

REVISED JANUARY 2021

2021
ORGANIZATION
GUIDE



MEMPHIS YOUTH ARTS **INITIATIVE**

MEMPHIS YOUTH ARTS INITIATIVE
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WWW.MEMPHISYOUTHARTS.ORG



M. Y. A. I.

Memphis Youth Arts Initiative

WORDS FROM THE DIRECTOR

**"ALL CHILDREN NEED SOMETHING
TO DO"**

I am excited to share with you about a passion and a cause I am dedicated to. Our organization is fresh, new, and thriving in the Memphis Metro Area.

We are honored to invite you into our program to explore what we offer and how we make a difference. Having a great background in the arts & technology, I know and understand how important it is for kids to be exposed to the tools of the future to enhance every area of their life.

Hopefully, this guide will answer any question you may have about our organization and help you understand it's purpose!

We will maintain an environment and create programs conducive to positivity, enrichment, and growth through the facilitation and embracing of the arts.



COREY F. TRAVIS

Executive Director & Founder

THE STATISTICS

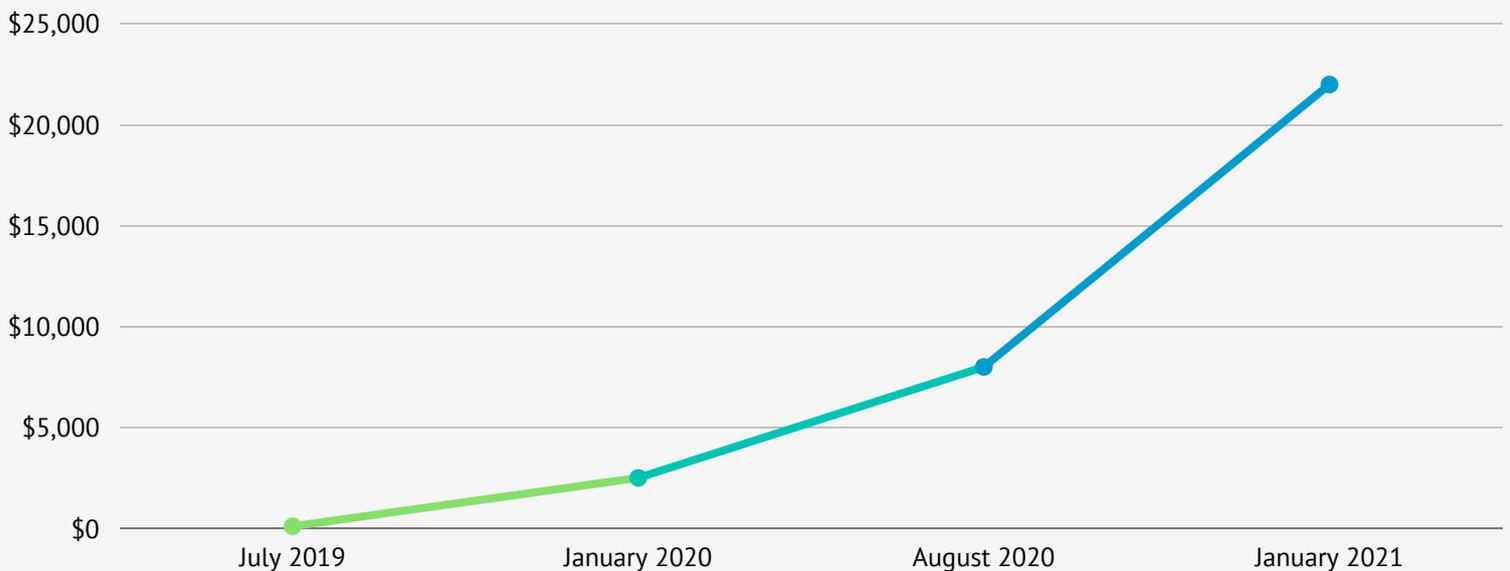
We have results and it shows. We want to make MYAI mecca where we help and educate the children of our city and surrounding areas.

We have a mission to be the most comprehensive arts program the City of Memphis has to offer. We will educate, transform, motivate, build, and create space, moments, and opportunities to encourage the youth of all ages to succeed and be confident in who they are, what they do, and what talents they instill.



FUNDRAISING EFFORTS

According to our last annual report, we have been consistent in raising funds and taking up membership fees since 2019 but still have a long way to go.





MISSION

Memphis Youth Arts Initiative is a creative art and academic enhancement organization that focuses on providing ways for youth to continue learning while engaging in opportunities geared toward helping them transform through music, movement, and motivation.

VISION

We will maintain an environment and create programs conducive to positivity, enrichment, and growth through the facilitation and embracing of the arts.

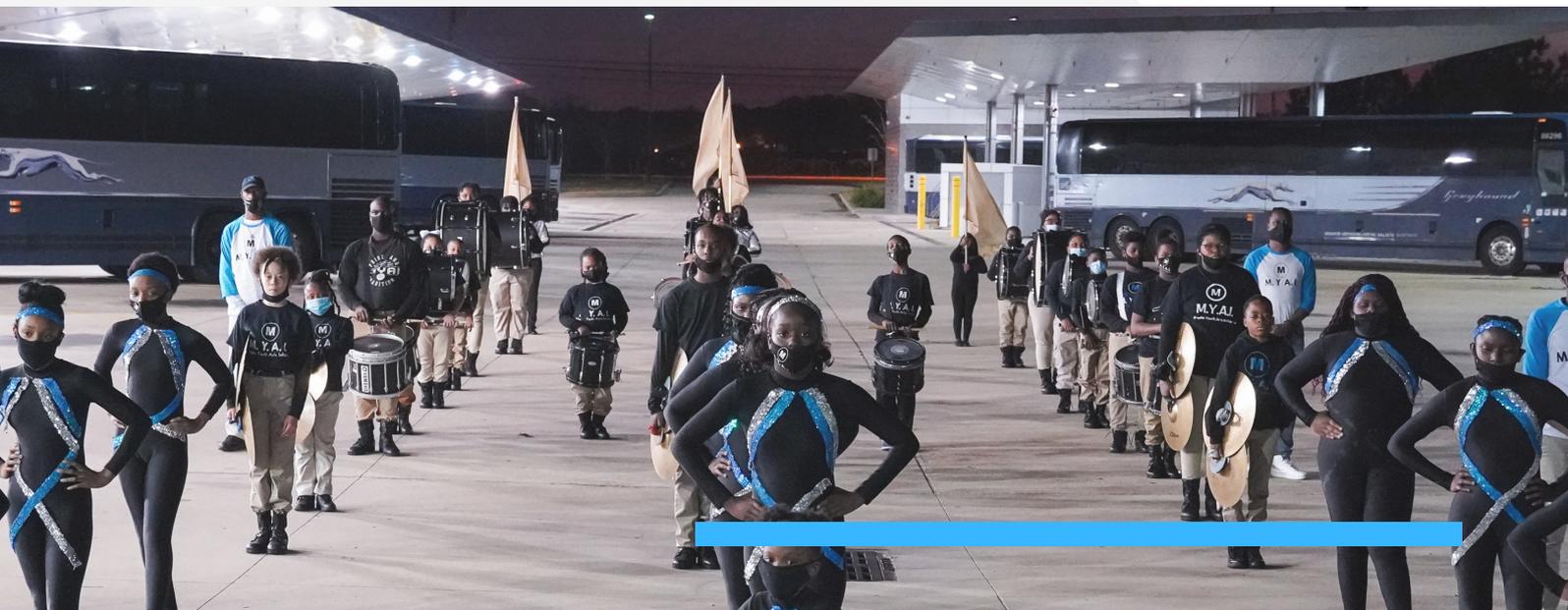
HOW IT ALL BEGAN...

No one could imagine that on July 22, 2019, I would unlock the door to a dream of a place where children and teens could come to be themselves and follow their dreams. A place where arts and culture are bursting at the seam and everyone around is telling you to dream.

After over 10 years of trying to meet the requirements to be a band director in my local school district, I stopped and I wondered, what if it was meant for me to do this my way? A way that could touch the lives of children and teens all over the city, not just at one school. What if I could create an atmosphere that encourages learning and but still yanks the toughness out of the heart. A place where parents who see no change in that child can witness a new change, a fresh beginning, a reason to be great.

I birthed Memphis Youth Arts Initiative because “All Kids Need Something To Do”. Something to do turns into something to be, Something to be turns into something to achieve, something to achieve means there is something I can be and it’s up to our mentors to see what that talent is that every child can bring. Someone invested in me and it’s my turn to invest in the like of these.

I dream to one day soon be that same band director I always wanted to be, but It won’t have to be done in a place that’s not made for me. MYAI is a place for youth to engage in learning of instruments, dance, choir, and most of all social-emotional skills. With children from ages 6-17 years old all working and performing together in peaceful bliss. Structured to encourage a future in college, a plan to success, or an opportunity to discover that what they have to offers matters.



Programs

MARCHING AUXILIARY BAND

MYAI MARCHING ELITE

Performing Unit that represents the organization in Parades, Community Events, and Special Appearances. The Marching Auxiliary Band (MYAI Marching Elite) is composed of The M.Y.A.I. Dolls, Royal Divine Twirlettes, & Fire Squad Drumline.

URBAN DANCE & MAJORETTE

MYAI DOLLS

Offered to girls age 6 to 17. Potential members must have the ability to be physically fit and have a positive attitude. We condition to train and learn choreography for competitions and exhibition performances locally & nationally.

FLAG CORP & COLOR GUARD

ROYAL DIVINE TWIRLETTES

Offered to girls and boys age 6 to 17. Potential members must have the ability to be physically fit and have a positive attitude. We condition to train and learn choreography for competitions and exhibition performances locally & nationally.

PERCUSSION ENSEMBLE

FIRE SQUAD DRUMLINE

Offered to girls and boys age 6 to 17. Potential members must have the ability to be physically fit and have a positive attitude. Must be able to carry an instrument of 25 lbs or more. We condition to train and learn cadences & choreography for competitions and exhibition performances locally & nationally.

Empowerment Monday's

- Group Mentoring and Empowerment Sessions
- Mandatory Monday Night Event for Every Member of the Organization
- Empowerment Workbook to document learning and life progress
- Goal Setting, Character Building, Mentorship Talks, Special Guest Speakers, Academic Workshops, and Team Building Activities
- Monday's from 6:00 P.M. - 8:30 P.M.

**COMING SOON: FINE ARTS CHOIR,
THEATRE, AND JAZZ BAND**

Our 2021 goals

1

Find a new facility to call home for the organization that suits our needs.

Our current home is 2,040 square feet of office space in the Airport area. The functionality of the space for what we do on a scale from 1-10 is a 2. We need wide open area to practice in with no columns. A part of our facility needs high ceilings for our color guard to be able to practice indoors away from the elements. Our children have to be fed, thus having a real kitchen would greatly improve that department. We are making it work but with many hurdles to jump.

3

Create more effective academic and mentoring programs.

Creating a good impact on the character and Well Being of the Children we work with is just as important as the arts we teach them. We want to improve and create new programs that strengthen the whole child and provide opportunities for growth in every area of their lives while embracing the arts with us.

2

Secure Dependable Funding Sources to continue long-term success.

Our founder started this organization all on his own with his own capital. That source is now depleted, deciding not to be employed to commit to MYAI as a full-time volunteer has not been easy. We started in August 2019 with a membership payment model but unfortunately over 75% of the families we serve simply cannot afford to keep up with the payments. Operating expenses are consistently behind and new funding sources are the answer for recovery and longevity as we have recently become an official 501c3.

4

Strengthen our Organizational Structure and Leadership Team

By the end of this year, we want to have set in place the most seamless hiring and volunteer selection process. We want to educate and train our staff and volunteers in the area of Non-Profit practices, ethics, and working better with at-risk youth. We will invest more time and resources into professional development and learning for every member of leadership.

Our Power Team

Meet the dedicated volunteer team members of our organization



A big organization involves overseeing a lot of moving parts, oftentimes from different people. To have a successful program, our board members rely on a well-crafted and effective mix of talented people to ensure objectives are met with power and within budget all benefiting the children we serve. The staff members we have come from all walks of life and are equipped to handle the melting pot of personalities and families we encounter for every child we work with as a member.

**WE CURRENTLY HAVE 7 STAFF MEMBERS
AND 8 VOLUNTEERS ON OUR TEAM.**

Organization Leadership- Executive Director



COREY F. TRAVIS

MUSIC, HOSPITALITY,
EDUCATION, &
TECHNOLOGY

CAREER OVERVIEW

I am a founder of a non-profit organization that also owns a for-profit print & graphics services business. I also work professionally as a singer and musician on the weekends. I work remotely as a catering and restaurant advisor as time permits.

KEY COMPETENCIES

- Youth Development and Community Performing Arts
- Media & Graphics
- Hospitality & Event Management
- Music Performance and Ensembles

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WORK SUMMARY

Executive Director, Founder

Memphis Youth Arts Initiative | November 2019 - present

- Manages and Directs all operations and activities of the organization
- Creates and enhances programs to serve members effectively for life and academic success

Family Engagement Specialist

Shelby County Schools | March 2008 - November 2019

- Worked in various positions including Education Assistant, Technology Teacher, Technology Coordinator, and Fine Arts Director
- Served as Professional School Organizer at Holmes Road Elementary and received many awards for proven results, social media improvements, & Perfect Attendance

ACADEMIC BACKGROUND

Miles College

College Career | January 2004 - May 2010

- Majored in Music Education
- Participated in College Choir, Marching Band, and Civic Organizations

University of Memphis

Bachelor of Liberal Studies | August 2010- May 2018

- BS Interdisciplinary Studies
- GPA: 2.86
- Specialized in Education & Hospitality Management
- Awarded MLK Fellows Partnership

WORK REFERENCES

Debra Stanford
Instructional Leadership Director, Shelby County Schools
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Tamra Eddy-Patterson
Owner, Patterson Legacy Group
Chef Tam's Underground Cafe
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BOARD OF DIRECTORS 2020-2021

COREY TRAVIS

President

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TYRONE COLEMAN JR.

Vice President

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ROD MOSES

Advisory Board Member

Lift Church of Memphis
pastorrod9479@gmail.com

ISAAC WRIGHT

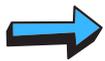
Advisory Board Member

Shelby County Schools
wrightia1@scsk12.org

VACANT SEAT

Advisory Member

CALL TO ACTION



Describe how public/private support & donors can help achieve your current and future objectives.

The opportunity to connect with supporters & donors can help enhance our mission and goals tremendously. Having dependable resources to receive support from is huge. We already capture the hearts and minds of youth in our community with the arts but to have consistent support to continue the efforts is ideal for long term success.

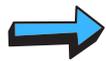


Describe how your organization reaches and supports young people.

We support young people in a variety of methods. MYAI currently serves 56 students ages 6 years old to 16 years old. Our demographic expands to all races but is majority African American. As we are located in Memphis, TN, we serve in the Whitehaven Community the strongest. Although we are in this area we still have students from all over the city who parents travel to have them participate in our programs. We have a strong partnership with the Whitehaven Empowerment Zone which is a Unity District of Schools with in Shelby County Schools District.

We operate currently about 35 hours a week but sometimes more. Our program starts at 5:00 PM and ends at 9:00 PM during the week and 10 AM to 5PM on Saturdays at least twice a month. We schedule at least two to three activities a month during the school year and many more in the summer. While most of our activities consist of being performance opportunities we also host workshops and community service experiences such as feeding homeless and cleaning up the community.

During the day, we operate a Virtual School Learning Program called Blue Ribbon where students can come and be in care and monitored while they attend school online virtually.



Specifically, describe successful engagement with economically disadvantaged and diverse populations.

Successful engagement with economically disadvantaged and diverse populations is our driving force. Our students that are members of the program qualify to be disadvantaged in one way or another. The community in which we call home is home to low income families and an average family makeup of single family homes.

Our students attend schools who have had severe problems with state testing and achieving growth in learning and their circumstances are attributed to that. Our program provides hope and supports where children need it most.

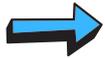


Describe leadership opportunities for youth within your organization, as well as the role of youth in planning and implementing programs and activities.

Our Motto is “Creating Leaders through Embracing the Arts” and we mean that. We call ALL of our members and students leaders. They are leaders because they chose to step out and learn a new talent or hone in on a new learning experience.

We enforce a youth led and student driven culture to help our students become better leaders. We assign many leadership positions were students lead and are in leadership of their peers while our volunteers and staff facilitate the environment and activity.

We often allow students to create their own material to use in performances, their own ideas in uniform and we allow them to be instrumental in the planning process for trips and performance ideas.



Describe experience with informal learning environments, or willingness to engage your organization in new learning approaches.

Our current Director has worked in education for the past 12 years. He is always excited to involve the organization in new learning approaches. The coaching staff and himself meet aggressively to make sure our learning model and methods are current, appealing, and results driven to ensure the continued success of our programs.

When we group the students to learn we create immediate informal learning environments and it works. Over time we have seen data driven results in students' abilities and mannerisms. The outcomes of our students' progression is often noticed and confirmed by the parents who continue to support the organization and its efforts because they see the results first-hand.

An organization, no matter how well designed, is only as good as the people who live and work in it.

Dee Hock



M. Y. A. I.

MEMPHIS YOUTH ARTS INITIATIVE

**Make an
Impact.**

Donate Today!

Your Effort, No Matter Big or Small,
will Greatly Impact our Children.

**Visit www.memphisyoutharts.org
to make your contribution right now!**



We thank you for your
interest & support of
our organization.

Acknowledgements

This Guide was compiled by the staff and leadership of our organization along with key players.

Those responsible for **concept and coordination**

Your **Leadership Team.**

The **design** by Travis Professional Services



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