

‘LEAVE NO CHILD BEHIND’

Presented by:

B.L.E.Y.P

(Black Leadership Empowering Youth Positively)

To

Town of Markham

Empowering Youth Positively

WHO WE ARE: a group of concerned high school and college youth from across the GTA, who are already actively engaged in positive efforts within our community.

OUR MISSION: to change the **negative stereotypes** of youth emanating from the recent spate of violence and prevailing societal perceptions.

OUR MOTTO: ***"BLEYP OUT VIOLENCE" Youth-Empowering-Youth;
Let Our Voices Be Heard!***

OVERVIEW OF B. L. E. Y. P.



Press Release

LETTERS TO THE EDITOR

Cartoon will hurt economically

*Re: Cartoon by Steve Nease
Aug. 25.*

When families and business-people consider re-locating, one of the first information sources consulted is the local community newspaper. The racist cartoon depicted an intolerant community, decades behind the times.

I would suspect many prospective residents and businesses took one look at the cartoon and decided to re-locate elsewhere.

MICHAEL HARKER
STOUFFVILLE

False picture painted of community

*Re: Cartoon by Steve Nease
Aug. 25.*

The cartoon depicted a young black male having committed a violent act and an elderly woman chastising him by stating "Your parents must be ashamed!" The male responded, "What parents?"

As black youths, we challenge

your portrayal that youth and gang violence is a result of parental influence or the lack thereof.

As concerned members of the community we challenge the message this cartoon implies as not only offensive but racially biased.

The implication that parents in the black community are in some way responsible for the increasing level of youth violence or that our youth are lacking in proper upbringing, leading them to crime are falsehoods, with no basis in fact.

The symbolism of this cartoon, of "society" superimposing its beliefs on our black youth, fosters a mindset of prejudice and bias that only serves to erode the self-esteem of developing minds and detracts from the pursuit of positive activities.

In Markham, the majority of our youth are continually engaging in positive activities, developing their leadership abilities sense of community responsibility and carving out positive, productive lives.

Over the summer, 15 black high school and college youth volunteered at the Markham African

Caribbean Centre as teachers, mentors and role models to 60 youth between the ages of three and 12 who were enrolled in a summer reading camp.

To imply, as the cartoon does, that our black youth are prone to violence based on a lack of core values is an affront to these young people and their peers in other communities and cultural groups.

When will the media realize the perpetrators of violent crimes and other acts against society are a minimal percentage of the population and begin to focus on the remarkable achievements of youth with strong social consciences who continually strive to contribute positively to both their personal and community needs?

We challenge you, the media, to refocus your attention away from promoting racial stereotyping to accentuating the strengths of the diverse, multicultural and harmonious region of which we are proud residents.

SUSIE GOTHA
BLACK LEADERSHIP EMPOWERING
YOUTH POSITIVELY TO BLEYP OUT
VIOLENCE
MARKHAM AFRICAN CARIBBEAN
ASSOCIATION YOUTH

B. L. E. Y. P. GOALS

- To create opportunities
- To realize our potential
- To rally youth and our peers from all ethnic and cultural groups
- To educate others in core values, principles and behaviors
- To challenge negative bias, ethnic stereotyping and unfounded perceptions

B. L. E. Y. P. GOALS

- To empower ourselves to recognize and seize every positive opportunity
- To show respect for each other, our seniors, juniors, environment, community and all other peoples
- To promote safety and security
- To condemn acts of violence
- To speak with one voice

OUR INITIATIVES

To date, B.L.E.Y.P. members have held weekly meetings and have participated with:

- York Regional Police - 13/09/05
- Metro Toronto Police
- York Region District School Board - 23/09/05
- City of Toronto
- Toronto District School Board
- Black Business and Professional Association - 19/10/05
- Churches
- Toronto Argonauts Youth Forum - 03/10/05
- Toronto Argonauts Game - 10/10/05
- Say No To Crime And Violence - Mayor Hazel McCallion

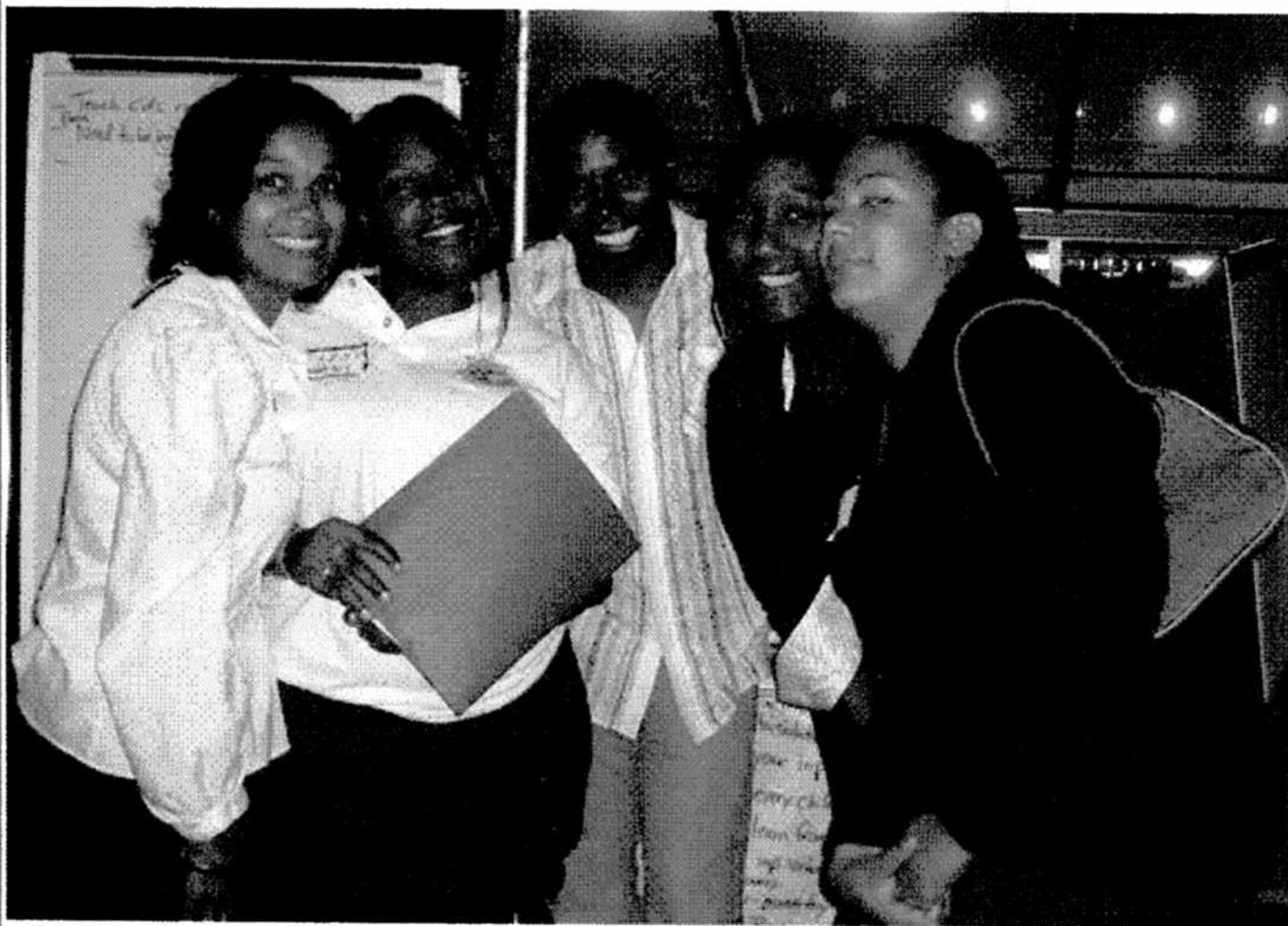
OUR INITIATIVES

And...

- The role of the Media - Friend & Foe - 12/10/05
- World Premiere International Dance Student Performance 27/10/05
- Markham African Caribbean Scholarship Award Ceremony 05/11/05
- YMCA peace medallion award presentation - 20/11/05
- Greet and Meet with Prime Minister - 11/01/06
- Peace Tree filming adopting peace and harmony among culture - St. Joan of Arc Academy - 24/02/06
- Elimination of Racial Discrimination - 19/03/06
- Future Aces Gala - 30/03/06
- Harry Jerome Award Ceremony - 29/04/06

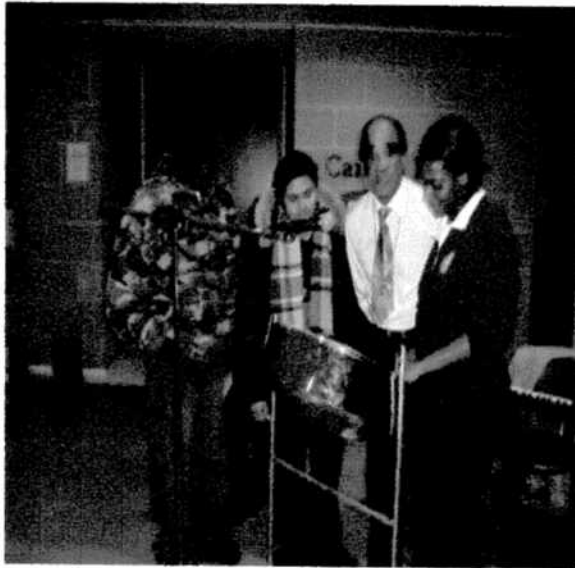
To create awareness.

OUR INITIATIVES



B.L.E.Y.P members join Mike 'Pinball' Clemons at a Youth Forum hosted by the Toronto Argonauts.

OUR INITIATIVES



B.L.E.Y.P members participate learning and celebrating



**B.L.E.Y.P members with Paul DeLyon,
York Region District School Board.**



**B.L.E.Y.P members with YMCA
Peace Medallion recipient**

The Message

- 99% of youth do not engage in violence!
- Youth ideas, opinions and suggestions need to be heard
- Correct stereotypes of youth as truants, vandals, rowdy, unmotivated and under-educated
- Increase awareness of the effects of labeling within the schools (i.e. A.D.D., Special Ed., CORE Learning, ESL).
- Recognition of BULLYING by peers, adults, teachers and “the System”
- Promote respect for youth as a concerned voice with equal standing in the Community
- Provide a supportive network to enhance opportunities for success in learning, employment, and community involvement
- Prompt educators to explore the outcome of ZERO TOLERANCE as leading to expulsion and to identify alternatives

The Objectives

- To engage youth in positive learning experiences as individuals and in teams
- To become aware of how perceptions are formed
- To increase communication and information
- To gain increased positive self-perceptions, coping skills, dealing constructively with issues, engage authority appropriately
- To learn and role-model Leadership, appropriate behaviors and attitudes consistent with Character Community Values
- To facilitate realization of their full potential
- To earn credibility through their words and actions with those in decision-making roles

Planned Activities

- Youth-to-Youth Forums
- Youth-to-Parent Forums
- Dialogue with Educators
- Peer-To-Peer Hotline
- Cross-Cultural outreach
- Brochures and Posters: Anti-Violence, Overcoming Biases, Correcting Negative Perceptions

STRATEGY

- Tactical Approach
 - Public Relations/Promotions
 - Face-to-face dialogue
 - Host panel discussions Networking with other interest groups
 - Engaging those who can effect change
 - Youth Outreach events in partnership with Community organizations

■ Tactical Approach

- B.L.E.Y.P. members who demonstrate attitudes and behaviors consistent with the Character Community model will be recognized through sponsored incentives and rewards
- Members selected for this initiative will be based upon the recommendation of parents, peers, police, educators and community representatives across York Region
- The York Region Corporate community to partner with B.L.E.Y.P to encourage their Character Community effort through providing members with resources and examples

B. L. E. Y. P

Achieves

- Secure availability of a mobile crisis response unit
- community outreach to reinforce B.L.E.Y.P' s mission and goals and partnership with the community' s infrastructure
- Scholarship and educational career advancement
- Research and development aimed at mentoring for future leadership succession
- Positive Peer Influence through schools, community and employment opportunities
- Organizing and participating in appropriate social and recreational activities
- Create an image and identity through advertising and promoting to demonstrate a unified voice and coder of behavior
 - Forge ahead with website, 1-800 # youth hotline and public forums
- access to social events to raise awareness of youth leadership development

Sponsorship

SPONSORS

Receives

- Logo inclusion on all promotional materials
- Brand recognition
- Website link
- On-stage photo/speaking opts
- Booth display at public forums
- Sponsorship credits via publications
- Partnership link with co-sponsors
- Opening Ceremony invitation

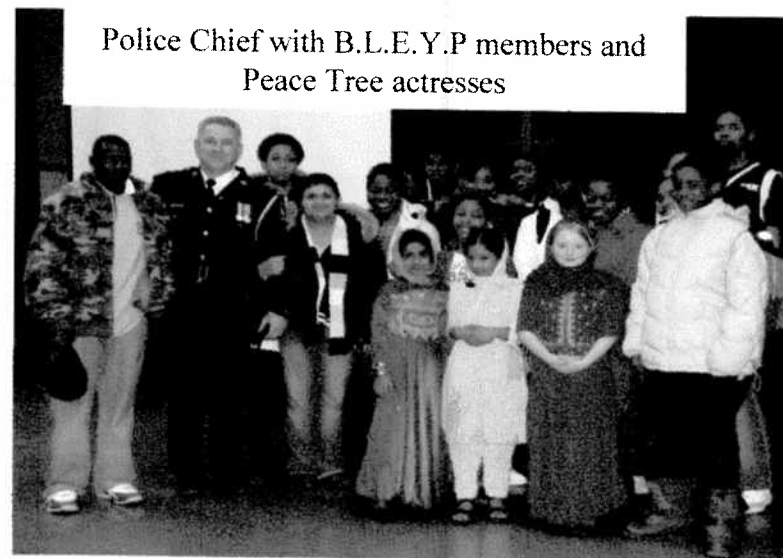
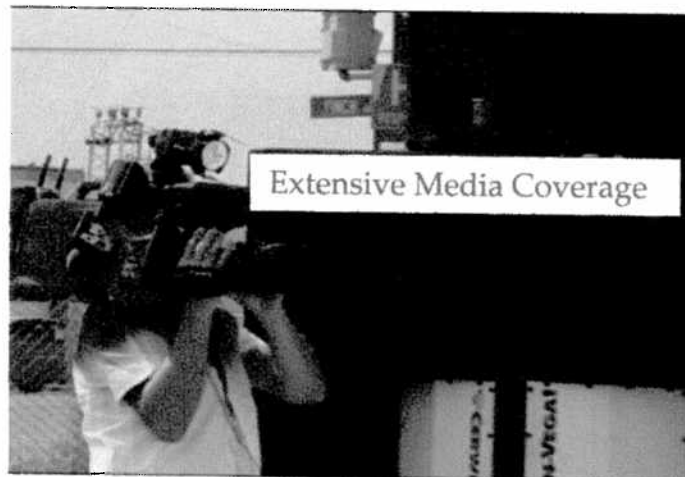
Budget

Planned Expenditure		
Advertising	Media advertising/printing/ graphic design	\$ 10,000.00
Equip. Rental	P.A system/bleachers/tents	\$ 2,000.00
Printing	posters, flyers, palm cards	\$ 1,000.00
Professional Services	video, photo, stage crew	\$ 1,000.00
Permits	insurance, etc	\$ 500.00
P.R	sponsor presentations	\$ 1,500.00
Trophies & Prizes	participants, contest w inner:	\$ 2,000.00
Entertainment	artists/ performers	\$ 5,000.00
Event Logistics	portalets, jungle gym, set-up	\$ 2,000.00
Transportation	youth groups, performers	\$ 1,000.00
Administration Fees	fax, copies, cell phone,mail	\$ 2,000.00
TOTAL		\$ 28,000.00
Police Service Board		10,000.00
Town of Markham		10,000.00
Fundraising	Corporate sponsors	8,000.00

Fact Sheet

YOUTH LEADERSHIP DAY

Who:	<i>B.L.E.Y.P</i>
What:	Free multi-event outdoor festival Presentations by youth associations, Cultural exhibits, Sports and Entertainment Basketball Tournament (YR Police vs. Toronto Police) Sport celebrities Toronto Raptors/Jamaal Maglore Fashion Show Media Forum Fireworks
Where:	Milliken Mills Community Centre (Outdoor)
When:	June 24, 2006 Activities start at 10 a.m. and run until 9 p.m.
No. of days:	1
Attendance:	3,000
Charity :	Fundraising project – Youth Initiatives i.e. Youth to Parent Forums Youth to Youth Dialogue



Contact Ms. Susie Gotha,
facilitator at 905-471-8987