



HIP-HOP AGAINST GUN & GANG VIOLENCE PROJECT



The *Hip-Hop Against Gun & Gang Violence project* (HAGGV) is a *Hip-Hop Summit Youth Council* initiative created in 2011 to train and prepare students youth and Millennials to be proactive to end gun and gang violence in their school, home and community, with a focus on *Prevention, Education and Awareness (PEA)*. Our innovative multi-faceted cost efficient “Public Health Approach” uses **9 prongs** to get the job done which include: *Community Ambassadors for Peace (CAP)*; *Rap 2 Bridge the Gap*; *Time 2 Shine*; *Solution Summits*; *7 E’s 4 Power initiative*; *12 Doors of Life & Death*; *Student & Parent Information Network (SPIN)*; *Power Partners 4 Peace*; and our *Hip-Hop Essay Challenge*. In addition, there are *Films*; *Gun Buy-Back Events*; *Trips*; *Celebrity PSAs*; *Prize Give-A-Ways*; *Scholarships*, *Petition Drives*, *Sports and Entertainment events*. Finally, our “*Call 2 Action*” App will be used to support each initiative, work with social and mainstream media and communicate with our participants so they can continue to be proactive towards ending gun and gang violence.

The project works with celebrities, students, local residents, elected officials, community and business leaders, law enforcement agencies, clergy, gang leaders, and formerly incarcerated citizens and offer our services to those who are: incarcerated; under criminal justice supervision; gang leaders & drug dealers; substance abusers; mentally ill; at-risk and disconnected citizens. We urge participants to step up to the plate and become “*Part of the Solution and not the Problem.*”

88 citizens die daily in the U.S. from firearms (8 are children and teens under 20). The HAGGV project believes the key to reduce gun and gang violence is to earn the trust and respect of those most responsible. There are 33,000 gangs nationwide representing 1.4 million members who commit 48% the country’s most violent crimes. America is facing a Heroin Crisis like never before and needs a fresh new approach to the stale old failing “War on Drugs”. Gangs need guns to protect their turf and enormous drug profits and this further contributes to Gun & Gang Violence. As the Heroin & Opioid crisis grows, so does the number of citizens who die from guns, as well as drug overdoses, which reached a staggering 70, 237 deaths in 2018.

HIP-HOP AGAINST GUN & GANG VIOLENCE WEEK CAMPAIGN

The annual *Hip-Hop Against Gun & Gang Violence Week campaign* kicks off the **105 Days of Summer** initiative, with 105 events over 105-days with *Power 105.1 Radio* and “*The Shark*” *Daymond John* co-star of the 4 time Emmy Award Winning TV Show, *Shark Tank*. Activities start a week prior to *Memorial Day* weekend and end *Labor Day weekend*. The holidays represent the unofficial start and end of summer, and a period when gun violence spikes in poor communities and citizens fear live in fear.

We must take illegal guns off the streets, while also addressing a rising gang problem. It is counter-productive to target one problem and not the other. For 9 years we have addressed both issues with much success. The numbers don’t lie, in 2010 there were 534 murders in NYC, and in 2011 when we launched the HAGGV Project with SNUG (Guns Spelled Backwards), murders went down to 515, a 3.56 percent reduction. In 2012 we launched the *Hip-Hop Against Gun & Gang Violence Week Campaign* to further support the HAGGV Project and the murders went down to 414, almost a 20 percent reduction compared to 2011. To take this a step further there were 289 murders in 2018 and when you compare the data to 2010 you have an amazing 45.88 percent reduction (almost 50 percent) since we launched in 2011. With these facts we know the program works because the murder rate in NYC has almost been cut in half since we launched the project.

The success of the project has been recognized with Proclamations and Resolutions from a host of elected officials including: *Governor Cuomo*, *NYS Senate and Assembly*, *Mayors Bloomberg and de Blasio*, *NYC Council*, *Nassau and Suffolk County Executives Edward Mangano and Steven Bellone*. In 2015 & 2016 the project received an official “Presidential Message” from *Barack Obama*, and President Trump in 2018 & 2019 to further recognize the project’s commitment to improve public safety.

We will continue to work with the High Crime Districts in NYC through a partnerships with the \$22.5 million *Cure Violence Program*, spearheaded by the *Mayor’s Office of Gun Violence Prevention*, also with *NYPD and their PSA Units*, the *City-wide Council of Presidents (C-COP)* the organization that represents Resident President’s and over 600,000 citizens, *Power 105.1* and “*The Shark*” *Daymond John*. As we approach our 10th anniversary in 2020, we will continue to improve public safety with new ideas, while expanding our services throughout the U.S. and abroad. Join the movement and “*BE THE DIFFERENCE.*”