

**TRIPLE** 1c3  
**IDEAL**  
**MENTORING**

# FIGHT POVERTY WITH PASSION

2015 Media Kit





# FIGHT POVERTY WITH PASSION

Triple Threat uses people's passions *to fight the cycle of poverty.*

Since 2007, our passion-based programs and events have connected **more than 24,000 at-risk youth** with adults who love the same things they do. We help

*Share Your Passion and Create Your Legacy*



## Our Footprint

## Our Fight

Many of the youth 3T works with lack resources to succeed because they're born into generational poverty.



Students from low-income neighborhoods are **6 times more likely** to drop out of high school.



Youth from under-resourced neighborhoods are **28%** more likely to be obese.



**75%** of youth in low-income communities have been exposed to violence.



will impact more than **10,000 YOUTH** in the CHICAGO, LA and NEW YORK areas

## Our Process

We do things a little differently at 3T. We encourage everyday people to **fight the cycle of poverty** by sharing their passions with at-risk youth.

Everyone has something they're passionate about.  
At 3T, we believe your passions are gifts.  
*They're not your's to keep; they're your's to share.*



You have a **passion**.

2



Triple Threat helps you share your passion & build **relationships**.

3



You made an **impact** and are fighting poverty!  
*Welcome to awesome!*

Across our locations, we run hundreds of programs a year for boys and girls in 3 areas:  
**ATHLETICS, ARTS AND ACADEMICS**



**Athletics**

Our Athletics programs create leaders on and off the court by mixing high-octane training with intentional character-building.



**Arts**

Our Arts programs unleash students' creative ability to express themselves in all areas of life.



**Academics**

Our Academics programs foster a love of learning and give students the confidence to overcome life's obstacles.

## Our Impact

**100%** of 3T students surveyed said they would recommend Triple Threat programs to their friends

"You guys at Triple Threat are the best family/friends that I have ever had. I will always have love and respect for you guys. You've had a phenomenal impact on my life, inspiring me to want to pursue a career".

– **Jon Sanner, Former Triple Threat Student**



✓ **Jon Sanner**

"Triple Threat Mentoring offers a dynamic & playful team-building experience that will assist a team's ability to learn how to maximize their collective energy/talent to confidently take on challenges."

– **Kevin Carroll: Speaker, author and consultant for groups such as Nike, ESPN, NHL and Starbucks**



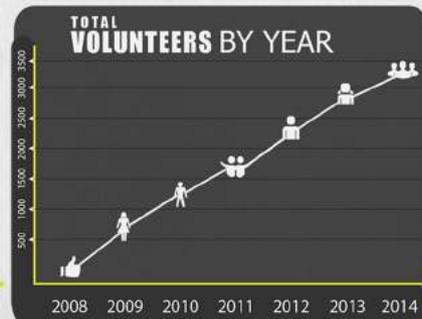
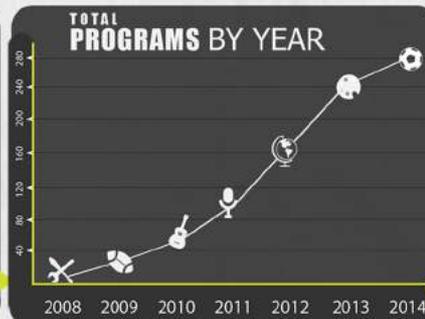
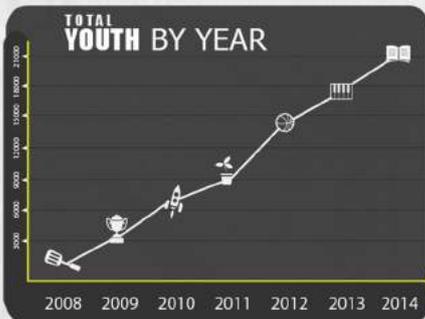
✓ **Kevin Carroll**

"Triple Threat is organizing more than traditional sports camps. We were using football as a vehicle to teach life lessons to kids. I came away very impressed. Everyone had fun, but it was also a chance for them to learn about what was really important - like academics and the value of hard work."

– **Greg Jennings, NFL Pro Bowl wide receiver & Super Bowl Champion**



✓ **Greg Jennings**



## Our Growth

Since our inception in 2007, we've experienced outstanding yearly growth!

# Our History

After launching in late 2007, we held an awesome first event -- more than 100 people came out for a *community bike ride*.

Triple Threat staff and students talk on *Radio Disney* about the impact Triple Threat has had on their lives.

Nike continues its support of Triple Threat by inviting youth to a handful of premiere events, including a summer *Title IX celebration* with Olympic Gold Medalist Shawn Johnson.

Triple Threat partnered with Nike for *Learn Your Game*, a 3-day event focusing on youth development - Nike's week of activities ramping up for the World Basketball Festival.

2008



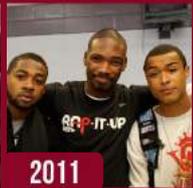
2009



2010



2011



2012



2013



2014



2015



Wrigley Heiress and Triple Threat Founding Partner Helen A Rich and family throw a one-of-a-kind *art clinic* for at-risk youth.

Triple Threat brings in national partners such as *BET* for a three-day event which included a star-studded panel discussion, concert, leadership summit, and basketball camp.

As part of Triple Threat Mentoring's "*My Story*" program, five youth took a remarkable journey of self-discovery. This unique program ended in a big way — with an exciting trip to Florida to visit Helen A Rich.

Triple Threat launched its second location in Santa Ana, California. Within a few months, the SA crew had already impacted hundreds of at-risk youth through passion-based programming and events.

## How we've scaled



has sustained and strengthened its year-to-year growth by:



providing leadership development through staff trainings with certified Leadership Coaching Specialists who normally coach C-level execs at Fortune 500 companies.



investing heavily in volunteers and program leaders by providing hundreds of hours of training each year.



implementing the BroHouse Residency program, which provides cost-effective staffing and offers young employees an opportunity to live and work intentionally in under-resourced communities



partnering with organizations such as Americorps and Coach Across America for capacity-building roles.



working with local universities to offer year-round internships to upperclassmen across many disciplines.



A monthly online audience of more than

**6,000 PEOPLE**



MORE THAN local and national  
**100 PARTNERS**

Featured in regional and national  
**MEDIA** More Than  
**50 Times**



with a potential estimated total reach of more than  
**100 MILLION** viewers, readers and listeners

## GSI Model

Any company can give back. That's why we've developed the GSI model to help businesses maximize the impact they can have in their own community.



GIVE

We're audited every year by an outside firm, and **90 cents** of every dollar goes back **directly into programming** for under-resourced youth. Give a few dollars. Or give a lot. Either way, watch your contribution change a kid's life. BOOM. You're awesome!



SHARE

There's a **product or a service** that makes you awesome – share it with at-risk youth! There's so many ways you or your company can get involved and in-kind donations are a driving force in 3T's capacity to impact more youth. Just do it, yo!



INVOLVE

There's nothing greater than seeing your passion change a kid's life. Take what your company is great at, and **share that passion** with at-risk youth. You're going to do it anyway – don't be greedy with your talents and skills!



TELL

 /triplethreatmentoring

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## Our Legacy

### LA

 - Launched in 2015

 - Fully staffed

 - BroHouse residency program

 - AmeriCorps Up2Us capacity-building programs in place

### Chicago

 - Launched in 2007

 - Fully staffed

 - BroHouse residency program

 - AmeriCorps Up2Us capacity-building programs in place

### NYC

 - Project-based work

 - Will receive state nonprofit status in 2015

 - Establishing BroHouse residency program and AmeriCorps/Up2Us capacity-building programs

 - Expected to be fully staffed by 2016



## Our goal is to fight poverty.

*We've been told that it's impossible.* But most great accomplishments come from laughing impossible in the face, digging in with like-minded partners, and making it happen.

In 3 years, our hope is to impact **30,000 at-risk youth** each year between our 3 locations. *One relationship at a time*, we're going to fight poverty.

"Triple Threat means hope to me. Hope for children and families it serves, and therefore, hope for the future. I would like my legacy with Triple Threat to be one of love and service. Working with 3T is one of the most fulfilling and gratifying things I have ever done (I want to) grow this into a global franchise of helping families, enabling, and empowering children."

### Helen A. Rich

Wrigley Heiress, CEO  
of Medallion Media Group,  
& founding partner of  
Triple Threat Mentoring

