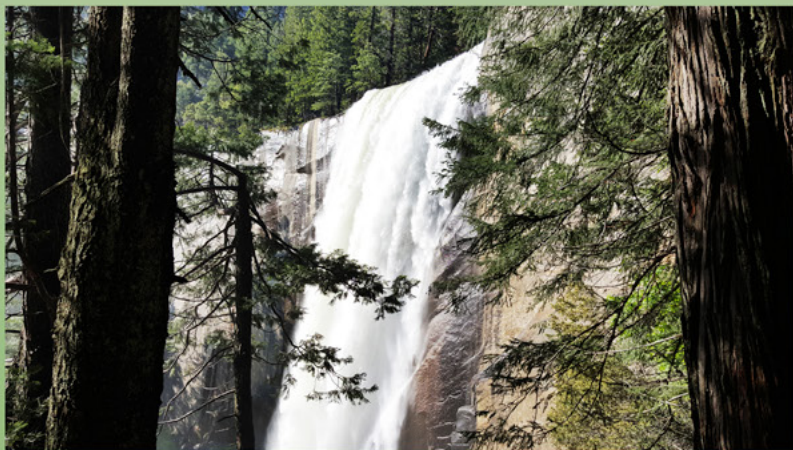


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DISCOVERY EXCURSION

## FROM THE HOOD 2 THE WOODS

### 10 ELEMENTS OF THE TRIP

HOW YOUR SPONSORSHIP IS USED



#### Lodging

Both staff and youth will stay in cabins or cottages, either on the valley floor or in a near by town; Fish Camp or Oakhurst.

#### Transportation

The Discovery Excursion will travel in two 15 passenger vans, and one SUV *(for Camera Crew, equipment and luggage)*.

#### Footwear

Yosemite is very rocky, and proper footwear is absolutely necessary. Our youth can not afford hiking boots, and we will provide them.

#### Journals

Our youth will have three workshops and mandatory writing assignments during the Excursion. We will provide journals for the classes.

#### Food

There will be cooked meals as well as sit down dinners and breakfast during the Excursion. There will also be snacks, water and juice needed during the actual hikes each day.

#### Staffing

Because of Yosemite's elements, we will have two adult per five youth. We will have a total of 8 adults. Four of our Youth Counselors and four Youth Advocate volunteers.

#### Clothing

We will provide youth's with Hoodies, with Generation X Group branding and sponsorship branding on them. Bright and colorful tops, in order to be easily spotted.

#### Insurance

Coverage is very important and making sure Generation X Group, and all of its associates and sponsors are covered is very important. We take every precaution when it comes to youth, being prepared is one of them.

#### DVD Production

Generation X Group will be recording the Excursion and producing a DVD of the outing, providing copies for each youth and all sponsors. Sponsor's branding will be at the beginning or ending of DVD.

#### Petty Cash

Needed for miscellaneous expenditures that may arise during Excursion.



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# FROM THE HOOD 2 THE WOODS

**DISCOVERY EXCURSION**

## FROM THE HOOD 2 THE WOODS DAILY ITINERARY

The 2nd Annual FROM THE HOOD 2 THE WOODS Discovery Excursion is a three day, two night hiking trip, including behavior modification workshops. The Excursion will depart Inglewood, CA and arrive in Oakhurst, CA on Friday. It will depart Yosemite Sunday evening following a sit down dinner, arriving back to Inglewood, early Monday morning 1:30 a.m.



**DAY 1**

**DAY 2**

**DAY 3**

**FRIDAY**

DEPARTURE FROM INGLEWOOD: 6:00 AM  
 ARRIVAL TO OAKHURST: 10:30 AM  
 BREAKFAST RESTAURANT: 11:30 AM  
 HEADING TO MARIPOSA GROVE: 1:00 PM  
 HIKE THROUGH THE GROVE : 2:00 PM  
 HIKE'S END: 5:00 PM  
 HOTEL CHECK-IN: 6:00 PM  
 DINNER RESTAURANT: 7:00 PM  
 GROUP ORIENTATION: 8:30 PM  
 WORKSHOP #1: 9:30 PM  
 HELLO MY NAME IS  
 FREE TIME BEFORE  
 SACK TIME: 10:30 PM  
 LIGHTS OUT: 11:30 PM

**SATURDAY**

RISE & SHINE: 6:00 AM  
 BREAKFAST HOME COOKED: 7:30 AM  
 DEPARTURE TO VALLEY FLOOR: 9:30 AM  
 HIKE TO TOP OF WATERFALL: 11:30 AM  
 WORKSHOPS & LUNCH: 1:30 PM  
 HIKE BACK DOWN: 4:00 PM  
 LOAD UP AND ON TO EVERGREEN LODGE: 5:30 PM  
 CHECK IN TO EVERGREEN LODGE: 7:00 PM  
 DINNER RESTAURANT: 8:30 PM  
 CAMP FIRE SMORES AND MORE: 10:00 PM  
 GAMES: 11:00 PM  
 LIGHTS OUT: 12:30 AM

**SUNDAY**

RISE & SHINE: 7:00 AM  
 BREAKFAST RESTAURANT: 8:00 AM  
 CHECKOUT: 8:30 AM  
 DEPART FOR VALLEY FLOOR: 10:00 AM  
 YOSEMITE MUSEUM: 11:30 AM  
 VISIT AHWANEE WORKSHOP AT AHWANEE  
 HIKE TO YOSEMITE LOWER FALLS: 2:00 PM  
 DEPART VALLEY FLOOR: 4:00 PM  
 DINNER RESTAURANT IN OAKHURST: 6:00 PM  
 DEPART YOSEMITE: 8:30 PM  
 ARRIVE BACK TO INGLEWOOD: 1:30 AM



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# FROM THE HOOD

## 2 THE WOODS

DISCOVERY EXCURSION

## FROM THE HOOD 2 THE WOODS

### WORKSHOPS/GROUP SESSIONS

FROM THE HOOD 2 THE WOODS is more than just an outdoor getaway. It's a time to touch on some real issues, and attempt to get to the root of some of the problems these youth battle with internally everyday. The following are the workshops and group sessions that will be taking place during the Excursion.



### GROUP ORIENTATION

The first interaction with the youth will be at the Group Orientation. A quick introduction between the youth and the staff, and a brief, workbook Q&A. The youth earned a spot on the Excursion by submitting an ESSAY, of which we will go over elements of each youth's ESSAY.



### HELLO, MY NAME IS...

The second session is simply another introductory group that delves more into each individual youth on the subject matters of who they are and what they like most about themselves to what they dislike most about themselves, this will lead into one on one sessions.



### CONFLICT RESOLUTION

Helping youth to deal with anger and conflict is one of the most important elements of modifying one's way of thinking. Conflicts come in many different forms, and once a youth has been introduced to the tools necessary to resolve conflicts civilly, they have an option to use those tools. An option beats a lack of knowledge anyday.



### IF I COULD TELL MY PARENTS

If I Could Tell My Parents is a psycho drama therapeutic session where youth and staff enter a roll play scenario, where the youth can pair with a staff member and say what they need to say to their parents without any consequences. Youth can say whatever, however, and anything on any topic they choose. And the staff needs to respond in a manner that promotes growth in the youth.



### A GIRL, A LADY, A WOMAN

A Girl, A Lady, A Woman, is a session sponsored by Tea With Tiffani, An Empowerment Project, that focuses on the integrity, honor and empowerment of womanhood. With primary attention on SELF WORTH, SELF ESTEEM and spiritual reflection.



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## FROM THE HOOD 2 THE WOODS DISCOVERY EXCURSION EXPENSE

The total expense for the FROM THE HOOD 2 THE WOODS Discovery Excursion is **\$10,000.00**. There are several sponsorship packages you can contribute to assist in reaching the necessary amount needed. Each youth equals a \$400.00 sponsorship for a three day learning experience.

### PLATINUM SPONSORSHIP 16 Kids \$10,000.00

- Premium** Tax Write Off
- Exclusive** Branding on all advertisement, printed collateral and clothing.
- Premium** Acknowledgement on Satellite Radio Station Interviews: THE FOXXHOLE.
- Premium** Acknowledgement on College Radio Station Interviews: Long Beach City College.
- Premium** Social Network Marketing [website, Facebook, Twitter, Instagram, Youtube].
- Premium** Branding on FROM THE HOOD 2 THE WOOD and acknowledgement from youth on DVD.
- Premium** Generation X Group T-Shirt or hat with sponsor company/name/or logo beneath Youth Sponsor.

### GOLD SPONSORSHIP 8 Kids \$5,000.00

- Premium** Tax Write Off
- Exclusive** Branding on all advertisement, printed collateral and clothing.
- Premium** Acknowledgement on College Radio Station Interviews: Long Beach City College.
- Premium** Social Network Marketing [website, Facebook, Twitter, Instagram, Youtube].
- Premium** Branding on FROM THE HOOD 2 THE WOOD DVD.
- Premium** Generation X Group T-Shirt or hat with sponsor company/name/or logo beneath Youth Sponsor.

### SILVER SPONSORSHIP 4 Kids \$2,500.00

- Premium** Tax Write Off
- Premium** Acknowledgement on College Radio Station Interviews: Long Beach City College.
- Premium** Social Network Marketing [website, Facebook, Twitter, Instagram, Youtube].
- Premium** Branding on FROM THE HOOD 2 THE WOOD DVD.
- Premium** Generation X Group T-Shirt or hat with sponsor company/name/or logo beneath Youth Sponsor.

### BRONZ SPONSORSHIP 2 Kids \$1,000.00

- Premium** Tax Write Off
- Premium** Social Network Marketing [website, Facebook, Twitter, Instagram, Youtube].
- Premium** Branding on FROM THE HOOD 2 THE WOOD DVD.
- Exclusive** Letters from sponsored youth.
- Premium** Generation X Group T-Shirt or hat with sponsor company/name/or logo beneath Youth Sponsor.

### YOUTH SPONSORSHIP 1 Kid \$400.00

- Premium** Tax Write Off
- Premium** Branding on FROM THE HOOD 2 THE WOOD DVD.
- Exclusive** Letter from sponsored youth.

### DONATION Any amount is appreciated

All donations are greatly appreciated in the support of reaching our goal. We will like for all donations to be specifically targeted to a specific area of the Excursion:

Lodging | Transportation | Footwear | Journals  
Food | Staffing | Clothing | Insurance | DVD  
Production | Petty Cash

Donations of \$35 or more will receive a  
Generation X Group T-Shirt.





# 2nd ANNUAL FROM THE HOOD 2 THE WOODS DISCOVERY EXCURSION

## FROM THE HOOD 2 THE WOODS IN-KIND DONATIONS

Other ways to assist us in reaching our goal is through In-Kind Donations. There are a lot of supplies we intend to purchase for the Excursion, and we will gladly accept with the utmost appreciation, vouchers, gift cards, or product from stores that carry camping gear, clothing, and supplies.

All In-Kind donations, depending on total Gross worth, will receive a Tax Write Off letter, and a mention on the FROM THE HOOD 2 THE WOODS DVD.





# REACHING AMERICA'S YOUTH

Generation X Group's previous Excursion was on the Pacific Ocean. Some of the youth who participated in the Fishing Trip had never been to the beach before, let alone on a charter. We need your help to continue to expose the less fortunate youth to experiences like this. We thank you for your time and attention to our cause. All of our children are worth saving, not only the exceptional. Help us heal the world's future. For mor information about Generation X Group or to invest in America's future leaders with a donation please visit us at: [generationxgroup.org](http://generationxgroup.org).

**Sponsor a Child or Donate today: (310.424.5855)**

