

## **SAMPLE #1 - Narrative Excerpt from Teen HYPE's 2020 KIP: Grant Application**

### COMMUNITY ENGAGEMENT

**Describe your organization's past efforts to engage the local community in your organization's decision-making process. How have these practices elevated the voices and needs of community members?**

At Teen HYPE, the local community is defined as wherever young people are and more specifically where they live, learn, and hang out. Historically, our programmatic reach has extended beyond city boundaries to Detroit's inner-ring suburbs. However, more than 85% of our program participants are Detroit residents.

For 16 years, Teen HYPE has served young people from across metro Detroit. We are experts on youth leadership development, helping young people become ready for the world, and advocating for their voices to be heard. They are consistently at the forefront of our program planning and decision-making and have literal seats at the table. Four of our peer educators serve on the board of directors and have voting privileges.

Our experience includes fostering youth-led projects and youth and adult partnerships like YouthQuake. For four years in August, teens from the city and suburbs converged to participate in workshops, perform community service, and attend rallies and field trips. In 2017, Teen HYPE performed a community needs assessment to capture youth voices, inform future program planning, and to help ensure we were addressing their developmental needs and/or complementing their existing resources. Since 2004, Teen HYPE has leveraged the arts to educate and inspire youth around critical issues they face like incarceration, violence, suicide, sexual assault, etc. through our annual theatrical production which is co-written, directed, and performed by our peer educators. In 2017, we launched our Courageous Conversations series. This is a series of stimulating dialogues with Detroit teens and prominent community leaders and experts co-facilitating and learning about youth barriers and how to build resiliency.

Consistent, authentic, and inclusive community engagement has been and will continue to be a part of our culture and who we are as a youth-centered organization. These projects, events, and activities allow us to promote and weave youth voices throughout programming as well as the organization. We seek their input and guidance during program development, engage them in the evaluation, and give them permission to hold us accountable when we do not. It is a mutually respectful relationship that leans on their ability to identify and articulate what they need.

**How do you plan on engaging community members throughout your proposed project? What are some specific engagement activities you are planning, and how will those impact the way the project work is done?**

The engagement process presented below will need to be fluid and considerate of the tone, state mandates, resident and youth comfort levels, and safety precautions necessary at the time of implementation. Community engagement may require a hybrid approach that utilizes technology, and one-on-one and small group touchpoints.

We intend to utilize Youth Participatory Action Research (YPAR) as a framework for Teen HYPE peer educators and community youth to co-create and design a welcoming place for themselves. "YPAR is an innovative approach to positive youth and community

development based on social justice principles in which young people are trained to conduct systematic research to improve their lives, their communities, and the institutions intended to serve them. YPAR is a cyclical process of learning and action – research is done not just for the sake of it but to inform solutions to problems that young people themselves care about. YPAR can be useful for young people wanting to make a difference and is an especially powerful approach for young people who are experiencing marginalization due to racism, sexism, homophobia, transphobia, classism, ableism, or other forms of oppression" (University of California, Berkeley). For over a decade, Teen HYPE has organically practiced aspects of the YPAR method with young people serving in program leadership roles and more recently on our board of directors. We will modify this approach as needed to address youth safety and parental concerns.

Implementing Berkeley's Y-PLAN (Youth – Plan Learn Act Now!) strategy, young people from Teen HYPE and the community will perform the roles of interviewers, reporters, researchers, mentors, leaders, evaluators, and public speakers under adult supervision. As experts on their own needs and their peers' thinking and behavior, these youth will collaboratively lead the prioritization of the decision-making process with stakeholders including adults who hold authority. The project implementation will be informed by the data the youth and Teen HYPE gathers and stakeholder update meetings will be held for feedback and to continue moving the project forward.

Teen HYPE's peer educators will leverage their familiarity with the organization and the 3<sup>rd</sup> Space HYPE Place project as well as their leadership training to work with Jefferson Chalmers' youth, adult neighbors, community leaders, and other organizations like Eastside Community Network to identify a location. The neighborhood-level engagement may include in-person and virtual town halls, focus groups, surveys, and/or a pop-up open house introducing Teen HYPE to the community. We will also research, connect with, and learn from recent and current community development projects and plans in the area like L.E.A.P. Seeking out and forming meaningful and authentic partnerships with local groups will be critical for the successful implementation of this project. We also intend to convene partners and their stakeholders to leverage their expertise. Teen HYPE is sensitive to and understands the care with which an organization and new people enter a community. How we do so will need to be flexible and accommodate individual and organizational needs, comfort levels, and current mandates. Regardless of the execution, it will be youth-led and informed every step of the way, from assessing the youth's needs and priorities to identifying achievable solutions and working together to bring their ideas to fruition.

Teen HYPE peer educators attended a designing safe spaces workshop and a youth summit, both valuable experiences that will help them plan and implement this project. Several years ago, Teen HYPE conducted a needs assessment with approximately 100 youth from Detroit. We surveyed youth ages 13 to 18 about education, employment, future outlook, family, and drugs, alcohol, and sexual behaviors. A lack of space designated for teens/youth and feeling unsafe was uplifted throughout the 2018 YouthQuake summit.

Teen HYPE's peer educators actively participated in the authorship of this application. They starred in the concept proposal video and shared their broad thoughts on how the organization might move this project forward with or without Kresge's generosity.

## **SAMPLE #2 - Teen HYPE Website Copy**

### **Homepage**

Believe the HYPE! We are a collective of mission-driven, caring adults committed to nurturing youth's innate leadership abilities and talents. Our evidence-based model has resulted in hundreds of alumni thriving right here and out in the world.

Since 2004, we have touched the lives of thousands of teens and served as their youth champions leveraging our superpower to prevent teen pregnancy, substance abuse, and HIV and sexually transmitted infections. We see, respect, and uplift young people.

In partnership,  
Ambra Redrick  
CEO

### **Educator Opportunities Page**

We love teachers!

During the 2019-20 school year, we were in 15 Detroit middle and high schools offering self-sufficiency programming and a space for student reflection, skill-building, creativity, healing, and healthy risk-taking in the presence of caring adults. External evaluators have affirmed what we already knew about our work, it is impactful. We design and implement programs that foster increased resiliency, self-esteem, healthy decision-making, and self-determination for life, college, and career readiness.

#### *Let's Work Together*

We would love to explore how we can partner to empower students through one of our programs or a performance.

#### *School-Based Programs*

Teen HYPE has been a trusted provider of abstinence and comprehensive sexual health education for over a decade. In 2016, we added substance abuse prevention education to our program offerings. We can customize the number of program sessions to meet the needs of your school or institution. If you would like to invite us into your classroom, please submit this form.

#### *Field Trip*

Every March, we present a high-quality theatrical production co-written and performed by our Peer Educators. Through matinee and evening performances we reach more than 3,000 students. To reserve seats for your class for the 2021 play, please complete the Play Reservation Form.

### **Story Page**

Teen HYPE began with a heart and desire to help youth by providing education (HYPE). The co-founders, Franky Hudson and Ambra Redrick, identified an opportunity and need to center youth voice and leverage their innate assets for their development. Fearless in their willingness to confront difficult teen issues, they developed a program model that was rooted in respect, inclusiveness, excellence, safety, diversity, and creativity. They boldly declared a commitment to see Detroit youth thrive.

Since 2004, Teen HYPE has reached more than 35,000 Detroit-area youth with programming designed to help prepare them for the world. Every year, hundreds of students in dozens of schools receive adolescent health education that promotes future-oriented thinking, avoiding risky behaviors, and honoring their voice. We have also trained more than 600 teens as peer educators who apply their leadership in service to their communities and other young people.

## **Partnerships Page**

We are grateful for the numerous multi-sector partnerships that have resulted in meaningful opportunities for Teen HYPE youth. Organizations have pledged their support of our mission to celebrate youth, confront barriers, and build bridges. These partnerships leverage expertise to seek mutual values, resources, and the optimization of positive outcomes for young people.

### *Program Partnerships*

Ascension St. John has supported Teen HYPE from the beginning providing funding, in-kind space, and an array of services and resources for our young people. We also partner with the Community Health Awareness Group on a federal grant to identify HIV-positive youth and to help them access medical care and other services. These core partnerships have allowed Teen HYPE to flourish, dream, and grow.

### *Community Coalitions*

Teen HYPE works with several middle and high schools to deliver a sexual health, substance abuse prevention, and risk avoidance curriculum. Since 2015, we have staffed a community coalition intended to build a network that provides holistic support for youth development.

### *At-Large Initiative Collaborations*

We are open to and engage in unique collaborations that center around issues facing young people, local events, and the theme of our theatrical production. These may be field trips, experiential learning opportunities, or other activities.

If you would like to partner with us, please contact Crystal Staffney, Manager of Strategic Partnerships, at (313) 831-8336 or [crystal.staffney@teenhype.org](mailto:crystal.staffney@teenhype.org).

## **Volunteer**

Are you interested in sharing your time and talents to advance the development of young leaders? If so, there are several ways you can be a youth champion.

### *Volunteer Opportunities*

- Serve on a committee
- Be an event volunteer
- Support our annual theatrical production leading up to and on performance days
- Host an event to raise funds for Teen HYPE
- Lead a Facebook birthday or crowdfunding fundraising effort to support our work
- Be a Table Captain at our annual Build the HYPE Breakfast
- Come be our guest and share your life and career experience with our Peer Educators

For more information on how you or your organization can get involved or if you have an idea that is not listed above, please contact Crystal Staffney, Manager of Strategic Partnerships, at (313) 831-8336 or [crystal.staffney@teenhype.org](mailto:crystal.staffney@teenhype.org).

### **SAMPLE #3 - Teen HYPE's 2020 Sponsorship Invitation**

After 16 years of learning, growing, and advocating for young people, our eyes are wide open to the leadership they possess right now. We know that adult decisions to not show up for them will adversely influence our world and theirs now and in the future.

You are invited to start here with Teen HYPE by investing in one of our most valuable assets, Detroit's youth. If you care about breaking the cycle of poverty, the pervasive sense of hopelessness, lack of safe spaces for young people, and helping them to thrive in their teen years so they are equipped to live authentic, joy-filled lives then this call-to-action is for your organization. Join our movement and stand in the arena with us and other youth champions.

Of course, we will expose your brand to the Teen HYPE community via our various platforms; however, this moment is about more than raising your corporate profile, it is a declaration of commitment to Detroit youth and their future. In essence, your support says they matter. Join us!

#### *Sponsorship Levels*

\$10,000 - First Car

\$7,500 - High School Sweetheart

\$5,000 - J-O-B

\$2,500 - Kiss & Tell

\$2,000 - The Mall

\$1,000 - Arcade

Please reach out to Dorothy Smith, Senior Manager of Development, at (313) 831-8336 or [dorothyhk@teenhype.org](mailto:dorothyhk@teenhype.org) to learn more about sponsorship opportunities.

#### *2020 Special Events*

##### **Sweet 16 Day Party - April 28<sup>th</sup>, 2020**

Flashback to your 16<sup>th</sup> birthday. How did you celebrate? A formal gathering with family and friends, cake, and ice cream at home or at the Secretary of State anxiously awaiting the freedom you hoped a driver's license would afford? However, you celebrated or if you did not, you are invited to hang out with the cool kids and relive or recreate fond memories from your teenage years.

Diverse stakeholders and the community will gather to commemorate 16 years of impact, influence, and inspiration. The Sweet 16 Day Party will kick-off our yearlong birthday celebration and reflection.

##### **Sweet 16 Soiree - August 2020**

We know how to host a good party and this year's signature event will not disappoint. As a teenager, most of us dreaded the end of summer which signaled the start of another school year. As adults with year-round responsibilities, we cherish these warm and sunny days and seek to make the most of them.

Wind down your summer with Teen HYPE at our Sweet 16 Soiree. Join us and 300 of our closest friends for this auspicious occasion commemorating the resilience of a scrappy organization that has been an unwavering champion for youth. Immerse yourself in the fun evening we have planned and enjoy a different take on the typical party with a

purpose. Of course, there will be a brief program acknowledging our generous sponsors then back to dancing like nobody's watching.

**Dare With Us - October 2020**

Last year we launched our Daring Dinner series of intimate and candid conversations over meals centered around the adolescent journey toward adulthood. This year, we will convene cross-sector leaders for a youth-led introduction to Teen HYPE's new strategic framework that will inform our path forward through 2023. Young people and influential leaders will gather and engage in an honest, open, and respectful dialogue about what it means to be ready for the world and the role of youth in Detroit's transformation.

This is a unique opportunity for both young people and adults. At Teen HYPE, we strive to role model daring leadership and invite others to honor youth voices in this critically courageous conversation.

**Building Our Own Table. A Teen HYPE Thanksgiving – November 2020**

While Teen HYPE is a nonprofit organization, at our core we are a family of caring adults, committed parents and caregivers, engaged partners, and amazing young people.

Since 2004, it has been our absolute privilege and pleasure to work with them and advocate for thousands of youth, learning, growing, failing, healing, and blossoming along the way. An organization's impact is not always measured by data, it is also the stories, moments, and legacies we tell, live, and leave.

We are excited to host a reunion for 250 alumni peer educators and their families and enjoy an evening of fellowship and food to culminate our 16<sup>th</sup> anniversary.