



# MOMENTUM

CAFÉ MOMENTUM EXPANSION



# JUVENILE JUSTICE IN AMERICA IS IN CRISIS

At any given moment, more than 60,000 children are incarcerated across the country - 336 for every 100,000 residents. *This is the highest rate in the world.\**

Youth involved in the justice system are 26% less likely to graduate high school, significantly impacting their ability to meet their potential.

Multiple studies have shown juvenile incarceration increases the likelihood of future criminal activity.



# CURRENT APPROACHES TO YOUTH JUSTICE

**How the current system approaches juvenile justice is ineffective and expensive.**

- Treatment of youth involved in the justice system exacerbates the conditions that lead to involvement in the justice system in the first place and increases the likelihood of future involvement.
- Average cost of juvenile incarceration is \$214,000 per youth per year\*, far exceeding the costs of adult incarceration\*\*

**Racial disparities keep the crisis out of the view of too many groups not impacted by systems of oppression. This hinders the ability to build broad movements for meaningful reform.**

\*Justice Policy Institute. (2020). [Sticker Shock: The Cost of Youth Incarceration](#).

\*\*Vera Institute of Justice. (2015). [Prison Spending in 2015](#).



# CURRENT APPROACHES (cont.)

**Furthermore, the current system is focused on narrow solutions with one-dimensional definitions of success.**

- Forces youth to seek multiple community partners to support their multi-dimensional lives
- Social emotional challenges often goes unaddressed
- Progress takes place out of proximity to broader community, leaving common misconceptions in place

“

**It just feels good to have somebody to help you and be there with you through your whole transition to adulthood.”**

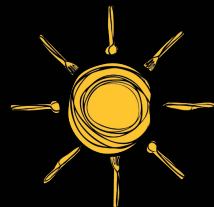
Dayton Swift,  
Café Momentum Intern  
Source: Starbucks Upstander:  
[Kives, Fire and Opportunity](#)



**A NEW MODEL FOR JUVENILE JUSTICE  
STARTS HERE**



**CAFÉ  
MOMENTUM**



## CAFÉ MOMENTUM

Café Momentum is an acclaimed and nationally-recognized nonprofit restaurant and professional training program which features a paid internship program that provides 12-months of curriculum for youth, ages 15-19, involved in the justice system.

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, and moving it towards one that focuses on young people's potential and understands the systemic factors that have placed them in their current life circumstances.

**We aim to create healing -- not just for the individuals themselves, but for their communities and future generations.**

Straight  
**FROM  
THE SOURCE**

“

I felt really loved and I knew that this place was my home. I knew that this was my family because they have my back no matter what.”

Jedarrion Jones,  
Momentum Ambassador

Source: PBS NewsHour, [How Second Chances and Support at this Dallas Café can Discourage Juvenile Recidivism](#) Dallas

“

“The modern American dishes [the staff] and the kids turn out are fresh, appealing and sophisticated.”

Leslie Brenner, Former Dallas Morning News Food Critic  
Source: [Dallas Morning News](#)

“

Café Momentum was phenomenal! A friend made the reservations for our party (she had been there before) and we were blown away. We loved the story behind how the Café began, the service was some of the best I have ever had and the food was mind blowing. Definitely get the bread basket. I need that basket in my life weekly. I can't wait to visit Café Momentum again.

Yelp! Tammy B.  
Baton Rouge, LA

“

We can't say enough about Café Momentum! The mission is exceptional as was the food. I had the smoked fried chicken and my mom had the mushroom belly. We got to hear the story of one of the staff who has come a long way in the 3 years he's worked there and it was so inspiring! My mom cleaned her plate, which she never does. Just outstanding!

Yelp! Sara C.  
Acres West, Austin, TX



# OUR MODEL AT CAFE MOMENTUM MOVES BEYOND RECIDIVISM TO POTENTIAL

Simplistic measures of success and impact produce a one-dimensional understanding of multi-dimensional lives.

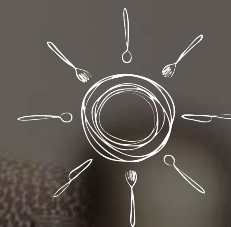
Preventing youth from re-entering the juvenile justice system is not our main focus.

***Unlocking their potential is.***

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## How We Define Program Impact: Post-Program Stability

- High School Graduation or On Track To Graduate
- Enrollment in Post-Secondary Education or Training
- Full Employment



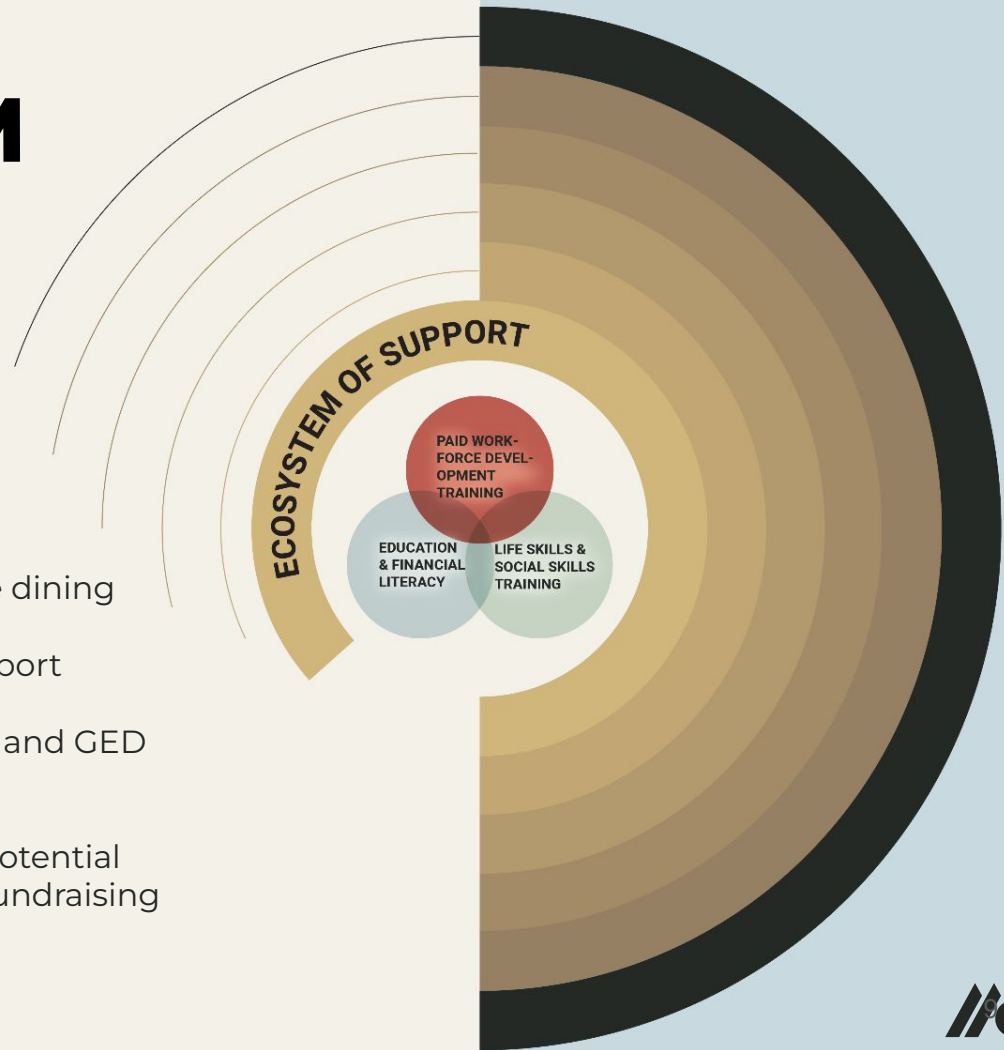
CAFÉ  
MOMENTUM  
EAT. DRINK. CHANGE LIVES.



# THE MOMENTUM MODEL

Combines employment opportunities with trauma informed, person-centered support that unlocks full potential and alters perspectives on juvenile justice

- Paid internship at a Café Momentum, a fine dining restaurant
- Person-centered case management to support individual acute and long-term needs
- Continued education through homeschool and GED programs
- Exceptional storytelling that builds greater understanding of justice-involved youths' potential
- Earned revenue model that compliments fundraising program



# PROVEN COMMUNITY IMPACT

Our model impacts the local community by:

- Increasing educational attainment for justice involved youth
- Improving employment rates for interns
- Stabilizing housing through robust partnerships
- Increasing access to mental health support
- Building awareness of alternatives to incarceration by making youth success proximate to the broader community



↗ **85.18%**

completed or were  
**IN COMPLIANCE  
WITH ANY  
COURT ORDERS**

↗ **100%**

had a bank account enabling  
**FUTURE ABILITY  
TO BE FINANCED  
AND/OR RECEIVE CREDIT**  
*(compared to 25% having bank  
accounts upon entry of our program)*

↗ **100%**

**WERE ENROLLED  
IN HIGH SCHOOL,  
HAD GRADUATED OR  
ACHIEVED THEIR GED**

↗ **77%**

**ARE VOLUNTARILY  
RECEIVING COUNSELING.**  
*(100% of the interns entering our  
program had at least one Adverse  
Childhood Experience in their history)*



# GROWTH POTENTIAL

**Momentum Advisory Collective™ believes it can scale Café Momentum nationally and is looking to partner with communities across the country.**

Each Café Momentum can serve up to 80 justice-involved youth per year

## **Evaluation criteria includes:**

- Funding
- Justice-Involved Youth Population
- Juvenile Justice Systems at Local and State Level
- Community and Workforce
- The Restaurant Market

Currently vetting requests from 11 cities across the country

Vision is to launch 30 restaurants over the next ten years



# SELECTING EXPANSION MARKETS

**IN DECIDING WHETHER TO ENTER A NEW MARKET TO BEGIN BUILDING OUT A CAFE MOMENTUM PROGRAM, THE TEAM EVALUATES AGAINST THE FOLLOWING CRITERIA:**

1. Funding
2. Justice-involved youth population
3. Juvenile Justice at a city and state level
4. Community and workforce
5. The market





# LOCAL MARKET RAISE

DEPENDING ON THE LOCATION, MARKET EXPANSION WILL REQUIRE **RAISING \$4-6MM** OVER TWO YEARS TO FUND THREE KEY COMPONENTS:

- Restaurant build-out
- Staff recruitment and hiring
- Cohort recruitment and onboarding



# SAMPLE MILESTONES // \$4MM FUNDRAISE



	COMMITMENT //	CASH IN HAND //	ACCOMPLISHMENTS //
<b>MILESTONE #1 // CONFIRM MARKET INTEREST</b>			
Market Study; 5 Criteria	\$0	\$0	Funding; Justice-Involved Youth Population; Juvenile Justice at a City and State Level Community and Workforce; The Market
Exploration Dinner	\$0	\$0	Hosted in cities where a local funder or organization has expressed interest in connecting local officials, funders and organizers to our expansion efforts.
Form Launch Committee	\$0	\$0	10 members
<b>MILESTONE #2 // INVEST FOR LAUNCH</b>			
Launch Director Hired, 12-month contract	\$250,000	\$200,000	Market commitment is shown via initial funding, partnerships and connections.
Identify Prospective Location	\$750,000		Research for new location begins upon \$750k in commitments.
<b>MILESTONE #3 // PLANT ROOTS WITH PROGRAMS + PARTNERSHIPS</b>			
Modeling - Youth Served/Staff to Hire, Preliminary Build-Out Costs, Annual Operating Budget	\$1,250,000	\$700,000	With a total of \$1.25mm in commitments, and \$700k of this in cash, we can begin modeling to more accurately define programmatic impact, capital and operating costs.

## SAMPLE MILESTONES CONT'D // \$4MM FUNDRAISE



	COMMITMENT //	CASH IN HAND //	ACCOMPLISHMENTS //
<b>MILESTONE #4 // CONFIRM NEW RESTAURANT AND PROGRAM EXPANSION</b>			
Market Entry Pop-Up	\$4,000,000	\$1,000,000	With \$1mm cash-in-hand and \$4mm in commitments, we can successfully greenlight a new market. Dinner hosted by Momentum to strengthen M.A.C.'s perception and reputation in community.
<b>MILESTONE #5 // SITE SELECTION &amp; INFRASTRUCTURE</b>			
Sign Lease Hire Executive Director File for 501c3	\$4,000,000	\$2,000,000	Executive Director upon receipt of \$2mm cash-in-hand.
<b>MILESTONE #6 // HIRING &amp; BUILDOUT</b>			
Build-out Hire Core Team	\$4,000,000	\$2,500,000	Build-out managed in partnership with Executive Director
<b>MILESTONE #7 // LOCAL MARKET POP UPS</b>			
Hire Core Team Local Market Pop-Ups	\$4,000,000	\$3,000,000	Build community, build youth pipeline
<b>MILESTONE #8 // \$4MM IN HAND, OPEN DOORS</b>			
	\$4,000,000	\$4,000,000	Capital & operations funding goals met. Signals commitment, support and excellence for the market's newest restaurant and program serving justice-involved youth.



# CURRENT PARTNERS

- Players Coalition
- Stand Together Foundation
- NFL Inspire Change

**PLAYERS  
COALITION**

**Stand Together  
Foundation.**







# MOMENTUM LEADERSHIP



## **CHAD HOUSER // Founder and CEO**

*17 Years as Executive Chef // Best Chef in Dallas, 2x nominee // Former owner of Parigi Restaurant (Dallas) // 2018 CNN Hero // Named to 40 under 40 by Dallas Business Journal // Member of Dallas Community College District Foundation Board of Directors // Lay's Smile Campaign 2021 Honoree*



## **OLIVIA COLE // Chief Strategy Officer**

*Twenty years of experience at the leading edge of advertising and brand building // Co-founder of award-winning independent creative shop, GoDo Discovery Co. // Principal architect of campaign to introduce the Invictus Games to the United States*



## **JESSICA METCALF // National VP, Development**

*Twenty years of development in both urban and rural markets with experience rebuilding teams and exceeding multi-million dollar fundraising targets // Spent the last 5 years scaling a global nonprofit // Specializes in individual, foundation and corporate accounts.*



## **STEPHANIE D. KEENE // National VP, Programs**

*20+ years experience in organizing and advocacy with communities, non-profit organizations, and higher education institutions // Acting Board Chair of Amistad Law Project, Member of Graterford Think Tank*

# THANK YOU



 **MOMENTUM**  
ADVISORY CO.

[momentumadvisory.co](https://momentumadvisory.co)