

[CLICK for Guppy Rangers video presentation](#)



REEL GUPPY OUTDOORS DEVELOPING *Impactful* LEADERS

Community KEV

Kevin

\* Shared lived experiences, testimony & bio – VCLA, mentors, etc. (development & empowerment)

# 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!**



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Mission/Programs

KEVIN

\* Similar Mission to VC Probation - Impactful

# Our Mission

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

# Our Programs

We provide free, youth and family-centered education programs focused on environmental / marine education, multi-media technology, family engagement activities, school enrichment, personal and leadership development, entrepreneurship, education and career exploration, internships, and job readiness.



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## Vision Over Time

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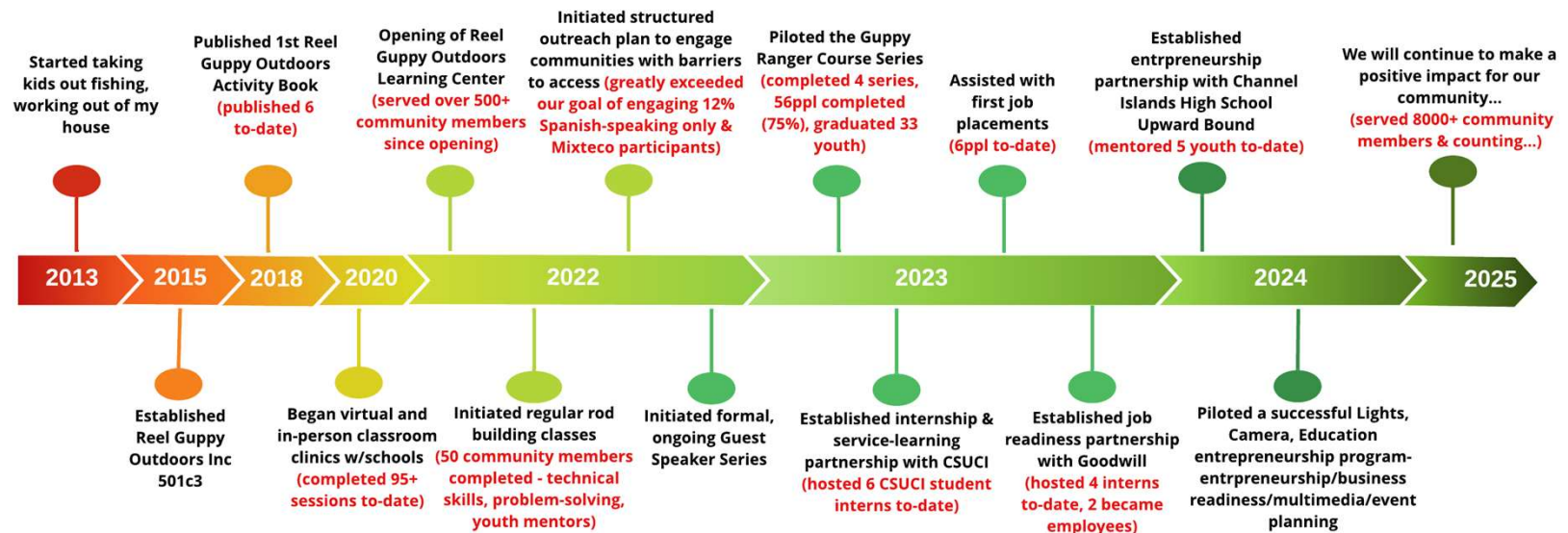
Highlight: Our progression, history of success, importance of the Center

- Rod Building – purposeful in re-building yourself

Talk about #s!!!!!!

- **Started taking kids out fishing, working out of my house Established Reel Guppy Outdoors Inc 501c3**
- **We will continue to make a positive impact for our community... (served 8000+ community members to-date)**
- **Completed 95+ classroom sessions to-date**
- **Opened Learning Center & served over 500+ community members**
- **Rod building - 50 community members completed - technical skills, problem-solving, youth mentors**
- **Formal, ongoing Guest Speaker Series**
- **Guppy Ranger - completed 4 series, 56ppl completed (75%), graduated 33 youth**
- **Greatly exceeded our goal of engaging 12% Spanish-speaking only & Mixteco participants**
- **CSUCI internship & service-learning partnership -6 CSUCI student interns to-date**
- **Established job readiness partnership with Goodwill (hosted 4 interns to-date, 2 became employees)**
- **Job placements - 5ppl (Cash, 2 Momentum, 2 Goodwill)**
- ***Lights, Camera, Education* Entrepreneurship partnership with Channel Islands High School Upward Bound - mentored 5 youth to-date**

# Vision Over Time



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## Participant Data

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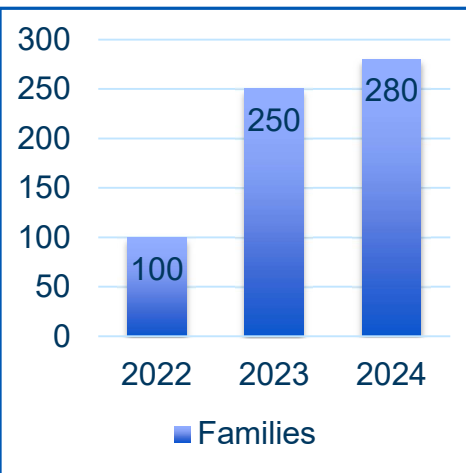
Illustrates the success of our program.

Highlight:

- more than ½ participants continue to engage with us – ongoing development
- We have almost doubled numbers served each year over the past 3 years
- We are doing this with mostly volunteers
- Increases across years
- Continued engagement by participants
- Engagement of new participants continues to grow.
- Family engagement (note that increased programming in school classrooms increases youth numbers)



# Participant Data



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## 2024 Career Development Pilot Programs

KEVIN

Reference Packet – I want to highlight two of our programs for leadership and entrepreneurship development

Highlight Skills!!

Lights, Camera, Education

- 5 students from Channel Islands High School Upward Bound
- They were in charge of the entire event.
- Project-based learning & entrepreneurship: filmmaking, business development, graphic design, business to business, networking, event planning, organization, outreach, journalism, marketing
- Guppy Parent, "My daughter gained confidence and important job skills."

Guppy Ranger Program

- Conducted 4 8-week series
- Career exploration, occupational pathways, fisheries management, leadership, problem-solving, etc.
- Graduated x Guppy Rangers (75% who started completed)
- Guppy Parent: "The Guppy Ranger program was great for our son Cashel who is on the autism spectrum. He has trouble meeting others and participating in social activities...the staff (provided an environment) that helped Cashel thrive and now knows how to use the fishing pole his grandfather gave him."
- Piloted with younger students, ready to tailor to older youth

# 2024 Career Development Pilot Programs




**PRESENTS**  
LIGHTS CAMERA EDUCATION  
**BLUE CARPET PREMIERE**

Come catch the premiere of our newest episodes of the Reel Anglers Fishing Show, California's coolest fishing show!

 **Oxnard Performing Arts Center**  
Friday, October 11th  
Oxnard Performing Arts Center  
Showtimes: 6:30pm - 8pm

 **Channel Islands Maritime Museum**  
Saturday, October 19th  
Community Roots Garden  
Showtimes: 11am - 12:30pm

 **Channel Islands Maritime Museum**  
Friday, October 25th  
Channel Islands Maritime Museum  
Showtimes: 6:30pm - 8pm

PAPARAZZI AND GOODIE BAGS WILL BE PROVIDED!

 **Premier America Credit Union**



 **The Port of Mendocino**

 **Community Roots Garden**

 **National Park Trust**

 **National Marine Sanctuaries**

 **PRE REGISTER**

**Whale's Tail/Guppy Ranger Program**

Welcome to the Reel Guppy Ranger Program. Where you can involve your kids in local community activities and have fun learning about our local marine area and fishing. The Reel Guppy Learning center located at 2741 S. Victoria is hosting a Whale's Tail/Guppy Outdoor Ranger educational series for local youth (8-18 yrs.).

This series will expose our local youth to the Channel Islands region environment including sustainable fishing practices, promoting marine and coastal conservation, community-mindedness marine occupational/career exposure, and engaged stewardship. These classes will include a day of local fishing, learning to tie knots, bait hooks, cast lines, and land catches. Simultaneously, participants will be educated about the aquatic ecosystems, species identification, and sustainable fishing practices. Youth will be asked to take on leadership roles and work as teams with their families and peers to develop fishing skills and community involvement. Participants will explore our local Port of Huonnet, Maritime Museum, Channel Island harbor, and Oxnard Marine Center. Special classes will also include building their own rod and reel. Each participant upon completing the series will be able to visit Santa Cruz Island.

Participants can sign up for any of the following planned series. Each series will consist of eight weeks and will cover the following subject matter:

1. **Fishery Management** - sustainable fishing practices and promoting conservation within our coastal and marine-related themes specific to the Channel Islands region.
2. **Environmental Stewardship** - independent coastal clean-up or local environmental stewardship activity. Exposure to protecting marine wildlife and the marine environment.
3. **Fishing Experience** - day of local pier fishing, learning to tie knots, bait hooks, cast lines, and land catches. Includes rod building classes.
4. **Boat/Fishing Safety** - understanding boat safety and safety while fishing.
5. **Marine Occupational Pathways** - occupational related careers in the local marine industry.

WTG Guppy Ranger Series #1	November 4, 2023 - January 6, 2024	Link Event Write
WTG Guppy Ranger Series #	January 20, 2024 - March 9, 2024	Link Event Write



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Making an Impact – Ruben

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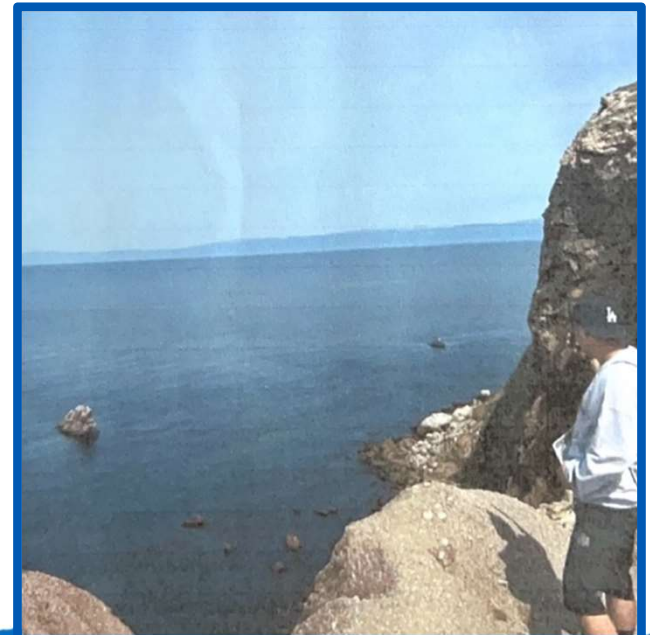
Highlight: Continued engagement & growth and impact on family

# Making an *Impact*

Ruben first came to a Guppy event with his mom at the age of 12 – and he was hooked! Through the years he took part in as many activities as he could ultimately completing the Guppy Ranger Program and becoming a Major Guppy. He is now 18 and still comes to the Learning Center – it’s a family affair! His mom, little brother, aunt, cousins, and even grandma, affectionately known as “Grand Guppy” attend.

Ruben is a quiet, introverted kid. Over the years, we have watched him coming out of his shell, communicating and engaging with others, developing social skills, and including himself in activities. His confidence has grown before our eyes!

*“For the past 6 years being part of the Reel Guppies has been a very rewarding experience. Most importantly, the experience of being outdoors, meeting new people, and the ability to take leadership by helping out newcomers. This has allowed me to prove to myself that I’m able to show independence as I am becoming a young man. Thanks Kevin, Vic, Dave and Marshall for being the biggest impact on me...Always keeping it Reel.”*  
~Ruben Alvarado



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Making an Impact – Cash

KEVIN

Highlight: Career pathway and continued engagement

# Making an *Impact*

Cash grew up fishing with his Dad and absolutely loved it. One day I encountered them on a boat. Cash's Dad, said "I know who you are...the Guppy Guy...and Cash wants to be involved and help out. An assertive and engaging 13-year-old, Cash immediately took a leadership role and absorbed everything we were teaching him working his way through our program. As a Major Guppy, he is eager to help others and is the first to volunteer to cut bait, release fish, and pull crab nets. His dream is to work on a fishing boat and, ultimately, own his own!

He is now 16, and through our career development and job placement assistance, he has been working on a boat for 3 seasons now and has worked his way up to deck hand. He is learning to be responsible and developing entrepreneurial skills. His next goal is to get his captain's license and because of this job, he will have enough training hours to earn it by the time he is 19!

Cash still relies on me as a mentor and engages with us, and eagerly ensures he is working on the boats we hire for our activities. He also enjoys doing video interviews for us, sharing his growth and success. He is well on his way to achieving his goals!

His family is also still involved, allowing us to use their boat for our programs and joining us for activities. We are cultivating lifelong family engagement!



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Oceans of Opportunity Development Program

KEVIN



# Oceans of Opportunity Development Program

- Target population:
  - Pre-teen to teen age group, [prevention & recidivism]
  - Youth and families within four zip codes with the highest crime rates (93041, 93035, 93033, 93030)
- 7 six-week series, 1-2 activities/week, cohorts of 10 youth and their families (minimum of 70 youth served over 1 year)
  - Small groups to provide quality, individualized, hands-on programming & allow intensive time to build relationships and establish program buy-in with youth.
  - Business and Entrepreneurship, Life Skills, Community Coastal Clean-up, Build Confidence and Leadership Skills, Career Exploration, Activities Tailored to Interests, Care for Self Others and the Environment, Field Trips, Critical Thinking and Problem-Solving, Professional Development Guest Speakers
  - Mentorship During and Ongoing after the series
- Increased Learning Center Hours for family engagement and personal development activities to include evenings and weekends:
  - MWF 11-6, Tuesday & Thursday 11am-9pm, Saturday & Sunday 10am-5pm
- 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, entrepreneurship, internship placement, and job readiness



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## Outreach Engagement & Referrals

### KEVIN

- Strategize with organizations to engage specific youth to cultivate for further development
- Highlight pending MOUs – E.O. Green, Haycox, Justice Center MOU (refer to packet)

# Outreach Engagement & Referrals

## Referral & Recruitment Partners

- Foster VC, Law Enforcement Agencies, Family Justice Center, Nat's Place, DRAG, PAL, Family Services, Juvenile Hall, Probation, Schools including Continuation High Schools, Charter Schools & Homeschoolers, Big Brothers Big Sisters, Network of Care

## Ongoing Outreach Engagement Plan

- Have a presence at school Wellness Centers 3-4 times/week  
(Already committed: El Rio, Haycox, E.O. Green Jr. High)
- Conduct educational clinics at schools during lunchtime and afterschool hours 2-3 times/week
- Attend school fairs / events at least 1x/month
- Plan to engage at Juvenile Hall, Family Justice Center, etc.
- Engage with youth and families during activities with partner organizations
- Engage with youth and families during Guppy pop-up neighborhood clinics
- Regular presence at community events and festivals



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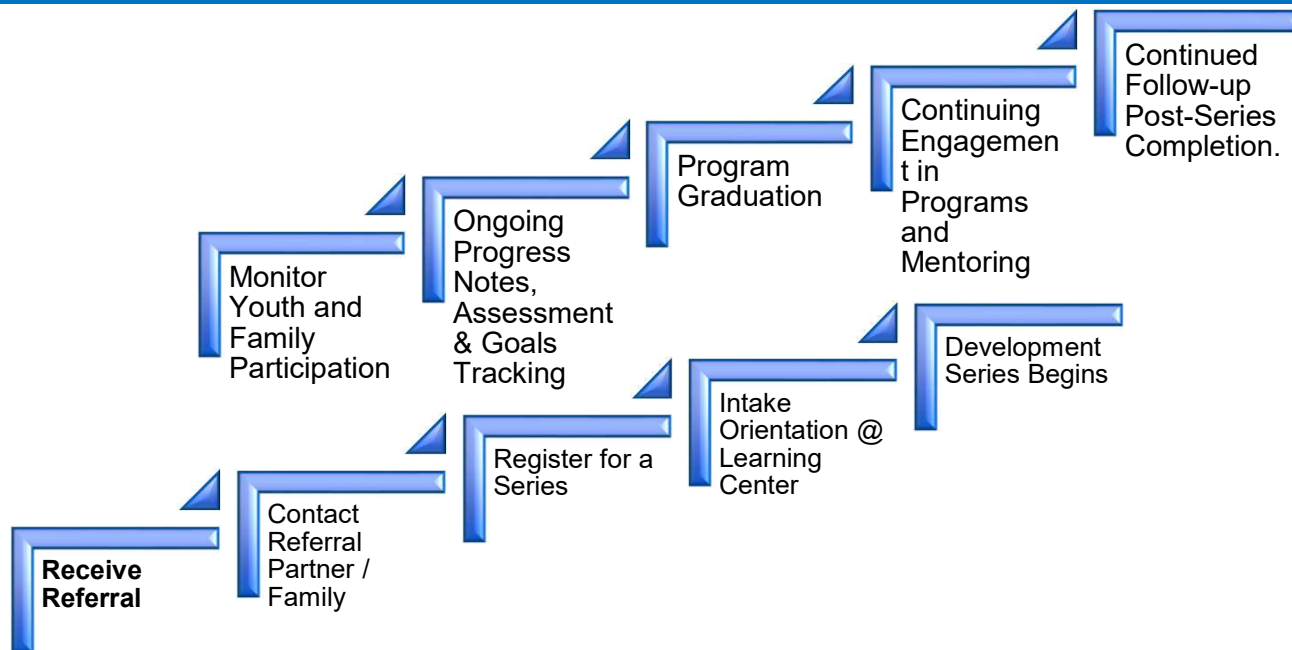
## Intake & Engagement Process

### ALEXIS

Introduce yourself – reference bringing expertise in health benefits of programs, personal history, background & qualifications

- Referrals from youth, parents & referral partners
- Families commit to a year of engagement to gain the full benefits of the program
- Discuss how we will track progress notes and continued engagement
- Discuss methods of follow-up
- Refer to examples of intake forms & surveys
- Youth portfolios (similar to Guppy Ranger program example)

# Intake & Engagement Process



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## Desired Outcomes

### ALEXIS

Ultimate goal is preventing youth from getting into the system and preventing recidivism

This is why we need a FT staff for data collection & ongoing individual engagement

# 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



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Measurable Objectives

ALEXIS



# Measurable Objectives

- 70% graduate the development program
- 70% of families participated successfully in the program
- 60% of teens declared interest in finding out more about a particular career path
- 75% continue to engage with Reel Guppy Outdoors



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Evaluation

ALEXIS

# 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
- Ongoing communication and information sharing with referring organizations
- Long-term Surveys for % who have moved on to internships, further education, or jobs



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## Budget

### KEVIN

- Program currently run with 3 part-time employees and interns/volunteers.
- To assist effectively with prevention & probation we need additional staffing and operational support.
- Cannot rely on volunteers to meet the goals of this program.
- Review Responsibilities

# Budget

## Operational Capacity

EXPENSES	Amount	Description
<b>Personnel</b>		
Executive Director (0.65 FTE) (\$4623/mo. X 12 months)	\$ 55,480	Responsible for project oversight including staff, deliverables, project evaluation, program compliance, relationships w/collaborative partners, etc. as well as mentorship, outreach, intern supervision, and career exploration opportunities coordination.
NEW - Data and Operations Manager (\$22/hr. x 1560 hrs.)	\$ 34,320	Responsible for data collection and reporting oversight, youth and family intake, follow-up & continuous engagement, assistance with community outreach and recruitment
Part-Time Program Assistant (\$20 /hr. x 900hrs.)	\$ 18,000	Responsible for day-to-day program activities and engaging with youth and families including coordinating facility use and activities during open hours.
Part-Time Program Assistant (\$20/hr. x 710hrs.)	\$ 14,200	Responsible for program and administrative support including set-up and clean-up, activity registration and check-in, survey and data collection, anecdotal information gathering, and database entry.
NEW - Part-Time Program Assistant (\$ 20/hr. x 550hrs.)	\$ 11,000	Responsible for multimedia assistance and production, marketing and informational material creation and distribution, and general office and program support.
<b>Subtotal Personnel</b>	<b>\$ 133,000</b>	
Benefits	\$ 12,000	% of two full-time staff
<b>Total Personnel &amp; Benefits</b>	<b>\$ 145,000</b>	
<b>Operational Capacity Needs</b>		
Facility	\$ 23,000	facility lease, insurance, internet, utilities, licenses, permits, software
Outreach	\$ 11,000	travel, supplies, advertising/marketing, printing
Outsourced Services	\$ 19,800	linguistic and translation services, grant tracking and reporting, payroll, bookkeeper/accountant/taxes
<b>Total Operational Needs</b>	<b>\$ 53,800</b>	
<b>TOTAL EXPENSES</b>	<b>\$ 198,800</b>	

\* We will provide funding for direct program activity costs through other fundraising efforts.



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Community Support

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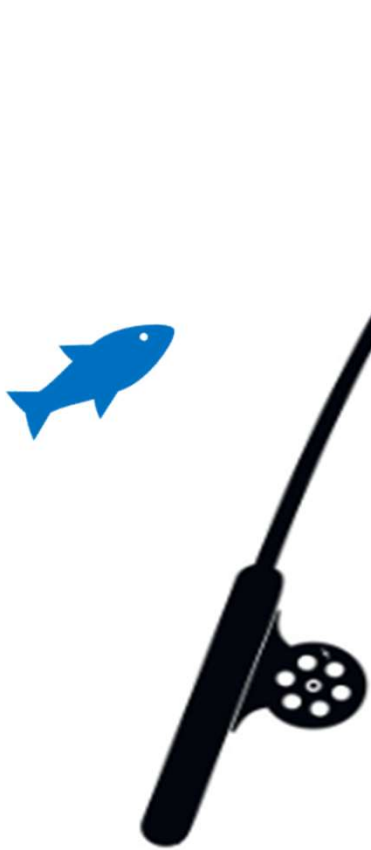
Introduce Speakers in the Audience

# Community Support

- Jaci Johnson - Program Coordinator, VC Children and Family Services
- Lupe Rodriguez – Ventura County Foster Parent
- Priscilla Barajas – HSA Case Aid
- Ruben Alvarado – Major Guppy
- Hannah Dalton - Upward Bound Admin Asst., Channel Island High School
- Jesse Juarez – Coordinator of Student Services, VC Office of Education
- Maripas Jacobo – Community Outreach Specialist, The Port of Hueneme
- Adam Casillas - Latino Business Expo



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WE LOOK FORWARD TO BEING IMPACTFUL TOGETHER!



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