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# DBI

## Description

In a sentence or two, describe the purpose of this space.

## Project Tracker

### Recently updated content

- i** This list below will automatically update each time somebody in your space creates or updates content.

#### [Contact](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [Donate](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [Resources](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [Get Involved](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [Impact](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [Our Programs](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [Home](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [About](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [Content Strategy](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

#### [Template - Meeting notes](#)

Jan 19, 2026 • contributed by [Damon Hastings](#)

## Contributors

- i** This list below will automatically update each time somebody in your space creates or updates content.

[Damon Hastings](#)

## Template - Project plan

Driver	
Approver	
Contributors	
Informed	
Objective	
Due date	
Key outcomes	
Status	NOT STARTED / IN PROGRESS / COMPLETE

## Problem statement

### Scope

Must have:	<ul style="list-style-type: none"><li>•</li><li>•</li></ul>
Nice to have:	<ul style="list-style-type: none"><li>•</li><li>•</li></ul>
Not in scope:	<ul style="list-style-type: none"><li>•</li><li>•</li></ul>

## Timeline

## Milestones and deadlines

Milestone	Owner	Deadline	Status


 **Related links**



## Template - Decision documentation

Status	NOT STARTED / IN PROGRESS / COMPLETE
Impact	HIGH / MEDIUM / LOW
Driver	
Approver	
Contributors	
Informed	
Due date	
Resources	

### Background

### Relevant data

### Options considered

	Option 1	Option 2
Description		
Pros and cons	 	 
Estimated cost	LARGE	MEDIUM

### Action items



### Outcome



Template - Meeting notes



Date



Participants

- 
- 



Goals



Brainstorm



Discussion topics

Time	Topic	Presenter	Notes
			•



Action items

- 



Decisions



Related info

# Personas

## Delta Bay Impact Website Personas

This document captures priority personas for the Delta Bay Impact (DBI) website. It aligns to DBI's mission to educate, advocate, and elevate African American youth and families in Contra Costa communities.

### Personas Table

Persona Name	Jamar, 13	Lorraine, 37	Mr. Clark, 46	Helen, 55
Persona Role	Middle School Student at Riverview	Working parent of 2 Students	Assistant Principal at Olympic High	Program officer at a local foundation
Context	Often home alone after school; wants support and belonging	Long commute; wants trusted support for her children	Seeks partners who improve engagement and belonging	Funding youth development and racial equity initiatives
Primary Goals	Feel safe and included at school Get help with homework and test prep Find mentors and role	Ensure children are safe and supported after school Build confidence and academic	Improve student engagement and attendance Support culturally	Invest in measurable impact for African American youth Support scalable,

	models who understand his culture	success for her kids Stay informed about school and community resources	responsive mentorship Strengthen family-school relationships	community-rooted programs Fund organizations with clear sustainability plans
Needs	Clear, inviting program descriptions  Easy way to join activities and events  Stories of students like him succeeding	Trust signals: mission, values, and staff credibility  Clear program schedules and locations  Family engagement events and resources	Evidence of impact and outcomes  Clear partnership model and scope of services  Alignment with school priorities	Mission clarity and outcomes  Transparent funding needs and budget overview  Stories of student and family impact
Pain Points	Feels isolated or "othered" at school  Unsure where to go for help  Limited family time due to parents' work schedules	Limited time to research programs  Past experiences of schools not meeting her children's needs	Limited resources and staff capacity  Difficulty reaching families consistently	Many organizations claim impact without evidence
Motivations	Belonging, encouragement, and confidence	A trusted "village" that supports her family	Reliable, proven partner with community trust	Long-term, sustainable change in education equity

	Fun, meaningful activities after school	Culturally responsive mentorship for her children		
Content that Helps	Student spotlight stories and testimonials  Simple "How we help" summaries  Photos/videos of safe spaces and mentors	Family engagement night details  FAQ on safety, schedules, and costs  Contact info and simple inquiry form	Program outcomes and pilot results  Partner testimonials from other schools  Partnership overview and service menu	Impact metrics and success stories  Sustainability plan highlights  Partner and supporter list  Volunteer or in-kind opportunities
Key Messages	"You belong here."  "We help you succeed in school and life."	"We partner with families to help students thrive."  "Safe spaces, caring mentors, and real results."	"DBI bridges the gap between school and families."  "We provide mentorship, advocacy, and wrap-around supports."	"Your support creates pathways to belonging and success."  "DBI is building sustainable, community-led change."
Primary CTA	"Join a DBI program"	"Request program info"	"Start a school partnership"	"Donate or partner"

## **Content Priorities by Persona**

- *Students:* Stories, photos, program benefits, easy sign-up
- *Parents/Guardians:* Trust, safety, schedules, contact, FAQs
- *School Leaders:* Outcomes, partnership model, references
- *Donors/Partners:* Impact data, budget, sustainability, ways to help

## **Site-Wide Voice and Tone**

- Warm and affirming: emphasize belonging and community
- Clear and practical: simple next steps and easy contact
- Credible and transparent: show outcomes, partners, and plans

## **Core CTAs for Navigation**

- Request program info
- Start a school partnership
- Donate or partner
- Contact DBI

## **Supporting References**

- John Muir Health student programs: [Student Programs](#)

## Content Strategy

Below is a **ready-to-drop-in Confluence content strategy document** for [DBI Home](#), grounded directly in DBI's Phase 1 (2024–25) Business & Sustainability Plan .

It is written to serve **three purposes simultaneously**:

1. Align public-facing content with **grant language, partner expectations, and school contracts**
  2. Provide **clear, consistent page copy** for all static pages
  3. Create **repeatable rules** for future content (articles, studies, reports, updates)
- 

## Delta Bay Impact Website Content Strategy

**Version:** 1.0

**Applies to:** [DBI.org](#)

**Primary Audience:** Families, Schools, Funders, Community Partners

**Secondary Audience:** Donors, Advocates, Policymakers

---

### 1. Content Principles & Voice

#### Core Narrative

Delta Bay Impact exists to **close the opportunity gap** for African American youth by addressing **belonging, academic support, mental wellness, and family engagement**—not as separate services, but as an integrated ecosystem.

#### Voice & Tone

- **Affirming, not deficit-based**
- **Community-rooted, not institutional**
- **Confident, not promotional**
- **Clear, not academic**

Avoid language that frames students as “at risk” without context. Emphasize **strength, potential, and partnership**.

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## 2. Global Site Structure

### Primary Navigation

- Home
- About
- Our Programs
- Impact
- Get Involved
- Resources
- Donate
- Contact

Each page follows a consistent structure:

1. Purpose-driven headline
  2. Short framing paragraph
  3. Scannable sections with clear subheaders
  4. Human-centered examples or outcomes
  5. Clear call-to-action (CTA)
- 

### 3. Page-by-Page Static Content

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#### HOME

##### Page Goal

Immediately communicate **who DBI serves, why it exists, and how others can engage.**

##### Hero Section

##### **Headline:**

Building Belonging, Opportunity, and Academic Success for African American Youth

##### **Subhead:**

Delta Bay Impact partners with schools, families, and communities to support African American students through mentorship, advocacy, and culturally responsive programming.

##### **Primary CTA:**

Learn How We Support Students

##### **Secondary CTA:**

Partner With Us

---

## Key Sections

### Why DBI Exists

African American students and families in Contra Costa County face long-standing barriers to educational equity, belonging, and access to resources. Delta Bay Impact was created to change that narrative—from isolation to connection, and from inequity to opportunity.

### What We Do

- School-based mentoring & advocacy
- Academic support & tutoring connections
- Family engagement & communication
- Mental health awareness & referrals

### Our Impact (Snapshot)

- Serving 60–75 students across three schools (2024–25)
- Trusted school partnerships within MDUSD
- Students report increased engagement and sense of belonging

### CTA:

See Our Impact →

---

## ABOUT

### Page Goal

Establish credibility, trust, and values alignment (especially for funders and partners).

### Sections

#### Our Mission

Delta Bay Impact exists to empower African American youth and families by addressing educational inequity through mentorship, advocacy, and culturally responsive support systems.

#### Our Vision

Communities where African American students feel safe, supported, and confident—thriving academically, socially, and emotionally.

#### Our Values

- Youth-Centeredness
- Belonging & Empowerment
- Collaboration

- Equity & Inclusion
- Accountability

## Our Story

Founded in 2023, Delta Bay Impact grew out of deep community listening and direct experience within local schools. Our early pilot demonstrated that when students feel seen, supported, and connected, outcomes change.

---

## OUR PROGRAMS

### Page Goal

Clearly explain services to **schools, families, and partners.**

### Programs Overview

#### **School-Based Mentorship & Advocacy**

We provide culturally responsive mentors who support students academically, socially, and emotionally while advocating for their needs within school systems.

#### **Academic Support & Tutoring Connections**

DBI connects students to tutoring and skill-building resources that reinforce classroom learning and confidence.

#### **Family Engagement**

We bridge communication between schools and families through regular updates, family engagement nights, and community-based events.

#### **Mental Health Awareness & Referrals**

We facilitate mental health education and connect students and families to culturally relevant resources and school-based supports.

### **CTA:**

Partner With Delta Bay Impact →

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## IMPACT

### Page Goal

Support **grantmaking, reporting, and accountability.**

### Sections

#### **What We Measure**

- Student engagement & belonging
- Academic participation
- Attendance & behavior indicators
- Family engagement

## **Program Outcomes**

Students report:

- Increased sense of belonging
- Strong, trusted relationships with mentors
- Greater engagement in school

## **Where We Serve**

- Riverview Middle School
- Olympic High School
- Wren Elementary School

### **CTA:**

[View Our Reports →](#)

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## **GET INVOLVED**

### **Page Goal**

Convert interest into action.

### **Ways to Engage**

- School & district partnerships
- Community partnerships
- Board & advisory involvement
- Corporate sponsorships

### **CTA:**

[Start a Conversation →](#)

---

## **RESOURCES**

### **Page Goal**

House ongoing, living content that supports transparency and learning.

### **Content Types**

- Program updates
  - Family resources
  - Community partner highlights
  - Educational equity insights
  - Annual reports & sustainability updates
- 

## DONATE

### Page Goal

Frame giving as **investment in community**, not charity.

### Copy

Your support helps create safe spaces, mentorship relationships, and pathways to opportunity for African American youth and families.

### CTA:

Support Our Work →

---

## CONTACT

Simple, welcoming, human.

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## 4. Guidelines for New Content (Articles, Studies, Reports)

### Content Types

#### Articles / Updates

- Program highlights
- Student or family stories (with consent)
- Partner spotlights

#### Reports / Studies

- Annual Impact Reports
  - Sustainability Reports
  - Grant-aligned outcomes summaries
- 

### Required Structure for All New Content

#### 1. Clear Purpose Statement

- Why this exists

## 2. Context

- What problem or opportunity it addresses

## 3. What We Did

## 4. What Changed

## 5. What's Next

## 6. CTA or Reflection

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### Writing Guidelines

- Center **people**, not systems
  - Avoid jargon unless funder-facing
  - Use data to **support**, not replace, stories
  - Keep paragraphs under 4 lines
  - Include pull quotes where possible
- 

## 5. Governance & Maintenance

### Content Owners

- Executive Director: Messaging integrity, approvals
- Program Staff: Program updates, stories
- Admin Support: Publishing, formatting

### Review Cycle

- Quarterly review of static pages
- Annual refresh aligned with reporting cycle

# Home

Hero

## **Headline**

Building Belonging, Opportunity, and Academic Success for African American Youth

## **Subhead**

Delta Bay Impact partners with schools, families, and communities to support African American students through mentorship, advocacy, and culturally responsive programs that strengthen well-being, confidence, and academic success.

**Primary CTA:** Learn How We Support Students

**Secondary CTA:** Partner With Us

---

## **Why Delta Bay Impact**

African American students and families in Contra Costa County face long-standing barriers to educational equity, connection, and access to resources. Delta Bay Impact exists to change that narrative—by creating safe spaces, trusted relationships, and pathways to opportunity rooted in belonging.

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## **What We Do**

- School-Based Mentorship & Advocacy**

Trusted mentors support students academically and personally while advocating for their needs within school systems.

- Academic Support Connections**

We connect students to tutoring and skill-building resources that reinforce classroom learning.

- Family Engagement**

We strengthen communication and partnership between schools and families through events and consistent outreach.

- Mental Health Awareness & Referrals**

We promote mental wellness and connect families to culturally responsive resources.

---

#### **Impact Snapshot**

- Serving **60–75 students** across **three MDUSD schools** (2024–25)
- Increased student engagement and sense of belonging
- Strong, trusted partnerships with school administrators and staff

**CTA:** See Our Impact →

## About

### Our Mission

Delta Bay Impact empowers African American youth and families by addressing educational inequity through mentorship, advocacy, and culturally responsive support systems.

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### Our Vision

Communities where African American students feel safe, supported, and confident—thriving academically, socially, and emotionally, with clear pathways to college, careers, and income mobility.

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### Our Values

- **Youth-Centeredness** — Students' voices and experiences guide our work
  - **Belonging & Empowerment** — Identity, culture, and connection matter
  - **Collaboration** — Schools, families, and communities work best together
  - **Equity & Inclusion** — Addressing systemic barriers at their roots
  - **Accountability** — Measuring impact and learning continuously
- 

### Our Story

Founded in 2023, Delta Bay Impact grew from deep listening within local schools and communities. Our early pilot demonstrated that when students feel seen, supported, and connected, engagement and confidence improve. DBI was created to build on that success—at scale and in partnership with schools and families.

## Our Programs

### Overview

Delta Bay Impact delivers integrated, school-based programs that address academic success, well-being, and belonging.

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### School-Based Mentorship & Advocacy

DBI mentors build trusted relationships with students, providing academic support, goal-setting, and personal development while advocating for students' educational needs.

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### Academic Support & Tutoring Connections

We connect students to tutoring, homework help, and skill-building resources that reinforce learning and confidence.

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### Family Engagement

DBI strengthens school-family partnerships through regular communication, family engagement nights, and community-based events that create shared understanding and support.

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### Mental Health Awareness & Referrals

We provide mental health education and connect students and families to culturally responsive school-based and community resources.

**CTA:** Partner With Delta Bay Impact →

## Impact

### Our Approach to Impact

We measure success by listening to students and families, partnering with schools, and tracking indicators that reflect engagement, belonging, and academic participation.

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### Outcomes We Track

- Student engagement and sense of belonging
  - Attendance and participation
  - Family engagement and communication
  - School partnership effectiveness
- 

### Where We Serve

- Riverview Middle School
  - Olympic High School
  - Wren Elementary School
- 

### What We're Learning

Students report stronger relationships with mentors, greater engagement in school, and a clearer sense of belonging within their school communities.

**CTA:** View Our Reports →

## Get Involved

### Partner With Us

We collaborate with schools, districts, community organizations, and funders to expand access to mentorship and support for African American youth.

---

### Ways to Engage

- School and district partnerships
- Community and nonprofit partnerships
- Board and advisory involvement
- Corporate sponsorships and in-kind support

**CTA:** Start a Conversation →

## Resources

### Purpose

This space shares updates, learning, and tools that support transparency, collaboration, and community connection.

---

### What You'll Find

- Program updates and announcements
- Family and student resources
- Partner spotlights
- Educational equity insights
- Annual impact and sustainability reports

## Donate

### **Invest in Belonging and Opportunity**

Your support helps create safe spaces, trusted mentorship relationships, and pathways to academic success for African American youth and families.

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### **How Your Gift Helps**

- Expands mentorship and academic support
- Strengthens family engagement
- Connects students to wellness resources
- Sustains school and community partnerships

**CTA:** Support Our Work →

## Contact

### Get in Touch

We'd love to hear from you—whether you're a school, family, community partner, or supporter.

**Email:** [info@deltabayimpact.org](mailto:info@deltabayimpact.org)

**Phone:** 925-238-8363

**Address:** 1020 E. Tregallas Road, Antioch, CA 94509