



I AM READY Key Program Components

Defining The I Am Ready Program's Purpose

I Am Ready Description: The *I Am Ready* Pilot Program is a transformative initiative that seeks to create a powerful model by harnessing the influence of popular culture to uplift young people and instill the values of service, empowerment, and creativity. This initiative recognizes the significance of modern culture, including various art forms, media channels, and entertainment, as a means to engage and inspire youth to become proactive agents of positive change.

Critical Program Components	Description	Importance	Program Strategies
Pop Culture, Arts, Entertainment, & Brand Development	Modern culture manifested through, and distinguished by, cultural practices and mass and social media channels specifically targeting young people to include but not limited to fashion, music, art, literature, dance, film, theater, sports & recreation, entertainment, photography, television and radio.	Differentiator and unique selling proposition that attracts and connects youth that desire experience in the field of arts and entertainment with the expertise, resources, and experiences of the Hollywood Cares Foundation's mission and social network.	Project-based activities that utilize pop culture to shift the perceptions of target populations and drive community engagement strategies aligned with youth empowerment and organizing activities.
Youth Empowerment & Leadership Development	The process where youth and young adults transform their consciousness, belief systems, values, and attitudes and are encouraged to take charge of their lives by addressing social conditions to improve community outcomes and overall quality of life.	A desired program outcome or result of engaging with civic engagement and community organizing programs.	Mobilize community resources and assets to address specific local social justice issues.
Social Justice & Equity	Fighting for sustainable equal access to resources and socioeconomic opportunities for historically marginalized communities and oppressed groups by addressing the long-term effects of inequality, institutional discrimination, and systemic racism.	A strategic focus, topic or subject based on inequality, discrimination, and racism that represent long-standing social challenges and are particularly difficult to solve but are critical to address to improve social conditions and quality of life.	Facilitate seminars and workshops on contemporary social justice issues by community leaders and social activities.
Civic Engagement & Community Organizing	Service learning, volunteering, political and non-political organizing actions among individuals who share common goals to specifically address issues of public concern and to bring about positive change in a community.	An evidence-based strategy, means or activity to bring about social change by enlisting individuals or groups to actively address issues of public concern.	Developing community organizers through 1. Education and training, 2. Campaign building and 3.



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Youth Mentoring	Matching a certified responsible, caring adult and peer volunteer mentor to create a safe, consistent, prosocial relationship between an adult or older peer and one or more youth to support positive youth development (life skills and leadership training) and academic success.	An evidence-based youth development strategy, program, or activity to drive youth development and life-skills outcomes.	Effective mobilization strategies. Community-based group mentoring utilizing peer and adult mentors.
Life Skills	Life skills are the abilities and competencies needed to enable youth to be resilient and overcome barriers by effectively dealing with the demands and challenges of life.	A desired program outcome or result of engaging with youth mentoring and youth development programs.	Using an evidence-based, community service, project-based, role-playing life-skills curriculum.