



MBA

MIND BODY
AWARENESS
PROJECT

*Mindfulness & Emotional Literacy
Programs for At-Risk Youth*



**“Mindfulness & The Path of Service”
A 10th Anniversary Benefit for the Mind
Body Awareness Project with Jack Kornfield**

Saturday, December 10th, 2011

Meditation, Talk & Program 11:30 AM
Coffee + Baked Goods by Bakesale Betty
Tickets \$25-\$50 sliding scale

Private Reception with Jack Kornfield & Special Guests 10:30 AM
Tea Service by Teance & Jon Oda of Tea Alchemy - Breakfast
Sandwiches by the Magic Curry Kart - Baked Goods by Bakesale Betty
Visuals and gentle brunch beats by Dub Snakr + Stronghold Sound
Private Reception tickets starting at \$100

Nile Hall - Preservation Park
668 13th Street, Oakland, CA 94612

Private Reception at Ginn House directly next door - 660 13th Street
Parking & Maps: <http://preservationpark.com/contact-us>

**Visit www.mbaproject.org to buy tickets
to the reception and main event.**

Sponsorship Levels

Presenting Sponsor - \$10,000

- Premium seating for 10
- 10 tickets to the private reception
- Full page ad in the printed program and premium placement
- Listing in all printed materials
- Logo recognition for company or charity
- 3 sessions of private mindfulness meditation instruction for you/your company/your family/your children with MBA instructors

Impact: \$10,000 funds weekly mindfulness and emotional literacy classes at an at-risk school for an entire academic year. Studies on school-based mindfulness programs clearly illustrate the benefits of mindfulness on classroom behavior, concentration and academic achievement. MBA's school-based work focuses on youth with histories of trauma, violence, and severe stress.

Circle Keeper - \$5,000

- Premium seating for 10
- 8 tickets to the private reception
- Half-page ad in the printed program
- Listing in all printed materials
- 2 sessions of private mindfulness meditation instruction for you/your company/your family/your children with MBA instructors

Impact: \$5,000 funds the implementation of a mindfulness-based suicide prevention and substance abuse program for Native-American youth on several reservations in the Rocky Mountain States.

Underwriter - \$2,500

- Favored seating for 8
- 6 tickets to the private reception
- Quarter-page ad in the printed program
- Listing in all printed materials
- 1 session of private mindfulness meditation instruction for you/your company/your family/your children with MBA instructors

Impact: \$2,500 funds the development of a summer mindfulness program for military youth with parents on combat deployment or who have been diagnosed with post-traumatic stress disorder.

Advocate - \$1,000

- 6 tickets to the main program
- 4 tickets to the private reception
- One-eighth page ad in the printed program
- Listing in all printed materials

Impact: \$2,500 pays most of the tuition bill for an at-risk youth service provider to attend our year-long, retreat-based mindfulness and youth teacher training program. The training seeks to seed mindfulness and emotional literacy programs in diverse schools, youth services agencies and community sites around the country and the world.

Guardian - \$500

- 4 tickets to the main program
- 2 tickets to the private reception
- Listing in the printed program

Impact: \$500 funds a daylong mindfulness intensive with youth in long-term detention. MBA is the only organization in the U.S. currently doing intensive, retreat-style meditation practice with youth in the juvenile justice system.

Ally - \$250

- 2 tickets to the main program
- 2 tickets to the private reception
- Listing in the printed program

Impact: \$250 funds a week of mindfulness and emotional literacy classes in three units of the San Mateo Juvenile Detention Center.

Friend - \$100

- 1 ticket to the program and private reception
- Listing in the printed program

Impact: \$100 pays for a week of aftercare support for 10 youth transitioning out of the Alameda County Juvenile Justice Center and back into the community.

Individual Event Tickets at \$25-\$50 sliding scale. Please visit www.mbaproject.org to purchase tickets.

Yes, I/my company/organization would like to become a sponsor at the following level:

- \$10,000 \$5,000 \$2,500 \$1,000 \$500 \$250 \$100

Sponsor Contact Information

Name of Company/Organization or Individual(s): _____
(please list as you wish it to appear in printed materials)

Company/Organization Contact *(if applicable)*: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

A check is enclosed *(please make check payable to MBA Project)*

Please charge my credit card *(circle one)*: Visa MC

Card No: _____ Exp. Date: _____

Name as it appears on card: _____

Signature: _____

Please mail this form and payment to:

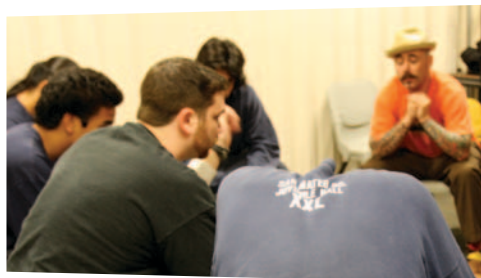
MBA Project
111 Fairmount Avenue, Oakland, CA 94611
attn: 10th Anniversary Event

Or email info to:

email: andrea@mbaproject.org
attn: 10th Anniversary Event

Questions?

Contact Chris McKenna, Executive Director
phone: 415-336-8591
email: chris@mbaproject.org



Mission & History

Founded in 2000, MBA is an Oakland-based, 501(c)(3) organization whose mission is to awaken the intrinsic value of the most at-risk youth. We accomplish this through ground-breaking, mindfulness-based direct service work that empowers youth with the tools and competencies to overcome trauma, regulate strong emotional states, transform negative behaviors, and make positive life changes. MBA also engages in customized curriculum development and training for service providers working with at-risk youth regionally and nationally.

Our most well known founder is Noah Levine, who went from being repeatedly incarcerated in Santa Cruz County Juvenile Hall as an adolescent to being a best selling author, Buddhist teacher and pioneer in teaching mindfulness-based rehabilitation strategies to at-risk communities.

Initially, MBA focused its programming almost exclusively on Alameda County. In 2006, MBA merged with its sister non-profit, Youth Horizons, which operated in San Mateo County's juvenile detention facilities. The merger was undertaken to create one viable organization that would more effectively harness the resources of the Bay Area to provide mindfulness-based mental health and rehabilitation services to at-risk youth.

In 2007, MBA merged with another long-time partner, Vision Youthz. Vision Youthz, founded by Native American activist, UCSF psychiatrist and Echoing Green Fellow Dr. Kyra Bobinet, was largely an aftercare program providing continuity-of-care to youth who had been released from Log Cabin Ranch—San Francisco's long-term youth detention facility. Youth were part of an internship program and received case management as well as many supportive services within a framework of inner awareness practices. The Vision Youthz curriculum drew extensively from the resources of Native American traditions, particularly by integrating ceremony and tracking practices with an emphasis on getting at-risk, inner city youth exposure to the natural world.

Today, MBA's board, research council, staff and instructor base is the result of the merger of these three organizations with 25 years of combined experience serving high-risk youth.



What We Do

Direct Services to Youth

MBA's direct service work seeks to provide the *most* at-risk youth in the *most* difficult environments—probation detention facilities, youth detention camps and at-risk schools—with concrete tools to reduce stress, impulsivity and violent behavior and increase self-esteem, self-regulation, academic achievement, and overall well-being.

Drawing on the practices of a variety of contemplative traditions, as well as the Mindfulness-Based Stress Reduction protocol developed by Dr. Jon Kabat-Zinn (an MBA Project advisor) and the Emotional Intelligence work of Dr. Daniel Goleman (an MBA Project advisor), MBA's program synthesizes best practices in meditation, movement arts, expressive arts, group-process modalities, peer counseling, and social and emotional learning models.

MBA presently works in juvenile justice facilities, schools, youth and family services centers and vocational training programs in four Bay Area counties. In 2010, MBA served over 1300 unique youth, delivering over 650 classes and over 800 class hours. MBA is currently expanding direct services outside of the Bay Area to Los Angeles and Nashville, TN.

Training of Educators & Youth Service Providers

In 2011, MBA launched the Mindful Education Institute (MEI), a ground-breaking, year-long, retreat-based training for educators and youth service providers seeking to integrate mindfulness into their work with children and adolescents. MEI faculty includes some of the leading luminaries teaching mindfulness in the West including Jon Kabat-Zinn and Jack Kornfield, experts on social and emotional learning such as Linda Lantieri, and leading neuroscientists including Clifford Saron.

Additionally, MBA continues to build capacity specifically among at-youth service providers to integrate mindfulness and emotional intelligence approaches into their work. Partnerships include Children's Hospital & Research Center Oakland, The Edgewood Center for Children & Families, Mission Neighborhood Centers, Prison Dharma Network, and many other community-based organizations.

Research & Advocacy

As a small organization, MBA is unique for the size and scope of its research efforts. MBA performs extensive evaluation of our interventions to develop the evidence-base for the efficacy of our programming and mindfulness-based interventions in general. We also engage in coalition-building activities to disseminate information about our research—and other research in the field—to build a national case for the use of mindfulness and emotional intelligence interventions with at-risk and adjudicated youth.

Our latest cycle of research, conducted by MBA Research Director Sam Himelstein, will be summarized in two forthcoming peer-reviewed journal articles—the first ever published material looking at the effects of mindfulness-based interventions on incarcerated youth. The study reveals significant decreases in stress and significant increases in emotional, cognitive and behavioral regulation in youth who participated in MBA's intervention.



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