

GANGFREE Project

GANGFREE World G-Day Kit (Schools)



G A N G F R E E
RUSTY KEEBLE FOUNDATION

Building a GANGFREE World – One Community at a Time!



Working Together for a **GANGFREE** World

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GANGFREE Project

World G-Day Kit

Building a GANGFREE World – One Community at a Time!

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- Become a **GANGFREE** Project Friend
 - MySpace
 - Facebook
 - Twitter
 - Flickr
 - YouTube
 - Digg



June 2009



The **Rusty Keeble Foundation** (RKF) was established in response to the lack of attention being given to the ever-increasing proliferation of gangs, gang crime and gang violence around the world and the need to develop and establish a consistent “global” vision and voice to combat, reduce and ultimately eliminate gang violence from within our communities.

The **Rusty Keeble Foundation’s** primary objective is to implement the **GANGFREE** Project in communities around the world as well as to solicit, administer and expand funds for both law enforcement and non-law enforcement “anti-gang related” charitable and educational purposes while serving to both financially and programmatically provide and support the necessary gang-reduction initiatives pertaining to areas in enforcement, leadership, education, training and research.

Additionally, through our annual **World Gang Professionals Awards Program**, we will recognize those who have excelled in the gang professions to include those have dedicated their careers to the anti-gang efforts. Through the **World Gang Professionals Memorial Fund**, we will recognize those gang professionals killed and/or disabled in the line of duty as well as those criminal justice professionals who were killed and/or disabled by a gang member in the line of duty.

The **Rusty Keeble Foundation**, through the **GANGFREE** Project, will provide an environment and an outlet where all stakeholders can collectively come together as one “global” voice against gang violence. These stakeholders range from the concerned citizen to civic groups, community organizations and gang investigator associations, to faith-based organizations and elected leaders, to businesses, local, state, federal, and international governments as well as the media. No one is immune and everyone is affected.

Only in forming this union between all stakeholders and available resources will the reduction of gang members, gang crimes and gang violence around the world be realized. There has never been a more crucial time to ensure that our communities and schools, our families and most importantly our children can reach their full potential.

By developing the **GANGFREE Project**, the **Rusty Keeble Foundation** has taken an aggressive first step in assisting governments, agencies and communities worldwide in bringing unity to the idea of building a **GANGFREE** World and preventing our children from falling victim to the fallacies of the gang subculture and eliminating the allure that attracts them to the “Gangster Lifestyle.”

Please join us in this fight – Join the **GANGFREE** Project Army!

Respectfully

Foundation History and Overview



Since 1994, I have dedicated both my life and career to studying, investigating, and combating gang activity and gang violence. The most rewarding and enlightening time of my career (2004-2009) was being able to represent approximately 20,000 Gang Professionals throughout the United States and around the world as President of both the Florida Gang Investigators Association (FGIA) and the National Alliance of Gang Investigators' Associations (NAGIA).

During this time, I had the honor and privilege of speaking face-to-face to literally tens of thousands of gang professionals, elected leaders, agency heads, community members and gang members from around the world. Many of these conversations revolved around the “out-of-control” proliferation of gangs and gang violence and the challenges and fears that comes with effectively combating it.

These conversations and experiences resulted in an even greater understanding that gang violence and their proliferation is not an isolated problem – this is a “global” problem that threatens communities around the world and is taking the lives of countless victims both young and old alike. This global problem requires a global solution and the greatest challenge is to create a single unified voice reaching out to every community member, organization, business, agency and government from around the world. To make this a global priority, no such “global” voice existed.

In January 2009, my tenure as President of the FGIA and NAGIA came to an end and over the course of the weeks and months that followed, I was amazed as my thoughts and reflections began to take me back to all that we had accomplished, all that I had learned and all that I had the opportunity to experience. However, that was quickly overshadowed by what was still left to do.

On June 28, 2009, I officially announced the **Rusty Keeble Foundation** to address the issues, challenges and fears that enable these gangs to eat away at our society like a disease.

The **Rusty Keeble Foundation** is a non-profit organization (501c3 pending) created for the purpose of promoting the diffusion of the knowledge of gangs and their negative impact on society. This foundation will further transform this global vision of developing a worldwide organization that brings all parties; local, state, federal and international governments as well as private businesses, non-profit organizations, faith-based organizations and community members from around the world together hereby creating one voice; one “global” voice against gang violence.

The **Rusty Keeble Foundation** also supports associations, organizations and professionals whose primary focus is the reduction of gangs and gang violence throughout the world. The Foundation will establish the world’s first, only and largest “combined” global network of local, state, federal and international governments as well as private businesses, non-profit organizations, faith-based organizations and community members from around the world. To accomplish this mission, it will take an Army – a “**GANGFREE Project Army**.”

GANGFREE Project Army

The **GANGFREE** Project Army is a *free* network of members from the community, government, and industry where they can join the efforts of building a world free from gangs; A **GANGFREE** World. The **GANGFREE** Project Army will create a forum where anyone can communicate and share experiences, suggestions and concerns about gang violence around the world and be part of the “global” voice that will change the face of every community from one that is in fear of itself to one that celebrates its vitality thus “**Building a GANGFREE World – One Community at a Time!**”

GANGFREE Month

The **Rusty Keeble Foundation** hopes to educate millions around the world both young and old about the consequence of gang violence.

The **GANGFREE** Project has many components but no component is more important than establishing the month of November as **GANGFREE** Month.

The purpose of **GANGFREE** Month is to bring attention and a sound understanding of the international realities of the various negative causes and effects this epidemic of gang violence has on the future of our society. Additionally, we will recognize and show gratitude to the professionals that combat this threat every day as well as the programs and services that support them.

Everyone plays a fundamental role in making a **GANGFREE** World. **GANGFREE** Month will bring together community members, business leaders, elected officials, associations, non-profit organizations, faith-based organizations, gang professionals and the media from around the world to create a global voice against gang violence.

Two vital components in the focus and success of this initiative is the recognition of community and family. To be successful in reducing gang violence and erasing the allure that draws young people to them; we must first build strong communities and even stronger families. A gang’s ability to replace these two components within a young person’s life is their #1 strength and a young person’s #1 weakness. This has to change!

Gangs flourish when families and communities are disengaged but families and communities flourish when they are connected to the opportunities, networks, support and services that help them to achieve their full potential. Strong families build even stronger communities thus “**Building a GANGFREE World – One Community at a Time!**”

Therefore, the **Rusty Keeble Foundation** will sign an official proclamation declaring November as **GANGFREE** Month and encourage local, state; national and international agencies; organizations, businesses, governments and even neighborhood associations to do the same in a unified “global” stand against gangs and gang violence. We need your help! Our communities, families and our kids need your help.



World G-Day School Fundraising Ideas

What is World G-Day?

The Rusty Keeble Foundation (RKF) established November as **GANGFREE** Month and therefore recognizes the first Friday in November of each year as World **GANGFREE** Day or as it is otherwise known: *World G-Day*.

The aim of this day is to raise community awareness around the world about gang violence and the incredible rate of gang migration and proliferation that is taking place around the world, including the need for support and resources in the area of prevention, intervention, intelligence, suppression, enforcement, rehabilitation, and re-entry.

Fundraising Ideas for your School

- **Encourage your school/class to organize a Dress Orange Day.** Ask everyone at your school to come in wearing at least one orange article of clothing, and ask them to bring in a small donation in exchange. Why stop at clothing? You can even encourage orange face painting or a sponsored human orange ribbon.
- **Take an Orange Ribbon Collection Box** – If you are willing to make Orange Ribbons available to the rest of the school in return for a small donation to the **GANGFREE** Project, we will send you a collection box, poster, ribbons and wristbands free of charge. You can then organize a collection around the classrooms or in assembly. Some schools like to organize an event in conjunction with taking a collection box such as a rock concert, fashion show and charge people an entrance fee. It's an excuse to have fun and make a difference at the same time!
- **Organize a World G-Day Orange Chain** – How many people can you get to hold hands and form a human orange chain? You could ask friends and family to sponsor you and your friends to create a chain of say 100, 200, 1000+ people around your school and/or its grounds to form a chain of solidarity (a barrier) as a symbol to show your commitment to keeping gangs out of your school – A **GANGFREE** School!
- **Attend a World G-Day Event** – As a newly established initiative, we are encouraging communities, schools, jails and prisons around the world to hold **GANGFREE** Project events no matter how small or large. If you do not want to organize your own World G-Day event, why not go to someone else's. Events are listed on the **GANGFREE** Project website: www.rustykeeblefoundation.org.

- **Wear an Orange Ribbon** and encourage your Students to do the same. Just by making gang awareness visible, you are both showing your support and encouraging people to find out the facts about gang violence.

Put up some posters in your school. If you are fundraising for the **GANGFREE** Project, we can give you some materials for free. Just contact us at (321) 323-4637 or Fundraising@RustyKeebleFoundation.org.

- **Get Support from Local Businesses** – See if your local businesses will match the amount of money raised by students.



World G-Day Order Form - Schools

Mailing Details:

School Name: _____

Contact Person: _____

Position: _____

Phone Number: _____ E-Mail: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Order:

Fundraising Items

Number Required

Orange Ribbons (Sell at \$2 each) _____

Orange Wristbands (Sell at \$3 each) _____

Lapel Pins (Sell at \$5 each) _____

Gang Awareness Items

World G-Day Posters (Qty of 05 max) _____

World G-Day Stickers (in rolls of 50) _____

World G-Day T-Shirts	Youth Size	Quantity	Price	Adult Size	Quantity	Price
T-shirts can be used as prizes or worn by students organizing events, rather than ordering for all students.	2T	_____	TBA	XS	_____	TBA
	3T	_____	TBA	S	_____	TBA
	4T	_____	TBA	M	_____	TBA
	S	_____	TBA	L	_____	TBA
	M	_____	TBA	XL	_____	TBA
	L	_____	TBA	XXL	_____	TBA

Please Note:

- Orange ribbons and wristbands are sent out on a sale or return basis (i.e., there is no need to pay upfront)
- Deliveries start in September, after that deliveries will be sent within 7 days of us receiving order.
- Banking information will be sent with merchandise.

PLEASE RETURN THIS COMPLETED FORM TO:

Rusty Keeble Foundation





World G-Day School Assembly Ideas

World G-Day Pledges

Visit the GANGFREE Project website: www.rustykeeblefoundation.org for inspiration on how to mark World G-Day on the first Friday of every November.

Introduction

Explain that as part of the GANGFREE Month, the World G-Day is the first international gang awareness day and is an important opportunity to raise awareness about gang violence and offers a powerful opportunity to challenge the denial, which can prevent us from tackling this global epidemic.

Explore the fact that gangs may seem like an overwhelming issue, but it is all about individuals with stories to tell. Many of these stories are powerful messages of hope and strength that can inspire others to take action. Explain that today's assembly will be about pledging action and deciding on something that we will do to encourage others to take action on World G-Day. Together we CAN stop the violence that is killing our communities.

Activity

Ask someone to read one or two of the testimonies from people affected by gang violence.

Ask young people to anonymously record on an orange piece of card a pledge – something that they will do in their lives, something realistic and achievable that they will do to challenge the denial of gang violence and/or for them to remain GANGFREE.

Ask class teachers to collect the pledges. Read out a few pledges and reflect on them. Create a World G-Day pledge display. (Mail all pledges to the Rusty Keeble Foundation at the end of GANGFREE Month so they can be utilized in GANGFREE Project publications throughout the next year.)

Videos and Drama

Introduction

Videos and drama can get messages across in a fun and interactive way. Young people can talk, sing or rap about what it's like to be around gang violence and/or to speak out against gang violence. Once completed, the clips can be used as starting points for open discussions about gang violence.

You could also ask students to write and perform their own raps or dramas in assembly where students can pin up their own thoughts, poems, and raps in response to the clips.

Music for Assemblies

Music can be a powerful way of getting the message across to young people.

Positive Media Messages

Rusty Keeble, Founder of the Rusty Keeble Foundation and Creator of the **GANGFREE** Project said, “Hip-Hop music is the most popular genre of music for young people. It’s multi-national and can be an excellent way to spread the word about stopping gang violence? Young people all over the world are into Hip-Hop. Why not take that opportunity to spread the **GANGFREE** message?”



World G-Day Creating Displays

There are a number of ways you can create strong visual displays and use these to stimulate interest and discussion on a range of issues surrounding gang violence, migration and proliferation.

Photographic Images

Use photos or photojournalism from the Internet. Search for gangs and gang violence. Ask students to write about the stories that the pictures tell and to explore the characters and the hopes, fears and prospects for the future. Supply copies to the Foundation so they can be used and referenced in future RKF publications.

GANGFREE World Development Goals

Ask classes to explore the process of developing goals to halt and begin to reduce the proliferation of gangs and gang violence.

Explore what needs to be done to achieve this goal and what the consequences are of not achieving them may be. Ask students to create images that show what we can do to contribute to reducing and eventually eliminating gang violence. Turn these in to the Foundation so they can be analyzed and combined with others from around the world to assist the Foundation in future research.

GANGFREE Project Posters

Ask students to create gang awareness and anti-gang posters. Once completed, display them throughout the school and/or community buildings. Supply these to the Foundation so they can be used and referenced in future RKF publications. Send these to the Foundation so they can be used and referenced in future RKF publications and put on display with others around the world.

Orange Ribbon Displays

Explain that the orange ribbon is a symbol of gang awareness all around the world and is worn as a sign of support for people living in communities plagued with gang violence.

Rusty Keeble, Founder of the Rusty Keeble Foundation and creator of the GANGFREE Project created the orange ribbon in 2009.

Ask students to create their own picture incorporating an orange ribbon and create a display for each class. Send these to the Foundation so they can be used and referenced in future RKF publications.



World G-Day Getting Involved

ME . . .

As a teacher you have already contributed to the fight against gang violence by obtaining this **GANGFREE** Project World G-Day School's Pack and incorporating the materials into your lessons. We have decided to put young people at the heart of the World G-Day Campaign, as they are the fastest growing segment of society that are both becoming involved in gang activity or being impacted by gang violence – and because young people are the decision makers and opinion formers of the future.

There are lots of other things you can do to help really engage your students and make a difference, and it does not have to finish on November 30th.

- **Wear an Orange Ribbon** and encourage your students to do the same. Just by making gang awareness visible, you are both showing your support and encouraging people to find out the facts about gang violence.
- **Put up some posters in your school.** If you are fundraising for the Rusty Keeble Foundation's **GANGFREE** Project, we can give you some materials for free. Just contact us at (321) 323-4637 or at Fundraising@RustyKeebleFoundation.org if you would like to get hold of brochures and posters for a display with out fundraising, you can purchase them from our online shop at www.rustykeeblefoundation.org/store.
- **Organize a Gang Awareness Assembly** for World G-Day using the assembly ideas in this pack.
- **Encourage your school/class to organize an Orange Day.** Ask everyone at your school to come in wearing at least one orange article of clothing, and ask them to bring in a small donation in exchange. Why stop at clothing? You can even encourage orange face painting or sponsor a human orange chain.
- **Photocopy the “you” pages of this section** and hand them out to all your students. This fact sheet is addressed to students and tells them how they can get involved in raising gang awareness and funds with our support. The “us” fact sheet gives ideas about how teachers and students can work together to support World G-Day as a class or as a school. You may also want to provide copies of this to your students.



World G-Day Getting Involved

US...

You can make a difference on your own but you could also make the biggest impact by encouraging your whole class or school to get involved. Here are some ideas:

- **Take an Orange Ribbon Collection Box** – If you are willing to make orange ribbons available to the rest of the school in return for a small donation to the Rusty Keeble Foundation's **GANGFREE** Project, we will send you a collection box, poster and 100 ribbons free of charge. You can then organize a collection around the classrooms or in assembly. Some schools may like to organize an event in conjunction with taking a collection box such as a concert or fashion show and charge people an entrance fee. It's an excuse to have fun and make a difference at the same time!
- **Organize a World G-Day Event at School** – Organize a traditional fundraising event for World G-Day such as raffle where local businesses may donate the prizes, etc.
- **Organize a World G-Day Orange Chain** – How many people can you get to hold hands and form a human orange chain? You could ask friends and family to sponsor you and your friends to create a chain of say 100, 200, 1000+ people around your school and/or its grounds to form a chain of solidarity (a barrier) as a symbol to show your commitment to keeping gangs out of your school – A **GANGFREE** School!



World G-Day Getting Involved

YOU...

World G-Day, the first Friday in November, is an opportunity for people worldwide to unite in the fight against gang violence. This year, it's up to **you, me** and **us** to stop the proliferation of gang membership and gang violence. From wearing an orange ribbon to attending an event, you can get involved as little or as much as you want and make a real difference.

- **Wear an Orange Ribbon** and encourage your fellow students to do the same. Just by making gang awareness visible, you are both showing your support and encouraging people to find out the facts about gang violence.
- **Hold Your Own Event** at home or in your youth group. You could hold an Orange Dinner Party for your friends with orange drink and ask for donations in return.
- **Get the Facts about Gang Violence** and make sure you know how to recognize gang membership, activity and gang violence and how to protect yourself.
- **Talk to Family and Friends about Gangs** – Tell them a fact that you have learned and discuss it. Did they know that as of January 2009, there were a reported 20,000 gangs and 1 million gang members in the United State alone?
- **Get Sponsored.** Do something yourself to raise money for the GANGFREE Project – you could do a sponsored swim, cycle or silence, or come up with you own idea.
- **Attend a World G-Day Event** – As a newly established initiative, we are encouraging communities, schools, jails and prisons around the world to hold GANGFREE Project events no matter how small or large. If you do not want to organize your own World G-Day event, why not go to someone else's. Events are listed on the GANGFREE Project website: www.rustykeeblefoundation.org.
- **Get Other People Involved!** Talk to your teacher about doing something as a class or school to recognize World G-Day. Ask about getting an orange ribbon collection box for your school or speak to your parents about whether they could take an orange ribbon collection box to work.

- **The G-Start** is an awards program, which is operated by the Rusty Keeble Foundation's GANGFREE Project to encourage more young people to set up projects that will make a real difference. Grants may be offered to young people to start up projects that will make a lasting difference to them as well as their communities.
This could be an opportunity for you to start up an after school club for sharing experiences about gang violence, establish a GANGFREE Project Society for young people or an awareness raising event for World G-Day.
- **Become a GANGFREE Project Friend** through Facebook or MySpace and follow our progress on Twitter. You can also submit photos on Flickr or videos on YouTube and submit news articles to Digg. It is encouraged to submit photos and/or videos about what you are going to do on World G-Day and help to encourage others to take action. If you have a personal experience of gang membership and/or gang violence, why not share your story.



www.myspace.com/gangfreeproject



www.facebook.com (Search for GANGFREE Project)



www.twitter.com/gangfreeproject



www.flickr.com/photos/gangfreeproject/



www.youtube.com/gangfreeproject



www.digg.com/gangfreeproject

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