

Mind Body Awareness Project
INFORMATION KIT



**MIND BODY
AWARENESS
PROJECT**
CHANGING LIVES THROUGH
INNER REVOLUTION



OUR MISSION

is to inspire and awaken the intrinsic value of young people by empowering them with the tools to overcome trauma, transform negative behaviors and find lasting freedom from the inside.

"Learning how to meditate was big for me - my mind is a lot less crazy. Sometimes I wonder how some of those old situations would have gone down if I knew how to take a couple of breaths."

George, 18

San Mateo County Juvenile Hall



"I look at things more clearly now. Everything has a consequence.... Now that I am out... I can see my options more clearly..."

Daniel, 18
San Mateo County
Youth Service Center



MIND BODY AWARENESS

At Mind Body Awareness Project we believe that at-risk & incarcerated youth have the potential to take control of their actions and fully transform their lives – they are literally *one breath away* from making better decisions.

As a non-profit organization, we have developed a unique mental training program consisting of mindfulness meditation and emotional intelligence exercises designed to strengthen youth's minds, relieve their toxic stress, and build their ability to make better decisions. While the medical benefits of mindfulness meditation are well documented, our program is one of the first to bring this cost-effective rehabilitation service into a classroom setting. Customized for an urban youth population and delivered by our extremely dynamic instructors in a language and framework relevant to their lives, our programs are successfully helping teens develop empathy, gain impulse control, and are equipping them with the tools they need to lead meaningful lives. ***These are the real tools youth need – tools that bring an inner revolution of the heart and mind.***

WHY WE SERVE

Most incarcerated youth grow up with extreme family dysfunction, frequently the victims of physical, sexual, and emotional abuse. Without intensive intervention, these troubled teens move from being victims to becoming criminals themselves. At the Mind Body Awareness Project, we recognize the repercussions of failing to rehabilitate the young offenders in our juvenile deten-

tion facilities. It becomes a burden we cannot afford as a community or as a society. These youth offenders are of all ages and colors, and they are disproportionately poor. Their loss is our loss. Not only do we lose the benefit of the unique gifts that these young people could otherwise bring to our communities, but we collectively pay the social, financial, and emotional costs of their criminal behavior.

The Core Purpose of MBA Project is to inspire and awaken the intrinsic value of young people.

From the Mind Body Awareness Projects
5 Year Strategic Plan



WHO WE SERVE

Currently MBA currently serves a total of 1500 youth per year in three Northern California counties: Alameda, San Francisco & San Mateo.

MBA

Mind Body Awareness Project WHAT WE DO

• PROBATION INTERVENTION

We offer classes in probation settings including youth prisons, juvenile halls, and detention camps. Here we work with probation staff, juvenile judges, and mental health staff, to integrate our programming into the institutional culture and to drive institutional change.

• FOSTER YOUTH, EDUCATION & MEDICAL PROGRAMS

MBA programming is also available to group homes, schools, and teen centers. We are currently developing a pilot of our program for medical rehabilitation for youth who have been repeatedly exposed to trauma.

• TRAINING

We train staff of youth-serving organizations to enhance their effectiveness in fostering youth rehabilitation, facilitate stress reduction and the development of emotional competence. We customize these training sessions to the specific needs of an organization by addressing numerous aspects of mindfulness, emotion

• AFTERCARE

We continue to work with these at-risk youth during the critical post-release period, as they are transitioning back into the community.



"If we can all wake up to the idea that any condition can be a vehicle for liberation or bondage, we will have realized that the lotus that blooms in the inferno is indestructible."

Vinny Ferraro
Training Director
MBA Project



OUR MISSION

Our mission is to inspire and awaken the intrinsic value of young people by empowering them with the tools to overcome trauma, transform negative behaviors, and find lasting freedom from the inside.

Mind Body Awareness Project REAL TRANSFORMATION

Every young person we work with has a story.

These are youth of all ages and colors who have grown up in toxic social environments surrounded by mental illness, intense poverty, substance abuse and extreme dysfunction; subjected to physical, verbal, emotional, and often sexual, abuse. The street has become a surrogate parent for them – and almost all of them have had to endure events that would bring the strongest of us to our knees.

The Mind Body Awareness Project gives these youth an opportunity to discuss, explore, and begin to heal, the traumas that they have often not shared with anyone else. Through the practice of mindful awareness, these young people are beginning to gain insight into their own reactions and emotional issues. An excerpt from a poem written by Joshua Liggins, one of our remarkable students, describes a revelation about fear that he uncovered through his practice of meditation:

*"Some people fear the place they're in
Some people fear the fear within
Some people fear their thoughts that begin."*

The Mind Body Awareness Project instructors and staff are experts at creating a safe space for young people to come face-to-face with the things they are most afraid of: what resides in their own minds.

Josh is not longer with us. He was killed in gang-related violence in Oakland one week after his release. If the young man who shot him had been through our programs, Josh might still be alive today.



“How you manage your mind determines how things turn out.”

George Mumford
LA Lakers Meditation
Coach & Co-Developer
of the MBA Project
Curriculum

Mind Body Awareness Project **THE MBA CURRICULUM**

The MBA curriculum represents the best practices and thinking from 23 years of organizational-direct service experience with incarcerated and post-incarcerated youth. Developed by experts in the fields of Corrections, Youth Development, Mindfulness, and Social and Emotional Learning, the 10-session curriculum is a proprietary rehabilitation program designed specifically to meet the social and emotional needs of highly-at-risk youth, and to target their underlying criminogenic needs.

The newly developed curriculum utilizes a universal class structure that includes periods of check-in, meditation practice, and group discussion. Presented in youth vernacular and employing concepts relevant to their lives, it is broken into 10 stand-alone modules as part of an inquiry-based prospectus that addresses the specific challenges incarcerated youth face.

• **MODULE 1: BASIC GOODNESS/ TRUE NATURE**

Students will hear a clear message affirming their basic goodness vs. any sense of “something wrong with me.” Through the meditation practices and mindfulness exercises presented, they will have a direct experience of their own basic goodness/true nature.

• **MODULE 2: MINDFULNESS/ MENTAL TRAINING**

Students will learn the definition of mindfulness, have a direct personal experience with it, understand its value, and taste why it is important.

• **MODULE 3: ACTIVE LISTENING**

Students will learn the value and importance of true communication.

• **MODULE 4: IMPULSE REGULATION**

Students will learn that just because they have a thought does not mean they have to act on it. They will also recognize that they cannot control the outside world, but they can control their own actions, and reactions to achieve a different outcome.

• **MODULE 5: EMOTIONAL INTELLIGENCE**

Students will learn what emotional intelligence is and directly experience the accessibility, and power, of their own emotional intelligence.

• **MODULE 6: EMPATHY (SELF & OTHERS)**

Students will develop an applicable understanding of empathy and directly experience their own feelings, enabling them to learn to develop empathy for themselves, and others.

• **MODULE 7: FORGIVENESS**

Students will learn to see forgiveness as a strategy, not a moral issue, and practice its benefits by forgiving themselves and others.

• **MODULE 8: TRANSFORMING NEGATIVE CORE BELIEFS**

Students will learn what a core belief is—below the surface, identified by its effects. They will then identify their own negative core beliefs and begin to transform them, in efforts to keep them from running their lives.

• **MODULE 9: CAUSE AND EFFECT**

Students will learn how their actions, thoughts, decisions, and words, create consequences. They will learn how environmental causes and conditions affect outcomes, thereby developing personal responsibility, so they can become skilled at discerning what they can and cannot take personal responsibility for.

• **MODULE 10: INTERPERSONAL RELATIONSHIPS**

Students will learn the difference between, and impact of, healthy vs. unhealthy relationships. Students will develop and experience mutual benefit and mutual respect by distinguishing the relationship between what they think they deserve and the people they choose to have in their life.



"These young people, under the guidance of highly skilled, deeply motivated and daring teachers, are learning to focus inwardly, and getting to know themselves in ways that are meaningful and deeply authentic."

Jon Kabat-Zinn
 MBA Advisory Board
 & Director of the
 Stress Reduction Clinic
 at the UMass Medical

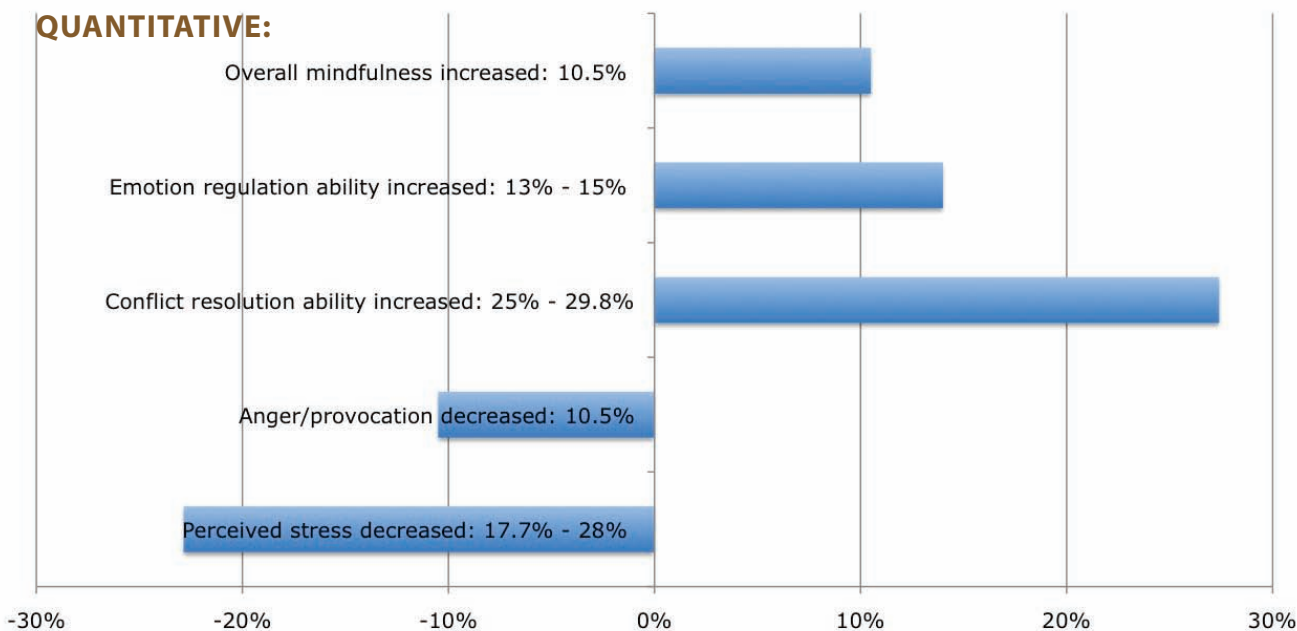
Mind Body Awareness Project RESEARCH SUMMARY

SUMMARIZED RESULTS

2-year Pilot Study, January 2005-June 2007

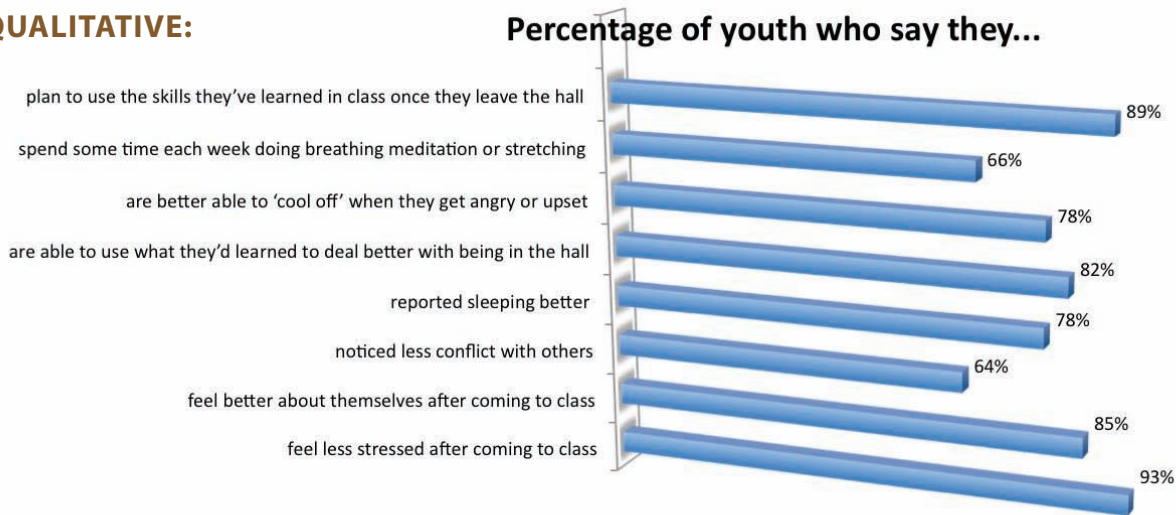
Source: MBA Project Programming, San Mateo County Probation Department. Residential Detention Camp Setting, Severe-Risk Young Male Offenders, Camp Glenwood, La Honda, California. 10-week intensive program. 1.5 hrs/week: 15 program hours & one 8-hour day-long retreat = 23 program hours/youth, 65 youth total.*

QUANTITATIVE:



QUALITATIVE:

Percentage of youth who say they...



*Data collected pre- and post-intervention; evaluated independently. Perceived Stress data from PSS-10. Anger/Provocation data from NAS-PI. Conflict Resolution data from staff questionnaire. Emotion Regulation and Overall Mindfulness data from MTASA.



"We're giving these kids a tool...tool which, if utilized, will help bring them insight into the addictions, or aggression or violence that is causing them to get locked up."

Noah Levine
MBA Co-Founder &
Author of *Dharma Punx*

THE DATA

Our signature intervention, the ten-session intensive program for severe-risk boys has proven its effectiveness in an independent, two-year pilot study: Youth's self-reported perceived stress dropped by between 18% and 28%, emotional regulation ability increased by between 13% and 15%, and non-violent conflict resolution ability increased by between 25% and 30%. More than four-fifths (81%) expressed interest in taking another intensive, ten-session course. For the question "On a scale of 1 to 10, how helpful was this program to you?," the average response was 8.5.

Mind Body Awareness Project MEDICAL PROGRAMMING

- Recent medical literature has supported the recognition that youth who are victims of repeated trauma are significantly more likely to develop a variety of severe health conditions later in life than their untraumatized peers. When youth are repeatedly traumatized due to family dysfunction and toxic social environments, they are at a much higher risk for developing severe diseases later in life - all at great financial, social, and emotional cost to themselves, their families, and the community-at-large.
- The Mind Body Awareness Project (MBA) has developed a proprietary mindfulness-based intervention that has been successfully used to rehabilitate incarcerated youth in detention settings - quantifiably reducing stress, increasing emotional regulation, and increasing their ability to non-violently resolve conflict.
- Anecdotal evidence from instructors, observers, participants, and mental health and medical professionals, suggests that the intervention is effective in helping youth recover from repeated trauma, and that a primary mechanism of its efficacy is due to this effect.
- MBA's curriculum is currently being codified in a treatment manual and is being taken to scale in several youth detention facilities in Northern California. It has been lauded by the Presiding Juvenile Judges in Alameda and San Mateo counties for its transformative efficacy and was lauded by the Robert Wood Johnson Foundation as a potential new national model for the rehabilitation of incarcerated youth.
- This proven effective curriculum will soon be adapted as a medical pilot program for use in a clinical setting. The explicit goal is to create a lower cost model of preventive care, capable of helping youth recover from the negative effects of sustained trauma and helping them develop new emotional capacities and stamina. If effective, this medical intervention will pay for itself many times over in future health costs avoided.



"[The class] taught me how to control my anger, and all my impulses ... [to] think, before I act."

"Julio", age 16
San Mateo County
Youth Services Center,
Unit 7; MBA Program
Participant

Mind Body Awareness Project KEY STAFF



M B A

• **CHRIS MCKENNA** Executive Director

Chris comes to MBA with almost 10 years of experience in the non-profit sector. To name a few, he has served as: the Outreach & Development Director of the Center for Justice and Accountability, an NGO launched out of Amnesty International that provides legal and psychosocial services to torture and war crimes victims; the Executive Director of Tibet Justice Center, an NGO which does international advocacy on Tibetan human rights, religious freedom and environmental issues; and a Campaigner on WITNESS's "Books Not Bars" initiative, working with grassroots prison reform groups to challenge youth incarceration policies in the U.S.; among others.

Over the years, Chris has also sat on the board of several other non-profits and is currently Secretary of the Board of the Tibetan Community Center of Northern California. He has had a daily meditation practice for the last 15 years; he studied Religion and Buddhist Studies at Columbia University and currently studies within the Zen and Orthodox Daoist traditions.

• **VINNY FERRARO** Teacher Training Director

Vinny, who joined MBA in March 2008, is a long-time mindfulness meditation practitioner and meditation instructor. A certified teacher through Spirit Rock's Community Dharma Training program, he runs a weekly meditation class in San Francisco and has studied with several world renowned spiritual teachers, including the Dalai Lama. Additionally, in 1998, he spent a year sitting bedside with the dying through the Zen Center Hospice Program in San Francisco.

Vinny is also the Teacher Training Director for Challenge Day, a global transformational change organization that helps adolescents overcome internalized and external oppression, cultivate emotional well-being, and create healthier communities. Challenge Day has been featured on The Oprah Winfrey Show, and their Teacher Training process is a model for the development of instructors with profound emotional competency, empathetic capacity, and the ability to support young people through profound difficulties. Vinny has been responsible for the recruitment, cultivation, and development of an instructor corps currently boasting 26 members. He facilitates Challenge Days in schools and detention facilities around the world.

• **Gabriel Kram** Director of Consulting Services

Gabriel brings 14 years of mindfulness meditation, 10 years of yoga practice to his role as Director of Consulting Services. Since he joined in August of 2006, Gabriel has been integral to MBA's success. In only two years, he created a Memorandum of Understanding with San Mateo County Probation Department, formalizing collaboration to support enhanced service offerings for incarcerated/post-incarcerated youth; and he created a coalition of Alameda County public partners, including Probation, Behavioral Health, and Healthcare Services Agency, to support therapeutic continuum of care for youth incarcerated in Alameda County Juvenile Justice Center. Both of which continue today. Gabriel was also vital to the creation of MBA's Research Advisory Council, whose purpose is to oversee the development and implementation of evaluation as MBA seeks inclusion of its programming in evidence-based registries.

• **Oren Sofer** Director of Operations

Oren has been with the MBA Project since March 2009. He has been studying and practicing Vipassana meditation for more than 12 years and holds a Bachelor's degree in Comparative Religion from Columbia University. He is also a Collaborative Trainer with Bay Nonviolent Communication and has been teaching Compassionate Communication (Nonviolent Communication) since 2006. Currently, Oren is training as a Somatic Experiencing Practitioner for healing trauma, and he works with individuals, couples, groups and organizations as a communication trainer and counselor. Oren is a trained mediator, musician and poet.

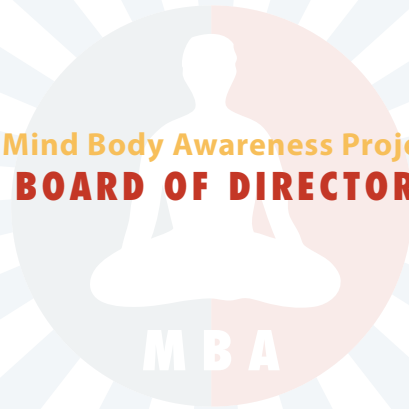


"Teaching them meditation is giving them something... The heart of self-respect is to be able to make some decisions in your life."

Isaiah Seret

Co-Founder of MBA
featured in San Francisco
Chronicle article "Class
Acts: A New Breed of Young
Bay Area Philanthropists"

**Mind Body Awareness Project
BOARD OF DIRECTORS**



• **IVY ANG Executive Committee**

Ivy Ang is founder and president of Visionlinc, a global company dedicated to linking vision, people and strategies. Ivy works with CEOs and teams committed to new ways of thinking and doing business. She has 30 years of business and human resources management experience in high-tech, bio-technology, strategic design consulting and financial services. She has worked for global industry leaders such as Genentech, AIG and Landor Associates.

• **CONNOR AIKEN Fundraising Committee**

Connor Aiken has been professionally involved in the fitness, dance, and health field for 25 years. He is a personal trainer and advanced Pilates instructor, working with clients to help them move beyond self-imposed limitations and discover, within themselves, new possibilities for strength and freedom through movement.

• **DR. KYRA BOBINET Research Advisory Council**

Dr. Kyra Bobinet is the Founding Director of Vision Youthz, an organization dedicated to the rehabilitation and transformation of incarcerated youth. Through her work with Vision Youthz, she has received national recognition as a pioneer in bringing mindfulness-based practices to urban youth. Vision Youthz merged with MBA in December of 2007. Dr. Bobinet is a graduate of the University of California, San Francisco School of Medicine and has a Masters in Public Health from Harvard University.

• **CHIP GETTINGER Fundraising Committee**

Chip Gettinger is Vice President of Sales for Astoria Software. He was the Board Chair of Vision Youthz, an organization dedicated to the rehabilitation and transformation of incarcerated youth, prior to its merger with MBA.

• **ARIANE HERRERA Communications Committee**

Ariane Herrera is a Public Relations and Marketing consultant. Over the last 15 years she has worked with some of the largest and most creative advertising agencies, both national and international. She has assisted with strategy, and public relations for brands in almost every category from food to cars to pharmaceuticals for companies such as Nissan, Dell, Virgin Mobile, Microsoft, and more.

• **ISAIAH SERET, M.A. Board Chairman**

Isaiah Seret, M.A., is a filmmaker who has produced, directed, and assistant directed commercials, music videos, and feature films. Isaiah holds a masters in Asian Comparative Studies from California Institute of Integral studies and co-founded MBA Project after working for Spirit Rock's Family Program and for the Lineage Project at the San Mateo juvenile hall.

• **STUART SOVATSKY, PH.D. Fundraising Committee**

Stuart Sovatsky, Ph.D. wrote the first Federal grant to bring meditation and yoga into youth facilities in 1975. He is Co-president of the Association for Transpersonal Psychology and has been a marriage therapist since 1973.



"MBA's research goal is to continue proving the efficacy of our methodology - placing us at the forefront of youth development and rehabilitation nationally."

Dr. Kyra Bobinet, MD
Chair of Research
Advisory Council
MBA Project

Mind Body Awareness Project **RESEARCH ADVISORY COUNCIL**

The Mind Body Awareness Project's Research Advisory Council exists to provide expert guidance and oversight for MBA's evaluation design, implementation of research studies, and interpretation of data gathered. Members of the Council represent perspectives from both Mindfulness research and Corrections. The council is chaired by MBA board member, Dr. Kyra Bobinet, MD.

• **SUSAN L. SMALLEY, PHD**

PhD - Founder and Director, Mindful Awareness Research Center, UCLA
Professor, Department of Psychiatry and Biobehavioral Sciences, UCLA

Dr. Susan L. Smalley is a Professor in the Department of Psychiatry and Biobehavioral Sciences at the UCLA David Geffen School of Medicine and Founder and Director of the Mindful Awareness Research Center at the Semel Institute. Dr. Smalley's research laboratory at UCLA investigates the genetic basis of childhood onset psychiatric disorders such as ADHD and neurodiversity, in general. She is particularly interested in how self-regulation of environments – including one's own attentional states – can be used to enhance health and well-being while reducing impairment associated with neurobiological differences. This work has led to research on mindfulness including studies of basic biological mechanisms, relationship and intervention in childhood onset psychiatric disorders including ADHD, and dissemination of mindfulness across the lifespan, from Pre-K to the elderly. Dr. Smalley is widely published in both scientific journals and mainstream press (e.g. The Huffington Post) as she is particularly interested in the intersection of science and self-exploration (such as meditation) and its translation to the general public. Lab websites: <http://www.marc.ucla.edu> and www.adhd.ucla.edu

• **SUSAN TURNER, PHD**

Co-Director, Center for Evidence-Based Corrections, University of California, Irvine.
Professor, Criminology, Law and Society, University of California, Irvine

Susan Turner is a Professor in the Department of Criminology, Law and Society at the University of California's Irvine campus. She also serves as Co-Director of the Center for Evidence-Based Corrections and is a board member of the newly created California Rehabilitation Oversight Board (C-ROB). She has led a variety of research projects, including studies on racial disparity, field experiments of private sector alternatives for serious juvenile offenders, work release, day fines and a 14-site evaluation of intensive supervision probation. Dr. Turner has also conducted a number of evaluations of drug courts, including a nationwide implementation study. Her article, "A Decade of Drug Treatment Court Research" (2002) appeared in *Substance Use and Misuse*, summarizing over 10 years of drug court research conducted while she was at RAND Corporation. Dr. Turner's areas of expertise include the design and implementation of randomized field experiments and research collaborations with state and local justice agencies. She is a member of the American Society of Criminology, the American Probation and Parole Association, and is a Fellow of the Academy of Experimental Criminology—and she received her Ph.D. in Social Psychology from the University of North Carolina at Chapel Hill.

• **DR. JOHN ASTIN, PHD**

Research Scientist, California Pacific Medical Center, San Francisco

John Astin is a Research Scientist at the California Pacific Medical Center in San Francisco. His research and clinical work has focused on several related areas: 1) the use of mind-body therapies, particularly mindfulness meditation, to treat various health-related problems; 2) psychosocial factors associated with use of complementary and alternative medical therapies; 3) the psychological construct of control and its relationship to mental and physical health; and, 4) the role of spirituality in healthcare. Dr. Astin received his Ph.D. in Health Psychology from the University of California, Irvine. From 1997-1999, he was a research fellow in the Complementary and Alternative Medicine Program at the Stanford University School of Medicine, and from January 2000-June 2002, he was the director of mind-body research at the Complementary Medicine Program, University of Maryland School of Medicine. He has occupied his present position at CPMC since July of 2002. His research has appeared in such journals as *Archives of Internal Medicine*, *JAMA*, and the *Annals of Internal Medicine*. He is the co-author (with Deane Shapiro) of the book: "Control therapy: An integrated approach to psychotherapy, health, and healing."

CONTINUED...



"MBA's research goal is to continue proving the efficacy of our methodology - placing us at the forefront of youth development and rehabilitation nationally."

Dr. Kyra Bobinet, MD
Chair of Research
Advisory Council
MBA Project



Mind Body Awareness Project
RESEARCH ADVISORY COUNCIL

- **ANGELA M. WEST, PHD**

Developer of the MTASA - Mindfulness Thinking and Acting Scale for Adolescents

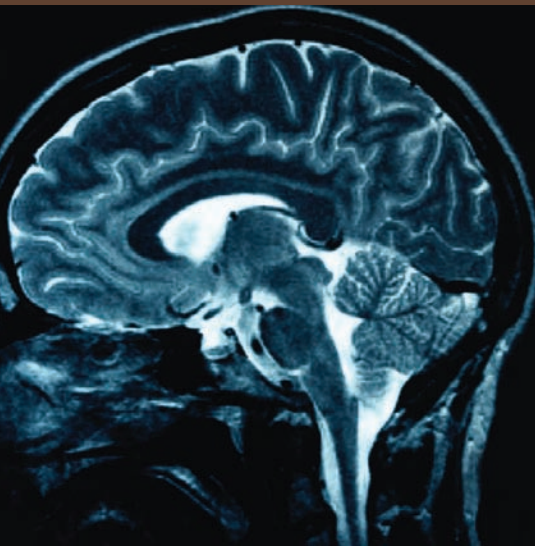
Ms. West has studied mindfulness meditation as an adjunctive therapy since 2001; initially in a maximum security forensic mental hospital. In 2003, she initiated her own research in this field focusing on measurement of mindfulness within an adolescent population. An initial project dedicated to measuring mindfulness in youth resulted in an experimental self-report questionnaire: the Mindful Thinking and Action Scale for Adolescents (MTASA). The MTASA is a thirty-two item pencil and paper instrument designed for administration to English speaking adolescents ages 13 through 19. This project is currently in its second stage, devoted to determining the psychometric properties of the MTASA, alongside mindfulness measures designed for use with adults. Results are expected to assist with the further exploration of mindfulness as a potential wellbeing marker in adolescence.

- **SAM HIMELSTEIN**

MBA Project Research Advisory Council Working Group

PHD Candidate at the Institute of Transpersonal Psychology

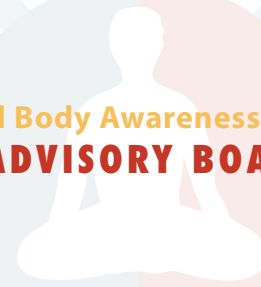
Sam is an MBA Project instructor. At the Institute of Transpersonal Psychology he is currently working his Doctoral Dissertation entitled, "A mixed methods study of a mindfulness-based intervention on incarcerated youth," investigating the effect and impact of the MBA curriculum on incarcerated youth at YSC.



"We can know the causes of what we're doing, and we can know the impact of what we're doing,"

Daniel Goleman, PHD
MBA Advisor
As quoted in Time Magazine
"10 Ideas Changing the World Right Now"

Mind Body Awareness Project
ADVISORY BOARD



M B A

• **DANIEL GOLEMAN, PHD**

Daniel Goleman is an internationally known psychologist who lectures frequently to professional groups, business audiences, and on college campuses. Working as a science journalist, Goleman reported on the brain and behavioral sciences for The New York Times for many years. His 1995 book, *Emotional Intelligence* (Bantam Books) was on The New York Times bestseller list for a year-and-a-half; with more than 5,000,000 copies in print worldwide in 30 languages, and has been a best seller in many countries.

• **DR. JON KABAT-ZINN**

Dr. Kabat-Zinn is internationally known as a meditation teacher, author, researcher, and clinician in the fields of mind/body medicine, integrative medicine, lifestyle change, and self-healing. He is an expert in stress reduction, relaxation, and the applications of mindfulness meditation in everyday living to optimize one's capacity to face stress, pain, and illness across the lifespan. This work is now referred to by health professionals as mindfulness-based stress reduction (MBSR), and is offered in medical centers, hospitals, and clinics around the world.

• **NOAH LEVINE, M.A.**

Noah is one of the founders of the Mind Body Awareness Project. He has been teaching meditation in prisons for close to 10 years and he leads retreats and workshop all over the world. He is the author of, "Dharma Punx", a spiritual biography chronicling his transformation from Juvenile hall to spiritual activist. Noah has led rights of passage retreats for youth and he has become a leading advocate for incarcerated youth.

• **STEPHEN & ONDREA LEVINE**

Stephen & Ondrea Levine: are world famous meditation teachers and writers who have counseled nurses, doctors, their terminally ill and many others for over 25 years. Stephen and Ondrea's books include, "A Gradual Awakening," "Who Dies" and "Embracing the Beloved".

• **BO LOZOFF**

Bo Lozoff is the director of Human Kindness Foundation and its internationally acclaimed Prison Ashram Project. His writings and workshops have helped countless people to transform their lives even in the worst prisons in America. He is the author of, "We're All Doing Time", "Lineage And other Stories" and "Just Another Spiritual book".

• **GEORGE MUMFORD**

George Mumford taught Michael Jordan, Koby Bryant and Shaquil O'Neal how to meditate. As a mindfulness coach under Phil Jackson, these players credit Mumford with helping them stay in the zone and win championships. George continues to coach professional athletes in various fields, and in conjunction with The Mind Body Awareness Project, Mumford is now bringing these same techniques to incarcerated teens, helping them step up their game and excel 'on the outs'.



"This is my favorite program. It's rare for things to be quiet and peaceful in here. Keep coming."

Ms. Jackson
 Unit 2 Supervisor
 Alameda County
 Juvenile Hall

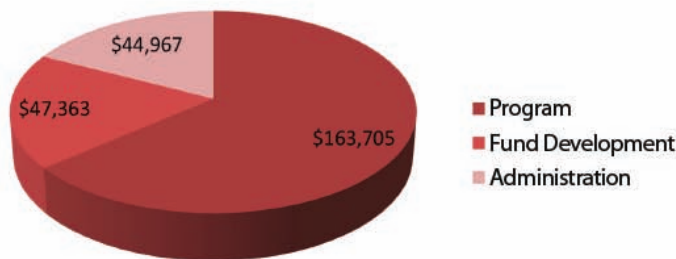
Mind Body Awareness Project **FINANCIAL POSITIONING**

PHILANTHROPIC SUPPORT RAISED, 2008:
 \$171,868 or 61%, was raised from Foundations
 \$31,306 or 11%, was raised from Individual Donors

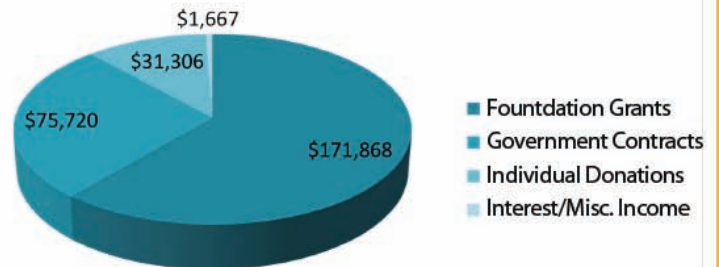
PHILANTHROPIC SUPPORT REQUIRED, 2009:
 \$230,000 or 51%, must be raised from Foundations
 \$67,000 or 17%, must be raised from Individual Donors

M B A

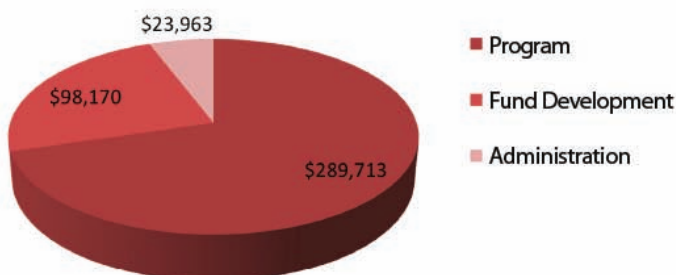
EXPENSES 2008: \$256,035



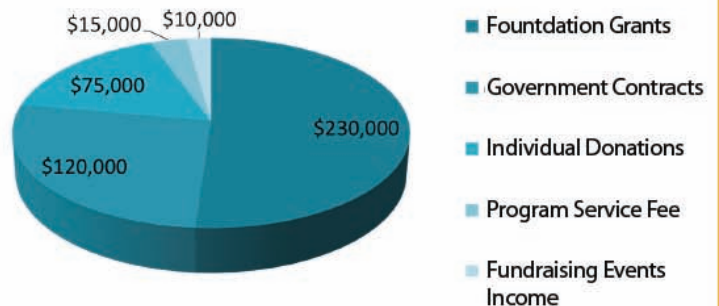
INCOME 2008: \$256,035



PROJECTED EXPENSES 2009: \$411,846



PROJECTED INCOME 2009: \$450,000



Note: 70% of expenses will be spent directly on programs



"Mindfulness is one of the most powerful, least expensive, and longest lasting ways to treat these youth."

Isaiah Seret

Board of Directors / Chair
MBA Project



**MIND BODY
AWARENESS
PROJECT**

HOW CAN I HELP?

The Vision of the Mind Body Awareness Project is to bring our life changing services to thousands of underserved youth and to make a real impact on the crime levels in all of our lives. Our initial goal is to expand our programs in our three-county area, and within twelve months, to bring our program to youth across California, with sights on becoming a national model.

The current projected 2009 budget for MBA is \$450,000. Administration, operations and fund development account for only a small portion of our

costs: a full 70% of our expenses are spent directly on running programs.

This year, in order to continue to serve the youth we currently do, The Mind Body Awareness Project will need to raise \$230,000 from foundations and \$67,000 from individual donors.

Please join us in helping MBA provide the tools to inspire and awaken those youths who have experienced extreme trauma, are currently incarcerated, and are in need of life transformation.

PLEASE JOIN US

• GIVE A GIFT

You can support our work via financial contributions through our website at mbaproject.org or via check made out to Mind Body Awareness Project, 111 Fairmount Ave. # 508 Oakland, CA 94611

• HIRE MBA TO TEACH

Hire MBA to teach a mindfulness-based Professional Training for your organization. Contact us at 415.824.2048

• LEND YOUR EXPERTISE

Lend your expertise to one of the following committees: *Fund Development, Communications (Marketing/PR), or Events.* Contact us at info@mbaproject.org or call 415.824.2048

• STAY IN TOUCH

Stay in touch by subscribing to our mailing list at info@mbaproject.org