



## Rescuing A Generation

"Sometimes **HOPE** is all it takes for a student to change their ways. If we can offer more **HOPE**, we can see more change."

- Jose Rodriguez  
Founder/CEO



### Vision

*Redefining success in urban communities, such that they are leading city transformation.*

### Mission

*To see cities transformed by providing coaching, empowerment, and the Gospel to this generation.*

### Our Model:



**Equipping Leaders:** Providing content, coaching, and mentorship for leaders working with urban youth.

**Coaching Students:** Empowering students with a Combination of motivational speaking, personal life coaching, interactive activities, in both small and large group discussions in order to help students make the necessary changes to achieve their goals.

**Impacting Communities:** Leading people to transformation with the Gospel and mobilizing them to advance the Kingdom in their communities.

### What's the Problem?

#### In San Bernardino Schools

54% of students have said they feel stuck or discouraged, while 46% said they feel hopeful.

**San Bernardino County** has the second highest percentage of people living in poverty in the state of California.

**Second leading cause of death** is suicide in San Bernardino County which is a result of hopelessness.

**40% of students** in San Bernardino County are living beneath the poverty line.

### 2021 Tactical Plan

**Secure 10+** Funding Sponsors and/or Partners

**Officially launch** Success Clubs on 14 High Schools & Middle Schools

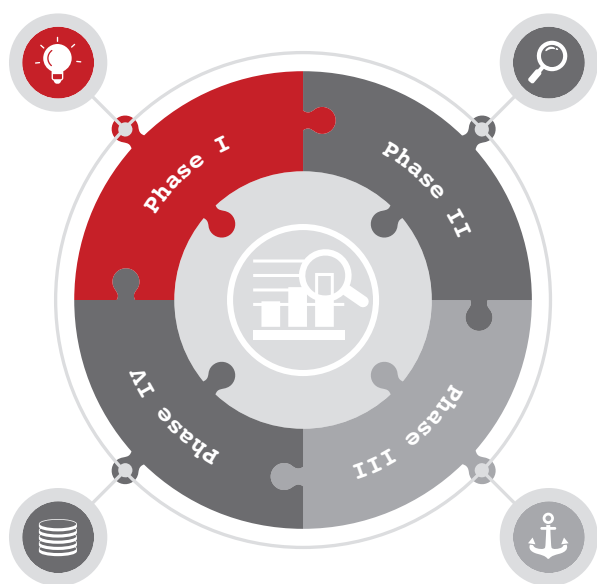
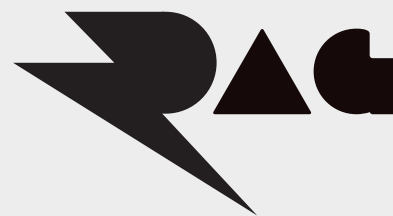
**Roll out** REK'T Video Curriculum

**Create** Franchise model for RAG to reach other cities

**Host 2** Simulcast events for students around the nation. Manhood Camp & The Takeover.

**RAG Talks in 20** new schools or organizations.

# Our Strategy To Reshape Futures



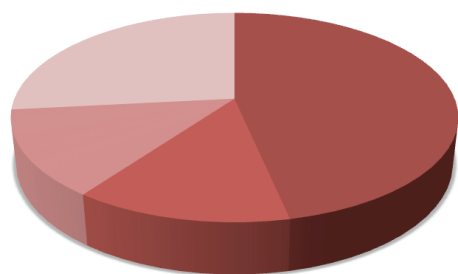
**Phase I:** Engaging students on school campuses through interactive, motivational, and powerful virtual assemblies called **RAG TALKS**.

**Phase II:** Provide Group Coaching through **Success Clubs** to help at-risk and high-risk students to become successful.

**Phase III:** Engaging students with the Gospel of Jesus Christ through our top level, high energy, urban youth conference, **The Takeover & Manhood Camp**.

**Phase IV:** Equipping leaders to be more effective and efficient in working with urban youth for lasting change through our Podcast & group coaching for youth workers.

## Financials



**Goal: \$250,000**

- \$140,000 Staff Costs
- \$30,000 Equipment for Programs
- \$30,000 Fundraising Costs
- \$50,000 Takeover Youth Conf.

## Levels of Partnerships

\$1,000 and Less = Rescue a Student

\$5,000 - \$10,000 = Rescue a Community

\$1,000 - \$5,000 = Rescue a School

\$10,000 and up = Rescue a Generation

## Staff

**Jose Rodriguez** (CEO)

**Erica Rodriguez** (Partner Relations)

**Brandon Allen** (Program Director/  
Coach)

**Jeff Smith** (Speaker/Coach)

**Nelson McClintock**  
(Coach/Creative Director)

**Nia Hill**  
(HR Assistant)

## Board

**Jose Rodriguez, BA** (Chairman of  
Board/ Founder)

**Heather Lozano**  
(School Teacher, Cajon High School)

**Briana Greer** (Secretary)

**Kevin Bugingo** (Treasurer)

**Sherman Dumas** (Lead Pastor, All  
Nations Worship Assembly - San  
Bernardino)



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