



## **STICK UNIVERSE & STICK UNIVERSE FOUNDATION**

### **Empowering today's youth through Basic Fundamentals**

Thank you for your interest in The Stick Universe Foundation. The Foundation was started in 2016 to give all young people the opportunity to participate in Stick Universe Club activities, for the purpose of empowering their dreams regardless of social background or economic position. We believe that building up today's youth is an important investment in the future. We also believe that no child should be left behind or deprived of joining a youth club that helps build confidence, and creates well rounded leaders for the future because of their financial position. Our participants are open to a diverse network of young people like them and make global connections while learning and having fun.

#### ***Our Foundation's Mission and Purpose***

Stick Universe Foundation embraces empowerment through practical means. Our mission and purpose is to support the youth clubs and activities established through Stick Universe. Funds raised through our foundation will go towards membership scholarships, program activities and annual tuition assistance for gifted and needy students in the US and across the globe.

#### ***Stick Universe***

Stick Universe is an organization with a social enterprise agenda towards youth building and empowerment. It is in its early stages, with goals set on facilitating activities and training in various areas of life in a healthy, friendly and safe environment. Our mission is to engage, train and empower the mind, the body, the spirit and the soul of young people to build confidence for leadership and achievement, through our clubs and programs using basic fundamentals.

We will operate our clubs and programs through Chicago, IL USA and eventually move to the surrounding suburbs while preparing for a global reach. Some clubs will be open to the global audience sooner. The areas of focus include improving communication and building confidence through our **Speakers Club**, expanding the mind through our **Book Club**, enriching the spirit and soul in the world of entertainment by analysis and review through our **Movie and Music Club**, nourishing the body through our **Athletics, Health and Fitness Club**, building up spirit and soul in wisdom, faith, hope and love through our **Bible Club** and getting back to the basics of home health and economics while learning various life skills and tools through our **Specialty Craft Club**. We will empower today's youth using basic fundamentals as foundation for tomorrow's communities and generations to come.

Stick Universe was an idea that started off as the Stick People Advice books series to give guidance and wisdom for decision making to young people. It however has evolved into a practical youth movement to build up the next generation. The evolution of the Internet and social media in the last few years leading to over exposure, less privacy and some irrevocable consequences of bad choices has proven that there is a need for wisdom in decision-making. There is therefore a requirement for new responses to new challenges, through more deliberate and purposeful action, hence the decision to start this movement called Stick Universe. We are now ready to launch both online and offline to meet the needs of the young ones in our communities. Because of the saying that says that "the idle hand is the devils workshop", to prevent our children from being easy targets and recruits for criminal activity or victims of their poor choices, we would need to control the resort to crime and other unproductive schemes by tapping into the energy within and converting for positive use. Stick Universe believes that, the latent energy in our young can be harnessed for creative use that will benefit the individual and community as a whole.

## ***Stick Universe Products & Services***

Our products include service through our various clubs as well as the sale of educational books for guidance and apparel with positive affirmation that promotes our cause.

### **1) Services**

Our first phase will begin with the Speakers club and Book club. Other clubs will be virtual clubs, operating online for a global reach. The virtual clubs will be run via our website and evolve as we build interest and a membership base after our first workshop.

Clubs are as follows:

**Speakers Club:** The Speakers club empowers our youth for leadership and confidence building through the concept of public speaking in a safe and friendly environment. Our target member base is from ages 10-21. We believe starting them young makes a difference in pulling out potential to build the confidence needed to be successful in business, and life in general that would otherwise have been buried.

**Book Club:** At the beginning of the first phase, the book club will start as an online club via our website [www.stickuniverse.com](http://www.stickuniverse.com). We will have a monthly book selection and virtual discussions for a more global reach until we build a large enough base to meet physically and via skype for a global audience. We plan to partner with local schools and libraries within our pilot area. We will also encourage schools to participate.

**Movie Club:** This is an online club for movie reviews by the youth for the youth. There will be adult interjection by a moderator via our website to guide the conversation and give advice as needed.

**Music Club:** Like our movie club, this is also a virtual club to review words in today's popular music, the impact of singing those words, the music selection process and how words have impact. Eventually this will evolve into a more interactive music club offline for young musicians to showcase their talent or compete.

**Athletics Health & Fitness Club:** This will begin as an online club in the first phase to discuss what works in the world of athletics, health and fitness and what does not. It will eventually evolve to 1) scheduled youth training and fitness classes eg aerobics 2) regularly scheduled competitive sports events. 3) We will partner to host fundamentals training camps for young athletes for various sports.

**Bible Club:** The goal is to feed the spiritual aspect of the youth using the Bible as guide. It will operate as both organized virtual and interactive Bible study with scheduled meeting dates. This club will also involve organized bible contest between churches to engage the youth in friendly competition and scholarships that benefit individuals and/or youth ministries.

**Specialty Craft Club:** This club is to teach life skills that are being lost by most young people these days but will be useful for survival. These include sewing, cooking, knitting etc. We will partner with individuals and companies to make this a fun learning experience for the youth.

### **2) Books**

Our books, *Stick People Advice-* for the teenage boy to young adult and *Stick People Advice-* for the teenage girl to young adult are an investment in wisdom for the next generation. These will be available through our online store to fundraise and generate income towards our Stick Universe Dream Center.

### **3) Apparel**

Our T-Shirt brand is available with words of inspiration to encourage today's youth to believe in themselves and live by positive affirmations. Sales will also benefit our Stick Universe Dream Center

### ***The Market***

Our market is limitless because there is no shortage of young people across Chicagoland and its environs. Our target market is from 5th grade up to the early years of college. The age range for this group is from 10 to 21 years old. We recognize that this is a wide age range but we also keep in mind that there is a faster and wider exposure these days among young people than in past years due to the Internet and other forms of media exposure. We will therefore organize and plan our programs in age appropriate groups to accommodate this diverse range from elementary, middle school, high school and early college starting from the North side of Chicago progressing South, West and into other areas of Chicago and surrounding suburbs and the global community.

### ***How can you help?***

As an individual or corporate sponsor, your donation to the Stick Universe Foundation helps pay for youth that otherwise could not afford to participate in our club activities. Donations go towards the costs of the youth's instruction, assigned staff, special programs, events and tournaments. While there are many great causes that assist our youth and engage them, we believe that our Foundation is unique in developing each youth into a better and well-rounded person through balanced activities. If you are interested in becoming a sponsor or have any questions, please contact the office at [stickuniverse1@gmail.com](mailto:stickuniverse1@gmail.com) or call (773) 316-4469. We thank you for your interest and hope we can work together.

**Sincerely,**

**Toyin Ayeni, Founder/CEO**  
**Stick Universe & Stick Universe Foundation**  
**[www.stickuniverse.com](http://www.stickuniverse.com)**

## ABOUT US

### VISION

We are a movement that trains, inspires, engages, and empowers today's youth to become the leaders of tomorrow through basic fundamentals.

### MISSION

Our mission is to engage, train and empower the mind, the body, the spirit and the soul of young people, to build confidence for leadership and achievement, through our clubs and programs, using basic fundamentals.

### CLUBS

Pre-teens to young adults ages 10-21 can subscribe today and join our clubs.

Ask us how...

Speakers Club, Book Club, Movie Club, Music Club, Athletics, Health & Fitness Club, Bible Club, Specialty Craft Club.



Toyin Ayeni- FOUNDER/CEO

## CONTACT US

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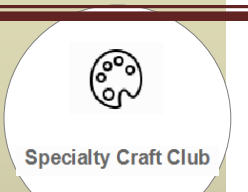
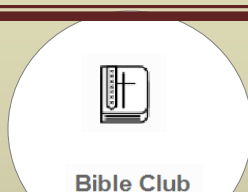
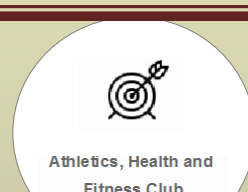
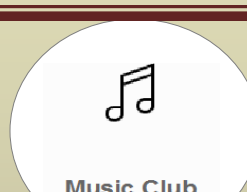
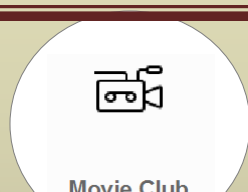
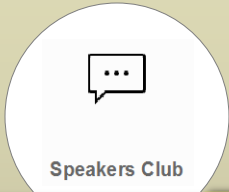


# Stick Universe

**Empowering Today's Youth,  
through Basic Fundamentals**

**WWW.STICKUNIVERSE.COM**

Stick Universe is an organization with a social enterprise agenda towards youth building and empowerment. It is a company with goals set on facilitating activities and training in various areas of life for pre-teens to young adults. The areas of focus include improving communication and building confidence through our **Speakers Club**, expanding the mind through our **Book Club**, enriching the spirit and soul in the world of entertainment by analysis and review through our **Movie and Music Club**, nourishing the body through our **Athletics, Health and Fitness Club**, building up spirit and soul in wisdom, faith, hope and love through our **Bible Club** and getting back to the basics of home health and economics while learning various life skills and tools through our **Specialty Craft Club**. We will empower today's youth using basic fundamentals as foundation for tomorrow's communities and generations to come. We will operate our clubs and programs through Chicago, IL USA and eventually move to the surrounding suburbs. Some Clubs will be open to the global audience.



The Speakers club is a meeting place for young people to learn the concept of public speaking in a supportive and fun environment. **Members will** build their confidence as they learn skills in:

- \*Communicating
- \*Presenting
- \*Impromptu speaking
- \*Leadership
- \*Techniques for adding new vocabulary words and their usage & more...

The Book Club is a fun environment to develop a love of reading and imagination. We believe that the power to imagine creates ideas that build the future.

- Members will:**
- \*Read selected fiction and non-fiction books
  - \*Study autobiographies & biographies to learn the consequences of making good or bad decisions
  - \*Meet authors & today's leaders to learn life skills
  - \*Make global friends via Skype

The Movie club is an online club for movie reviews by the youth for the youth. Members will discuss today's movies and even oldies too online. There will be an online moderator to guide the conversation and give advice as needed.

- Members will:**
- \*Review and give thumbs up or thumbs down to various movies
  - \*Take part in movie watching drills
  - \*Go on arranged movie field trips

Music is so powerful that this club is a must have. This is also a virtual club to review words in today's music, the impact of singing those words, the music selection process and how words in music have impact.

- Members will**
- \*Review and give thumbs up or thumbs down to various movies
  - \*Engage in amateur band/music contests
  - \*Scholarship prizes to be awarded to encourage talent

Life lessons are taught everyday through Athletics. Health & fitness improve the quality of life. This club will engage the mind, body, spirit and soul for the young and young at heart. **Members will:**

- \*Enjoy scheduled training & fitness aerobic classes
- \*Participate in friendly or competitive sports
- \*Participate in fundamentals training camps and more.....

The spiritual aspect of the youth will be fed using the Bible as guide. There will be organized virtual and interactive Bible study with scheduled meeting dates. **Members will**

- \*Study together and share demonstration of study application online
- \*Participate in Bible contests
- \*Win Scholarship prizes; to be awarded to individual winners or youth groups

The Craft club is to teach life skills lost to most young people today, but useful for survival.

- Members will:**
- \*Have fun learning sewing, cooking, knitting & other youth or parent suggested ideas.
  - \*Meet & greet Pros in the trade