



Kroc Center Community Partners

The mission of bringing people and organizations from around the city together for the betterment of all is already taking place, as demonstrated by the involvement of our community partners. The following organizations recognized the potential impact of the Kroc Center and have signed on as programming partners. All of our programming partners have a proven track record of success in serving others. At the Kroc Center, their ministries will reach thousands of lives every year.

C.R.O.S.S.FIRE Commandos (CFC)

C.R.O.S.S.FIRE Commandos is a unique, interactive, team-building program. CFC incorporates a variety of youth-centric activities – including live, video-game-like training sessions in a movie-set-like environment – that provide a venue for quality interaction between youths from different socio-economic backgrounds to explore life from a Biblical perspective. By making events exciting and entertaining, CFC increases interest in participation, which provides a variety of opportunities to mentor, build relationships and teach Biblical standards. CFC will oversee youth-oriented programming at the Kroc Center.

Memphis Athletic Ministries (MAM)

Memphis Athletic Ministries' mission is to use organized sports as a way to share Christ with urban and suburban young people, and to foster unity among diverse segments of the community. Approximately 8,000 youngsters, ages 6 - 18, are currently involved in MAM-organized sports, 59% of whom live in urban areas; 41% from suburban areas. MAM will be responsible for the majority of sports-related programming at the Kroc Center.

Urban Youth Initiative (UYI)

Founded in 1993, the Urban Youth Initiative's mission is to equip an "army" of dedicated, full-time urban youth workers through local inner-city churches and Christian non-profit organizations, who reach at-risk urban young people with the hope and love of Jesus Christ. UYI has developed into a network of more than 50 affiliate sites with in excess of 100 youth workers reaching out to approximately 10,000 youngsters on a weekly basis. UYI will help manage the youth mentoring and educational programs at the Kroc Center.



**DOING
THE MOST
GOOD™**