



You are invited to be a part of history, the first capacity building "teach-in" dedicated to hip-hop nonprofits in California. We have invited more than 72 hip-hop nonprofits, foundations, government agencies, educators, and entrepreneurs from throughout the state with the expressed intention of "Remixing the Art of Social Change."

This three-day event is designed to outline the tools and resources necessary to build sustainable organizations. Take some time to review our agenda as outlined below. It's rather ambitious, but it lays a great foundation for future teach-ins. This event is patterned after The WBL Urban Arts Academy workshops in that they will all be three-fold: lecture, Q&A, and hands-on experience. This teach-in is dedicated to people who never gave up on hip-hop and are actively working through it to promote love, peace, unity and having fun.

This is for people looking to partner with hip-hop artists to bring programs to your communities and organizations. It's also for people who move beyond hip-hop as a purely aesthetic art and see it as a vehicle to build organizations, to organize politically, and to educate youth and communities. This teach-in is for organizations and companies ready to move to the next stage of their development.

**All teach-in workshops are only \$5 per participant if you register on or before September 12th. Once you register, you will be sent an agenda via e-mail or you can view it on the registration page. REGISTER TODAY... space is going fast. You should register at [wblinc.org/directoryregistration.html](http://wblinc.org/directoryregistration.html). Copy and paste this link into your web address bar.**

Special thanks goes out to the visionary leaders from the funding community who made this possible. Shout out to the Zero Divide. Special thanks to the folk at *All Ages Movement Project*, *Bay Area Video Coalition*, *Conscious Youth Media Crew*, *Horizons Unlimited*, *J.U.I.C.E.*, *Youth Speaks*, *Youth Outlook*, *Youth Movement Records*, *Youth Media Council*, *Jeff Chang* and the entire staff of Words Beats & Life for bringing this event to reality.

#### Who's the Audience for this Teach-In?

Funders, government agencies looking for programming, organization/program leaders, emerging youth leaders involved in hip-hop programs.

#### Definition of the Field:

Our field is made up of organizations that use hip-hop culture to promote social change.

#### Categories of organizations:

Hip-Hop Non-Profits

Non-Profit Organizations using Hip-Hop (NPOuHH)

Non-Profits Working with the Hip-Hop Generation(s) (NPOwwHHG)

## ***Challenges to be addressed at the Teach-In***

- \*Working with school administrators and the stigma of being “babysitters”
- \*Gaining buy-in of key stakeholders
- \*Consistent lack of access to facilities
- \*Lack of infrastructure which limits young people’s ability to travel to programs
- \*Feeling that institutions and systems are designed against young people (criminal justice, education, etc.)
- \*Limited resources which forces organizations to chase foundation money and compete head-to-head
- \*Barriers to partnerships such as lack of awareness of other organizations missions, political or philosophical differences, ego.
- \*Lack of field-wide identity
- \*Poor organizational infrastructure, lack of full-time staffing

## ***Strengths Of The Field***

- \*Serving the same population of youth means great collaboration opportunities
- \*Several levels of organizational capacity among the various organizations

## ***Our Standards For Success Of The Teach-In***

- \*Attendees should have a shared action/campaign (Proposition 6?)
- \*Cooperative product production and distribution statewide after the event. This could include the production, duplication and distribution of youth media project.
- \*Full participation of all registrants in the completion of “The Counter Balance: State of the Field” survey.
- \*Using the teach-in as a space where collaboration is not only encouraged but also expected.
- \*Incorporating the idea of business development into programs, field-wide.
- \*Paradigm shift for funders about the value and impact of the field.
- \*Sharing best practices: Skill set transfer
- \*State-wide event calendar for program directors and ED’s managed by a single source
- \*Promoting revenue generation for the organizations (new income streams)

# **Remixing the Art of Social Change: a Hip-Hop Approach**

## *Teach-In Agenda*

### ***Day 1***

Hosted at Youth Uprising  
8711 MacArthur Blvd. Oakland, California 94605  
2pm-4pm  
*(Closed Session, by Invitation Only)*

Funding Hip-Hop: Highlights, Challenges and its Importance for Cities  
(A Funders Tour of Horizons Unlimited, Youth Uprising & Youth Speaks)

Facilitator: Jeff Chang

Panelists:

*J.U.I.C.E., Youth Speaks, All Ages Movement Project, Horizons Unlimited, Youth Uprising, Beats Rhymes & Life*

\*Overcoming the Hurdle of Hip-Hop: Ways hip-hop nonprofits can help program officers move beyond stereotypes and misinformation to effectively communicate to their boards the impact and value of our work

\*Enhancing funders' knowledge of orgs they haven't funded before

\*Lifting up stories of success: Impact of investment

Opportunities for investment

Outline Technology/Resource needs

\*Outlining how hip-hop has enhanced youth and adults' understanding of art, culture and technology

### ***Day 2***

Saturday October 4<sup>th</sup> 9:30am-4pm  
San Francisco State University, Cesar Chavez Student Center  
1650 Holloway Ave. San Francisco CA 94132

Welcome & Continental Breakfast

9:30am-10am

Mazi Mutafa, Executive Director of Words Beat & Life

Kick-Off: Elders Strategy Session

10:15-10:45

Amde Hamilton, Member of the Watts Prophets

Check the Vocab: Crafting the Language of the Field (Morning Breakout Ses.)

10:50am-11:30am

Facilitators: Mazi, Goldie, Jason, Lester, Paige, Cory, Tone  
(Breakout Groups)

\*Audio Production, \*Video Production, \*Aerosol/ Acrylic Painting, \*DJ'ing/Beat Building, \*Turf Dancing/B-boying, \*MC'ing/Spoken Word/Creative Writing

## ***Breakout Sessions (First cluster) 11:40-1PM***

These Schools: Creating Standards Based Curriculum

***Facilitated by: Just Think***

Ever thought that your approach or curriculum should be used in schools or by other non-profits. This workshop is dedicated to the outlining steps to creating standards based curriculum. This is especially important for organizations with extensive track records of success. Share what is great about your programs with others and add a new revenue stream in the process.

Word!: Harnessing the Power of the Spoken Word

***Facilitated by: Youth Speaks***

The spoken word community has been growing and receiving more recognition since the late 90's and the release of the film Love Jones. Several organizations have created spoken word programs and initiatives. Learn from one of the worlds best spoken word organizations on how to build or enhance your own spoke word program

STRONGER!: Dynamic Approaches to Board Development (Roundtable discussion)

***Facilitated by: Mazi Mutafa, Executive Director of Words Beats & Life & LA Nevins, Board member of JUICE***

For most non-profits, the board is either a great asset or a pain in the...you get the point. This roundtable will be designed to share "best practices" and approaches to recruiting, retaining and empowering great board members.

Artist Skill Share for Instructors & Youth (Throughout the Day)

\*DJ'ing, \*Videography, \*Radio Production, \*Dance, \*MC'ing, \*Graffiti

## ***Lunch: 1:00pm-1:40pm***

## ***Breakout Sessions (Second Cluster) 1:45-3:15 PM***

Greening the Hip-Hop Movement

***Facilitated by Mrs. Goldie Deane***

The green movement is so much more than a trend, its life or death. Hip-hop and the green movement make more sense than you might naturally think. Learn how to green your organization and promote education for the emerging green economy. Empower your youth and adult artists to be at the forefront of giving voice to the green movement and issues of environmental racism.

**Panelists**

Green For All, Grind for the Green, Art in Action/Cov House Records

Power From the People: Strategies for Grassroots Fundraising

*Facilitated by: The Grassroots Fundraising Journal*

Individual giving campaigns, membership dues, special events and products have been part of the fundraising strategy of hip-hop non-profits since the inception. Come brush up and share experiences and strategies that have been proven to work.

Reframing the Work: Program Models that Work

*Facilitated by: Paige Mandel*

There are several models and approaches to promoting lasting social change through hip-hop. Many organizations are interested in promoting micro-granting model creating opportunities for re-granting to youth artists. This would be done with the intention of formalizing and professionalizing youth enterprises within organizations across the field. It is also important for organizations to develop better strategies for micro enterprise and developing collective strategies to push products and promote artist development. Come hear and share the challenges and successes of models that work.

Panelists

BAVAC: B.U.M.P. Records, Youth Movement Records, Hip-Hop Congress, Art Share LA

Artist Skill Share for Instructors & Youth (Throughout the Day)

\*DJ'ing, \*Videography, \*Radio Production, \*Dance, \*MC'ing, \*Graffiti

***Closing Session 3:20-4:30pm***

E-Activism: Promoting a Viral Movement

A great deal of work is happening throughout the state and across the country promoting lasting social change using technology and adapting a viral approach. Learn how to take your viral movement to the next stage of its development.

Panelists

Youth Outlook, Community Justice Network for Youth

***Day 3***

**Leadership Brunch (Building Partnerships)**

Sunday October 5<sup>th</sup> 11:00am-2pm

San Francisco State University, Cesar Chavez Student Center  
1650 Holloway Ave. San Francisco CA 94132