

# Engage Empower Employ



# DEAR FRIENDS,

Since 2006, Kids First Initiative (KFI) has been working hard to bridge the gap between underserved kids and the endless opportunities, that exist in our world. Our team works tirelessly to break the cycle of poverty by taking action, by providing young people with much needed resources to ensure they will have a successful future, in their personal and professional lives. Throughout the years, we've worked with schools in the community, to help supply students with the basic needs to be successful. The basic needs, which consist of food, skills, and information, were provided through our various programs and events.



## THE VISION

laid out in this strategic plan for KFI isn't just words and pictures, it's an urgent call to action; with goals and solution proposals strategically developed, to show success and what strategies will be used to achieve our goals in every focal area. Our mission is to provide the youth, from underserved communities, with the vital resources that ensures a successful life.

The steadfast belief in our mission, drives our relentless effort to partner with schools and like-minded organizations, to provide social and soft skill workshops, as well as exposure to invaluable information and experiences for our targeted community. We look forward to organizing workshops to provide underserved communities with the tools, information and essential skills, that will build a solid foundation for a successful future.



*Kids  
First*

INITIATIVE STRATEGY

**"... TO BREAK THE CYCLE OF POVERTY BY TAKING ACTION, BY PROVIDING YOUNG PEOPLE WITH MUCH NEEDED RESOURCES TO ENSURE THEY WILL HAVE A SUCCESSFUL FUTURE..."**



# MISSION & *Vision*

## **MISSION:**

Provide the youth from underserved communities with the vital resources that will ensure them a more successful life.

## **VISION:**

All youth discover and achieve their full potential and become healthy, successful and productive citizens in society.

# STRATEGIC AREAS OF *Focus*

**SINCE 2006**, KFI has been working strategically to ensure a brighter future for underserved youth. In recent years, KFI has successfully organized several field trips to colleges and training centers, provided over 200 hygiene bags to kids, and exposed over 1700 students to new career opportunities. Our efforts have proven to impact many young people, we have engaged over 15,000 students, via the various KFI events and programs. Our strategic focus is designed to engage, empower and increase the employability of underserved youth, we affectionately call this focal point, Operation E3. More specifically, Operation E3 is a program that KFI operates to help young people ages 14 - 18 obtain jobs in their desired career path by providing the necessary skills and resources. The goal of the program is to introduce young people to the workplace, provide career exploration and a unique career experience. The program has several stages that will provide a blueprint for young people to guide them along their career path.

In drafting this plan, it is important to keep in mind that these goals are building blocks that we will utilize to make our mission a reality, ensuring a successful life for young girls and boys that are underserved.



## KEEPING WITH OUR MISSION TO PROVIDE VITAL RESOURCES TO YOUNG UNDERSERVED KIDS, THE STRATEGIC PLAN FOCUSES ON THREE PROMINENT AREAS:

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INITIATIVE STRATEGY

1. Food
2. Skills
3. Information



These three focal areas are based on our vision that all youth discover and achieve their full potential and become healthy, successful and productive citizens in society. We strive to supply young people with resources and information needed, to have a successful life. Food, skills, and information, serve as the pillars for what we do as an organization.

Keeping our mission and vision in the spotlight, will ensure we efficiently serve the underserved girls and boys in our community and nationwide through our programs and events that supply the three focal areas highlighted to guarantee a true impact.

For example, within our initiative, focusing on skill development, we will focus on communication and preparing for a professional interview, with the goal that every participant, can walk into a professional interview, with confidence, knowing that they hold all the tools and skills to best market themselves to potential employers. We will continue to dedicate our time and resources, to not only mentally prepare young people, but physically prepare them as well. We distribute over 500 new neckties annually, to young men during our Power of a Necktie Workshop. Additionally, we teach young men how to properly knot a tie, with the goal of preparing them for a professional interview. Within the workshop, young men are educated on the importance of their appearance and the resulting public perception. The Power of a Necktie Workshop, is one of many programs and events, that KFI conducts to educate and empower young people.

# Strategic Plan Success

KFI is defined by our ability to impact young people. Our members, partners, sponsors, and volunteers are driven by qualitative and quantitative measures for each of our focal points.

We have and will continue to produce our annual impact page, to highlight how our organization has performed against our goals, which ultimately support our vision and mission statements.

## GOALS AND STRATEGY TO REACH GOALS

**FOOD** ENGAGING AND BELIEVING BY SHARING FOOD WITH OUR COMMUNITY, WE SHARE HOPE.

### GOAL A:

Increase the number of kids fed via our Holiday Meal Distribution Program.

Strengthen partnerships on the local and state level to increase funding for our Meal Distribution Program

### GOAL B:

Increase the number of kids that participate in the Skills and Knowledge Initiatives, as a result of our Meal Distribution Program

Develop and implement focused marketing, advertising, and business development tactics to maximize cross-participation.



## HOW WILL WE MEASURE

# Strategic Plan Success

## GOALS AND STRATEGY TO REACH GOALS

**SKILLS** INVESTING AND DEVELOPING LIFE SKILLS FOR THE BETTERMENT OF OUR COMMUNITY

### GOAL A:

Increase the number of participants in our Career Pathways Program (our series of soft and social skills).

Strengthen partnerships on the local and state level to increase community awareness of the Career Pathways Programs.

### GOAL B:

Increase the number of skill development offerings within the Career Pathways Program.

Strategically collaborate with professional organizations to increase, develop, and enhance our Career Pathways Program offerings.





# Strategic Plan Success



## GOALS AND STRATEGY TO REACH GOALS

**KNOWLEDGE** INCREASING THE KNOWLEDGE OF TODAY'S COMMUNITY, FOR THE WORLD OF TOMORROW.

**GOAL A:**  
Equip and empower our Career Pathway participants with the knowledge and information to become productive citizens of the community.

Continuously deliver the dynamic information and mentoring sessions via our Career Pathways Program.

**GOAL B:**  
Increase the variety of knowledge and information/ mentoring sessions within the Career Pathways Program.

Strategically collaborate with professional organizations to increase, develop, and enhance our Career Pathways Program offerings (both formal and informal sessions)

**GOAL C:**  
Increase the number of jobs obtained as a, direct or indirect, result of our Career Pathways Program.

Partner and collaborate with the business community to increase employment opportunities, afforded to our Career Pathway Program Participants.



# HISTORY

The Kids First Initiative (KFI) was created out of necessity, after Richard Bell was teaching and coaching at Abraham Lincoln Middle School. KFI was founded in 2006 when Richard Bell and other teaching staff members realized there were students without coats and warm clothing to withstand the brutal Michigan winters. Mr. Bell and the coaching staff would donate their own personal coats and other warm clothes to those students in need. Mr. Bell took it a step further, by purchasing coats for a group of students. After receiving an abundance of positive feedback, Mr. Bell started to think of solutions to help the underserved kids in his community. As a result of his passion, to change the lives of the underserved youth, KFI was born with the focus of “Always Putting Kids First.”

The organization has evolved from being a grassroots effort, to viable pillar in the communities, in which it serves. KFI is laser focused on ensuring that student participants that embrace the various programs, are on track to secure employment opportunities within their chosen career path. Since KFI’s inception, many have been served. Our impact has been felt across many communities, which consist of 3 countries, 1 U.S. Territory, 21 states and 35 cities, and we are just getting started!

