



THE VOICE

Official Newsletter of the Lyrik's Institution

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TURNING THOUGHT INTO ACTION

BY KYLE R HOLLINS
PRESIDENT/CEO

We are often asked, "What makes Lyrik's Institution so different than the rest of the programs that are doing the same work in Kansas City?" As often as I hear it, it never gets old explaining the difference. There are many great organizations that have been--and still are--doing the hard work of social change. Yet, Lyrik's prides itself on being proactive with our approach. Many of the programs in the city are reaction based. While we deal specifically with the thought process that precedes the behavior. We believe that if you change a person's beliefs and motivations, the behavior has to change. The methods and modules aren't new. We have created an innovative way to infuse cognitive behavior therapy into the culture of our scholars. We have created a curriculum that our scholars can see themselves in!

LYRIK'S INSTITUTION NEWSLETTER

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NEWS THAT MATTERS

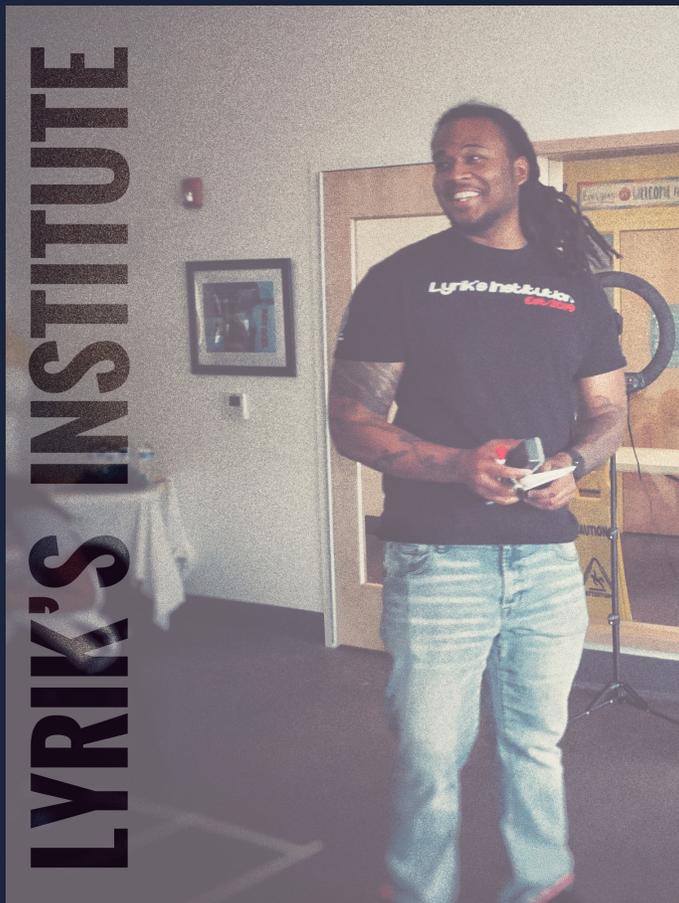
BY KYLE HOLLINS

Studies have shown that residents of inner cities live at a higher level of stress than their counterparts that live in suburban areas. Due to the constant bombardment of police and ambulance sirens, violence and drug activity, helicopter sounds, domestic violence, poverty, and negative social interaction at such a high rate that on a subconscious level, it raises their sense of awareness that is fueled by negative stress. The high level of stress keeps the residents on edge. That results in hyper-violent reactions to what one would assume to be simple situations. This also contributes to an increased ideology of survival or "I must do whatever it takes to make it through the day". This philosophy seems to be a societal norm, which in many cases it is, but when it is seen through the lens of adverse living conditions, it could create an influx in criminal activity.

KANSAS CITY ANNUAL CRIMES

	VIOLENT	PROPERTY	TOTAL
Number of Crimes	7,853	21,409	29,262
Crime Rate (per 1,000 residents)	15.96	43.52	59.49

THE CEO'S MESSAGE

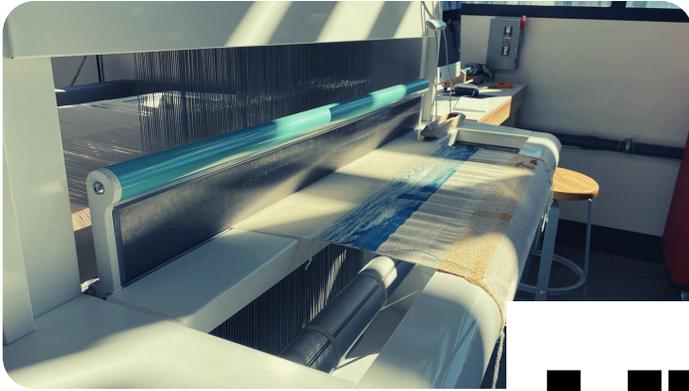


"Why do you do it?" I'm asked in every interview. My answer hasn't and will not change. I do it because I introduced my daughter to a destructive cycle and I vowed to do whatever I had to do to free her. On that journey, I realized there are a lot of Lyriks out here.

GOING TO SLEEP WANTING TO QUIT IS NORMAL. ONLY BECAUSE YOUR "WHY" IS GOING TO CALL YOU IN YOUR SLEEP AND FORCE YOU TO GET OUT OF BED!

For me it's when you are talking to a young adult about a topic and you can see that they are completely engaged, not because I'm some great speaker, but because they can relate to the subject. Then I apply a tool they never have used before to solve that problem and the look they have when their paradigm shifts. That, that's what I wake up for everyday!

SPOTLIGHTING OUR PARTNERS



**Kansas City
Art Institute**



In the developing stages of Lyrik's Institute's summer program, I knew I had to find some creative art classes for our Scholars. I created a list of studios and went into research mode to find programs that matched the environment goals and strategic plan we have for our young adults. After seeing all the Kansas City Art Institute had to offer, I fell in love, but it was their mission statement that pushed me over the edge. I recognized that they fully understood the power and impact of what they were doing and how it could transform the world.

"The mission of the Kansas City Art Institute is to prepare gifted students to transform the world creatively through art and design."

I sent out the call (email) and they responded in a way that only programmer's would dream. They believed in what we were doing and took to the sky when it came to creating their portion of our partnership. They have not only created a 6 week curriculum, but they also provided the teachers and supplies for 30 of our scholars. It doesn't stop there! They are also covering the space for the classrooms and helping our scholars create their event for event week.

Their professionalism and consistent communication has been nothing short of excellence. After having the privildge of going on an amazing tour of their campus, I was able to see the enriching culture they created for their students. It is a privilege to work with such a prestigious institute and I can't wait to show our city what we have come up with.

LYRIK'S IN THE NEWS

KC man creates program to help teens manage social, political issues

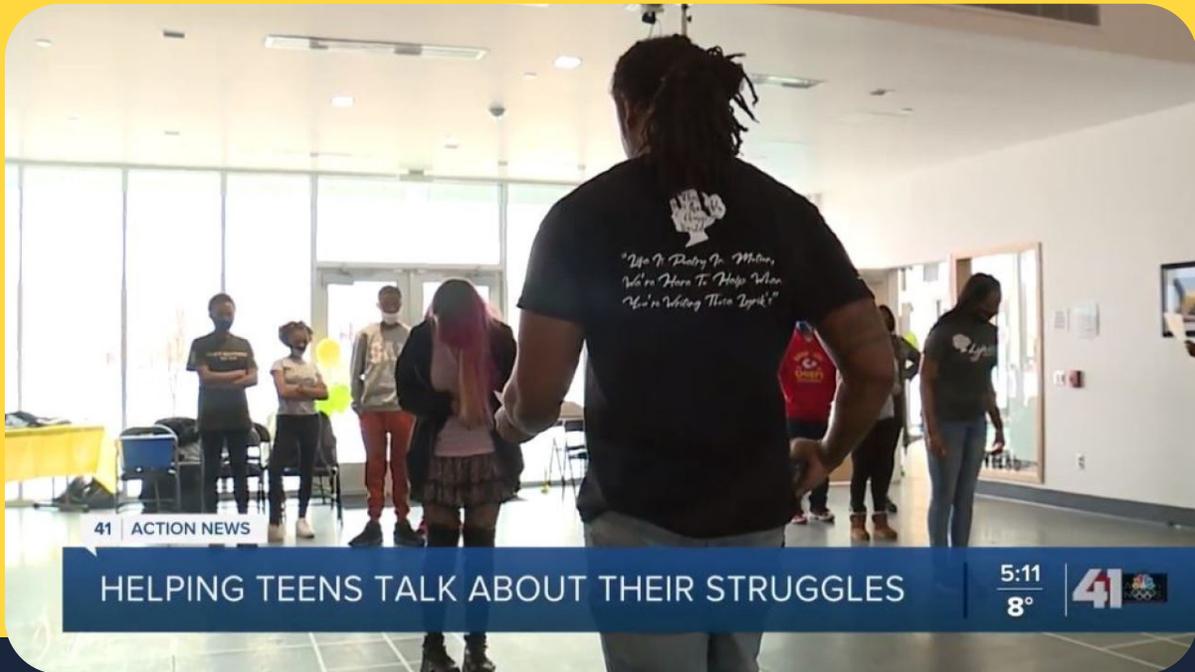


Photo by: KSHB

Kyle Hollins, CEO and founder of Lyrik's Institution, hosts a summit on Saturday, Feb. 13, 2021, to help teenagers manage social and political issues that have emerged in the past year.

By: Hanna Sumpter Posted at 5:49 PM, Feb 13, 2021 and last updated 5:49 PM, Feb 13, 2021 KANSAS CITY, Mo.

One Kansas City, Missouri, man is working with teenagers to help them discuss the many social and political issues that have emerged over the course of the past year. Kyle Hollins, CEO and founder of Lyrik's Institution, held a summit Saturday, offering a safe space for teens to talk about those issues and learn how to handle them.

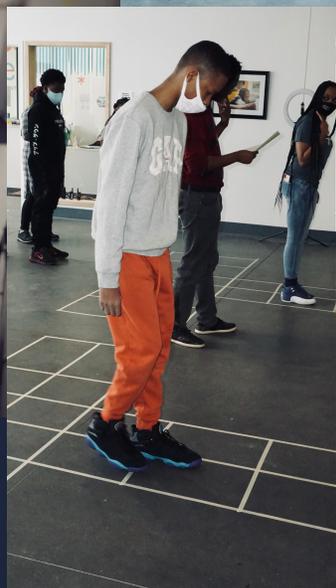
"There's a lot of thinking that has been going on in 2020 that we kind of need to talk about, that they need to be able to voice," Hollins said. "So, there's going to be solutions that they're going to be able to come up with and then solutions that we're going to be able to navigate that conversation with. So they can actually start thinking about better strategies when it comes to moving forward in 2021.

Hollins said this is just the beginning of their efforts. Due to grant funding, Lyrik's Institution is making plans to launch a tour so the program can reach more children.



EVENTS

POWER MOVES: TEEN SUMMIT



EVENTS

POWER MOVES: TEEN SUMMIT

In a world that has mandated us to stay away from each other, we have had to find new ways to interact with each other. As the social distancing restrictions loosen, we are slowly making it back to normal. But how do we deal with the new normal? How do we deal with all the issues and situations that occurred while we were on quarantine? How do we deal with issues like George Floyd and all the protests that happened in the city and around the world? How do we deal with a year of virtual learning, the violence, or the family issues that took place while it was mandated to be in the house? It's hard for us as adults to deal with these problems, how much more for our teenagers?



We created a safe place for those conversation to be had. The mayor's Covid-19 restrictions have limited the amount of students we could work with to 15 students per Teen Summit, but it offered a personal experience with the Scholars and the Culture Coaches (Teachers). We want to help as many young adults as possible deal with the emotions and new decisions they have to face as they enter the next phase of their lives.



We partnered with Emmanuel Learning Center to create a fun interactive learning environment that challenged our young adults' thinking. We did this by using thought provoking and team building games to expose thought processes and applied new tools to deal with the thought processes they had. We focused on Emotional Intelligence, Perceptions, and the difference between right, wrong, and effective.

We applied those modules through the lens of conversation topics like Racial Equality, Life in a Pandemic, and the Violence in KC. Our data shows that our young adults had the greatest improvement in their understanding of perception and how changing it can change a life in extraordinary ways.

MEET OUR STAFF

Megan Williams

Megan Williams has over 20 years of entrepreneurial experience and 23 years in the beauty industry. She currently owns Shear Purpose Salon in Kansas and is the founder of Smiles and Kuts Foundation, a nonprofit organization providing haircutting services to children with special needs and those in low income families. She joins us as our Advisory Chair to bring her knowledge and expertise to help build our board and take it to the next level.



Denise Crawford

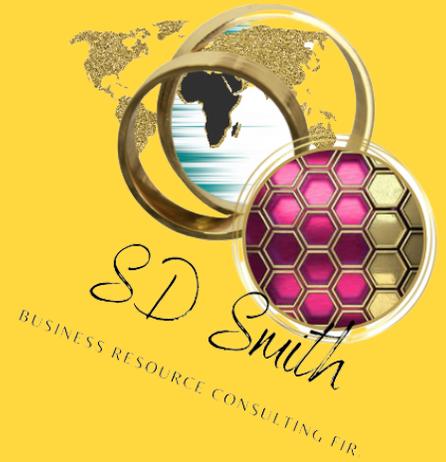
Denise Crawford has worked in the non-profit sector for over 25 years. As the HR Director for Emmanuel Family and Child Development Center, a non-profit early education center, she played a significant role in the development of the non-profit organization and continues to direct its current operations. In this position, she has provided expertise in key HR capabilities including performance management, compensation and benefits, organizational development, recruiting, and leadership and professional development.

THANK YOU TO ALL OUR LOCAL SUPPORTERS

DISTRKCT



MT.PLEASANT CHURCH



AMERICAN JAZZ MUSEUM



PROGRAMMING IN THE NOW



We are going to take 7 to 10 Scholars and give them the chance to be the ambassadors of their culture. They will go through 4 sessions of 6 week programming that will connect them one on one with a professional in the creative arts.

Ranging from **fashion design**, **recording engineering**, **marketing**, **media broadcasting**, **DJing**, and **artistic design**, this is a year long internship that upon graduation they will have a chance to become an employee for the program or one of our amazing partners.

We will focus on behavior modification and use real life experiences to engage the tools that we are teaching them.

This is summer school on steroids. We are giving our scholars the full experience of the Lyrik's Institution this summer. From 8am to 12pm, 52 high school students will experience an interactive behavior modification group and classroom environment.

They will then be transported to their creative classes. We have partnered with KC Art Institute, The Distrikct, 5XL Media Team, and The Black Box Theater to bring painting, sculpting, 3D design, illustration, recording engineering, drama, and media broadcasting.

The last week of the program is event week where the scholars get a chance to create and put on a production with the skills they learned over the 6 weeks that we will debut the last day of the program.



PROGRAMMING IN THE NOW



The Hang Outs KC are 4 events that take place each Saturday of the month. We believe that we have to create environments for our scholars to practice the tools that we are teaching. We also know that entertainment is important to a young adult's development.

We wanted to create safe and entertaining events for not only our scholars, but also for the teens that make up our great city.

We will host 4 events:

3 on 3 basketball

Dance Battles

The Kick Back (Dance)

Game or Die (Game Night)

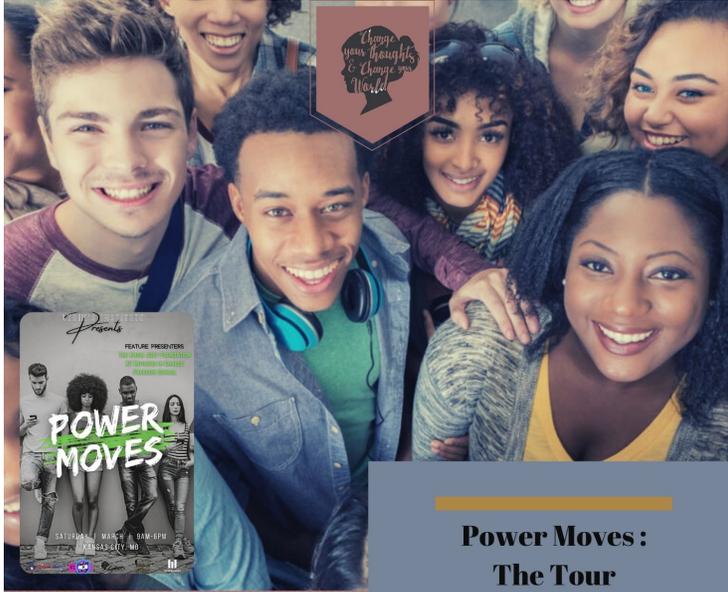
In the wake of one of the biggest social justice issues that has been simmering since last summer, George Floyd's case is now going to trial. Kansas City also has a case coming up concerning a police officer that killed a black man.

Patrick Byrd, a Kansas City Police officer, felt the need to spring into action before the verdict is dropped. He felt a discussion needed to happen between KCPD and the community.

He came to Lyrik's with this great idea and we sprung into action. We partnered 5XL media group, The Blakk Co., and Exactly My Point Podcast to bring the city a panel discussion between 5 officers and 5 representatives of the community to create a dialogue where both sides can be heard. This type of heavy and complicated conversation are what Lyrik's is all about. We get a chance to show how our program works in real time.



TAKING ACTION



**Donate
and
change a
life**

**Contact us for
more Info**

LYRIKSINSTITUTE.COM
LYRIKSINSTITUTION@GMAIL.COM

Power Moves : The Tour

A INTERACTIVE DAY CREATED TO EMPOWER, STRENGTHEN, EDUCATE, AND ENTERTAIN THE YOUNG ADULTS OF OUR CITY THAT ARE GOING TO BE THE LEADERS OF THE FUTURE.

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bring this event to life
by donating today.**

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