



REEL GUPPY OUTDOORS DEVELOPING *Impactful* LEADERS

Mission

Empower and inspire youth, families and our community to be impactful in the world through education and personal development.

Vision

Unify all individuals as passionate stewards affecting positive change for their environment and our world.



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What We Do: We Care!

- Guppy Ranger Program
- Oceans of Opportunity Classroom Workshops
- Lights, Camera, Education
- Family Fishing Days
- Seafari Boat Trips
- Speakers Series
- Free Family Clinics @ Learning Center
- Marine Biology & Conservation
- Responsible Angling
- Environmental Stewardship
- Citizen Science Research
- Personal and Leadership Development
- Multi-media Production
- Career Exploration, Internships, & Job Readiness
- Field Trips with Local Partners (ex. Channel Islands National Park, White Seabass Enhancement Facility, CI Maritime Museum, The Port of Hueneme, Community Roots Garden, etc.)
- Sustainable Fisheries



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Program Benefits

- Family Engagement
- Prevention-focused
- Health and Wellness
- Critical Thinking & Confidence Building
- Develop Soft Skills & Life Skills
- Develop Care for Self, Our Environment, and Each Other
- Develop Impactful Leaders
- Occupational Pathways, Internships, and Job Readiness
- Outreach to communities that are at-risk, underserved, & with barriers to access
- Engage with wide variety of community agencies & organizations



History

- Established in 2015 – 10+ years of educating youth and families throughout our community
- In 2022, established the Reel Guppy Dockside Learning Center at Channel Islands Harbor
- 70% of our participants are Hispanic/Latino and reside in Oxnard
- Served 8000+ youth and family members from Ventura, Santa Barbara, and Los Angeles Counties
- Served 500+ community members at the Learning Center
- Provided 50+ classroom workshops
- Developed a highly regarded series of 6 educational bilingual workbooks...and counting...
- In 2023, greatly exceeded our goal with 12% engagement of Spanish-speaking only or Mixteco participants through our Vamos A Pescar Pescando de Por Vida grant program.



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Community KEV

EDUCATOR · INFLUENCER · ENTREPRENEUR · ADVOCATE · ENVIRONMENTALIST · FILMMAKER

- As a youth, lived in Oxnard Southwinds neighborhood & Port Hueneme (93033 / 93041).
- Grew up with uncertainty in a low income, single parent household followed by foster homes and shelters.
- Spent hours trying to fish at the Port Hueneme Pier with a tin can as a fishing pole resourcefully recovering used fishing line and hooks and any leftover bait that could be scrounged from the pier's cleaning tables.
- By age 9, found a way aboard the local party-boats as a "pin-head." The boats were a haven of security and certainty in an otherwise unstable childhood, imprinting a passion for fishing and the sea, and a value for helping others.
- **Purpose now** is to share this connection and lived experiences, developing caring, nurturing connections with youth to foster in them a sense of belonging and purpose.
- Developing in young people value in learning, self motivation, leadership and success, **passing on the survival strategies that worked!**



Cresting Our Next Wave

STRATEGIC PILLAR: EXECUTE IMPACTFUL PROGRAMS

Serve as a premier family-centered education and personal development program.

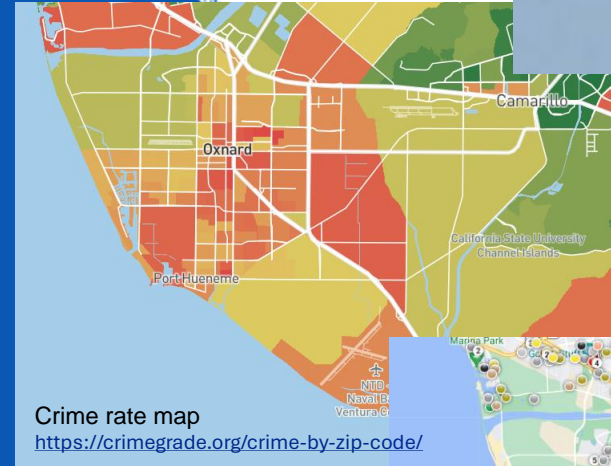
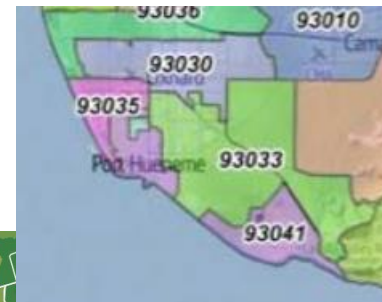
- Identify and outreach to communities with barriers to access.
- Increase operating capacity to be able to provide programming for high-need neighborhoods/schools.
- Develop strong mentorship and personal development programs.
- Integrate technology learning and projects across programs.
- Integrate ecological research into programs.
- Collect data electronically and securely.



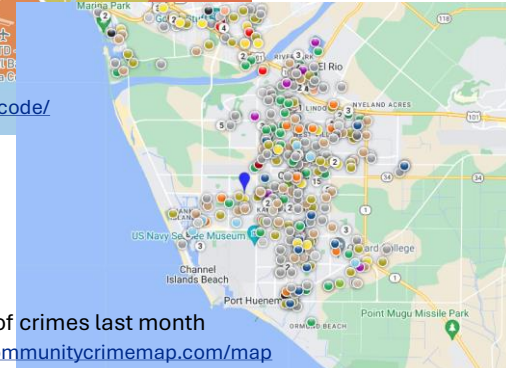
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Community Need: Prevent Crime & Recidivism

- Ventura County Juvenile Arrest Rate
(California Department of Justice, California Department of Finance)
 - 13.79 per 1,000 youth
 - ranks well above state averages for all offenses
- 93041
 - crime grade C-, 37th percentile for safety
 - crime rate 49.58 per 1,000 residents
- 93035
 - crime grade C-, 38th percentile for safety
 - crime rate 48.17 per 1,000
- 93033
 - crime grade C-, 31st percentile for safety,
 - crime rate 54.48 per 1,000 residents
- 93030
 - crime grade C, 41st percentile for safety
 - crime rate 46.25 per 1,000 residents



Crime rate map
<https://crimegrade.org/crime-by-zip-code/>



Density of crimes last month
<https://communitycrimemap.com/map>



How We Can Help

A Focus on Prevention

- Mentorship
 - Youth need positive adult role models who have been in their shoes and made it through. (VC Stakeholder Survey, 2021)
 - Mentoring may yield positive impacts in reducing recidivism and juvenile delinquency. (Chan, W. Y., & Henry, D. B., 2013)
- Structured Afternoon, Evening & Weekend Activities
 - 83% of stakeholders called for more structured after-school activities that teach skills/hobbies and serve as a place for youth to spend free time. (VC Stakeholder Survey, 2021)
- Accessible & Affordable – Free & On Location
 - 57% of low-income households reported that the cost of an afterschool program was a barrier in enrolling their child. (<http://afterschoolalliance.org/AA3PM/data/>)

(https://venturaprobatation.org/wp-content/uploads/2024/06/VP-Juvenile-Justice-Plan_FINAL_2022.pdf)



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How We Can Help

A Focus on Prevention

- Family Bonding
 - Caregiver engagement and support are protective factors associated with lower levels of criminal offending. (Johnson, W., Giordano, P., Manning, W., & Longmore, M., 2011)
- Life Skills Training
 - 86% of respondents noted that life skills training for youth is an area of high need in the County. (VC Stakeholder Survey, 2021)
- Safe Community of Belonging
 - Increase feelings of safety and decrease risk & instances of trauma.
 - 93% of detained youth were estimated to have experienced at least one of eight traumatic experiences. (<https://www.samhsa.gov/child-trauma/understanding-child-trauma>)
 - Youth need support to help manage risk. (VC Youth Survey, 2021)

(https://venturaprobatation.org/wp-content/uploads/2024/06/VP-Juvenile-Justice-Plan_FINAL_2022.pdf)



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How We Can Help A Focus on Prevention

- Linguistic Support
 - Parents do not attend certain services or follow through with referrals because they lack linguistic support to help them understand the services that are offered. (VC Stakeholder Survey, 2021)
- Career Exploration & Job Readiness
 - Many youth also remarked that finding a job/career that they were excited about helped them focus on their goals, gave them something to look forward to, and helped them “stay out of trouble.” (VC Youth Survey, 2021)

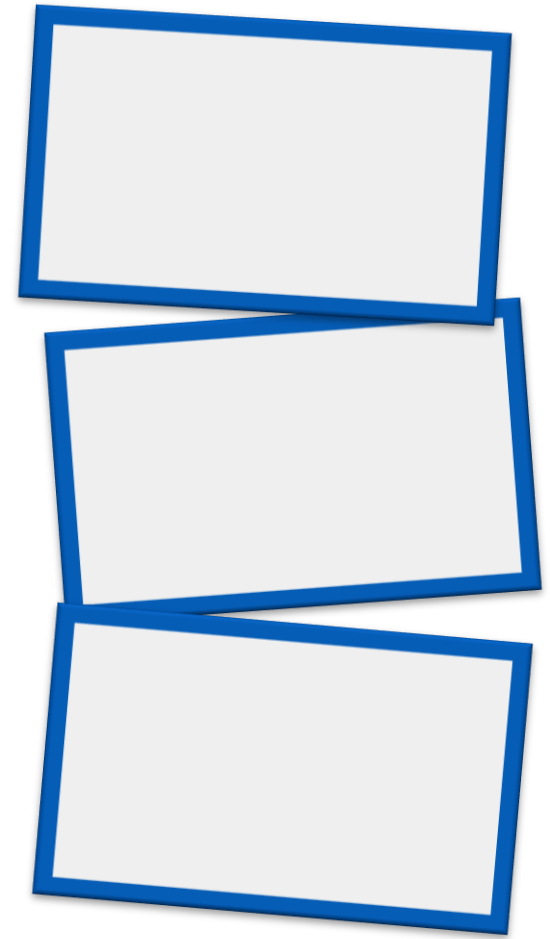
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Recruitment, Outreach & Referral Partners

- Law Enforcement Agencies
- Network of Care
- Family Justice Center
- Family Services
- Big Brothers Big Sisters
- Junior High Campus Wellness Centers
- Pre-teen Recruitment Through Educators
- Continuation High Schools/Charter Schools /Homeschoolers
- Probation
- Juvenile Hall



Our Proposal

- Focus on High Crime Communities
(Zip Codes: 93030, 93033, 93035, 93041)
- In alignment with community meetings/surveys & needs assessment already completed for the Southwinds neighborhood (93033)
- Focus on impressionable pre-teen/teen age group
- Oceans of Opportunity Development Program
 - 7 six-week series
 - Minimum of 70 youth served over 1 year
- Provide outreach and work alongside organizations and educators 3-4x/week to build ongoing rapport with youth



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Our Proposal

- Keep numbers small to provide quality, individualized, hands-on programming & allow intensive time to build relationships and establish program buy-in with youth
- Provide 1:1 mentorship with staff and volunteers
- Engage youth and families through afternoon, evening, and weekend programs to promote family togetherness and support
- Leverage partnerships with agencies, organizations & schools to create a Community of Belonging



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Our Proposal

- Ongoing invitation for youth and families to participate in other Reel Guppy Activities
- Opportunity to serve as Guppy Ranger youth mentor after successful program completion for ongoing engagement and growth
- Ongoing assistance with career exploration, internship placement, and job readiness



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Desired Outcomes

- Increased Sense of Belonging
- Consistent Family Engagement
- Declared Interest in a General Career Path
- Demonstrated Job Skills, Soft Skills & Life Skills Development
- Exhibited Care for Self, Others, and the Environment
- Exhibited Leadership/Mentorship Qualities
- Active Participation in Community-benefit/Conservation Activities
- Continued Participation in Reel Guppy Programs



Evaluation

- Intake & Registration Forms that Capture Demographic Information
- Individual Goal Setting & Monitoring of Progress
- Pre-, Mid-, and Post- Participant Surveys
- Progress Notes on youth after each session
- Attendance/Participation Data
- Activity and Project Assessment
- Long-term Surveys for % who have moved on to internships, further education, or jobs



Budget

Operational Capacity

EXPENSES		
Category	Amount	Description
Full-time Personnel w/Benefits	\$ 101,800	Executive Director and Program Manager; Intake & Data Manager
Part-time Personnel	\$ 43,200	3 Part-Time Program Assistants
Operational Capacity Needs	\$ 23,000	Facilities: facility rental, insurance, internet, utilities, licenses, permits, software
	\$ 11,000	Outreach: travel, supplies, advertising/marketing, printing
	\$ 19,800	Outsourced Services: grant tracking and reporting, payroll, bookkeeper/accountant/taxes, linguistic and translation services
TOTAL EXPENSES	\$ 198,800	
* We will provide funding for direct program activity costs through other fundraising efforts.		





WE LOOK
FORWARD
TO BEING
IMPACTFUL
TOGETHER!

