



RISE UP[®] INDUSTRIES

Newsletter

Wishing you happy holidays and a wonderful new year!

1st Edition - December 2014

Promoting kinship, hope
and safe communities.



www.riseupindustries.org



Introduction

This newsletter touches on our highlights of 2014! We have many blessings for which we give thanks. Allow us to share with you some of these blessings.

NEWSLETTER CONTENTS



FIRST EDITION

Rise Up Industries invites you to subscribe to our newsletter.

Go to our website home page and click on subscribe in the lower portion of the page.

If you wish to donate to Rise Up Industries, please visit:

www.riseupindustries.org

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Conceive - Believe - Achieve



Mission

Rise Up Industries minimizes gang involvement by providing integrated gang prevention, gang intervention and post-detention reentry services.

2014 BUSY & FRUITFUL

We celebrate our first year!

2014 has been a busy and fruitful year for Rise Up Industries! We celebrated our first-year anniversary in May. We increased our board membership to nine members, officially registered our logo and last but not least - received our 501(c)(3) Federal Tax Exempt status in September!

We would like to welcome Steve Spooner, Del Centanni, and Josh Aguirre, who joined our board this year. They have been busy working with various committees doing the necessary staff work required to begin our operations. We are grateful for the inter-

est, commitment, prayers and donations of so many interested in supporting Rise Up Industries' mission.

We are projecting to open our Reentry Center in the first half of 2015 and launch our Pilot Reentry Program. We are excited about being able to serve our reentry population and move forward with our mission.

It has been a busy and a good year. We look forward to the opportunities and challenges of 2015 as we move forward to our ultimate vision of providing for

our at-risk youth and making gang life a thing of the past!

This year we have continued our tattoo removal services and our two social enterprises - Rise Up Industries Coffee and Rise Up Industries Silk Screening & Embroidery.

We invite you to read this newsletter for details regarding our social enterprises, volunteer opportunities, and the details that have made for a successful year.



"It has been a busy and a good year. We look forward to the opportunities and challenges of 2015 as we move forward with our ultimate vision of providing for our at-risk youth and making gang life a thing of the past."

Capital Campaign

Raising Capital



Non Profit 501(c)(3)

This year we received our 501(c)(3) tax-exempt status which allowed us to begin our grant writing and capital fund raising.

Rise Up Industries' goal is to provide a comprehensive set of in-house and outsourced programs and services – funded through donations, philanthropy, and grant monies – in an effort to provide hope, counsel, support, and teach an array of professional and life skills.

Startup Funding

The Challenge

Startup funding can be challenging as foundations and government grants many times want to see the organization's track record. We are working diligently to posture our organization to be an attractive investment for all levels of funding.

We are, therefore, very grateful to all of our donors who have given us their vote of confidence by donating without any evidence of a track record.

Prior to our grant matching campaign, we have received over \$36,000 in private donations including two \$10,000 donations; one from an individual donor and one from Cable Exchange. Thank you - to all of our donors!

Our capital fundraising campaign is ongoing! Therefore, your year-end tax deductible donations would be greatly appreciated.



First Foundation Grant

The Caster Family Foundation provided us with our first foundation grant of \$100,000! The grant is contingent on us receiving matching donations. Thus, we launched our Team Rise Up matching grant campaign. Within seven weeks we were able to raise the required \$100,000 in matching donations, and secured our initial \$200,000!

- Thank you Mr. & Mrs. Terry Caster

Reentry Program

Of our three projected programs (prevention, intervention, and reentry) we intend to begin with our reentry program, and plan to open our Reentry Center in the first half of 2015. Our Pilot Reentry Program focuses on gang members who are being released from incarceration and who desire to leave gang life. Our intent is to assist them in successfully meeting their goal.



Phase One

The Reentry Program will require a comprehensive set of services to help our clients in their physical, mental, emotional and spiritual requirements. The program is ambitious, and we will keep our initial enrollment number small as we get our programs in place. The small number will allow us to ensure close integration of the program elements and enable us to develop quality control measures. The quality control measures and procedures will support our future program expansion without loss of quality. Key to our program is to promote an environment of kinship and belonging where each member can recognize their self-worth and enjoy the benefits of real community.

THE PERFECT SOLUTIONS

Capital Funding

Rise Up Industries is committed to pursuing diversified funding, including both public and private sources, in order to reduce its dependence on any one funding stream to produce a viable and sustainable operation.

Market Revenue

Rise Up Industries Coffee and Silk Screening services will provide funding streams, employment opportunities and brand recognition that will allow for long-term program sustainability.

Social Enterprise

The Model



"Nothing stops a bullet like a job." Father Greg Boyle

Modeling ourselves after Homeboy Industries, we intend to create several social enterprises which will provide immediate employment opportunities for our members. This service is our vehicle for providing life skills training, work ethic development, and specific job skills. Thus far, we have created two social enterprises, and we're in the planning stages for creating two more.

Coffee Distribution



Rise UP Industries has a social enterprise that offers three boutique coffee's roasted by San Diego Coffee, Tea & Spice Inc. Our coffee is currently available at Major Market in Escondido and Valley Farms Market in Spring Valley.

Our coffees each have a unique story and a distinct taste differential and all are available as freshly roasted beans or ground to perfection; in 12 ounce or 5 pound bags.

Silk Screen & Embroidery



We have taken giant strides in our ability to deliver quality products at a very competitive price. We have exceeded 1,000 tee shirts, and 120 embroidered polo shirts and we are producing our first order of backpacks and ball caps!

Our marketing efforts have been minimal, but the quality and price of our products and the importance of our Mission, have given us a constant flow of referrals. We need everyone's assistance in marketing and referring clients in order to continue to grow this enterprise!



We would like to thank Dr. Kenneth Gross, Kitty Doctor RN, the Skin Surgery Medical Group Inc. and staff for making our tattoo removal program possible. Our collaboration initiative began in August 2013, and in our 16 months of operation we have held twelve sessions, served 48 clients and performed 119 procedures. Our client base continues to grow. We are now serving clients from County Probation, California Department of Rehabilitation, San Diego County of Education Reentry Program, and other non-profits such as Exodus Recovery, the Training Center, and Second Chance. Removing tattoos is a long process and requires genuine commitment on the part of the client, but it plays a significant role in making positive life changes.

Testimonial

Robert Barnes - Successful Tattoo Removal.



Robert Barnes

“Robert you are a really good guy but that tattoo on your neck is really going to hold you back.” Upon hearing these words, Robert Barnes began his tattoo removal treatments with Rise Up Industries. He has since completed his treatments, and the tattoo has vanished. Robert recalls how the tattoo was causing people to judge him and disregard the words he was speaking. This type of disrespect was not only hurtful, but

an eye opener to how appearance matters. Robert has expressed his gratitude to Rise Up Industries and states that his recent advancement at his work was a direct result of his personal progress and tattoo removal.

Robert attributes tattoo removal to having a major role in his new found success, self-esteem and trust with his family. He is especially proud to be a role model for his son.

PUT YOUR FIRST STEP WITH US

We are proud of Robert and his comitment to have his tattoo removed. If you would like to hear Robert's full story please visit our website and click the testimonial link.

Volunteer Opportunities



Mentors

Our intent is to assign a volunteer adult mentor to each of our members (clients). While we currently have no members, we do anticipate launching our Pilot Reentry Program in the first half of 2015. We need to identify and prepare our mentors before the launch, and we envision the mentoring to begin prior to the release from incarceration. Mentoring requires a yearlong commitment.



Special Events

Occasionally we will staff booths at events for the purpose of distributing information about Rise Up Industries and sometimes to sell our coffee. Commitments here can vary from several hours to a full day.

At Rise Up Industries, you have the opportunity to assist essential programs either as an individual, with a group of friends, with one of our committees or as a community-wide effort.

With flexible options based on your time and availability, you choose your level of engagement, a cause that is important to you, and the type of program you'd like to assist. Below is a listing of current committees that are always looking for additional assistance.



Committee Membership

Significant planning, research and coordination is required for the creation and stand up of our various programs. We have a need for individuals willing to commit a few hours a week and to share their area of experience for the work at hand.

- H/R Committee
- Finance Committee
- Development Committee
- Education Committee
- Counseling Committee
- Construction Committee
- Social Enterprise Committee
- IT / Social Media / Graphic Art
- Spiritual Committee
- Strategic Planning Committee