



THE RINGS of FULLMER LEGACY CENTER (Campus)

The Complete System Architecture,
Philosophy, and Implementation Plan

EXECUTIVE SUMMARY

The Ring at Fullmer Legacy Center is the world's first **Connected Cognizance Youth Ecosystem** - a revolutionary model that transforms how young people develop agency, identity, and mastery. Located at 10960 S Park Rd in South Jordan, Utah, this 16,000 square foot facility isn't a youth center, a gym, or an after-school program. It's a **permeable ecosystem** where the neighborhood becomes the curriculum, relationships activate learning, and every young person builds a personal brand portfolio documenting their journey from "hanging out" to championship-level mastery.

Built on 30+ years of Fullmer Brothers boxing legacy and architected by John Lyman (YouthCity, USBE Data Privacy), The Ring represents a paradigm shift: from **containment to ecosystem**, from **deficit to asset**, from **resume to portfolio**, from **programs to quests**.

The Core Innovation: Youth don't consume classes. They activate nine "rings of influence" simultaneously through self-organized quests, mentored by neighborhood partners (firefighters, seniors, high school athletes), and document everything in a living portfolio that becomes their personal brand before they graduate middle school.

The Investment Opportunity: For \$2.1M over 18 months, founding investors don't fund "another youth program." They fund the **intellectual property, proof of concept, and replication engine** for a model that will be deployed in 50+ cities over the next decade. This is venture capital for social infrastructure.



PART I:

THE PROBLEM WE'RE SOLVING

(The Broken System)

A. The Youth Development Crisis

Traditional Youth Programs Are Built on Flawed Assumptions:

Assumption 1: "Youth are broken and need fixing"

- Reality: Youth have agency, creativity, and drive. They need **activation**, not remediation.

Assumption 2: "Learning happens in classrooms"

- Reality: Adolescent brains learn best through **self-organized exploration**, not passive instruction.

Assumption 3: "One domain at a time" (sports OR arts OR academics)

- Reality: Youth thrive when **all domains of influence** are activated simultaneously.

Assumption 4: "Adults teach, youth listen"

- Reality: Peer learning and intergenerational mentorship are **neurologically superior** for adolescents.

Assumption 5: "Success = grades and test scores"

- Reality: Success = agency, identity, and the ability to create value for others.

The Statistics That Demand a New Model:

Mental Health Crisis:

- 50%+ of program participants face social, economic, and systemic challenges
- Adolescent anxiety and depression rates have **tripled since 2010**
- Traditional programs focus on "keeping kids busy" rather than building purpose

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Economic Barriers:

- 49% of families cannot afford enrichment programs for their children
- High school esports costs \$250/year - locking out low-income youth
- Sports, arts, and STEM programs increasingly require pay-to-play models

Suburban Isolation (The Invisible Crisis):

- South Jordan median household income: **\$123,082** (significantly above national average)
- Yet youth still struggle with anxiety, performance pressure, and lack of purpose
- The narrative isn't poverty - it's **disconnection**

The Engagement Gap:

- Traditional programs have high attrition (youth drop out within weeks)
- “Tutoring” and “remediation” programs stigmatize participants
- Youth want **production**, not consumption

Why Traditional Solutions Fail:

Youth Centers: Contain youth in buildings, separating them from community

After-School Programs: Focus on homework help (deficit model)

Sports Leagues: Single-domain (body), expensive, cutthroat competition

Arts Programs: Often academic/school-based, graded, not youth-driven

Mentorship Programs: One-on-one models that don't scale, lack peer culture

The Core Failure: All of these treat youth as **consumers of services** rather than **producers of value**.

B. The South Jordan Context (Where We're Building)

Demographics (Zip Code 84095):

Affluence:

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- Median household income: \$123,082 (vs. Salt Lake City average ~\$94K)
- Cost of living: +26% higher than national average
- Poverty rate: 2.94% (extremely low)

Growth:

- Population growth: +2.83% (2022-23) - one of fastest growing areas in Utah
- Young families moving in (elementary/middle school age spike)

The Paradox:

- High income ≠ High wellbeing
- Invisible at-risk factors: Anxiety, depression, performance pressure, opioid experimentation
- Parents work long hours; youth lack purpose and connection

The Opportunity:

- These families CAN pay for enrichment but lack a model worth paying for
- Community infrastructure already exists (senior center, fire station, rec center all within walking distance)
- High school esports sanctioned by Utah (UHSAA) starting 2025-26 school year - creating demand for middle school feeder programs

The Campus Ecosystem (Our Strategic Advantage):

The Ring is embedded in a “Civic Cul-de-Sac” - a concentration of public assets within 0.5-mile radius:

Partner	Distance	Asset
South Jordan Senior Center	Adjacent (North)	200+ seniors, daily programming, kitchen facilities
South Jordan Recreation Center	Adjacent (East)	Pool, gym, skate park, sports fields
Fire Station #61	~200 yards (NE)	24/7 staffed, firefighters eager for community engagement

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Animal Shelter	Adjacent (SW)	Dogs need walking, kennels need maintenance
South Jordan Library	Nearby	Makerspace, research hub, public computers
Bastian Agricultural Center	~1 mile (South)	120 acres, STEM programs, Utah State University Extension
Bingham High School	0.5 miles (North)	2,471 students, esports program, CTE broadcast media

This concentration of partners is RARE. Most youth programs must bus kids to resources. We're surrounded by them.

School Feeder System (Transportation Strategy):

Walking Distance (0-0.5 miles):

- Monte Vista Elementary: 0.4 miles (youth can walk with staff)
- Bingham High School: 0.5 miles (youth can bike/walk)

Shuttle Distance (0.5-1.5 miles):

- South Jordan Middle School: 0.8 miles
- Elk Ridge Middle School: 1.5 miles
- American Academy of Innovation (Charter): 3 miles - **#1 philosophical match** (project-based learning school)

Transportation Solution:

- Two 15-passenger "Ring Runner" vans
 - Route: Elk Ridge Middle → South Jordan Middle → FLC (15-minute loop)
 - Walking Bus: Staff meet Monte Vista Elementary students and walk them over (0.4 miles, safe sidewalks)
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C. The Fullmer Legacy (Why This Matters Here)

30+ Years of Boxing Tradition:

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The Fullmer Brothers are Utah boxing royalty:

Gene Fullmer ("The Utah Cyclone"):

- Middleweight World Champion (1957, 1959-1962)
- Defeated Sugar Ray Robinson in one of boxing's greatest upsets
- Known for relentless pressure, iron chin, never backing down
- West Jordan native (South Jordan's neighbor)

Don Fullmer:

- Gene's younger brother
- Middleweight contender, fought for world title
- Master craftsman of technique

Jay Fullmer:

- Don's son (Gene's nephew)
- IBF Middleweight Champion (1996-1998)
- Third-generation champion

Larry Fullmer:

- Community builder
- Kept boxing accessible in South Jordan neighborhoods

The Legacy:

- Three generations, one principle: **Discipline, integrity, service**
- Boxing wasn't just sport - it was **character development**
- The gym was always **free** for at-risk youth
- Champions were built **in life**, not just in the ring

The Facility (Fullmer Legacy Center):

Physical Asset:

- 16,000 square feet
- **\$1/year lease** from Salt Lake County (secured through state appropriation)
- \$2M in state funding already secured for construction
- Located in South Jordan Sports Complex (15-acre campus)
- **Opened February 2025** (operational NOW)

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The Building Includes:

- Museum honoring Fullmer Brothers' careers
- Full boxing gym with two podium rings
- Open fitness areas
- Classrooms/meeting spaces
- Commercial kitchen
- Parking, outdoor green space

The Opportunity:

- The building is built. The lease is secured. The legacy is honored.
 - What's missing: **The programming model** that activates this space as an ecosystem.
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PART II: THE SOLUTION (WHAT WE'RE BUILDING)

A. Connected Cognizance: The Theoretical Framework

What Is Connected Cognizance?

Connected Cognizance is a **systems theory** developed by John Lyman (YouthCity, USBE Data Privacy) asserting that youth thrive only when **nine distinct domains of influence** are activated simultaneously through relationships.

Traditional programs address 1-2 domains:

- Sports programs = Body
- Tutoring programs = Brain
- Art programs = Scene (culture)

Connected Cognizance activates all 9 domains at once.

The Nine Rings (The Domains of Influence):

Think of these as concentric circles radiating outward from the individual to the cosmos. Each ring represents a domain that shapes youth development.

RING 1: SELF (The Core)

- **What It Is:** Identity, emotional safety, regulation, agency
- **How We Activate It:** Breathwork in Zen Den, portfolio creation, choosing your “champion name”
- **Why It Matters:** Adolescent brains need regulation before they can learn. Self-awareness precedes all other growth.

RING 2: BODY (Physical Power)

- **What It Is:** Movement, nutrition, embodied learning, somatic awareness
- **How We Activate It:** Boxing (Fullmer tradition), yoga, biometric tracking in “Body Lab”

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- **Why It Matters:** Adolescent brains learn through movement. Physical mastery builds confidence that transfers to all domains.

RING 3: BRAIN (Cognitive Mastery)

- **What It Is:** Executive function, problem-solving, metacognition, critical thinking
- **How We Activate It:** SOLE (Self-Organized Learning Environments), strategy games with firefighters, coding challenges
- **Why It Matters:** The prefrontal cortex (judgment/planning) isn't mature until mid-20s. We scaffold executive function through mentored problem-solving.

RING 4: BUBBLE (Your Crew)

- **What It Is:** Close friends, trusted adults, daily routines, peer support
- **How We Activate It:** Youth self-organize into "Crews" (5-7 person teams), staff "loiter with intent," consistent routines
- **Why It Matters:** Peer relationships are **neurologically primary** for adolescents. We harness peer pressure for positive aspiration.

RING 5: SCENE (Your Culture)

- **What It Is:** Vibe, norms, rituals, aesthetic, belonging, "the way we do things here"
- **How We Activate It:** Youth design the space (murals, music, rituals like "Rock 'Em Sock 'Em Fridays"), create shared language
- **Why It Matters:** Adolescents need to own the culture to feel agency. Adult-designed cultures feel authoritarian.

RING 6: NEIGHBORHOOD (Your Block)

- **What It Is:** Walkable world, local resources, safe routes, community assets
- **How We Activate It:** Raking leaves for seniors, walking dogs at animal shelter, mapping the neighborhood
- **Why It Matters:** Connection to place builds civic identity. The neighborhood isn't backdrop - it's curriculum.

RING 7: COMMUNITY (Institutions & Networks)

- **What It Is:** Civic partners, government, schools, businesses, organizations
- **How We Activate It:** Fire Station partnerships, Senior Center collaborations, presenting to City Council
- **Why It Matters:** Youth learn how society works by engaging with institutions as **partners**, not beneficiaries.

RING 8: WORLD (Global & Digital)

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- **What It Is:** Media, technology, global connections, digital citizenship
- **How We Activate It:** Esports (competing globally), podcasting (broadcasting to world), connecting with remote mentors
- **Why It Matters:** Digital natives need skills to create, not just consume, online.

RING 9: ETHER (Purpose & Cosmos)

- **What It Is:** Big questions, purpose, imagination, spirituality, existential meaning
 - **How We Activate It:** “Why am I here?” questions in portfolio reflections, Civic Lab projects addressing real problems
 - **Why It Matters:** Adolescence is the **identity formation window**. Youth need space to ask big questions.
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The Cyclone Metaphor (Visual System):

Gene Fullmer was called “The Utah Cyclone” because he was a relentless force of nature in the ring.

The Cyclone Logo = Nine concentric circles spiraling outward (or inward, depending on perspective).

Visual Meaning:

- The cyclone **pulls energy** from all nine atmospheric layers (rings) and combines them into something powerful
- Youth start at the **center (Self)** and spiral outward to **impact the world (Ether)**
- OR: Youth are pulled into the ecosystem through **social connection (Ether)** and spiral inward to **self-mastery (Self)**

The Tracking System:

- Every youth receives a **Cyclone Tracker** in their portfolio
 - As they complete quests, rings “light up” in color
 - Goal: **Activate all 9 rings before graduation**
 - Different youth will activate rings in different sequences (personalized paths)
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B. The Pedagogical Engine: HOMAGO + SOLE



Why Traditional “Classes” Don’t Work for Adolescents:

The adolescent brain is wired for:

- **Novelty-seeking** (dopamine-driven exploration)
- **Peer sensitivity** (learning from friends, not adults)
- **High-stakes experiences** (need meaningful challenges, not busywork)
- **Self-direction** (resist top-down authority)

Traditional education suppresses all of these.

The Ring uses two evidence-based models that align with adolescent neuroscience:

HOMAGO: The Three Phases of Engagement

Developed by **Mizuko “Mimi” Ito** (cultural anthropologist, MacArthur Foundation Digital Youth Project), HOMAGO observes that youth learn best when they can move fluidly between three states:

PHASE 1: HANGING OUT (Friendship-Driven)

What It Looks Like:

- Youth arrive, grab snacks, sit on couches
- Watch others sparring in the rings from the mezzanine overlook
- Scroll phones, chat with friends, do “nothing”

What’s Actually Happening:

- Building trust and safety (reducing cortisol)
- Observing the culture before participating
- Activating the **Bubble** and **Scene** rings

Adult Role: “Vibe Watcher”

- Don’t hover, don’t force engagement
- Maintain safety, provide presence
- Wait for youth to initiate

Spatial Design:

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- The Mezzanine (Level 2) with “open to below” overlook
- Comfortable seating, food available, open sightlines
- No pressure to “do” anything

Brain Science:

- Adolescents need low-threat environments to activate curiosity
 - Forcing participation triggers fight-or-flight
 - Social observation is **active learning** (mirror neurons activate)
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PHASE 2: MESSING AROUND (Transitional / Interest-Driven)

What It Looks Like:

- A youth picks up boxing gloves and hits the heavy bag for 5 minutes “just to try”
- Someone opens a coding app on a laptop to see what it does
- A group starts folding origami cranes because there’s paper on the table

What's Actually Happening:

- Low-stakes experimentation
- Interest sparking through accessible tools
- Activating **Body, Brain, Scene** rings

Adult Role: “Co-Learner / Facilitator”

- “That’s cool, how did you figure that out?”
- Offer tools, not instructions
- Celebrate attempts, not outcomes

Spatial Design:

- The Kinetic Lab (open fitness area) with equipment left out
- The Creator’s Lounge with 3D printers, laptops, craft supplies visible and accessible
- The TechNest with gaming rigs ready to go

Brain Science:

- Dopamine system rewards **novelty and surprise**
- “Flow state” requires challenge slightly above current skill level
- Adolescents learn through **tinkering**, not lectures

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PHASE 3: GEEKING OUT (Expertise-Driven / High-Stakes)

What It Looks Like:

- A youth trains 6 weeks to compete in a boxing match
- Someone codes a full Python script to solve a real community problem
- A crew produces a professional documentary on neighborhood history

What's Actually Happening:

- Deep skill acquisition, mastery
- High-intensity engagement with expert mentorship
- Activating **World, Community, Ether** rings

Adult Role: “Broker / Mentor”

- Connect youth to real-world experts (firefighters, engineers, filmmakers)
- Provide honest critique, not just praise
- Create opportunities for public demonstration of mastery

Spatial Design:

- The Podium Rings (sacred ground for sparring)
- The Broadcast Booth (professional recording studio)
- The Executive Suite (where youth present to City Council)

Brain Science:

- Mastery requires **10,000+ hours** of deliberate practice
- Expert feedback creates neurological “prediction errors” that drive learning
- Public performance activates **identity formation** (I am a boxer, coder, filmmaker)

The Critical Insight: Youth Move Between Phases Fluidly

A youth might:

- “Geek Out” on boxing (trains 5 days/week)
- “Mess Around” with coding (tries a tutorial once)
- “Hang Out” in the music studio (just listens to friends record)



We don't force linear progression. We create spaces for all three phases simultaneously.

SOLE: Self-Organized Learning Environments

Pioneered by **Sugata Mitra** (Newcastle University), famous for the “Hole in the Wall” experiment.

The Experiment:

- Mitra installed a computer in a wall in a Delhi slum
- Children taught themselves how to use it - and even learned English - with **zero adult instruction**

The Method:

1. **Pose a “Big Question”** (no single right answer)
 - Example: “Can we map every dog in the neighborhood and figure out which streets are safe for walking?”
 2. **Youth Self-Organize into “Crews”**
 - They choose their own teams (3-5 people)
 - They choose their own tools (laptops, phones, books)
 3. **45-Minute Investigation**
 - They can Google, ask each other, move around
 - “Cheating” is redefined as “collaboration”
 4. **The “Granny” Method (Adult Role)**
 - Adults stand behind youth and say: “Wow, how did you figure that out?”
 - They provide **encouragement without instruction**
 - Never give answers, only ask better questions
 5. **The Share-Out**
 - Crews present findings to the room
 - No grades, just peer feedback
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The Ring Innovation: The Wisdom Bridge

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In Mitra's original model, the "Grannies" were remote (via Skype from the UK to India).

We have seniors physically next door at South Jordan Senior Center.

Our Model:

- Seniors walk over (or youth walk there) to be the **audience** for SOLE presentations
- Seniors ask the three magic questions:
 - "What are you working on?"
 - "How does that work?"
 - "That's amazing, can you show me more?"
- This provides the **encouragement** without the **evaluation** that adolescents need

Brain Science:

- Parents/teachers = judgment (grades, behavior monitoring)
- Grandparents = unconditional positive regard
- Seniors don't care about your GPA; they care that you made something cool
- This **lowers cortisol** and **raises dopamine** (optimal learning state)

HOMAGO + SOLE Integration:

"**Hanging Out**" is where youth observe SOLE sessions happening

"**Messing Around**" is where youth join a SOLE crew for the first time

"**Geeking Out**" is where youth lead SOLE sessions or present to real-world experts

C. The Neuroscience Foundation (Why This Works)

Adolescent Brain Development:

The Ring is designed around four key facts about the teenage brain:

FACT 1: The Executive Gap (Prefrontal Cortex Immaturity)

What Science Says:

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- The prefrontal cortex (judgment, planning, impulse control) doesn't fully mature until **mid-20s**
- Adolescents have adult-level emotion intensity with child-level regulation capacity
- They make impulsive decisions not because they're "bad kids" but because their **hardware isn't finished**

What Traditional Programs Do:

- Punish impulsivity with detention, suspension, expulsion
- Assume youth "should know better"

What The Ring Does:

- Provides **scaffolded executive function** through mentors
- Crews provide **peer accountability** (self-regulation through social pressure)
- SOLE environments let youth **practice decision-making** in low-stakes scenarios

Example:

- Youth planning a Senior Center event must: Budget, schedule, delegate, troubleshoot
- Mentors ask questions ("What happens if the bus is late?") but don't solve the problem
- Youth build executive function through **guided practice**, not punishment

FACT 2: Dopamine Sensitivity (Reward Pathway Remodeling)

What Science Says:

- Adolescent dopamine systems are **hypersensitive** to rewards and novelty
- This creates **sensation-seeking behavior** (thrill-seeking, risk-taking)
- Evolutionary purpose: Adolescence is when humans leave the family unit and explore new territories

What Traditional Programs Do:

- Try to suppress risk-taking ("Just say no to drugs")
- Contain youth in safe, boring environments

What The Ring Does:

- Provides **positive high-stakes risks** to satisfy dopamine hunger:
 - Boxing (physical risk, controlled violence)
 - Performance (social risk, public speaking)

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- Esports competition (cognitive risk, strategic challenge)
- Skateboarding (physics risk, calculated danger)

Example:

- A youth who might experiment with drugs for the dopamine rush instead:
 - Steps into the boxing ring for their first sparring match (adrenaline, fear, triumph)
 - Gets the **same neurological reward** from a healthy source

FACT 3: Peer Sensitivity (Social Brain Development)

What Science Says:

- Peer relationships become **neurologically primary** during adolescence
- Risk-taking **increases 3-4x** when peers are present (even just watching)
- Peer approval activates reward systems **more than adult approval**

What Traditional Programs Do:

- Try to isolate youth from “bad influences”
- One-on-one tutoring models

What The Ring Does:

- **Harnesses peer pressure for good** through Crews
- If your crew values mastery, peer pressure drives you toward mastery
- If your crew is completing a community service quest, you don’t want to let them down

Example:

- “The Path to Varsity” esports quest
- Youth train together (crew) to compete as a team
- Peer accountability keeps them showing up, communicating, strategizing
- They’re not competing *against* each other - they’re competing *with* each other

FACT 4: Circadian Shift (Sleep & Regulation)

What Science Says:

- Adolescent melatonin release **delays by 2-3 hours** (biological, not behavioral)
- Teens naturally fall asleep later and wake later

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- School starts at 7:30am = **chronic sleep deprivation** = impaired learning

What Traditional Programs Do:

- Ignore it or punish “laziness”

What The Ring Does:

- After-school programming (starts 3pm, not 7am)
- **Zen Den** (low-light regulation space for breathwork and naps)
- Understanding that “tired but wired” teen needs regulation, not punishment

Example:

- Youth arrives stressed from school, hyper-vigilant
- Spends 20 minutes in Zen Den (dim lights, guided breathwork)
- **Lowers cortisol**, activates parasympathetic nervous system
- NOW ready to engage in boxing or coding (can't learn in fight-or-flight mode)

D. The Spatial Architecture (The Facility as Ecosystem)

16,000 Square Feet, Two Levels, Nine Zones

The building itself is designed to facilitate HOMAGO flow and ring activation.

LEVEL 1: THE ENGINE ROOM (Body & Action)

Zone 1: The Podium Rings (The Sacred Ground)

- **What:** Two regulation boxing rings in the center of the facility
- **HOMAGO Phase:** Geeking Out (only committed athletes enter)
- **Rings Activated:** Body, Self (courage), Bubble (corner team), Scene (culture of discipline)
- **Rules:** You don't step in the ring unless you've trained. The rings are **earned**, not casual.

Zone 2: The Kinetic Lab (Open Fitness Area)

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- **What:** Open floor space surrounding the rings with heavy bags, speed bags, free weights, yoga mats
- **HOMAGO Phase:** Messing Around
- **Rings Activated:** Body, Brain (coordination), Bubble (workout partners)
- **Design:** Equipment is accessible, no permission needed. Pick up a jump rope and start.

Zone 3: The Broadcast Booth (North Storage Retrofit)

- **What:** Sound-isolated studio for podcasting, music production, esports commentary
- **HOMAGO Phase:** Geeking Out
- **Rings Activated:** Brain (technical skills), World (broadcasting), Scene (creating media culture)
- **Partnership:** Bingham High School media students use this for live sports coverage

Zone 4: The Scrim Room (East Storage Retrofit)

- **What:** Dark, enclosed space with 5-10 gaming rigs for esports team practice
- **HOMAGO Phase:** Messing Around → Geeking Out
- **Rings Activated:** Brain (strategy), Bubble (team coordination), World (global competition)
- **Identity:** “The Jr. Jazz of Esports” - feeder system for Utah high school varsity teams

LEVEL 2: THE BRAIN & SOCIAL HUB

Zone 5: The Perch (Mezzanine Overlook)

- **What:** Open balcony overlooking the podium rings below
- **HOMAGO Phase:** Hanging Out (primary entry point)
- **Rings Activated:** Scene (observation), Bubble (social connection), Self (safety from distance)
- **Design:** Youth can watch sparring without committing to it. Builds aspiration through observation.

Zone 6: The Zen Den / Black Box (Fitness Studio Retrofit)

- **What:** Dual-use space with dimmable lights
 - **Mode A:** Regulation (yoga, breathwork, mindfulness)
 - **Mode B:** Production (green screen, VR movement lab)
- **HOMAGO Phase:** Messing Around (regulation) / Geeking Out (production)
- **Rings Activated:** Self (emotional regulation), Body (somatic awareness), World (media creation)

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- **Brain Science:** Adolescents arrive “tired but wired” - need to regulate before they can learn

Zone 7: The Creator’s Lounge (Tutoring Room Retrofit)

- **What:** Coffee shop-style co-working space with 3D printers, laptops, craft supplies, vertical hydroponics
- **HOMAGO Phase:** Messing Around (the primary SOLE headquarters)
- **Rings Activated:** Brain (problem-solving), Bubble (crew collaboration), Neighborhood (projects focus on local issues)
- **Design Philosophy:** Not a “tutoring room” (deficit model). A **production studio** where youth work on their brands.
- **Portfolio Central:** Where youth design logos, print merch, edit videos for their Champion’s Portfolio

Zone 8: The Executive Suite (Board Room)

- **What:** Conference room with boardroom table, projector, professional aesthetic
- **HOMAGO Phase:** Geeking Out
- **Rings Activated:** Community (presenting to City Council), Ether (big questions), World (civic impact)
- **Identity:** Youth Council headquarters. When youth sit here, they’re treated as executives, not kids.

Zone 9: Commercial Kitchen

- **What:** Licensed kitchen for CACFP (Child and Adult Care Food Program) meal service
- **Rings Activated:** Body (nutrition), Neighborhood (cooking for seniors), Community (food justice)
- **Revenue:** CACFP reimbursement = \$80-120K/year in sustainable funding

The Cyclone Floor Decal (The Centerpiece)

What: 15-foot diameter cyclone logo printed on the mezzanine floor

Function:

- Youth literally stand in the “eye of the cyclone” when they arrive on Level 2
- Visual reminder of the nine rings
- Each ring is labeled (Self, Body, Brain, Bubble, Scene, Neighborhood, Community, World, Ether)

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Symbolism:

- You are the cyclone
 - You pull power from all nine domains
 - Your goal: activate all nine before you leave
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E. The Campus Ecosystem (The Neighborhood as Curriculum)

The Core Philosophy: Permeable Walls

Traditional programs have **impermeable walls** - youth are contained inside.

The Ring has **permeable walls** - youth flow in and out, activating neighborhood assets.

The Neighborhood IS the Curriculum.

Campus Partner Map (Within 0.5-Mile Walking Radius):

PARTNER 1: South Jordan Senior Center (Adjacent North)

The Asset:

- 200+ seniors
- Daily programming (card games, exercise classes, lunches)
- Kitchen facilities
- Meeting rooms

The Partnership: “The Wisdom Bridge”

Intergenerational Programming:

1. **SOLE Audience:** Seniors attend youth presentations (providing “Granny Method” encouragement)
2. **Oral History Project:** Youth interview seniors about South Jordan history (recorded as podcasts)

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3. **Tech Support:** Youth teach seniors cybersecurity, smartphone basics (reverse mentorship)
4. **Service:** Youth rake leaves, shovel snow, install grab bars for seniors' homes
5. **The 1000 Crane Drop:** Youth create art installation in Senior Center lobby

Rings Activated: Neighborhood, Community, Ether (purpose through service)

Brain Science:

- Seniors provide unconditional encouragement (not evaluation)
 - Intergenerational connection reduces adolescent anxiety
 - Service builds identity ("I'm someone who helps")
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PARTNER 2: Fire Station #61 (~200 Yards Northeast)

The Asset:

- 24/7 staffed
- Firefighters often have downtime between calls
- Emergency vehicles, equipment, training facilities

The Partnership: "The Disaster Response Quest"

Programming:

1. **Strategy Games:** Firefighters are notorious chess players - they mentor youth in chess/strategy during downtime
2. **Physiology Lab:** Youth train for firefighter fitness test (uses Body Ring to activate Brain Ring)
3. **Disaster Prep:** Youth earn CPR certification, learn emergency response
4. **Service:** "Ring Response Team" - youth deploy to shovel snow, clear brush (using Parks Dept equipment)
5. **Broadcast:** Youth interview firefighters for podcast series on public service careers

Rings Activated: Body, Brain, Community, World (career awareness)

Why Firefighters Make Great Mentors:

- Discipline + service orientation
- Tactical thinking (strategy)
- Physical role models
- Available (literally next door)

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PARTNER 3: South Jordan Recreation Center (Adjacent East)

The Asset:

- Pool
- Full gym
- Event spaces
- Sports leagues (soccer, basketball)

The Partnership: “The Triathlon Exchange”

Programming:

1. **Cross-Training:** Boxers swim for cardio (pool access), swimmers box for core strength
2. **Event Management:** Youth learn logistics by running concessions at Rec Center tournaments
3. **Business Lab:** Youth analyze attendance data, propose improvements to City recreation programming
4. **Service:** Youth lead youth fitness classes for younger kids

Rings Activated: Body, Community, Brain (business/analytics)

Revenue Opportunity: Rec Center pays Ring to provide programming (earned income stream)

PARTNER 4: South Jordan Skatepark (Adjacent Southeast)

The Asset:

- Public skatepark
- High-traffic youth hangout spot
- Outdoor all-season (Utah's dry climate)

The Partnership: “The Physics of Flow”

Programming:

1. **Media Production:** Youth film skate tricks, analyze physics (parabolas, momentum, friction)
2. **Resilience Lab:** Skateboarding teaches failure tolerance (you fall 100 times before you land the trick)

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3. **Scene Building:** Skaters are already a “scene” - Ring validates their culture

Rings Activated: Body, Brain (physics), Scene (culture), World (posting videos)

Brain Science: Skateboarding activates the **dopamine reward system** (risk + mastery)

PARTNER 5: Animal Shelter (Adjacent Southwest)

The Asset:

- Dogs need walking daily
- Kennels need cleaning
- Adoption events need volunteers

The Partnership: “The Shelter Squad”

Programming:

1. **Service:** Youth walk dogs after school (responsibility, routine)
2. **Media:** Youth produce “Adoption Bio Videos” (filming, editing, storytelling)
3. **Science:** Animal behavior observation (ethology, training methods)
4. **Civic Impact:** Youth track adoption rates, present data to City Council on needed improvements

Rings Activated: Neighborhood (local service), Community (civic data), Ether (empathy, stewardship)

Why This Works for At-Risk Youth:

- Non-judgmental relationship (dogs don’t care about your grades)
 - Routine and responsibility
 - Visible impact (dog gets adopted = tangible success)
-

PARTNER 6: Bingham High School (0.5 Miles North)

The Asset:

- 2,471 students
- **Esports program** (UHSAA sanctioned, starting 2025-26)
 - Advisors: Seth Whittaker, Nathan Jensen
 - Cost: \$250/year (\$60 base + \$190 optional)

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- **CTE Broadcast Media program**
 - Broadcast truck available for community events

The Partnership: “The Varsity Pipeline”

Programming:

A. TechNest as “Jr. Jazz of Esports”

- Middle schoolers train at The Ring (free/low-cost)
- Learn team strategy, communication, sportsmanship
- By the time they reach Bingham, they’re “Varsity Ready”
- Removes \$250 barrier (trained at Ring, tryout at Bingham)

B. The Scrimmage Series

- Ring youth challenge Bingham JV team (monthly matches)
- Broadcast live from Broadcast Booth
- Scouting opportunity (Bingham coaches identify talent)

C. Media Partnership

- Bingham media students use Ring as “field lab”
- Film boxing matches, produce sports packages
- Youth create demo reels for college applications

Rings Activated: Brain (esports strategy), World (global competition), Community (school partnership)

Why This Matters:

- Utah just sanctioned esports (2025-26) - we're early movers
- Creates pathway from middle school → high school → potential scholarships
- Validates gaming as legitimate skill development

PARTNER 7: Bastian Agricultural Center (~1 Mile South)

The Asset:

- 120 acres (formerly Salt Lake County Equestrian Center)
- STEM programs run by Utah State University Extension
- 5 outdoor arenas, events center, polo field

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- Horse boarding, large animal facilities

The Partnership: “The Ag-Tech Lab”

Programming:

1. **Animal Science:** Youth volunteer with veterinarians (biology in action)
2. **Engineering:** Heavy equipment mechanics, barn construction
3. **Business:** Event logistics (rodeos, shows draw thousands)
4. **Culture:** Rodeo discipline mirrors boxing discipline (Western heritage connection)

Rings Activated: Brain (STEM), Community (USU partnership), Neighborhood (rural-urban bridge)

Why This Matters:

- South Jordan is suburbanizing fast - losing agricultural identity
- Bastian preserves connection to Utah's ranching heritage
- “Cowboy ethics” align with Fullmer boxing ethics (discipline, respect, grit)

PARTNER 8: Wasatch Community Gardens (External Consultant)

The Asset:

- Utah's largest community garden network
- Expertise in urban agriculture, hydroponics

The Partnership: “The Food Justice Crew”

Programming:

1. **Vertical Hydroponics:** Install Tower Gardens in Creator's Lounge
2. **Farm to Table:** Youth grow food, cook in commercial kitchen, donate to Senior Center
3. **Education:** Nutrition, food deserts, environmental justice

Rings Activated: Body (nutrition), Neighborhood (local food), Community (food justice advocacy)

Why Hydroponics:

- Year-round growing (Utah winters are harsh)
- Small footprint (we don't have acres for traditional garden)
- Tech-forward (sensors, data tracking appeals to TechNest youth)



The Transportation Strategy (How Youth Get Here)

Walking Distance (No Transport Needed):

- Monte Vista Elementary: 0.4 miles
- Bingham High School: 0.5 miles
- Youth walk with staff or on their own (safe sidewalks)

Shuttle Route (Ring Runner Vans):

- Two 15-passenger vans
- Route: Elk Ridge Middle → South Jordan Middle → FLC
- Loop time: 15 minutes
- Runs 2:30pm (school dismissal) through 6:30pm

Cost:

- Vans: \$60K (capital, one-time)
 - Fuel/maintenance: ~\$800/month
 - Drivers: Included in staffing budget (Lead Facilitators rotate)
-



PART III: THE PROGRAMMING

(What Youth Actually Do)

A. The Portfolio System (The Core Innovation)

The Champion's Portfolio: Not a Resume, A Brand

Every youth receives **The Champion's Portfolio** on Day 1.

What It Is:

- A living document (physical book + digital site)
 - Not a report card, not a transcript
 - A **personal brand architecture** they build over time
-

Portfolio Components:

1. Personal Brand Architecture

Logo Design:

- Created in Creator's Lounge (digital tools + 3D printing for physical merch)
- Youth design their own logo representing their identity

Champion Name:

- Boxing tradition: Every fighter has a name (Muhammad "The Greatest" Ali, Gene "The Cyclone" Fullmer)
- Youth choose their champion name (Example: Sofia "Wildfire" Martinez, Jamal "Lightning" Richardson)

Mission Statement:

- "Why I'm here" (50-100 words)

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- Example: “I’m here to prove gaming isn’t just fun - it’s strategy, teamwork, and leadership. I’m building a path to esports scholarships for kids like me who can’t afford the fees.”

Personal Values Inventory:

- Select 3-5 values that guide decisions (Resilience, Creativity, Justice, etc.)
- Connected to Fullmer Brothers values (Discipline, Integrity, Service)

Signature Color Palette:

- Choose colors from Ring brand palette (or create custom)
- Consistency across all portfolio elements

2. Skills Inventory (Quest Badges)

Earned Through Completing Quests:

- Each quest has a badge (physical + digital)
- Displayed in portfolio as “skill tree” (video game style)

Badge Examples:

- **“3-Minute Round” Badge** (Body Ring) - Survived 3 minutes of sparring/pad work
- **“Varsity Ready” Badge** (Brain Ring) - Competed in esports tournament
- **“Cyclone Builder” Badge** (Brain Ring) - 3D printed functional prosthetic device
- **“Wisdom Bridge” Badge** (Community Ring) - Recorded 3 senior oral histories
- **“Response Team” Badge** (Neighborhood Ring) - Completed 10 service hours (snow removal, etc.)

Gamification:

- Collect 3 badges in one ring = that ring “lights up” in your Cyclone Tracker
- Activate all 9 rings = “Cyclone Champion” status = special recognition

3. Artifact Gallery

Documentation of Created Work:

- Photos of built projects (prosthetic hands, crane installations)
- Links to podcasts, videos, streams

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- Screenshots of code
- Sparring footage (progression over time)
- Community service documentation

The Principle:

- Youth are **producers**, not just participants
 - Every quest results in a **tangible artifact**
 - Portfolio is **proof of mastery**, not just claims
-

4. Ring Activation Tracker

Visual Diagram:

- Full-page cyclone with 9 rings
- Youth color in rings as they activate them
- Date stamps for first activation of each ring

Progress Metric:

- “X of 9 rings activated”
- Goal visible at all times

Personalization:

- Different youth will activate rings in different sequences
 - Some will go Self → Body → Brain (internal to external)
 - Others will go Scene → Bubble → Self (external to internal)
 - **Both paths are valid** - no “right” order
-

5. Mentor Endorsements

Written Feedback from Real-World Experts:

- Fire Station mentors: “Jamal demonstrated leadership during disaster prep training...”
- Senior Center testimonials: “Sofia’s oral history interview made me feel heard for the first time in years...”
- Bingham High esports coach: “Marcus is varsity-ready. His communication and strategy skills are college-level...”

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- Fullmer facilitator observations: "Aliyah has transformed from observer to leader. She now runs SOLE sessions..."

Format:

- Professional letters (suitable for college applications)
 - Not "participation trophies" - honest critique + recognition
-

6. Merch Showcase

Youth Design and Sell Their Own Gear:

- T-shirts, hoodies, stickers
- Youth design graphics (logo, slogans, art)
- Printed at The Rock Salt (local partner) or DIY at Creator's Lounge (screen printing)

Revenue Split:

- 50% to youth (builds their brand + pocket money)
- 50% to Ring operations (sustainable funding)

Portfolio Documentation:

- Photos of designs
- Sales data ("I sold 47 shirts at Rock 'Em Sock 'Em Friday")
- Customer testimonials

The Lesson:

- Building a brand = entrepreneurship
 - Creating value for others = economic empowerment
-

Portfolio Platforms:

Digital:

- Custom Notion template (youth control their own, can share link)
- OR Google Sites (free, visual, easy to update)
- Portfolio website becomes their "digital business card"

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Physical:

- Custom-bound book (printed at Creator's Lounge quarterly)
- Premium feel (not a binder)
- Presented at showcase ceremonies

Hybrid Recommended:

- Digital for sharing (college apps, job applications, showing friends/family)
 - Physical for ceremonies (tactile, permanent)
-

The Quarterly Showcase (Public Presentation):

Every 12 Weeks:

- Youth set up "booths" like a trade show
- Families, mentors, campus partners circulate
- Youth deliver "elevator pitch" of their brand (60 seconds)
- Seniors from next door serve as "judges" (encouragement, not scoring)

Portfolio Awards:

- Most Rings Activated
- Best Logo Design
- Highest Community Impact
- Most Creative Artifact
- "Cyclone Champion" (all 9 rings activated)

The Impact:

- Youth practice public speaking
 - Parents see **tangible progress** (not just "attendance")
 - Partners see **return on investment** (we're creating value for them)
 - Youth build confidence presenting to adults
-

B. The Four Pillars (Programming Structure)

We don't offer "classes." We offer **Quests** organized into **Four Pillars**.

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Each Pillar activates multiple rings through HOMAGO progression.

PILLAR 1: WELLNESS & MOVEMENT

Identity: Fullmer Boxing Legacy + Holistic Wellness

Primary Quest: “The 3-Minute Round”

The Challenge:

- Train for 6 weeks
- Build conditioning to survive 3 minutes of pad work or sparring without gassing out
- Not about winning - about **endurance and discipline**

HOMAGO Breakdown:

- **Hanging Out:** Watch others spar from mezzanine
- **Messing Around:** Hit heavy bag casually, try jump rope
- **Geeking Out:** Structured training, nutrition tracking, demo at showcase

Rings Activated:

- Body (physical conditioning)
- Self (confronting fear, emotional regulation)
- Bubble (training partners, corner team)
- Scene (boxing culture, respect rituals)

Mentor:

- Fullmer facilitators (trained boxers)
- Senior boxers from community

Deliverable:

- Training log documenting progression
 - Video footage (compare Week 1 vs Week 6)
 - Badge: “3-Minute Warrior”
-

Secondary Quest: “The Zen Master”

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The Challenge:

- Master breathwork and mindfulness techniques
- Lead a 10-minute guided session for younger youth or seniors

HOMAGO Breakdown:

- **Hanging Out:** Observe Zen Den sessions
- **Messing Around:** Try yoga, experiment with breathing patterns
- **Geeking Out:** Study breathwork science, design original session

Rings Activated:

- Self (emotional regulation, self-awareness)
- Body (somatic learning, nervous system control)
- Community (teaching others)

Mentor:

- Local yoga instructors
- Therapists specializing in adolescent anxiety

Deliverable:

- Instructional video (filmed in Black Box mode of Zen Den)
- Testimonials from session participants
- Badge: "Zen Master"

Additional Wellness Offerings:

- Nutrition workshops (using Farm to Table curriculum)
- Dance (Ecstatic Dance from curriculum library)
- Outdoor adventure (hiking, rock climbing at nearby canyons)

PILLAR 2: TECHNEST (Innovation)

Identity: "The Jr. Jazz of Esports"

Primary Quest: "The Path to Varsity"

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The Challenge:

- Train as an esports team (League of Legends, Rocket League, Smash Bros, etc.)
- Compete in scrimmage against Bingham High JV team
- Earn “Varsity Ready” badge for high school tryouts

The Problem This Solves:

- Bingham High esports costs \$250/year
- Many families can't afford it
- Ring provides training for free, removes barrier

HOMAGO Breakdown:

- **Hanging Out:** Watch tournaments on big screen (TechNest “watch parties”)
- **Messing Around:** Pick-up games, trying different roles
- **Geeking Out:** Team strategy sessions, scrimmages, tournament play

Training Includes:

- Communication drills (playing without sound to force talking)
- Role swaps (play a position you hate to learn empathy)
- Strategy analysis (watching pro gameplay, breaking down tactics)
- Sportsmanship (online etiquette, handling losses)

Rings Activated:

- Brain (strategy, problem-solving)
- Bubble (team coordination, trust)
- Scene (esports culture, streaming)
- World (global competition, digital citizenship)
- Community (representing Ring at Bingham partnership)

Mentor:

- Bingham High varsity players (guest coaching)
- Professional esports analysts (remote)

Deliverable:

- Tournament footage (with commentary)
- Strategy playbook (diagrams, notes)
- Badge: “Varsity Ready”

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Partnership:

- Email sent to Seth Whittaker & Nathan Jensen (Bingham esports advisors)
 - Pitch: "We train your future recruits, send them 'Varsity Ready'"
-

Secondary Quest: "The Cyborg Challenge"

The Challenge:

- Build a functional prosthetic device using 3D printers
- Design custom grip aid for a senior with arthritis

HOMAGO Breakdown:

- **Hanging Out:** See 3D-printed hand on display
- **Messing Around:** Build finger from straws and string (20-minute challenge)
- **Geeking Out:** CAD design, print, iterate based on user feedback

Rings Activated:

- Brain (engineering, design thinking)
- Neighborhood (designing for specific senior)
- Community (addressing real accessibility need)
- Ether (purpose through assistive technology)

Mentor:

- University of Utah biomedical engineering students
- Physical therapists from Senior Center

Deliverable:

- Working prototype (documented with photos/video)
 - Interview with senior user (before/after)
 - Badge: "Cyborg Builder"
-

Additional TechNest Offerings:

- Coding (Python, web development)
- Hardware repair (build a PC, fix broken tech)
- Robotics (if partnership with school develops)



PILLAR 3: CREATIVE STUDIO (Arts & Media)

Identity: The Production House

Primary Quest: “The Otaku Council”

The Challenge:

- Curate manga/graphic novel library for the facility
- Produce video essay analyzing narrative structure of favorite anime/manga

HOMAGO Breakdown:

- **Hanging Out:** Read manga, watch anime with friends
- **Messing Around:** Write reviews, create fan art
- **Geeking Out:** Research narrative theory, produce polished video essay

Rings Activated:

- Brain (literary analysis, critical thinking)
- Scene (building library culture)
- World (publishing to YouTube, building audience)

Mentor:

- English teachers from American Academy of Innovation
- Professional YouTubers (video essay creators)

Deliverable:

- Published video essay (5-10 minutes)
- Library curation guide (recommendations with tags)
- Badge: “Otaku Scholar”

Secondary Quest: “The 1000 Crane Drop”

The Challenge:

- Fold 1,000 origami cranes
- Engineer installation to hang them in Senior Center lobby without tangling

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- Gift to seniors (symbol of peace, longevity)

HOMAGO Breakdown:

- **Hanging Out:** Cranes available to fold casually (fidget activity on mezzanine)
- **Messing Around:** Learn folding technique, experiment with paper types
- **Geeking Out:** Math (how to hang 1,000 objects), engineering (rigging system), installation

Rings Activated:

- Scene (art installation, beautifying space)
- Neighborhood (gift to seniors)
- Brain (math, physics)
- Community (public art, cultural tradition)

Mentor:

- Architect from VCBO (structural engineering)
- Japanese cultural center representative (origami history)

Deliverable:

- Installation photos (before, during, after)
- Engineering drawings
- Badge: “Peace Builder”

Additional Creative Offerings:

- Broadcast Arts (Science of Broadcasting curriculum) - partnership with Bingham media
- Music production (Broadcast Booth studio)
- Graphic design (posters for events, merch design)
- Photography/videography (documenting boxing, neighborhood)

PILLAR 4: CIVIC LAB (Leadership & Community)

Identity: The Neighborhood Response Team

Primary Quest: “The Disaster Response Crew”

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The Challenge:

- Earn CPR certification
- Complete disaster preparedness training with Fire Station #61
- Deploy “Ring Response Team” for snow removal, emergency prep for seniors

HOMAGO Breakdown:

- **Hanging Out:** Visit Fire Station, tour equipment
- **Messing Around:** Try on gear, practice CPR on dummies
- **Geeking Out:** Full certification training, leading service projects

Rings Activated:

- Body (physical labor, emergency skills)
- Neighborhood (serving seniors directly)
- Community (partnering with fire department)
- Ether (purpose through service, “Who do I want to be?”)

Mentor:

- Firefighters from Station #61
- Emergency management personnel

Deliverable:

- CPR certification card
- Service hour logs (with senior testimonials)
- Badge: “First Responder”

Partnership:

- Formal MOU with Fire Station
- Youth recognized as “Junior Fire Corps” volunteers

Secondary Quest: “The Wisdom Bridge”

The Challenge:

- Record oral history interviews with 3+ seniors
- Produce podcast series on South Jordan history
- Present findings to City Council or historical society

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HOMAGO Breakdown:

- **Hanging Out:** Listen to seniors tell stories
- **Messing Around:** Practice interview questions, test recording equipment
- **Geeking Out:** Professional editing, multi-episode series, public presentation

Rings Activated:

- Neighborhood (documenting local history)
- Community (preserving culture)
- Ether (big questions about memory, legacy, time)
- World (publishing to podcast platforms)

Mentor:

- Seniors from South Jordan Senior Center
- Public historians, librarians

Deliverable:

- Published podcast episodes
- Written transcripts (archived at library)
- Badge: "Wisdom Keeper"

Additional Civic Offerings:

- Youth Council (Executive Suite meetings, policy advocacy)
- Neighborhood mapping (creating resource guide for families)
- City Council presentations (addressing community issues)

C. The Annual Programming Calendar (Seasonal Anchors)

Strategic Events That Build Community and Revenue

SEPTEMBER: National Night Out Against Crime

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What: Community safety event partnered with Fire Station and Police

Ring Programming:

- Youth demonstrate boxing skills (public performance)
- Lead facility tours (public speaking practice)
- Serve food (commercial kitchen activation)

Rings Activated: Community, Neighborhood, Scene

Revenue: None (community building)

OCTOBER-JUNE: Rock 'Em Sock 'Em Fridays (Monthly)

What: Partnership with The Rock Salt (local venue) for monthly boxing showcase

Ring Programming:

- Youth design event posters and merch (graphic design)
- Sell custom gear at event (entrepreneurship)
- Perform in exhibition bouts (public mastery)

Revenue:

- Merch sales: 50% to youth, 50% to Ring
- Estimated: \$500-1,000/event = \$4,000-8,000/year

Rings Activated: Body, Scene, World (marketing), Community (partnership)

DECEMBER 31: New Year's Eve Youth Sleepover

What: All-night programming (gaming, movies, countdown)

Ring Programming:

- Esports tournament (TechNest activation)
- Movie marathon (chosen by youth)
- Seniors from next door join for midnight countdown (intergenerational connection)

Rings Activated: Scene (ritual), Bubble (bonding), Community (intergenerational)

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Revenue: Optional: \$20/youth registration fee = \$400-600

FEBRUARY 14: Valentines in the Ring

What: Couples-friendly event (playful, not romantic pressure)

Ring Programming:

- Couples sparring (padded, playful - trust-building exercise)
- Heart-healthy cooking demo (commercial kitchen + nutrition education)
- Seniors share “love stories” for Wisdom Bridge oral history project

Rings Activated: Body, Neighborhood, Ether (relationships, commitment)

Revenue: None (community building)

APRIL 1: April Fools' Inversion Day

What: Role reversal - youth become staff, staff become students

Ring Programming:

- Youth lead training sessions (teaching = mastery)
- Youth design facility schedule for the day
- Staff participate in youth-designed quests

Rings Activated: Self (leadership), Scene (culture ownership), Brain (planning)

Revenue: None (leadership development)

MAY 5: Cinco de Mayo Luchador Exhibition

What: Celebration of Mexican wrestling culture

Ring Programming:

- Youth design luchador masks in Creator's Lounge (art + culture)
- Research lucha libre history (cultural education)

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- Exhibition performance (theater + athletics)

Rings Activated: Scene (cultural celebration), Body (performance), World (global culture)

Revenue: Optional merch sales (custom masks)

JUNE-AUGUST: Summer Intensive Programs

What: 3-week “Boot Camps” for each pillar

Ring Programming:

- **Week 1:** Skill building (Messing Around intensified)
- **Week 2:** Project development (Geeking Out)
- **Week 3:** Public showcase (presenting to community)

Example: “Esports Boot Camp”

- Week 1: Learn meta, practice mechanics
- Week 2: Develop team strategy, scrimmage
- Week 3: Tournament + livestream

Rings Activated: All nine (summer allows time for deep activation)

Revenue:

- CACFP meal reimbursement (federally funded)
 - Optional registration fee for premium track (\$100-150)
-

D. The Quest Conversion System (Turning Curriculum into Experiences)

You Have 71 Existing Curriculum Files

The Problem:

- These are formatted as **teacher-led lesson plans**
- Week 1, Week 2 structure

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- Passive learning (youth consume information)

The Solution:

- Convert into **self-organized quests**
 - HOMAGO framework (Hanging Out → Messing Around → Geeking Out)
 - Youth-driven (they choose, explore, create)
-

Conversion Template:

For each curriculum file:

1. THE HOOK (Hanging Out):

- What creates initial interest **without instruction**?
- What object, video, or question do we leave on the table?

2. THE CHALLENGE (Messing Around):

- What's a 20-minute low-stakes activity with **no instructions**?
- Goal: Spark curiosity, not perfection

3. THE DEEP DIVE (Geeking Out):

- What's the "Boss Level" project?
- Who from the real world (or campus partners) could mentor/critique?

4. THE MENTOR:

- Who provides expert feedback?

5. SUPPLIES NEEDED:

- Materials list
-

Example: "What Are You Made Of?" (Anatomy Curriculum) → "The Body Builder Crew"

Original Curriculum:

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- 6-week structure: Cells, Blood, Skin, Bones, Muscles
- Teacher lectures, students watch Magic School Bus, make jello cells

Converted Quest:

THE HOOK (Hanging Out):

- Poster of boxer with thought bubble: "Before I beat Sugar Ray Robinson, I had to understand every system in my body. Do you?"
- Youth split into crews, each gets a "body system failure" scenario:
 - "Gene's cells aren't making energy. Why is he exhausted in Round 3?"
 - "Gene took a cut above the eye. Why must the fight stop?"

THE CHALLENGE (Messing Around):

- 5 rotating stations (20 minutes each):
 - **Cell Station:** Build 3D jello cell with candy organelles
 - **Blood Station:** Build blood pump with syringes and tubes
 - **Skin Station:** Design "skin suit" for balloon that survives sandpaper, heat, cold
 - **Bone Station:** Build bone from straws that holds 10 pounds
 - **Muscle Station:** Build mechanical arm from rubber bands and cardboard

THE DEEP DIVE (Geeking Out):

- Real-world challenge assigned by professional mentor:
 - **Fire Station EMT:** "Design a first-aid kit for a specific injury"
 - **Rec Center Trainer:** "Create workout that targets one muscle group"
 - **Senior Center Physical Therapist:** "Design exercise for someone with arthritis"

THE MENTOR:

- Firefighters, physical therapists, U of U biomedical students

SUPPLIES:

- Jello, gummy candies, balloons, syringes (no needles), straws, rubber bands, tape

DELIVERABLE:

- 5-minute presentation to mentor
- Physical prototype
- Teaching tool to explain to 6-year-old
- **Badge:** "Body Builder"

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Rings Activated:

- Brain (anatomy knowledge)
 - Body (understanding your own systems)
 - Bubble (crew collaboration)
 - Neighborhood (partnering with fire station)
 - Community (presenting to experts)
-

Priority Conversions (From Your 71 Files):

Based on gap analysis:

High Priority (Address Missing Rings):

1. **Fire Science → Disaster Response Quest** (Civic/Community)
2. **Farm to Table → Food Justice Crew** (Neighborhood, Body/nutrition)
3. **Zombie Survival → Emergency Preparedness** (Community, practical skills)

Already Strong (Leverage Existing):

1. **Anime as Art → Otaku Council** (Scene, World)
 2. **Biomedical Engineering → Cyborg Challenge** (Brain, Community)
 3. **Strategy Games → Grandmaster Showdown** (Brain, partnered with firefighters)
 4. **1000 Paper Cranes → Peace Installation** (Scene, Neighborhood)
 5. **Science of Broadcasting → Media Production Pipeline** (World, Bingham partnership)
-



PART IV: THE BUSINESS MODEL

A. The Investment Ask: \$2.1M Over 18 Months

Why 18 Months?

Month 1-6: Build (hire staff, retrofit spaces, order equipment, formalize partnerships)

Month 7-12: Prove (run spring proof-of-concept, train staff in HOMAGO/SOLE, collect baseline data)

Month 13-18: Scale (full summer + school-year operations, document everything, refine model, create replication toolkit)

Outcome: By Month 18, we have:

- Proven model (data showing ring activation, youth outcomes)
- Replication toolkit (IP ready to license to other cities)
- Sustainable revenue streams activated (CACFP, grants, earned income)

Budget Breakdown (\$2.1M):

Category	Amount	% of Total	What It Funds
Staffing (18 months)	\$893,000	42%	Ring Leader (John Lyman), Program Director, 4 Lead Facilitators, 6 Youth Development Specialists
Equipment & Infrastructure	\$633,000	30%	Four Pillars equipment, kitchen upgrade, two vans, data systems, replication toolkit, branding/IP
Data & IP Development	\$240,000	11%	Ring Activation Assessment Framework, portfolio system, tracking software, evaluation
Operations	\$237,000	11%	Facility (utilities, insurance, supplies), food service, transportation (fuel/maintenance)

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Training, Marketing, Evaluation	\$100,000	5%	HOMAGO/SOLE staff training, brand launch, external evaluation
TOTAL	\$2,103,00	100%	World's first Connected Cognizance flagship + proof of concept + replication engine

Key Staffing Roles:

Ring Leader (John Lyman): \$150K/year (\$225K for 18 months)

- NOT day-to-day operations
- Chief Architect: Designs framework, trains staff, builds mentor network, creates replication toolkit
- This is **IP development** - the operating system that scales to 50+ cities

Program Director: \$60K/year (\$90K for 18 months)

- Day-to-day operations leader
- Manages staff, facility, compliance, budgets, parent communication

Lead Facilitators (4): \$45K/year each (\$270K total for 18 months)

- One per pillar (Wellness, TechNest, Creative, Civic)
- HOMAGO/SOLE experts who guide youth self-organization
- **Not teachers** - they're **brokers** connecting youth to mentors

Youth Development Specialists (6): \$35K/year each (\$315K total for 18 months)

- Frontline relationship-builders
- 12:1 ratio support ($80 \text{ youth} \div 6 \text{ staff} = 13:1$, within best practice)
- Safety, "vibe watching," first responders to conflicts

Why Ring Leader is \$150K/year:

- This isn't "running a program"
- This is **building intellectual property** that gets licensed
- Comparable roles: Curriculum designers at ed-tech companies (\$120-180K)
- Output: Replication toolkit, assessment tools, training curriculum worth \$500K+ in licensing fees

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Capital Expenditures (\$633K):

Four Pillars Equipment (\$400K):

- **TechNest:** 10 gaming rigs (\$25K), VR systems (\$10K), 3D printers (\$5K), coding software licenses (\$5K)
- **Wellness:** Boxing equipment already exists (Fullmer legacy), add (\$15K) for yoga/mindfulness supplies, biometric sensors
- **Creative:** Broadcast Booth soundproofing/equipment (\$50K), cameras/editing software (\$20K), art supplies (\$10K)
- **Civic:** Creator's Lounge furniture/tech (\$30K), hydroponics systems (\$5K), maker tools (\$5K)

Kitchen Upgrade (\$50K):

- Commercial appliances for CACFP compliance
- Revenue-generating asset (CACFP reimbursement = \$80-120K/year)

Transportation (\$60K):

- Two 15-passenger vans (Ring Runners)
- Enables youth from 1.5-mile radius to attend

Data Systems (\$40K):

- Portfolio platform (custom Notion or web app)
- Ring Activation Assessment software
- CRM for tracking youth engagement

Replication Toolkit (\$40K):

- Designing curriculum conversion templates
- Training videos for future sites
- Brand guidelines, spatial design templates

Facility Retrofits (\$43K):

- Scrim Room buildout (East Storage)
- Broadcast Booth soundproofing (North Storage)
- Creator's Lounge redesign (Tutoring Room)
- Cyclone floor decal, signage, murals

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B. Revenue Sustainability (Post-Launch)

By Year 3, The Ring is self-sustaining without founding investment.

Revenue Streams:

1. CACFP Reimbursement (Child and Adult Care Food Program):

- **Federal program:** Reimburses meals/snacks served to youth
- **Rates:** \$3-4 per meal/snack per youth
- **Volume:** 80 youth/day × 2 snacks/day × 200 days/year = 32,000 meals
- **Revenue:** \$80,000-\$120,000/year
- **Requirement:** Licensed commercial kitchen (we have it), income documentation

2. Federal/State Grants (\$150K-\$300K/year):

- **21st Century Community Learning Centers:** \$100K-150K/year (after-school programming)
- **Utah Juvenile Justice Services:** \$50K (prevention programming)
- **AmeriCorps:** \$50K (if we host AmeriCorps members as staff)

3. Foundation Grants (\$100K-\$200K/year):

- **National:** Robert Wood Johnson Foundation (youth health), MacArthur (connected learning)
- **Regional:** Utah Community Foundation, Larry H. Miller Charities
- **Local:** South Jordan Community Foundation

4. Earned Revenue (\$30K-\$60K/year):

- **Merch sales:** Youth-designed gear at events (\$8K-15K)
- **Event fees:** Rock 'Em Sock 'Em Fridays, summer camps (\$10K-20K)
- **Facility rental:** Rec Center pays Ring to provide programming (\$10K-15K)
- **Consulting:** Training other youth programs in HOMAGO (\$2K-10K)

5. Replication Licensing (\$50K-\$100K/year by Year 3):

- Other cities pay for Ring operating system (IP licensing)
- Training, toolkit, ongoing support
- Estimated: \$10-20K per site × 5-10 sites = \$50-200K/year

TOTAL ANNUAL REVENUE (Year 3+): \$410,000-\$780,000

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Operating Budget (Steady State): ~\$600K/year

- Surplus funds youth scholarships, equipment upgrades, IP development
-

C. Return on Investment (Social & Financial)

For Founding Investor (Celtic Bank or Other):

What \$2.1M Buys:

1. **Naming Rights:** "The Ring at Fullmer Legacy Center — Founded by [Your Name]"
2. **Brand Visibility:** Logo on all materials, case studies, media coverage, replication sites
3. **Advisory Role:** Seat on board/advisory committee
4. **Replication Credit:** Every future Ring site acknowledges founding investor
5. **Impact Data:** Quarterly reports showing ring activation metrics
6. **Legacy:** "The bank/foundation that rewrote youth development"

Comparable Investments:

- Traditional CSR: Spread \$2.1M across 20+ nonprofits = minimal visibility, no legacy
 - This: \$2.1M as founding investor in **the model** = maximum visibility, permanent legacy
-

Social ROI (What We Measure):

Youth Outcomes (18-Month Targets):

Metric	Baseline (Now)	18-Month Target
Youth served annually	~50 (informal boxing gym)	100-120 (after-school + summer)
Ring activation (7+ rings)	Not measured	75%+
HOMAGO progression (reaching "Geeking Out")	Not measured	40%+
Academic indicators	Not tracked	15-25% improvement (attendance, grades)

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Intergenerational projects	0	6+ major projects
Partner organizations (formal MOUs)	3 (informal)	12+ (formal)

Replication Outcomes (10-Year Vision):

Milestone	Timeline	Impact
Proof of concept complete	Month 18	Validated model, published case study
First 2-3 partner cities identified	Month 18	Replication pipeline established
5-10 Ring sites operational	Year 3	500-1,000 youth in ecosystem
50+ sites using Connected Cognizance	Year 10	5,000-10,000 youth, \$5M+ in licensing revenue

Financial ROI (For Community):

Cost-Benefit Analysis:

Investment: \$2.1M over 18 months

Avoided Costs (Per Youth):

- Juvenile justice intervention: \$50,000-\$100,000/year per youth
- Mental health crisis services: \$10,000-\$30,000/year per youth
- High school dropout: \$250,000 lifetime earning loss per youth

If The Ring prevents just 5 youth from entering juvenile justice over 18 months:

- Savings: \$250,000-\$500,000
- **ROI: 12-24% return** on social investment

If 20% of youth increase lifetime earnings by 10% through skills/portfolio:

- 20 youth × \$250K lifetime boost = \$5M economic impact
- **ROI: 238% return** (long-term)



PART V: IMPLEMENTATION TIMELINE

Phase 1: BUILD (Months 1-6)

Month 1: Foundation

Week 1-2: Staffing

- [] Finalize Ring Leader contract (John Lyman)
- [] Hire Program Director
- [] Post Lead Facilitator positions (4)

Week 3-4: Partnerships

- [] Email Bingham High esports advisors (Seth Whittaker, Nathan Jensen)
- [] Schedule “Campus Council” lunch (Senior Center Director, Fire Chief, Rec Center Manager, Animal Shelter Director)
- [] Sign MOUs with each partner

Month 1 Deliverable: Partnership map finalized, staffing pipeline active

Month 2: Infrastructure

Facility Retrofits:

- [] Clear Scrim Room (East Storage), install power/counters for gaming rigs
- [] Soundproof Broadcast Booth (North Storage), install recording equipment
- [] Redesign Creator’s Lounge (Tutoring Room): Café seating, 3D printer, hardware wall
- [] Paint/install signage (rename rooms with Ring terminology)

Equipment Orders:

- [] TechNest: Gaming rigs, VR, 3D printers
- [] Wellness: Biometric sensors, yoga mats
- [] Creative: Cameras, editing software, art supplies

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- [] Civic: Hydroponics system, maker tools

Month 2 Deliverable: Spaces retrofitted, equipment on order

Month 3: Systems

Technology Setup:

- [] Install portfolio platform (Notion templates or custom web app)
- [] Set up Ring Activation Assessment tracking
- [] Create CRM for youth engagement data

Curriculum Conversion:

- [] Convert top 5 priority curricula to quests (Fire Science, Farm to Table, Biomedical Engineering, Otaku Council, 1000 Cranes)
- [] Design quest task cards (laminated, station-based)

Month 3 Deliverable: Portfolio system operational, first 5 quests ready to pilot

Month 4: Training

Staff Development:

- [] HOMAGO/SOLE workshop (2-day intensive with John Lyman)
- [] Adolescent brain development training (neuroscience foundation)
- [] Portfolio system training (how to guide youth without doing it for them)
- [] Safety protocols (boxing, tools, kitchen)

Community Training:

- [] "Granny Method" workshop for Senior Center volunteers
- [] Fire Station partnership kickoff (role clarity, scheduling)

Month 4 Deliverable: Staff trained, volunteers prepped

Month 5: Marketing & Enrollment

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Brand Launch:

- [] Website live with cyclone logo
- [] Social media profiles active
- [] Flyers distributed to schools (Monte Vista, South Jordan Middle, Elk Ridge Middle)
- [] Info sessions for parents (2 evenings)

Enrollment:

- [] Goal: 40 youth for spring pilot (manageable cohort)
- [] Priority: 8th-9th graders (middle-to-high school transition)

Month 5 Deliverable: 40 youth enrolled, families informed

Month 6: Soft Launch

Pilot Week:

- [] Youth receive Champion's Portfolios (Day 1)
- [] Facility tour, choose champion names
- [] Observe first HOMAGO flow (Hanging Out on mezzanine, Messing Around in stations)

Partnership Activation:

- [] First Senior Center SOLE presentation
- [] First Fire Station visit

Month 6 Deliverable: Pilot launched, immediate feedback collected

Phase 2: PROVE (Months 7-12)

Month 7-9: Spring Programming (Proof of Concept)

Operations:

- Run 3 initial quests:
 - **Path to Varsity** (TechNest)
 - **1000 Crane Drop** (Creative/Civic)

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- **3-Minute Round** (Wellness)

Data Collection:

- [] Track ring activation for all 40 youth (baseline)
- [] Document HOMAGO progression (who's reaching Geeking Out?)
- [] Collect mentor feedback (Fire Station, Seniors, Bingham coaches)

Iteration:

- [] Weekly staff debriefs (what worked, what didn't)
- [] Youth feedback sessions (they design improvements)

Month 9 Deliverable: First cohort completes 3 quests, data collected

Month 10-11: Refinement

Curriculum Expansion:

- [] Convert 5 more curricula (based on youth interest data)
- [] Add quests addressing underactivated rings

Partnership Deepening:

- [] Formalize Bingham scrimmage schedule
- [] Launch Wisdom Bridge oral history series
- [] Start Animal Shelter service hours

Month 11 Deliverable: 8-10 quests operational, all 9 rings have pathways

Month 12: First Showcase

Quarterly Portfolio Ceremony:

- [] Youth set up booths
- [] Families, partners, community invited
- [] Portfolio awards presented
- [] Media coverage (local news, Utah education blogs)

Evaluation:

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- [] External evaluator reviews data
- [] Interim report published (proof of concept validated or lessons learned)

Month 12 Deliverable: Public showcase, evaluation report, model refinements documented

Phase 3: SCALE (Months 13-18)

Month 13-15: Summer Intensive

Programming:

- [] 3-week boot camps per pillar (100+ youth capacity)
- [] CACFP activated (meal reimbursement flowing)
- [] Daily transportation (Ring Runners in full operation)

Data:

- [] Track ring activation at higher volume
- [] Test scalability of portfolio system

Month 15 Deliverable: Summer data validates model at scale

Month 16-17: School Year Launch

Operations:

- [] Full after-school programming (3pm-6:30pm daily)
- [] All four pillars running simultaneously
- [] Multiple cohorts at different HOMAGO phases

Replication Toolkit Development:

- [] Document everything (SOPs, training videos, curriculum templates)
- [] Create “Ring in a Box” toolkit for other cities

Month 17 Deliverable: Operating at full capacity, toolkit 80% complete

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Month 18: Evaluation & Replication Launch

Final Evaluation:

- [] External evaluator publishes full report
- [] Data shows ring activation, HOMAGO progression, youth outcomes

Replication:

- [] Toolkit finalized
- [] First 2-3 partner cities identified
- [] Licensing agreements drafted

Investment Transition:

- [] Sustainable revenue streams activated (CACFP, grants)
- [] Founding investment concludes
- [] Ring operates independently

Month 18 Deliverable: Proof of concept complete, replication engine operational, Celtic Bank (or founding investor) credited in perpetuity



PART VI: SUCCESS METRICS & EVALUATION

A. Youth Outcomes (Individual Level)

Ring Activation Assessment:

Tool: Custom assessment tracking which of the 9 rings a youth is actively engaging

Measurement:

- Weekly check-ins (youth self-report + facilitator observation)
- Portfolio documentation (artifacts show ring activation)
- Quarterly assessments (formal review)

Success Indicator:

- **75%+ of youth activate 7+ rings within 12 months**

Example Dashboard:

Youth Name	Self	Body	Brain	Bubble	Scene	Neighborhood	Community	World	Ether	Total
Jamal R.	✓	✓	✓	✓	✓	✓	✓	●	●	7/9
Sofia M.	✓	✓	✓	✓	✓	●	✓	✓	✓	8/9

HOMAGO Progression:

Measurement:

- % of youth who reach “Geeking Out” phase (deep mastery)
- Time spent in each phase (Hanging Out → Messing Around → Geeking Out)

Success Indicator:

- **40%+ of youth reach Geeking Out within 6 months**

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Academic Indicators (Proxy Measures):

We don't "teach" academics, but Connected Cognizance should improve school performance:

Measurement:

- School attendance rates (comparison: before Ring vs. during Ring)
- GPA trends (if schools share data)
- Teacher reports (qualitative)

Success Indicator:

- **15-25% improvement in attendance**
 - **10-15% improvement in GPA**
-

Mental Health Indicators:

Measurement:

- Self-reported anxiety/depression (pre/post surveys)
- Emotional regulation skills (observed in facility, reported by parents)

Success Indicator:

- **30% reduction in self-reported anxiety**
 - **Youth report feeling "more in control" of emotions**
-

B. Program Outcomes (System Level)

Portfolio Completion:

Measurement:

- % of youth who maintain active portfolios
- Average number of artifacts per portfolio
- % of youth who complete champion name, logo, mission statement

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Success Indicator:

- **90%+ of youth have active portfolios**
 - **Average 10+ artifacts per youth by end of year**
-

Partnership Activation:

Measurement:

- Number of formal MOUs signed
- Number of mentor hours contributed by partners
- Youth participation in partner activities (Fire Station visits, Senior Center presentations, etc.)

Success Indicator:

- **12+ formal MOUs by Month 18**
 - **500+ mentor hours contributed annually**
-

Community Impact:

Measurement:

- Service hours completed (snow removal, dog walking, etc.)
- Tangible deliverables created for community (oral histories, adoption videos, policy proposals)
- Partner satisfaction surveys

Success Indicator:

- **1,000+ service hours by Month 18**
 - **5+ major community projects completed**
 - **90%+ partner satisfaction**
-

C. Replication Outcomes (Scaling Level)

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Toolkit Completion:

Measurement:

- Replication toolkit finalized (SOPs, training videos, templates)
- External pilot tests (can another organization implement using the toolkit?)

Success Indicator:

- **Toolkit complete by Month 18**
 - **2-3 pilot cities identified**
-

Financial Sustainability:

Measurement:

- Revenue diversification (CACFP, grants, earned income)
- Cost per youth served

Success Indicator:

- **50%+ of operating budget from sustainable sources by Month 18**
 - **Cost per youth = \$6,000-8,000/year (competitive with similar programs)**
-



PART VII: RISK MITIGATION & CONTINGENCIES

A. Operational Risks

RISK 1: Youth Don't Show Up

Likelihood: Low (demand already exists from Fullmer legacy)

Impact: High (program fails without participants)

Mitigation:

- Ring Runners (transportation solves biggest barrier)
- Food (CACFP meals/snacks = incentive)
- Peer recruitment (youth bring friends)
- Portfolio incentive (merch, badges, recognition)

Contingency:

- Partner with schools for “field trip” model (teachers bring classes)
- Offer weekend programming (if after-school doesn’t work)

RISK 2: Partnerships Don't Materialize

Likelihood: Low (partners benefit from youth volunteers)

Impact: Medium (reduces ring activation)

Mitigation:

- Early outreach (MOUs signed in Month 1)
- Clear value proposition (youth provide service, not just take)
- Pilot projects (small wins build trust)

Contingency:

- Remote mentors (if local partners unavailable)
- Expand radius (find partners within 1-2 miles)



RISK 3: Staff Burnout

Likelihood: Medium (youth work is demanding)

Impact: High (turnover disrupts relationships)

Mitigation:

- Competitive salaries (Lead Facilitators = \$45K, above typical)
- Training in trauma-informed practice
- Regular supervision/support
- Clear boundaries (not 24/7 availability)

Contingency:

- AmeriCorps members as supplemental staff (lower cost)
 - Parent volunteers for administrative tasks
-

B. Financial Risks

RISK 4: Founding Investment Doesn't Materialize

Likelihood: Low (strong case, local commitment)

Impact: Critical (no program without funding)

Mitigation:

- Multiple investor targets (Celtic Bank primary, but also foundations)
- Phased funding (secure \$500K to start, rest contingent on progress)

Contingency:

- Scaled-down pilot (50 youth instead of 100, fewer quests)
 - Crowdfunding (community members buy "portfolio sponsorships")
-

RISK 5: CACFP Revenue Doesn't Materialize

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Likelihood: Low (established federal program)

Impact: Medium (\$80-120K/year gap)

Mitigation:

- Hire CACFP consultant to ensure compliance
- Submit applications early (Month 3)

Contingency:

- Increase grant applications (make up revenue)
 - Charge sliding-scale fees (\$20-50/month per family)
-

C. Model Risks

RISK 6: “Geeking Out” Doesn’t Happen

Likelihood: Medium (some youth will stay casual)

Impact: Medium (model requires mastery, not just participation)

Mitigation:

- Brokers actively connect youth to mentors
- Public showcases create social pressure to perform
- Badges/portfolio create gamification incentive

Contingency:

- Accept that “Messing Around” is valuable too (not everyone reaches mastery in 18 months)
 - Extend timeline (mastery might take 2-3 years)
-

RISK 7: Ring Activation Doesn’t Correlate with Outcomes

Likelihood: Low (theory is sound, based on research)

Impact: High (model credibility depends on this)

Mitigation:

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- Robust evaluation design (external evaluator, control group if possible)
- Track proxy indicators (attendance, GPA, mental health)

Contingency:

- Refine ring definitions (maybe 9 is too many, consolidate to 7)
 - Shift focus to HOMAGO progression (easier to measure)
-



PART VIII: THE LEGACY QUESTION

What Makes This Different From Every Other Youth Program?

Traditional Youth Programs:

- **Containment model:** Keep youth in building, away from community
- **Deficit model:** “Fix” what’s broken
- **Single domain:** Sports OR arts OR academics
- **Adult-led:** Teacher instructs, youth listen
- **Resume-building:** Grades, test scores, college apps

The Ring:

- **Ecosystem model:** Youth flow through neighborhood, activating partners
- **Asset model:** Unleash what’s already there
- **Nine domains simultaneously:** All rings at once
- **Youth-led:** Self-organized learning, peer crews
- **Brand-building:** Personal portfolios, champion identities

The Visual Metaphor:

Traditional programs are swimming pools:

- Contained, chlorinated, supervised
- Safe but sterile
- Youth swim laps, follow rules
- When they leave, they dry off and forget

The Ring is a river:

- Flows through the landscape
- Fed by tributaries (Senior Center, Fire Station, etc.)
- Youth navigate currents, build skills, shape the banks
- When they leave, they carry the river with them



The Gene Fullmer Connection (Why This Honors His Legacy)

Gene “The Cyclone” Fullmer wasn’t just a boxer. He was a system.

He didn’t win because he had one great punch. He won because:

- He never stopped moving (Body)
- He studied opponents relentlessly (Brain)
- He had an unshakable corner team (Bubble)
- He embodied West Jordan pride (Scene)
- He gave back to the community (Neighborhood/Community)
- He fought on the world stage (World)
- He asked, “Who am I? Why do I fight?” (Ether)

The Ring doesn’t teach boxing. The Ring teaches the Cyclone System.

Every youth who activates all 9 rings is carrying Gene’s legacy forward - not in the sport, but in the spirit.



CONCLUSION: THE ASK

We're not asking for charity. We're offering a once-in-a-generation investment opportunity.

For \$2.1M, you don't fund "another youth program."

You fund:

- The **intellectual property** (Connected Cognizance framework, HOMAGO/SOLE integration, portfolio system)
- The **proof of concept** (18 months of data showing this works)
- The **replication engine** (toolkit that deploys to 50+ cities)
- Your **permanent legacy** (your name on every site, every case study, every training)

This is venture capital for social infrastructure.

The facility is built. The neighborhood is ready. The architect is proven. The legacy is honored.

All that's missing is the capital to activate the system.

Let's build The Ring. Let's build champions. Let's rewrite youth development.



APPENDICES

Appendix A: Key Contacts

Facility:

- Fullmer Legacy Foundation Board
- South Jordan City (facility lease)

Campus Partners:

- South Jordan Senior Center Director
- Fire Station #61 Fire Chief
- South Jordan Recreation Center Manager
- Animal Shelter Director
- Bingham High School: Seth Whittaker, Nathan Jensen (esports advisors)
- Bastian Agricultural Center / USU Extension

External Partners:

- Wasatch Community Gardens (hydroponics consultation)
- The Rock Salt (merch partnership, event venue)

Appendix B: Research Foundation (Bibliography)

Connected Learning:

- Ito, Mizuko, et al. 2013. *Connected Learning: An Agenda for Research and Design*. Irvine, CA: Digital Media and Learning Research Hub.
- Ito, Mizuko, et al. 2009. *Hanging Out, Messing Around, and Geeking Out*. MIT Press.

SOLE:

- Mitra, Sugata. 2013. *Beyond the Hole in the Wall*. TED Books.
- Mitra, Sugata. 2015. *SOLE Toolkit*.

Adolescent Brain Development:

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- Steinberg, Laurence. 2014. *Age of Opportunity: Lessons from the New Science of Adolescence*.
-

Appendix C: Floor Plans & Site Maps

(Already provided in earlier conversation - Level 1, Level 2, Site Plan, Google Maps context)

Appendix D: Logo & Brand Guidelines

Primary Mark: The Ring Cyclone Wordmark (9 concentric circles with “THE RING” centered)

Secondary Mark: The Ring Cyclone Icon (spiral motion, no text)

Color Palette: Canyon Red, Pioneer Gold, Great Salt Blue, Navy Ridge, Rocky Road, Wasatch White

Typography: Montserrat (headlines), Inter (body)

(Full brand guidelines available as separate document)

Appendix E: Sample Portfolio Pages

Cover: Youth name, champion name, cyclone logo, personal logo

Page 1: Personal Brand (mission statement, values, color palette)

Page 2-10: Quest documentation (photos, badges, mentor endorsements)

Page 11: Ring Activation Tracker (cyclone diagram to color in)

Page 12: Merch showcase (designs, sales data)

Appendix F: Sample Quest Task Cards

(Laminated cards placed at stations for “Messing Around” phase)

Example: “The Cyborg Challenge - Cell Station”

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YOUR CHALLENGE:

Build a 3D jello cell with all the parts.

MATERIALS: Jello, gummy candies, plastic baggies, food coloring

BONUS: Make TWO cells - one plant, one animal. What's different?

SUPER BONUS: Can you make your cell MOVE like a real cell? (Hint: Add water and shake)

REFERENCE: See laminated cell diagram poster

DAN SAYS: Don't eat the jello until AFTER you photograph it. Food coloring stains.

END OF COMPREHENSIVE REPORT
