

PEPPNATION SPORTS LEADERSHIP
CAMPS

PRESENTS:

SUMMER 2017

PeppNation Sports Leadership Camps Presents

ACTIVATE
Sherman Park

PeppNation Background

- PeppNation Sports Leadership Camps is a unique program promoting character development, physical conditioning, community development and academic achievement.
- Mission of “Developing Youth Through Athletics” is achieved through a value based approach of coaching.
- Mission Statement: To provide the highest quality mentoring environment for youth and young adults, with the goal of creating well-rounded citizens who take their education and play to higher levels.

BRANDON CULPEPPER, FOUNDER



- Native of Milwaukee, boarding the Amani Neighborhood and Dominican High School Alumni.
- Scholarship collegiate athlete in football; NFL prospect 2009-2012. B.A. in Marketing from UM-Duluth and lived throughout the nation playing rugby and serving various roles as a marketing consultant.
- Founded PeppNation in 2010 (ATL & NYC). Has served average of 300 youth per year. Returned to Milwaukee to help serve youth and acknowledge the benefits of being a student athlete; providing structure programming, values and more.
- Summer 2016 under his direction, PeppNation S.L.C served the Amani community, introducing '*Activate Moody Park*'. Serving over 115 youth and young adults.
- Knowing Sherman Park has unique needs, we are leading *Activate Sherman Park*, bringing together partners to offer youth amazing opportunities and experiences this summer.



Activate Sherman Park Target Population & Schedule

- Grades: 3rd – 12th (*Free to all participants*)
- Each day students will be broken into 3 groups depending on grade level:
 - 3rd - 5th
 - 6th - 8th
 - 9th - 12th
- Gender: Coed
- Attendance: 75-100 participants per day
- When: Monday – Friday and Saturday
 - June 19th – August 31st
- Time:
 - Monday – Friday 4 PM – 8 PM
 - Saturdays 8 AM – Noon
 - *Dinner served at 6 PM daily







In partnership with:



- Milwaukee Police Department District 7
- Milwaukee County Sheriff Parks Unit
- The City of Milwaukee Fire and Police Commission
- The City of Milwaukee
- Milwaukee County
- Earn & Learn
- Safe & Sound
- America Scores
- Artist Working in Education
- Groundworks Milwaukee
- Young Enterprising Society (YES-STEM)
- Just One More Ministry
- Sherman Park Community Association
- Youth Empowerment Seminars and many others
- We will 'Activate Sherman Park' together and collectively provide a sense of hope for all who wish to participate.



"Developing Youth Through Athletics"

YOUTH EMPOWERMENT SEMINARS

- A dynamic and fun program that challenges teens to take responsibility for their lives and provide a comprehensive set of practical tools for releasing stress, mastering emotions, and raising self-awareness.
- Two days per week, participants experience experiential curriculum which includes stretching and exercise, targeted breathing techniques, life skills in conflict resolution, and life lessons on human values such as responsibility, respect, friendliness, kindness and cooperation.
- Exposing youth to these YES Seminars we believe will help them exhibit greater confidence and motivation to succeed in school and make healthy choices when faced with life's challenges.

GROUNDWORKS MILWAUKEE

- Establishing community gardens and sustainable urban agriculture on city land.
- The program seeks to connect the dots between all the efforts that make up Milwaukee's local food system and to build partnerships around local food production and food security.
- The program's broader goals include providing leadership, education, policy analysis, and project development support for the City of Milwaukee's community-based food system.
- Groundwork Milwaukee will conduct workshops Tuesday and Thursdays throughout the summer with Activate Sherman Park to help increase access to healthy foods in Sherman Park.
- Fitness and nutrition go hand and hand. We want to establish a connection between healthy eating, lifestyle and athletics.



AMERICA SCORES

- Offers a combination of writing workshops and soccer sessions.
- Works to improve writing skills, public speaking, and physical fitness while building social responsibility.
- Serving ***Activate Sherman Park*** on Monday, Wednesday, and select Saturdays.



YOUNG ENTERPRISING SOCIETY (YES-STEM)

- Science, Technology, Engineering & Math supplemental programming, will be available for all students in Sherman Park.
- YES provides an interdisciplinary and trans-disciplinary approach, that shows young children working examples of people that generate income from these fields.
- Tuesday and Wednesday workshops and clinics will include, but aren't limited to, photography and videography, drones and operations (aviation), data and applied sciences.



ARTISTS WORKING IN EDUCATION



- A.W.E.'S SUMMER TRUCK STUDIO PROGRAM partners with Milwaukee County Parks and Milwaukee Recreation to offer three hours of free arts enrichment activities daily over a six-week period in the park.
- Artists collaborate closely with youth participants to create a number of imaginative take home projects, ranging from sculpture, to painting, to mixed-media collage and beyond.
- Participants also work with each other, often meeting new neighbors and making friends, and practicing essential social and communication skills that can get lost over the summer.
- There is a new theme of study each day and projects often utilize both fiction and nonfiction books. Literacy ties are made throughout the art making, Monday, Wednesday and Friday.

P.N. WORKFORCE DEVELOPMENT GLOBAL WATER TOUR

- PeppNation Workforce Development presents our 2nd annual *Global Water Tour 2017*.
- 3 groups (grades 3–5, 6–8 and 9–12) of 15-30 youths will travel by bus from Moody and Sherman parks to downtown Milwaukee for breakfast in O'Donnell Park.
- Following breakfast, we will proceed to Discovery World for a two-hour tour with the focus being water, science, art and engineering (S.T.E.A.M.)
- Participants will then travel by foot to Walkers Point and to the Global Water Center for lunch a tour and presentations.
- UWM School of Freshwater Sciences will host our participants for a tour and Q&A with faculty and staff. Dinner will be served following our eye opening adventure and we will return to our county parks.



<https://www.youtube.com/watch?v=mkNOV7oXskg>



School of
Freshwater
Sciences
Great Lakes
Research Facility
Greenfield Ave

UWM

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CITY OF MILWAUKEE BIKE TOURS

- In partnership with Milwaukee Police Department (District 7), we will host 3 Bike Tours from Sherman Park to Downtown Milwaukee and Lake Front.
- Participants will be escorted by District 7 Police Department and additional partners (Bubbler Bikes, Bike Federation, Dream Bikes and The Bike Shop @Mary Ryan B.G.C.G.M.).
- Participants will discover the benefits of traveling by bike throughout the city. They will learn proper bike safety tips and build relationships with participating guides/chaperons and officers.



OUTREACH & ENGAGEMENT ACTIVITIES

- **Activate Sherman Park** promotion begins in April.
- Youth participate in one hour canvassing to engage the community and raise awareness of **Activate Sherman Park** each day.
 - 5 participants will canvas with PeppNation's Youth Development Mentors, Safe and Sound, SPCA and Volunteers.



SAMPLE DAILY SCHEDULE

4:00pm - 4:12pm	Introduction	<ul style="list-style-type: none"> Welcome, 4 A's, Mantra, Rules, Break Into Groups, Snack
4:15pm - 6:20pm	Rugby	<ul style="list-style-type: none"> Each group participating in sports related activities will rotate every 50 mins from one to the other.
	Soccer	
6:00pm	AWE	<ul style="list-style-type: none"> AWE activities will commence at 6:00pm, serving one of the three age groups, 30min prior to dinner.
6:30pm - 7:00pm	Dinner	<ul style="list-style-type: none"> All participants and community members are welcome to partake. Camp participants will eat first. Each day 5 students selected to help serve and clean up.
7:00pm - 8:00pm	Rugby	<ul style="list-style-type: none"> Groups will resume training opposite the activity they started in Phase 1 (Ex: Group 1 /Phase 1 Rugby, Group 1 Phase / 2 Soccer). AWE will facilitate STEAM (ART) activities for participants and community members. Following dinner, the remaining groups will receive their art enrichment.
	Soccer	
	AWE	

BUDGET NEEDS & COMPONENTS

- **Budget Components:**

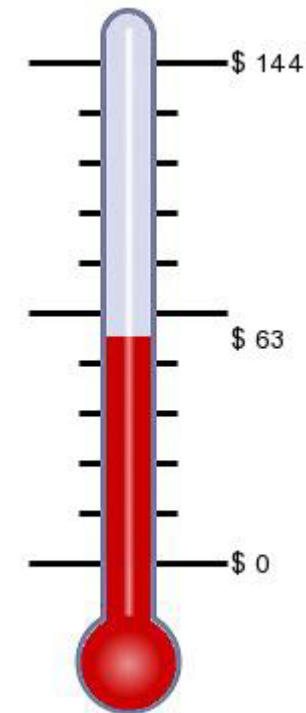
- Staff & coaches
- Field trips
- Food (Snacks and dinner served daily)
- Transportation
- Jerseys
- Supplies/printing/Internet
- 5% indirect

- **Leveraged:**

- Partners cover their own expenses
- Athletic equipment leveraged from PeppNation
- Earn & Learn will provide subsidized wages for summer youth workers.
- Reduced fee for park access
- No facility expenses in budget

- **Variance/Total Ask**

- **\$80,863.75**



LET'S ACTIVATE SHERMAN PARK!



Are you ready to support healthy lifestyles & community engagement for Sherman Park youth & young adults?

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RUGBY • BASKETBALL

SOCCER • LACROSSE

S.T.E.A.M. CLINICS

MEDITATION

URBAN AGRICULTURE

NUTRITION CLINICS

CITY OF MILWAUKEE BIKE TOURS

JUNE 19-AUGUST 31

MON-FRI 4-8PM
SAT 8AM-NOON

Register now: www.peppnation.org 414-698-6843



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