



Powerful Futures Initiative 2024-25 Programming

This Powerful Futures Initiative (PFI) 2024-25 Programming supports the Generation D (GEN D) Project. Generation D are Middle and High School Students who are being developed into difference makers who will one day stand in the gap for others.

These young people and their PFI Portfolios are being developed for Sponsorships and Scholarships in 4 key areas with the support of GEN D Corporate Sponsors:

Sports
Technology
Entertainment
Media

The following is the GEN D WHY in all 4 of these areas:

We are here so that wherever young people go in this community they will hear, see and receive this message: No matter where we've come from, or what has happened to us in life, we are here to be and become a generation of difference makers who will stand in the gap for others.

Generational Wealth Creation is at the heart of this project, so these young people must be able to understand and manage their finances. We hear too many stories of how young athletes and entertainers in particular reach the end of their careers deeply in debt. How can they successfully handle financial issues if neither they nor their families have received training and developed skills in Financial Literacy? We believe that training in Financial Literacy is essential to developing Gen D.

PFI Programs

Path to Success Programming

The Path to Success is a 6th-12th grade curriculum that outlines steps and activities needed for students to successfully matriculate as athletes or scholars into higher education. It has three required elements for all PFI participants:

Academic Preparation/tutoring

All participants must maintain a minimum 3.0 GPA. Those who do not meet this requirement must attend mandatory tutoring until they achieve the required 3.0 GPA.

Financial Literacy Training (partner-provided service)

Exposure and enrichment programming

Media program

Skills development in photography, videography, podcasting, communications skills, public speaking, announcing and reporting, interviewing, and other broadcasting-related areas.

Technology

Skills development in backend system and app development using Git/Github, Asana, Heroku, PHP/Laravel, React, SQL, Visual StudioCode.

Development of eSports teams. Designed to deliver team skills and a competitive environment for non-physical sports students. Costs would include league entry, competition fees, uniforms, and miscellaneous supporting software/services.

Internships and scholarships for technology students who are supporting PFI participants and the PFI platform and seeking Name Image and Likeness (NIL) consideration.

Mentorship Program

Connects participants with committed adults to help them develop trust relationships and support their growth. Includes enrichment activities, community service, academic support, and behavioral intervention.

Personal Branding and NIL Preparation

Skills development in social media development and marketing. How to curate your personal brand? Participants developing skills in this area will help with the Accelerated Path to Success initiative for NIL-bound seniors.

Participants involved in content creation will learn to create innovative ideas and trends to share on PFI Media's social media to create more exposure, engagement, and following. With advancement and development, students can earn internships, compensation, or scholarships in an NIL type of atmosphere for influencers.

**The Powerful Futures Initiative (PFI) retains the rights, in whole and in part, to all content (audio, video, images, music, etc.) featuring PFI Artists, Entertainers, Musicians, Sports Figures and Youth.*

Accelerated Path to Success

This program will support 10 DISD seniors and 2 juniors who are likely to receive NIL offers within the next nine to eighteen months. These participants will receive accelerated training in Financial Literacy, Sports Contracting, and some in Technology Development, Personal Branding and Social Media Management in order to make them NIL-ready by May 2025. Training will include one-on-one support from legal, financial, and media professionals as well as PFI personnel and participants.

Sports Programming

PFI holds two 6-day invitational basketball camps annually, one in the fall semester and one in spring semester. Athletes recommended by coaches and PE instructors receive intensive training in skills and character-building. Spring camp also includes league play in the afternoon. PFI also partners with a Dickinson-based martial arts provider to help participants improve body awareness, movement control, and self-defense skills. Projected Spring Camp Dates are Saturday March 29th- Saturday May 3rd.

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