

Organizational Description/Programming

Mission Statement:

It is the mission of ELEV8-X to execute an educational, inspirational, and entertaining production for the purpose of encouraging teens to embrace their dreams and subsequently avoid the risky behaviors of bullying, substance abuse, and promiscuous sex.

The format in which the presentation and content will be delivered will be real, relevant and relatable, defined as follows:

- 1) Real: To share subject matter based on a combination of personal testimony and strategic curriculum,
- 2) Relevant: To communicate utilizing pop culture nomenclature,
- 3) Relatable: To openly discuss challenges of speaker and teen and the appropriate methodology for overcoming them.

ELEV8-X is a 501(c)3 non-religious, non-profit organization. ELEV8-X accepts donations and sponsorships in order to subsidize programming. Revenue gained from the merchandise sales goes directly back into funding the organization.

Needs Statement:

Today's youth are deluged by an array of mixed messages in our society. Messages relating to drugs, alcohol, sex, and bullying are not portrayed as temptations that should be avoided but rather normal challenges of adolescence. Teens typically seek counsel and advice from their peers because their parents and educators are consumed with teaching them academics and morals while competing with mobile devices, video games, and television.

Everyday there are new stories about teenagers and drugs, teenagers and pregnancy and teenagers and bullying. Here are some facts on Sex, Drugs, Alcohol, and Bullying among our teens:

Bullying:

- As many as 160,000 students stay home on any given day because they're afraid of being bullied.

- 282,000 students are physically attacked in secondary schools each month.
- 1/3 of students surveyed said they heard another student threaten to kill someone.

Playground statistics:

- Every 7 minutes a child is bullied.
- An adult intervenes in only 4% of bullying scenarios.
- A peer intervenes in 11% of bullying scenarios.
- No intervention: 85%.

Teen Sexual Promiscuity:

- Although only 13% of teens have had sex by age 15, most initiate sex by the time they are 18. By their 19th birthday, 7 in 10 female and male teens have had intercourse.
- Teen childbearing is associated with reduced educational attainment. Teen mothers are substantially less likely than women who delay childbearing to complete high school or obtain a GED by age 22 (66% vs. 94%, Each year, almost 750,000 U.S. women aged 15–19 become pregnant.)
- Fewer than 2% of teens that have a baby before age 18 attain a college degree by age 30.
- Although 15–24-year-olds represent only one-quarter of the sexually active population, they account for nearly half (9.1 million) of the 18.9 million new cases of STIs each year. Human papillomavirus (HPV) infections account for about half of STIs diagnosed among 15–24-year-olds each year. Certain types, if left undetected and untreated, can lead to cervical cancer.

Substance Abuse:

- According to the new 2011 teen drug abuse statistics, about 75% of the teens admitted to trying drugs or alcohol before the age of 18. Out of those numbers about 1 in 3 teens are currently showing signs of addiction to an addictive substance like tobacco, alcohol, cocaine and other drugs.
- California Statistics:
 - o Approximately 353,000 (10.9%) of the adolescents in California used an illicit drug in the past month; 246,000 (7.6%) used marijuana, and 175,000 (5.4%) used an illicit drug other than marijuana. In California, 108,000 males and 129,000 females used pain relievers non-medically in the 12 months prior to the interview. Rates of drug or alcohol dependence or abuse were similar between males and females (8.7 v. 8.4%). In California 157,000 adolescents (88,000 males and 70,000 females) needed but did not receive treatment for drug problems in the past year.

- o In California approximately 353,000 (10.9%) of the 3,251,000 adolescents in California used an illicit drug in the past month; 246,000 (7.6%) used marijuana, and 175,000 (5.4%) used an illicit drug other than marijuana.

General Organization Description

ELEV8-X is an exciting, interactive teen integrity program designed to help young people set focus on their goals by sharing principles of self-worth and strategies for making positive choices. This goal is accomplished while simultaneously equipping teens with tools to avoid risky behaviors, specifically with experimentation with drugs, alcohol, sex outside of marriage, and bullying.

Target Audience: ELEV8-X's market will be two-fold:

- 1) Teenagers, 13-19 years of age,
- 2) Parents and Administration seeking the tools to holistically guide and encourage their teens.

Description: The industry that ELEV8-X will participate in is the public speaking and live entertainment forum. ELEV8-X has exceptional potential to expand nationally, given its unique staff of talented speakers comprised of actors, models, musicians, fashion designers, singers and athletes. For years, there has been a market for teen integrity programs. Currently, the most successful programs are the ones that have harnessed the power of the digital age and effectively utilized social media. Many programs still have hard copy follow up programs. ELEV8-X is unique and will anticipate the market trend of follow up programs being performed on a digital interface including video streaming and digital lesson plans. ELEV8-X will connect with constituents and students alike, through a variety of digital surveys and interactive media based on the curriculum content as a means of harnessing the future of online education.

- 1) The revolutionary partnership between live presentation and a digital follow up interface for students to stay connected with the organization is among the first of its kind. Not only are students physically involved in the assembly, but their vocalization of their experience and their feedback for the construct of a relevant outreach is then used as the construct for future digital content and forum discussion.
- 2) The incoming web traffic and subsequent questions procured by the live production leverages an organic growth of the outreach program. Not only will ELEV8-X consistently be heavily researched as it pertains to content, but the direction of the content will be essentially controlled by the responses of the students. Ultimately the shape, direction, content, and ongoing design of the program will effectively be driven by the opinions, questions, requests, and feedback of the students. This will be represented specifically by digital video content of the organization through e blasts, YouTube, Vimeo, Facebook, and other social media sites.

Organizational success rests heavily on the measurable results and impact of the teen constituents and their responses and feedback to the content.

Major program strengths are derived from the highly creative team members comprised of a combination of successful professionals including but not limited to: actors, models, athletes, businesspeople, writers, singers, dancers, public speakers, magicians, and other artists. There is not a teen outreach program in existence that cleverly weaves the skill sets and talent of its creative team into a highly educational, inspirational and entertaining fabric of content delivery. There are many products and company that share facts consistently using a variety of metaphors and examples. ELEV8-X however is the first company run by young professionals who are both intuitive *and* creative, leveraging their talents and platforms (i.e. Hollywood platforms, music platforms, or athletic platforms) as a means of connecting to the audience, but creatively captivating it as well.

The imagery of role models is another key selling point. Rather than referencing historical figures or celebrities outside the sphere of influence of a particular venue, ELEV8-X utilizes flesh and blood speakers sharing a personal testimony of their successes, failures and every day challenges in their respected industries to drive home more effectively the relationship between self-worth and achievement to students.

The ELEV8-X team understands the discipline necessary to be consistently successful in a highly competitive industry. Our combined creativity will keep us on the forefront of the teen integrity movement. Content is not just “shared” in the conventional sense, but rather, for example, is explained through poetry, song, dance, and video, a combination of design that has not been entirely leveraged.

Program Description

The ELEV8-X Curricula

The ELEV8-X Curricula* is a unique combination of digital and live interaction. ELEV8 programming was developed as a specific means of flexibly adapting the message of sexual integrity, bullying, and substance abuse education to a variety of demographics and cultures. It is the belief of the ELEV8-X staff that in order to effectively carry on the fight both of properly educating and rehabilitating today’s youth, the message must permeate all walks of life—middle school, teen, and parent/administration.

*The ELEV8 Curricula is therefore utilized in the following three speaking engagement formats:

SCHOOL ASSEMBLY PRODUCTION (a.k.a. SECOND CHANCE)

Need: The high school assembly production is a 90-minute presentation upwards of 3000 students. The production reaches out to young people at the most important, critical, and often time most dangerously experimental part of their lives: adolescence. With the African-American community showing a fatherless household of 70% and Hispanic communities in the 50-percentile range, teenagers haphazardly embrace guidance through

the loudest voice of their culture: the media. Unwittingly emulating the messages of risky behaviors without consequences, young people today find themselves meandering through life without any clear communication, subsequently finding themselves in a quagmire of hopelessness, self-hatred, confusion, fear, heartache, and host of other consequences ranging from legal to financial due to a general lack of influence from healthy role models. The high school production is the very real, culturally relevant, and socially relatable nucleus of the ELEV8-X mission. The production teaches teens that they can be prototypes or stereotypes; individuals or statistics. The speakers go on to suggest that the most effective way to communicate the limiting potential and pitfalls of risky behaviors is to help young people to first embrace their individuality and self-worth.

Reach: ELEV8-X confronts the mixed messages of the media, speaking to the students as the authors of their own destiny from a place of confidence in the success of healthy choices. Currently 46% Los Angeles based teens have experimented with sex, drugs, alcohol, gang activity, or bullied someone by the time they are seniors in high school. Without role models, the media influences them to utilize these behaviors as a cathartic outlet for their adolescent challenges. Ironically as such experimentation leads to heartache and emotional baggage associated with damaging sexual relationships, they increase the frequency by which they engage drugs, alcohol, eating disorders, cutting and pornography. The very behaviors designed to help one become self-aware are now the coping mechanisms that this transcendental quest for identity has brought about. Through the assembly, ELEV8-X realistically recognizes its audience and knows it must help young people draw a line in the sand between their prior decisions and the healthy future they can still achieve. Therefore, the 90-minute interactive and high-energy productions are not only a place for teens to hear the truth, but also express themselves and their struggles very candidly during the question and answer conclusion.

- One of the most important features of the production is that it is the first of its kind to utilize young people as both the creative underbelly for the content, incorporating years of documenting teen challenges, as well as the presentation itself conducted by those single people under or around the age of 29. This has become predominantly effective for the teen constituency as it is they have testified greatly as to the impact of messages from individuals not that much older than them undergoing the same or similar challenges in life.
- The overall benefit of the ELEV8-X high school production is that young, vibrant, passionate, artistic professionals presenting success tips in a creative manner. The fully interactive and digitally responsive high school assembly program takes content regarding healthy choices that youth sometimes get in the home or classroom and presents it in a creative way using real life examples with vivid interaction. This type of presentation prevents the content from feeling abstract, therefore rendering it more relatable.

Potential Reach: In 1992, 16% teenage girls between the ages 15-19 in the state of California became pregnant. With state legislature supporting programming similar to ELEV8-X, by 2005 that rate had dropped to 8% according to the Guttmacher Institute.

Although this reduction is significant, a statewide presence of ELEV8-X would reinforce behaviors to keep these numbers dwindling and staying low through reinforced values. According to the Centers for Disease Control and Prevention, in the year 2007, 35% of US high school students were currently sexually active and 47.8% of US high school students reported having had sexual intercourse.

Every year, an estimated 1 in 4 sexually active teens contracts a sexually transmitted infection, and teenage pregnancy is 2 to 10 times more prevalent in the United States than in other similarly developed countries. Among sexually active 15- to 19-year-olds, 83% of females and 91% of males reported using at least one method of birth control during last intercourse. A majority of adolescents have been provided with some information regarding sexuality, though there have been efforts among social conservatives in the United States government to limit sex education in public schools to abstinence-only sex education curricula.

ELEV8-X however circumvents the otherwise political debate and focuses on the facts: early predisposition to teenage sex or any sex outside of marriage creates psychological, emotional, and often physiological damage. Abstinence education programs do not address the pressures of bullying, substance abuse, and the tsunami of digital messages regarding sex from pop culture. ELEV8-X therefore addresses teens at the level of purpose, destiny, self-worth and individuality.

Goals and Objectives:

- **Goal #1:** To reduce the number of sexually transmitted diseases and unwanted pregnancies among teenagers.

Current STD rate among schools that ELEV8 will visit in the next 12 months: 1 in 4 girls ages 14 – 19 currently has HPV.

This rate is slightly higher among African-American young women, representing at least half of ELEV8-X's teen constituency in the San Gabriel Valley and Los Angeles County. That rate compared with 20% among both whites and Mexican-American teens, the study from the federal Centers for Disease Control and Prevention found.

Teen pregnancy rate among schools that ELEV8 will visit in the next 12 months: 15%

Teen abortion rate among schools that ELEV8 will visit in the next 12 months: 36%

It is ELEV8's goal to reduce these rates.

- **Goal #2:** To effectively reduce the number of teen suicides by educating students on healthy self-image and worth.

According to www.kidsdata.org, the suicide rate in California is currently 6.6% for every 100,000, or approximately 6,600 per 100,000.

- **Goal #3:** To reduce the frequency of experimentation with drugs and alcohol.

According to Adolescent Substance Abuse Knowledge Base (ASK):

Among youth aged 12 to 17 in 2011, 9.7% had used an illicit drug of some kind.

Approximately 2.1 million American youths aged 12 to 17 had used inhalants at some time in their lives. This constituted 8.9% of youths. Of them, 3.9% had used glue, shoe polish, or Toluene, and 3.3% had used gasoline or lighter fluid.

Among youths aged 12 to 17, the rate of current illicit drug use was similar for boys (9.8%) and girls (9.5%). While boys, aged 12 to 17, had a slightly higher rate of marijuana use than girls in the same age category (7.7% compared to 6.6%), girls were somewhat more likely to use psychotherapeutics non-medically than boys (3.3% compared to 2.7%).

Among youths who were heavy drinkers in 2011, 65.5% were also current illicit drug users. Similarly, among youths who smoked cigarettes, the rate of past month illicit drug use was 42.7%.

- **Goal #4:** To educate teenagers of the damaging effects of bullying in the home, schools, and culture.

Bullying statistics show that 77% of students are bullied mentally, verbally, & physically. (Gallup News Services)

ELEV8-X SCHOOL ASSEMBLY PRODUCTION SUMMARY:

- 90 MINUTES
- USUALLY BETWEEN 600-1000 STUDENTS
- FULL SOUND
- 3 PROFESSIONALLY WRITTEN AND ACTED SCENES
- SPOKEN WORD
- INTERACTIVE SKITS
- CURRICULUM ARTICULATED BY 3 SPEAKERS
- Q AND A

B.O.U.N.C.E.

B.O.U.N.C.E. (Bringing Outside Understanding of New Challenges Education) is the ELEV8-X middle school classroom presentation, which strives to prepare young people for the realistic challenges that they will face as life transitions into their high school years. Unlike SECOND CHANCE, B.O.U.N.C.E. is a more intimate setting, usually a

classroom, and involves a variety of analogous hands-on activities to drive home points regarding individuality, self worth, and the importance of maximizing potential.

- One of the most important features of B.O.U.N.C.E is that it was created as a streamlined and age sensitive program that instills virtue and a value system into young people before the paradigm shift of high school. B.O.U.N.C.E. endeavors to cultivate a code of ethics and healthy decision-making process into middle school students so that they have a center to operate from when the pressures of media and peer pressure continue to bombard them.
- One of the benefits of B.O.U.N.C.E. is that, upon request, the presentation can include some information about anatomy and physiology. The risky behaviors of drugs, alcohol, and premarital sex are discussed with an introduction to Sexually Transmitted Diseases. B.O.U.N.C.E. is designed to substitute health, biology, theology and/or other subject related classes for up to 5 days. Power Point is also included.
- The B.O.U.N.C.E. follow up program does not facilitate a social media follow up given the age of the students however ELEV8 product like bracelets and ELEV8 clubs partnered with junior high and middle school guidance counselors and activities directors will carry on the dialogue of the ELEV8 vision while instilling core values in preparation for the challenges of high school.

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B.O.U.N.C.E. MIDDLE SCHOOL PROGRAM SUMMARY:

60 MINUTE MINIMUM

- SIZE VARIES FROM CLASS ROOM TO ASSEMBLY, 50-150 STUDENTS
- MIDDLE SCHOOL PROGRAM CURRICULUM, SOME POWERPOINT
- INTERACTIVE EXERCISES
- INTRODUCTION TO STD'S
- DISCUSSIONS OF RISKY BEHAVIORS

P.A.R.T.Y.

P.A.R.T.Y. (Parents, Administration Remembering The Youth) is the Parent and Administration workshop developed as a means of better educating adults and members of older generations through the barrage of pop culture jargon. Today's parents often times feel just as intimidated by pop culture and digital media as the children they are trying to raise. P.A.R.T.Y. seeks to bring assistance and clarity to these challenges, encouraging parents who feel they have lost touch with their children amidst a blizzard of technology.

The 2008 National Teen Survey revealed that the number one place young people still search for guidance is their parents. P.A.R.T.Y. to the surprise of many works with parents to help them realize despite circumstance that their children still value their affirmation and opinion. P.A.R.T.Y. works to help parents understand the power of their words with their kids and how desperately their child needs their time and affection.

- One of the most important features of P.A.R.T.Y. is that it alerts parents to the TV shows, popular websites, and video games that are readily available to teens and the nature of their messages. It then breaks down and analyzes the effect of these messages on the teenagers, reinforcing the need for parents to speak to their kids and help them navigate these issues with truth.
- The benefit of P.A.R.T.Y. is that it will more effectively equip parents and administration with the nomenclature needed to effectively speak to their teens. Presentations include Power Point, forum discussions throughout, and a host of resources offered to adults to equip them to better speak with their teens, and run anywhere from 90 minutes to 2 hours.
- As a follow up to P.A.R.T.Y., ELEV8 also has a forum for online discussion for parents and administration as well. Furthermore, upon entering the site, parents and administration can also follow the teen driven blog discussions to get a better sense of what issues the teens are regularly challenged with.

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(What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique or proprietary features.)

Programmatic distinctiveness: The goal of ELEV8-X to be a fully produced, state of the art sound, lighting, music and live stage program. The proprietary features in particular pertain to the magic tricks, skits, interactive analogies, interactive and pre recorded video, and independent artist driven music.

P.A.R.T.Y. PARENT AND ADMINISTRATION PROGRAM SUMMARY:

- 90 MINUTE MINIMUM
- POWERPOINT PRESENTATION ABOUT MEDIA AFFECT ON TEENAGERS
- Q AND A

Evaluation of Goals:

Sustainability and effectiveness of the 90-minute program and its content themes are measured via online surveys that the students are incentivized to take, the results of which can be downloaded to a comma-delineated spreadsheet. A second way sustainability will be measured is through social media. Once the students take the online survey post presentation and key in their e mail address to access the survey, the collective e mail addresses will be utilized for e blast containing videos and blog/forum discussions driven by the students.

To most effectively evaluate the impact of the program, anonymity will be an option for the students. Although an e mail address will be required to take the survey, names of

teens (unless volunteered) will remain unknown to ELEV8-X. The reason for this is to continue an environment that maintains vulnerability for the teens to express their greatest challenges.

Outcome Based Programming:

ELEV8-X's long-term goals are as follows:

1. Inspire teens to be a part of the "Get Lifted" movement.
2. Create an online environment safe enough to let teens articulate their deepest struggles.
3. Through counseling and encouragement, begin to heal the articulated brokenness of the teens, and rehabilitate their self-image and worth.
4. Challenge them to articulate their goals and dreams.
5. Through collaborative efforts, set them on the course for the secondary education necessary for achieving those dreams, raise their GPA, help them apply for scholarships, award scholarships, and help them ultimately streamline the college application process.

For every thousand kids ELEV8-X impacts, the goal is a 10-20% increased success rate for the 5 fore-mentioned goals.

Aggregate totals for each demographic, gender, ethnicity and so forth will be measured by the online survey. Using this data, the program approach and content will continue to evolve organically to adapt to the ongoing and specific needs of the teens.

Future surveying will measure what teens are disabled, of high danger of risky behaviors, and what socio economic status they are.

Management/Key Staff

Founder, Executive Director/Creative Director:

Anthony Preston has been a speaker for hot button teen issues since appearing on CBS' *Young and the Restless* in 2002. In addition to being a writer, musician and actor, he has been a speaker for the national high school assembly program of *Rachel's Challenge*, a speaker for *Graduate America*, a program dedicated to helping youth receive post secondary education, and is currently the author of *Second Chance*, the curriculum being utilized currently by ELEV8-X. He was a Communications Major at California Lutheran University and continued his education of the entertainment industry at UCLA.

Fund Developer/Operations Consultant:

Dennis Baker is a graduate of Westmont College and a Hansard Scholar at the London School of Economics in London, England. Before starting DM Baker-*Media Relations* in 1998, (a PR/Fund Development/Ad firm that has successfully raised millions of dollars for dozens of non-profit museums, hospitals, and colleges) Dennis worked for a U. S. Senator, a member of the British House of Commons, in management at a national media buying/PR firm for several years, for FOX TV and managed numerous political campaigns and entertainment professionals. Most recently, Baker has partnered with Sixthsense Productions as an Executive Producer.