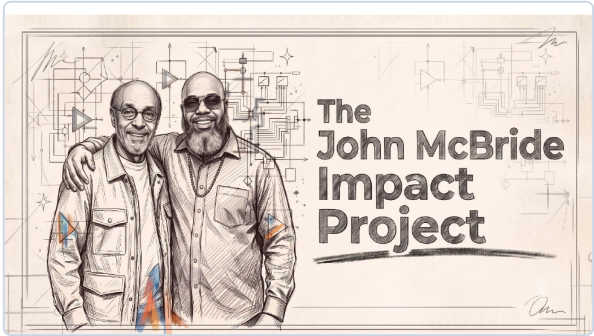


THE JOHN MCBRIDE IMPACT PROJECT

A Strategic Blueprint & Comprehensive Prospectus for Denver's Future



▶ WATCH THE PROJECT VIDEO

Leadership:	Jason McBride (Executive Director & Credible Messenger) Dr. Steve Huff, PhD (Clinical Director) Nick Blasi (Tech Director, Personos AI)
Target Cohort:	800 Denver Youth (MLK, Manual, & George Washington High Schools)
Civic Partners:	Denver Department of Public Safety (Al Gardner) Personos AI ResultsLab ESPN PepsiCo Sony Music Denver Broncos

Executive Summary Overview

Youth violence in Denver is not merely a crisis of behavior; it is a crisis of despair, isolation, and apathy. When young people absorb the tragic loss of their peers as an inevitable norm, the prevailing cultural narrative becomes *"That's just how it is."*

The McBride Impact Project offers an unprecedented, proactive alternative. Rooted in the legendary civic work of the late John McBride, this initiative bridges decades of trusted community advocacy with cutting-edge technology and clinical rigor to shift youth culture from passive trauma to active community leadership.

\$150K Municipal Seed City & County of Denver catalyst grant.	\$350K Corporate Match Unlocked from ESPN, Pepsi, Sony, Broncos.	\$625 Cost / Student 18-mo academy vs. \$190K detention cost.	42% Harm Reduction Targeted reduction evaluated by ResultsLab.
--	---	--	---

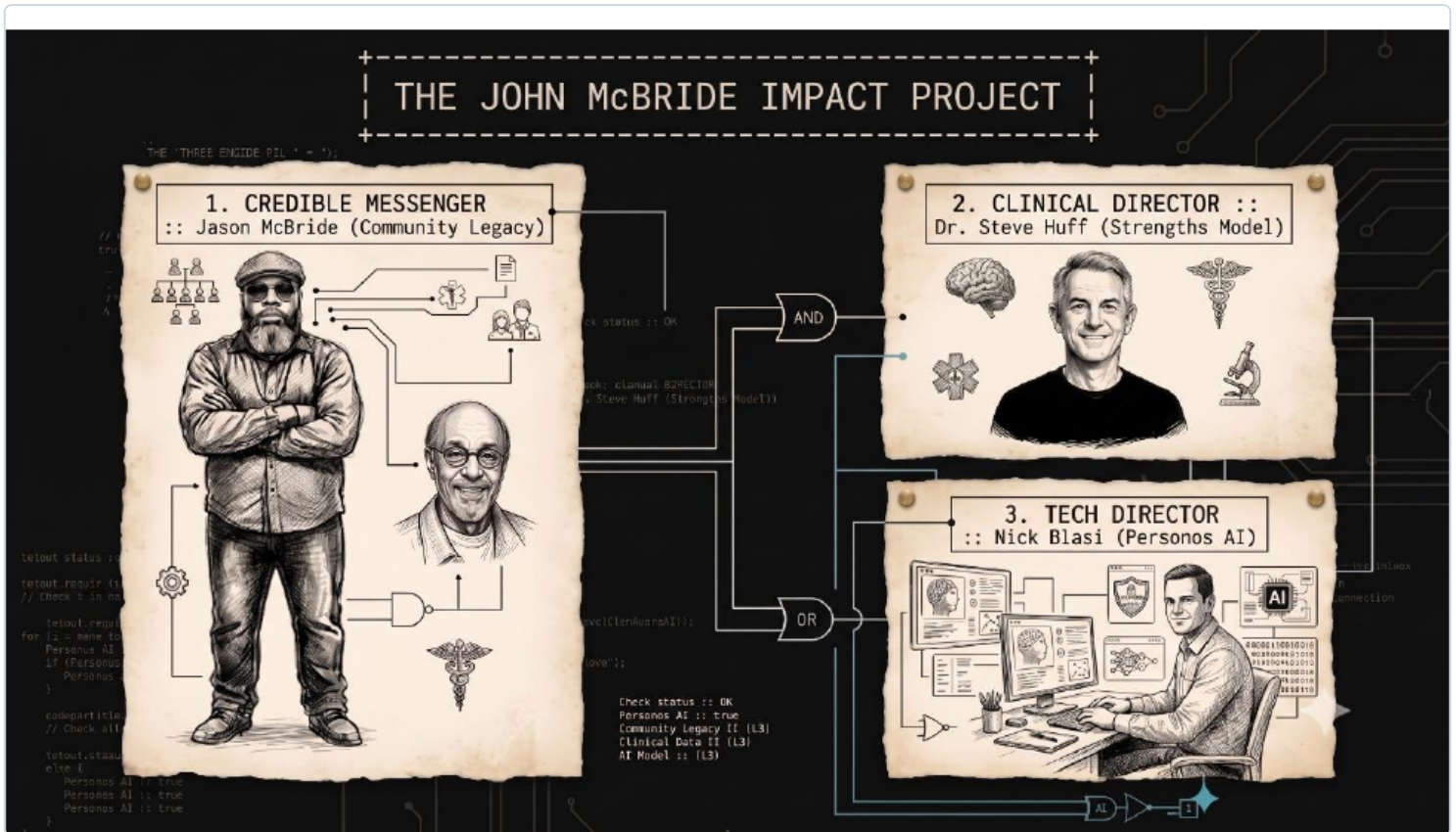
SECTION 1: EXECUTIVE SUMMARY

The Convergence of Legacy, Clinical Innovation, and Public Safety Action

1.1 The Imperative: A Movement Born of Legacy

The crisis of youth violence in Denver is not merely a crisis of behavior; it is a crisis of despair, isolation, and apathy. When young people absorb the tragic loss of their peers as an inevitable norm, the prevailing cultural narrative becomes *"That's just how it is."* Traditional, reactive interventions often fail because they intervene only at the punitive end of the justice system - after trauma has already solidified into tragedy.

The McBride Impact Project offers an unprecedented, proactive alternative. Rooted in the legendary civic work of the late John McBride - former Director of Mayor Wellington Webb's Commission on Youth - this initiative bridges decades of trusted community advocacy with cutting-edge technology and clinical rigor. Spearheaded by his son, Jason McBride (Executive Director, former ESPN producer, and trusted credible messenger), the project transforms community grief into measurable, peer-led action.



The McBride Impact Project Core Leadership & Operational Pillars

1.2 The Systemic Solution: The McBride Prep Academy Engine

The McBride Impact Project operates as a comprehensive, tech-enabled public safety engine designed to shift youth culture from passive apathy to active protection. Deployed through the McBride Prep Academy, the model combines three high-impact operational components:

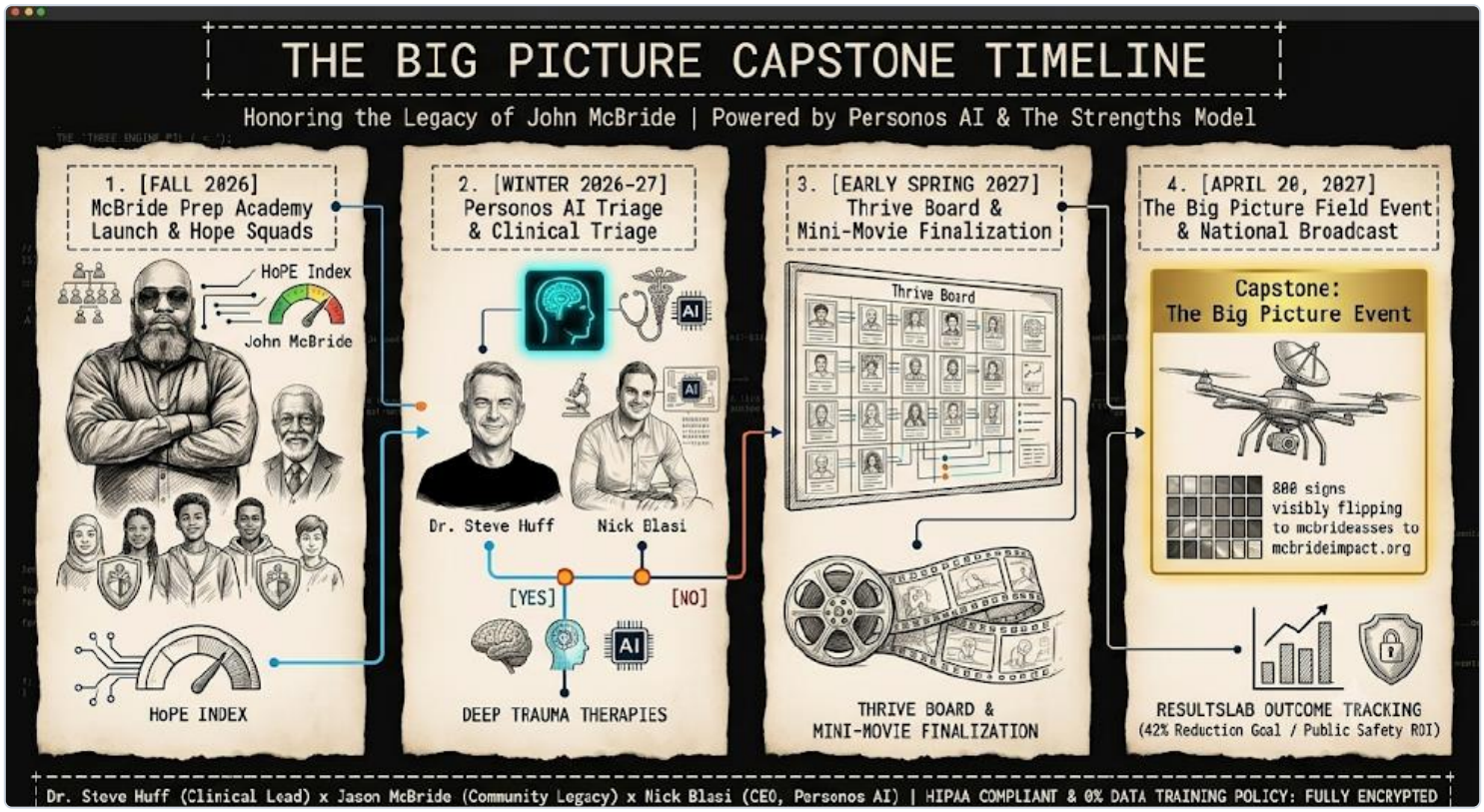
- **Clinical Strengths Methodology:** Built upon 30 years of street-level clinical social work directed by Dr. Steve Huff (Social Work PhD), the program utilizes the evidence-based Strengths Model and the gamified "5 to THRIVE" framework. Rather than defining youth by risk factors, it identifies internal psychological fuel to navigate trauma and foster disengagement from gang violence.
- **HIPAA-Compliant AI Integration:** In exclusive partnership with Nick Blasi (CEO of Denver-based Personos AI), the curriculum integrates a secure, 0% data-training AI engine custom-tailored to the project's diagnostic protocol. Personos AI serves as an interactive problem-solving companion, guiding students through goal achievement, trauma triage, and personal story development.
- **Hope Squads & THRIVE Boards:** Enrolled youth form peer-led "Hope Squads" that utilize the AI tools to design 18x24-inch THRIVE Boards and produce accompanying mini-movies. These boards serve a dual therapeutic purpose: honoring young lives lost to violence while binding peer groups to 42 concrete Pro-Hope action commitments (e.g., de-escalation protocols, safe-word check-ins, and peer belonging rules).

1.3 The Capstone Event: "The Big Picture" (April 20, 2027)

The operational cycle culminates on April 20, 2027 - a date chosen intentionally on the anniversary of Columbine to reclaim a historical narrative of tragedy into a historic demonstration of hope.

Held in a major Denver city park, "The Big Picture" will unite 300 to 800 youth in a massive 16:9 field grid array:

1. **Morning Community Exhibition:** Families, local leaders, and citizens walk the grid, reviewing the interactive THRIVE Boards and scanning QR codes to view student-produced mini-movies honoring local youth.
2. **Synchronized Aerial Reveal:** In a nationally broadcast drone event, the participants synchronously flip their boards from Side A (memorial stories) to Side B (action commitments), forming a massive high-definition aerial message that ends in a direct civic call to action: mcbrideimpact.org.



The Big Picture Capstone Timeline (Fall 2026 - April 20, 2027)

1.4 Public Safety Alignment & Outcome Evaluation

This prospectus aligns directly with the strategic priorities of Denver's Department of Public Safety, led by the Executive Director of Public Safety, Al Gardner. By addressing the root causes of violence, expanding youth mentorship, and providing structural alternatives to criminal justice involvement, the project offers a sustainable, non-punitive public safety investment.

To ensure total operational accountability and programmatic ROI, the project has partnered with ResultsLab, a national leader in evaluation design. Together, we will track rigorous baseline and longitudinal metrics with a targeted goal of a 42% reduction in youth violence incidents among participating cohorts over 18 months.

1.5 Capital Requirement & Investment Structure

To execute the Fall 2026 launch through the April 2027 capstone event, The McBride Impact Project seeks a total catalytic investment of \$500,000. This funding structure is designed as a public-private partnership, leveraging municipal endorsement to unlock national corporate dollars:

Investment Source	Amount	Strategic Function & Leverage
City & County of Denver (Municipal Seed)	\$150,000	Provides civic validation, park permits, public safety integration, and baseline operational funding.
Corporate Match Partnerships (ESPN, Pepsi, Sony, Broncos)	\$350,000	Funds full-scale media production, Personos AI customization, 800-board manufacturing, and event logistics.
TOTAL CAPITAL RAISE	\$500,000	Comprehensive 18-Month Deployment & Evaluation

THE IMMEDIATE INVESTMENT RECAP

Strategic Funding for the McBride Impact Project | 18-Month Deployment & Evaluation

CAPITAL INVESTMENT

MUNICIPAL CAPITAL REQUEST

\$150,000

(City and County of Denver Seed)

CORPORATE MATCHING CAPITAL

\$350,000

(ESPN, Pepsi, Sony, Broncos Match)



TOTAL PROJECT CAPITAL



\$500,000

(Full 18-Month Deployment & Evaluation)

IMPACT & ENGAGEMENT



DIRECT BENEFICIARIES

800 Denver Youth

Enrolled in Prep Academy



CAPSTONE MOMENT

April 20, 2027

"The Big Picture" Field Event



WEBSITE REVEAL & CTA

mcbrideimpact.org

Visit & Engage!



Dr. Steve Huff (Clinical Lead) x Jason McBride (Community Legacy) x Nick Blasi (CEO, Personos AI) | HIPAA COMPLIANT & 0% DATA TRAINING

The Immediate Investment Recap & Impact Metrics

"Seed funding from the City of Denver signals to corporate partners, national media outlets, and documentary platforms like Netflix that Denver is not just responding to youth violence - it is designing the national blueprint to end it."

1.6 Summary of Leadership & Stakeholders

- **Jason McBride:** Executive Director, McBride Impact (Community Legacy & Credible Messenger)
- **Dr. Steve Huff, PhD, MSW:** Clinical Director (30-Year Strengths Model Pioneer)
- **Nick Blasi:** CEO, Personos AI (HIPAA-Compliant AI Architecture)
- **Executive Director Al Gardner:** Denver Department of Public Safety (Public Safety & Civic Alignment)
- **ResultsLab:** Independent Data & Outcome Evaluation Partner

SECTION 2: THE FOUNDATION

John McBride's Legacy and Denver's Civic Imperative

2.1 The Architect of Hope: John McBride's History and Impact in Denver

Strategic initiatives fail when they lack a "soul" - a trusted, authentic anchor that commands community respect before a single dollar is spent. The McBride Impact Project is uniquely positioned in Denver because it is built upon the indestructible foundation of John McBride's life work.

John McBride was not merely a community advocate; he was a pioneer in systemic youth development and a well-known community leader who dedicated much of his life to uplifting young people in Denver, particularly those facing systemic inequities in underserved neighborhoods. For three decades, his name was synonymous with youth empowerment, drug prevention, and grassroots mentorship.

To fully understand the authority of this project, it is critical to understand the four main pillars of John McBride's contribution to Denver's civic fabric:

1. **Systemic City Leadership:** John served as the Director of Wellington Webb's Commission on Youth, a mayoral cabinet-level role under the Mayor's Office for Education and Children. In this capacity, he didn't just run programs; he advocated for youth and families at the highest level, helping direct city policies, stabilizing early childhood care funding, and developing out-of-school initiatives across Denver.
2. **Statewide Operational Credibility:** He was widely recognized for his operational leadership, receiving honors for his outreach work through Governor Roy Romer's Communities for a Drug-Free Colorado initiative. This proved his ability to scale grassroots impact into statewide success.
3. **Grassroots and Civilian Oversight:** John understood the intersection of public safety and community trust long before it became a national conversation. He served on major Denver boards, advocating for operational accountability and public trust - experiences that are mirrored in the leadership structure of today's Department of Public Safety under Director Al Gardner.
4. **Mentor to Youth of Color:** John's primary focus was always providing constructive alternatives for youth of color. He stood uniquely respected in neighborhoods like Sun Valley and Park Hill, offering concrete lifelines away from despair, drugs, and violence toward leadership and self-sufficiency.

2.2 Continuing the Legacy: The "Call to Connecticut"

John's dedication profoundly influenced his family. He raised his children with a deep-seated belief that personal success meant nothing if they did not leverage that success for the betterment of Denver.

Inspired by his father's unwavering encouragement to "get involved locally," Jason McBride made a decisive career pivot that now forms the heart of this project's operational leadership. Jason McBride eventually left a highly successful ten-year career as a producer at ESPN in Connecticut - where he had established major corporate relationships with brands like Pepsi and Sony - to return home to Denver.

This was not a career retreat; it was a deployment. Jason realized that the strategic media skills, corporate relations, and high-level project management experience he gained at ESPN were exactly the tools needed to scale his father's community legacy into a permanent, tech-enabled institution.

Jason founded McBride Impact (based in Denver's Park Hill neighborhood) and established The John McBride Memorial Scholarship Fund as the initial, honoring steps of this continuation. The scholarship fund provided financial support and leadership opportunities to students of color, directly proving that the McBride name still means mentorship, empowerment, and opportunity in Denver.

"My father didn't just teach us to serve; he taught us to build. He built systems that supported youth when the city had no systems. Now it is our turn to build the next iteration of that work - one that uses AI, clinical rigor, and global media to protect the kids he loved."
— Jason McBride, Executive Director, The McBride Impact

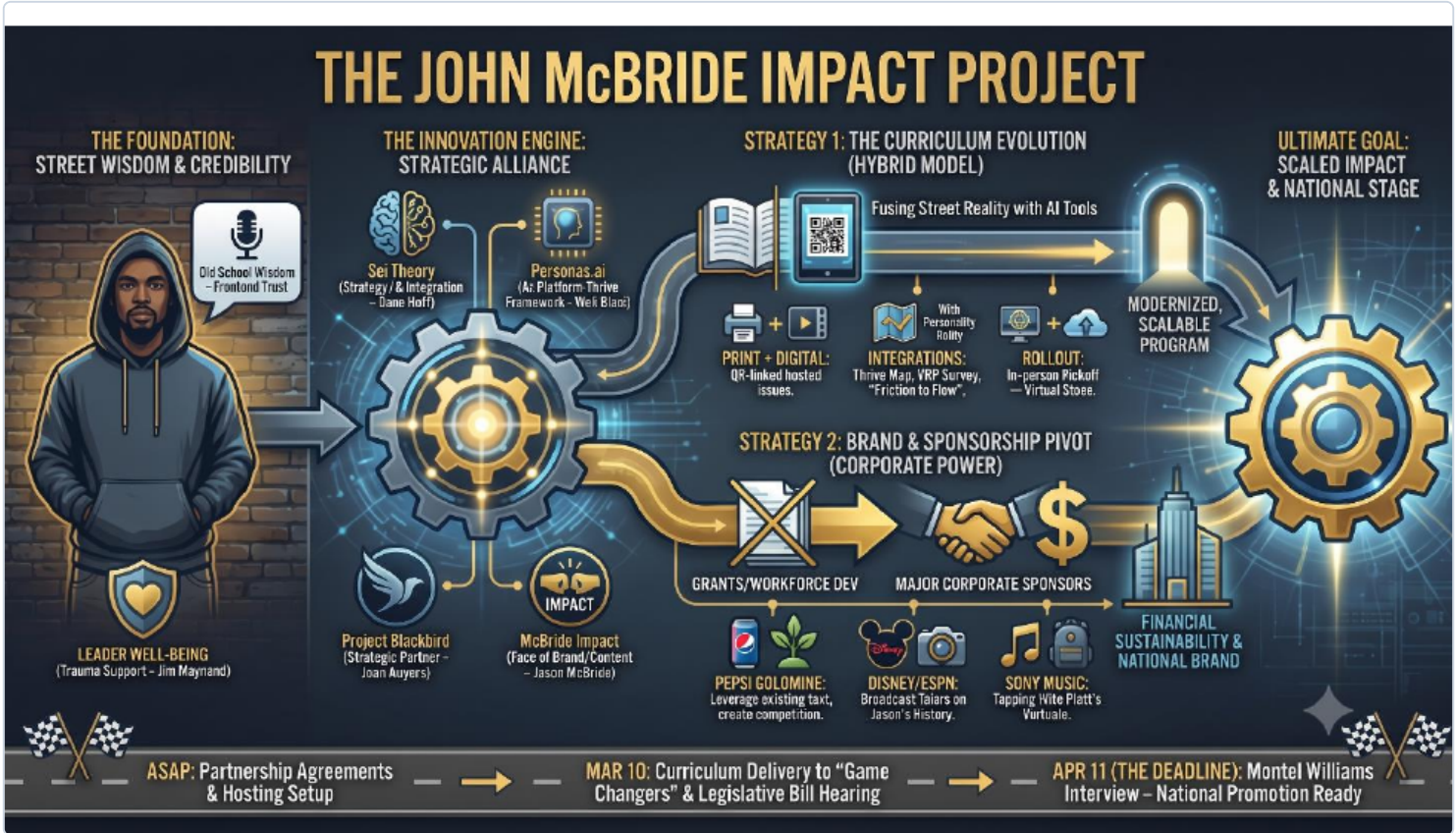
2.3 Strategic Alignment: Bridging Legacy and Modern Public Safety

Section 2 establishes why this project is uniquely relevant to the modern goals of Denver city leadership, specifically Deputy Mayor and Executive Director of Public Safety, Al Gardner.

When Deputy Mayor Gardner advocates for addressing root-cause investments and community-driven solutions, he is describing the exact work that John McBride spearheaded for Mayor Webb in the 1990s. This project does not seek to create a new public safety concept; it seeks to formalize and scale a trusted, existing Denver tradition using modern clinical and technological tools.

The McBride Impact Project provides an operational bridge between two eras of public safety leadership:

1990s Civic Era (John McBride)	2026 Strategic Era (Al Gardner)
Focus on underserved neighborhoods.	Root-cause social equity investments.
Out-of-school initiatives & youth development.	Strategic mentorship & youth employment.
Mayor Wellington Webb's cabinet leadership.	Department of Public Safety collaboration.
Drug prevention & grassroots mentorship.	Violence prevention & operational accountability.



The John McBride Impact Project: Innovation Engine & Strategic Architecture

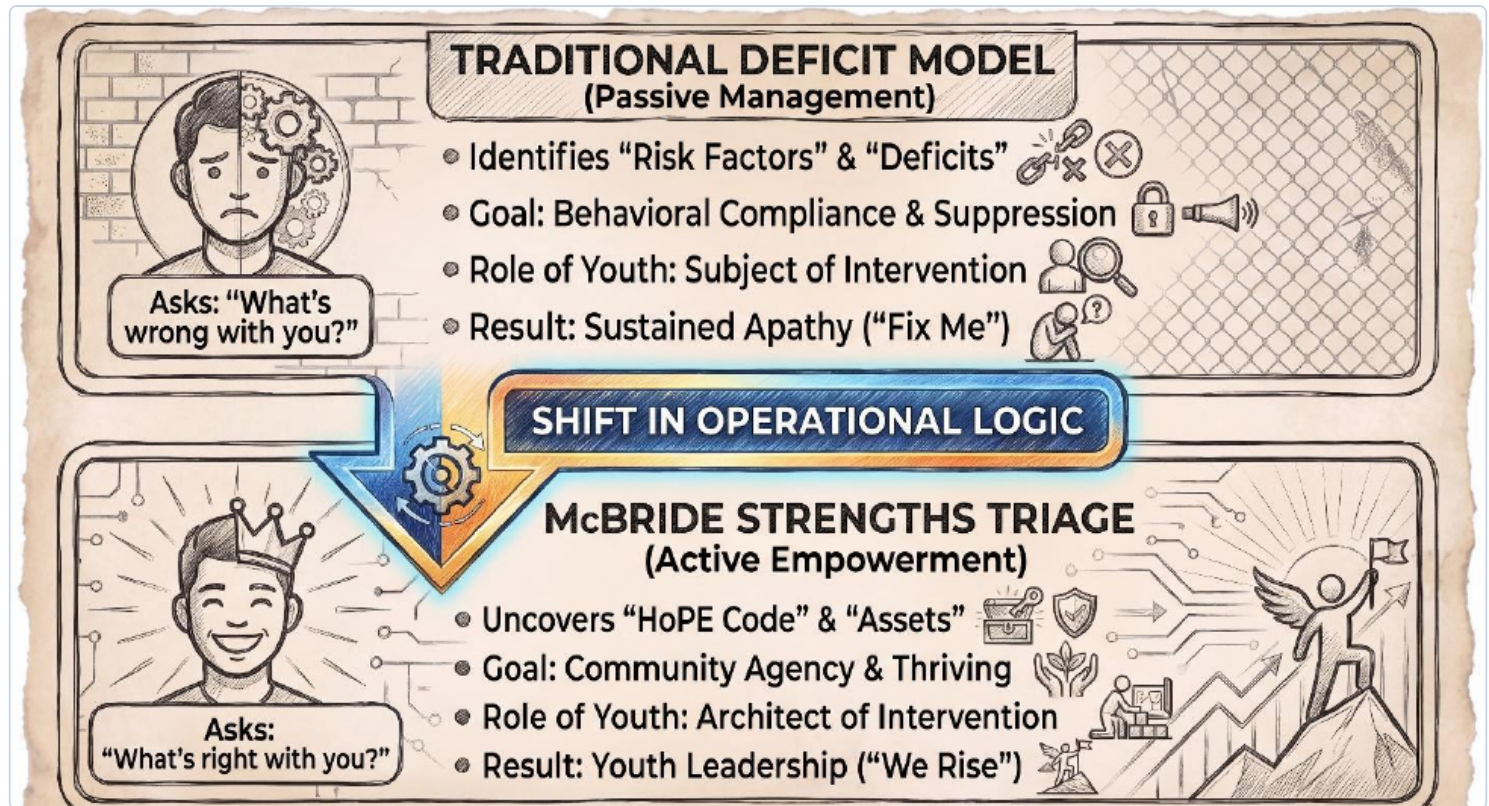
SECTION 3: THE METHODOLOGY

The McBride Prep Academy & The Strengths Model Triage

3.1 Beyond Apathy: Disbursing the "Normalized Grief" Operating System

Traditional approaches to youth violence prevention too often operate on a deficit-based model - they focus entirely on what is wrong with a young person (trauma, gang affiliation, academic failure) and seek to suppress or manage these "problems." While well-intentioned, this methodology often inadvertently reinforces the very apathy it seeks to combat. It implicitly signals to youth that they are passive subjects in need of external fixing.

Section 3 outlines the McBride Impact Project's core disruption: The Strengths Model Triage. Our methodology operates on the absolute belief that every young person possesses inherent strengths, agency, and a "HoPE Code" - a unique internal blueprint for goal achievement and connection. Youth violence flourishes in environments where this code is deactivated and apathy becomes the default operating system.



Traditional Deficit Model vs. The McBride Strengths Triage

3.2 The Clinical Engine: Dr. Steve Huff and the Strengths Model Pioneer

This project is not built on community assumptions; it is driven by rigorous academic methodology and street-level clinical social work. The clinical engine is directed by Dr. Steve Huff (PhD). Dr. Huff holds a Doctorate in Social Work from the University of Kansas - the home and birthplace of the internationally recognized Strengths Model - and a Masters of Counseling from Denver Seminary.

Dr. Huff brings 30 years of direct, "boots on the ground" experience on the streets of Denver, working alongside the highest-risk youth and gang-affiliated populations. His methodology, honed at KU and applied on the streets, does not rely on sterile office therapy. It utilizes Strengths Model tools - an interactive process that:

- **Identifies Internal Fuel:** Discovering the authentic passions and goals that apathy has suppressed.
- **Maps Resources:** Identifying community connections and mentorships already in place (including "Credible Messengers" like Jason McBride).
- **Sets Goal-Directed Action:** Moving quickly from discussion to concrete, achievable social goals.

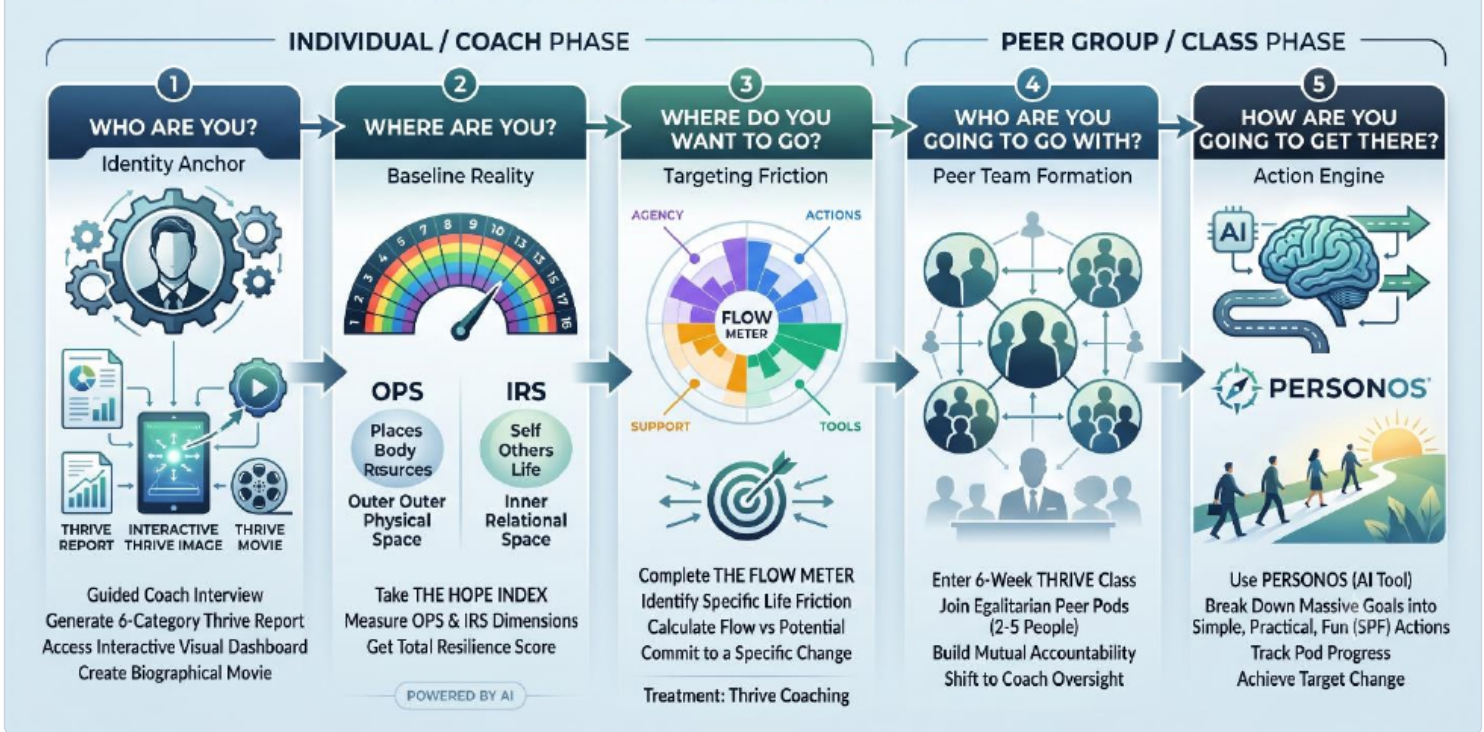
By centering this clinical rigor at the outset, the project provides Al Gardner and the Department of Public Safety with an evidence-based, measurable intervention that provides a stable operational structure before youth are absorbed into the punitive justice system.

3.3 The Pure-Run Exit Program: Gamified Story and The Prep Academy

Dr. Huff's clinical triage is deployed through The McBride Prep Academy, a dynamic, story-driven, and gamified pure-run "exit program." We use the term "exit program" intentionally - this is a structured pathway designed to help youth navigate an exit from violence, apathy, or gang involvement.

The Prep Academy does not use traditional textbook curriculum. It uses the narrative story structure and gamification to engage youth immediately. The foundational framework is the 5 to THRIVE method.

5 TO THRIVE WORKFLOW



The 5 to THRIVE Block-Matrix Curriculum Workflow

3.4 Cracking the "HoPE Code": Moving from Deficit to Agency

The McBride Prep Academy curriculum is not designed to "teach" compliance; it is designed to crack the HoPE Code. In Section 3, we define "HoPE" as Human optimized Personal Experience. We believe this code for connection and achievement is hardwired into every youth but becomes deactivated by systemic trauma and normalized loss.

The 5 to THRIVE blocks are sequential unlock mechanisms. Students cannot simply jump to "skills" (Block 4) or "connection" (Block 3) without first deconstructing the deficit-based label apathy has assigned them and establishing an authentic strengths-based identity (Block 1).

By moving through this story-driven matrix, youth are essentially retraining their neural patterns away from reactive violence toward purposeful action. The clinical rigor ensures the process is therapeutic, while the gamified delivery ensures it is engaging, transforming the Prep Academy into a powerful social-engineering exit ramp from Denver's streets.

This is the Methodology that empowers youth to hold up the signs on April 20, 2027 - not as victims, but as empowered architects of their own future.

SECTION 4: THE TECHNOLOGY

Scaling Empathy with "Personos" AI

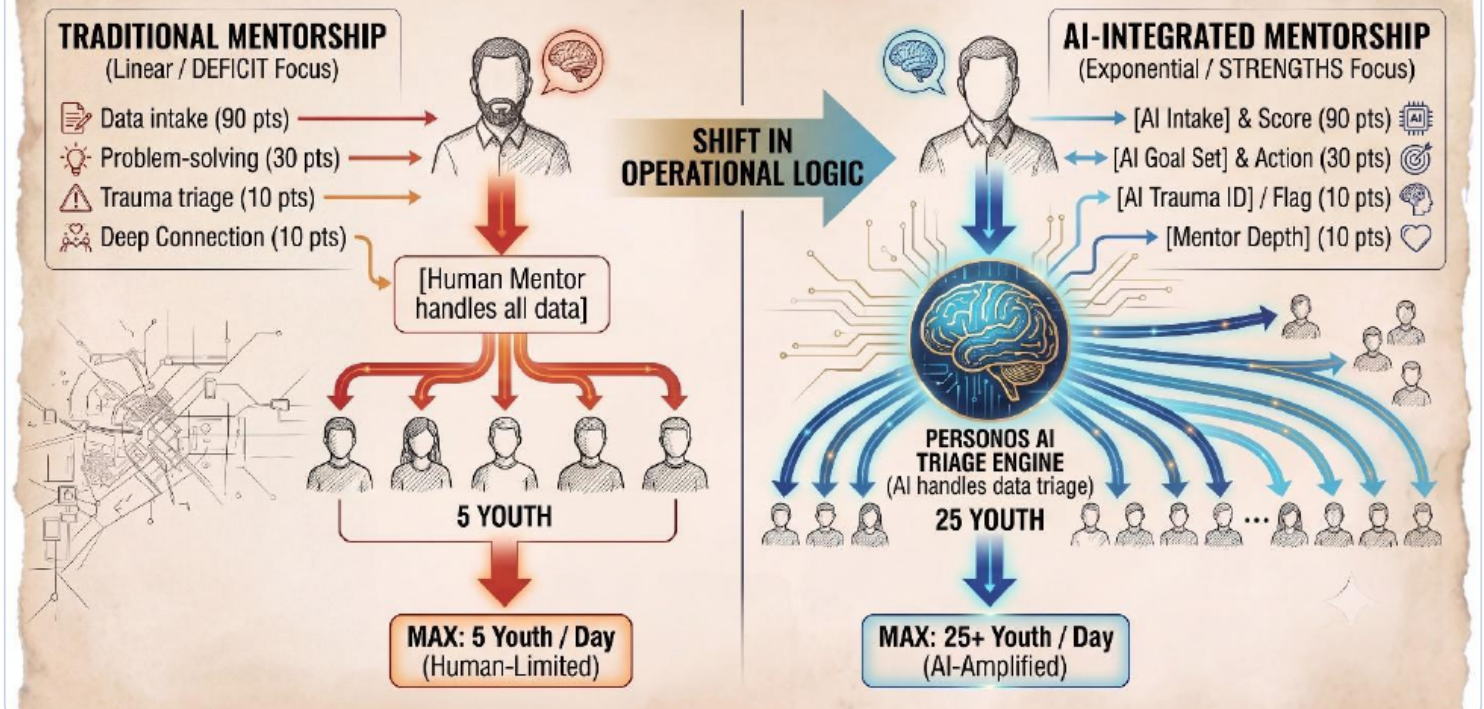
4.1 The Scaling Challenge: Moving Beyond "One Mentor, One Youth"

Traditional youth violence interventions face a critical mathematical bottleneck: a severe shortage of qualified, clinically trained mentors. While the impact of a mentor like Dr. Steve Huff or a credible messenger like Jason McBride is undeniable, their time and emotional bandwidth are limited. When we operate solely on a "one mentor, one youth" ratio, we can only serve a tiny fraction of Denver's youth in crisis. The rest are left on waiting lists, where apathy and street culture continue to recruit them.

Section 4 details how the McBride Impact Project utilizes state-of-the-art technology, developed right here in Denver, to break this bottleneck. Our operational breakthrough is the strategic integration of the Personos AI problem-solving tool.

We are not using AI to replace human connection; we are using AI to scale empathy. By encoding the 30 years of clinical Strengths Model experience from Dr. Steve Huff into a safe, interactive AI interface, we provide every student in the Prep Academy with a 24/7 "Clinical Assistant." This integration transforms our operations from a traditional local non-profit into a pioneering, tech-enabled social engineering firm.

MENTORSHIP EVOLUTION: TRADITIONAL vs. AI-INTEGRATED MODELS



Mentorship Evolution: Traditional vs. AI-Integrated Personos Models

4.2 The Strategic Partner: Nick Blasi and the Denver Tech Center

This operational pillar is made possible through our exclusive partnership with Nick Blasi, CEO of Personos. Based in the Denver Tech Center, Blasi and the Personos team have developed a robust, secure AI platform designed specifically for structured problem-solving, goal achievement, and behavioral shift.

Personos is not a passive information tool like Google or ChatGPT; it is a proprietary, rules-based engine. This partnership ensures we aren't using a "generic" AI. We have direct contact with the Personos CEO and engineering team to modify the core AI model to fit our specific 5 to THRIVE curriculum.

This Denver-based partnership gives the project unprecedented flexibility, speed, and technical security, signaling to city and corporate funders that this is a locally-driven, innovative public safety asset.

4.3 Operational Integration: The AI-Powered Workbook

Personos AI is embedded directly into the "gamified story" architecture of the McBride Prep Academy. It serves as the primary interface for students as they navigate the 5-to-THRIVE curriculum matrix. Within the Prep Academy, Personos handles the "heavy lifting" of the therapeutic process:

- **HoPE Index Assessment:** It facilitates the initial diagnostic (e.g., Gang ICA, Psychological Safety dials) instantly generating the student's HoPE Map and score.
- **5 to THRIVE Goal Guidance:** It works interactively with the student to move through the curriculum matrix. The AI asks guiding questions based on Dr. Huff's diagnostic criteria to help them identify goals (Block 2) and build their healthy connection network (Block 3).
- **The THRIVE Board Creator:** The AI provides the student with design and story-editing prompts to create the final 18x24 THRIVE Boards and the scripts for their accompanying mini-movies.

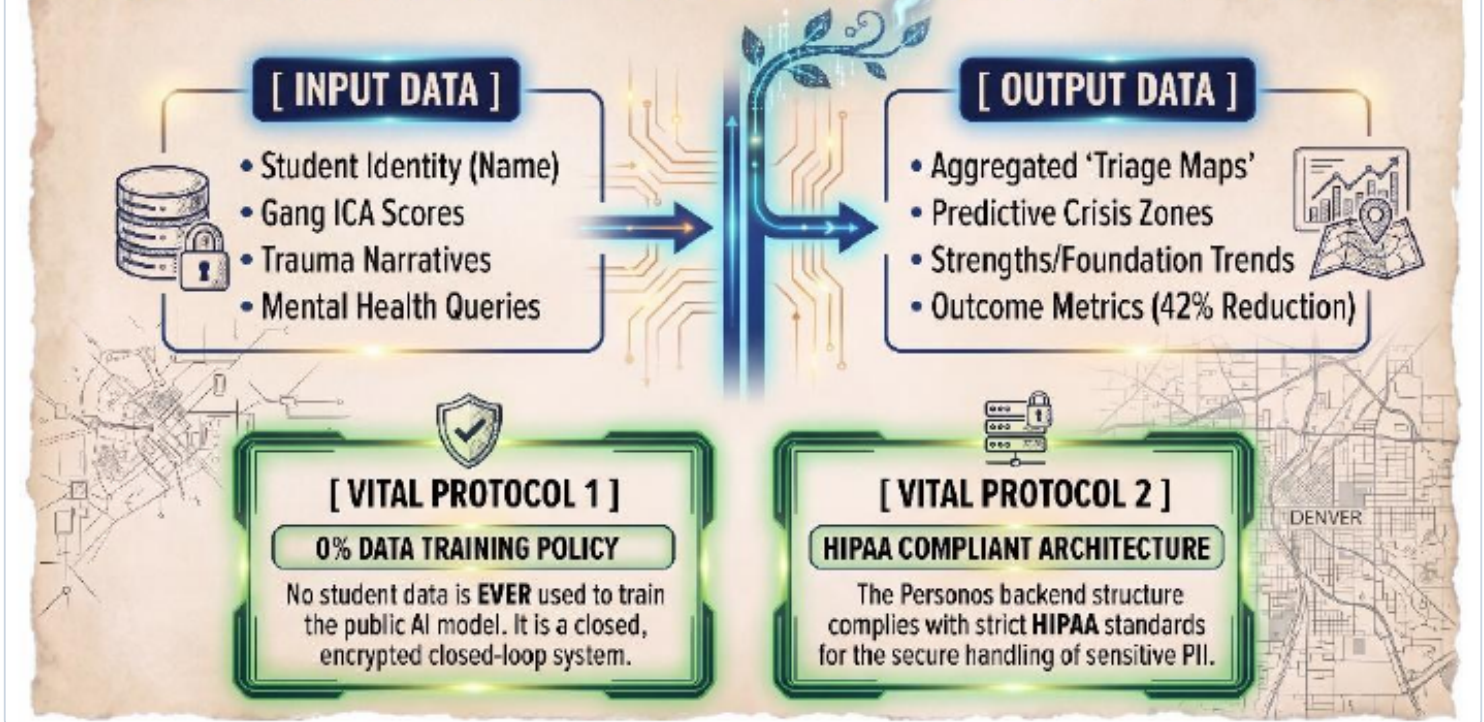
This operational flow ensures that the student is always the primary architect of their journey, with the AI serving as a tireless, 24/7 technical and clinical facilitator.

4.4 Data Security, Privacy, and HIPAA Compliance

The most critical concern when introducing AI into sensitive youth interventions is data security and student privacy. The McBride Impact Project does not compromise on this issue. Our operational blueprint is built upon a foundation of absolute data integrity, ensuring compliance with Denver's Public Safety mandates.

In collaboration with Nick Blasi and the Personos team, we enforce two non-negotiable security protocols:

THE PERSONOS AI “SAFE VINE” SECURITY VAPOR



The Personos AI "Safe Vine" Security Vapor - The Ironclad Data Vault

- 1. 0% Data Training Policy:** We utilize a proprietary "Safe Vine" architecture. This means student data (e.g., Gang ICA scores, specific trauma narratives) is never fed back into a public Large Language Model (LLM) to train it. Student data remains inside a closed, encrypted "vault" accessible only to the project's clinical leadership.
- 2. HIPAA-Compliant Architecture:** The Personos platform backend structure has been audited to meet HIPAA standards for the secure handling of sensitive health information. This level of security is mandatory for a project partnering with public health and education offices.

Section 4 demonstrates that we aren't just using AI; we are deploying a clinically-sound, HIPAA-compliant, secure public safety tech stack. This security infrastructure guarantees that the empathy we are scaling is matched by an unshakeable commitment to student privacy.

SECTION 5: ON-THE-GROUND ACTION

Hope Squads, The 42-Action Menu, and THRiVE Boards

5.1 Hope Squads: Peer-Led Operational Units

While traditional interventions deploy adults into youth spaces to enforce order, the McBride Impact Project flips the leadership dynamic. The true operational engine inside the McBride Prep Academy is the Hope Squad.

Youth in crisis rarely turn first to police officers, school administrators, or adult social workers; they turn to their peers. Hope Squads are small, highly trained peer-intervention units formed within the Prep Academy. Rather than leaving peer influence to chance - or allowing gang structures to dominate social networks - we organize youth into active protection teams.

Hope Squads operate with a clear mandate:

- **Active Inclusion:** Identifying isolated or "trauma-locked" classmates before crisis occurs.
- **De-escalation:** Utilizing trained micro-actions to interrupt conflict in hallways, online group chats, and neighborhood hangouts.
- **Co-Creation:** Working collaboratively to build memorial THRiVE Boards and mini-movies that channel community grief into measurable hope.

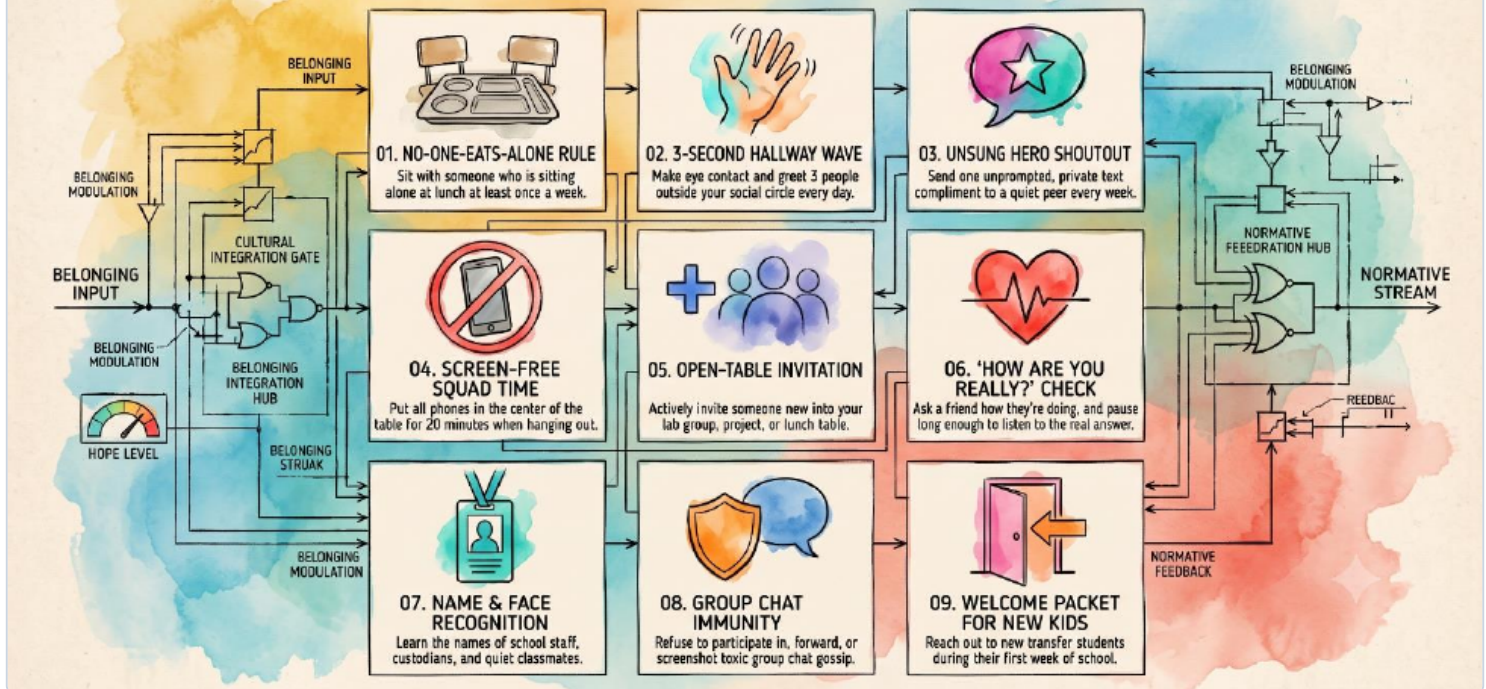
5.2 The Operational Operating System: The 42 Pro-Hope Action Menu

To ensure that Hope Squads do not rely on vague slogans like "be nice" or "stop violence," the project equips them with a concrete, behavioral operating system: The 42 Pro-Hope Action Menu.

Developed from 30 years of street-level social work and clinical triage, the 42 Action Menu breaks anti-violence work down into discrete, daily habits across three distinct phases: Peer Belonging & Culture, Squad Intervention & De-escalation, and Community Resilience.

42 PRO-HOPE ACTION MENU

(SECTION 1: PEER BELONGING & CULTURE)



The 42 Pro-Hope Action Menu Tactical Ecosystem (Sample)

These 42 actions remove ambiguity. When a youth faces a high-tension scenario in school or online, they are not improvising - they are executing a proven, shared code.

5.3 The THRiVE Board & Mini-Movie: A Dual-Healing Mechanism

The physical product of the Hope Squad's work inside the Prep Academy is the THRiVE Board - a double-sided 18x24-inch interactive memorial sign. Each board is created by teens in the Prep Academy, powered by Personos AI, to honor a local young life lost to violence.

The THRiVE Board serves a Dual-Healing Mechanism:

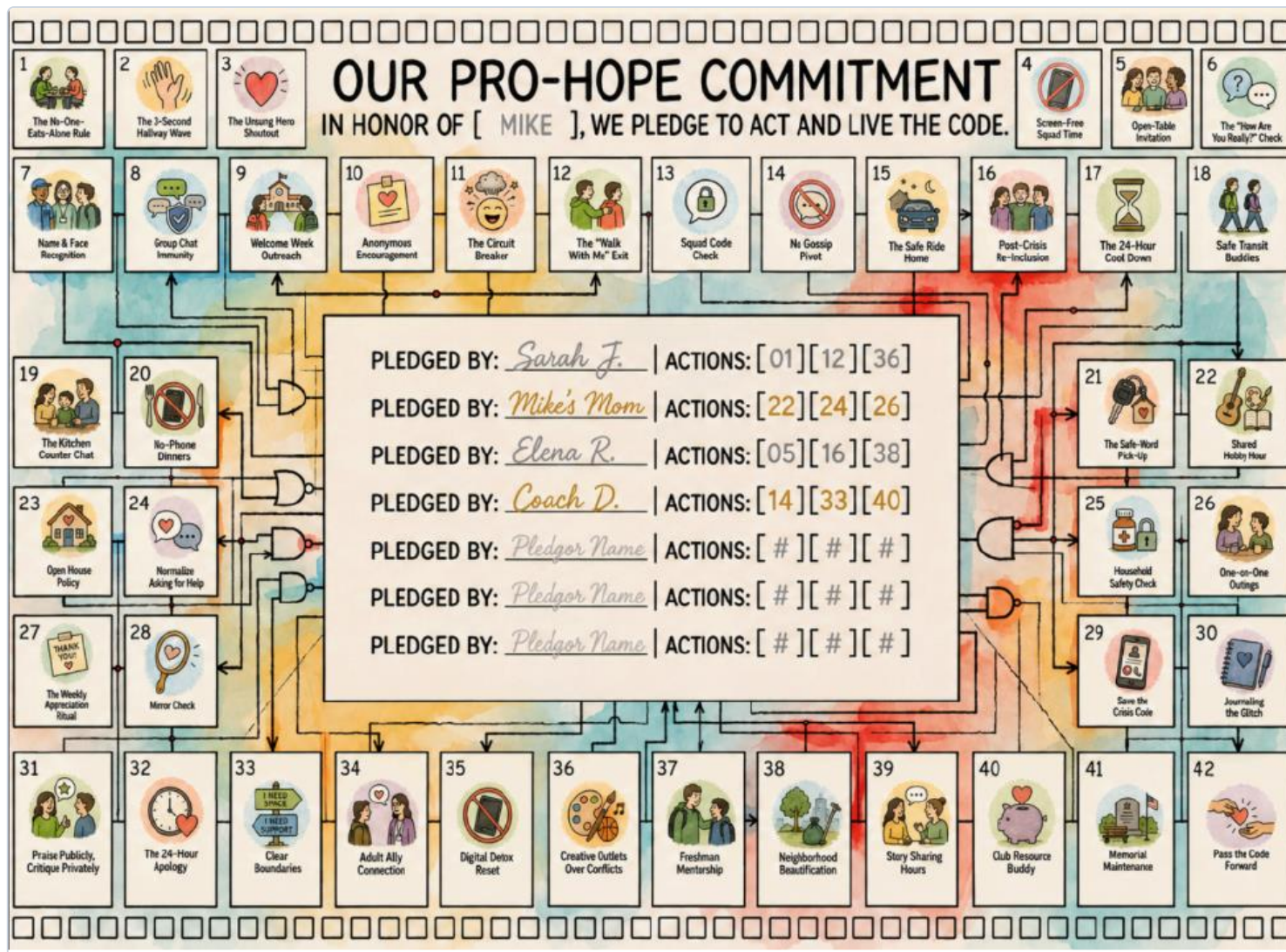
- 1. For the Creators (The Youth):** Transforming raw, unexpressed trauma and rage into artistic creation, digital storytelling, and constructive community honor.
- 2. For the Grieving Families:** Providing a deeply respectful, high-tech memorial that proves their child's legacy is actively inspiring violence prevention across Denver.



Sample Side A: Interactive THRIVE Report & QR Mini-Movie Tribute for Devon Carter

The Side A Components (The Story):

- **Cinematic Portrait & Biography:** A semi-photorealistic portrait reflecting the young person's passions (music, athletics, design) alongside a 5-sentence narrative highlighting their humanity.
- **The Interactive Mini-Movie (QR Code):** Using Personas AI story prompts, youth script and voice a short digital tribute video hosted online. Anyone walking by the board can scan the code to watch the tribute.



Anatomy of a Dual-Sided THRIVE Board & Community Covenant Workflow

The Side B Components (The Covenant):

- **The 42-Tile Double Frame:** A framing border of 42 small numbered boxes representing the complete Pro-Hope Action Menu.
- **The Signature & Pledge Zone:** A matte-finish central area where family members, friends, and community members sign their names and write down the specific action numbers (e.g., #01, #12, #38) they pledge to practice in honor of the deceased.

5.4 Operational Flow: From Raw Grief to Public Action

The transition from trauma to community strength is structured through four clear operational steps inside the Prep Academy. Section 5 demonstrates to funders, city officials, and family members that the McBride Impact Project does not just talk about violence prevention. It creates a scalable manufacturing process for hope, equipping hundreds of Denver youth with the tools to turn loss into a permanent public covenant.

SECTION 6: THE CAPSTONE

"The Big Picture" Memorial & Aerial Reveal (April 20, 2027)

6.1 Reclaiming the Narrative: April 20 as a Symbol of Hope

For nearly three decades, the date April 20 has carried a heavy weight in Colorado's public consciousness, tied to the tragic memory of the Columbine High School shooting. It stands as an enduring marker of youth crisis, school safety vulnerabilities, and community loss.

The McBride Impact Project chooses April 20, 2027, intentionally. This event is designed to reclaim the date - transforming a day historically defined by tragedy into a landmark demonstration of youth-led unity, resilience, and actionable hope.

By assembling 300 to 800 Denver youth on a city park field to execute a massive, synchronized visual display, the project sends an unmistakable message to the nation: The story does not end in tragedy; we are the architects of what comes next.

6.2 Event Architecture & Field Logistics

"The Big Picture" event is structured into a two-phase experience designed to maximize both intimate community engagement and high-impact broadcast visibility.

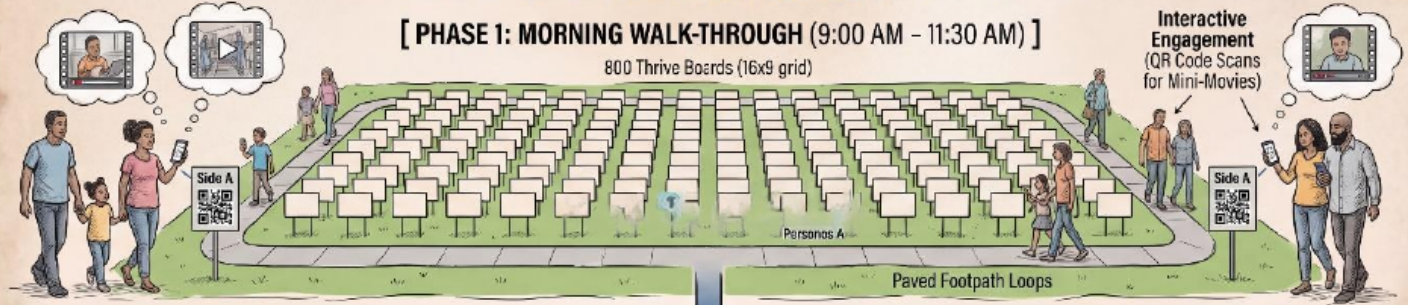
THE McBRIDE IMPACT PROJECT: "THE BIG PICTURE"

CAPSTONE SITE & CHRONOLOGY MAP

[PHASE 1: MORNING WALK-THROUGH (9:00 AM - 11:30 AM)]

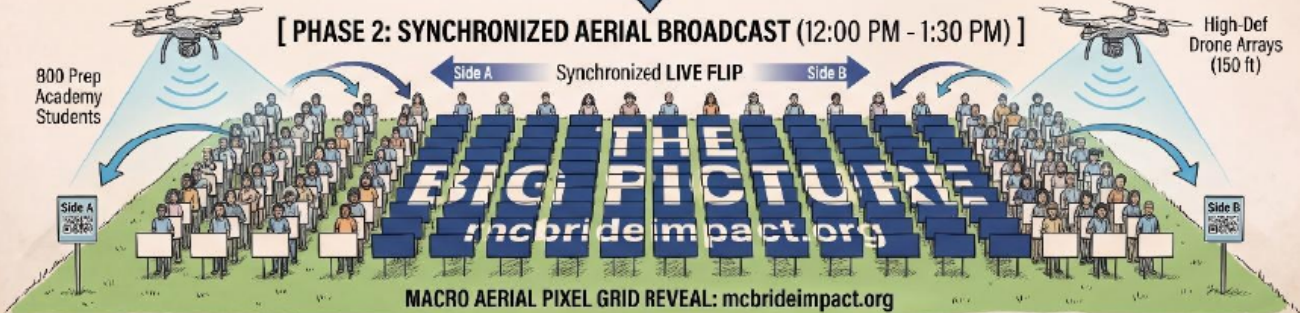
800 Thrive Boards (16x9 grid)

Interactive Engagement
(QR Code Scans
for Mini-Movies)



[PHASE 2: SYNCHRONIZED AERIAL BROADCAST (12:00 PM - 1:30 PM)]

800 Prep
Academy
Students



Dr. Steve Huff (Clinical Lead) x Jason McBride (Community Legacy) x Nick Blasi (CEO, Personas AI) | HIPAA COMPLIANT & 0% DATA TRAINING

The McBride Impact Project: "The Big Picture" Capstone Site & Chronology Map

Phase 1: The Interactive Community Exhibition

In the morning hours, the designated park field operates as an open-air public art museum and memorial. The 800 double-sided THRIVE Boards are positioned on lightweight wire stakes in a precise grid formation. Wide walking aisles between the rows allow grieving families, community members, school cohorts, and civic leaders to walk through the space safely.

Visitors interact directly with the boards, using their smartphones to scan the QR codes on Side A to view the AI-assisted mini-movies created by the Hope Squads. This phase honors the individuality of every life lost, grounding the event in deep personal humanity before scaling to macro visual impact.

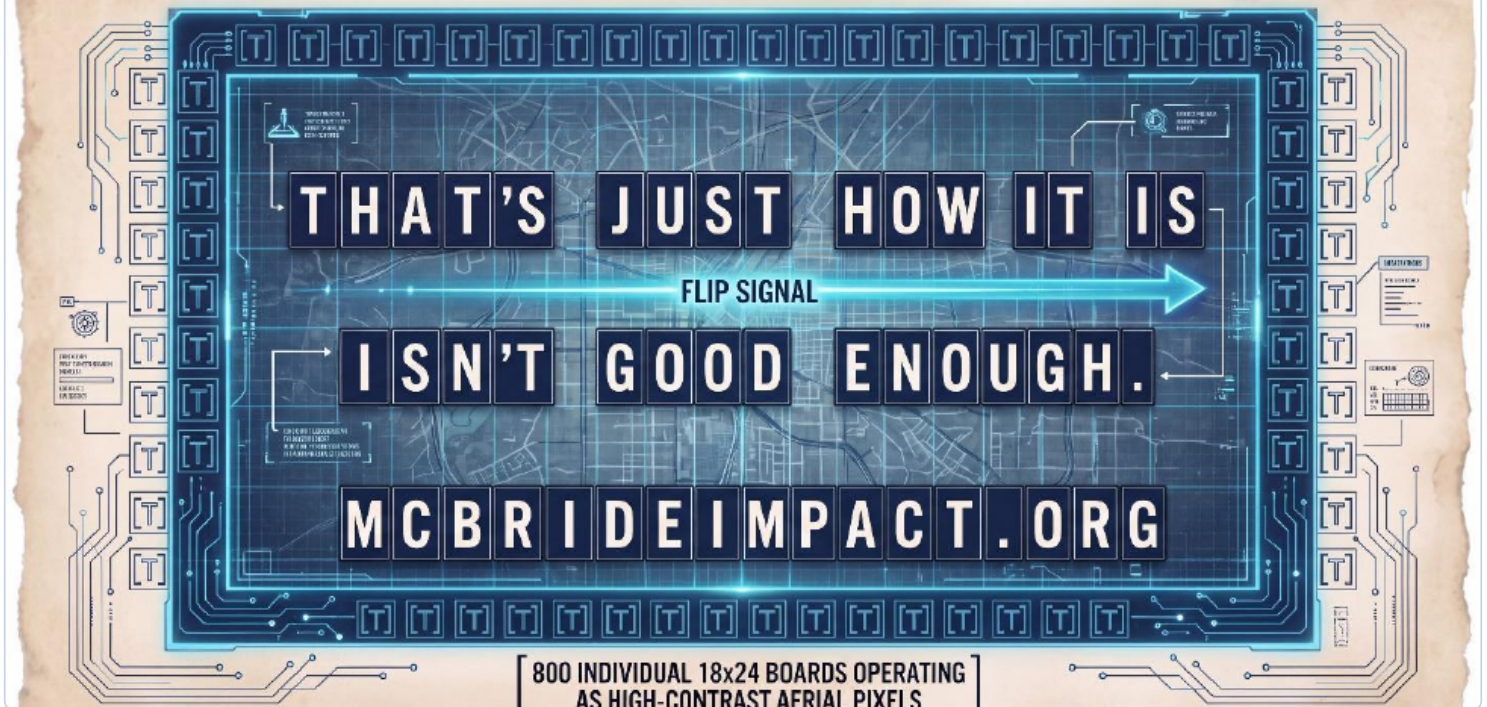
Phase 2: The Live Synchronized Card Stunt

At midday, students take their positions at their designated coordinate in the grid array. On signal - relayed via stadium audio and synchronized stage direction - the students lift their boards, transitioning the installation from a passive display into a live human card stunt.

6.3 The Aerial Matrix & Macro Message Reveal

To ensure that the drone footage shot from 150 feet overhead is hyper-legible for television broadcast, social media, and documentary camera crews, the 800 boards act as individual color-coded pixels within a tight 16:9 widescreen aspect ratio.

AERIAL GRID MATRIX & CAMERA FRAME (16:9 BROADCAST RATIO)



Aerial Grid Matrix & Camera Frame (16:9 Broadcast Ratio)

The Two-Stage Visual Shift:

- 1. The Initial State (Side A Facing Overhead):** The drone camera sees a rich, multi-colored tapestry made up of hundreds of individual watercolor artistic portraits and stories.
- 2. The Synchronized Flip (Side B Facing Overhead):** On cue, all 800 students rotate their boards to Side B. The high-contrast black, white, and neon borders align instantly to spell out a high-impact message that transitions from acknowledging the past to demanding a future:
 - Initial Visual Message: "THAT'S JUST HOW IT IS."
 - The Shift Message: "ISN'T GOOD ENOUGH."
 - The Call-to-Action Reveal: MCBRIDEIMPACT.ORG

6.4 Broadcast Strategy & Strategic Media Integration

"The Big Picture" event is not designed merely for local attendance; it is engineered for global transmission. By combining high-concept visual art with a powerful human story, the event creates a broadcast moment that traditional news outlets, sports networks, and streaming platforms cannot ignore.

- **Local & National News Distribution:** Live drone feeds will be syndicated to Denver news networks, national news desks, and digital publishers, offering a visually stunning counter-narrative to standard crime reporting.
- **Sports & Corporate Leverage:** Leveraging Jason McBride's background at ESPN and ties to the Denver Broncos, sports figures and credible leaders will participate on-site, amplifying the live stream across major sports and culture networks.
- **The Netflix Documentary Target:** The entire arc - from the Fall 2026 launch of the Prep Academy, through Personos AI triage sessions, to the April 20, 2027 capstone reveal - will be filmed in cinema-grade 4K. This provides the primary raw footage for a feature-length documentary pitch to Netflix, showcasing Denver as the birthplace of a national anti-violence model.

Section 6 demonstrates to the City of Denver and corporate sponsors that "The Big Picture" is a multi-layered asset: a deeply healing local memorial, a high-tech civic demonstration, and an internationally shareable broadcast event.

SECTION 7: OUTCOME MEASUREMENT & PUBLIC SAFETY ALIGNMENT

Data Evaluation, ResultsLab Partnership, and the 42% Reduction Target

7.1 Strategic Public Safety Alignment: Non-Punitive ROI

Municipal leaders and public safety executives face an urgent operational mandate: transitioning from costly, reactive detention systems to sustainable, root-cause community safety investments. Executive Director of Public Safety and Deputy Mayor Al Gardner has repeatedly emphasized addressing systemic issues before youth enter the punitive justice system.

The McBride Impact Project provides the City and County of Denver with a quantifiable, non-punitive public safety asset. The financial and human return on investment (ROI) of proactive prevention far outweighs the compounding cost of juvenile detention, emergency medical response, and court proceedings.

FISCAL ROI COMPARISON: RETROACTIVE vs. PROACTIVE SAFETY

RETROACTIVE SYSTEM COSTS (Per Youth / Annual)



- ➔ Juvenile Detention / Incarceration in CO: ~\$120,000 - \$140,000
- ➔ Emergency Medical & Trauma Response: ~\$45,000 +
- ➔ Court & Legal Processing: ~\$25,000 +

TOTAL FISCAL COST PER TRAUMA INCIDENT: ~\$190,000+

VS.

PROACTIVE McBRIDE PREP ACADEMY COST (Per Youth / Annual)



- ➔ Personas AI Triage, Strengths Model Curriculum,
- ➔ Hope Squad Training, and Thrive Board Production: ~\$625

NET SAVINGS TO CITY PER PREVENTED INCIDENT: ~\$189,375

Dr. Steve Huff (Clinical Lead) x Jason McBride (Community Legacy) x Nick Blasi (CEO, Personas AI) | HIPAA COMPLIANT & 0% DATA TRAINING

Fiscal ROI Comparison: Retroactive System Costs vs. Proactive Prep Academy Cost

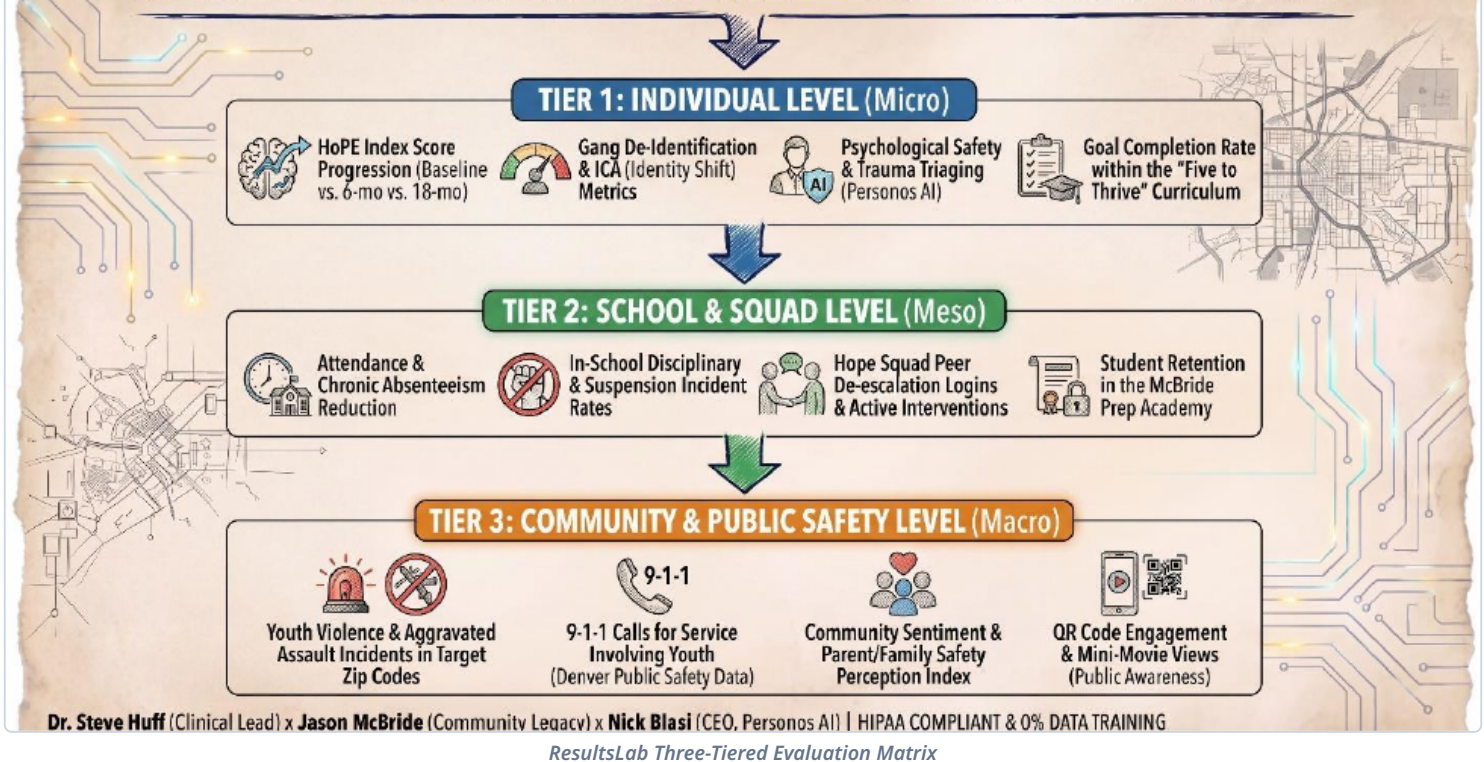
By investing \$150,000 in municipal seed funding, the City of Denver enables a proactive exit program that diverts hundreds of high-risk youth from the criminal justice system, yielding immediate, long-term budgetary sustainability.

7.2 Independent Evaluation: The ResultsLab Partnership

To ensure total programmatic accountability and avoid self-reported bias, the project has partnered with ResultsLab, a renowned national evaluation firm specializing in social impact measurement, data capacity building, and performance tracking.

ResultsLab will design, implement, and oversee an independent evaluation framework that tracks youth cohorts across an 18-month longitudinal study. The evaluation architecture captures data at three distinct operational levels:

RESULTS LAB THREE-TIERED EVALUATION MATRIX



- 1. Individual Data Intake:** Students input daily progress, triage assessments, and action choices into the HIPAA-compliant Personos AI engine.
- 2. Anonymization & Encryption:** Personally Identifiable Information (PII) is automatically stripped and stored in an isolated, encrypted vault, adhering to our 0% data training policy.
- 3. Third-Party Synthesis:** ResultsLab pulls anonymized cohort data to calculate real-time progress against our KPIs.
- 4. Executive Dashboard:** Executive Director AI Gardner and public safety officials receive quarterly anonymized impact reports detailing reductions in violence, cost savings, and community engagement metrics.

7.3 The 42% Reduction Goal: Operational Rationale

The overarching target of the McBride Impact Project is a 42% reduction in youth-involved violent incidents among participating cohorts over an 18-month evaluation window.

The number 42 is not an arbitrary benchmark; it is structurally tied to the 42 Pro-Hope Action Menu installed into the Prep Academy Hope Squads. The target is anchored in behavioral health disengagement theory, which demonstrates that when 40% or more of an active peer network adopts a structured alternative behavioral code, the entire network undergoes a normative shift away from high-risk behaviors.

Key Performance Indicators (KPIs) & Target Milestones:

Metric Category	Baseline Target	6-Month Target	18-Month Capstone Target
Youth Enrolled in Prep Academy	100 Students	400 Students	800 Students
Active Hope Squads Formed	10 Squads	40 Squads	80 Squads
HoPE Index Average Score	Baseline (0–40)	+25% Improvement	+50% Improvement
School Suspensions (Enrolled Cohort)	Historical Norm	-20% Reduction	-45% Reduction
Youth Violent Crime (Target Zip Codes)	Historical Norm	-15% Reduction	-42% Target Reduction
THRiVE Boards Completed & Signed	100 Boards	400 Boards	800 Boards

7.4 The Secure Data Pipeline: From Personos AI to Public Safety

A major challenge in civic data collection is maintaining strict privacy while providing actionable reporting to city leaders. The project's technology architecture solves this through an automated, encrypted data pipeline.

SECTION 8: STRATEGIC PARTNERSHIPS & MEDIA LEVERAGE

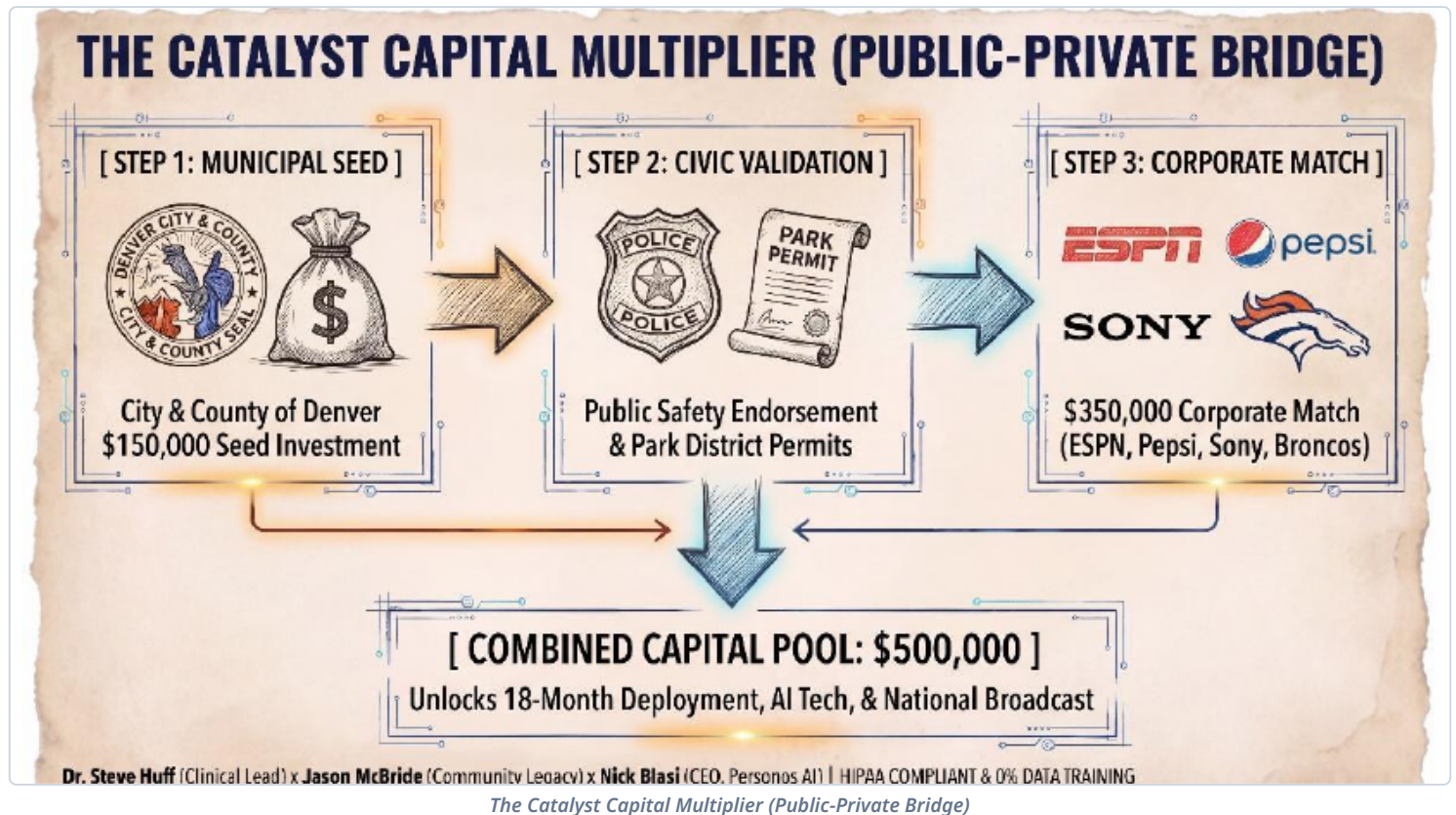
Aligning Municipal Authority, Global Brands, and National Media

8.1 The Catalyst Model: Municipal Validation Unlocks Corporate Capital

Corporate sponsors rarely fund unproven, isolated community projects. Fortune 500 brands require civic validation, operational security,

and clear organizational trust before attaching their logos to social initiatives - especially those addressing sensitive issues like youth violence.

The financial architecture of the McBride Impact Project is engineered around a Catalyst Capital Model. The \$150,000 municipal seed investment from the City and County of Denver serves as the vital "stamp of approval." It signals to national brands that this initiative is backed by Denver's Department of Public Safety, integrated into school networks, and built on an evidence-based clinical framework.



By leveraging \$150,000 in municipal seed funding, the City effectively unlocks \$350,000 in matching corporate capital, yielding a 3.3x financial multiplier for Denver's public safety budget.

8.2 Corporate Alignment Strategy: Authenticity Over Commercialism

Unlike standard non-profits that pitch cold corporate sponsorship decks, Jason McBride brings a ten-year career as a producer at ESPN in Connecticut. He possesses direct, high-level relationships across media, sports, and entertainment networks.

To ensure sponsors do not dilute the grassroots integrity of the project, each corporate partner is assigned a distinct, authentic operational role within the McBride Prep Academy ecosystem:

CORPORATE PARTNER ALIGNMENT & ACTIVATION MATRIX

PARTNER BRAND	STRATEGIC ALIGNMENT	TACTICAL ACTIVATION ROLE
	 Youth Leadership & Storytelling	- National broadcast integration - Sports feature storytelling - Production mentorship for youth
	 Local Community Footprint	- Sponsoring "The Big Picture" field event - On-site hydration & event staging - Grassroots community distribution
	 Youth Creative Expression & Media Production	- Audio production for mini-movies - Licensed music library access for QR code tributes - Creative career exposure workshops
	 Local Civic & Athletic Pride	- Player appearances with Hope Squads - Co-branded athletic leadership gear - On-field presentation at Mile High

Corporate Partner Alignment & Activation Matrix

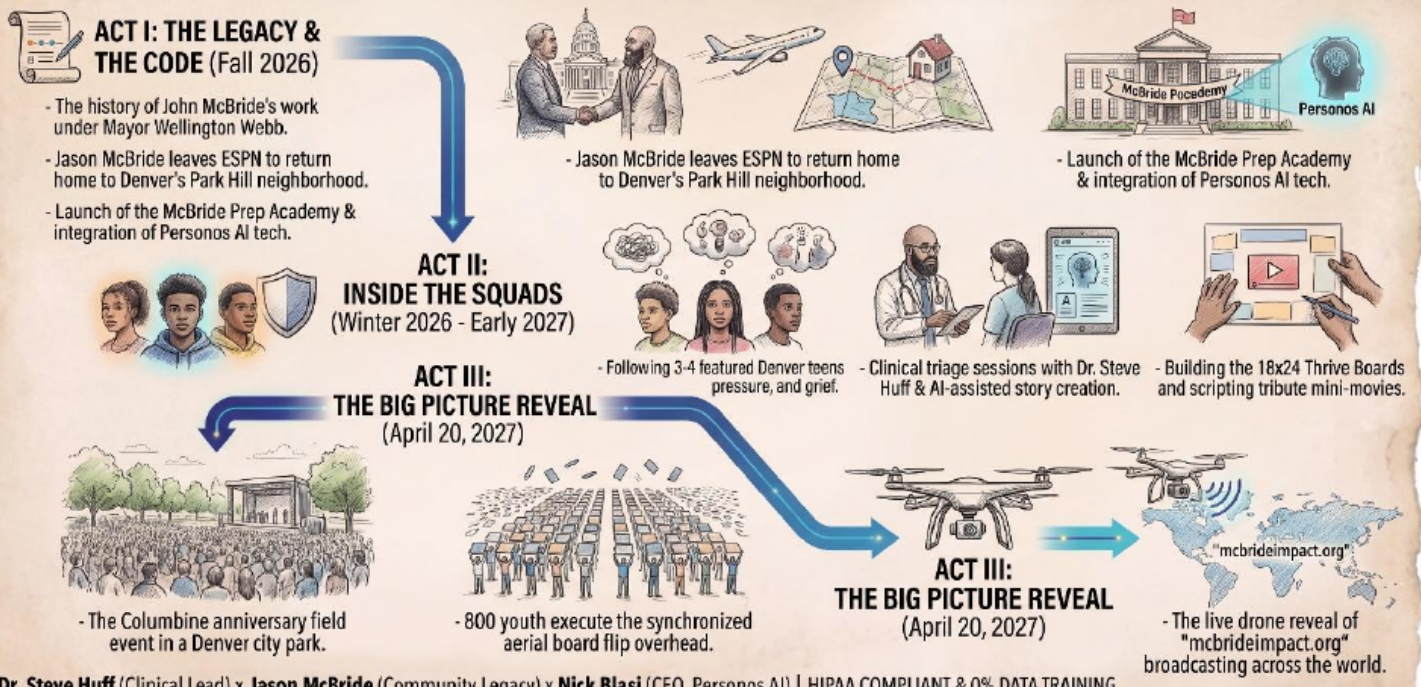
This matrix prevents cheap commercialization. Brands are not paying for static logo placement; they are funding specific, functional tools that directly enhance the youth experience inside the Prep Academy.

8.3 Media Strategy: The Netflix Documentary Target

Jason McBride's high-visibility media presence - spanning national television interviews across left and right media outlets, news features, and previous documentary projects - provides a unique platform that standard non-profits cannot replicate. The McBride Impact Project utilizes this media leverage as an operational tool to inspire youth participation and capture national attention.

The centerpiece of the national media strategy is a feature documentary pitch targeted at Netflix and major streaming platforms.

THE NETFLIX DOCUMENTARY NARRATIVE ARC



The Netflix Documentary Narrative Arc

Strategic Value of the Documentary Pitch:

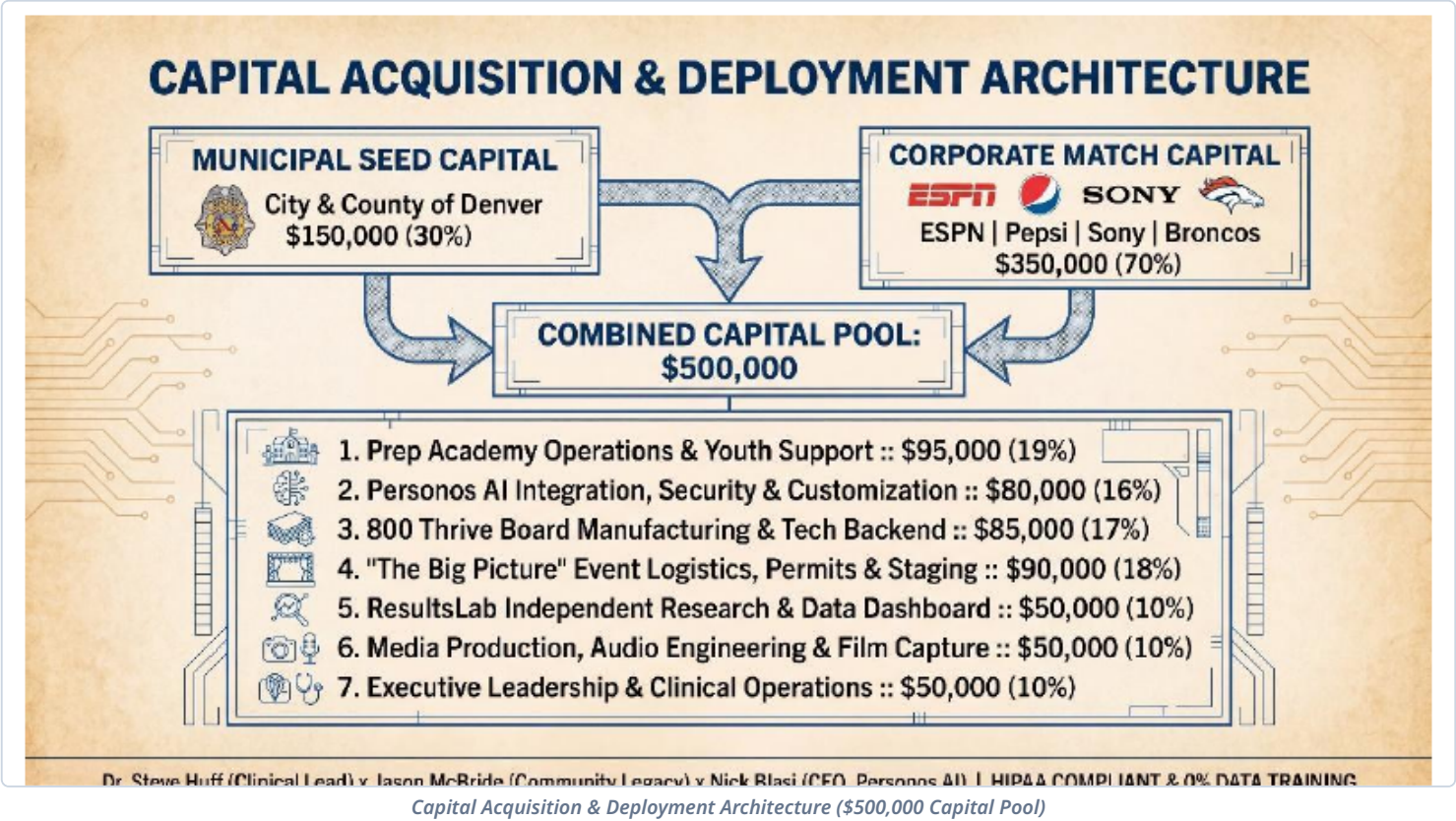
- **Student Motivation:** Enrolled youth realize their stories, music, and art are being captured for a global streaming audience, instantly elevating their sense of pride and agency.
- **National Replication:** A Netflix-caliber documentary positions Denver as the birth city of the "Hope Code" framework, creating a blueprint for other major U.S. cities to replicate.
- **Long-Term Sustainability:** Media licensing and streaming revenue can be funneled directly back into The John McBride Memorial Scholarship Fund, ensuring permanent financial support for Denver youth.

SECTION 9: FINANCIAL STRATEGY & BUDGET ALLOCATION

Capital Deployment, Categorical Itemization, and Fiscal Stewardship

9.1 Capital Structure & Public-Private Matching Model

Executing an initiative of this scope - enrolling 800 youth, deploying specialized AI technology, manufacturing 800 custom interactive memorial assets, and producing a broadcast-grade stadium event - requires total financial transparency and strict budgetary discipline. The McBride Impact Project operates on a total 18-month capital budget of \$500,000. As outlined in Section 8, the funding strategy utilizes a public-private matching architecture where \$150,000 in municipal seed funding from the City and County of Denver unlocks \$350,000 in corporate sponsorship commitments.



9.2 Comprehensive Itemized Budget Breakdown (\$500,000)

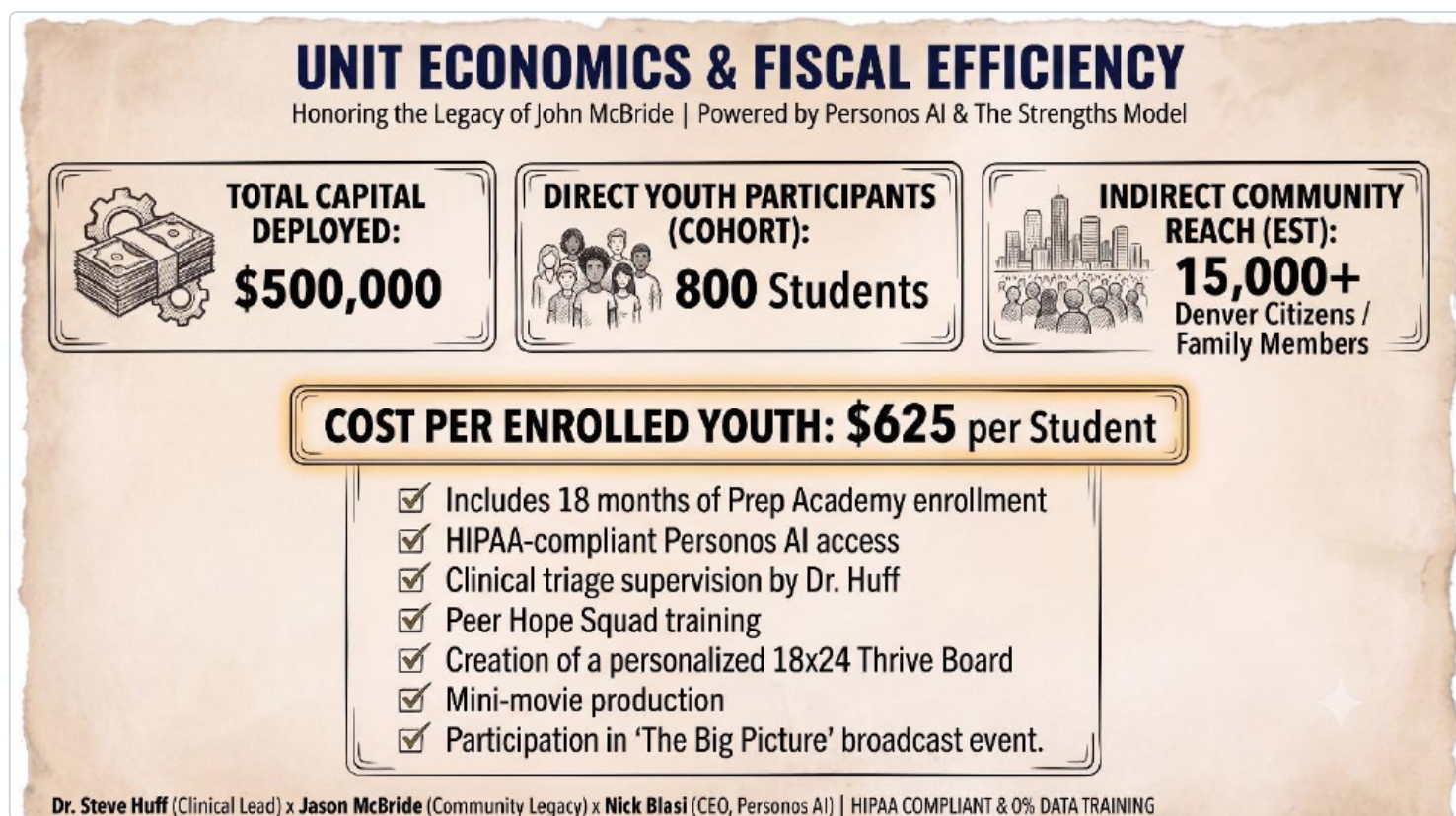
The \$500,000 budget is distributed across seven primary operational categories. Each line item is linked directly to a measurable programmatic deliverable:

Category & Allocation	Amount	% Total	Operational Deliverables & Cost Justification
1. Prep Academy & Youth Operations	\$95,000	19%	Curriculum materials for 5-to-THRIVE modules, Hope Squad youth stipends/incentives, peer leader training workshops, meeting site rentals, meals, and community outreach coordinators across Denver target zip codes.
2. Personos AI Platform Integration	\$80,000	16%	Software engineering with Nick Blasi & Personos team to customize the AI rules engine to Dr. Huff's Strengths Model, HIPAA-compliant encrypted vault hosting, 0% data-training security, student UI development, and public safety data dashboard.
3. 800 THRIVE Board Manufacturing	\$85,000	17%	Commercial double-sided 18x24 graphic printing for 800 weather-resistant matte boards, wire mounting stakes, custom artwork formatting, high-volume QR code routing, and digital server hosting for 800 student mini-movies.

Category & Allocation	Amount	% Total	Operational Deliverables & Cost Justification
4. Capstone Event Logistics & Staging	\$90,000	18%	City park permits and municipal fees, broadcast staging and trussing, professional stadium audio systems, FAA-licensed high-definition drone array teams, field layout marking/grid technology, event security, medical staff, and participant transportation.
5. ResultsLab Independent Evaluation	\$50,000	10%	Comprehensive research contract with ResultsLab to design evaluation metrics, aggregate anonymized cohort data, track longitudinal KPIs (42% violence reduction goal), and generate quarterly executive reports for Denver Public Safety.
6. Media Production & Film Archiving	\$50,000	10%	Professional audio editing support for student mini-movies, licensed music library access (Sony Music partnership), cinema-grade 4K camera crews for Fall 2026 launch through April 2027 capstone, and Netflix pitch deck editing.
7. Executive Leadership & Oversight	\$50,000	10%	Project management oversight led by Executive Director Jason McBride, clinical supervision by Dr. Steve Huff (PhD, MSW), community liaison stipends, legal/compliance, and operational accounting.
TOTAL PROJECT CAPITAL	\$500,000	100%	Complete 18-Month Deployment, Capstone Event, and Longitudinal Data Study

9.3 Cost Per Youth & Fiscal Efficiency

When evaluated on a per-participant basis, the McBride Impact Project represents an extraordinarily efficient use of public safety and corporate dollars.



Unit Economics & Fiscal Efficiency - Cost per Enrolled Youth: \$625

Comparing a \$625 per youth proactive investment against the \$190,000+ annual societal cost of a single youth trauma/incarceration incident (as detailed in Section 7) demonstrates that preventing just one severe violent incident pays for the entire municipal seed investment (\$150,000) more than once over.

9.4 Financial Governance & Compliance

To ensure total fiscal stewardship and institutional integrity, capital management will adhere to strict compliance standards:

- 1. Independent Fiscal Agency:** Funds will be managed through a designated, audited accounting system adhering to standard non-profit accounting principles (GAAP).
- 2. Tranche-Based Disbursement:** Municipal seed funds can be disbursed in performance-based tranches tied directly to ResultsLab verification milestones (e.g., Tranche 1: Academy Launch; Tranche 2: 400 Boards Completed; Tranche 3: Capstone Execution & Final Report).

3. **Audited Reporting:** Quarterly financial expense reports will be submitted directly to Denver’s Department of General Services and Department of Public Safety alongside ResultsLab impact evaluation logs.

Section 9 provides city council members, municipal budget officers, and corporate CFOs with complete confidence that every dollar invested in the McBride Impact Project is accounted for, strategically leveraged, and optimized for maximum community return.

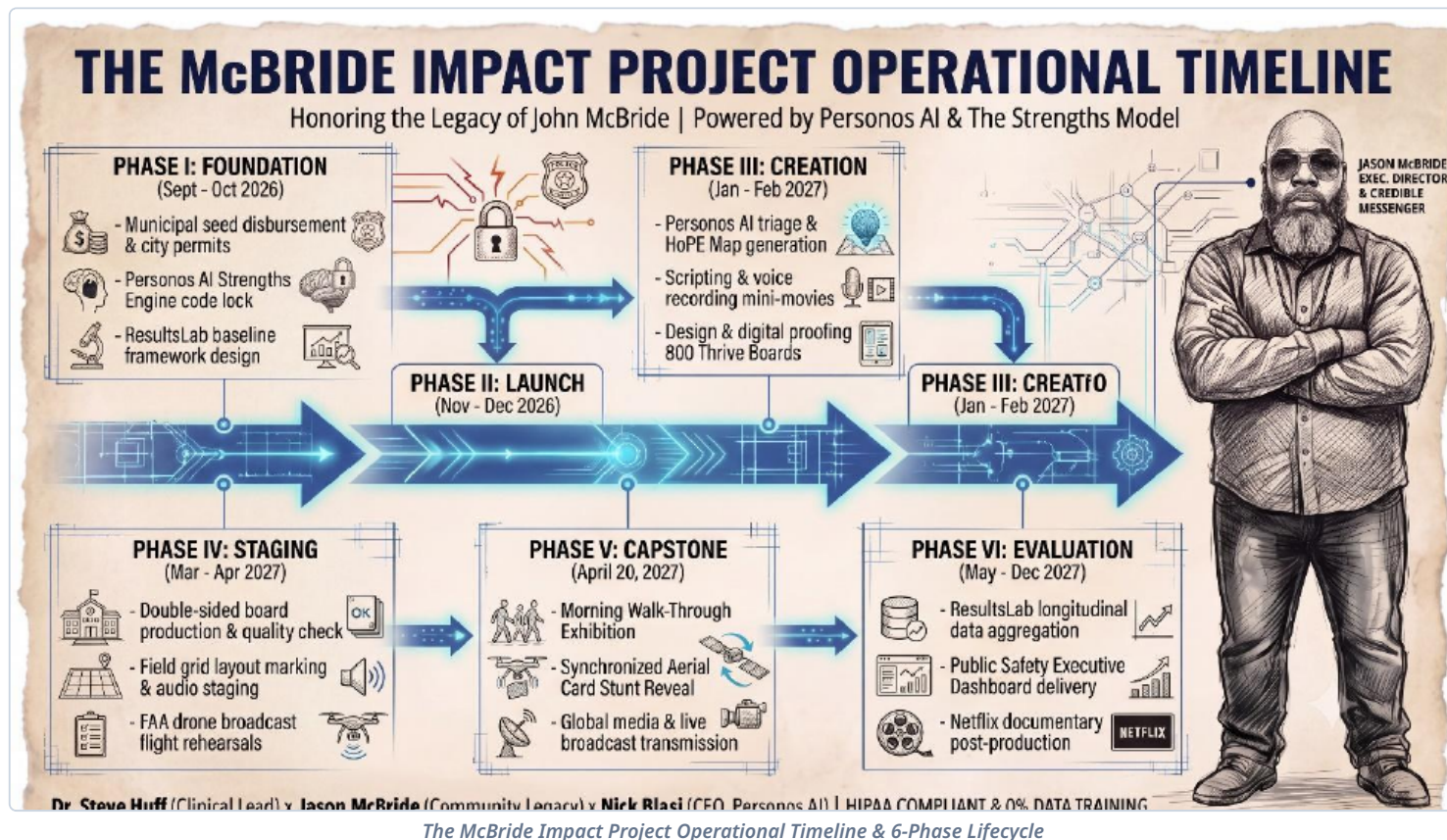
SECTION 10: THE ROADMAP & CALL TO ACTION

The Operational Timeline, The 90-Day Sprint, and Urgent Civic Imperative

10.1 Chronological Implementation Timeline (Fall 2026 – Late 2027)

A project of this scale requires strict project management milestones to ensure that clinical quality, technological security, and event logistics remain synchronized.

The operational lifecycle spans 18 months, divided into six distinct operational phases leading from the Fall 2026 launch of the McBride Prep Academy to the April 20, 2027 capstone event and subsequent longitudinal evaluation.

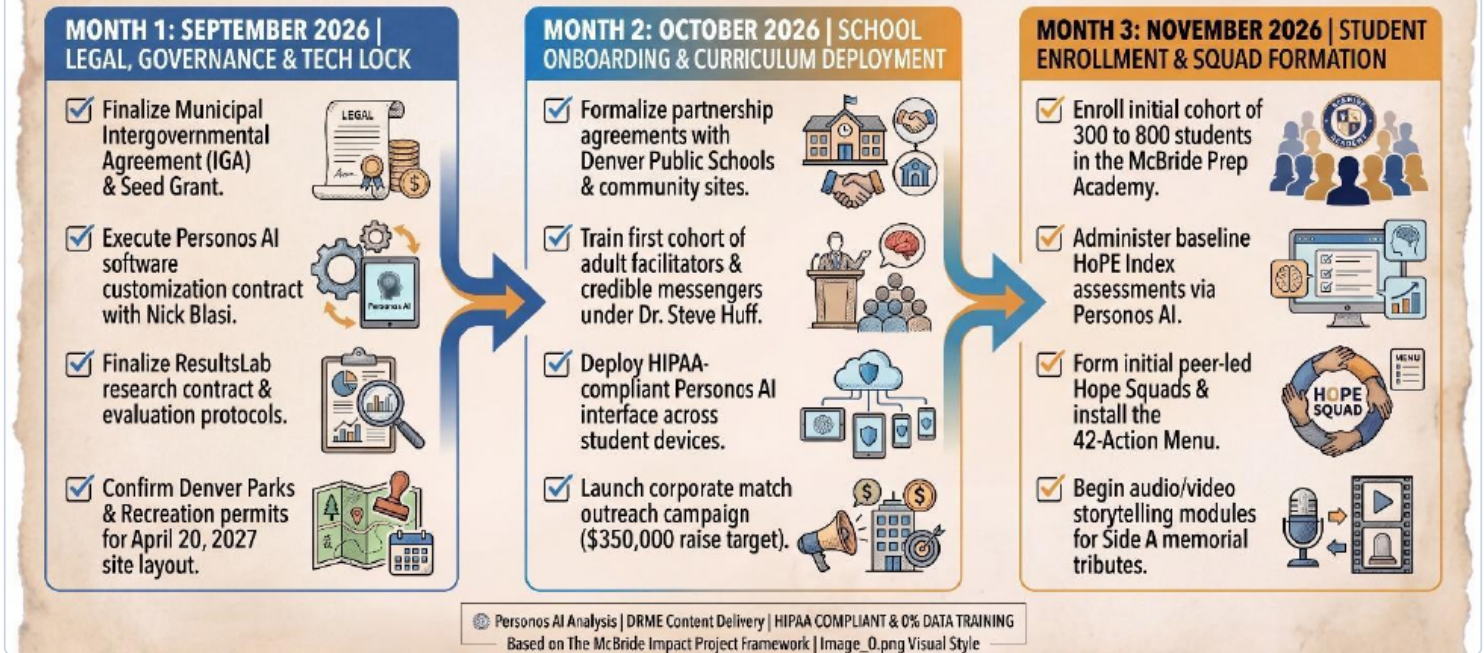


10.2 The Immediate 90-Day Launch Sprint

Upon commitment of the \$150,000 municipal seed investment, the executive team will execute a disciplined 90-day sprint starting in September 2026 to build the infrastructure required for cohort deployment.

THE 90-DAY IMMEDIATE LAUNCH SPRINT

Execution Timeline: September 2026 - November 2026 | McBride Impact Project & Personos AI



The 90-Day Immediate Launch Sprint (September 2026 - November 2026)

10.3 The Call to Action: A Legacy Seeking Its Catalyst

Denver stands at a critical crossroads in its public safety journey. The city can either continue funding reactive, punitive systems that address youth crisis after trauma has occurred, or it can build a national model of proactive, tech-enabled, community-driven prevention.

The McBride Impact Project brings together an unprecedented convergence of assets that no traditional initiative can match:

- **Unshakeable Community Soul:** Anchored in the 30-year legacy of John McBride and led by Jason McBride (Executive Director and credible messenger).
- **Clinical Academic Rigor:** Grounded in 30 years of Strengths Model street-level social work under Dr. Steve Huff (PhD).
- **Local Tech Innovation:** Scaled through a direct, HIPAA-compliant partnership with Nick Blasi and Denver-based Personos AI.
- **Public Safety Alignment:** Directly supporting the root-cause, non-punitive vision of Executive Director and Deputy Mayor AI Gardner.
- **Verifiable Outcomes:** Rigorously evaluated by ResultsLab to track a targeted 42% reduction in youth violence.
- **National Media Engine:** Backed by high-visibility relationships with ESPN, Pepsi, Sony, the Denver Broncos, and Netflix.

"Apathy tells our youth that violence is inevitable - that 'that's just how it is.' Seed funding from the City of Denver proves to our youth that they are worth investing in, that their loss matters, and that together, we hold the power to write the next chapter of hope."

We invite the City and County of Denver to act as the founding catalyst for this movement. The time to build is now.

THE JOHN MCBRIDE IMPACT PROJECT

Jason McBride, Executive Director | jason@mcbrideimpact.org | mcbrideimpact.org

Clinical Lead: Dr. Steve Huff (PhD) | Tech Lead: Nick Blasi (Personos AI) | Independent Evaluation: ResultsLab