

CATCH Initiative (Community Adolescent Training & Career Help) is a program that will provide classes, and guarantee employment by partnering with small businesses to participating adolescents. Our first project is filming a commercial for the non-profit, so we can get the word out and receive funding for our program. Our goal is to raise enough capital to sponsor 10 kids and begin the CATCH program by June of 2025.

Filming for the commercial will take place Jan. 11th @ 12 pm 1260 Allston Way, Berkeley, CA 94702 There are no speaking roles for actors. Minors will need permission from parents and a completed minor release form to participate in this project. Minor Release Forms Can be completed and sent via email to catchinitiative@gmail.com or turned in on the day of filming.

Payment is \$20 an hour (Project 2-3 hours)

Wardrobe is casual and modest, what you would wear to school

Commercial Description:

Setting: Outdoor basketball court

Boy #1 Catches basketball that seems to come from no where, and looks down to see writing on it that says “poverty” and turns it around to see “instability,” “desperation,” “prison,” He looks at the ball, terrified, and drops it
(Switches scene)

Girl #1 Sits in her room holding a basketball and staring at it with a sad look. On the ball it says “abuse” she flips it over and it reads “drug addiction”
(Switches scene)

Boy #2 Outside dribbles the ball with frustration and throws it hard at a wall, when it lands it says “dad gone” and rolls over to say “repeats the cycle”
(Switches scene)

Girl #2 Sleeping on a park bench using a flat basketball as a pillow that says “abandonment” and then “homeless”
(Switches scene back to boy #1)

Another basketball gets thrown to Boy #1 and he gets scared and covers his face. The ball falls. Coach appears and picks up the ball, dribbles it and motions for him to try to catch it again with confidence. He throws him the ball and Boy #1 catches it. It says “Everything’s going to be ok.”

Boy #2, girls 1-2 and extras enter basketball court and start to play basketball on the court. Clips show the ball saying different things as they play: “opportunities,” “resources,” “community,” “safety,” “success,” “conflict resolution skills,” “hope.”

VOICEOVER

Kids don’t choose what life throws their way, but at Community Adolescent Training & Career Help, we teach our children to CATCH after circumstances have left them wanting to drop the ball. We can’t always fix the situation they’re in, but we can help them build stability in their lives going forward, because we know how detrimental life can get for those who have been exposed to trauma and instability. We provide jobs and training, as well as a wide range of resources to get them ahead of the game and develop independence. We believe in the old saying that if you give someone a fish you’ll feed them once, but if you teach them how to CATCH, you’ll feed them for a lifetime. Our mission is to create lasting change in the lives of our youth and the community. Our kids are eager to take control of their futures and we owe

them a shot. We're here to teach them to CATCH, and the rest is up to them. (Camera shows Boy #1 passing the ball to another kid and they throw the ball in the net)
Follow our journey and see how you can get involved by visiting thecatchinitiative.com