



DONOR PROPOSAL

2nd Year



OUR MISSION IS :

PROVIDE TOOLS AND RESOURCES FOR PARENTS,
GUARDIANS, TEACHERS AND KIDS TO PREVENT
ABUSE

OUR VISION IS :

TO GREATLY REDUCE THE NUMBER OF CHILDREN
HARMED BY ABUSE



Partnership



WHO WE ARE :

2 LIVV IS A LOS ANGELES, CA BASED 501c3 NON-PROFIT
ORGANIZATION THAT EXISTS TO
CULTIVATE, CREATE, CONNECT, AND CATAPULT
BUSINESSES, BRANDS, ARTIST, ENTREPRENEURS, MINISTRIES, PRODUCTIONS AND MORE.
WE BELIEVE EVERY ENTITY IS UNIQUE AND REQUIRES A JOURNEY THAT IS TAILOR-MADE FOR
THEM. 2 LIVV PROVIDES A NUMBER OF SERVICES THAT SUPPORT, DEVELOP, AND GUIDES
EVERY ENTITY IN ORDER TO REACH THEIR FULL POTENTIAL AND CREATE GENERATIONAL
WEALTH GLOBALLY!.

WHO WE SERVE :

BUSINESSES, BRANDS, ARTIST, ENTREPRENEURS, MINISTRIES, PRODUCTIONS
AND MORE OFTEN FACE MANY BARRIERS WHEN PURSUING THEIR DREAMS
INCLUDING LACK OF FUNDS, BRANDING, GUIDANCE, STRATEGY,
HOUSING AND SUPPORT.
RECOGNIZING A NEED IN THE ENTERTAINMENT & BUSINESS COMMUNITY, 2 LIVV HAS
WORKED HARD TO BRIDGE THE GAP TO SUCCESS.





WHY NOW?

2

Super Agents Safety Squad is a movement changing families lives everyday through books, discussions, interviews and now productions/visual content to save children's innocence and lives across the world. The awareness of Child Sexual abuse is an unspoken language that seems to have a very loud voice in the lives of children affecting their future every single day.

2 LIVVV is a 501c3 in California that cultivates all in the arts, entertainment, tv, film, and business in need of production, branding, content development, project or product marketing, advertsing, awareness and expansion across the world partnered with *FHG Entertainment INC*. It allows people in need of these elements to take their vision from Local to Global with a full tax write off.

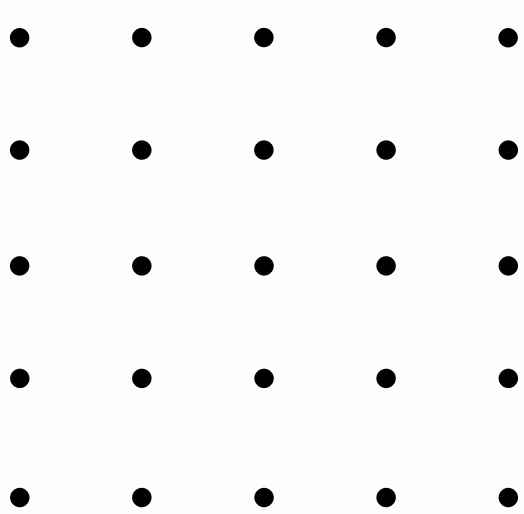
Super Agents Safety Squad needs funding support to take Sass Kids to Educational Institutions, Ministries and families worldwide through High level production, visual content, PSA's with Celebrities, An Ambassador launch, book/School/ministry tours, and a future animation streaming series for children.



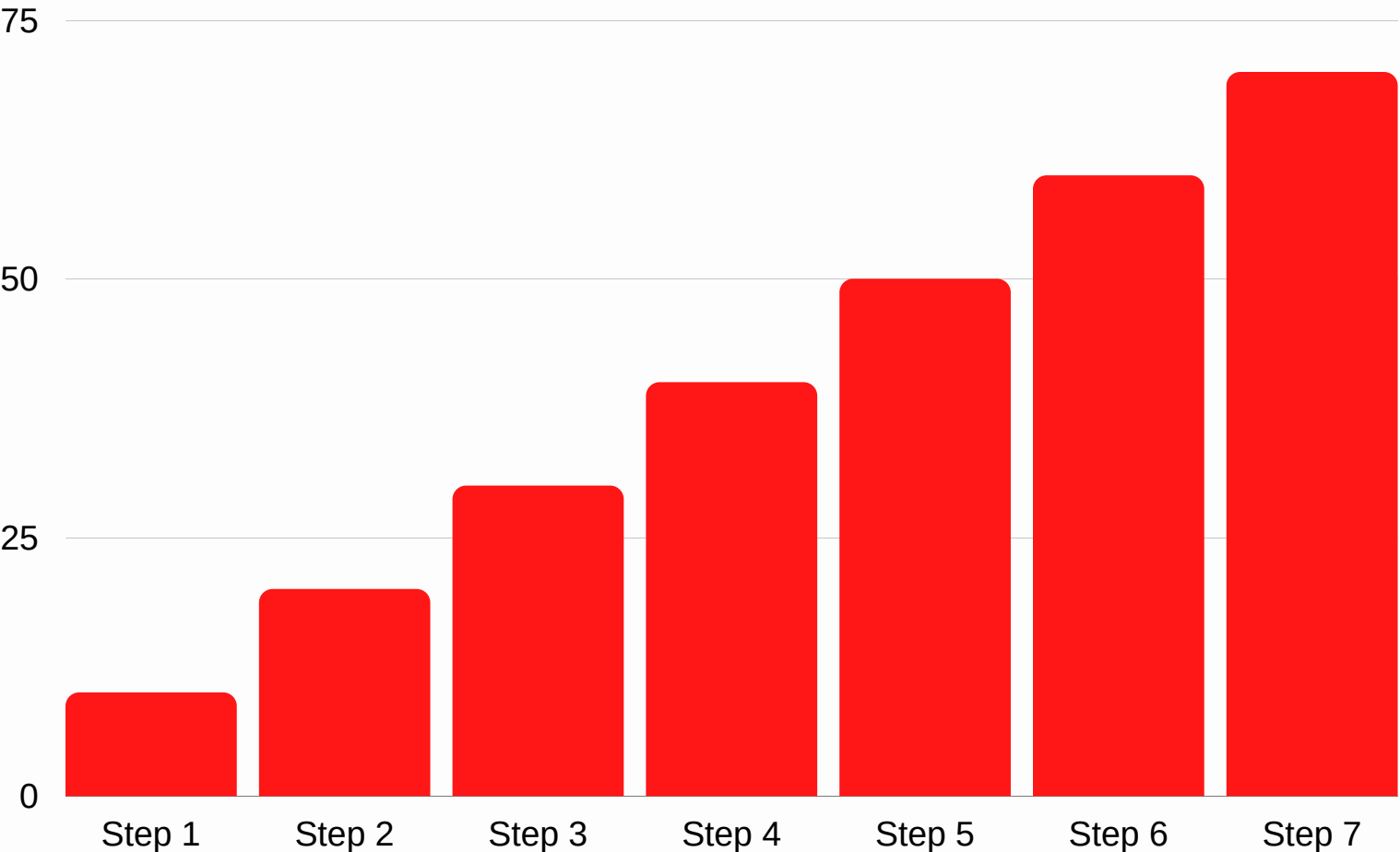
OUR GLOBAL IMPACT
SINCE 2014 THE 2 LIVVV TOUR



Partnership Blueprint



- STEP 1:** 2 LIVVV is a registered 501c3 that can receive donations from anywhere across the world. This will help fund SASS KIDS project Directly in Partnership with your Donations for this specific cause.
- STEP 2:** 2 LIVVV works directly with FHG ENTERTAINMENT INC. to strategically create the Branding, Visual Content, Marketing, Advertising, Celebrity Curating Brand Partnerships and more.
- STEP 3:** 2 LIVVV builds out tours, collaborations (with Ministries/Schools/Families), strategic sales generating content and visions to bring a local awareness to a Global audience.
- STEP 4:** SASS KIDS is in great need of an Online, virtual and in person presence to bring even greater awareness and prevention to Ministries, Schools and into the homes of families across the world.
- STEP 5:** SASS KIDS is desiring to develop more filmed roundtable discussion Series, PSA's w/ C celebrities, Children, Families, Therapists and Law Enforcement, Speaking tours, School Tours, Book sales and a D.A.R.E. version of SASS!
- STEP 6:** SASS KIDS wants to develop an animation series via their own APP where children can grow to become SUPER AGENTS all across the world.
- STEP 7:** 2 LIVVV would receive the donations specifically for SASS to be able to fund their entire project from, Development, to All Productions, to Packaging, to Platform Preps, All Launches so more Children's Lives are Saved and Changed Globally For His Glory



"SASS KIDS" AMBASSADOR

Jennifer Freeman is an actress best known for her role as "Claire" on ABC's sitcom "My Wife and Kids." She has also starred in movies such as "You Got Served", and "Johnson Family Vacation".

She has most recently starred in the holiday movies "Throwback Holiday" and "The Business of Christmas" on BET.

She has also had a Neutrogena campaign.

Jennifer started acting at the age of 9 years old when she was discovered in a grocery store in her hometown of Long Beach California. She now resides in Los Angeles California with her daughter.

In addition to her acting career she is pursuing her passion of helping young girls and women discover and walk in their true identity.

Jennifer Freeman

ACTRESS | MOM | SURVIVOR





Project Analysis

WHO:

SASS KIDS CEO DENIZE
+
CELEB AMBASSADOR
+
SASS KIDS PRODUCTION
TEAM

WHAT:

SUPER AGENTS SAFETY SQUAD
will launch it's PSA worldwide with the
start of then speaking tour to save even
more innocent lives being subjected to
sexual abuse.
Putting an end to the violence that is
breakaing their heart's, affecting their
soul and taunting their spirit.

WHEN:

July 2022 ALL PRODUCTION BEGINS..
PRE-PRODUCTION PREP & BLUEPRINT
STRATEGY EXECUTED

October 2022 PSA + CAMPAIGN 1
To Launch Worldwide Via
Tour + Website
For Downloads of
Curriculum & Teachings!

WHY:

For
Children, Teens, Ministries, Schools,
Families and more to have the tools
they need to protect their children
from what is happening globally or
what they may not know is
happening right underneath their
nose.

WHERE:

Production Takes Place In:
Los Angeles, Ca.
and On Location as Needed Per
project PER TOUR!

Launching:
Globally Across The World
On All Platforms

"SASS KIDS" TIMELINE PROJECTION

FIRST QUARTER

PSA - Story Board / Detailed Layout For the Full Shoot Day - Start to Finish w/ Full Budget Breakdown

Approvals | Set Production Team x Assign Project Roles to Team Members (As needed)

Marketing x Release of Roundtable Discussion

SECOND QUARTER

Plan & Prep SASS Kids Tour
Press Releases To Ministries/Schools/Families
SASS Kids Music development + App Development

PSA Social Push x Ad's

March Development + Create Graphics For Tour promotions & Location Confirmations

Calendar Full build out

THIRD QUARTER

Tour Dates booked & Hit the Road... Ambassador + CEO + Sass Kids Team to Cities/States/Countries

Music Launch + APP Development Phase 2 + Illustration to Animation

Interviews Tv + News + Magazine + Press Globally

SASS Kids Facilitators Trained + Placed City/State/Countries

FOURTH QUARTER

Merchandise Available Worldwide + In Stores
Tour Continues w/ Ambassador + CEO + Team

Music Streams + APP Final Development Phase for testing w/ Animation Series Being Finlized Season 1

Continuation of Brand going Viral & Kids being Safe again
SASS Kids Facilitators are placed Worldwide!

MONTHLY INITIATIVES

Everything Flows from one Vision to the Next... From one Month to The Next.. From One City to the next... From one Launch to The Next... From one Quarter to the next...

From one visionary to the world so Children's Innocense can be kept, protected, saved and cultivated across the world like never before!

Timeline Of Project



Goals

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CAMPAIGN 1

WE'RE COMING TO:
YOUR CHURCH
YOUR SCHOOL
YOUR COMMUNITY
WORLDWIDE SASS KIDS "WE RISE"

CAMPAIGN 2

PSA OF CHILDEN'S LIVES MATTER " #4THEMTOO "....
A MOVEMENT THAT NEVER GOES SILENT LAUNCHED
GLOBALLY & VIRTUALLY W/ FAMILIAR FACES & VICTIMS NOW
VICTORS RELEASING THE SOUND OF SAFETY!

CAMPAIGN 3

BILLBOARDS IN STRATEGIC PLACES - SASS KIDS APP
SMALL COMMERCIAL CAMPAIGNS ON WEBSITES & STREAMING
PLATFORMS & TELEVISION

CAMPAIGN 4

SASS KIDS ANIMATION SERIES VIA APP AVAILABLE IN APP
STORES WITH PARENTS PROFILES FOR THEIR CHILDREN TOO
ACCESS AS THEY EMBARK ON THE JOURNEY TO BECOMING
SUPER AGENTS ACROSS THE WORLD.

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Marketing Strategy Overview



APPROACH 1

Target All Churches , Ministries & Schools that have Children to Present and Pitch the Curriculum to their board for the Super Agents Safety Squad Movement, Tour and Awareness that can save another innocent Childs Life Worldwide!

Launch Online Downloads of trainings, teachings and More.

SASS KIDS SPEAKING TOUR BEGINS!

APPROACH 2

PSA Virtual launch Globally that kickstarts the awareness of this beautiful movement worldwide with Children, Known Celebs, Doctors, Police Officers, Parents, Teachers Pastors and Victims that are now Victors...

Make it Visible on Website, App, Youtube all Social Platforms & Press Releases To Take This Sound of Healing Worldwide At All Cost!

SASS KIDS EVENTS TOUR BEGINS!



Strategy steps

Steps Per Project Pre-launch

STEP 1 - CREATING BEGINS

CURATE BRAND & CREATE CONTENT

STEP 2 - MARKETING BEGINS

PITCHES | PRESS RELEASES & "THE LIST" SEND OUTS

STEP 3 - LAUNCHES WORLDWIDE

ALL PLATFORMS PREPPED AND READY FOR LAUNCHES TO GO!



- **Metric 1**

MINISTRIES & SCHOOLS
ARE ALL ON BOARD
SASS CERTIFIED COUNSELORS ON
LOCATION ASSIGNED TO CITIES &
ENTITIES

- **Metric 2**

BRANDS & TALENT ARE PARTNERING
VISUAL ASSETS CREATED
PSA'S DEVELOPED X EXECUTED
CONTENT CURATED & DEVELOPED
FINANCIAL REVENUE FLOWING IN

MEASURING SUCCESS

- **Metric 3**

FAMILIES ARE SUCCESSFULLY
EMBRACING SUPER AGENTS SAFETY
SQUAD BRAND & INITIATIVE TO
HEAL & SAVE CHILDREN

- **Metric 4**

THE APP | MERCH | CURRICULUM | MUSIC
| TOUR & CONTENT GOES VIRAL IN THE
HOMES AND HANDS OF CHILDREN &
PARENTS WORLDWIDE...



Current + Future Financial Projections

WEBSITE - 1on1 PARENT/MINISTRY/TEACHER COACHING = \$10,000.00

APP - DENIZE | FHG ENTERTAINMENT INC. | JCTS GROUP = \$15,000.00

ANIMATION SERIES FOR KIDS & FAMILIES ACROSS THE WORLD - to be determined

SASS BOOKS / SASS VIP BOX - PURCHASE & DONATED = \$10,000.00

CURRICULUM - MINISTRY | SCHOOLS | SASS KIDS TOUR | CELEBS = \$50,000.00

MERCH - APPAREL | BADGES | HATS | CUPS | HOODIES = \$30,000.00 CUSTOM

SASS KIDS MUSIC BRANDED FOR TOURS = \$15,000.00

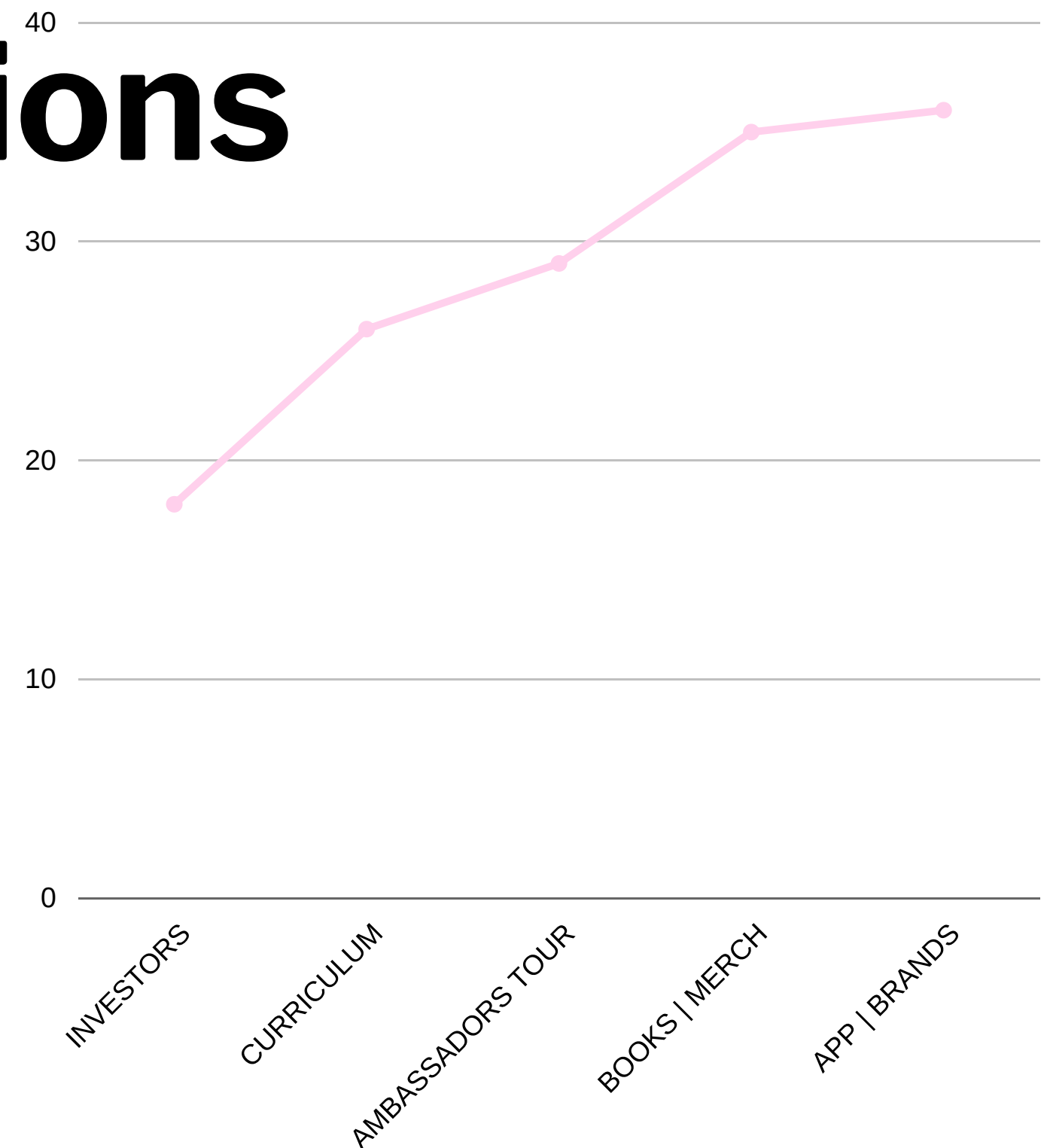
BRAND PARTNERSHIPS - DISNEY | NIKE | TARGET = TBA

MARKETING X ADVERTISING CAMPAIGNS = \$50,000.00 (RANGES)

CONTENT CREATING X PRODUCTION = \$20,000.00 (RANGES)

INVESTORS - OPEN TO A CONVERSATION

TOTAL ESTIMATED BUDGET BREAKDOWN: \$185,000 TO \$200,000 MAX.



Donor Tiers...

Donor Tiers Available Upon Donations:

FRIEND DONOR:

\$ 250 - \$ 500

SPONSOR 05 TO 15 KIDS OF YOUR CHOICE WITH "SASS KIDS BOOK IN THE BEAUTIFUL SURPRISE BOX"

BRONZE DONOR:

\$ 1K - \$ 5K

SASS KIDS BOOKS SENT TO CHOSEN MINISTRY/SCHOOL/ORGANIZATION (36 TO 133 KIDS)

SILVER DONOR:

\$ 10K - \$ 30K

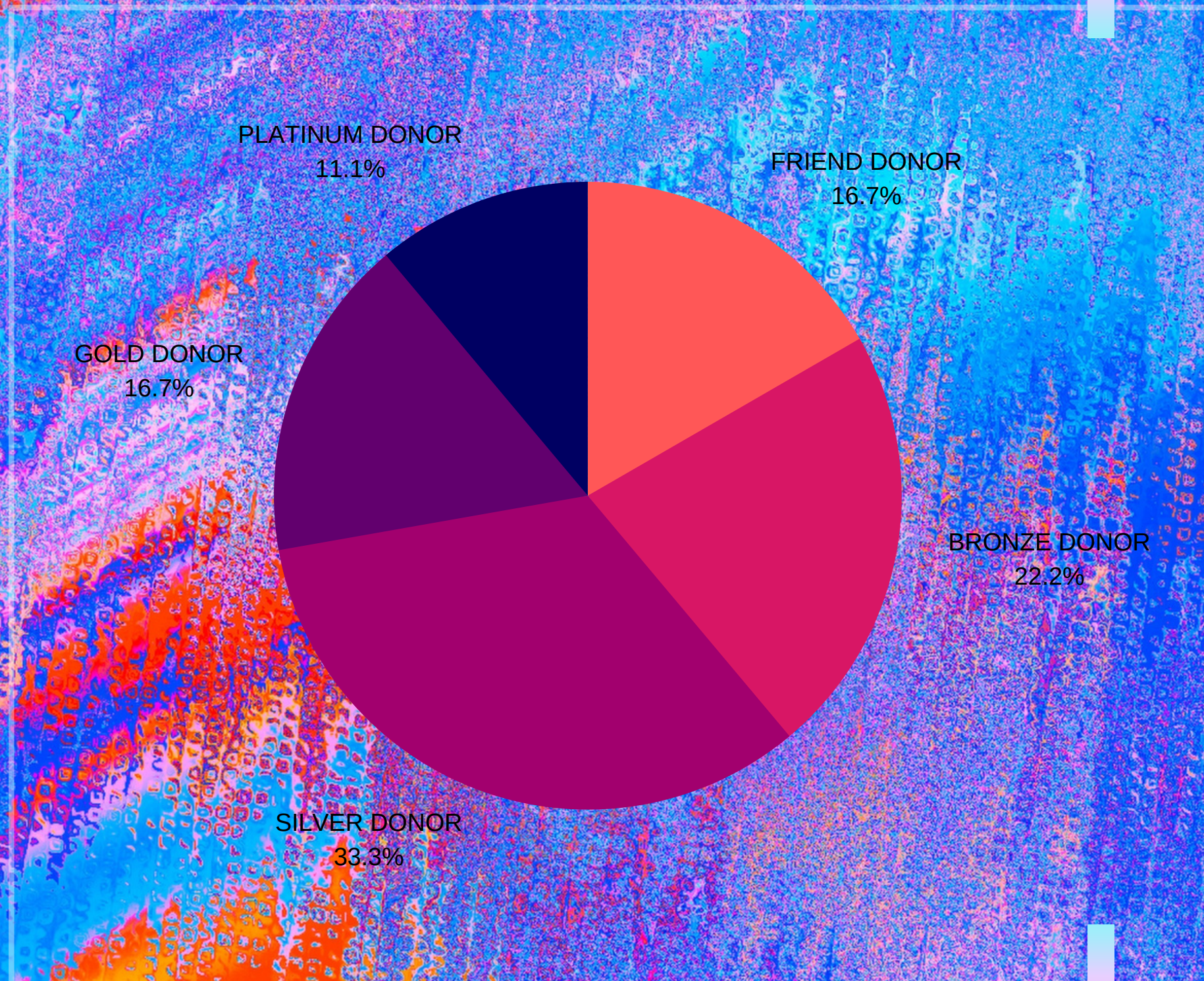
SASS KIDS BOOKS OR BOX SENT TO CHOSEN MINISTRY/SCHOOL/ORGANIZATION
SASS KIDS EARLY FREE APP ACCESS + YOUR LOGO ON OUR PRINTING MARKETING MATERIALS AND APP

GOLD DONOR:

\$ 50K

PRODUCER CREDIT + SASS KIDS PLAQUE
ANNUAL BUSINESS ADVERTISEMENT + ABOVE DONOR PACKAGES

We are open to other tiers of donations. Please get in touch with us.



FH&G
ENTERTAINMENT

Partnering Team



CEO
DENIZE RODRIGUES

SASS KIDS
Super Agents Safety Squad
Visionary



CEO
RICKY BORBA

BORBA FILMS
Director | Producer | Editor



**CEO REYNA JOY
BANKS**

2 LIVVV 501c3
Creative Director
Marketing x Branding
Viral Content Creator

WWW.2LIVVV.ORG

THANK YOU!

LET US KNOW IF YOU HAVE
QUESTIONS OR CLARIFICATIONS.

WE ARE EXCITED TO
CULTIVATE | CONNECT | CREATE | CATAPULT
"SUPER AGENTS SAFETY SQUAD"

LEGACY
WITH ALL OF YOU!

INFO@SASSKIDS.COM

DONATE TODAY!

YOUR CHARITABLE GIFTS WILL
BE TAX-DEDUCTIBLE

