



## **Corporation for National and Community Service September 11<sup>th</sup> National Day of Service and Remembrance Grants 9 Days, 11 Events: Celebrating Real-Life Superheroes**

### **Narratives**

#### **Executive Summary**

The Global Game Changers Education Initiative, Inc. proposes to engage 7,200 student volunteers, supported by 216 community volunteers, to learn about the significance of 9/11 and the real-life superheroes they inspired, as well as complete 15912 total volunteer hours on 9/11-focused service projects. Projects will be completed in elementary schools across Kentucky during the 9 days leading up to and on September 11th in the communities of Frankfort, Lexington, Paducah, Hazard, Ashland, Covington, Louisville, Bowling Green, Owensboro, Ft. Campbell, and culminating in a military honor and celebration in Ft. Knox, Kentucky. The 9 Days/11 Events: Celebrating Real Life Superheroes! events will engage students in a multi-sensory, multi-tier program that will give them a personal and in-depth exploration of 9/11 and culminate in meaningful service projects. This program will focus on the CNCS focus area of developing educational materials or curriculum for youth, including a plan for curriculum distribution and education and engaging youth in service using GGC's Superpower Equation: MY TALENT+ MY HEART= MY SUPERPOWER as a foundation for self- and community-empowerment and recognition of those that served to protect others freedoms.

#### **Program Design**

Global Game Changers (GGC) teaches students how to Ignite Good through the equation: MY TALENT+MY HEART=MY SUPERPOWER. The Superpower Equation harnesses excitement about service by allowing students to discover ways they can individually change the world. GGC teaches elementary students essential social-emotional and power skills through in-school and after-school programs, an online educator portal, and a newly piloted children's show, CAPE KIDS. To honor 9/11, GGC will custom develop a lesson plan for kids to honor the sacrifice of those who lost their lives on September 11th, 2001 and those who rose in service because of that tragedy, as well as inspire kids to do service in their own community. This interactive lesson plan will be paired with an engaging CAPE KIDS performance and interactive exhibit at



schools across the state of Kentucky at events called 9 Days/11 Events: Celebrating Real Life Superheroes!

While programming will be focused on elementary students, the 9/11 Day of Service events will rely on community volunteers to help facilitate activities and engage with students. GGC plans to feature and honor currently serving military families by visiting the three state military bases: Ft. Campbell, Ft. Knox, and the Air National Guard Air Base in Louisville. Ft. Knox and the Air National Guard Air Base will be the final two host sites on September 11th. There, military families will receive the honor and recognition due them, and the program will conclude with military ceremony.

The structure for 9 Days/11 Events: Celebrating Real Life Superheroes! will be as follows:

9:00 AM: Arrival and Set-Up

-GGC team will set-up production stage, exhibit space, and activity centers, and organize community volunteers

10:00 AM: School-Wide Assembly and CAPE KIDS performance

-Students will begin their exploration of 9/11 and service events with a professional theatre skit with CAPE KIDS characters, combining live actors with animation. The skit will show students how real-life Superheroes, such as rescue and military service members made sacrifices and responded to the 9/11 events.

10:28 AM: Moment of Silence

10:30 AM - 2:30 PM: Completion of service projects and walk-up activities

-Students will participate in several engaging workshops, by class or grade level, to create meaningful service projects within their own community. GGC proposes two ways for students to directly serve their community and make a personal association with the real-life Superhero rescue workers.

-GGC will also use a travelling exhibit and a stage set to further inform students and honor 9/11. When not participating in the structured activities, this exhibit will be available for students to visit.

-Students will also learn how they can be Superheroes and make a difference. Students will complete their own Superpower Equation and discover unique ways to Ignite Good! by using their talents to help a cause they care about.



2:30 PM: Closing Ceremony, including service project delivery and call to action  
-At the end of the day, students will present all completed projects to representatives from a local Fire Department and a local military/veteran-serving organization, and they will participate in closing ceremony to exemplify the significance of 9/11. Students will witness first-hand how meaningful their act of service is to the community and recognize the importance of continuous outreach.

3:45 PM: School Dismissal

Education and performance teams will travel to Louisville and 9 other proposed Kentucky cities from August 31 to September 11: Frankfort/Lexington, Owensboro, Paducah, Fort Campbell, Bowling Green, Covington, Ashland, Hazard, Fort Knox/Elizabethtown, Louisville.

The second year of 9 Days/11 Events: Celebrating Real Life Superheroes! will commemorate the 20th anniversary of the attacks by adding 6 more sites in the bordering states of Indiana, Ohio, and Tennessee and increasing the number of community volunteers. GGC will also develop the travelling exhibit with the aim to become a visiting exhibit at the Muhammad Ali Center. In the third year, GGC will continue expanding its outreach.

#### 1. Goals and Objectives:

Global Game Changers' Day of Service and Remembrance plan will culminate with 1,440 hours of student service, 1,512 community volunteer hours, 34 community service projects, and 11 cities across the state of Kentucky. In order to accomplish this, GGC has several objectives related to the two main goals of Service and Education.

Goal 1: Students and community members engage in meaningful service projects.

Objective 1: Engage 7,200 students in 14,400 hours of service in 11 event cities. GGC will reach 400 students in 18 schools across 11 cities. GGC will focus on Title 1 Schools to bring awareness about 9/11 to the at-risk populations and on schools with a high population of military families. School staff will support the lesson facilitation and monitor student behavior.

Objective 2: Connect with the community through 12 local volunteers donating 7 hours at each school for a total of 1,512 community support volunteer hours. Recognizing that



volunteerism is essential at the local level, GGC will partner with local service-minded individuals and organizations to chaperone and mentor students throughout the event. GGC will reach out to local Fire Departments and military/veteran service organizations to receive the student-created service projects.

Objective 3: Inspire a service-minded mentality. The long-term goal of the 9/11 Day of Service and Remembrance events is to engage the youngest of citizens in service and inspire them to be real-life superheroes, like the superheroes of 9/11, by showing empathy and choosing positivity over apathy.

Goal 2: Engage students in a multi-sensory, multi-tier learning program focused on 9/11 events and the real-life superheroes they inspired.

Objective 1: Build awareness of the significance of September 11, 2001 and teach students the importance of service. GGC will use their diverse and engaging superhero characters, CAPE KIDS, to share age-appropriate information about the tragedy through a customized stage performance. The performance will highlight the real-life experiences of individuals impacted by the events. After learning about these significant events, students will practice teambuilding, leadership, and communication skills. Ultimately, students will develop unique ways to continue honoring 9/11.

Objective 2: Develop and disseminate lesson plans and curriculum tied to Common Core State Standards. GGC will develop common core-aligned lesson plans for each elementary grade and share them through our online Educator Portal with districts across the state and the nation at no cost.

## 2. Performance Measures:

In order to meet each goal and objective, GGC will use the following measures:

Goal 1: Students and community members engage in meaningful service projects.

Objective 1: Engage 7,200 students in 14,400 hours of service. The education team will track attendance and service hours at each school site. GGC will focus outreach on Title 1 elementary schools in Kentucky and military families, with the goal of having 9 out of 18 host sites be Title 1 schools within the city.

Objective 2: Connect with the community through 12 community volunteers donating hours at each school site. As a part of the outreach for each event, GGC will partner with



the host schools and local organizations to recruit and organize the 12 adult volunteers per site. Volunteer hours will be tracked the same as student hours.

Objective 3: Inspire a service-minded mentality. GGC will develop and administer surveys for school administrators to evaluate the service engagement of their students and staff. By filling out their own Superpower Equation, participants will discover ways to connect to service and become real-life superheroes beyond the Day of Service.

Goal 2: Engage students in a multi-sensory, multi-level learning program focused on 9/11 events and the real-life superheroes they inspired.

Objective 1: Build awareness of the significance of September 11, 2001 and teach students the importance of service. Professionals in stage writing, performance, and education will write the play in accordance with age-appropriate literature on the topic. GGC will develop event-specific surveys measuring student awareness of the 9/11 tragedy and understanding of empathy and service, which will be administered by educators in the classroom following the lesson.

Objective 2: Develop and disseminate lesson plans and curriculum tied to Common Core State Standards. Lesson plans will be disseminated directly to elementary school sites and made available on GGC's website. At the conclusion of the grant, GGC will maintain all lesson plans on the free Online Educator Portal portion of the GGC website. The Online Portal can track educator's interaction using website analytics, and our year-end goal is to have 2,500 total 9/11 Day of Service lessons accessed across the country. GGC will be responsible for the storage and analysis of all data collected. Results of all surveys will be posted on the GGC website.

### 3. Description of Activities:

9 Days/11 Events: Celebrating Real Life Superheroes! will be an exciting program that combines assembly-style engagement, stage production, hands-on activities, community-oriented service projects, and interactive exhibits.

In developing the programming for the 9/11 Day of Service and Remembrance grant, Global Game Changers (GGC) responds to the need for creating educational materials or curriculum for youth. As past grant recipients, the Youth Service Association and 911day.org are leaders in educational toolkits and programming, but their information



and program planning lack content focusing on the elementary learner. Global Game Changers will create empathy- and service-based lessons that match the specific learning requirements of k-5 students, tying them to common core curriculum standards.

GGC also responds to the needs of the state of Kentucky, which has yet to host a CNCS-funded 9/11 Day of Service and Remembrance activity outside of Louisville, despite being home to 289,837 veterans (8.6% of the total adult population), Fort Campbell, Fort Knox, and the Kentucky Air National Guard Air Force Base (2012-2016 American Community Survey). According to the 2012-2016 American Community Survey, the majority of Kentucky veterans live in Jefferson County, Fayette County, and Hardin County. 9/11 Day of Service and Remembrance programming will occur in cities with a high population of veterans, or within 10 miles from those locations, as well as in key cities throughout the state. 9 Days/11 Events: Celebrating Real Life Superheroes! has the capacity to not only affect the service-orientation of thousands of students across the state, but by introducing students and educators to the Superpower Equation, GGC will ignite students' desire to pursue ongoing opportunities to serve.

### **Organizational Capacity**

Global Game Changers Children's Education Initiative Inc. was founded in 2013 in Louisville, Kentucky, with the goal to provide enriching educational programs that empower all children to discover their inner superpower to make the world a better place.

GGC has extensive experience facilitating and leading equally large-scale events of similar structure, outreach and impact. Many programs listed below incorporated elements of the proposed 9/11 Day of Service programming, including school assemblies, pre-event stage performances, and classroom visits.

-2015, 2016, 2018: Discover Your Superpower event. Beginning in 2014, GGC and the Muhammad Ali Center (MAC) collaborated to engage the entire city of Louisville in a service-oriented program. MAC opens its doors for free admission to families so parents and kids experience the exhibits offered at the MAC and participate in service-oriented projects and learning with GGC. Over the years, the number of attendees rose from 300



to 1400. To facilitate this event, GGC coordinates 50+ community volunteers representing 12 nonprofit causes who exemplify each of the 12 GGC Heart Badges.

-2016: 9/11 Day of Service and Remembrance in partnership with The Peace Project. For this program, GGC coordinated a two-part series to encourage and facilitate difficult conversation and break down the trust barrier that exists between minority students from low-income neighborhoods and the police. GGC first facilitated a lesson plan that included conversations between 4,000 students in 8 schools with Louisville Metro Police Department officers. Part two of the project included having officers accompany the students on a field trip to the Muhammad Ali Center (MAC) to view and discuss their special exhibit on race.

-2018: Mayor's Give A Day Week of Service. Louisville mayor Greg Fischer founded the Give A Day program to encourage civic engagement, and Global Game Changers has been the main point of contact for Louisville's youngest citizens. GGC partnered with David Novak's (former CEO of YUM! Brands) Lift a Life Foundation to offer a means for students (elementary, middle, and high) to recognize leaders in their schools and communities. For this project, GGC received a CNCS National Days of Service and Community Engagement Mini-Grant to ultimately coordinate 51 volunteers to complete 625 hours of preparation. These volunteers led 115,000 students across multiple school districts in Louisville to complete 57,000 service hours.

-2019: Mayor's Give a Day Week. For the 2019 Give A Day initiative, GGC was once more responsible for coordinating the civic engagement of students in Louisville. To reach 40,000+ students, GGC created lesson plans and fill-in Thank-You cards for students to become aware of and recognize the 4,000+ volunteers who keep the Kentucky Derby Festival running smoothly year to year. 4,400 hand-written thank-cards were delivered to volunteers in 2019.

-2019: Frayser Elementary School Discover Your Superpower. GGC's outreach and events team worked closely with educators and staff at Frayser Elementary (a Title 1 school) to facilitate service projects and in-class empathy-building skills. All 400 students of the school were engaged in the day-long activity, which forms a foundation of experience for the 9/11 Day of Service and Remembrance program schedule and



facilitation. GGC has successfully facilitated this model in dozens of public schools and YMCA afterschool and summer programs.

GGC has a strong connection to service, which makes the organization a natural fit for CNCS grants, and the office in Louisville currently serves as a host site for AmeriCorps VISTA and State AmeriCorps grants. GGC received their first VISTA grant for 3 AmeriCorps members in 2014, and has since grown to be a lead site, with a total of 24 VISTAS for 2019-2020 serving Global Game Changers and other sub-sites. In 2017, GGC implemented a State AmeriCorps program, and continues to host State AmeriCorps members for direct educational programming.

The GGC office will administer the 9/11 Day of Service and Remembrance grant, writing the lesson plans and program design, coordinating and managing the logistics, contractors, volunteer recruitment, school partnerships, promotion, data collection, outreach and financial compliance. Global Game Changers leadership team consists of Jan Helson, the Board Chair and Co-Founder, and Anne Walker, the Chief Program and Curriculum Officer. Both have strong leadership, event facilitation, organizational, and curriculum development backgrounds through their GGC experience as well as their previous career paths.

Mrs. Helson was the co-owner and co-operator of Golden Food/Golden Brands, a \$200 million global food manufacturing business employing 200+ team members, and upon retirement co-founded GGC. Mrs. Helson has a commitment to serving the most underserved youth in the nation through the development of high-quality social-emotional, service-learning, leadership curriculum at GGC. This commitment, along with other philanthropic engagement, demonstrates her capacity to lead this project to full fidelity, ensuring full financial compliance of all 9/11 Day of Service funding.

Mrs. Walker is a career writer and researcher who, most recently, developed GGC's nationally recognized curricula. In addition, Mrs. Walker has been the lead organizer and manager for GGC's various Discover Your Superpower in-school and out-of-school programs and events. As Chief Program and Curriculum Officer, Mrs. Walker will oversee the curriculum development and alignment specific to this grant, as well as co-manage this 9/11 Day of Service project.



GGC's Outreach Manager will be responsible for contacting schools in the target cities and coordinating the dissemination of the final lesson plans, as well as nurturing the contacts across the state in order to build 9/11 Day of Service and Remembrance Programming for subsequent years. For this project, an Event Program Manager will be contracted for a full year.

Once the Event teams have been filled, Global Game Changers will be responsible for orienting contractors to the philanthropic, service, and educational priorities of GGC and this grant's programming. Contractual positions will report to the Outreach Manager and Events Program Manager as the job requires, all of which will be supervised by the Chief Program and Curriculum Officer and Board Chair.

#### Clarification Summary

We have adjusted the program director's role and salary from a full-time, \$35,000/year individual to a part-time, \$18,500/year individual. We will assume any additional needed program capacity with our in-house staff.

#### Cost Effectiveness and Budget Adequacy

With a wealth of experience in developing and facilitating similar scale events and in managing multiple AmeriCorps grants since 2014, GGC is dedicated to bringing high-quality programming across the state of Kentucky with particular attention to the 2 CFR Part 200 requirements for federal grants.

GGC will rely on existing personnel to support the teams who will facilitate each 9/11 Day of Service and Remembrance event. GGC will claim the 10% de minimus rate for indirect costs for the administrative support of the production and education teams. Insurance costs of \$4,800 will be covered by this rate.

GGC proposes to utilize contractual positions for the direct service and facilitation of the 9/11 Day of Service and Remembrance events throughout the period of the grant. A contracted Events Program Manager will ensure fidelity to the goals of the grant and



longevity of the program, as well as manage recruitment, team members, training, program supplies and displays, scheduling, logistics reservations, and overall support of the program. This position will run for one full year for planning and follow-up requirements.

Event Production is the most significant portion of the budget, with two items playing essential roles in the event and the impact on student participants. Those items are: -\$14,000 Interactive Travelling Exhibit. Multi-use, custom designed, 6' X 20' 3-section exhibit to be used as the backdrop for the assembly and as an interactive student education exhibit during the activity part of the lesson. The exhibit will a visual lesson consisting of 3-sections that represent: pre9/11, 9/11, and post-9/11.

-\$6,000 Stair Climb Simulator: Custom designed 5' X 6' exhibit simulating a 110 floor building stairwell with step counter. This exhibit will be interactive, allowing students to make a personal realization of the perseverance and dedication of the first responders.