



The training division of Rainbow Days, Inc.

The Trans4m Center Prospectus

Cathey Brown, M.Ed., Founder and CEO, Rainbow Days, Inc.
(214) 887-0726 | catheyb@rainbowdays.org

Kathy Daley, Director of Training Services, The Trans4m Center
(214) 459-1700 | kathyd@rainbowdays.org

Overview

DESCRIPTION: For three decades, Rainbow Days has transformed the lives of at-risk children, including juvenile justice and homeless youth. Its award-winning, evidence-based curriculum and programs teach at-risk children, ages 4-17, coping and social skills and prepare them to live a life filled with hope and promise. In 2012, Rainbow Days launched The Trans4m Center to share its curriculum with youth service professionals nationwide. The Center brings the latest research and training to juvenile justice professionals, school guidance counselors and other nonprofit partners, giving these organizations the tools they need to positively impact children and youth. Rainbow Days has trained more than 42,000 individuals in 42 states, and in Brazil and Ecuador.

INVESTMENT OPPORTUNITY: The Trans4m Center is seeking an investment of \$500,000 in start-up and working capital, spread across five years, to allow the Center to train 3,800 individuals and become self-sustaining. Funding will primarily support technological upgrades, expanded marketing efforts, staff training, expanded program implementation and nationwide business development activities.

NEED FOR CHANGE

Children in the United States are increasingly at risk of living in homelessness and poverty. In the long term, failure to address these conditions adversely affects every area of a child's life, including education and emotional health, and increases a child's risk of alcohol, tobacco and other drug abuse. At the same time, organizations serving these disadvantaged children are under pressure to meet this increasing demand while also cutting costs. These organizations need cost-effective, scalable solutions with proven impact.

- From 2006–2012, the number of people in poverty increased 27 percent, including a total of 16 million children, and the percentage of homeless children increased 73 percent, to 1.2 million children.
- 100,000 youth spend time in a juvenile justice facility each year, many of whom have a history of alcohol and substance abuse or emotional trauma, but the system lacks the resources to adequately address these conditions.
- In 2013, 80 percent of nonprofits reported an increase in demand for services, and 56 percent were not able to keep up with demand. Nonprofits serving at-risk or low-income populations were the most affected.

OPPORTUNITY FOR SOCIAL IMPACT

Rainbow Days has a 30-year history of improving children's lives through its evidence-based curriculum and programs. With The Trans4m Center, youth professionals across the country are able to replicate this success and meet the diverse needs of at-risk children and youth.

- With The Trans4m Center's *Curriculum-Based Support Group (CBSG®) Program*, small groups of 6-12 children meet weekly to learn skills, such as decision-making and self-confidence, through fun, interactive activities.
- The Trans4m Center's experienced trainers have taught more than 19,000 people how to implement the *CBSG® Program* with children and youth in their own communities.
- External studies have shown that the *CBSG® Program* reduces participants' early substance use and increases their social skills.
- The program is cost effective to scale, providing training and materials to 15 facilitators for \$3500 plus travel.

What Participants Say About The Trans4m Center

"The training was just outstanding and we thank you so much! In fact, we loved it so much, we started our first two support groups Tuesday! We practiced doing "put ups" in my group and it went really, really well. The kids took it really seriously, and the genuine smiles it brought to each of their faces as they received put ups from the group members of the group was worth all the gold in California!"

— Jackie, CEO, Take Care of My Kids

"I absolutely love the outline for my small groups. The kids love the consistency of sharing their "Sunshine and Raincloud" and the "cheer" at the end. It has been a very positive experience, and I would recommend it to all counselors."

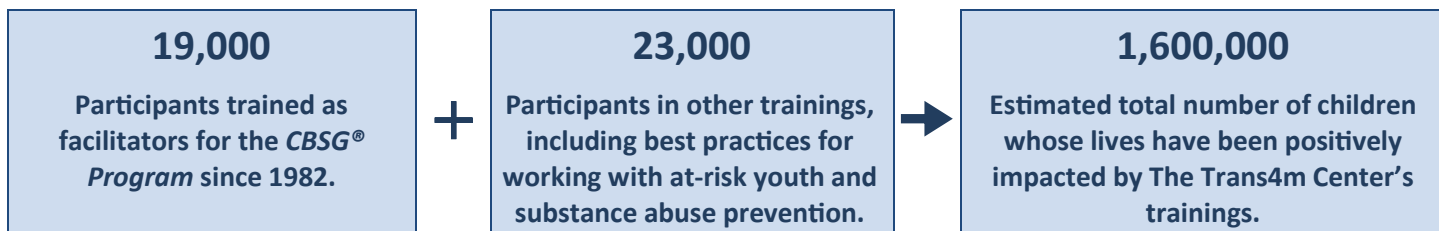
— Ann, Elementary School Counselor

THE TRANS4M CENTER IN ACTION

SERVICES: In addition to the *Curriculum-Based Support Group (CBSG®) Program* trainings, The Trans4m Center offers an array of trainings designed to help organizations strengthen their operations, with content drawing from best practices and Rainbow Days' extensive experience as a nonprofit leader. Topics include strategic planning, leadership skills, and capacity building for professionals in the nonprofit sector. Trainings are available in-person and as online webinars.



PERFORMANCE MEASUREMENT AND SOCIAL IMPACT: In five years, The Trans4m Center's goal is to train 3,800 individuals a year. As seen from past data, the effect of sharing The Trans4m Center's curriculum is exponential.



EVIDENCE-BASED: External studies have shown that the *CBSG® Program* promotes healthy cognitive development in children and youth and counteracts many of the negative effects from Adverse Childhood Experiences (ACEs) that at-risk children face.



SOCIAL IMPACT: Currently, The Trans4m Center uses the metrics below to track its impact on the partner agencies it trains and supports.

Impact Indicators

Percentage of professionals receiving training who increase their skills and confidence in dealing with high-risk children and youth.	90%
Percentage of professionals receiving training who are highly satisfied with The Trans4m Center's trainings.	95%

Financial Indicators

Training and materials costs for the <i>CBSG® Program</i> for 15 facilitators, excluding travel costs.	\$3,500
--	---------

FINANCIAL SUSTAINABILITY

The Trans4m Center's parent organization, Rainbow Days, has an annual budget of \$2 million, and has benefited from a strong and diverse revenue base for more than 30 years, with significant support from public and private sources. The Trans4m Center receives an annual grant of \$101,000 from the State of Texas Criminal Justice Division of the Office of the Governor to train 185 participants, including Juvenile Probation Officers and school guidance counselors, on the *CBSG® Program*. The Trans4m Center is attending conferences nationwide to expand its reach.

SOURCES

- Indiana University, School of Public and Environmental Affairs; *At Risk: America's Poor During and After the Great Recession*; 2012.
- The National Center on Family Homelessness; *The Characteristics and Needs of Families Experiencing Homelessness*; 2011.
- Nonprofit Finance Fund; *State of the Nonprofit Sector*; 2014.
- National Center for Children in Poverty; *Juvenile Justice in the US, Facts for Policymakers*; 2011.