

CONCRETE LYFE:

OPERATIONAL PRINCIPLE

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CONCRETE LYFE LOGIC MODEL

Our mission, vision, values, responsibility, and evaluation inform every step of our logic model, ensuring consistent alignment, thorough assessment, and continuous improvement.



SUSTAINABILITY PLAN

ZERO FUNDING INITIATIVE: WE HAVE A LIST OF NO-COST WORKSHOPS AND EVENTS FOR YOUTH AND COMMUNITY, AND UTILIZE IN-KIND SUPPORT TO COVER OPERATIONAL ASPECTS.

LIFESTYLE BRAND: SELLING PRODUCTS THROUGH A LIFESTYLE BRAND TO REINVEST PROFITS INTO PROGRAMS, CREATING AN ADDITIONAL FUNDING SOURCE.

VOLUNTEER SUPPORT: RUN BY A VOLUNTEER EXECUTIVE DIRECTOR AND SUPPORTED BY DEDICATED VOLUNTEERS, COVERING 100% OF PROGRAM COSTS.

REGISTRY DONATION INITIATIVE: USING AN AMAZON REGISTRY FOR TRANSPARENCY, ALLOWING DONORS TO SEE WHERE THEIR CONTRIBUTIONS ARE USED.

COMMUNITY PARTNERSHIPS: PARTNERING WITH LOCAL NONPROFITS FOR MUTUAL SUPPORT AND SUSTAINABILITY.

FIVE C'S OF LYFE

CHOICE: EMPOWERING YOUTH TO MAKE INFORMED, POSITIVE DECISIONS THAT SET THE FOUNDATION FOR THEIR FUTURE.

CHANCES: CREATING MORE OPPORTUNITIES IN UNDERSERVED AREAS, WHERE TRADITIONAL PATHS ARE NEGLECTED, SOCIAL INJUSTICES PERSIST, AND ENVIRONMENTAL BARRIERS LIMIT YOUTH SUCCESS.

CHANGES: SPARKING BOTH PERSONAL AND COMMUNITY TRANSFORMATION THROUGH IMPACTFUL ACHIEVEMENTS.

COMMITMENT: EMPHASIZING THAT ACHIEVING SUCCESS IS JUST THE BEGINNING, AND SUSTAINING IT REQUIRES ONGOING DEDICATION.

COMMUNITY: ENCOURAGING YOUTH TO RETURN TO THEIR COMMUNITIES AFTER ACHIEVING SUCCESS, GIVING BACK AND MENTORING OTHERS TO DRIVE COLLECTIVE PROGRESS.

EVIDENCE-BASED APPROACHES

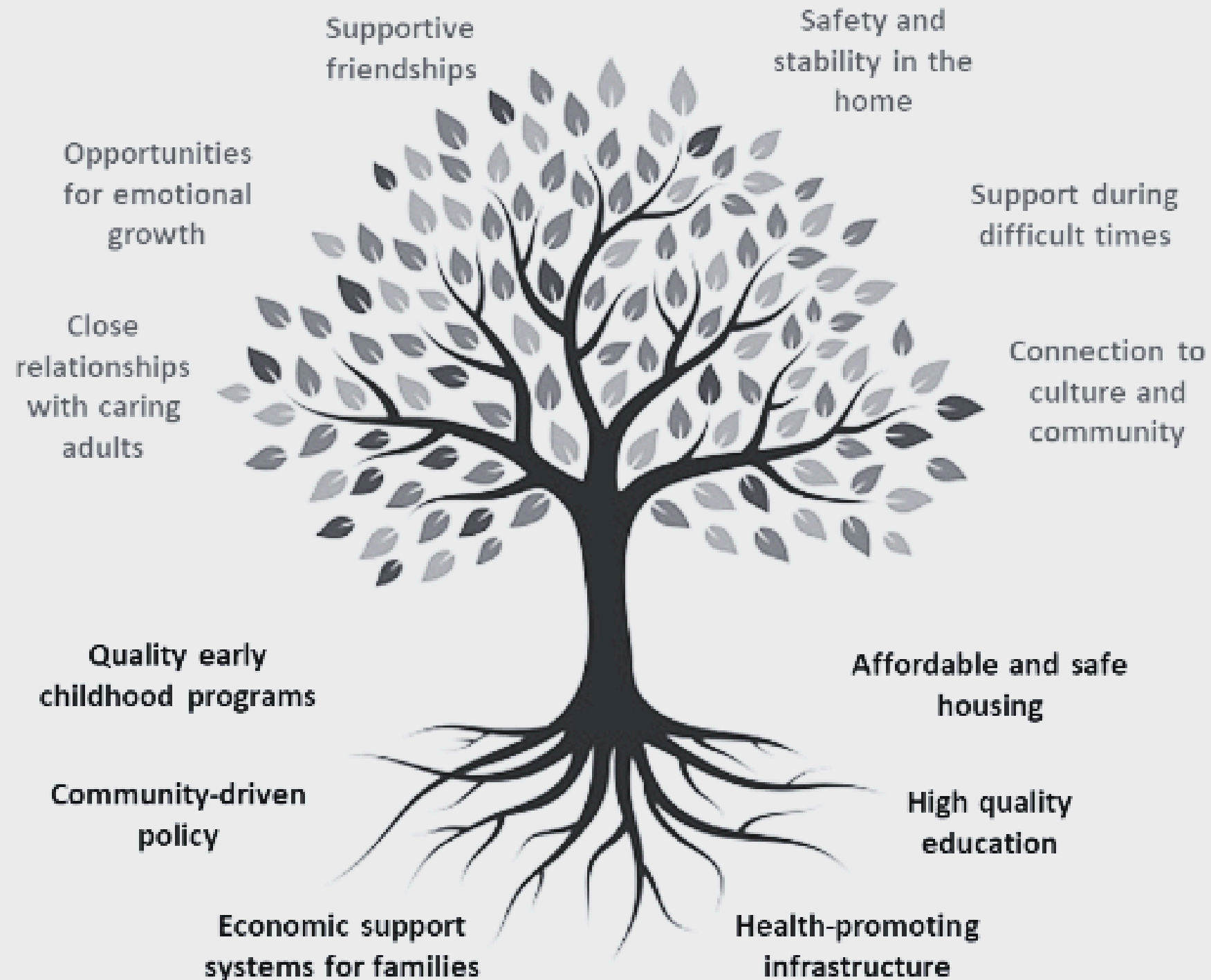
WE USE EVIDENCE-BASED APPROACHES, COMBINING OUR "ITS A. LYFE-STYLE" PRACTICE WITH MELINDA GATES' STRATEGIES FOR IMPACT:

- **REAL-TIME DATA:** MONITOR AND RESPOND TO COMMUNITY NEEDS EFFECTIVELY.
- **LOCAL NETWORKS:** ENHANCE REACH AND ENGAGEMENT.
- **MODERN BRANDING:** CONNECT WITH YOUTH THROUGH TRENDING MARKETING STRATEGIES.

ADDITIONAL PRACTICES:

- **ASCD WHOLE CHILD FRAMEWORK:** ENSURES CHILDREN ARE HEALTHY, SAFE, ENGAGED, SUPPORTED, AND CHALLENGED.
- **WSCC MODEL:** APPLIES A HOLISTIC APPROACH TO ALL OUR ENVIRONMENTS FOR HEALTH AND WELL-BEING.
- **CDC YOUTH ADVISORY COUNCILS:** GIVES YOUTH A VOICE IN INITIATIVES IMPACTING THEIR LIVES.
- **PREVENTING ACES AND PROMOTING PCES:** REDUCES SOCIAL HEALTH DETERMINANTS AND FOSTERS POSITIVE CHILDHOOD EXPERIENCES.
- **YOUTH.GOV EVIDENCE FOR PROGRAM IMPROVEMENT:** USES EVIDENCE-BASED PRACTICES TO ENHANCE YOUTH PROGRAMS AND OUTCOMES.

CENTER FOR COMMUNITY RESILIENCE, COMMUNITY RESILIENCE TREE



Adapted from Center for Community Resilience, Community Resilience Tree

WHEN WE FOCUS ON COMMUNITY CONDITIONS (SEEN IN THE ROOTS OF THE TREE) AND SUPPORT OPPORTUNITIES FOR SAFETY, STABILITY, AND MEANINGFUL RELATIONSHIPS (SEEN IN THE LEAVES OF THE TREE), WE CAN HELP ALL CHILDREN THRIVE, NO MATTER WHERE THEY LIVE.

SWOT ANALYSIS

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Strengths

- **Our Public Health Approach:** Utilizes evidence-based methods to address community health needs.
- **Our Volunteer ED Experience:** Leverages extensive experience in youth development, with 100% of funds directed towards programs.
- **Our Innovative Programs and Approach:** Implements creative and effective programming to engage and support the community.
- **Strong Local Partnerships:** Collaborates effectively with local organizations and stakeholders.
- **Community-Centric Approach:** Focuses on grassroots engagement and community-driven solutions and Youth Advisory Council.

Weaknesses

- **Two Years Old:** Relatively new organization with limited track record.
- **Funding:** Limited financial resources can constrain program expansion and sustainability.
- **Trust from Donors:** Building and maintaining donor trust can be challenging.
- **No Space:** Lack of dedicated space for operations and program delivery.
- **New Way of Dealing with Youth:** Adapting to innovative lifestyle approaches can face resistance and require additional validation.

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Opportunities

- **More Collaboration:** Potential to form new partnerships and enhance program effectiveness.
- **Children's Books, TV Shows, and Changing the Narrative:** Opportunities to influence media and representation of youth of color.
- **Lifestyle Brand to Create Products:** Develop and market products that align with the organization's mission.
- **A Storefront on Newbury Street:** Establish a visible presence in a prominent location.
- **Community-Based Center in Dorchester:** Create a dedicated space for community engagement and program delivery.

Threats

- **Government Laws and Policy Changes:** Shifts in policies and regulations can impact program implementation.
- **Funding Changes Due to Unpredictable Factors:** Variability in funding sources can affect program stability.
- **Racism:** Systemic barriers and discrimination that may impact program effectiveness.
- **Competition for Resources:** Other organizations may vie for the same funding and support.
- **Economic Downturns:** Economic instability can affect donations and funding.

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