



“Read 2 Succeed Through Hip-Hop Project—2020



INTRODUCTION

After a decade of research we have concluded that *Academic Literacy, Financial Literacy and Character Education* is the antidote to *Ignorance & Poverty*, which are the “*Root Causes*” we attribute to academic failure, social promotion, substance abuse, Gun & Gang Violence and the destruction of our communities. Let’s do the math:

- 90% of Welfare recipients are H.S. dropouts; 8 out of 10 in prison are H.S. dropouts and Substance Abusers.
- 2/3 of students that can’t read proficiently by the 4th grade will most likely wind up on Welfare or in prison.
- In NY it costs \$268,392 to graduate a student grades 1-12 and \$352,663 annually to house a Juvenile offender.
- 50 million American adults are illiterate and every 26 seconds a child drops out of High School.
- The average dropout can expect to earn an annual income of \$20,241. That's a full \$10,386 less than the typical high school graduate, and \$36,424 less than someone with a bachelor's degree.

What is the purpose of the Project?

1. To stimulate our participant’s desire to read, understand Financial Literacy and achieve academic success.
2. To prepare our participants for graduation, higher education and employment by improving their Academic Literacy, Financial Literacy and Character Education skills.
3. To improve the reading, reading comprehension, writing, spelling, punctuation, vocabulary skills and graduation rates of our participants.
4. To improve the character of our participants by educating them on the dangers of conflict, bullying, gun and gang violence.
5. To use the success and life lessons of Artists to address poverty, unemployment and character development, as well as reduce the dropout rates of our participants.
6. To use celebrities, elected officials, business and community leaders to: motivate student participation; reinforce our message; and offer prizes and incentives for those who meet selected program requirements.

Description of the 6 prongs that will be used to support our Tri-Level initiative:

PRONG 1—50 Hot Hip-Hop Books

PRONG 2—Literacy Improvement Curriculum

PRONG 3—Support from Artists, Power 105.1, the Source Magazine, and “The Shark” Daymond John

PRONG 4—Films, Music Videos and CDs

PRONG 5—Contest

PRONG 6—Book Club Membership

How will the website be used to support the project?

The website can be used to conduct the weekly Essay, quiz and other activities. Students who cannot attend the afterschool program will be able to participate online. Motivational messages from celebrities will help students on their road to graduation.

What incentives will be offered to participants?

There will be prizes awarded for the Essay Contest and Quiz by random drawing. Prizes include: Cash, scholarships, grants, tickets to concerts & sports events, internships and training programs, apparel (sneakers, hats, etc.), iPods, televisions, cell phones, videogames, entertainment centers, computers, meet & greet opportunities with celebrities, film, and TV appearances, demo recording contracts, cars, employment and economic opportunities, and much more! Certificates will be issued to those that successfully complete the program.

“Using Hip-Hop to Improve Reading & Academic Success”— Hip-Hop Summit Youth Council