



RICH THE RHINO

Program Proposal

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Program Mission

The Rhino Project is a community program/fiscal project of Colors Inc, that focuses on developing youth via community outreach, knowledge, and the cultivation of marketable skills.

Agency Mission/Avenues

Colors Newspaper Inc. is a nonprofit organization that is dedicated to eradicating racial disparities within the community. Our mission is achieved via the following avenues; *media platforms, innovative programming, and youth development.*

Agency Info

Colors, Inc.

508 S. 18th Street, Suite F2, Louisville, Ky 40203

PH. 502 438-8520

Website: <http://www.colorsloisville.com>

Point of Contact-Anthony Gaines Jr./ Executive Director

Email. info@colorsloisville.com

Target Population/s: Underserved individuals, families, and communities that reside within Louisville/Jefferson County Kentucky

Number of estimated participants to receive Color, Inc.'s services during a 12 month program period. 500 (Estimated)

Benefits of funding.

Expand the program's outreach, so that Rich the Rhino can attend more schools, programs, and cultural events in order to provide information about the benefits of real estate and financial literacy.(This includes the development of an online instructional component).

Provide more resources for the internship program via program and instructional materials. (This includes the development of an online instructional component).

SMART Program Goals/ Impact

Increase information and awareness about financial literacy via community engagement.

Increase marketable skills for emerging entrepreneurs via training and the internship.

Increase financial stability and home ownership versus rentals for marginalized families.

Past accomplishments

Provided community engagement at 12 engagements that facilitate information about financial literacy to 100 youth and young adults.

Via the mentorship of 2 interns/was able to establish them as two fully licensed real estate agents.

Via the mentorship and training of 2 interns/agents; able to sell 20 homes to first time homebuyers from marginalized communities

Demographics

Marginalized youth aged 15 to 25 (internship)

K-12 youth (community engagement and financial literacy)

Disassociated youth

Beginning/ Novice Entrepreneurs

Needs Statement

Disconnected youth are young people between the ages of 16 and 24 who are neither working nor in school. The disconnection rate in Louisville/Jefferson County has increased from 10.9% (15,200 young people) in 2015 to 13.4% (18,800 young people) in 2016. **Source- Coalition Supporting Young Adults**

Adolescence is an important time for leadership growth. Increasing leadership in adolescence can reinforce self-esteem and be a catalyst for flourishing adulthood. Yet many adolescents are never offered the chance to act as leaders, and adult leadership models are often inappropriate for teens that have unique developmental needs-/ **Source- International Journal of Adolescence and Youth**

Mentoring, at its core, guarantees young people that there is someone who cares about them, assures them they are not alone in dealing with day-to-day challenges, and makes them feel like they matter. Research confirms that quality mentoring relationships have powerful positive effects on young people in a variety of personal, academic, and professional situations. Ultimately, mentoring connects a young person to personal growth and development, and social and economic opportunity. Yet one in three young people will grow up without this critical asset/ **Source- The National Mentoring Partnership**

It is not a good idea to underscore the importance of well trained and capable youth. This is important in order to realize the opportunities offered by advances in technology and innovation/**Source- United Nations**

Program Design

The Rhino Project is a community program with an emphasis on developing youth via community outreach, knowledge, and the cultivation of marketable skills.

The program has two phases. Phase one focuses on community outreach, via a character called Rich the Rhino, who attends community gatherings, cultural events, youth programs, and school events, in order to provide fun giveaways for the community. At these events, Rich the Rhino provides information and education on real estate and financial literacy.

Phase two focuses on the cultivation of knowledge and the development of marketable skills. The second phase is facilitated through the Rhino Interns- This is a program that will teach “marketable skills” to underserved youth aged 15-25 who reside in the community. Program participants will serve as Rhino Interns, who will work within the agency to learn about the different aspects of the real estate business. The Rhino Interns core curriculum will emphasize four topics: *buying*, *selling*, *investment*, and *credit worthiness*. Each topic takes four weeks to cover, with a total of 16 weeks to complete the program.

	Topic	Duration
Curriculum	<i>Buying</i>	4 weeks
Curriculum	<i>Selling</i>	4 weeks
Curriculum	<i>Investment</i>	4 weeks
Curriculum	<i>Credit Worthiness</i>	4 weeks

Sustainability/ Evaluative Tools

The program will be sustained per the following;

O Workshop/Forum Surveys- Provide surveys for workshop participants to gauge the impact of workshop/forum activities

O Online Discussion- Facilitate discussions via Facebook and Twitter in order to stimulate community support, awareness, and community engagement.

O In addition, the project's evaluation plan addresses both the implementation, and the on-going effectiveness of the project's goals. This plan calls for monthly monitoring by the agency's Board of Directors.

O It will also be sustained by a vigorous resource building campaign that involves grant seeking, interns, in-kind donations, individual donations, and crowdsourcing.

COVID Contingency Plan

Adopted from The Nonprofit Risk Management Center (NRMCC)

- **Wash your hands.**

As simple as it sounds, effective hand washing is the best defense against illness. Viruses like COVID-19 are "enveloped," meaning that a fatty outer covering surrounds it. Soap and water dissolve the viral envelope, which inactivates them, lessening your chance of getting sick. The CDC recommends scrubbing your hands with soap and water for 20 seconds (about the length of time it takes to hum "Happy Birthday" to yourself twice) before rinsing and drying. Heat alone won't kill the virus, so hot-air hand dryers aren't a good substitute for old-fashioned hand washing.

If you can't wash your hands with soap and water, a good alternative is an alcohol-based hand sanitizer with at least 60 percent alcohol.

- **We will safeguard our live events/programs**

We will monitor local, national, and international public health departments and agencies for the latest updates on COVID-19 and for protocols on what to do if someone becomes sick. We will stay calm and communicate responsibly.

WE will review our crisis management plan and host discussions with our organization's stakeholders; in order to consider multiple alternatives. Some options could include:

- Reducing the size of our meetings and practice social distancing
- Holding our event on a different date — which could mean postponing to next year or several years down the road for events that are booked well in advance;
- Changing the event format from a live event to an online event;
- Require face masks

Agency Budget/Annual

\$134,256

Program Budget/Annual

Program Facilitators Salaries- @ 1900 each/ 3 Facilitators	5700
Online Instructional Software	2880
Supplies/ Pens, Pencils, Markers, Curriculum	2135
Total	10,713

Amount Requested: 9107.75

Other Funding Sources

Individual Donors, Sponsorships, / 40,000

Board Contributions/ 10,000

Grants/90,000

In kind/ 10,000