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# *Transform: be exemplary*

A Character Education Tour Featuring UK Hip-Hop Band, Twelve24

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Schools Work Coordinator • The Lifefaqz Foundation • June 21, 2010

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# Character Education

## PENETRATING THE SCHOOLS OF SOUTHEASTERN CT

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### Planning

Just over a year ago, plans were underway for our 2nd annual schools week outreach. In the UK, f2fmi Musicianary **Ryan Griggs** was offered a permanent placement in hip-hop band, Twelve24 from our UK partner, the Message Trust. In response to this, the f2fmi team moved in to action negotiating with them to come to the USA in 2010. We also invited New London based hip-hop band, Nu Life to join us on the mission. We trained both bands to do our assembly program and to support the theme, *Transform: be exemplary*.



### Middle Schools

It was decided that the target age range for students we hoped to reach fell within the range of **12-14**. The team began working on relationships within the community through the Lifefaq Foundation to begin booking schools within middle schools in **New London County**. The schools we visited on this tour were:

- Waterford Country School (2 assemblies)
- Preston Plains Middle School (1 all-school assembly)
- St. Bernard's Middle School & High School (1 all-school assembly)
- Kelly Middle School (2 assemblies)

- Thames River Academy (2 assemblies)
- New London High School (3 assemblies)
- Benny Dover- Jackson Middle School (7 assemblies)
- Gray Farm House - Noank Baptist Group Homes (1 workshop)
- Wildwood Christian Academy (1 assembly)

### **Theme**

Through f2fmi's clothing line, **Axiomwear** we developed a theme that would serve the schools with a positive message. As a ministry, our goal was to provide a legitimate service to schools that they would appreciate and wish to have again. Our theme, *Transform: be exemplary* was chosen to uplift the school by challenging students to be exemplary in their academics and in their character as a basis for success. The content of the assembly included music, a short message and an interview with one of the band members who had made positive decisions with his life. In this case, because Ryan from Twelve24 was born and raised in Connecticut-native, we focused on his story. In Nu Life's few assemblies, Daniel took the lead in sharing his story.

### **Educational Partners**

As a result of our efforts with Lifefaq's, we were able to use relationships with superintendents, principals and student resource officers within several public school systems to make an impact in the schools. Further, an endorsement from *Project Learn* was a huge door opener in the educational community as we built momentum toward our campaign.

### **The Lifefaq's - f2fmi Divide**

Carefully respecting the boundaries set by schools, f2fmi was not present in any schools except for St. Bernard's (as it is a Catholic school). Although a partnership exists between f2fmi and Lifefaq's, there was no mention of God or any religious undertones in our assembly program. Administrators and teachers alike were pleased with our presentation and we were complimented and given positive feedback for our efforts.

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# Mobilization

UNITING THE COMMUNITY TO REACH OUT WITH ONE VOICE

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## **Fundraising & Corporate Sponsors**

Since this effort was a joint effort through the Lifefaq's Foundation and f2fmi, Lifefaq's was responsible for the airfare of the band and f2fmi covered the rest of the costs and cut costs through volunteerism in the community and all available community non-monetary resources.

The community met Lifefaq's' challenge for the airfare. In the same manner, f2fmi was able to gather significant resources through friends of the ministry including: equipment, food, lodging, transportation, printing and media services.

## **Volunteers**

More than 50 signed up to volunteer to cook meals, set up, break down, work ticketing, security, et al. for the week. Volunteers saved us hundreds in transportation, costs of food and lodging as well as raw manpower to make the effort a success.

## **Visiting Youth Groups and Churches**

In the evenings, f2fmi organized a youth group tour where we visited believers around the area and encouraged teens to invite their friends to a main event where we would clearly present the Gospel. The youth groups we visited were:

- Groton Bible Chapel (combined middle school and high school presentation)
- Calvary Chapel (combined AWANA, middle school and high school presentation)
- Norwich Alliance Youth Group
- Grace Fellowship EFC Youth Group, Flashpoint
- The chapel service at Waterford Country Schools (just Tom the week before the bands went on the road).



## Training Teens to Invite their Friends

During our visits to youth groups, we handed out literature to promote the main event. Students were encouraged to take push cards and become our, “street team” and hand out the literature to their friends at school. It was presented as an opportunity to share their faith by inviting their friends to a relevant and safe environment that could present the Christian faith in a language teens can understand.



## Counselor Training

Before the main event on Saturday, **Paul Fuller** from Grace Fellowship EFC ran counselor training on behalf of our community and f2fmi to mobilize youth leaders to lead teens to Christ during that very important moment of decision. Paul has been running counselor training for the last few years for our community’s events and has helped our team develop the training. At the main event, he successfully trained **18 counselors**.

## The Main Event

To be honest, our team was a little disappointed with the main event attendance. Our schools work model put us in front of more than 3,000 students. The issue was not in bookings. Because of a last minute venue change, our belief is that the panic of needing a venue caused us to make a poor judgment in a replacement venue. We chose Fitch High School - a venue that was 20 minutes away from the nearest school that Twelve24 performed in. The venue sits away from the highway and was a stretch for even our event attendees.



Despite the poor turnout, the statistical information is encouraging and we continue to see teenagers come to Christ. Here are the statistics from the evening:

- The total tickets sold was **189**.
- **56** volunteers worked the event.
- **18** counselors were trained.
- The total event attendance with teams was **263**.
- **14** made first time decisions.
- **12** recommitted their lives to Christ.
- **6** wanted more information.

### **Sunday Celebration at Calvary Chapel**

We celebrated together on Sunday morning at Calvary Chapel as a finale to the campaign. Twelve24 shared several songs with the church and we were able to rejoice together at the results of our work.

### **Following Up**

Each decision-maker was given a copy of my re-released debut book, *Schizophrenic*. Their contact information was uploaded in to our database to link them in to what will happen this fall with Overtime.

### **Thank YOU!**

You made this possible through your service, financial gifts and prayers! Thank you so much for partnering with our team to make a difference in our community.

### **f2fmi Contact Info**

Questions or feedback? Write us or call at:

**f2fmi**  
**P.O. Box 38**  
**Montville, CT 06353**  
**Office: 860/848.7400 ext. 3**  
**info@f2fmi.org**

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# *Expenses*

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Item:	Amount:
Twelve24 Airfare	\$2,473.20
Twelve24 Fee	\$2,500.00
Speaker Fee	\$100.00
Promotion	\$316.17
Venue	\$975.00
Lighting	\$650.00
Sound	\$750.00
Screens	\$725.00
Photography	\$400.00
Fuel	\$0.00
T-shirts	\$657.41
Admin Fee	\$1,000.00
Police	\$395.56
Nu Life	\$150.00
<b>Total:</b>	<b>\$11,092.34</b>

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# *Income*

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Item:	Amount:
Door Sales \$10 x 700	\$1,890.00
Online Sales \$10 x 30	\$0.00
Scholarships \$10 x 50	\$7,100.00
Lifefaq	\$2,502.60
Twelve24 @ Calvary	\$1,000.00
T-shirt sales \$14 x 6	\$84.00
<b>Total:</b>	<b>\$12,576.60</b>

Profit	\$12,576.60
Loss	-\$11,092.34
<b>Total:</b>	<b>\$1,484.26</b>