

A photograph of the Joe & Vi Jacobs Center building. The building is a two-story structure with a light beige facade and a prominent red section on the right side. The name "Joe & Vi Jacobs CENTER" is displayed in blue and purple lettering on the upper left portion of the building. The architecture features arched windows and a large arched glass entrance on the right. A modern, dark metal pergola structure is in the foreground, partially obscuring the lower part of the building. The sky is clear and blue, and there are some green leaves and small red berries visible on the left side of the frame.

Joe & Vi
Jacobs
CENTER

2021 Be About It Youth Education Program

Lift Lives | Strengthen Community

An Afternoon of Song, Dance, Poetry, Rap and Comedy to Celebrate Our Community

INVESTMENTS TODAY | MATCHED \$1:\$1

ABOUT

Founded in 1995, the Jacobs Center for Neighborhood Innovation is focused on building communities and lifting lives. As a creative catalyst and incubator, the Jacobs Center works with the community to revitalize Southeastern San Diego's Diamond Neighborhoods. This means transforming nearly 60 acres into sustainable developments that provide residents with greater access to resources and amenities that improve their quality of life. Additionally, the Jacobs Center works with community organizations and partners to increase residents' economic opportunities, leadership skills and educational success.



PROGRAM SUPPORT: BE ABOUT IT

The COVID-19 pandemic year inspired and reinforced the importance of community-centric collaboratives. The Jacobs Center saw the first-hand need to connect the community to resources at this time, and the design and implementation of the **Be About It** program was needed now more than ever.



The official kickoff was celebrated and well-received last year (November 2020) through a virtual event filmed on the Jacobs Center campus in Southeastern San Diego. Seven youth-focused nonprofit organizations were connected with nationally and locally recognized artists to highlight the nonprofits' work in the community through a community-supported free virtual "concert with a cause." The event raised awareness about the organizations serving the community and local performers more deeply connected with community.

Jacobs Center continues to **empower in partnership** as the devastating pandemic effects endure, so leveraging our infrastructure and expertise with other Southeastern San Diego nonprofits with a shared mission is vital. Our distance learning initiative, powered in partnership, with the Jackie Robinson YMCA to provide an after-school enrichment program at the Joe & Vi Jacobs Center is a prime example. Building upon this momentum, it is time to bring **Be About It** back to youth for their expression through art, while being connected to organizations that can help their current and future development. Participating youth will learn various forms of performance art through a 4-week program culminating in a socially distanced performance in which students share their art with each other, and COVID permitting, their families.

Representatives of education and community-focused nonprofits will have the opportunity to speak to the students about how they can get involved with those organizations, like Elementary Institute of Science, Diamond Educational Excellence Partnership, Outdoor Outreach, and Open Heart Leaders. They will have the chance to highlight their work for students and parents. Instead of asking families to find resources to help them, this **Be About It** program for youth will bring resources to them.

The performance slated for Summer 2021 will be professionally recorded, and each child is given a digital copy of the performance for themselves and their families to enjoy.

INVEST TODAY

Every generous investment towards **Be About It** youth education program committed by April 2021 is matched dollar-for-dollar by the California Arts Council's awarded grant to the Jacobs Center which gives invaluable exposure to those organizations that provide services directly to the community, while also giving viewers the opportunity to experience live music and performance art, during this challenging time of isolation and distancing. **Double the dollar and double the impact!**

THANK YOU

Thank you for your review and consideration and please feel free to share this investment opportunity with other individual and corporate community leaders interested in the advancement of the Southeastern San Diego communities.

Jacobs Center for Neighborhood Innovation-



Inquiries or requests for additional information may be made with:
Selina Castillo Hudgins | Director of Development Operations
SCHudgins@JacobsCenter.org | 619.957.8780