



# GLACIERS ITALIAN ICE YOUTH ENTREPRENEURSHIP PROGRAM

EXECUTIVE PROPOSAL

# EXECUTIVE SUMMARY

Glaciers Italian Ice Youth Entrepreneurship Program was founded to keep our youth and young adults safe, educated and employed. As a direct alternative to the "Water Boyz" we have strategized, organized and mobilized a viable solution.

Since 2020, there were over 1000 calls made relevant to youth selling water on the street. There were also over 400 complaints relating to things such as aggressive sale tactics, obstructing traffic, and unwillingness to clean the area when complete.

There have been 32 arrests made, 18 shootings, and unfortunately the murder of an 18-year-old male, who was killed in Midtown over a \$10 water bottle dispute. Glaciers Italian Ice seeks to rectify this problem by providing our young men with an opportunity to become financially independent and safe.

Our product, Italian Ice, is better than ice cream, shaved ice, and sherbet. It is a cold, low-fat, vegan-friendly treat, made with real fruit. Similar to sorbet, it's soft, sweet, and delicious. We serve over 14 different flavors with five different sizes. We cater private and public events, concession stands, wholesale services, and prepackaged goods.

Glaciers Italian Ice implores an owner-operator model in which we provide a turnkey business for our youth. After a year of programming, Glacier provides the infrastructure, marketing materials, location, permits, equipment, and training to operate a successful Italian ice cart. By splitting the profit, we incentive and motivate our youth to work.

Through our screening process, youth will undergo an intensive mentoring program where they will learn the Glaciers Italian Ice key principles: Hard Work, Humility, Honesty, and Hospitality. We wish for our youth to grow with our company as they will master budgeting, communication, and time management skills.

Most recently, Glaciers Italian Ice was featured in The Atlanta Voice, CBS: Atlanta News First, and the 2021 Urban League of Greater Atlanta Small Business Start Up Accelerator Pitch Contest Winner,



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# OUR DIRECTOR

## IAN ELMORE-MOORE

Originally from Newark, New Jersey, Ian has been committed to serving others. At the age of 21, Ian co-founded the nonprofit organization entitled The Noble Truth Project, a Saturday diversion program for adjudicated adolescents.

Through his leadership, the non-profit organization assisted hundreds of youth within the metro-Atlanta area, bolstering a 17% recidivism rate. This success led Ian to become Atlanta-Fulton County's Gang Prevention Coordinator, the first within the state of Georgia.

Ian has had several years of classroom experience as a certified middle grades social studies teacher, where he became a two-time district nominee for Teacher of the Year. Ian gained licensure from John Maxwell's "Empowered Living Team" to facilitate Diversity, Equity, and Inclusion training for non-profit and profit organizations.

Ian is also a registered yoga teacher, instructing trauma-informed youth within Georgia's Department of Juvenile Justice facilities, and is also a trained DISC facilitator under the Eric Thomas "Extreme Execution" program.

Ian currently serves the King Center as the Director of the Beloved Leadership Academy, a premiere youth program. The program focuses on leadership and character development, entrepreneurship, and 21st-century innovation. The BCLA is committed to developing the next generation of compassionate, courageous, and conscientious leaders to solve pressing world issues.

Ian is a member of Omega Psi Phi and a Prince Hall Mason. Ian earned his diploma from the prestigious Morristown Beard School, his Bachelor of Arts degree in Philosophy from Morehouse College, and his Master's degree in Educational Leadership from Kennesaw State University.

Ian is an educator, author, corporate facilitator, keynote speaker, yoga instructor, and life coach dedicated to assisting others in realizing their potential.





# PROGRAM CRETERIA

## ELIGIBILITY:

- Male (Gender Exclusive)
- Age: 14-16
- Format: In-Person and Virtual Delivery
- Completed Application
- Virtual Interview
- Attend In-Person Orientation with Guardian
- Completed Enrollment Forms and W9

## COHORT INFORMATION:

- Application Window: Ongoing
- Orientation Date: January 23rd, 2023
- Cohort Dates: February 6th- March 31st
- Employment Schedule: April 2023- October 2023
- Outlined Goals
  - Character and Leadership Development
  - Financial Literacy
  - Academic Growth

All cohorts are required to make the two-year commitment.

## PROJECTED OUTCOMES:

- Students will be able to demonstrate a nonviolent lifestyle
- Reduce the number of complaints due to youth vending
- Students will improve their academic grades
- Students will be able to gain financial literacy
- Students will receive a summer paid internship

## PROGRAM SCHEDULE:

| Jan  | Feb | Mar | Apr   | May | Jun | Jul | Aug | Sep | Oct  | Nov | Dec |
|--|-----|-----|---|-----|-----|-----|-----|-----|--|-----|-----|
| CHARATER DEVELOPMENT PHASE                                     |     |     |   |     |     |     |     |     |  |     |     |
| Phase 1: The Noble Truth Project: Lifeskills Mentoring Program |     |     | Phase 2: Glacier Boyz: Paid Internship Program    |     |     |     |     |     | Phase 3: Mountaineers: Management Training Program |     |     |
| OWNER-OPERATOR PHASE   |     |     |   |     |     |     |     |     |  |     |     |
| Phase 3: Mountaineers: Management Training Program             |     |     | Phase 4: Owner Operator: Entrepreneurship Program |     |     |     |     |     | Reflection: Graduation Ceremony                    |     |     |





# GLACIERS ICE PROGRAM

## MINDSET MASTERY ONLINE

Participants engage in an asynchronous online program to be completed during the 8-week period. The online program highlights successful life and business strategies and is supported by our Think & Grow Moore e-book. Students will gain access to their online portal via email.

## THINK & GROW MOORE

Participants engage in a Thursday evening 7-8:30 PM virtual session. Participants must attend 75% of all sessions and be on camera during the 8-week period. The zoom sessions will focus on character/leadership development as well as financial literacy.

## IN-PERSON TRAININGS

Participants engage in (2) mandatory in-person sessions from 12-7 PM on Saturday, February 18th, and Saturday, March 18th. Participants will learn our standard operating procedures such as how to manufacture, serve and sell our Italian ice.

## EMPLOYMENT SCHEDULE

Participants will select their own work schedules from Friday evening through Sunday morning. Participants are always picked up and dropped off at our store location. There are several blackout dates on which we strongly encourage participants to work. Participants will never be paid cash but via transfer. Participants will also keep a percentage of donations.

## DOCUMENTATION REQUIREMENT

Participants will be required to sign in during employment hours and document their 8-week progress through a journal. Video submissions will be accepted.



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# THE LEARNING CLUB

Serving all youth ages 8-18. Homework from 3-5 PM & Programming 5-7 PM. The Learning Club program is designed to support our Glaciers programming through academic tutoring and mentoring. All Glaciers participants are encouraged to participate in daily programming.

## SERVICE SUNDAYS\*

Participants engage in community service. Service activities include trash pick up, self-study, senior/veteran deliveries, and voter registration.

## MINDFULNESS MONDAYS

Participants engage in a yoga, meditation and visualization activities.

## TABLE TALK TUESDAYS

Participants engage in evidence-based Botvin Lifeskills Transitions, group therapy with a licensed counselor, and Alternatives to Violence curriculum activities.

## CHESS WEDNESDAYS

Participants engage in a weekly chess tournament with members of the community. All levels are welcomed to play.

## ARTISTIC THURSDAYS

Participants engage in visual and fine arts activities that foster creativity, leadership and social emotional learning.

## FREESTYLE FRIDAYS

Participants engage in a freestyle rap battle and special guest speakers.

## FILM SATURDAYS\*

Participants engage in a film and discussions around leadership development.



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# IMPLEMENTATION FORMAT

Serving male youth ages 14+

## EMPLOYMENT PROGRAM

- Participants who complete the required 8-week character and leadership training will be eligible for employment. All employed youth will be considered Mountaineers. During the first year of employment, participants will be paid \$10 per hour as independent contractors. Their role will be "Scooper" they will be responsible for scooping ice for our customers. This program adheres to Federal child labor laws\*.
- Participants who complete a year of employment will be eligible to participate in our Owner-Operator program. For two months participants will have a 50/50 profit split for designated vending/concession events. Participants will learn more about marketing, scheduling, inventory, overhead, and profit/loss. After the two-month experience, participants will go back to a \$12.50 - \$15.00 an hour pay. This program adheres to Federal child labor laws\*.

\*Federal Child Labor Laws: 3 hours on a school day, 8 hours on a nonschool day, 18 hours in a school week, 40 hours in a nonschool week. No work before 7:00 AM, after 7:00 PM, and during normal school hours.

## CONTACT INFORMATION

Glaciers Italian Ice

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IG: @glaciersiceatl

All donations are tax-deductible via  
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Tax ID: 46-3030637



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