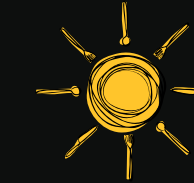


MOMENTUM



Momentum Vision

We envision a country where the basic and socioemotional needs of our youth are met; a country that understands that justice-involved youth often lack resources, have experienced trauma and require holistic support; a country whose communities come together to support this vision. We believe that this can be a reality for young people nationwide.

We are building clear pathways out of incarceration so today's justice-involved youth have access to resources, opportunity and trauma-informed support such that they and their future generations can thrive, not just survive.




Table of Contents

- 02 /** **MOMENTUM VISION //**
- 05 /** **OUR WHY //** Youth Incarceration in the U.S.
- 07 /** **BUILDING MOMENTUM //** The Café Momentum Story
- 11 /** **A NEW MODEL FOR YOUTH JUSTICE //** Our Impact
- 15 /** **CREATING CHANGE //** Expansion
- 21 /** **OUR PROGRAMS //** Locations & Strategic Partners
- 23 /** **PROVIDING OPPORTUNITY //** Exploration Markets





Our Why

*Youth Incarceration
in the U.S.*

In our country, nearly 60,000 young people are detained each day as a result of juvenile or criminal justice involvement. And, chances are, they'll end up back in jail (76% within 3 years and 84% within 5 years [1]).

The young people in our country deserve more.

In 2015, we created a model that provides justice-involved youth with the tools, resources and opportunity to get their lives on track.

The model was created within the walls of Café Momentum, a restaurant and culinary training facility in Dallas, Texas. Through the program and restaurant (the Momentum model), we have seen the transformation of over 1,000 young lives by teaching life skills, giving them access to education and basic opportunities to help them reach their full potential.

They can, and will, rise to whatever level of expectation is set for them.

[1] ACLU, 2020



Building Momentum

The Café Momentum Story

In 2008, Chad Houser was the co-owner of a successful restaurant and had been nominated as best up-and-coming chef in Dallas. At that time, he had the opportunity to teach eight young men in juvenile detention how to make ice cream - and that experience struck him to his core.

"I witnessed firsthand just how much the current model for youth justice is designed to negatively affect our young people. Rather than building a better system, we are trying the same thing over and over again. I realized that I wanted to open a restaurant - and I wanted to let these kids run it."

**“In 2015, I opened
Café Momentum to break
the cycle of youth incarceration -
and today I want to see it become
the new model for juvenile justice
in our country.” - Chad Houser**

The Café Momentum restaurant and program provides 12-months of curriculum for justice-involved youth. The internship begins with 12 hours of orientation, where the program team (case management, clinical services, curriculum and education) assess each intern and create individualized plans for them to begin holistically addressing the issues that these young people have had to confront throughout their lives.

After completing orientation, the internship begins. The interns rotate through every station in the restaurant while focusing on the development of social, life and employment skills.

Through an ecosystem of support maintained by the program team, our interns receive guidance, advocacy, support and - most importantly - the opportunity to succeed. These young people are often working through issues such as anger management, trauma recovery, fatherlessness, abandonment and more.

When a young person comes in, we tell them *“We believe in you and we will continue to believe in you until you believe in yourself.”* This sends a direct message that they carry with them for the rest of their lives.

We are incredibly proud to be a top-ranked restaurant (with national expansion in progress) because it shows how capable these young people are - and that they will rise to whatever level of expectation we set for them.



Brian, 15 yrs
Dallas Intern

JeDarrian, 22 yrs
2021-2022 Momentum Ambassador



Yazmin, 18 yrs
Dallas Intern



A new model for youth justice

Our Impact

To date, Café Momentum has served more than 1,000 youth. A 2020 cohort study in Dallas provides key indicators that our youth are making significant progress towards reaching their full potential:

In the Dallas 2020 cohort, 54% of interns were high school dropouts when they joined the program, but 100% are now re-enrolled in school and on track to graduate.

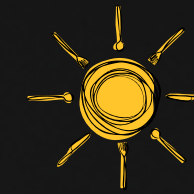
100% of the interns entering our program had at least one Adverse Childhood Experience (ACE) in their history, but 77% are now voluntarily receiving counseling.

100% had bank account enabling future ability to be finance or receive credit, compared to 25% having a bank account upon entering the program.

Jashuan, 17 yrs
Dallas Intern

Café Momentum consistently receives positive media attention in both local and national outlets, which in turn has led to the formation of more than 30 partnerships - including a national partnership with Players Coalition - providing our youth with mentorship and giving the Momentum model a national platform with influential support from the professional athletes across the country.

**PLAYERS
COALITION**



**These young people are
learning that they can
rise to whatever level
of expectation is
set for them.**



Rose, 22 yrs
Senior Momentum Ambassador

James, 19 yrs
Momentum Ambassador

Creating Change

Expansion

Beyond physical expansion, we aim to change the narrative. We want to rebuild the conversation about what youth justice should look like, and what kinds of opportunities these young people deserve.

Momentum Advisory Collective™ (M.A.C.) is a 501(c)3 capacity-building organization with an overall mission to shift the model for youth justice in this country. Based on the proven Café Momentum model at our flagship location in Dallas, we aim to open thirty additional locations over the next 10 years.

In 2022, we launched programming in Nashville and Pittsburgh. We are currently exploring five additional cities.

M.A.C. is formed from over six successful years of experience at Café Momentum, serving justice-involved teens with skill building, wraparound care, education and employment. M.A.C. leadership, led by Chad Houser, founder of Café Momentum, shares a deep commitment to placing the Momentum model in more cities, not only to create opportunities for young people in these specific locations, but to stimulate systemic change through employer education

Continued on next page →



Expansion continued

opportunities and changing the wider perception of these youth and their capabilities.

Throughout our experience, we have successfully developed structures and relationships to provide our young people with meaningful workforce development, no-cost medical care, counseling and education support to attain their high school diplomas and go on to college. Through this, we have learned from challenges and honed best practices; we are now committed to expanding this uniquely transformative model to other cities.



Brianna, 20 yrs
Momentum Ambassador



l'munique, 19 yrs
Senior Momentum Ambassador



Evelyn, 19 yrs
2021-2022 Momentum Ambassador



Cameron, 19 yrs
Senior Momentum Ambassador



Our Programs



LOCATION-BUILDING

As part of our commitment to opening up pathways to meaningful employment and all-around holistic well-being, we believe it's critical to place the Café Momentum restaurant and program in more cities. This not only opens up opportunities for youth in these specific locations, but also creates employer education opportunities and changes the hearts and minds of the larger community.



MOMENTUM AMBASSADORS

This program provides meaningful and inclusive opportunities for former Café Momentum interns to use their voices, express their views and share their experiences with authenticity and candor. Throughout this paid program, our Ambassadors improve their interpersonal and communication skills, experience personal and professional growth and play a significant role in our mission to change the juvenile justice system.



DOCUMENTARY

BUILDING MOMENTUM is an original 50-minute documentary that tells the story of founder Chad Houser's efforts to provide resources, opportunity and wraparound care to justice-involved youth in his hometown of Dallas through the eyes of the Café Momentum team and the inspiring youth that the program serves. The film is available for private viewing and screenings today and we are actively seeking partners to support national distribution in 2023. buildingmomentumfilm.com



MOMENTUM PLEDGE

The Momentum Pledge is a commitment by the restaurant industry to learn the best approach to hiring, training and nurturing justice-involved youth while standing in support of M.A.C. as they work to expand the Café Momentum restaurant model across the country. M.A.C. supports the restaurant industry and their new hires through supportive resources that educate the industry on ways to nurture and retain employment of justice-involved youth.



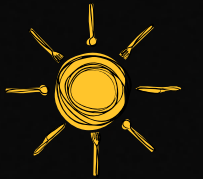
Providing Opportunity

Exploration Markets

Momentum Advisory Collective is working to build more Café Momentum restaurants and programs across the country. We explore and vet prospective markets on an ongoing basis, with 2-3 selected annually. Suggestions for new markets may come from team members, market contacts, funders, supporters, Board members or members of the community.

In deciding whether to enter a new market to begin building out a Café Momentum program, the team evaluates against the following criteria:

- Funding
- Justice-Involved Youth Population
- Juvenile Justice at a City & State Level
- Community and Workforce
- The Market





Rose, 22 yrs
Senior Momentum Ambassador



Demondric, 22 yrs
Senior Momentum Ambassador



Kenzo, 21
2021-2022 Momentum Ambassador



Mar'Twan, 23 yrs
Momentum Ambassador



// cafemomentum.org



// momentumadvisory.co

Café Momentum is a nationally-recognized nonprofit restaurant and professional training facility which provides 12-months of curriculum for justice-involved youth.

In addition to our restaurant and program, we are simultaneously working to inspire change to the juvenile justice system -- moving it away from a system that has historically targeted and incarcerated youth of color with no path to redemption, and moving it towards one that focuses on young peoples' potential and understands the systemic factors that have placed them in their current life circumstances.

GRATITUDE

Thank you to our generous partners and sponsors:

Stand Together Foundation

Chad Windham Photography

Clampitt Paper

Millet the Printer



LEARN MORE AT // momentumadvisory.co & cafemomentum.org