



Moynihan Institute
FOR FATHERHOOD RESEARCH AND POLICY



Gentle Warriors Academy

A Journey of Brotherhood

Presented By:

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www.themoynihaninstitute.com

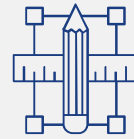
Service Delivery arm of Fathers Incorporated



GWA is designed to help adult fathers (ages 18+) incorporate practices and behaviors for managing the responsibilities of being parents/co-parents and partners.



GWA does this through facilitating classes around responsible parenting, Healthy marriage/relationships, economic stability, and grant-funded Participation supports using a 26 hour/6 week cohort based approach.



WHAT WE DO

- ✓ Branding
- ✓ Outreach on the ground
- ✓ Start-up culture
- ✓ Thought work
- ✓ Asking questions
- ✓ Fearless

The Journey

Year 1 – 759 Intakes

If you are a Dad we are coming to get you!!

- (10) week curriculum X 40 hours
- You need a job? Come here!
- You need a palace to live? Come here!

TARGET	FI
Enrollment (100)	Enrollment - 143
90% Completion Goal (70)	90% Completion - 88
100% Completion Goal (65)	100% Completion Goal (80)



Enhancements

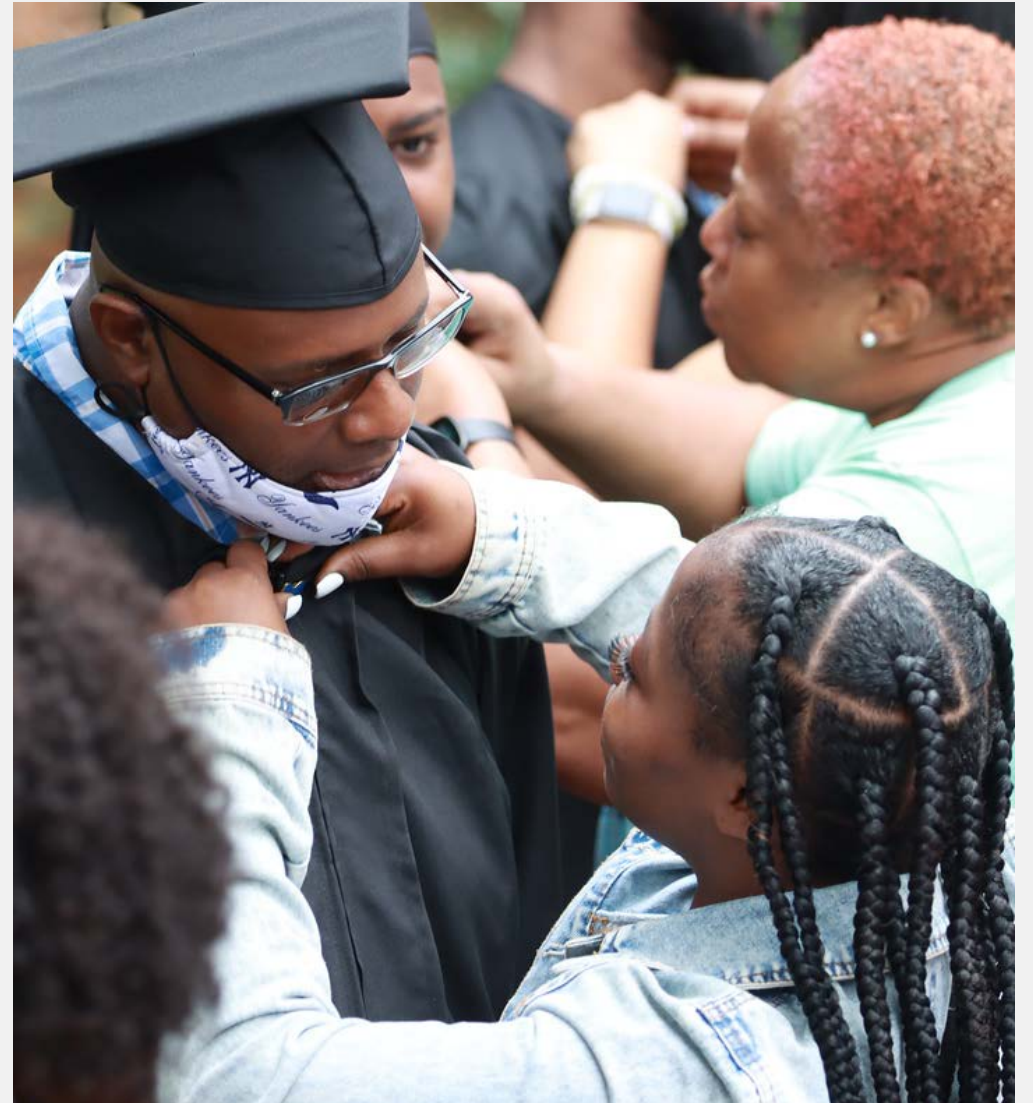
What We Got Right

- Branding
- Out reach on the ground
- Start-up culture
- Thought work
- Asking questions
- Fearless



What We Learned

- What does our population of fathers want and need?
- Sticky Person/Navigators
- Referrals



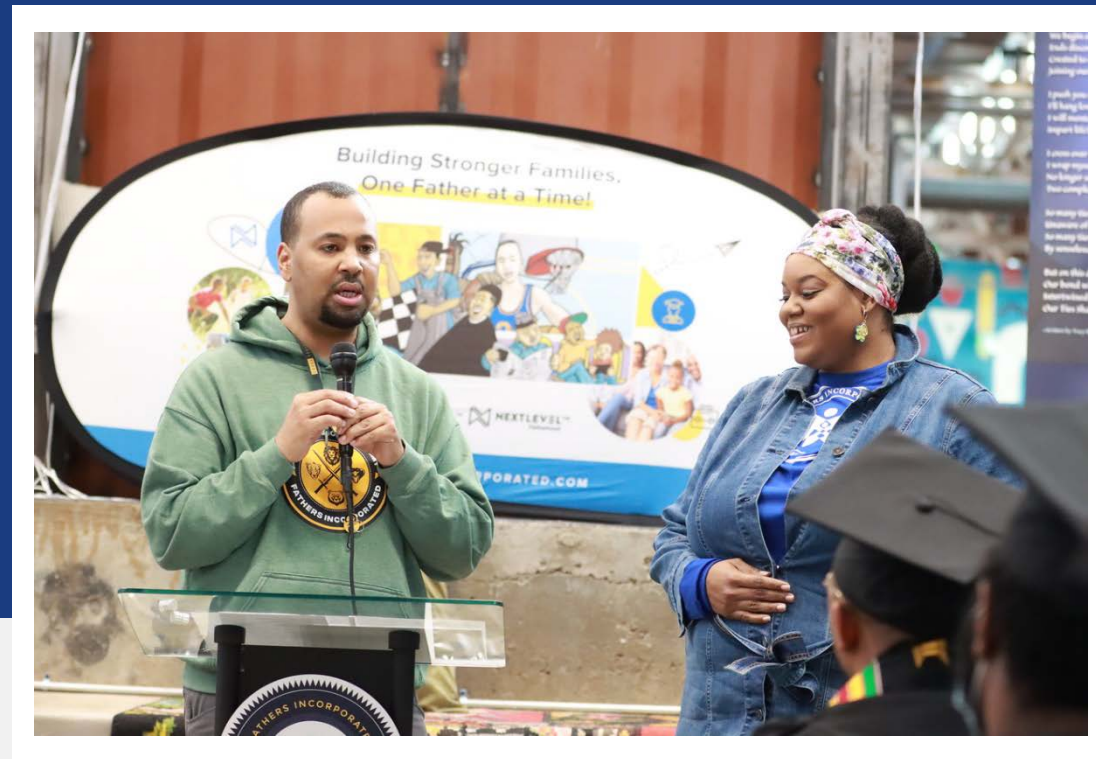
The Journey

Year 2 – 824 Intakes

What do fathers in Metro Atlanta need?

- Child Support Assistance -Systems Navigation
- Parenting Time - Access to their children
- Legitimation - Legal Guidance

TARGET	FI
Enrollment (200)	Enrollment - 257
90% Completion Goal (140)	90% Completion - 197
100% Completion Goal (130)	100% Completion Goal (192)



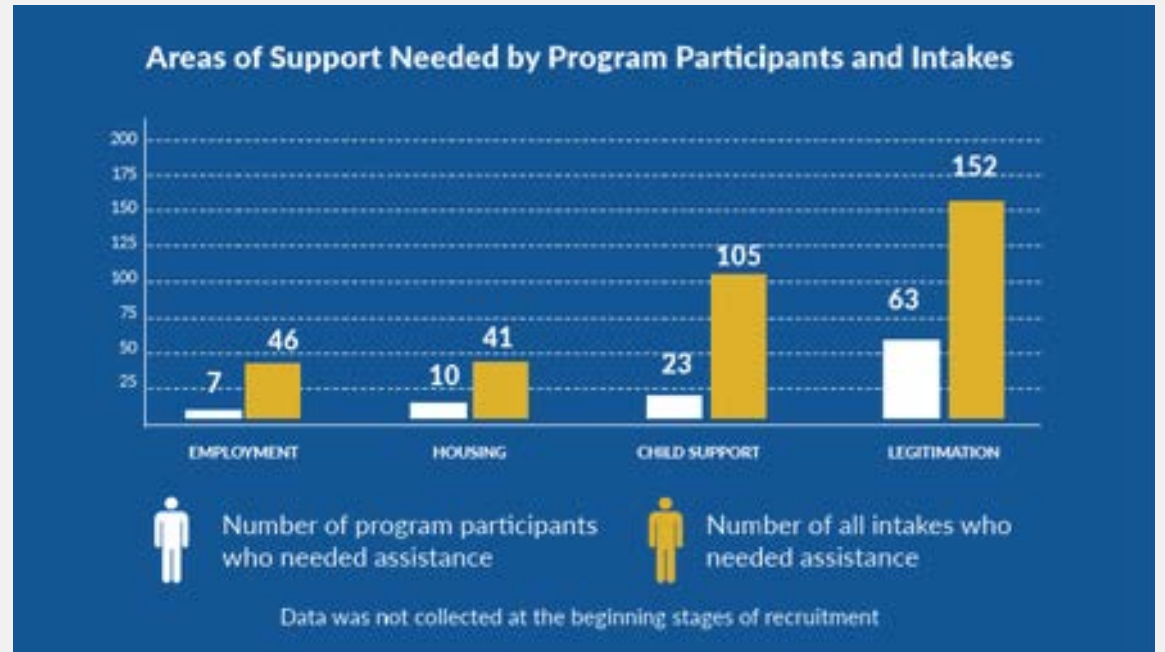
Enhancements

What Supports do you need to Thrive

- (6) week curriculum X 26 hours - access to additional modules
- Legitimation System (learning library, workshops)
- Using data to drill down for our ideal participant
- Social Media Outreach

What We Learned

- Target participant
- 28-45
- Employed
- Needs legitimation
- Housing not a top need



The Journey

Year 3 – 824 Intakes

I Got My Swagger Back

- Alumni Group
- Life Coaching
- 18-29 y/o cohort

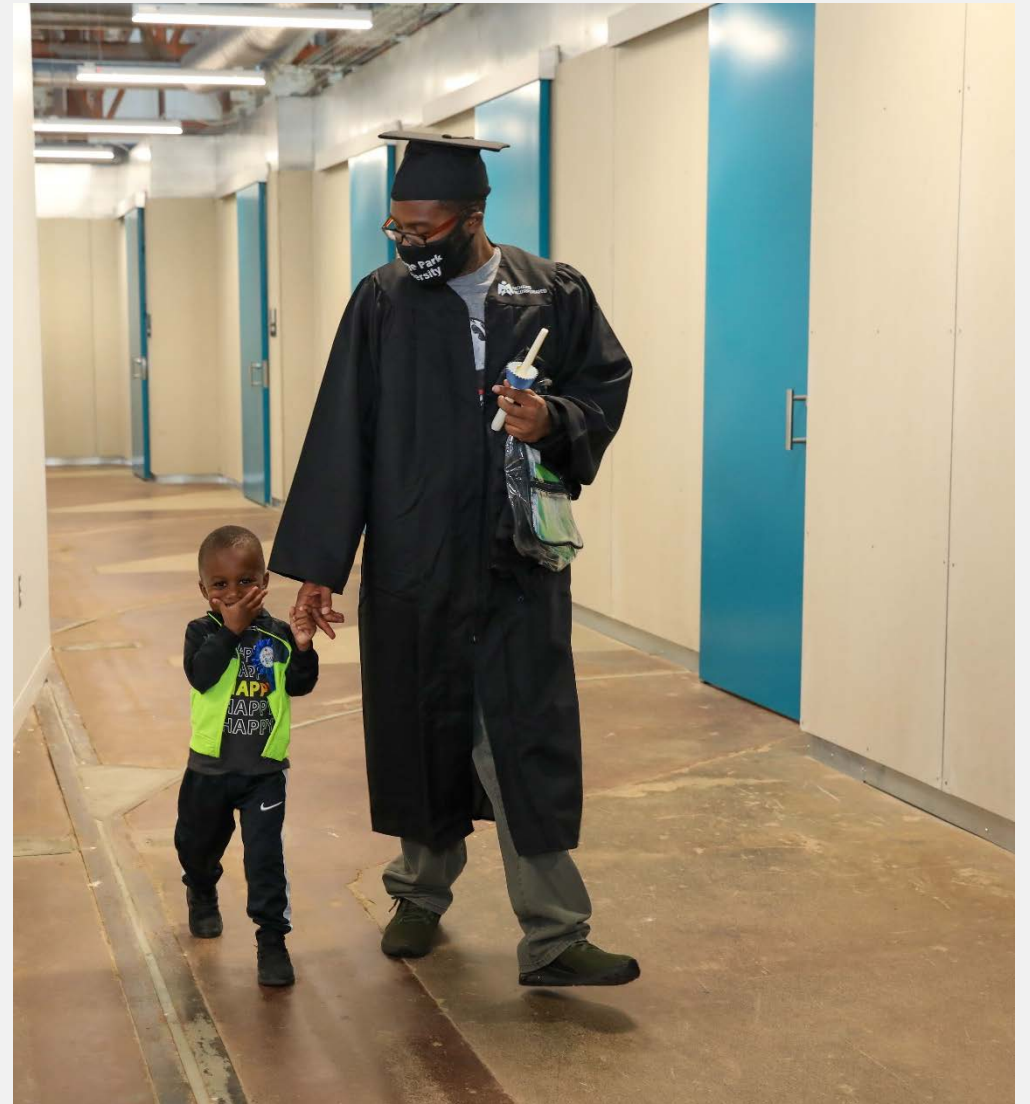
TARGET	FI
Enrollment (200)	Enrollment - 210
90% Completion Goal (140)	90% Completion - 164
100% Completion Goal (130)	100% Completion Goal (160)



Enhancements

What Supports do you need to Thrive

- Social Media Marketing #1 tool
- Circling back with community partners
- Enhanced Navigator role (Intake Graduation)
- On-Demand Classes
- I AM DAD Podcast



The Team

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Outreach
Keith Holmes , Greg Harris



Case management
Michelle Lockhart, Chanty Brunache



Data
Darris Mckenzie

