

C.E.O Change Equals Opportunity  
905 W. Broadway Ave N  
Mpls, MN 55411  
612-730-3581

Jamil Jackson: Executive Director  
62-730-3581

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SERVICE AREA: North

REQUESTED AMOUNT: \$175,000

1. C.E.O Change Equals Opportunity is a community based organization within North Minneapolis with focus on mentorship of youth of color ranging in ages from 12-25 with emphasis on exposure to College, Career, and Cultural experiences and opportunities. Our organization has been active within the community for over 10 years, being present for our youth during multiple situations within our community. From police involved shootings, community violence, community events, etc. i) We have received City funds in the past and have established relationship with finance as it relates to documenting and accounting. Using our paid accountant, funds will be allocated and disbursed based on time sheets completed weekly.

ii) In the past years, CEO through city and community partnerships have been charged with creating paid community patrols (Interrupters Through Minneapolis OVP), CEO has produced its own paid community outreach in which we have interviewed, hired and managed community outreach groups. Through our hiring process which includes a in person interview, background check and signing of contract that highlights our expectations and outreach protocol. Staff will be provided with documents that identify safety issues and incident reports that will be create into a document to provide to the city. iii) Our organization has experience within all aspects of the "Administration Expectations" and feel comfortable with executing all parts.

We have a list of about 30 staff/contractors at our disposal to complete this work. We are capable of deploying at least 20 "contractors" on any given day for a shift. Considering we are currently mobilizing community patrols, my teams are available on very short notice to mobilize anywhere within our city limits. All hands activation would include all members of our group (about 30). We have certified mental health staff available to assist, all contractors have de-escalation training, conflict resolution training, and all have been active within the community already within the past year at least. CEO does carry necessary liability insurance to perform tasks assigned.

2. i) Through weekly group sessions, daily community walks throughout our neighborhoods, Weekly community basketball league (Run and Shoot EBL) and exposure opportunities (Corporation tours, College Tours, Exposure trips around the country), our focus is on using these events as a way to build authentic engaging relationships with youth in our community.

# C.E.O

*CHANGE EQUALS OPPORTUNITY*



*Change Equals Opportunity is a curriculum based program with targeted efforts to engage African American young men ages 12-25 in interactive activities that reinforce positive behavior. With a focus on cultural awareness, these sessions include topics like Code of Ethics, Substance Abuse, Response to Authority, Cooperation and Conflict and Self-esteem and Image. We will introduce and conduct this group using the Restorative Justice model. This model is represented by gathering in a circle. The circle is an ancient way of gathering the members of the community to discuss issues and to find solutions. The circle process recognizes the importance of the individual in the outcome of each endeavor with the responsibility and right of co-ownership of each experience. We will encourage these young men to open their minds and hearts to become better men for their families, friends, and communities.*

*This invaluable program seeks to instill in youth males, the values and moral compass to assist them in their journey from adolescence to MANHOOD. While adolescence can be a difficult time for all youth, boys are more likely to commit violent crimes, get into trouble in school, and join gangs. Even in optimal conditions, this time can often be a confusing one as they struggle with mixed messages about what it means to be a man. In our communities, it's made even more difficult as boys struggle to compete without the support of personal male mentors and role models.*

*This group will meet weekly at various community locations. Participants should arrive on time to take part in the required sessions. We believe that commitment and dedication is an important factor to becoming a man, it is essential for our young men to understand the value of time and investing in themselves. All parents are welcomed and encouraged to make a visit and/or participate. We look forward to enjoying and helping your son become a well-rounded young man.*

*"It's easier to build stronger children, than to repair broken men" Fredrick Douglas*

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As a consultant for the OVP, I am lead for GVI jr (Group Violence Intervention), an initiative to recruit youth from gangs and cliques that are interested in changing their life. We focus on outreach, gather and distribute needed resources (gas cards, food gift cards, job resourcing, assistance with housing). I am a teacher within the Office of Black Student Achievement within MPS, I am the Head Boys Basketball Coach at Henry High School in North Minneapolis, I own and operate 3 businesses in which I ONLY hire youth and felons, I am Co-Founder and Commander of the Minnesota Freedom Fighters. We have established GOOD STANDING relationships with MPD, DOJ, City of Mpls, Office of Violence Prevention, MPD community engagement, MRRB, MPS.

These partnerships have been established, tried and tested over the past decade, we have been a positive influence within the communities of North Minneapolis providing job opportunities, exposure opportunities, Mediation services between city, schools and community.

3. Our work will be performed primarily within North Minneapolis and Downtown areas. Using community walks and informational sessions held at our current sites, meeting and greeting our community members to explain in detail information related to their safety and answer any questions they may have that we have knowledge of. Handing out fliers and one pagers from city that shares related information to the masses.

Our plans include daily community walks, Weekly informational sessions to share relate information about trial process and to offer access to resources. Weekly exposure trips to varies corporations, exposure trips outside the state (College visits, camping,), Weekly Basketball Leagues that focus on at-risk youth, Financial literacy partnerships with local banks, etc. CEO Executive Dir. Jamil Jackson will oversee all activities. His current roles as Executive Dir., Consultant for OVP already aligns him with the work needed to complete this task. The responsible parties to complete the work will be subcontractors that have established relationships with CEO Community coaches, Park staff, MPS staff, City Staff.

Here is a Link to a short Documentary of Run and Shoot HSBL:

[Run&Shoot](#)

[Locked Up, Locked Out](#)

[www.mprnews.org/story/2010/06/11/mpls-ceoprogam](http://www.mprnews.org/story/2010/06/11/mpls-ceoprogam)

[www.spokesman-recorder.com](http://www.spokesman-recorder.com)

[www.citypages.com/related/to/Jamil+Jackson](http://www.citypages.com/related/to/Jamil+Jackson)

[www.tcdailyplanet.net/.../residents-community-le](http://www.tcdailyplanet.net/.../residents-community-le)

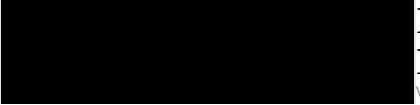
[minnesota.cbslocal.com/.../3-recovering-after-n-mpls-shooting-gu](http://minnesota.cbslocal.com/.../3-recovering-after-n-mpls-shooting-gu)

[www.kare11.com/.../Victims-released-from-hospital-after-triple-sh](http://www.kare11.com/.../Victims-released-from-hospital-after-triple-sh)

<http://www.spokesman-recorder.com/2014/08/08/girls-hoopin-in-the-hood/>

Here is the link to the Ken Robinson "Changing Education Paradigms" (My philosophy on Education)

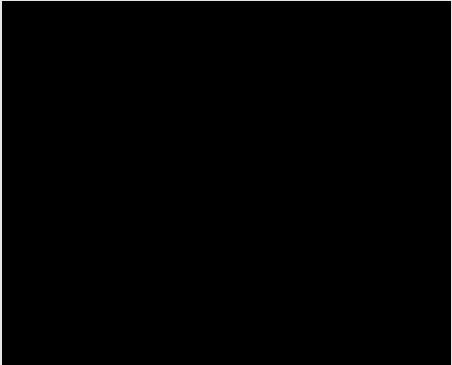
[RSA Animate - Changing Education Paradigms](#)



## RSA Animate - Changing Education Paradigms

[View on www.youtube.com](#)

Preview by Yahoo



### Locked Up, Locked Out

African American newspaper serving Minneapolis, and St. Paul.

[View on www.insightnews.com](#) Preview by Yahoo

## OVERVIEW FOR RUN AND SHOOT EBL

Run and Shoot EBL (Elite Basketball League) is a product of C.E.O Change Equals Opportunity. Run and Shoot EBL was created to serve as a safe environment for youth within the community to have a place to play basketball, fellowship with other youth, build authentic relationships with adult males and expose our youth to college, career and cultural experiences.

All participants of the Run and Shoot EBL are required to attend weekly C.E.O sessions before their scheduled game where we invite guest speakers to come engage the youth in the areas previously mentioned (college, career, and culture). Participants are also required to perform 1 hour of community service per week to be eligible to play each week.

Our focus at Run and Shoot EBL is building authentic relationships with the youth of our community, being role models to example what being a MAN OF CHARACTER looks like, sounds like, acts like. We don't consider ourselves a "program" we are helping to create a lifestyle that our young men can emulate throughout their circles and become leaders who will continue to show through example what being a man of character is for our community.

Attached please find information pertaining to data for Run and Shoot EBL.

## RUN AND SHOOT EBL LEAGUE HISTORY



Run and Shoot EBL was created in April 2010. I was the head coach of a Charter High School basketball team call Dunwoody Academy H.S, our first year of competition was in 2008 but due to every student being a transfer we were ineligible to participate in MSHSL (Minnesota State High School League). We worked diligently to ensure that all of our player's were academically eligible for the 2009 season, which was our first official season under the MSHSL. After a very successful season (all players remaining eligible throughout the season,

making it to the third round of sections) we looked forward to the following season and making it to state. The following season, our school moved locations and we were placed inside Minneapolis North High School where we were told by MPS (Minneapolis Public Schools) that we had to shutdown our program because there could not be two competing high school teams in the same building.

After watching the personal growth and development of academic success of our players I made the decision to keep practicing with our players and place them in weekend tournaments as long as they kept to our team expectations of no behavior issues and grades maintaining at or above a 2.75 GPA. We played in about 6 tournaments that winter leading the players to ask if we could continue through the summer as an AAU team. Knowing I didn't have the financial capacity to keep that up nor the ability to allow all the youth who were now showing up to practice (twice per week), the number now growing to about 30-40 players, I thought outside the box and decided to create an in house basketball league.

Already having a Life Skills Mentoring program and a philosophy that basketball is a tool to be used for exposure, I decided to create a life skills component. Using the league as a platform, we bring together youth from our community to engage one another to build community, accountability and be exposed to college, career and cultural experiences. Also as a recruiting method for C.E.O Change Equals Opportunity, my life skills mentoring program aimed at youth males ages 12-25 with focus on education, employment, and character development. We lead by example, I strategically find men within the community to play roles of volunteer coaches and REAL MODELS that are committed to be a live example of what a Man of Character looks like/acts like.

*and/or participate. We look forward to enjoying and helping your son become a well-rounded young man.*

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## **LEAGUE DATA**

(2010-PRESENT)

- NUMBER OF PARTICIPANTS/YEAR: Roughly 485

Winter League (Dec.- March) for 15-20 year olds: 135 Participants

Summer League BOYS (May-Aug) for 15-20 year olds: 150 Participants

Summer League College Men (May-Aug) 20-25 year olds: 100 Participants

Summer League GIRLS (June- Sept) for 13-19 year olds: 100 Participant

Fall League (Sept–Nov) for 12-14 year olds: 100 Participants

- DEMOGRAPHICS:

90% of all participants live in either the 55411 or 55412 zip codes

75% attend MPS (Minneapolis Public Schools)

95% Receive free and reduced lunch

- COACHES:

Each League has 8 teams with 2 coaches per team (Except girls league has 6 teams) Total coaches per year-48

- GAMES/PRACTICES:

There are no practices held, games are played every Sunday during the months listed for each league

- C.E.O Session:

All participants are required to attend C.E.O Sessions before their game weekly. These are facilitated group conversations, engaging the youth in areas of College, Career and Cultural experiences through guest speakers, curriculum based activities and field trips.

## **LEAGUE DATA CONTINUED**

- Run and Shoot EBL was established in April 2010
- To date we have served about 2,900 participants male and female ranging in ages from 12-25
- To Date we have helped over 100 youth males secure college scholarships (D1, D2, D3, NAIA and JUCO) through built relationships with college programs
- To date we have helped produce 1 NBA Player, Multiple Professional Players (Overseas)
- To date we have helped over 200 participants gain Semi-Pro status

## BUDGET

PERSONNEL	ROLE	BASE SALARY	EST. HOURS	SALARY CHARGED TO PROJECT	FRINGE FOR POSITION
DIRECTOR	Supervise team leads Report data to appropriate city admin.	\$25,000	25/wk	\$25,000	
Team Leads (2)	Lead teams during outreach, meet with director weekly, create data reports	\$40/hr	25/wk	\$24,000	
20 outreach workers	Community outreach, weekly mtgs with admin, reporting any incidents/issues	\$30/hr	20/wk	\$115,000	

TOTAL DIRECT LABOR COST FOR PROJECT: \$\$164,000

SUPPLIES	Fliers, t-shirts, gift cards, misc. resources	\$4,000
MISC	Exposure opportunities (busses, entry fees, etc)	\$7,000

TOTAL OTHER EXPENSES: \$ 11,000