

THE CURRENT PROGRAM REPORT

The Day School Program better known as Life Coach Academy and UBU 100 that is currently providing advanced educational opportunities and career readiness at Martin Luther King Jr. Middle has been nothing short of amazing according to the principal, school counselors, parents and the students that attend this school located in the 6th district right here in the City of Richmond.

The UBU 100 Program has changed the perception of the school not only in the city of Richmond but also around the nation. The program has been linked to HBCU's and other Athletic Administrative Teams and the Departments of Education and the Department of Athletics of Division I and Division II Institutions. The students have engaged in activity and direct engagement that has provided mentoring opportunities and leadership development in the CIAA, NCAA and local agencies that now recognize the students of Martin Luther King Jr. Middle as one of the lead HBCU and other colleges engagement teams of public education. The Alumni of HBCU's now recognize this work as an engagement tool for future community development in low-income communities and schools throughout the nation. The UBU 100 home, school and community-based year-round program has shed a new light on the future of education for minorities in cities and urban areas around the nation.

The UBU 100 program has become a model in which other school districts and other cities are taking a serious look at implementing these practices in conjunction with HBCU's and public schools' systems to align the efforts of engagement in low-income communities.

Not only has this program completed its initial pilot goals in two years it has exceeded the goals with overwhelming support from many in the city of Richmond and across the boundaries of districts in the elementary schools as well as high schools. The UBU 100 program has changed the "mindset of the homes", schools, and communities in which this work services.

The following accomplishments are the result of this community-based program that is now in its third year of service to this school:

- **According to the principal** who has spoken on behalf of this program almost two years ago right here at City Council this group has changed the culture and climate of the school in a profound way. The parents, students and administrators of the school want and need the work that is currently underway by Life Coach Academy and the UBU 100 Team and Staff.
- **According to recent data** the first year of the program reduced disciplinary infractions by 51% compared to the previous year in working with students in the sixth grade.
- **According to the principal** the 6th and 7th grade students have seen a decrease in discipline infractions by 30% by teaching self-regulation and respect for themselves and others.
- **According to the principal and counselors** the focus group of students at MLK Jr. named UBU 100 as "**most supportive group in the building**" as the program offers opportunities for the students to talk and move towards a safe place to go in the building when needed.
- **According to the principal** this program has advanced the literacy skills of students based on the annual curriculum of engagement that includes a wide range of support that includes golf, field trips, summer engagement and regularly scheduled annual events.

- **According to the principal**, the UBU 100 program has had a profound impact on the students that they service and, on the culture, and climate of the school. Life Coach Academy and the UBU 100 Team has my full support, and they continue to improve the lives of children.

Plans for the future of the Program...

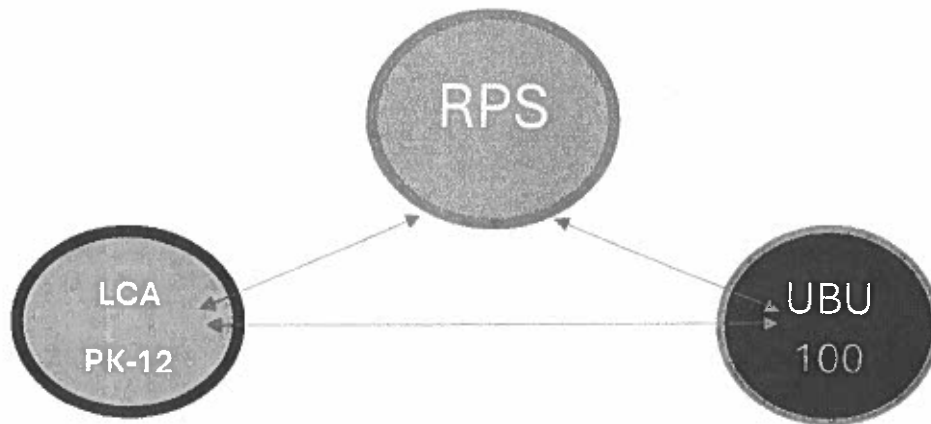
The goal of the program is to include more children that will participate in the engagement of the work. Currently the program services one hundred children, with at least another one hundred applications on file in the database system.

The program has shown a pace of continued interest and growth as it will support itself with regards to the recruiting process as students continue to want to stay involved throughout their high school years as counselors, volunteers, and student workers.

The year-round engagement will certainly improve the makeup of the community and provide a stable and promising outcome for many of the families and students that reside in low-income communities throughout the City of Richmond and beyond.

The **UBU 100** Program is new, exciting, and engaging in a way that will change the lives of students and families that reside in the 6th District, City of Richmond, and Commonwealth of Virginia.

This new partnership and agreement will change the trajectory of Richmond Public Schools and Inner-City Education Across the United States of America. Team concepts will win in this climate and culture, and it has been a proven formula of sustainment and long-term success.



Make History today for the Homes, Schools, and Communities of RPS...

We are a "Team" of Accountability **UBU 100**

2025-2026 UBU 100 and Richmond Public Schools

A Winning Community TEAM!



UBU 100 Students at a Time....

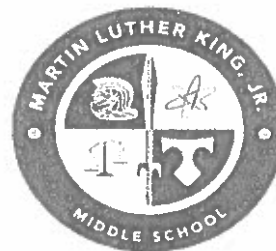
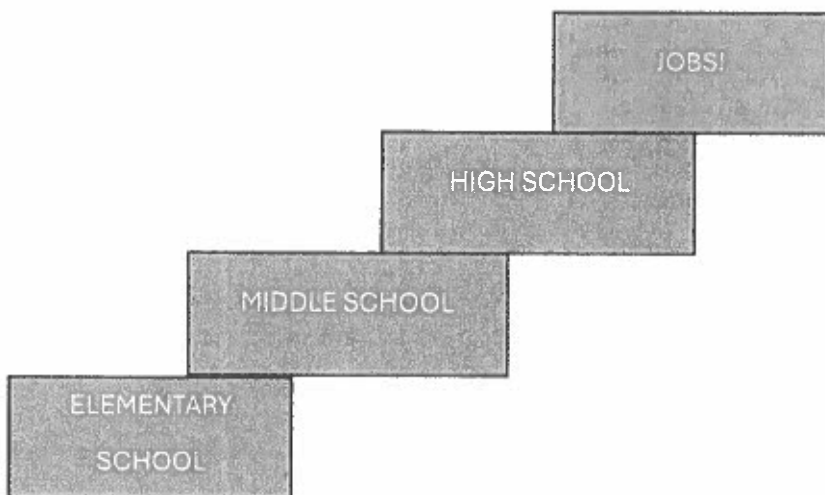
- Real Data
- Real Program Community Engagement
- Annual Team Accountability Evaluations
- Annual Scheduling
- Annual Reporting
- Annual Celebrations

Michael L. Bailey

CEO / Founder / Former RPS Employee

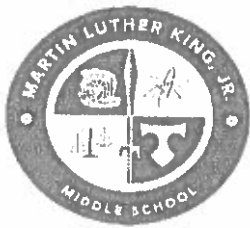
Life Coach Academy / UBU 100 / Rings Vs Rent Scholarship Foundation est. 2014

Team Captain Life Coach Academy / UBU 100 / RPS Students & Families



DOCUMENTED TESTIMONIALS

UBU 100



Martin Luther King, Jr. Middle School

1000 Mosby Street

Richmond, VA 23223

Phone: (804) 780-8011 Fax: (804) 780-5590

Mrs. Inett Dabney, Principal

Email -idabney@rvaschools.net

To whom it may concern.

I am pleased to write a letter supporting Life Coach Academy and its proposal for securing city funding.

I have had the opportunity to work with LCA, which supports students with unwavering commitment. I can attest to their dedication to our students, as I witnessed this up close and personal. They have given our students opportunities and exposed them to events that they would not have fathomed before LCA became a partner in learning at MLK.

They have provided our students with exposure to golfing through their summer golf program, which enhances their literacy skills. Students also had the opportunity to engage in their annual golfing tournament. These two programs have taught our students discipline, self-efficacy, self-awareness, self-respect, organization, etc. The program also emphasized career-readiness. Students had the opportunity to engage with career professionals from various fields while discussing pathways to these careers. They also visited college campuses, like the HBCU VUU, to observe college-campus life and sporting events, like the annual in-state rivalry football game.

However, one of the most important lessons that LCA has taught our students is self-regulation and respect for themselves and others. **Through LCA efforts and engagement, student discipline infractions have decreased by 30%. MLK SOL scores have improved for the third year, and chronic absenteeism decreased from 39% to 20%. Their positive impact is undeniable.**

As stated, LCA impact is visible throughout the building and on every grade level, including the school culture and climate.

Life Coach Academy has my full and continued support as they continue to build on their previous success from last year.

Sincerely,

Inett Dabney

Inett Dabney, Principal



Richmond City Council

Richmond, Virginia

Richmond, Virginia

The Honorable Ellen F. Robertson

Councilmember, Richmond City Council, Richmond Gateway 6th Voter District

April 29, 2024

To whom it may concern:

I am writing to express my full support for Rings vs Rent Scholarship Foundation's My Life Coach Academy CARE program's application for the Firearm Violence Intervention and Prevention (FVIP) grant.

As a City Councilwoman representing our community, I recognize the critical need for proactive and effective measures to address violent crime, particularly firearm-related violence, in our city.

The My Life Coach Academy CARE program has demonstrated a strong commitment to violence prevention and intervention, focusing on at-risk youth and providing comprehensive support and resources to mitigate the root causes of violence. Through their innovative approach, which integrates life skills coaching, mentorship, and community engagement, the program has shown significant progress in reducing incidents of violence and promoting positive behavior among participants.

The proposed expansion of the My Life Coach Academy CARE program aligns perfectly with the City of Richmond's violence reduction plan, which emphasizes the importance of community-based initiatives and collaboration with local organizations. By investing in programs like My Life Coach Academy CARE, we can effectively address the underlying factors contributing to violence and create safer and more resilient communities for all residents.

Furthermore, the sustainability plan outlined by the My Life Coach Academy CARE program demonstrates a clear commitment to long-term impact and success. By building on the foundation of their existing project and leveraging community partnerships, the program is poised to continue making a meaningful difference in the lives of our youth and families for years to come.

In conclusion, I urge you to consider the My Life Coach Academy CARE program's application for the FVIP grant favorably. Their dedication to violence prevention and their proven track record of success makes them a valuable asset to our community's efforts to reduce violent crime.

Thank you for your attention to this matter. Please do not hesitate to contact me if you require any further information or assistance.

Sincerely,

Ellen F. Robertson
Councilmember

From: Michael L. Bailey (mlbailey1)
Sent: Monday, November 18, 2019 12:27 PM
To: Jarvis, Joshua <JAR14@henrico.us>
Subject: RE: For your Meeting on Friday

Good afternoon, I sincerely thank you for your remarks referencing the Dean's Team and Wilder Middle School. I intend to share this as a reference of your participation and witnessing of the impact of the Dean's Team and how the SRO was involved in the program. My sole intended purpose is to assist schools in bridging the gap in building positive relationships in our schools and communities that support our youth. I sincerely thank you again for your continuous support and service. Best regards, mb

From: Jarvis, Joshua [mailto:JAR14@henrico.us]
Sent: Monday, November 18, 2019 11:56 AM
To: Michael L. Bailey (mlbailey1) <mlbailey1@henrico.k12.va.us>
Subject: For your Meeting on Friday

During the 2017/2018 school year at Wilder Middle School we had a Dean of Students, Coach Bailey. This school year was different than previous school years due to the presence of Coach Bailey. The revolving door, or repeat offenders within Wilder Middle School appeared to vanish with the de-escalation skills taught by Coach Bailey, I was hearing radio traffic of students making the choice to talk issues out with Coach vs. resulting to a fist fight. During this school year, I had the opportunity to participate in the "Dean Team" assemblies and have dialog with the students about making the right choice, the students trusted Coach and were seeing other options to deal with conflict. Coach Bailey never wavered from the goals/objectives, and his teachings were making an impact on the student population. I think his calm demeanor helped gain the trust of these students who may not have anyone in their life like him. One last thing about Coach Bailey, he always liked to involve the SRO while talking to the students, not to scare them but to allow the SRO to build a relationship with the student and mentor them as well. I personally have relationships with Wilder students because of Coach Bailey. Coach Bailey's Life Skills would be beneficial to all students. These life skills are not genetic traits, they have to be taught and seeing what impact it had in Wilder for one school year, I could only imagine the impact of several years.

Thank you,

Joshua G. Jarvis
SRO-Wilder Middle School

Letter of Support

From Stewart, Ebony <estewar3@rvaschools.net>

Date Mon 4/21/2025 6:56 AM

To Queen Bailey <stoneharrisonhouse@gmail.com>

Greetings!

My name is Ebony Stewart and I am a 6/7th grade English Language Arts instructor at Martin Luther King Jr. Middle School. Imagine a school and the dynamic of how school has changed over the years. The issue is that we are mandated to provide our time and efforts to achieve a goal. In a place such as, school there are several barriers that inhibit this from happening; however, what if we had a place where you could be yourself at all times with individualized and team goals?

I believe the UBU:100 Program allows students to achieve and excel by executing their academic and personal goals, illustrating great sportsmanship and team building collaborations with the coaches and their peers. I am very appreciative for the resilience and the willingness of the coaches to assist the instructors by any means at Martin Luther King Jr. Middle School.

Love and Light,

Ebony Stewart

Advocate, Facilitator of Learning, Mentor

To Whom It May Concern :

UBU 100 has played a pivotal role in fostering student growth and success at MLK Middle School. Their dedicated work with students is truly remarkable, focusing on empowerment, education, and community engagement. By providing mentorship, educational resources, and a supportive environment, UBU helps students build confidence and develop essential skills for their academic and personal lives. The program's emphasis on cultural pride and self-identity encourages students to embrace their unique strengths while striving for excellence. Through workshops, field trips, and community activities, UBU not only enhances academic achievement but also nurtures a sense of belonging and leadership among students, paving the way for their bright futures. Any support that can be given to keep this impactful organization in our building, would be greatly appreciated. Thank you

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Deirdre Brooks

Martin Luther King Jr. Middle School

7th Grade Instructor

Richmond City Public Schools

Give Light. Be Light.

Good Morning,

I hope this letter finds you well. I want to take a moment to introduce you to an incredible nonprofit organization that is making a powerful impact on students across our communities—**UBU** (short for *You Be You*).

At UBU, the mission is simple yet transformative: to empower students to become leaders, not followers. In a world where peer pressure, social expectations, and challenging environments often dictate a young person's choices, UBU stands as a voice of encouragement, calling students to rise above the noise and embrace their true potential.

UBU believes that every student has the power to lead, inspire, and make a difference—not just in the future, but right now. Through mentorship programs, workshops, leadership training, and school-based initiatives, UBU helps students recognize that they are more than their surroundings. They are not defined by where they come from, but by the dreams they pursue, the courage they show, and the character they build.

Students involved in UBU learn to think for themselves, stand up for what's right, and lead with confidence. They are taught that leadership is not about popularity or position—it's about purpose, vision, and authenticity. UBU challenges them to step away from the mindset of following the crowd and instead become the change-makers their communities need.

Every day, lives are being transformed as students discover their voice, their value, and their ability to shape a better future. UBU is not just teaching leadership—it's creating leaders.

Thank you for taking the time to learn about UBU. We believe in the potential of every student, and we're committed to helping them see it in themselves. Together, we can inspire the next generation to lead with purpose, passion, and pride.

With gratitude,
Janelle Dunmore
Supporter of UBU

Martin Luther King Jr. Middle School
1000 Mosby Street • Richmond, VA 23223
Phone: (804) XXX-XXXX • Fax: (804) XXX-XXXX
Website: www.rvaschools.net/mlk
Home of the Titans

April 20, 2025

To Whom It May Concern,

It is with great pride and enthusiasm that I write this letter in support of the Life Coach Academy UBU 100 program. As a school counselor who has served in this building for over 15 years, I have had the opportunity to witness many programs come and go—but few have made the kind of lasting impact that Life Coach Academy has had on our students.

UBU 100 has created a versatile and transformative environment within our school. The program has become an integral part of our social-emotional learning (SEL) framework by fostering the concept of growing into oneself. It promotes self-awareness, confidence, and self-efficacy—essential qualities that empower our students to take ownership of their actions, their learning, and their future.

The influence of Life Coach Academy has been evident in the marked reduction of behavioral incidents, improved attendance, and noticeable shifts in how students manage social anxiety and interpersonal challenges. The exposure our students receive through educational trips and the positive, affirming environments cultivated by the coaches have helped them develop into more well-rounded individuals with a brighter outlook on life and school.

I am especially appreciative of the consistency and dedication that the Life Coach Academy team brings. In a world where students often experience high levels of turnover and instability, this program has provided a steady and reliable presence. Their commitment to remaining grounded in the lives of our youth has made a significant difference and is something I deeply respect and advocate for.

It is programs like UBU 100 that truly work—not just on paper, but in the hearts and minds of the students they serve. I wholeheartedly support the continued presence and expansion of Life Coach Academy in our building and beyond. Their work is not only relevant—it's remarkable.

Sincerely,

Salena Scott

School Counselor

Martin Luther King Jr. Middle School

2025-2026 BUDGET NARRATIVE

Proposed budget narrative: 2025-2026

Increase of Student-Support Grades 6 / Martin Luther King, Jr. Middle School / City of Richmond

Rationale:

The proposed increase of support will directly impact the continuous growth of the Life Coach academy Program and the practices that are aligned strategically for the benefit of the homes, school and community in which is serviced.

The Service:

Based on recent data that supports the 6th grade Hallway, it is the goal of the program to increase such support as it enables students to be more engaged in pro-active practices that reduce classroom infractions and interruptions during the school year.

Documentation shows that the first semester and first year in middle school proves that earlier intervention within the program as a prerequisite has shown that students tend to embrace the culture and climate of school with a more positive disposition.

This increase will also allow the staff of the program to keep pace with the anticipated engagement as the program has increased in size and numbers of students serviced.

This increase will allow Life Coach Academy to service a roster of not less than 200 students engaged in a year-round day school program.

Total support increase for Staff:

We are requesting an additional \$105,000.00 of support which will cover the cost of two additional full-time staff in our Program.

1-Life Skills Coach \$60,000.00 Contract 2025-2026 School Term

1-Life Skills Coach \$45,000.00 Contract 2025-2026 School Term

Statement of Purpose:

The UBU 100 and Life Coach Academy Program has increased its membership of students by nearly 100%, the staff must keep up with the demand of service and we are eager to accompany the need.

The parents, Teachers and Community has embraced the program, and we are certainly excited about the continuous support of the City of Richmond now and in the future.

We thank you for your investment and vision to meet the needs of the students that reside in this community. We thank you for your support and we look forward to keeping you informed about the program and its successes in the homes, school and community in which we service.

We sincerely thank you again and look forward to the up-and-coming school year in the City of Richmond and surrounding communities that will be impacted and benefit from the works, service and dedication of our Home, School, and Community Engagement Program Life Coach Academy.

Thank you for your support,

Michael L. Bailey / CEO Rings vs. Rent Scholarship Foundation

Note:

Please find attached the overall budget for the Life Skills Coaching Middle School Focused Prevention and Intervention Program that was submitted to The City of Richmond detailing the materials and other associated cost of the day school program for 100-Student Engagement Program.

If you have any questions or concerns, please contact:

Queen Bailey / Chief of Staff for Life Coach Academy and UBU 100

804-307-3112

Email: qbailey@UBU100golf.com

Michael L. Bailey

804-337-0329

Email: MbaileyLea@Outlook.com



The Home, School, and Community Engagement Team....

Life Coach Academy / UBU 100

2024-2025

Budget and Operational Expenditures

Martin Luther King Jr. Middle School Success Program

	Budget Description	Award Amount
Government Grants or Support 2024-2025 School Year		
City of Richmond (6th District Ellen Robertson)	Program Support: <u>4-Staff / FTE</u> \$ 85,000 Building Admin \$ 60,000 LCA STAFF-8th \$ 60,000 LCA STAFF-7TH \$ 45,000 LCA STAFF-6TH	\$ 250,000.00
VA Department of Criminal of Justice Services	Operational Cost: <ul style="list-style-type: none"> • Field Trips • Equipment • Team Gear • Meals / Snacks • Other related Fees 	\$ 77,000.00 (2-Year Award \$ 77,000.000 Each Year)
2024-2025 Annual Budget Total		\$ 327,000.00

2025-2026 Annual Projected Budget	Budget Description	Amount Requested
City of Richmond	Program Support	\$ 355,000.00
VA Department of Criminal Justice	Operational Cost	\$ 77,000.00
	*Total Funding Need 2025-2026	*\$ 432,000.00