



YOU ENRICH

Unlocks You

...

Unlocking the king in you.

Biblically-Based Encouragement Resources

Hebrews 10:24

Agenda

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In Summary



Our journey began with the hospitality of two African American men, Carl Richardson and Rich Robertson, having dinner twice a month in Middletown, Connecticut. During these dinners, Carl and Rich found themselves encouraging one another, sharing their minds, their concerns, their aspirations and spiritual matters.

Rich suggested to extend the invitation to a number of men, with hopes of allowing their enriching times to be shared with a larger group. Ten men responded to the invitation. The laughter increased, the exchanging of ideas continued and topics expanded. A bond began to form that was centered around joy and encouragement.

Our Story

This brand of encouragement spurred a much needed renewal. The men began to see beyond their limitations and found value in who they were.

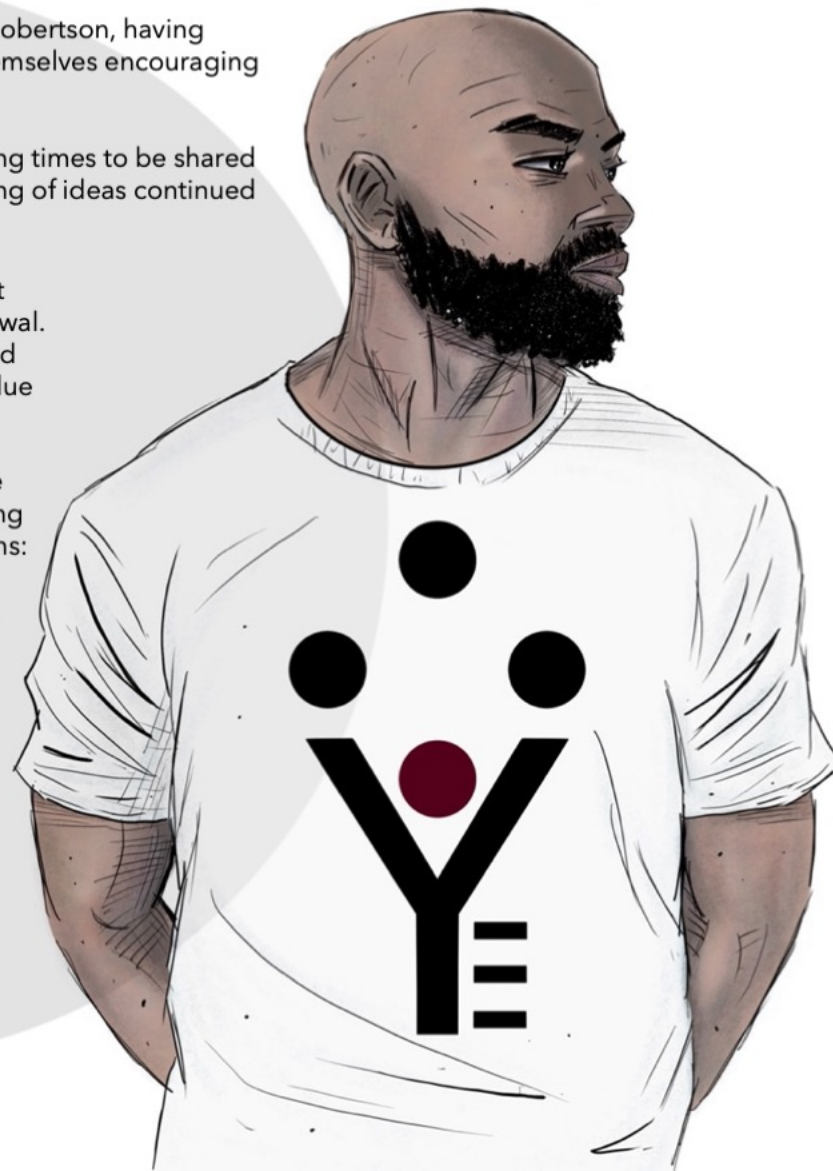
Carl and Rich began to notice that the theme of each meeting revolved around two questions:

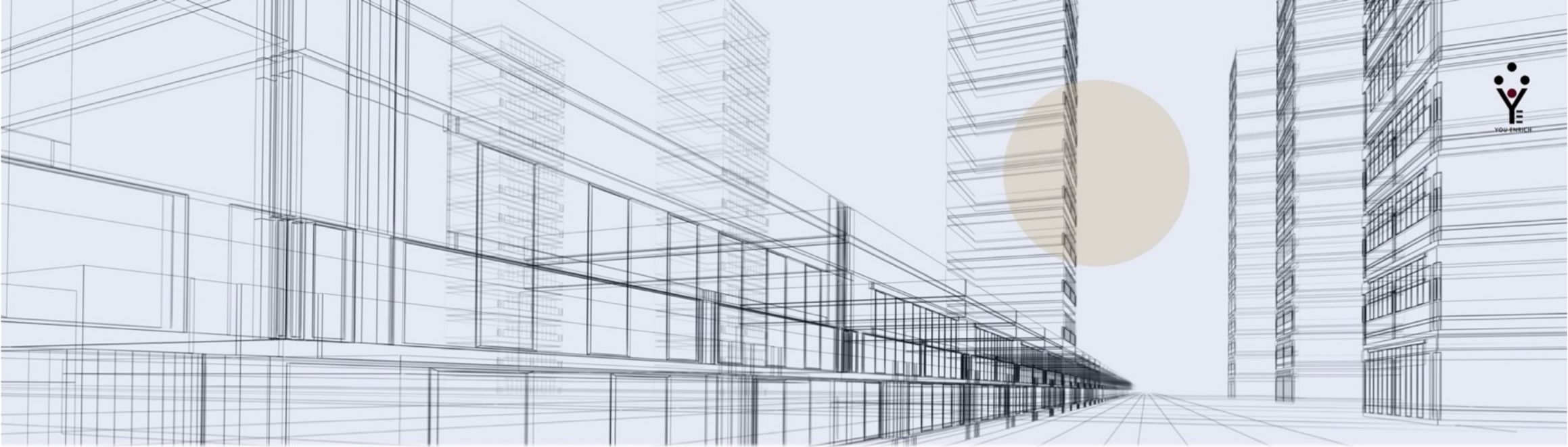
(1.) What is your Joy, and (2.) Where will you go next?

Several men identified patterns and commonalities of alarming note. Men were trying to do growth alone, and seldom had deeply connected relationships. There was a gross sense of meaninglessness, and a lack of direction.

Carl and Rich noticed that men knew of God, but had not yet experienced a relationship with Him that allowed them to be sons that were fully fathered. Many men have yet to be intimately impassioned by His care and guidance.

Our story began with bonding and finding meaningful connections. Now our journey is to help tell the greatest story that we believe men need to experience. And that is a story of a loving Father's joy, encouraging His sons to unlock their true identity, to discover their purpose and to know how valuable they've always been.





Overview

Why: Our aim is to build Christ honoring platforms and resources, speaking to the concerns, needs, hopes and aspirations of males.

Where: Headquartered in Hartford, Connecticut

What: YOU ENRICH is a legal standing association. We are biblically-based encouragement resources that inspirationally entertain and empower men on their growth journeys.

Who: Ages 13 and older.

How: Our unique brand and culture of encouragement specializes in innovative personal development resources.

Alarming fact: In churches, 80 percent of men between the ages of 13 and 25 leave, never to return.

Who we will work with: We collaborate with educators, professional artists, life coaches, counselors, engineers and community advocates that have designated scopes of support.

What makes us unique: Our resources are proprietary.

A large, circular architectural drawing of a building, showing various rooms, corridors, and structural elements. The drawing is rendered in a light gray line-art style. The text 'Our Mission' is overlaid on the right side of the drawing.

Our Mission

Our Mission

Building Christ honoring platforms and resources, speaking to the concerns, needs, hopes and aspirations of males.

Our Core Promise

Our promise is an authentic brotherly culture, encouraging connected relationships, meaning and path-finding direction.

Our Slogan

Unlocking You

Our Values

Our values act as guideposts, framing and facilitating strategic collaborations. The DNA of YOU ENRICH has been segmented into three core values:

Inspire

Creatively, and provocatively inspiring hope. Bridging communication gaps and reigniting the hearts of men.

Empower

Combining knowledge and innovative thinking to create customized personal development solutions.

Co-Build

Strategically partnering with the community to develop enriching programs.

Operationalizing Our Values.

For internal organization, YOU ENRICH has segmented its operational infrastructure into three departments. Each department will specifically honor one of YOU ENRICH's three core values.



The INSPIRE department will serve as YOU ENRICH's in-house design/creative team.

Will be comprised of artists, writers, illustrators, those with a focus on marketing/branding, etc.

All visual representation of YOU ENRICH will be approved by this department, to ensure brand consistency/standards.

The INSPIRE department will work internally, and will externally collaborate to produce content that will honor YOU ENRICH's core value to **inspire**.



The EMPOWER U department will serve as YOU ENRICH's primary educational/development resource.

Will be comprised of coaches, teachers, and those with an academic/educational focus.

All literature will be approved by this department, to ensure brand consistency/standards.

The EMPOWER U platform will work internally with the other two departments to aid in producing content that will honor YOU ENRICH's core value to **empower**.



The EDEN department will serve as YOU ENRICH's operations/business development team.

Will be comprised of legal, brand ambassadors and relationship builders. Actively engaging the community to foster relationships, organize events and find areas of need that could benefit from YOU ENRICH's services.

All events will be approved by this department, to ensure brand consistency/standards.

The EDEN department will work both internally and externally, honoring YOU ENRICH's core value to **co-build**.

Meet The Team

INSPIRE

2 Corinthians 4:6



Corey Wright

INSPIRE Department Leader

- Illustrated Amazon Best Seller, "Kyng & Kyren's Generational Wealth Building Activity Book For Kids".
- Published work available in Barnes & Noble, Walmart, apps on iOS/Android, Apple Music and Spotify.
- Content created for YouTube creators/influencers with over 200K subscribers.
- Produced creative content/branding for local Men's Ministries.

Meet The Team

EMPOWER U

Romans 2:10



Ronnie Hendrix

EMPOWER U Department Leader

- 20 + years leading, motivating and preparing low-income, 1st generation college students for higher education degrees.
- Coaching & Consulting Master's Degree from Townsend Institute for Leadership & Counseling at Concordia University Irvine.
- Passion for facilitating transformative and generational-changing coaching services to growth-minded men.
- Owner of Hendrix Coaching.



Meet The Team

Operations
Business Development

Co- Build

The Eden department will focus on YOU ENRICH's operational efficiency, business development, expansion, legal compliance and community engagement.

EDEN

Revelations 1:18



Legal
Administrators
Event Planners
Brand Ambassadors
Relationship Builders



Meet The Team

YOU ENRICH

Hebrews 10:24



Carl Richardson

Founder

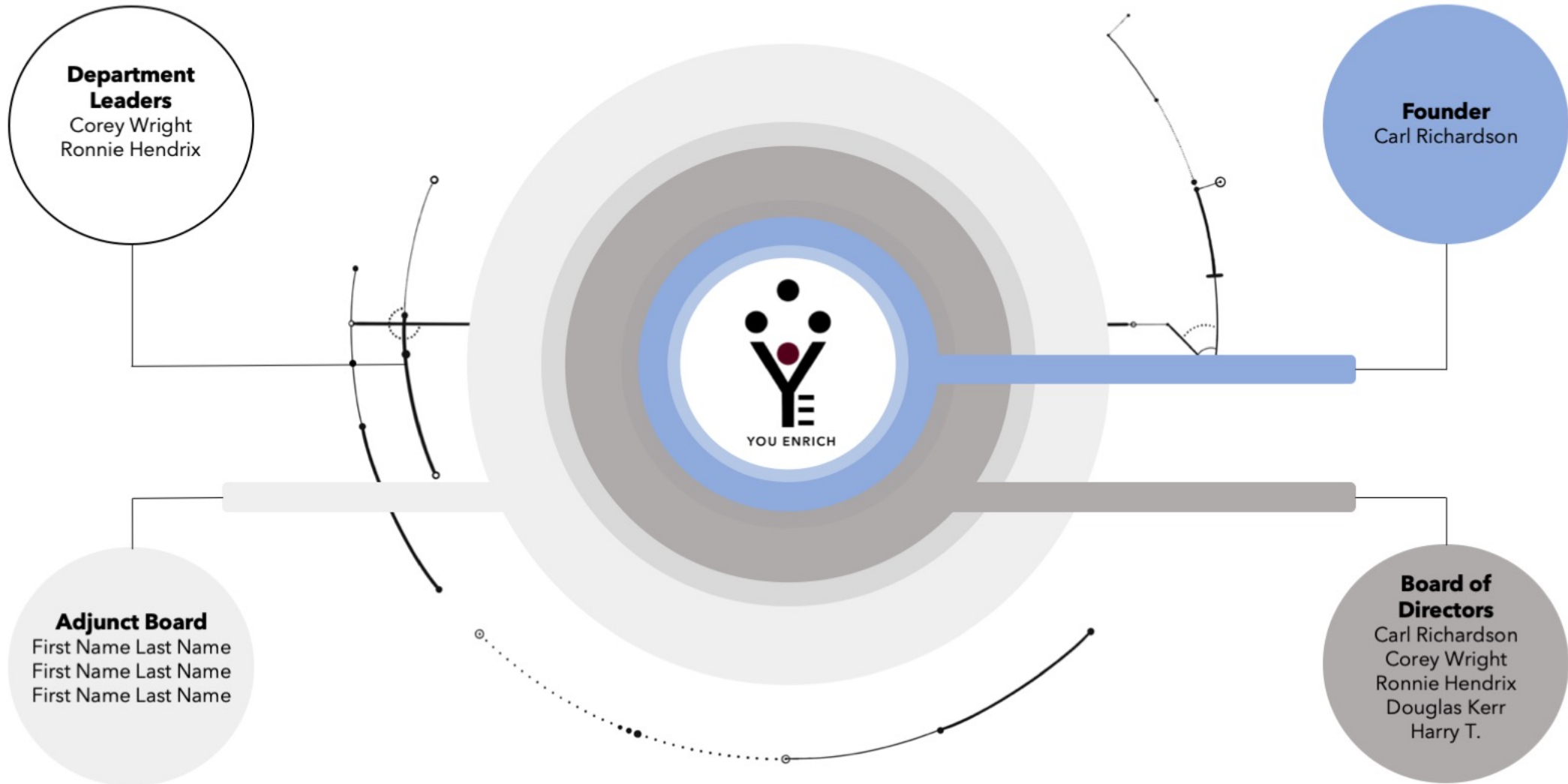
- 25 Years of quality assurance and public safety.
- 10 Years in community outreach.
- Certificates in Quality Assurance and Continual Improvement Methods in Management Systems, Process and Product Enhancement Solutions.
- Graduate of USAF Aeronautics Academy.
- Has a strong passion for building sustainable programs/resources that honor God and can develop/encourage men.



YOU ENRICH



Organizational Structure



Foundational Guidelines

To ensure that YOU ENRICH is consistent with honoring its mission and values, foundational guidelines have been established. Each YOU ENRICH resource must meet the following guidelines:

1. Provide scripture(s) to show how the resource represents **Christ**, and His Father's Kingdom.
2. How does the resource **inspire** others?
3. How does the resource **empower** others?
4. Who will you need to **co-build** with, to ensure that the resource is released, and meets the standards that its recipients deserve?



A hand is shown holding a glowing, translucent orb. The word "Resources" is written in a bold, black, sans-serif font across the center of the orb. The background is a soft, light-colored gradient with some bokeh effects. The hand is rendered in a sketchy, artistic style with fine lines and shading.

Resources

Financials

Resources

- To continuously improve the quality of materials / equipment that will ensure all resources will meet and maintain appropriate standards.

Giving

- 10% of YOU ENRICH's profits will be donated to a charity.

Staffing

- The ability to hire others to enable faster production.
- To enable the YOU ENRICH staff to work full time within the organization.

Allocation Of Funds





In Summary

We are biblically-based encouragement resources that inspirationally entertain and empower men on their growth journeys.

Production means nothing if Kingdom relationships can't be built while doing so. Collaboration is vital.

"If you want to go fast, go alone. If you want to go far, go together."

With no division, let's be perfectly united in mind and in thought.

- 1 Corinthians 1:10