

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Ignite Mindshift Impact, Inc.		Federal Tax ID#: 82-5148527		501(c)(3) Public Charity 509 (a)(2)	
Address: 1017 Windstone DR	City: Woodway	State: Texas		Zip Code: 76712	
Website: https://ignitemindshiftimpact.org		Fax: (817) 313-0982		United Way Funded: No	

Head Of Organization

Name: Fred Brown		Title: Chairman of the Board	
E-Mail Address: fred.brown@ignitemindshift.com		Phone: (210) 710-8744	

Application Contact

Name: Lanie Wingert	Title: Director of Operations	E-Mail Address: lanie.wingert@ignitemindshift.com	Phone: (817) 313-0982
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Has the organization applied to the Najim Family Foundation in the past and been declined?

No

Grant Amount Requested \$:	Total Project Budget \$:	Organization's Annual budget \$:
\$83,500	\$126,500	\$276,000

Mission Statement:

To inspire and empower teens to set a more focused and dramatically improved trajectory for their lives by teaching them key Mindset and Personal Leadership Skills not taught in school.

PROJECT INFORMATION

Program / Project Title:

To support the expansion of Train the Trainer Guides and Implementation.

PROJECT TIMELINE

Start Date	End Date
11/01/2019	06/30/2020

Harvey E. Najim Family Foundation Priorities:

Education

Education Priorities:

Elementary to High School

Program / Project Description:

We are kicking off a project to scale the impact of our programs to bring life-changing Mindset and Self-Leadership skills to underserved teens, ages 15-18 as they are in a crucial stage of developing their identity and life path. These mindsets and skills inspire and prepare students for success in the classroom, work and in life. We focus on student populations that are "at risk" or under-served and work to help them level the playing field. We teach using methods in the way today's teens learn best in an interactive and experiential learning environment.

Our end goal as we continue to scale is to provide access to this curriculum for all Texas students. We were honored to hear Harvey speak at ACE graduation in June and mention our program curriculum when he was talking about his vision to take Texas Education to "Elite" status that courses like ours are a critical part of taking Texas education to the next level. Our grant request is to provide the fuel for that.

Our project to scale our program will consist of 3 parts:

Part 1 will be Curriculum Development to upgrade/refresh 13 course modules and develop 2 additional modules (Conflict Resolution & Problem Solving and Technology & Social Media Balance).

Part 2 will implement a Train the Trainer program and instructor guides. The purpose of these is to scale program impact by 2020. The Train the Trainer strategy and instructor guides will cover each of the 15 modules in our course (Mindset for Success, Identity & Personal Brand, Productivity & Time Management, Effective Habits, Emotional Intelligence, Money Mindset, Leadership & Character, Communicating with Confidence, Workplace Success, Optimized Learning, Health & Wellness, Happiness & Gratitude and Putting it all Together as well as the 2 new modules).

Part 3 will be Parent Bi-lingual (English and Spanish) Reinforcement Guides and training that will provide instruction to parents (and other key caregivers) on the most critical parts of what their kids are learning in our program so they can help reinforce the concepts beyond the program. Since these topics are applicable for all ages/ situations, parents can also use these to guide their own development and introduce those concepts to other kids under their care and start to create a ripple effect. We will conduct parent focus groups to gather feedback on the concepts and materials that are most impactful and the easiest to use. We will also facilitate parent interaction with each other and gather feedback on how often and in what ways they want to connect to us and to each other as we collectively work to support the teens. This Data will be gathered and evaluated for a future phase that we will kick off in July 2020 to develop a ParentConnect app. This will be an extension of the reinforcement guides and our website to make it a fun an interactive digital way to encourage parents to connect with our programs, our content and with each other.

All 3 parts of the project will be integrated and the purpose will be to further our mission and positively impact the life trajectory of underserved teens in San Antonio during a critical time of 15-18 in making key life decisions. We see impacts of the mindset shifts in the teens starting immediately while they are still in our programs and continuing as they are making decisions about finishing High School, setting their post-High School plans and executing on those. One issue that we hear about from colleges is that many of today's teens have been raised by either absentee or helicopter/bulldozer parents and this generation of teens on average is not learning how to deal with adversity nor having a mindset of perseverance. Due to increase in college starts, there is a larger population of first-generation college students, but as a group they are unprepared to deal with the pressures of college.

According many workforce studies on Workforce and Career Readiness, we continually hear that there are not enough workforce ready young adults for the current and future jobs in Texas. Our mission is to teach teens both the perseverance and overcoming adversity Mindsets and the critical life and work success skills to address these gaps to prepare students for college, workforce, and general life readiness.

Evaluation Plan:

Kirkpatrick's Model will be used in the evaluation of this program. The evaluation consists of Level 1) reaction - we ask students what went well and what could be improved; Level 2) Learning - we will conduct pre-test and post-test using a fun interactive digital game, Kahoot to see how much their knowledge has increased Level 3) Behavior change - we will measure immediate change in both Mindset and Behavior as impacted by our programs -- with change in mindset more likely to lead to sustainable behavior change. We will also have students write down at least 1 long-term goal with specifics and follow up after 1 year (using incentives for response). Level 4) Results - as we start to have a sizable group of students that have gone through our programs we will track High School graduation, College Entry and Completion rates.

Plans to sustain project beyond the term of this request:

We will sustain the current project after grant period by a mix of funding from the following sources: 25% fees from schools, 50% from individual donors and 25% Foundations/grants. In future phase of the ParentConnect App, we plan for a portion of our funding (10-15%) coming from subscription fees, lowering the amounts required from Foundation funding.

Children Impacted:

How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?

1,000

How many unduplicated children will NFF REQUESTED FUNDS impact?

1,000

Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.

A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	0%	African American	10%
Children (6-13)	0%	Asian American	4%
Young Adults (14-18)	100%	Caucasian	26%
TOTAL:	100%	Hispanic/Latino	60%
		Native American	0%
		Other and Define	0%
		TOTAL:	100%

City Council District for Which Children are Being Served:

District10

Line item Budget:

Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Curriculum Development	\$28,000	\$0
Parent Reinforcement Guides	\$15,000	\$0
Train the Trainer Guides and Implementation	\$83,500	\$83,500
TOTAL:	\$126,500	\$83,500

OTHER FUNDING RESOURCES

For Project being Requested: Funding sources and amounts, pending and committed.

PROJECT - PENDING

Funder Name	Amount Requested
AT&T Foundation	\$28,000
TOTAL:	\$28,000

PROJECT - COMMITTED	
Funder Name	Amount Requested
Bill Smith	\$15,000
TOTAL:	\$15,000
Other funding sources and amounts, pending and committed not specific to this request.	
ALL OTHER ORGANIZATION REQUESTS - PENDING	
Funder Name	Amount Requested
None provided	\$0
TOTAL:	\$0
ALL OTHER ORGANIZATION REQUESTS - COMMITTED	
Funder Name	Amount Requested
None provided	\$0
TOTAL:	\$0
BOARD OF DIRECTORS	
What percentage of your board contributes financially to the organization?	
100%	
If Board giving is not at 100%, please explain why?	
How are board members expected to participate in your organization?	
Board members are expected to attend quarterly board meetings and actively participate to further the mission of the organization, give and/or secure funding for the organization and perform specific roles according to their work history (for instance financial oversight, overall business strategy, etc)	
LIST OF BOARD DIRECTORS	
Name & Office Held	Corporate Affiliation
Fred Brown, Chairman of the Board	PricewaterhouseCoopers (PwC)
Matt Murphy, Treasurer	Eldon Pass
Kevin McDorman, Innovation Advisor	AT&T
Lanie Wingert, Secretary	Ignite MindShift Impact
Signature	
Fred Brown	