



READ WRITE INSPIRE

COMPANY OVERVIEW 2016-2017

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Executive Summary

RDW Creations provides creative services that aid in teaching literacy skills to at-risk youth and struggling adults. Our creative products and services make learning fun and attractive for those who are otherwise disengaged by traditional learning techniques.

The concept of combining art and entertainment with learning, are proven tools that are helpful on reaching struggling students, particularly those with behavioral, self-esteem or social challenges. We offer a variety of creative games, crafts, and workshops. These customized activities focus on strengthening core reading, writing and communication skills. Our design team customizes each activity based upon age group and skill level to maximize each learning experience. Students will also benefit by developing a willingness to learn, renewed confidence and of course stronger literacy skills.

Studies have shown that many adult Detroiters are functionally illiterate; another 71% of Michigan fourth graders are not proficient in reading. As Detroit Public Schools Community District continues to revamp its educational approach, we believe our company can help to reverse these illiteracy trends by providing our innovative and creative learning services.

Our implementation plan includes research, manufacturing, marketing and selling of our products and services to the Greater Detroit community. We will utilize cost effective measures by using recycled materials during the production process, as well as in-house designs for our marketing campaigns. We also will include a team of social service professionals, retired educators, and literacy advocates to assist us with the strategic development of our creative learning techniques. RDW Creations participates in various youth development initiatives that provide ongoing training and support to our business. To help acquire additional interest, we will establish partnerships with other agencies (or individuals) that have a need for creative educational services. Some examples might include youth/adult well being facilities, non-profit organizations, local and state agencies or other human service entities.



Evidence of Effectiveness:

RDW Creations was founded in 2012 by Rosey D. White. We have experience in collaborating with various outreach organizations and other business leaders in developing and facilitating creative literacy initiatives in our community. To date, we have created and facilitated over a dozen literacy events throughout metro Detroit, reaching approximately 500 youth and adults on the importance of having strong literacy skills. As RDW Creations continues to grow and expand, we anticipate having a larger reach through Greater Detroit. Our goal is to reach even more at-risk youth and adults who will benefit from our creative educational services.

Our Team:

We have a planning and implementation team in place that includes social service professionals, retired educators, literacy advocates and others, who assist with strategic development of our workshops and other creative services. RDW Creations is a member of the youth development initiative under Don Bosco Hall. Our team participates in various trainings, workshops and other learning opportunities that provide support to our business.

Ten Benefits of Creative Learning:

1. Enhances Creativity
2. Increases Concentration
3. Builds Solid Communication Skills
4. Renews Confidence
5. Promotes Team Work
6. Demonstrates Creative Problem Skills
7. Helps students think outside the box
8. Makes Learning Enjoyable
9. Encourages Diversity
10. Stronger Literacy Skills



Creative Literacy Workshops

Program Overview:

Our passion is to help enrich the lives of individuals who are often overlooked during the traditional learning process, and help them find alternative ways to learn. We have experience in collaborating with various outreach organizations and other business leaders in developing and facilitating creative literacy initiatives in our community.

Traditional teaching techniques are not always effective particularly when dealing with youth who are affected by outside barriers that contribute to their inability to learn. Our creative literacy services provide at-risk youths with creative resources that strengthen social and academic skills. We refer to the S.T.A.R system in our approach of evaluating individual learning needs (situation), to help us customize activities (task) that lead to successful analysis and response.

Creative Writing Workshops:

Participants will engage in group and vocabulary exercises designed to encourage self-reflection, oral and written communication skills. An important piece to literacy is also the ability to understand and process information. These activities allow each participant to target specific areas of social and academic development. Workshops can be combined and customized for youth and/or adults.

Creative Reading Workshops:

These workshops are a combination of group and individual exercises. Our leaders will engage each participant to read and discuss themed based materials related to behavioral, social or academic development. Participants will have the opportunity to select reading topics and create their own stories using pictures, words and other objects. Our team of "human books" will also contribute personal stories of success. These activities are designed to enhance readings comprehension, creativity, team work and self-confidence. Workshops can be combined and customized for youth and/or adults.

Inspirational Workshops:

Leaders will incorporate arts, crafts, and entertainment activities that emphasize nonverbal communication skills. These activities provide participants with creative task that focus on creativity, inspiration and self-confidence. Workshops can be combined and customized for youth and/or adults.



Business Writing Services

Thriving people know that success is not only measured by dollars and cents, but also by the level of effectiveness! You could have all the prestige and money in the world yet, still not be able to sustain your business if you are unable to articulate the goals of your business in writing. How does your business fit into this model of success? Even if your goal is only to make a profit... the VISION must be WRITTEN and made PLAIN on PAPER!

3 Things EVERY Business Needs:

1. *Executive Summary*

A business plan can be as simple or complex as your desire but the first piece of your business plan puzzle is an executive summary. It is an essential document used to introduce your company, its goals and implementation plan to potential investors. This document should be detailed to include specific information and should be limited to one page. **TIP:** Most of the information requested on grant applications will come from your business plan and/or executive summary.

2. *WRITTEN 3-5 Year Business Outline*

What are the goals of your company? What is your marketing approach? Who is your target audience or customer base? What are your competitive analysis? Where do you want to be in three, 5, or 10 years? Use this outline regularly to review your progress and areas of improvement. One of the keys in business is to constantly review and revamp your approach.

3. *MARKETING KIT*

A marketing kit is an effective way to generate new customers and inform them of your products or services. This kit can be digitized to be included on your social media sites, website, email marketing campaigns or printed for mass distribution.

Writing Services:

- ✓ Business Plans/Outlines
- ✓ Grant Writing
- ✓ Cover Letters + Resumes
- ✓ Marketing Kits
- ✓ Professional/Personal Bios
- ✓ Publishing Services



SERVICE REQUEST FORM

FAX (313)930-6159 PHONE (313)288-8615

Requester Name: _____ Date: _____

Telephone: _____ Email: _____

Location: _____ Urgent: Yes _____ No _____

Please Describe Your Service Needs:

----- *Internal Use Only* -----

Suggested Services:

Expected Delivery Date: _____ Date: _____

Estimated Cost: _____ Deposit Due: _____