

ONE

HEART

ONE
HEART PROJECT

Mission

To rescue, restore and rehabilitate incarcerated youth through an integrated strategy of programming, services and social enterprise, to create an innovative collaborative solution that will change the current approach to juvenile justice, transform individual lives through character building, skill acquisition, and equipping.



Vision

To develop a scalable model based on the success of a 6 county initiative in Texas, and a citywide initiative in Kansas City, that will be replicated in communities across the U.S., as a comprehensive, holistic solution for the population of incarcerated youth in America.

Youth in Crisis

More than 2,000,000
arrested every year

Nearly 200,000
incarcerated every year

7 out of 10 rearrested
within 3 years of release



85% come from fatherless homes

60% live in poverty

53% have an incarcerated family
member

45% have a known history of being
abused

40% are under 16



Tax Payer
Costs

- States spend \$5.7 Billion
- \$148,000 per year/\$241 per day, per offender
- \$600,000+ in lifetime costs per offender

Social
Costs

- Cradle to prison pipeline
- Crime rates
- Workforce decline

National Collaborative



Redirection, Reentry, Advocacy



Phase 1: Pilots

Gainesville State School

Tarrant County, TX

Rikers Island, NY

Success

- 17% recidivism rate
- 100% early release vs 5%
- 5x increase in positive behavior
- 5x decrease in negative incidents

Phase 2: National Models for Scale

- Collaborative Impact Project
- Incarcerated youth
- 13-19 years old

Objectives:

- 1) Reduce recidivism
- 2) Build character and Social/Emotional Intelligence & prosocial behavior increase
- 3) Build social enterprise structure to allow for sustainability within 5 years

Program Elements



- 1) Curriculum
 - Character Development; Emotional Intelligence / Life Skills
- 2) Mentor match
 - Long term relationship
- 3) Aftercare wraparound services
- 4) Workforce solutions
- 5) Transitional living solutions

Texas Mentoring Initiatives

National Model for 2016-17 launch



- Partners: TJJD, Baylor, Mentoring partners, Cowboys
- 6 Counties: Harris, Dallas, Tarrant, McLennan, Randall, Deaf Smith
- State Facilities: Gainesville, Giddings, McFadden, Brownwood
- 250 youth

Phase 3: National Rollout



One Heart Movie

- Based on a True Story
- Wide theatrical release
- Similar to The Blindside / Remember the Titans
- Launches national replication of model
- Mobilizes public into movement



PROJECT

RESEARCH/DATA



Major evaluation measuring the efficacy of this initiative

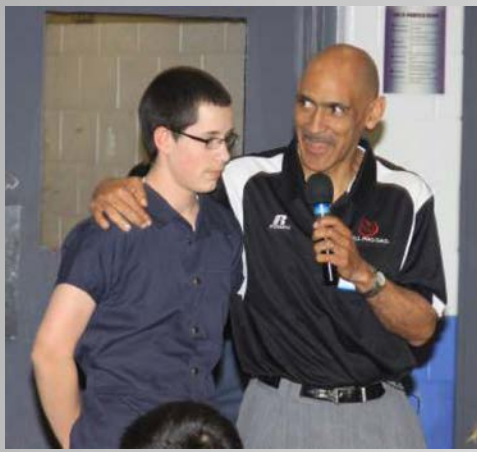
Expected outcomes include:

- improved attitudes toward school
- improved relationships with peers, parents, family
- increased prosocial behavior
- increased academic engagement and promotion
- increased social competencies and decision making abilities.

Empirical studies and research reports will be published.



Key Relationships



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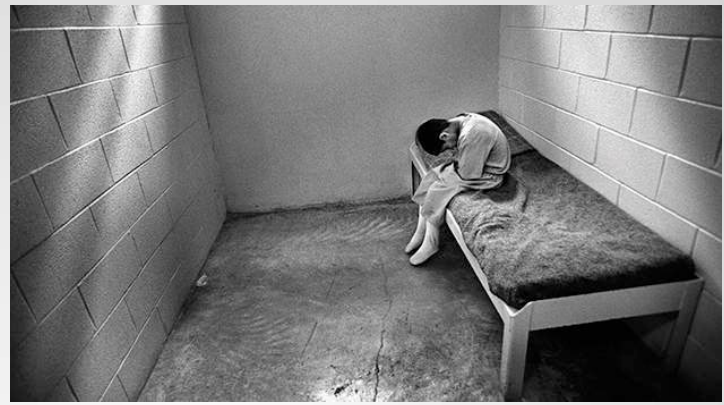


Mack



Impact

Gage's Story



“He was headed to Huntsville in 2 years if he didn’t make some drastic changes.”

“The changes I've seen him are nothing short of miraculous.”

Need

TMI Budget - \$721,000

Less than **\$3,000** per youth

Economic Impact

	\$310,800
Cost of recidivism per offender @ 70% (3 year avg.)	
Cost of recidivism per offender @ 20% (One Heart)	\$ 79,920
Recidivism savings with One Heart per offender	\$230,880
Recidivism savings for TMI cohort (250)	\$57,720,000
Social ROI: 80x	
LifeSme savings for TMI cohort (250)	\$78,000,000

Apache Opportunity

- Presenting Sponsorship
- Name/Logo recognition
- Brand ID in all program/press materials & events
- Brand ID on website & app
- Story promotion
- Cause-marketing opportunities

Volunteer Opportuni/es

- Mentoring
- Financial Literacy training
- Life skills training
- Employment training
- Employment
- Tutoring
- TransiSonal living
- Fan Bags
- Transportation
- Medical / Dental
- Literacy
- Computer training
- Advocacy

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