



Hip-Hop Against Gun & Gang Violence Week Campaign & Tour



MISSION

Poverty and Illiteracy are the “Root Causes” of Gun & Gang Violence. To combat the problem we created the Hip-Hop Against Gun & Gang Violence Week Campaign. Through this “*Call to Action*” we can improve public safety for our children, youth and young adults in their school, home and community by showing them how to take a proactive approach and use the positive influence of Hip-Hop and the “Raptivism Movement” to end the violence.

CAMPAIGN OVERVIEW

This year we will celebrate our 4th annual Hip-Hop Against Gun & Gang Violence Week Campaign kicking off a week of *Pre-Memorial Day* weekend activities from *May 15-21* to prepare young participants for the dangers they will encounter during the hot summer months when gun violence spikes. There will be Award & Proclamation Presentations, Training Workshops, Production of Celebrity PSAs & Appearances, Conferences, “Solution Summit” Membership Recruitment, Petition & Fundraising Drives, Prize Give-a-Ways, Entertainment, Sports and Community Events.

The week also launches our groundbreaking *7 E’s 4 Power Tour featuring 105 Power Events over 105 Power Days* ending *Labor Day* September 7, 2015. With the 7 E’s (Education, Employment, Entrepreneurship, Economics, Entertainment, Equality and Empowerment) we will teach young citizens how to use the “7 Power Tools” to develop and coordinate solutions, some of which they may have suggested, to end gun and gang violence in there school, home and community over the 105 Power Days Period.

Our success over the last 3 years has contributed to NYC remaining the “Safest Big City” in the country. We have received Proclamations/Resolutions from *NYS Governor Andrew Cuomo, the NYS Senate, the NYS Assembly, NYC Mayor Bill de Blasio, the NYC Council, Nassau County Executive Edward Mangano and Suffolk County Executive Steven Bellone*. Not only does crime continue to drop in NY, but also in Nassau and Suffolk Counties as well. It is through the strength and courage of our young citizens, in addition to strong relations between the community and law enforcement officials, that we can finally win the war against Gun & Gang Violence.

It is only by using the power of the Hip-Hop Culture along with films, music, television, and sports that we will be able to achieve our mission. On a global level a top UN official said gangs rake in an estimated \$870 billion a year from illegal drug sales, human trafficking, etc. America has lost the “War on Drugs & Poverty.” We are 5% of the world’s population but we consume 2/3 of the world’s illegal drugs making us the world’s biggest drug addict. That is a problem because terrorist groups and gangs need their guns to protect their drug and other illegal activities that compromise public safety. 86 people die from firearms each day in America and 1 out of 3 Americans is under some form of criminal justice supervision. 700,000 inmates return home from prison annually and we incarcerate more than any of the industrialized nations. 8 out of 10 in prison are High School Dropouts and Substance Abusers. 1.2 million Dropout of school annually so you can see there is a correlation between education, incarceration, drugs, gun and gang violence. Through this project we will continue to hit the streets hard using our resources to save the next generation from the clutches of Poverty, Illiteracy, and Gun & Gang Violence. In poor and disadvantaged communities women, children and innocent bystanders are routine “casualties of war.” It is time to join the “*Raptivism Movement*” and become *Part of the Solution and not the Problem* when it comes to making this a safer and better world.

HIP-HOP AGAINST GUN & GANG VIOLENCE

PURPOSE

1. To produce educational literature, PSAs, events, activities and contests that inform our youth and young adult participants about the dangers of gun & gang violence.
2. To reduce gun & gang violence by working with individuals that are gang members, dropouts, at-risk, disconnected, incarcerated, and/or under criminal justice supervision.
3. To use the influence of film, music, television, sports, celebrities, students, parents, teachers, the media, gang members, corporations, community leaders, clergy, elected officials, city, state, government and law enforcement agencies to reinforce our message and fulfill our global mission to reduce gun and gang violence.
4. To use Power 105.1, the Internet, social media, print and electronic media to promote the initiative.
5. To produce a petition designed to generate at least 1,000,105 signatures.
6. To create a “Community Code of Conduct (CCC).”
7. To sign up participants who want to become a Community Ambassador for Peace (CAP).
8. To work with the Judicial System and the Departments of Corrections, Parole and Probation to help prepare individuals for re-entry into society.
9. To use the *7 E's 4 Power Tour* to prepare our participants for the war on gun & gang violence.
10. To create a “task force” that will make recommendations to address (a) the national sale and possession of illegal guns and ammunition; (b) mental illness amongst our youth and young adult population within our juvenile and prison systems; (c) the expansion of gun buy-back programs; and (d) the improvement of relations between the community and law enforcement agencies.

GOALS

1. To reduce Gun Murders and Shootings: a) over the 96-hour Memorial Day Weekend and Labor Day Weekend Period; b) between Memorial Day Weekend and Labor Day; c) over the 48 hour 4th of July period (the day before and the day of the 4th).
2. To build bridges with Gang Leaders that will lead to: the reduction of gun and gang violence; deterring the recruitment of minors to join the gang; providing resources to gang members looking to start a new life.
3. To establish Hip-Hop Against Gun & Gang Violence Projects in Public Housing Developments.
4. To train 25-50 participants to become “Community Ambassadors 4 Peace.”
5. To change the mental thought process of our participants who are desensitized to violence thanks to TV, films, videogames, the Internet and music with negative lyrics.
6. To teach our participants the reason why Hip-Hop was created and their social responsibility to the culture.
7. To take guns off the street through new innovative gun buy-back projects.
8. To improve relations between law enforcement agencies and the community.
9. To obtain 1,000,105 signatures over 105 days for our Hip-Hop Against Gun & Gang Violence Project.
10. To find Corporate, Celebrity and Political Partners for our School & Community Center Adoption Project.
11. To create partnerships with the United Nations and their 194 member countries to reduce gun and gang violence.
12. To create funding opportunities that will allow us to operate and expand our program.
13. To launch the “End Black on Black Crime Project” to help put an end to Gun & Gang Violence.
14. To propose to our elected officials the establishment of “Juneteenth” as a NYS Holiday.
15. To secure Proclamations from elected officials to support Hip-Hop Against Gun & Gang Violence Week.



“We’re On Our Grind To End Gun & Gang Crime”

