



# *Community Event* **Blackout Bullying**

***Make A Difference,  
Be Celebrated.***



**Blackout Bullying was founded in Phenix City Alabama by Kendrick Smith in 2021.  
This event happens every year during the first week of October.**



## FOUNDER Statement



*Kendrick Smith was born in Selma, Alabama. He is a husband, father, son, brother, uncle, friend and community advocate. He has served as a voice for the voiceless ever since he was young. He used to stand up for others who didn't have the courage or support to stand up for themselves. In October of 2021 Kendrick hosted his first event geared toward anti bullying. Bullying is occurring more and more in schools and he wanted to create an event for children and families to come together to learn about the lasting impacts and gain skills on how to speak up.*

### **Kendrick Smith**

*Founder of Event and MadCake LLC*



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## About Event

***Yearly anti-bullying event for children and families. Free event with a mechanical bull, hay ride, bounce house, food, music, arts & crafts, and games.***

*Every year Mad Cake LLC hosts an anti-bullying awareness event called Blackout Bullying. Every October Kendrick Smith and his family gathers children, families, businesses, organizations, and community leaders for a meaningful event. The event is free to the public, offering free food, beverages, games, keynote speakers, bounce houses and a mechanic bull. In 2024 a partnership with Focus Is Our Children Inc. started.*

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# Vision & Mission

Blackout Bullying is all about coming together to raise awareness about the impacts of bullying. Each year we aim to bring more children and families together to discuss the importance of being authentic and making a difference.

## ■ Vision

*Liberate and empower our youth and adults to be an upstander and not a bystander and to recognize when something is wrong and do something to make it right.*

## ■ Mission

*Educate participants on the lasting effects of bullying, promote kindness, and provide the tools to create positive change in our community.*





## Event Photos Year 1





GET READY FOR  
**BLACKOUT BULLYING**  
2PM 10.30.2021  
GAMES FOOD FUN  
Catch it at Southside Park  
2625 SANDFORT RD  
BULLYING STOPS HERE  
ages 5-18







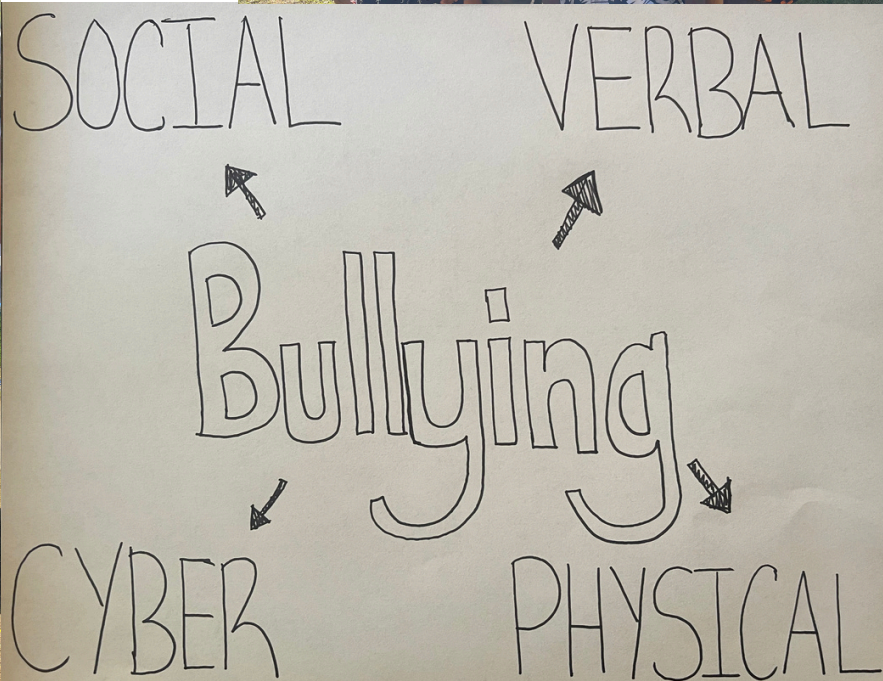
## Event Photos Year 2

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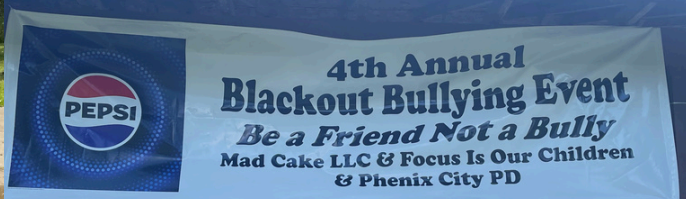
## Event Photos Year 3





## Event Photos

# Year 4

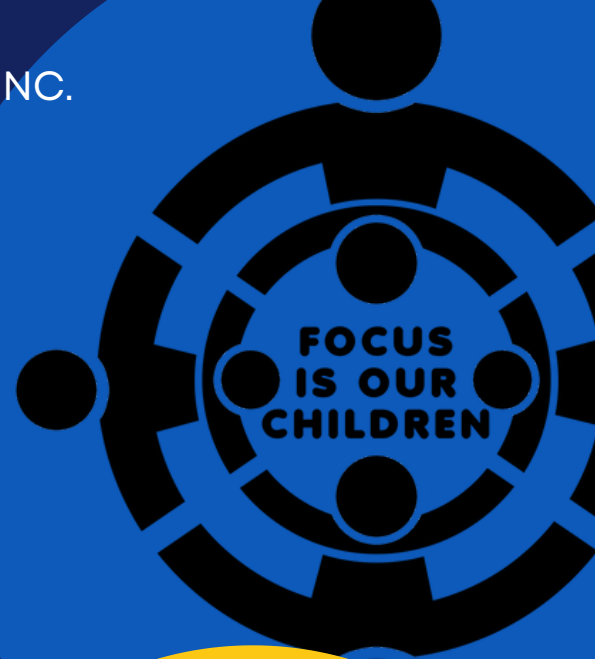




MADCAKE LLC & FOCUS IS OUR CHILDREN INC.

# 5TH ANNUAL **BLACKOUT BULLYING**

Join us for our 5<sup>th</sup> annual anti bullying event. Enjoy a day of food, music, games, a hay ride, guest speakers and THE mechanical bull.



**October 4, 2025**



**2pm-6pm**



**Southside Park  
2625 Sandfort Road, Phenix City, AL**

**FREE EVENT!**



706-577-9310 or 413-333-6550



[focusisourchildren.com](https://focusisourchildren.com)





# Our Collaboration

In 2024 we started collaborating with Focus Is Our Children Inc. Our visions align in wanting to enhance the quality of life and self esteem for the children in our community.



## FIOC Background

*Established in the United States beautiful Berkshires, Pittsfield M.A., Focus Is Our Children supports the education, creative development, and performance of children. FIOC invests genuinely in children with a FOCUS on those who have been systematically excluded from such opportunities, we help bridge the gap between education and community, by creating opportunities for children to learn, and connect with their peers in fun and creative ways, with the goal of inspiring confidence and community among children. FIOC website can be viewed at <https://focusisourchildren.org/>.*



## FIOC Mission

*FOCUS IS OUR CHILDREN (FIOC) Mission – FOCUSING ON EDIFYING THE LEADER WITHIN Enhancing the lives of children. To provide youth outreach programs offering dance, sports & literacy, health education, mentoring, and cultural enrichment to children of the Pittsfield MA community who come from families with economic hardship.*



## Why FIOC

*FIOC is an organization to support and uplift children. Mad Cake LLC is all about making a difference and being celebrated. Blackout Bullying is all about providing support, education, and love to children and families to fight against bullying. This partnership will continue to engage and enhance the lives of our youth.*

# Our Sponsors & Partners

*Our event wouldn't be possible without our sponsors and partners. Some of our partners have become sponsors. We are always looking for sponsors to join forces with us to put on a great event for our community.*

## 1

### **2021-2022**

Sponsors: Self-Funded by Kendrick Smith

Partners: ATM Financial Services LLC, Grannies on Guard, DJ DoubleKutt, Beam TV.

## 2

### **2023**

Sponsors: Grannies on Guard, ATM Financial Services LLC, East Alabama Chamber of Commerce, Move In Love.

Partners: Ballard Party Rentals, DJ DoubleKutt, Beam TV.

## 3

### **2024**

Sponsors: Focus Is Our Children Inc., Ballard Party Rentals, ATM Financial Services LLC, Grannies On Guard, Mt. Olive Baptist Church, Country's BBQ, Buffalo Rock, Integrea Community Health System, East Alabama Chamber of Commerce, Family First Home Improvements, JT Screenprinting.

Partners: DJ DoubleKutt, Beyond Motion Production



# Our Ask

*I am writing on behalf of Mad Cake LLC in collaboration with Focus Is Our Children inc, a non-profit dedicated to fostering safe, inclusive, and supportive environments for children. We are currently organizing our 5th Annual Blackout Bullying Event, a community-focused Anti-Bullying Event aimed at raising awareness and offering practical strategies to combat bullying in schools and other community spaces.*

*This event will be held on October 4th at Southside Park in Phenix City, Alabama. We are seeking financial support to make this event have a greater impact in our community. The event will include motivational speakers, interactive activities, food, music, a hay ride and a mechanical bull. Resources will be provided for children and families. Our goal is to educate participants on the lasting effects of bullying, promote kindness, and provide the tools to create positive change in our community.*

*We are asking for contributions to help cover the costs of the mechanical bull, bounce house, hay ride, t-shirts, promotional materials, refreshments, and DJ. Your sponsorship will not only support the immediate success of this event, but it will also make a lasting impact on the lives of children and families in our community.*

*In recognition of your generosity, we would be honored to prominently feature your organization's logo in all event materials, including flyers, banners, and our event program. We are also happy to provide opportunities for you to speak at the event or participate in other meaningful ways, should you be interested.*

*Thank you for considering this opportunity to make a significant difference in the fight against bullying. We would love to discuss this partnership further and answer any questions you may have. Please feel free to contact me directly at 706-577-9310 or [thefocusisourchildren@gmail.com](mailto:thefocusisourchildren@gmail.com) or [ksmith3272@yahoo.com](mailto:ksmith3272@yahoo.com).*

*We look forward to the possibility of working together to help build a safer and more compassionate community for all.*

*Warm regards,  
Kendrick & Nyanna Smith  
Mad Cake LLC & Focus Is Our Children Inc.*



# *Our* **Ask**

## Event Cost Breakdown:

Item	Cost	Sponsor(s)
Food & Drinks	\$200-\$250	
Art Supplies	\$50-100	
Mechanical Bull	\$1,000-1,500	
Bounce House	\$200-300	
Games & Prizes	\$50-100	
DJ	\$400	
T-Shirts	\$300-350	



# 5TH ANNUAL BLACKOUT BULLYING EVENT

## SPONSORSHIP

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\$100

### Standard

- Help provide games, prizes & arts & crafts
- Logo to be included in on going promo materials.

\$300

### Premium

- Help provide food & beverages for 100 children
- Logo included on T shirt, FOCUS website & on going promo materials

\$500

### Gold

- Help sponsor the Mechanical Bull & Bounce House
- Logo included on T Shirt, FOCUS website, event banner & on going promo materials
- One on one interview to promote business, if in attendance



# Our Creative Team

Our event wouldn't be possible without the continuous support of our immediate family. We are a small but mighty team,

## Nyanna Slaughter-Smith

Director of Communications, Outreach & Philanthropy

*Nyanna joined the team after marrying Kendrick in 2023. She makes sure everything runs smoothly with our partners and the event itself. She is also one of the founders of Focus Is Our Children Inc.*



## Angela Smith

Child Engagement

*Mrs. Angela has been a dedicated volunteer since the beginning in 2021. She thinks of everything to keep the children engaged and safe.*



## Takorcha Smith

Operations & Strategy

*Takorcha has been a continuous volunteer since 2021. She assists in the behind the scenes needs.*



## Kendell Smith

Community Engagement & Phenix City PPD

*Kendell has been a volunteer for this event since the first event in 2021. He swears the children in as Bully Officers.*





# ***Thank You!***



## **Our Contact:**



413-333-6550 or 706-577-9310



[Focusisourchildren.com](http://Focusisourchildren.com)



[Thefocusisourchildren@gmail.com](mailto:Thefocusisourchildren@gmail.com)  
and [ksmith3272@yahoo.com](mailto:ksmith3272@yahoo.com)



Phenix City, Alabama