

# DIGEST #0 | AUGUST 2006

LIGHT DRAFT

**PHATGNAT**  
*us. them. you. together.*

# WELCOME

## Intro

Welcome to the **'light draft'** issue of the new Phatgnat Digest.

We've dug into the archives of the recently closed Phatgnat (web)log and aggregated a few August 2006 posts to give you a flavour of the report format.

For marketers, CSR professionals, public sector workers, youth organisations—anyone who has an interest in the partnerships between the commercial and public sectors, focusing on community youth projects / initiatives.

Information has been categorised into three sections:

### ***Brands Who Do Good***

Focusing on businesses who are already investing into community youth projects and public sector partnerships.

### ***Public Sector News***

Institutions/organisations who are developing and delivering impressive projects and/or initiatives.

### ***Youth Of Today***

Highlighting the changing nature of young people and the world in which they live.

There is also the popular Phatgnat Challenge plus a Phatgnat News section.

### **Subscribe**

Full details of how to subscribe to the Phatgnat digest can be found on the last page.

Enjoy!

# BRANDS DOING GOOD

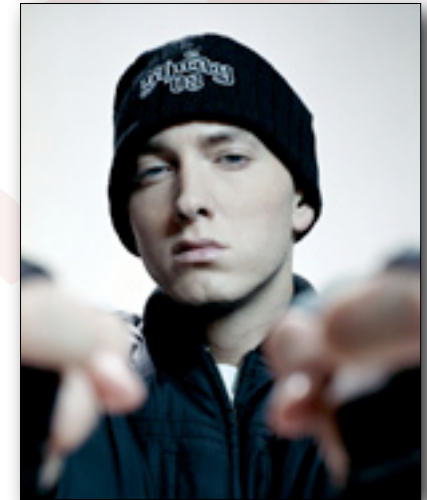
## Eminem Charity Ties With Nike

(US) Global sports brand Nike are partnering with bad-boy rapper Eminem for charity.

The limited-edition collection of Air Max sneakers will be signed and auctioned for Eminem's Marshall Mathers Foundation, which provides funds for organizations working with troubled youth in southeast Michigan, and ninemillion.org, a global campaign to bring education and sports programs to children in refugee camps across the globe.

Eminem:

*"We're always looking for new ways to try to raise money and awareness for the foundation, so when Nike approached us we jumped at the chance. Who wouldn't want to design their own line of Nikes? And to do it for charity makes it that much better."*



Yahoo news article link: [http://news.yahoo.com/s/ap/20060828/ap\\_en\\_mu/people\\_eminem](http://news.yahoo.com/s/ap/20060828/ap_en_mu/people_eminem)  
Eminem: <http://www.eminem.com/>  
Marshall Mathers Foundation: <http://marshallmathersfoundation.com/index.html>  
Nine Million: <http://ninemillion.org/>

# BRANDS DOING GOOD

## PartyCp8

(AUS) Imagine being a young person with dreams and desires to attend film school and make films. Well, PartyCp8 is a programme which not only teaches kids the tricks of the trade but also gives them a cut of the profits.

Starting in September, students will be making short films which lead to making a full-length feature which those who had a hand in making will receive 50% of the profits.

Adrian Bertino-Clarke, from the course said:

*"It's great to see them improve at such an amazing speed. You have to be mindful of the fact that our program is non-selective; our students come from all different sorts of backgrounds and skill levels and they are working together extremely well. Our youngest in the class is just 13 years old and the eldest is 46."*

Developed and delivered in a partnership with UCLA and Apple.



Partycp8: <http://www.partycp8.com/>

PRWeb press release link: <http://www.prweb.com/releases/2006/7/prweb417784.htm>

# PUBLIC SECTOR NEWS

## Youth Good Practices Booklet

(WORLD) Wanting some ideas for youth projects which inspire young people and has them at its heart? Then check out this FREE pdf entitled 'Youth Good Practices Booklet' from Amnesty International.

Chapterised into the three big themes of Engagement, Activism and Participation, it's a valuable resource and inspiring reminder as to the true impactful nature of youth projects.

From the foreword by Denise Searle, Senior Director For Communications:

*"In the last five to 10 years the youth 'engagement, activism, and participation' landscape has been radically reshaped. A generation that by-and-large believes change to be both necessary and possible has taken advantage of new tools such as the Internet to learn about issues, tap into activist networks, and organize action in innovative ways."*



Youth Good Practices Booklet: <http://www.nickmoraitis.com/YouthAEPBook.pdf>  
Amnesty International: <http://www.amnesty.org/>

# PUBLIC SECTOR NEWS

## MyCause

(US) Youth Noise, an online social networking site for social change in partnership with another networking site focussing on connecting high school students, Sconex, is launching MyCause—an online space and tools to pursue social causes.

YouthNoise CEO Ginger Thomson:

*"Most young people want to take an active role in making their world a better place but have do not have an outlet to make a difference. YouthNoise provides an important forum for young people to convert their idealism into action, and now with the addition of MyCause to the YouthNoise and Sconex network, we will be able to further encourage young people that are part of the Sconex community to share events, culture and ideas with each other directly."*



PRNewswire: <http://sev.prnewswire.com/computer-electronics/20060816/SFW06316082006-1.html>

Sconex: <http://www.sconex.com/>

Youth Noise: <http://www.youthnoise.com/>

# YOUTH OF TODAY

## Vocation. Vocation. Vocation.

(UK) 30,000 young people will leave school this year with no qualifications.

To tackle this issue, the Princes Trust has developed a 12 week vocational course which will give attendees relevant skills for employment, accredited by the City and Guilds awarding body.

The Prince's Trust has a huge number of corporate supporters and I'm sure there will be a number of opportunities for other brands and businesses to get involved in this initiative.



Guardian article link: <http://education.guardian.co.uk/schools/story/0,,1855499,00.html?gusrc=rss&feed=1>  
Princes Trust: <http://www.princes-trust.org.uk/>

# YOUTH OF TODAY

## The Contemporary Arts Museum Houston's Teen Council

(US) Came across this video whilst trawling YouTube—the Contemporary Arts Museum Houston's Teen Council enables the venue to develop and deliver youth-specific events/shows, whilst giving the members valuable experience and a little money for their time.

Watch the video (link below) for the whole story but I was just thinking how the model could be scaled and applied across many fields.



YouTube video: <http://www.youtube.com/watch?v=fjSHz9kQuEs>

Contemporary Arts Museum Houston's Teen Council: [http://www.camh.org/prog\\_teen\\_council.html](http://www.camh.org/prog_teen_council.html)

# THE PHATGNAT CHALLENGE

## #35

'The Phatgnat Challenge' has been developed to demonstrate the services of Phatgnat by taking a random brand and creating a hypothetical partnership

It serves as an illustration of how businesses can create high-profile youth projects which also satisfies public sectors aims and objectives.

If you are a brand or business who fancy seeing what Phatgnat can come up for you then please do contact us - details can be found at the end of this report.

**Brand:** Motorola.

**Potential Partners:** Youth Action Network.

**Project:** Create an online toolkit for young people wanting to blog about their volunteering experiences.

**Benefits:** Online platform and presence for positive volunteering stories/voices which helps promote volunteering. Public and global commitment to community investments.



# SUBSCRIPTION DETAILS

## Subscribe Now...

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Offer valid October 2006.

[Annual subscriptions will be for 10 issues-no report for August and December.]

	Commercial Sector	Public Sector
Annual subscriptions	£95 / \$185	£75 / \$140
Early-Bird Offer (valid October 06 ONLY)	£45 / \$90	£35 / \$65

Subscribe online: <http://phatgnat.com/publish/>

# GET IN TOUCH

## Contact

**Phatgnat creates great community youth projects for brands and businesses.**

We don't just talk about it.

Looking to broaden your community investment?

Want to add impact to a cause marketing campaign?

Needing to expand your current corporate social responsibility agenda?

Phatgnat designs credible and high-profile youth initiatives delivered through partnerships with local authorities, charitable organisations and/or voluntary agencies.

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