



PROPOSAL FOR

John laing
charitable trust



Madison Heights youth are ready to change their world.

A 3-day Youth Leadership Camp for prevention and mental health. Students in grades 6–12 leave with confidence, a crew, and a real projects to lead in their community.



[See camp! · The heart of camp](#)

Young people want to lead, not just listen.

The Coalition already has the heart and incredible local relationships. Vive18 brings a proven leadership experience that ignites youth to create change in their schools and communities. Youth-led prevention is proven to work better than adult-led efforts. Together we can give them the tools to lead today!

ALIGNED WITH THE JOHN LAING CHARITABLE TRUST

3 of 4 focus areas, in one event

Community support — Local coalitions, schools and families rally around a youth-led event in Madison Heights.

Skills & education — Three days of hands-on leadership, communication and prevention training.

Empowering youth — Students leave with confidence, mentors and a project to lead back in their schools.

[Book a call](#)

A weekend of learning by doing.

This outlines the structure and includes signature Vive18 events. The final agenda and specific workshops are shaped around your community's goals and input.

Day 1 • Half day

Connect & find your voice

Check-in & registration

Welcome students, get them settled, and kick off the weekend together.

Keynotes & team-building

Get inspired, meet other young leaders, and connect through cabin groups and color teams.

Exploring prevention & mental health

An introduction to prevention and mental health, and why young leaders matter in both.

Peer-led conversations

Explore peer pressure, refusal skills, overcoming anxiety, and positive coping skills.

Day 2 • Full day

Practice & create together

Interactive workshops by peers and pros

Put new skills into practice with hands-on activities and peer-led learning.

PSA Contest

Create videos and campaigns that brings a youth perspective to prevention.

Prevention Shark Tank

Practice public speaking and community partnerships by pitching your team's idea to a panel of local leaders.

Community project teams

Work with students from your area to develop a prevention project to bring home — a campaign, event, or club.

Day 3 • Half day

Take it home & lead

Teen open mic

Students practice public speaking and take the stage, sharing why prevention matters to them

Align on your action plan & next steps back home

Take home an idea for local action, from a prevention campaign to a youth-led event.

Closing keynote & inspirational send-off

One last keynote to celebrate the weekend and send students home fired up to lead.

Surveys & group photo

Students complete their post-camp surveys and the whole camp gathers for the group photo.

Who does what

Vive18 handles

- 200+ hours of planning, coordination and on-site leadership
- Event planning, branding and a full camp agenda built around your goals
- Design of all print materials: agendas, name tags, signage, evaluations and learning materials
- Website page, ticketing/registration system, social posts and media kit
- Planning meetings with Madison Heights and regional health partners
- Securing and coordinating every keynote speaker, trainer and facilitator
- Interactive breakouts and student-led discussions across all three days
- Running event flow and facilitating all workshops on-site
- Pre- and post-surveys, data analysis and a final impact report
- Year-long virtual support for your coalition and student groups after camp

The Coalition handles

- Book venue and acquire A/V tech
- Distribute promotions to local youth, volunteers and groups
- Coordinating schools and coalitions for student participation
- Assist registration and check-in
- Meals, budget tracking and vendor payments
- Continue the amazing work you do after the event

Five steps from idea to impact.

Step 1 • Kickoff call

Coalition partners + Vive18 align on dates, goals and learning outcomes.

Step 2 • Plan & promote

Vive18 builds the agenda, curriculum, website, promo kit and registration.

Step 3 • Recruit students

Stakeholders invite youth and advisors; Vive18 supports outreach.

Step 4 • Camp days

Three high-energy days on-site, led by Vive18 speakers, trainers and support staff.

Step 5 • Impact report

Survey data analyzed and a final report delivered to the Trust and Coalition.

Camp location and dates are chosen by coalitions and they steer the direction of camp to meet local needs.

INVESTMENT

Clear pricing. No surprises.

Youth Leadership Camp

Conference Planning & Coordination — \$5,000

200+ hours

Pre-event strategy and planning time with partners, curriculum design, all print materials (agendas, name tags, virtual promo kit, evaluations, signage, learning materials), arranging speakers, create website and ticket reservations, plus data collection and final impact report.

Speakers, Trainers & Camp Director — \$28,500

At least three (3) Vive18 team members (speakers, trainers, camp director) for the entire weekend; including their travel and lodging. They coordinate the event from check-in to send-off.

Camp total

\$33,500

What the camp saves you

Booking these three speakers separately for 3 days at our published day rates:

Jake White · Youth Drug Prevention Expert — \$8,400/day × 3

Zion Givens · Teen Mental Health Expert — \$6,400/day × 3

Tomas Barraza · Recovery Advocate — \$6,400/day × 3

Booked separately: **\$63,600**

Camp speakers & trainers: **\$28,500**

You save \$35,100 on speakers alone.

Optional add-ons

Video & Promotions — \$8,000

Videographers at the event, edited promo videos, digital ads, flyers and posters, postage, social campaigns and youth-focused outreach.

[See example from recent partner](#)

Event Supplies — \$2,400

Printed agendas, name tags, evaluations, signage, workshop materials, notebooks, pens and more.

Event Apparel — \$4,000

Prevention-message t-shirts, bracelets or branded gear for ~200 attendees and volunteers (about \$20 per person).

Camp + all add-ons: **\$47,900**. Venue, A/V and meals are arranged by the Coalition and not included.

PROVEN RESULTS

Building skills, confidence & connection.

Every camper takes a pre- and post-event survey (scores are 1–5 averages).

The biggest jumps, measured

Survey measure	Year	Before	After	Growth
I believe I can be a leader in my school and community	2025	3.30	4.50	+1.20
I know how to plan a prevention or mental health project or event	2026	3.18	4.07	+0.89
I feel confident speaking and sharing my ideas in front of a group	2026	3.08	3.89	+0.81
I feel connected to other youth in my group	2025	3.69	4.46	+0.77
I have ideas about how I can help my community	2025	3.40	4.15	+0.75
I feel comfortable talking with peers about prevention and mental health	2026	3.57	4.22	+0.65

“Vive18's Arizona Youth Leadership Camp was a transformational experience for our youth group. Each one of our kids left a better person than they came.”

— Adult advisor, 2025 camp

“Second year here for this event and still blown away. New content, new ideas. Truly incredible and I am already looking forward to next year and the impact.”

— Ken Bartz, adult advisor, 2026 camp

“Amazing experience!! We were able to watch our teens learn while having fun!!”

— Santa Cruz County Drug Free Community Coalition, 2025 camp

SEE IT IN ACTION

The energy is the point



The curriculum

A look at what students actually learn and do.



PSA made by campers

A public service announcement the students created themselves at camp.

[Explore the Vive18 Youth Leadership Camp](#)

Imagine day three.

A room full of students pitching prevention projects they built themselves. Confident. Connected. Ready to lead. And a final report showing exactly how they grew.



An out-of-state crew at camp

Projects students actually launched

In the Prevention Shark Tank, student teams pitch projects and win up to \$500 to make them real back home.



Stand Up AJ

launched a YouTube channel on prevention and mental health, interviewing peers and hosting healthy challenges in Apache Junction.



South Mountain Works

is hosting a volleyball tournament with workshops to educate peers about prevention, mental health.

[See the event](#)



Parker Youth 4 Youth

started "Do You," a campaign inspiring youth to protect their voice, their mind and their life.



Legacy Leadership

plans a cornhole tournament with first responders in Round Valley so peers feel safe asking for help.

Your questions, answered

Who is the camp for?

Students in grades 6–12 in the Oakland County, Michigan region, including youth already in prevention and brand-new leaders.

How long is the camp?

Three days: a half day, a full day, and a half day. It's built to maximize learning while keeping energy high.

What does the core investment cover?

Conference planning & coordination (\$5,000) plus all speakers, trainers and facilitators for three days, including their travel and lodging (\$28,500). Total: \$33,500.

Are the add-ons required?

No. Video & promotions, event supplies and apparel are optional. Add any, all or none, and the price is exactly what's listed.

Why a camp instead of booking separate speakers?

One camp bundles three speakers and trainers over three days with one planning team. You get far more teaching time for less than booking each separately.

Ready to make it happen?

What does the Coalition handle?

The coalition uses their connections to cover the venue, A/V, meals, and help recruit volunteers and students. Vive18 handles the creation and delivery of the event from start to finish.

Is this a scare-tactics prevention program?

Never. It's fun over fear: no shaming, no lectures. Students build confidence, connection and real projects they're proud of.

How do you measure results?

Pre- and post-surveys track confidence, comfort saying no to substances, social skills, leadership interest, connectedness and desire to improve their community. You get a final report.

What happens after camp?

Students leave with peer-led prevention plans, positive social content, and the confidence to create change in their community. They're more connected to their group and the coalition they arrived with to work together even more. Vive18 remains as a cheerleader and resource to them year round with virtual support.

How do we get started?

Book a 30-minute call with Jake. We'll confirm dates, answer questions and send a final agreement.



We'd be honored to help Madison Heights students discover what they're capable of. Let's give them three days to build life-saving leadership skills!

Jake & Emily White

Founders, Vive18

jake@vive18.com · [480-239-4355](tel:480-239-4355)

Book a call

Learn more about Vive18

[Instagram](#)

[Podcast](#)

[About Us](#)

[Speakers](#)

[100+ Testimonials](#)