

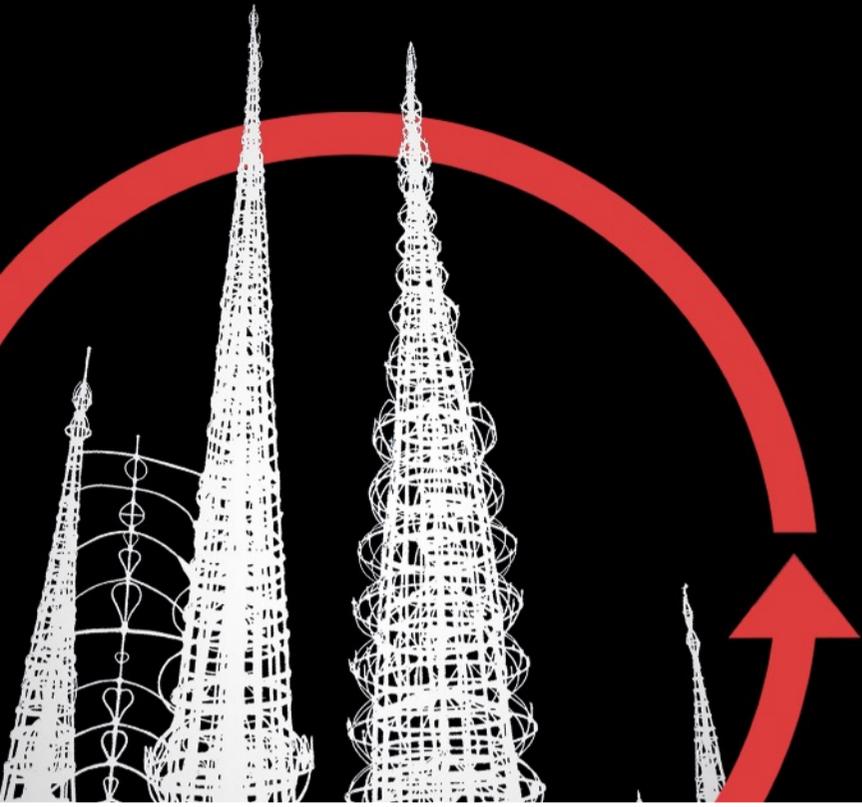


# WATTS

EMPOWERMENT CENTER

PROGRAMS FOR 2018 AND BEYOND





# WATTS

EMPOWERMENT CENTER

## OUR VISION

**“We dream of creating a state-of-the-art facility where families are equipped and the youth in Watts can discover their purpose while developing their talents with the help of top industry and business professionals.”**





**LET'S REDEFINE A ZIP CODE.**



# **A NEW COMMUNITY EMPOWERMENT CENTER FOR WATTS**

**MIND • HEART • BODY • SOUL**

**2017-2018**

## RED EYE'S PROPOSED PROGRAMS FOR THE EMPOWERMENT CENTER

### UNLOCK THE MIND

- A) TUTORING AND AFTER SCHOOL PROGRAM
- B) BUSINESS AND ENTREPRENEURSHIP
- C) MEDIA AND FILM
- D) GRAPHIC DESIGN / BRANDING
- E) PHOTOGRAPHY
- F) SOCIAL MEDIA MARKETING
- G) LAW STUDIES AND ETHICS
- H) SAT TUTORING AND COLLEGE PREP
- I) JOB EMPOWERMENT

### ENGAGE THE HEART

- A) MUSIC PRODUCTION
- B) DANCE THERAPY
- C) GARDENS OF HOPE
- D) GLOBAL CITIZEN PEN PALS
- E) DRUM LINE
- F) THEATRE ARTS AND ACTING
- G) CREATIVITY AND ART THERAPY
- H) LIFE COACHING AND MENTORING

### ACTIVATE THE BODY

- A) ATHLETIC CENTER
- B) PHYSICAL EDUCATION (P.E.)
- C) NUTRITION AND COOKING
- D) HEALTH / HYGIENE
- E) YOGA
- F) BODY CONFIDENCE
- G) DRESS FOR SUCCESS
- H) SPORTS TEAMS
  - FOOTBALL
  - SOCCER
  - BASKETBALL
  - BASEBALL
  - VOLLEYBALL

### INSPIRE THE SOUL (field trips)

- CALIFORNIA SCIENCE CENTER (SCIENCE OBSERVED)
- CALTECH (SCIENCE IMPLEMENTED)
- SPACE X (ROCKET SCIENCE & ASTROPHYSICS)
- SNAPCHAT (TECHNOLOGY - SOFTWARE)
- KTLA (BROADCAST JOURNALISM)
- CITY HALL (GOVERNMENT & CIVIC ENGAGEMENT)
- LAPD AND LAFD (EMERGENCY RESOURCES)
- DISNEY AND NICKELODEON (ART)
- WARNER BROTHERS (MUSIC)
- CAA (FILM)
- CAMPING WEEKEND AND MORE



**PROPOSED PROGRAMS**  
FOR WATTS / 2017-2018

**UNLOCK  
THE MIND**

# PROPOSED PROGRAMS FOR WATTS / 2017-2018



## UNLOCK THE MIND: EDUCATION, TUTORING AND BUSINESS TRAINING

### A) TUTORING / AFTER SCHOOL PROGRAM

**Ages: 8-18+**

Red Eye understands that in order to provide the best possible opportunities for the youth of Watts that tutoring is essential to their success. Through our partnerships with local universities, we will have tutoring available that covers a wide range of subjects and topics. From primary school courses like Math, Science and English to vocational courses that teach high school students how to prepare for the SAT, GED or applying for college, we will provide peer-to-peer tutoring and mentorship at the Center several hours a week.

### B) BUSINESS AND ENTREPRENEURSHIP

**Ages: 15-18+**

We believe that in order to unlock the minds of youth in Watts, we can set up academic programs that equip them with knowledge about business, using the media and tools they already have. With computers, smart phones, and digital equipment, paired with innovative minds of graduates and students from schools like USC and business professional from brands like Mattel, the children will be immersed in an environment of new media education that rivals even colleges across the nation.

### Red Eye's Network:

*Our Red Eye volunteers and Youth Mentors are talented industry professionals and alumni of USC, UCLA, Pepperdine and other institutions that have direct relationships with university departments, programs and professors. We have been in discussion with the leadership at the listed universities and companies mentioned below to access as many opportunities as possible to partner with Red Eye's new proposed educational programming in transformative ways for the Watts Empowerment Center.*

### PROPOSED EDUCATION PROGRAMS:

- Tutoring, After school Program
- SAT and GED Tutoring / College Preparation
- Entrepreneurship Courses
- Business Management
- Technology and Development Programs
- Web Design / Coding
- Employment Education
- Job Training
- Photography and Digital Media
- Graphic Design / Branding
- Animation Design
- Video Production
- Marketing and Social Media
- YouTube Channels
- Creative Arts Enrichment
- Health, Nutrition and Hygiene
- Law and Ethics Courses
- Medical and Doctoral Studies, Field Trip
- Aerospace Engineering Studies, Field Trip

## RED EYE'S COMMITMENT

We are committed to finding numerous opportunities to equip, encourage, educate and invest in the Imperial Courts community of Watts in transformative ways. With these proposed programs, our goal is to unlock the minds and the potential of the youth, young adults and families that utilize the Watts Empowerment Center.

With the new programming provided, our hope is to **DECREASE GANG VIOLENCE AND CRIME** through providing new opportunities for youth and families with the hope of a better tomorrow.

**WE BELIEVE IN THE SUCCESS OF THIS COMMUNITY AS A WHOLE** and know that it is essential to provide courses, recreational activities, workshops and training, that will equip and empower beyond what is typically provided within a normal class setting.

**We want to provide a hand UP, not just a hand OUT.**

# PROPOSED PROGRAMS FOR WATTS / 2017-2018



## UNLOCK THE MIND: EDUCATION, TUTORING AND BUSINESS TRAINING

### **C) MEDIA AND FILM**

**Age groups: 8-18+ (8-13, 14-18+)**

Red Eye's extensive network of industry professionals in the creative fields of Los Angeles are the perfect pairing for our media and film programs and courses at the Center. There will be weekend creative production workshops that train and teach about storytelling, film composition, editing, producing and directing. Our media programs, taught by leading professionals, actors, directors and producers will captivate the children and prepare them for future creative jobs in the industry.

### **E) PHOTOGRAPHY**

**Age groups: -18+ (8-13, 14-18+)**

After organizing and hosting hundreds of events in the community, Red Eye has a giant collective of photographers who are dedicated to teaching young adults and young children the art of photography. Whether through using simple smart phone photography or learning how to use SLR and professional Canon or Nikon cameras, we want to teach the kids how they can develop their creative talents and plan ahead for a future freelance career as a photographer. Our volunteers will host photography workshops and challenge the kids to get outside and capture images of their communities, in order to develop new points of view as powerful photo journalists.

### **G) LAW STUDIES AND ETHICS**

**Ages: 18+ (Young Adults/Adults only)**

With a unique partnership with Pepperdine University's School of Law, the young adults in Imperial Courts will have the opportunity to gain valuable work experience from students and professors in various fields of Law. Those 'enrolled' in the course will learn courtroom techniques like challenging cases, preparing and examining witnesses to crafting and delivering a closing statement. We will host special guest speakers, meet with leading legal experts from the top law firms and the court system. Throughout the year the participants in the program will get the opportunity to visit Law Schools throughout Los Angeles and visit a real court room in Los Angeles.

### **I) JOB EMPOWERMENT**

**Ages: 16+ (Young Adults/Adults only)**

Within the corporate and non-profit world, Red Eye has a rather extensive network of business professionals. At the training center that will be set up within the Empowerment Center, we will provide access to professional business training, career fairs and educational opportunities for families in Imperial Courts. This has the potential to lead to jobs and independent economic empowerment.

From partnerships in technology, programming, universities, game design, production and security sectors, Red Eye will be able to help assist in the matching of internships for the youth as well as assist in locating part and full-time employment opportunities for those 16 and older.

### **D) GRAPHIC DESIGN / BRANDING**

**Ages: 12-18+**

Many of Red Eye's volunteers are professional graphic designers and branding and marketing experts. With donated Adobe Cloud programs from ADOBE, we will begin to train children as young as middle school in Graphic Design in our computer lab. An entry-level position for a Graphic Designer can earn up to 40k a year. With training in Graphic Design and/or Branding there are many jobs available such as Advertising Director, Animator, Illustrator, Production Designer, Creative Director, Fashion Designer and more.

### **F) SOCIAL MEDIA MARKETING**

**Ages: 12-18+**

With the rise of Social Media Marketing in today's society, we will leverage our media partnerships with local news stations like KTLA and ABC7 News, popular brands like Mattel and media platforms like Snapchat, to teach children how to use social media for positive influence. Bullying is one of the most pervasive problems in today's youth culture that is often driven through social media. We will have workshops and mentorship trainings that teach youth how to utilize social media to share their voice in healthy, honest and respectful ways.

### **H) SAT, GED TUTORING AND COLLEGE PREP**

**Ages: 16-18+ (Young Adults/Adults only)**

**Time: Seasonal workshops - Fall, Winter, Spring**

SAT and GED Tutoring and College Prep courses and workshops will be available during the relevant seasons when students and adults are applying to college or prepping to take the SAT and ACT exams. With Red Eye's various forms of tutoring we will provide the participants with effective strategies for taking both the verbal and math sections of the SAT and GED as well as honing their writing skills for the essay portion. The course will include practice tests with answer explanations so students will learn how these tests are laid out and scored, and about specific question and answer structure. Under the guidance of highly qualified instructors, students will review important subject matter, have opportunities for individual questions, practice tests, learn to control test anxiety while managing time and gaining helpful strategy tips for a positive testing experience.



**PROPOSED PROGRAMS**  
FOR WATTS / 2017-2018

**ENGAGE**  
**THE HEART**

## ENGAGE THE HEART: CREATIVITY, SELF-EXPRESSION, AND GLOBALIZATION

### **A) MUSIC PRODUCTION**

#### **Age groups: 12-18+**

The youth of Watts are already very gifted in music, especially singing and drumming. We want to help enhance and encourage their natural talents by providing additional instruction, instruments, and professional production equipment. The youth will have the opportunity to produce and record their songs, which will strengthen their self-esteem. By working with Red Eye Youth Mentors who have careers in the music industry, the kids will learn how to write songs, perform with courage, skillfully play instruments and produce music shows at the end of every quarter.

### **C) GARDENS OF HOPE**

#### **Ages: 7-11**

EnrichLA is a community wellness non-profit organization that builds edible gardens in local schools and communities focusing on low-income and underserved neighborhoods of Los Angeles. The children will learn about nutrition while helping grow a sustainable garden for the Empowerment Center. These gardens act as catalysts to show students just how versatile, delicious, and FUN healthy food can be. Developing positive attitudes toward organic, fresh food and increasing consumption of these foods is crucial to their overall health. The startling obesity statistics in Metro Los Angeles alone demonstrate a strong need for this type of programming.

### **E) DRUM LINE**

#### **Age groups: 10-16+ (10-13), (13-16+)**

Music is a path out of poverty. Red Eye wants to further support the current Imperial Courts drum line squad and provide more music opportunities and showcases for the children of Watts to share their talents with the community. Combining musical and visual arts, a drum line will empower the youth and give them a positive outlet. Recreational music-making is an effective therapeutic strategy that provides a fun way to further develop team work and leadership principles.

### **B) DANCE THERAPY**

#### **Age groups: 8-18+**

Through this new proposed Dance Therapy program we will provide critical coping skills for youth growing up in tough circumstances like poverty, abuse, bullying and difficult family dynamics in the Projects. Dancing has the ability to heal. Dance therapists and teachers use the power of dance and movement to help individuals access their own natural ability to heal and grow. Partnered with the Debbie Allen Dance Academy and others, we will host dance workshops and have regular classes that explore hip-hop, lyrical and various forms of dance. This will help train the youth in Watts to feel confident about their bodies and use dance as a positive outlet for expression.

### **D) GLOBAL UNICEF PEN PALS**

#### **Ages: 7-16**

One of the partnerships we wish to capitalize on is with a leading advocacy organization UNICEF. UNICEF is a social action platform for a global generation that wants to solve the world's biggest challenges. On the platform, youth can learn about domestic and global issues, take action on what matters most to them and join a network committed to social change. UNICEF believes we can end extreme poverty by 2030. Due to the collective actions of global citizens across the world, we desire the youth and community of Watts to contribute their voice. Children will be able to take action on pertinent issues, pitch their own ideas to end poverty in their community and have global pen pals across the world that they can write to on a regular basis.

### **F) THEATRE ARTS AND ACTING**

#### **Age groups: 7-18+ (7-13) (14-18+)**

The kids and youth in Watts are natural born stars. We see their personalities shine every week during our Youth Mentor program. Several of our volunteers and Youth Mentors are actors, directors and writers in Hollywood and have degrees in acting. By bringing industry experts and professionals to Watts, we will have workshops and courses to teach acting techniques, voice overs, write scripts, and more. We will have opportunities to screen new films and movies for the youth and young adults. A night will be set aside each quarter when youth can share the videos they have filmed, acted in and directed themselves.



## ENGAGE THE HEART: CREATIVITY, SELF-EXPRESSION, AND GLOBALIZATION

### **G) CREATIVITY AND ART THERAPY**

**Age groups: 7-14+ (6-9, 10-14)**

A new art therapy program will help provide a healthy outlet for the children and youth of Imperial Courts to explore their self-expression in productive and safe ways. Facilitated by an art therapist, the children will have the opportunity to use art media, the creative process, and the resulting artwork to explore their feelings, reconcile emotional conflicts, foster self-awareness, manage behavior and addictions, as well as develop social skills.

We will develop art projects that seek to engage the hearts of the youth in new ways and allow them to open up and share more about themselves through color and creativity. By giving new access to creative arts programs, it will provide a vehicle of healing, communication and self-expression that will empower the kids in school and grow more resilient at home.

### **H) LIFE COACHING AND MENTORING**

**Ages: 7-18+ (paired Big Brother/ Little Brother)**

Expanding on our Youth Mentor initiative in Watts, Red Eye by providing a community ran Big Brother/Little Brother program and Big Sister/ Little Sister program. By pairing together adult mentors in Watts age 16 or older with younger kids in the community who aren't part of their biological family, a reinforced sense of pride and ownership of the community will be cultivated in the locals.

We will work with key leaders in the community to discover the talents, skills and hopes of the young adults and then encourage them to share their knowledge with their "little brothers and little sisters". We will help guide, engage and provide resources for the adult mentors throughout the process, ensuring an enriching and motivating mentorship program for all locals involved. The life coaches and mentors will help instill in the younger kids a greater sense of self-worth and help them navigate problems in school such as bullying, lack of confidence, trouble with classes.



**PROPOSED PROGRAMS**  
FOR WATTS / 2017-2018

**ACTIVATE**  
**THE BODY**

# PROPOSED PROGRAMS FOR WATTS / 2017-2018



## ACTIVATE THE BODY: SPORTS, WELLNESS, AND TEAM BUILDING

### **A) ATHLETIC CENTER / GYM**

#### **Ages: 8+**

We know that the gym is a central place for community building in the Imperial Courts. We want to utilize the gym space and create a state-of-the-art multi-purpose athletic center. Whether with sports team, conditioning and training, yoga, clinics, workshops or events, the athletic center and gym will be a place where all ages can come and feel safe and supported by the staff. There will be open gym hours for the whole community to use during the hours when the clinics, camps and sports teams are not practicing.

### **D) HEALTH / HYGIENE WORKSHOP**

#### **Ages: 12-18**

For youth in middle and high school, we want to provide health and hygiene workshops where the kids will learn how important hygiene is to promote good health and take care of their bodies. Our workshops will also teach about protection, STDs and sex education.

### **G) DRESS FOR SUCCESS**

#### **Ages: 12-18+**

Our Dress for Success class will help young adults and adults feel confident when going into job interviews. The participants will learn how to have proper posture and poise, how to carry themselves, and learn positive body language techniques. These workshops will prepare young men and women to be respected and look dignified in interviews and when applying for jobs or high education.

### **B) PHYSICAL EDUCATION**

#### **Ages: 8-14**

Physical Education will be available during the on weekends with various activities that promote team building, athleticism and the strengthening of bodies. Classes and different areas of the gym will be divided into different age groups. Red Eye Youth Mentors will serve as coaches for recreational sports and games. P.E. can take place mainly outdoors so the gym can be used for other activities.

### **E) YOGA**

#### **Ages: 5-18+ and families**

Morning yoga will be available every Saturday morning for kids, families and volunteers to start the day stretching, breathing and strengthening core muscles that will benefit everyone of all ages. Yoga releases stress, chronic pain, headaches, lowers blood pressure and reduces insomnia. We believe adding yoga routinely will help youth and families in the community sleep better and feel better.

### **C) NUTRITION / COOKING WORKSHOP**

#### **Age groups: 8-18+ (8-12, 13-18) and families**

Nutrition workshops with cooking classes will be available at the center multiple times a year, where youth will learn how important good habits and healthy eating is for their bodies. We will provide the kids and families with nutritional eating guides and recipes that they can make at home together. The Youth will have an opportunity to cook their own meals in the kitchen at the center for their friends and families.

### **F) BODY CONFIDENCE**

#### **Age groups: 8-18+ (8-10, 11-14, 15-18)**

Body Confidence Programs are a new program Red Eye sees as very important, especially with teenage girls in the Watts community. We want to encourage and empower the youth to feel courageous, confident and beautiful in their own skin. We will have self-esteem experts and life coaches come several times a year to help discuss about body disorders, warning signs and steps to take to promote positive thoughts when it comes to body image. These programs will also address underlying issues like bullying. We will have Youth Mentors open up about their own challenges regarding body image and bullying, so the children see how common these struggles can be.

## **YEAR-ROUND SPORTS TEAMS AND PROGRAMS FOR GIRLS AND BOYS**

**FOOTBALL**

**SOCCER**

**BASKETBALL**

**BASEBALL**

**VOLLEYBALL**

- \* All teams will have sponsored uniforms and sports equipment.
- \* Transportation and rides can be available for games when needed.
- \* The age groups of the sports teams will be decided based on level of involvement and sign-ups.



**PROPOSED PROGRAMS**  
FOR WATTS / 2017-2018

**INSPIRE  
THE SOUL**

# PROPOSED PROGRAMS FOR WATTS / 2017-2018



## INSPIRE THE SOUL: EXPLORE L.A., EDUCATIONAL FIELD TRIPS, AND MORE

As a reward for good attendance and participation in our programs, the youth and young adults in Watts will have the unique and exciting opportunity to go on educational field trips that will broaden their perspectives and inspire their souls.

### SCIENCE OBSERVED



#### The California Science Center

The California Science Center is a dynamic destination where families, adults and children can explore the wonders of science through interactive exhibits, live demonstrations, innovative programs as well as awe-inspiring films at the IMAX theatre.

### SCIENCE IMPLEMENTED



#### California Institute of Technology

A field trip to California Institute of Technology, lead by world renown scientists, will expand the minds of the youth and allow them to explore the exciting things that go on at Caltech. This has the potential to spark interest in the sciences, educational research, and endless possibilities for their future. One of the highlights will be touring the Southern California Data Center learning about earthquakes and seismology.

### ROCKET SCIENCE & ASTROPHYSICS



#### SpaceX:

Just a few miles from Watts in Hawthorne, CA stands the SpaceX headquarters. This location is where rockets are built, tested, and inspected before being driven to launch facilities. With the help of tour guides on personalized tour, the attendees will have the opportunity to learn about what the future of space looks like, view a real mission control room, and see the massive Falcon9 Rocket. The future is here and the Watts community deserve to be part of it.

### TECHNOLOGY & SOFTWARE



#### Snapchat:

The youth who participate in our Social Media and Marketing course and workshops will have a chance to visit Snapchat headquarters in Venice, CA. With a personalized guided tour, the youth and young adults will get to learn about the innovative app technology and how this company has been so successful at influencing culture through user generated content.

### BROADCAST JOURNALISM



#### KTLA News:

Guided by our very own Red Eye Youth Mentor Megan Henderson, an anchor for KTLA News, the youth will have a one-of-a-kind experience touring the KTLA local news station on Sunset Blvd. Throughout the day they will learn about broadcast journalism, investigative reporting, how to produce a news segment, as well as have the chance to write and pitch their own newsworthy story.

### CREATIVITY & IMAGINATION



#### Walt Disney Animation Studios:

Red Eye's Youth Mentor Nikkolas Smith is a Disney Imagineer that helps create and design Disneyland and Disney World Parks throughout the world. With guided tours through the Imagineering studios, Disney Animation and ABC7 Disney Studios, there are wide variety of field trips possible. This will allow the kids to be immersed in the wonderful, imaginative world of Disney.

#### Additional Field Trips:

- City Hall (Government and Civic Engagement)
- LAPD and LAFD (Emergency Resources)
- The Getty Museum (Art History)
- CAA / Creative Artists Agency (Creative Careers)
- Local Professional Sporting Events (Athletics)
- Camping Weekend (Survival Skills and Team Building)
- Catalina Island (USC's Wrigley Institute: Marine Biology)
- Nickelodeon Studios (Art and Media)
- Warner Brothers Music (Music and Production)
- Grammy Museum / Recording Academy (Cultural History of Music)



**TOGETHER**, we are creating  
a better tomorrow, **TODAY.**

## **CONTACT:**

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To learn more about our programs visit:

[www.redeye.org](http://www.redeye.org)

[www.youthmentor.org](http://www.youthmentor.org)