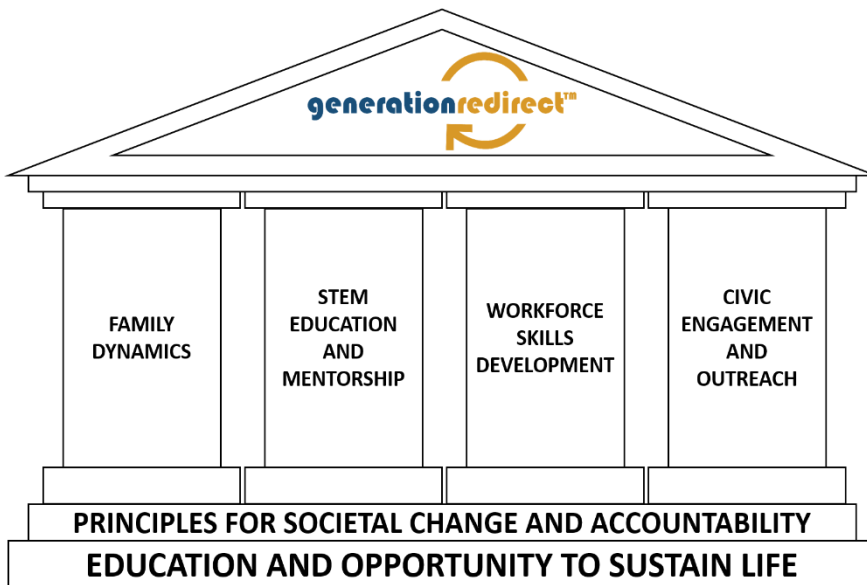




Revitalize the fabric of the family and community with knowledge to produce opportunities to sustain life and impact society.

The Vision and Mission of GENERATION REDIRECT™

GENERATION REDIRECT™ is geared at changing the trends that have negatively impacted minorities in our communities and put them on a path that instills pride in oneself, reiterates the importance and value of diversity, encourages the pursuit of education, and facilitates the advancement of one's thinking to rise above the situations that are intended to attack our character and destroy our moral fiber. It will facilitate the collective efforts and will define comprehensive strategy executed by a consortium of Greek letter organizations, community outreach organizations, area churches, and community and political leadership under a common vision and mission.



GENERATION REDIRECT™ pivots around 4 core principles, which are: **Family Dynamics, Science Technology Engineering Mathematics (STEM) Education, Workforce Skills Development, and Civic Engagement & Outreach**; with each principle positioned to derive executable activities that are geared towards driving positive change within ourselves, our communities, and society in general.

The vision of **GENERATION REDIRECT™** is to ***“Revitalize the fabric of the family and community with knowledge to produce opportunities to sustain life and impact society.”*** It simply, yet elegantly articulates the goal of this initiative and will galvanize our efforts to execute this vision with vigor

and a strong sense of purpose.

The mission of **GENERATION REDIRECT™** is ***“To make an indelible mark in minority communities through educating, transforming, and empowering young men and other community members through the institution of systems intended to re-establish and redirect their focus and outlook in society, to encourage the thirst for knowledge and divine understanding, to realize and embrace the value of diversity and respect for mankind, and to produce the next generation of community leaders to carry us into future generations.”***

GENERATION REDIRECT™ defines the execution rhythm to impart the organizations that choose to participate and lays out key principles to adhere to in order to ensure consistency in the activities delivered and the impact merited.



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GENERATION REDIRECT™ and President Obama’s “My Brother’s Keeper” Initiative



The concept of **GENERATION REDIRECT™** is nested in the directive provided by President Obama’s “My Brother’s Keeper” initiative, an effort put forth by our President to empower young men and boys of color to realize their potential and address the disproportionate challenges and obstacles they face in the path to achieving success. The President has committed to building a coalition of backers to help break down barriers, clear pathways to opportunity, and reverse troubling trends which show to many of our boys and young men of color slipping through the cracks in our society. **GENERATION REDIRECT™** wasn’t conceived based on “My Brother’s Keeper”, but is the result of months of planning and discussion prior to our president making his initiative known; however, it represents a vehicle to galvanize like-minded organizations in a predictable cadence of activities that support the President’s initiative. It can be positioned as the execution vehicle on the core principles of My Brother’s Keeper and represent a repeatable model that can scale to other communities at a local, regional, and national level.

How can one get involved with **GENERATION REDIRECT™**?

Getting involved with **GENERATION REDIRECT™** is easy. If you represent a community outreach organization who has a passion to drive positive societal change and address the “systems” that continue to attack our moral character and our ability to become positive contributors to the personal, professional, and social advancement of our communities, then you have a home with **GENERATION REDIRECT™**.

GENERATION REDIRECT™ is constantly seeking like-minded community service-based organizations, corporate entities, and civic/political outreach groups to join its consortium and be a part of a positive vehicle of change within the communities we serve. No one person or organization is above another in our minds, and **GENERATION REDIRECT™** seeks to leverage the strengths of the collective whole to execute on its vision and mission.

For more information about **GENERATION REDIRECT™** or to find out how you and/or your organization can participate, please e-mail us at info@generationredirect.org