



VIOLENCE PREVENTION | GANG & DRUG INTERVENTION | COMMUNITY EMPOWERMENT

PRESENTED BY:

Campaign4Change

FEATURING:

Vegas Don aka *The Hope Dealer*

REAL PEOPLE. REAL LIFE. REAL CHANGE.

FOUNDER'S STATEMENT

“It is with great gratitude and purpose that I introduce you to the **No Slangin'. No Bangin'. Just Hope. Tour**. Throughout my years as Founder of Campaign4Change, I have had the privilege of working alongside dedicated people who pour their hearts into helping youth, families, and communities. I have learned that real change takes the combined efforts of organizations, schools, law enforcement, churches, sponsors, volunteers, community leaders, and people like you.

This Tour was created to **educate, empower, and inspire** those impacted by gangs, drugs, violence, and the pressures of street life. Through real people, real-life experiences, prevention, intervention, resources, and positive alternatives, we want young people to understand that **their past does not have to determine their future**. Campaign4Change cannot accomplish this mission alone. It will take strong collaborations and partnerships to connect youth and families with the opportunities, information, support, and resources they need to make better choices and build better futures.

I am truly committed to taking this message from community to community and reminding every person we reach that **change is possible, your life has value, and there is always HOPE.** ”

Yours in Service,



Otis R. Lyons
FOUNDER / EXECUTIVE DIRECTOR
Campaign4Change



OTIS LYONS
AKA VEGAS DON

FOUNDER | MENTOR | ADVOCATE | CHANGE AGENT

FOUNDER'S SUMMARY

OTIS LYONS, a non-profit Founder/Executive Director with over two decades of demonstrated leadership and experience campaigning for change for families in under-resourced communities. A reputation for creating innovative culturally relevant community initiatives and youth empowerment programs. **Lyons** has proven success establishing collaborative state, regional and local partnerships and in raising private and public funds in support of CAC's mission. Utilizing his strengths in outreach, strategic planning, marketing and negotiations to achieve organizational goals for advancing community awareness, education, health, wellness and public safety.

VEGAS DON re-invents the wheel, his philosophy relates to the new generation which causes for new outreach methods. Vegas has developed well over twenty outreach initiatives to provide the community with resources, services, goods and hope. A recipient of the 2008 NC NAACP Presidential Award he's recognized as one of the most credible anti-gang, anti-drug activists by elected officials and community leaders nationwide. In 2009, Vegas produced his notable book, "Campaign4Change Testimonials", and composed a new curriculum, "Street Life Education" DVD, just to name a few of his accolades. To learn more visit: www.C4C4LIFE.com





ONE MISSION. FIVE WAYS TO REACH THEM.

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CHANGE TAKES ALL OF US.

PREVENTION | PURPOSE | LEADERSHIP

01 SCHOOL

Middle & High Schools
Alternative Schools

Prevention, peer pressure, choices, conflict and future goals.

02 DETENTION

Juvenile Detention
Group Homes

Accountability, hope and a practical vision for what comes next.

03 CORRECTIONS

County Jails
State Prisons
Reentry

Responsibility, reentry and breaking generational cycles.

04 COMMUNITY

Law Enforcement
Recreation
Community Events

Youth, families and leaders united around safety, responsibility and hope.

05 CONFERENCE

Summits | Churches
Government &
Professional Groups

A keynote/workshop for leaders seeking credible community engagement.

WHAT THIS TOUR DELIVERS

A direct, culturally relevant prevention and intervention experience that challenges gangs, drug dealing, gun violence, retaliation and destructive choices — while moving participants toward purpose, accountability, leadership and a future worth protecting.

WE NEED PARTNERS, NOT JUST AUDIENCES.

HOST | SPONSOR | FUND | CONNECT | COLLABORATE

Help bring this message to the people and places where credible prevention, intervention and positive alternatives are needed most.

DON'T JUST TELL THEM WHAT TO STOP DOING. SHOW THEM WHAT THEY CAN DO.

We're not glorifying the streets. We're giving people a reason to choose a different road.