



Media Briefing Packet

*One Family Same Team
The Summit Center
1580 Summit Road
Cincinnati, OH 45237*

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Overview: One Family Same Team

What is Our Mission Statement: Stop the violence in our communities! The “movement” is a multi-faceted mechanism that God has called us to engage the City of Cincinnati to teach African-American boys and girls to become men and women. Our goal is zero murders in Cincinnati in 2020 and beyond!

Objectives

- We don't want any more of our young people losing their lives in the City of Cincinnati.
- We are here to mentor our youth, teach values, demonstrate and show respect, demand accountability, create an environment that empowers our young people to be leaders in their community.
- Expand our reputation as leaders in the African-American community to foster self-sufficiency, promote innovation and increase community connectivity to spur collective economic growth.
- Broad reach to deepen relationships within all Cincinnati African-American communities and suburban connections.
- Attract new partners to accelerate new businesses and enable cooperative economics within our communities.

Communications Objectives and Strategic Imperatives

- **Economic Empowerment** - get young men and women gainfully employed in an area or space they have a passion for as an income alternative
- **Educational Empowerment** - educate young men and women to explore educational opportunities in 4-year colleges, trade schools, and apprenticeships
- **Rites of Passage** - teach young boys and girls to become men and women from an African-centered perspective
- **Empowerment Institute** - create a school for young boys and girls to engage in math and reading tutoring, financial training, carpentry skills, plumbing skills, robotics, African history, African genealogy and much more
- **Community Redevelopment** - strengthen our communities encouraging entrepreneurship by investing in essential businesses that are necessary for any community, (i.e., Community-owned grocery stores, restaurants and household goods).
- **Foster pride in the African-American community** and encourage advocacy for and endorsement of African-American entrepreneurship, business development and innovation.

One Family Same Team Message

Overarching Narrative

In 2019, African people living in the United States (African Diaspora) has endured 400 years of servitude, colonialism, oppression, and lack of human rights given to all citizens of the United States of America.

In the year 2020, African people are destined to enter a pivotal point in American history by creating a culture based on Ancient Kemetic belief structure and pulling away from the Euro-centric way of living. Our group, One Family Same Team believes that Cincinnati can be the city that leads by example.

One Family Same Team Key Message

The Seven Principles of Nguzo Saba are principles that we encourage the African-American communities in Cincinnati to live by every day.

1 – Umoja (Unity) – To strive for and maintain unity in the family, community, nation and race.

Unity stresses the importance of togetherness for the family and the community, which is reflected in the African saying, “I am We,” or “I am because We are.”

2 – Kujichagulia (Self-Determination) – To define ourselves, name ourselves, create for ourselves and speak for ourselves.

Self-determination requires that we define our common interests and make decisions that are in the best interest of our family and community.

3 – Ujima (Collective Work and Responsibility) – To build and maintain our community together and to make our Brother’s and Sister’s problems, our problems and to solve them together.

Collective Work and Responsibility reminds us of our obligation to the past, present and future, and that we have a role to play in the community, society, and world.

4 – Ujamaa (Cooperative Economics) – To build and maintain our own stores, shops and other businesses and profit from them together.

Cooperative Economics emphasizes our collective economic strength and encourages us to meet common needs through mutual support.

5 – Nia (Purpose) – To make as our collective vocation the building and developing of our community in order to restore our people to their traditional greatness.

Purpose encourages us to look within ourselves and to set personal goals that are beneficial to the community.

6 – Kuumba (Creativity) – To do always as much as we can, in the way that we can, in order to leave our community more beautiful than when we inherited it.

Creativity makes use of our creative energies to build and maintain a strong and vibrant community.

7 – Imani (Faith) – To believe with all our hearts in our parents, our teachers, our leaders, our people and the righteousness and victory of our struggle.

Faith focuses on honoring the best of our traditions, draws upon the best in ourselves, and helps us strive for a higher level of life for humankind, by affirming our self-worth and confidence in our ability to succeed and triumph in righteous struggle.

Cincinnati Saturday Supplemental Institute Overview

OBJECTIVES/GOALS

Learners at the Institute to achieve three (3) goals:

- Respect Themselves
- Respect Their Family
- Respect Their Community

OVERVIEW/KEY MESSAGES

- It takes a village to raise a child– African Proverb while highlighting the social symbols that give the community its identity and integrate the person into a larger sphere of meaning.
- Rites of Passage, serve a double purpose; preserving the ongoing community as a symbol of collective immortality and permanence as well as providing a clear and guided means for transition from one life stage and sphere of responsibility to another. They confirm the hierarchies of values of the community and project an ideal sequence of personal development the individual can look forward to and upon reaching each stage, evaluate his or her maturation against a collective standard. African initiation Rites link the individual to the community and the community to the broader and more potent spirit world. Initiation Rites are proven to be a necessary extension of many communities and are as necessary and natural as arms and legs are a natural and necessary extension of the human body.
- The bonds between initiates usually last a lifetime. No matter the ritual, the underlying purpose remains the same; fundamentally dealing with transformation and guiding the person from one stage/ maturity level in life and development to the next from birth to death and beyond.
- Following colonialism and Maafa, many traditional African rituals have been distorted and misused so now we see problems that are commonplace in western cultures are now also common among African people. Not to insinuate that African cultures were/are perfect, as all human societies have what can be perceived as problems but having a complete set of

devices that preserve cultural values can prevent conflicts between various groups including the systematic ill treatment of children, women and elders. In many western societies the boundary between childhood and adulthood is blurred, so that adulthood is seen as a status achieved at a designated age or upon graduating high school and is not necessarily tied to specific responsibilities to the community or maturity.

- African societies who have rejected or lost traditional Rites of Passage and embraced this concept demonstrate lack of achievement, loss of motivation, confusion, chaos, uncertainty and loss of focus and identity in relation to the larger community. The youth are left to flounder in the idea that once they reach a certain age they are magically transformed into adulthood while receiving very little guidance, creating a society with no concrete value system and/or direction. By contrast, in many African societies a person who has not undergone traditional initiation rites is not viewed as a full adult no matter the age.

One Family Same Team Q & A

Q & A

Q. What are the principal goals and mission of your organization/project?

A. Stop the violence in our communities! The “movement” is a multi-faceted mechanism that God has called us to engage the City of Cincinnati to teach African American boys and girls to become men and women. Our goal is zero murders in Cincinnati in 2020 and beyond!

Q. What activities will be conducted to achieve your organization’s/project’s goals?

A. Economic Empowerment – Assist youth in becoming gainfully employed in areas they are passionate about as an alternative to illicit economic activities;

Educational Empowerment -Encourage our youth to explore educational opportunities in 4-year colleges, trade schools, and apprenticeships;

Rites of Passage – Inspire young people to become upstanding, responsible adults from an African-centered perspective;

Cincinnati Saturday Supplemental Institute (CSSI) - Create a school to provide academic tutoring, financial training, carpentry skills, plumbing skills, robotics, African history, and other life skills;

Community Redevelopment - Strengthen our communities by facilitating entrepreneurship and investing in essential businesses for any community, (i.e., Black-owned grocery stores, restaurants and retail and household goods stores).

Q. What will be the direct and indirect impact or outcomes of these activities?

A. Direct impact would be to engage the young people in areas of limited opportunities by offering Rites of Passage, food, and t-shirts inviting them to join the Cincinnati Saturday Supplemental Institute.

Q. Why should we support this effort? How does this project reflect the values of our House of Worship or civic organization in the focus on dismantling racism, immigration, and/or the environment?

A. You should support this effort as a supporter of promoting minorities from the underserved communities by way of ending systematic racism.

Q. Describe the financial plan for your project. Do you request a start-up, one-time grant or ongoing support? Will the amount requested provide the necessary funds for project implementation? If not, what is the funding plan to ensure the needed amount for implementation is reached? List or attach project budget, if applicable.

A. This donation or grant will allow us to capture students for our Cincinnati Saturday Supplemental Institute and support the institute in the ways listed below.

Classroom Materials (Visual aids, tablets, textbooks, and supplies)

Hot lunches

T-shirts (uniform)

Enrichment Programs (Field trips, admission to museums, etc.)

Send your check to: In the City Development Corporation, 1580 Summit Road, Cincinnati, OH 45237 – We are a 501(c)(3) non-profit organization.

Cincinnati Saturday Supplement Institute Media Strategy

TV

WLWT Channel 5 – Let's Talk Cincy

WCPO Channel 9 – Community News

Fox 19 News – Community Calendar / The Cincy Weekend

WKRC Local 12 Cincinnati – Community

Cincinnati Cable Access Channels

Radio

88.3 FM – WAIF Community

88.9 FM – WCSU Urban Contemporary

89.5 FM – WDPS Jazz

91.7 FM – WVXU Public Radio

100.3 FM

101.5 FM – The Buzz (Lincoln Ware Show)

Print

Cincinnati Enquirer

Cincinnati Herald

Final Call

Social Media

Facebook

Instagram

LinkedIn

Twitter