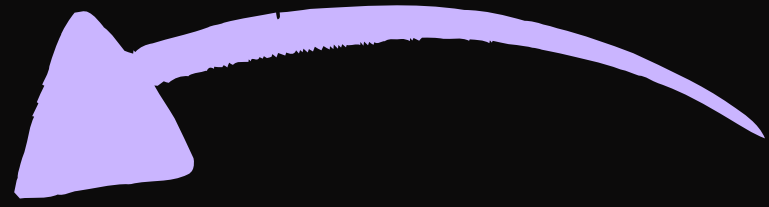




YOUTH EMPOWERMENT PROGRAM

**EVERYBODY E.A.T.S
ELEVATING ART THROUGH SOUL**



Who Are We?



The SouthSide Soul is a vibrant community of young, emerging artists, ages 6–18, who are passionate about music and creativity. Through our program, students receive hands-on experience in songwriting, music production/engineering, and professional studio sessions.

Participants also gain valuable insights into the music industry and have access to exclusive performance opportunities—empowering them with the skills and platform to thrive as artists.

We offer affordable music training and a supportive environment that nurtures not only their creative talents but also their growth as leaders of tomorrow. By developing both artistic and life skills, we prepare our students to excel as confident, innovative individuals who can shape the future of their communities and industries.



Who Am I?

- Rhythmic poet, songwriter, activist, and educator from Chicago, IL
- B.S. in Strategic Communication, Minor in Marketing – Hampton University
- Began creating music at D.R.E.A.M Studios, a family-run performing arts school
- Began as a Substitute Music Teacher at Southwood Middle School, where The SouthSide Soul Youth Program was founded
- Now teaching at Kipp Metro-Atlanta Network, focusing on songwriting, vocal performance, and music industry education
- Performed at the 2019 Democratic National Convention in Philadelphia, PA
- Passionate about empowering youth and fostering creativity through music

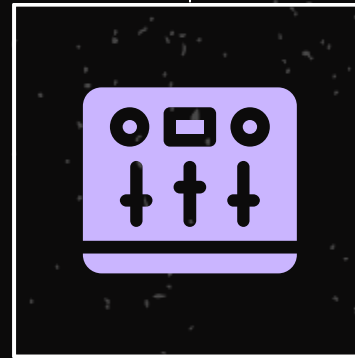
We Teach Youth How to:

RAP MUSIC PACK



Songwrite

- Encourages emotional expression and creativity.
- Builds self-awareness and storytelling skills.
- Improves literacy and problem-solving.



Produce/Engineer

- Teaches technical skills with audio software and equipment.
- Enhances attention to detail and creativity with sound.
- Prepares students for careers in media and technology.



Perform

- Boosts confidence and public speaking skills.
- Teaches teamwork and adaptability on stage.
- Builds emotional connection with audiences.

TABLE OF CONTENTS

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OUR PAST

Showcases the challenges and achievements that have shaped our identity.

02

OUR PRESENT

Provides an overview of the current activities and impact of The SouthSide Soul (SSS).

03

OUR FUTURE

Outlines our vision and goals for the future. We emphasize upcoming initiatives and our plans to expand our reach and impact.

04

SPONSORSHIPS

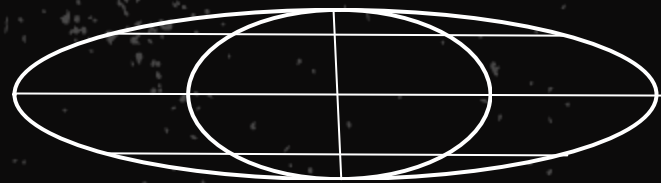
This section details the importance of sponsorships to our program. We will highlight current partners and explain how new sponsorships can advance our mission.

05

CALL TO ACTION

Encourages potential sponsors to support our program through partnerships, funding, or resources.



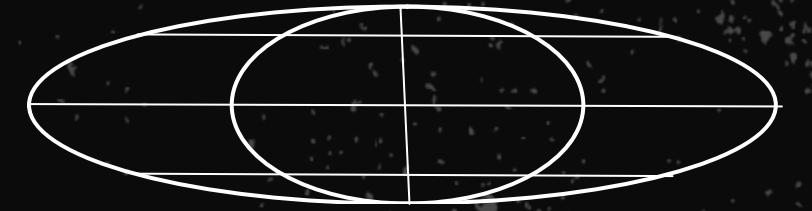


"I'm not saying I'm
gonna change the
world, but I guarantee
that I will spark the
brain that will change
the world."

— Tupac Shakur



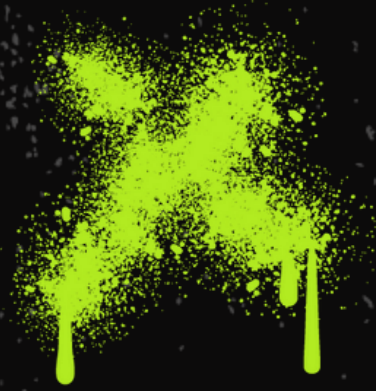
OUR PAST



We started off with only 5 dedicated students!!



Continued...



The SouthSide Soul Youth Program –
History & Past Accomplishments:

- Officially started in 2022
- Twice Featured on Fox 5 News
- Performances at prestigious venues and events, including:
 - Emory University
 - Morehouse University
 - APS Back to School Bash
 - Georgia World Congress Center
 - Piedmont Park Juneteenth Parade
 - NAACP Events
 - High-Profile Galas & Showcases
 - Over 100 original songs!!



OUR PRESENT

Key Details for Summer 2025

- Dates: June 9 – July 11, 2025 (5 weeks).
- Location: Atlanta-based music studio.
- Schedule: Monday–Friday, 9:00 AM – 4:00 PM.
- Breakfast and Lunch provided
- Weekly field trips and guest speakers.
- \$200 Deposit, then \$85/week



**THE YOUNG
& GIFTED**

**ALL-STAR
CAMP 2025**

ONLY 50 SLOTS AVAILABLE! ✨

Contact:

Mr. Weaver/Coach Jimmy

Cell: 773-964-6228

IG: @TheSouthSideSoul

<https://southsidesoul.org/>



DATES:
JUNE 9TH – JULY 11TH, 2025
(5 WEEKS)

Deposit

\$125/wk

We Teach Youth:

- ✓ Songwriting
- ✓ Recording
- ✓ Production/Engineering
- ✓ Drawing & Painting
- ✓ Music Business
- ✓ Days: Monday – Friday, 9:00 AM – 4:00 PM

Registration Link

- ✓ Breakfast & Lunch Provided Daily
- ✓ Scholarships Available!
- ✓ Audition & writing prompt required

More Information

Location: TBD – To be determined based on the number of registrations (We've outgrown our previous space!)





OUR FUTURE

- Permanent Facility: Secure a dedicated space for year-round programs.
- Transportation: Obtain busses for participant transportation.
- Academic Success: Ensure all scholars graduate high school or obtain their GED.
- Develop programs for youth in the juvenile justice system.
- Organize workshops and performances overseas.



2025: PREPARATION FOR TAKEOFF

- Annual Hawks Game Performance, solidifying SouthSide Soul's place in Atlanta's music scene.
- Release of The Young & Gifted Album on streaming platforms, marking a key milestone.
- Students and contributors begin earning royalties.
- Launch of an independent youth record label, empowering students to control their music careers.

PRIMETIME PERFORMANCE BY:

SOUTHSIDE SOUL

MONDAY, NOV 25TH

STATE FARM ARENA
1 STATE FARM DR, ATLANTA, GA 30303

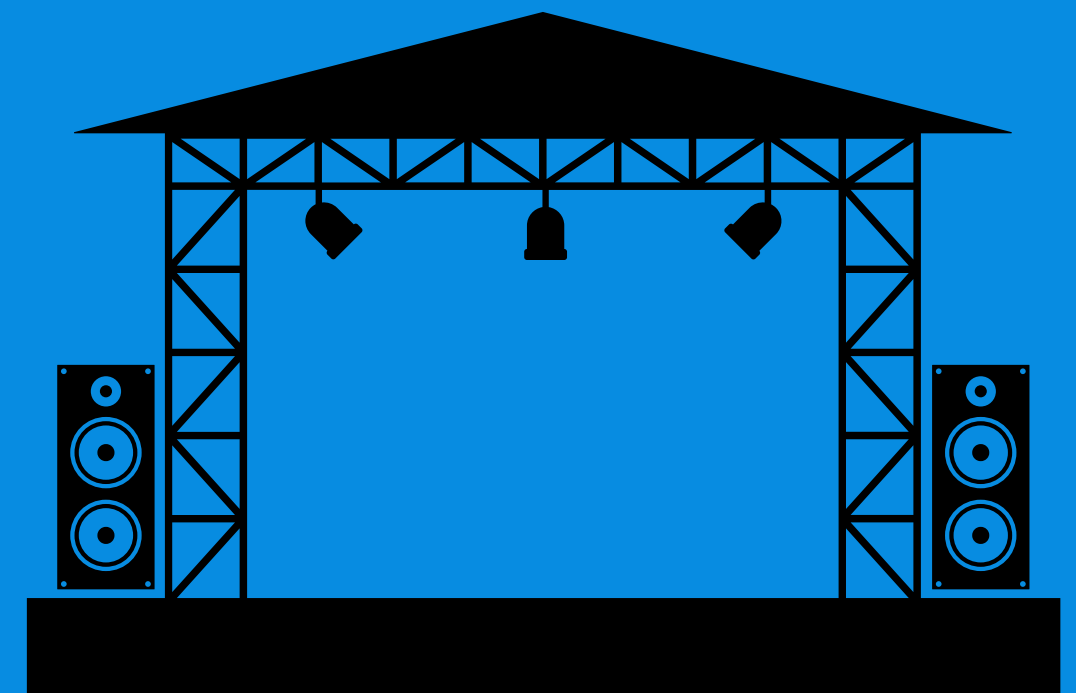
GAMETIME: 7:30PM

TICKET AVAILABLE AT [SOUTHSIDESOUL.ORG](https://southsidesoul.org)

TICKETS \$46+

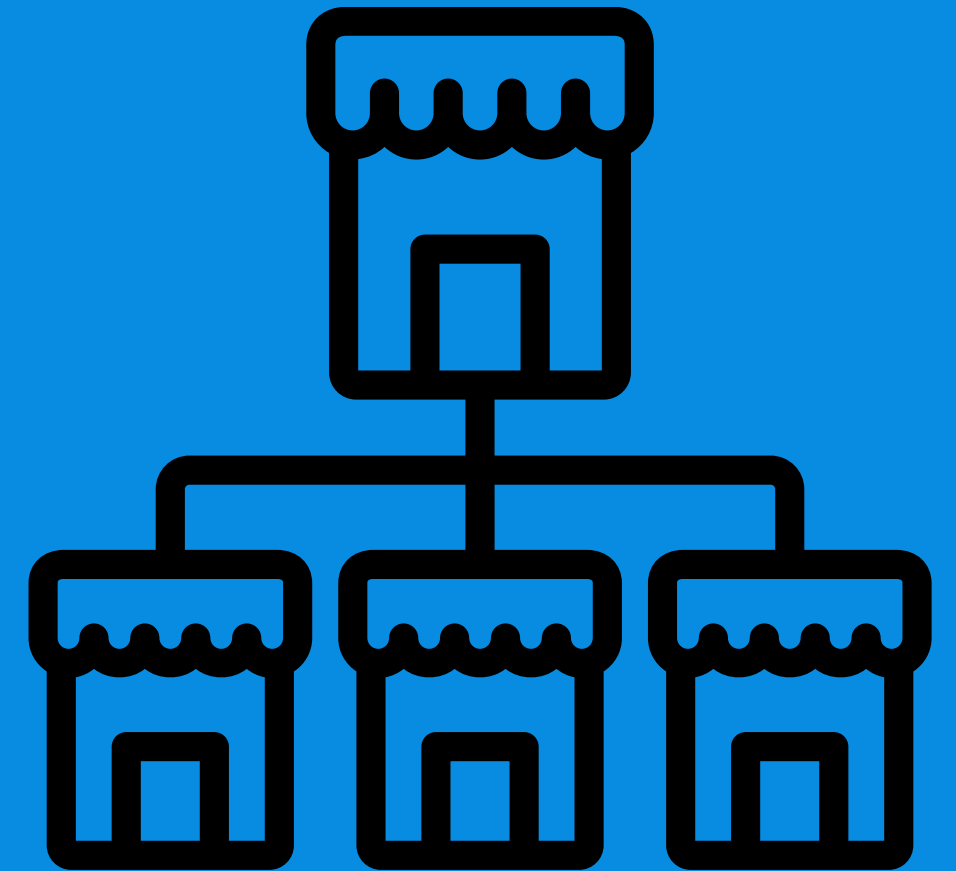
2026: Infrastructure Expansion

- Acquire a permanent location for SouthSide Soul, which includes a recording studio, performance space, and media production facilities. This move allows for greater stability and long-term growth.
- Secure significant funding through grants to support the expansion and operation of the program.



2027-2029: National Growth & Industry Recognition

- National Expansion: Grow the SouthSide Soul brand to Chicago, Houston, Los Angeles, and New York, creating a nationwide network of camps, performances, and student opportunities.
- Student Independence: Empower students to independently profit from music through streaming royalties, licensing, and performance fees.
- Industry Partnerships: Secure key licensing deals, sponsorships, and partnerships with top brands, solidifying SouthSide Soul's position in the music industry.



2030: Grammy Goals & Legacy

- Grammy Win: Earn a Grammy nomination and win for youth-created music, solidifying SouthSide Soul's industry impact.
- Global Recognition: Highlight the collective achievements of students, mentors, and contributors.
- International Expansion: Take SouthSide Soul global, reaching new markets and empowering youth creativity worldwide.



PREVIOUS SPONSORS: THE KRYPTO PIONEERS



They empower urban communities by providing valuable insights into investing, money management, cryptocurrency, and credit. Through engaging workshops, we guide individuals on their journey towards financial empowerment and success in the ever-evolving world of finance.

**The Krypto Pioneers contributed \$10,800 last year,
funding 17 scholarships and supporting music videos,
events, food, and more becoming our first Platinum
Sponsors.**





OUR VALUED PARTNERS: HWPL & WAAY UP INC.



HWPL

(Heavenly Culture, World Peace, Restoration of Light)

- An **international peace NGO** dedicated to **global peace and the cessation of war.**
- **HWPL will provide volunteers, lead workshops, and share their expertise in promoting peace and life skills.**

WAAY UP INC.

- Founded by **Marlyn A. Johnson**, a mother who tragically lost her son to **gun violence in Atlanta.**
- Focused on **preventing gun violence, promoting mental health, and inspiring positivity** among youth.
- **WAAY UP INC.** will offer **volunteers, host impactful workshops, and equip students with mental health resources and life skills.**

Valued Partners:



- **BUSINESS EDUCATION:** SOCIAL MEDIA MARKETING, FINANCIAL LITERACY, AND CAREER PLANNING
- **DIGITAL EXPOSURE:** CONTENT AIRED ON HOTMUSIC365 TV & ROKU CHANNEL, REACHING MILLIONS
- MUSIC PLAYED ON **HOTMUSIC365 RADIO**, FEATURED IN SPONSOR COMMERCIALS
- **PERFORMANCE OPPORTUNITIES AT ONE SONG CAN CHANGE YOUR LIFE** EVENTS AND FESTIVALS
- **ENTREPRENEURSHIP:** TEACHING STUDENTS TO MONETIZE THEIR SKILLS AND BUILD INDEPENDENT CAREERS

Valued Partners:



- **PROMOTE MUSIC & PROJECTS:** INCREASE EXPOSURE FOR STUDENTS' MUSIC, PROJECTS, AND BRAND
- **MUSIC ROTATION:** AIR STUDENTS' TRACKS ON DJ LEX'S THE PLUG ME IN SHOW
- **INTERVIEWS & EXPOSURE:** STUDENTS GAIN MEDIA EXPERIENCE THROUGH INTERVIEWS
- **MUSIC ROLLOUTS:** SUPPORT WITH MUSIC PROJECT RELEASES AND STRATEGIC PROMOTION
- **PROMOTIONAL MATERIALS:** ONLINE MARKETING TOOLS TO BOOST STUDENT PROFILES

Valued Partners: This Can Happen Film

THE SOUTHSIDE SOUL IS PARTNERING WITH THIS CAN HAPPEN, A POWERFUL FILM SERIES THAT TEACHES YOUTH THE IMPACT OF THEIR CHOICES THROUGH REAL-LIFE STORIES.

OUR ROLE:

- **STUDENT CASTING:** OPPORTUNITIES TO ACT IN THE SERIES.
- **MUSIC PRODUCTION:** STUDENTS CREATE THE OFFICIAL SOUNDTRACK.
- **LIVE PERFORMANCES:** ARTISTS PERFORM AT SCREENINGS & EVENTS.
- **SKILL TRAINING:** HANDS-ON EXPERIENCE IN FILM, MUSIC, & EVENT PLANNING.

JOIN US IN USING FILM AND MUSIC TO EDUCATE, INSPIRE, AND CREATE REAL CHANGE!





CALL TO ACTION!!

- **Georgia has one of the highest youth incarceration rates in the nation, with 1 in 3 incarcerated youth lacking access to educational resources or support programs (Georgia Division of Family and Children Services).**
- **The youth unemployment rate in Atlanta is approximately 25%, higher than the national average, indicating a critical need for job readiness programs (U.S. Bureau of Labor Statistics).**
- **Only 18% of Atlanta students have access to arts education, despite studies showing that arts involvement boosts academic performance (Atlanta Public Schools).**
- **40% of Atlanta youth report feeling disconnected from their peers (Atlanta Youth Survey).**



One Song Can Change A Life

Fundraising Campaign

- **Goal:** To provide atleast 25 scholarships for students to attend SouthSide Soul's Young & Gifted All-Star Camp 2025.
- **How Parents & Supporters Can Help:** \$25 from 25 donors fully covers one student's \$625 tuition.
- **Supporters will receive** an exclusive unlisted YouTube link to **5 original SouthSide Soul songs**, offering a personal look at the impact of their donation.
- **Special Incentive:** The student who raises the most funds will be honored with a special award at the Young & Gifted Concert

Release Announcement 3 / 21



WE ARE PROUD TO ANNOUNCE
THE RELEASE OF OUR FIRST SONG
ON ALL PLATFORMS:

IN THIS WORLD (NO LOVE) –
PRODUCED BY DC GUAP
DISTRIBUTED THROUGH
HOTMUSIC365 & IT'S GORGEOUS
MYSTIQUE

Register Today!

WE ENCOURAGE ALL SOUTHSIDE SOUL STUDENTS TO REGISTER WITH ASCAP (IT'S FREE!) TO BEGIN COLLECTING ROYALTIES AS WE CONTINUE TO RELEASE MORE MUSIC.



ascap

THIS IS AN IMPORTANT STEP IN HELPING OUR YOUNG ARTISTS BUILD THEIR MUSIC CAREERS AND BENEFIT FROM THEIR CREATIVITY!

Attention Businesses, Artists, & Creatives!



RHYTHM



Soul⁺TV



- RHYTHM & SOUL TV, POWERED BY SOUTHSIDE SOUL, IS LIVE ON ROKU!
- GET FEATURED AND SHOWCASE YOUR MUSIC, PERFORMANCES, AND BRAND.
- SUBMIT YOUR CONTENT NOW AND REACH A WIDER AUDIENCE!
- FOLLOW US FOR EXCLUSIVE OPPORTUNITIES.
- STREAMING NOW!

THANKS IN ADVANCE!!

Do you have any questions?

southsidesoul2020@gmail.com

773-964-6228

<https://southsidesoul.org/>

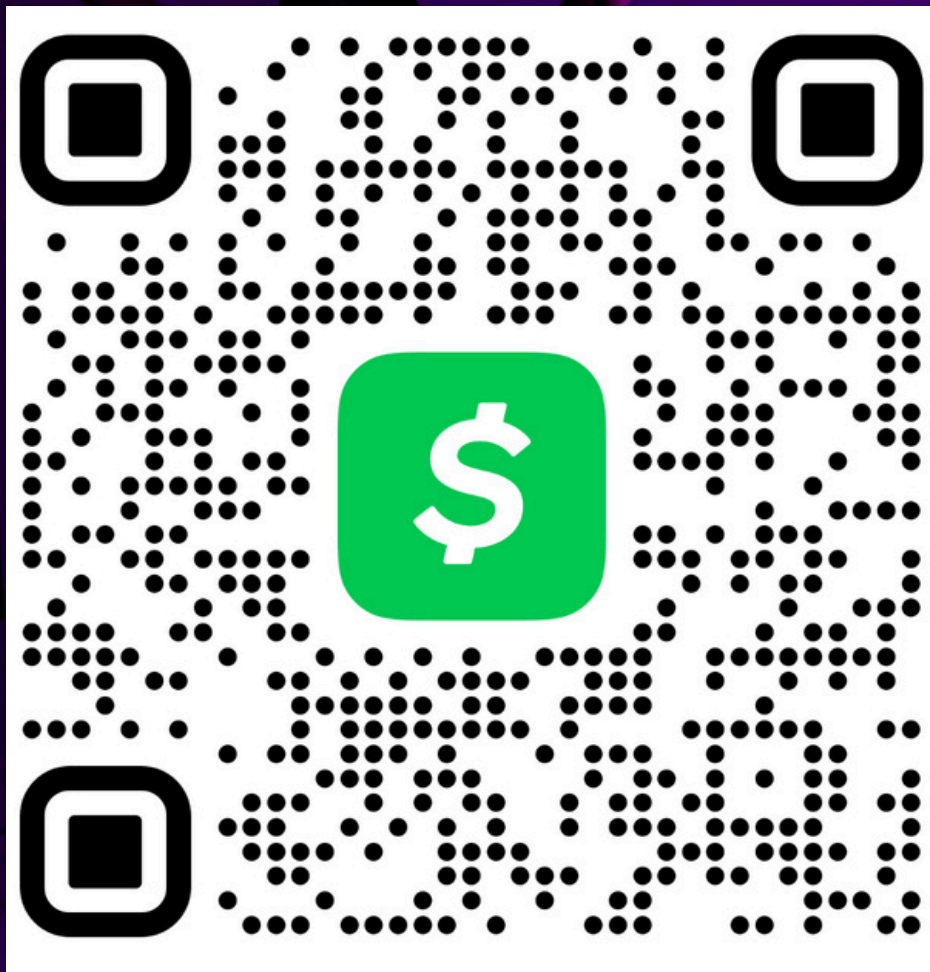
SOUTHERN



& SOUL

Registration:

<https://gforms.app/6ns3a4G>



Cashapp: \$SouthSideSoul
Zelle/Apple Pay: 773-964-6228

